Final Report: GreensRUS Website Development
Client: GreensRUS
Location: Waterloo, Ontario, Canada
Owner: Chidera Ubosi
Developer Student: Housam Alamour
Date: March 31, 2025

GreensRUS is a well-established lawn care company based in Waterloo, Ontario. With a growing reputation for providing high-quality services to residential and commercial clients, the business sought to expand its presence into the digital marketplace. This project focused on developing a modern, maintainable website to serve as the company's digital storefront both for showcasing services and for selling digital products such as lawn care guides, maintenance templates, and educational tools.

As part of our research and consultation phase, we conducted a thorough comparison of these platforms to determine the most suitable option based on GreensRUS's business objectives, content needs, and long-term maintenance expectations.

Wix offered ease of use and fast deployment, but its limitations in customization and scalability made it less suitable for future growth. Webflow provided high design flexibility and visual development tools but came with a steeper learning curve and higher costs for advanced features. WordPress was considered for its vast plugin ecosystem and strong community support, but its dependence on plugins and frequent maintenance needs introduced potential overhead.

Ultimately, we selected a modern developer-first approach using Next.js with TypeScript. This allowed us to build a fast, responsive, and highly customizable website tailored specifically to GreensRUS's brand and future business needs. The site was deployed using Vercel, enabling seamless continuous deployment from GitHub and ensuring the client can easily manage updates going forward.

The final website consists of several key pages. The **Home page** welcomes visitors with a strong headline and a call-to-action encouraging users to explore services or shop digital products. A clean layout highlights both the lawn care services offered and a preview of the digital resources available for purchase.

The **Services page** presents GreensRUS's core offerings Lawn Mowing, Fertilization, Weed Control, and Aeration using clear, informative cards accompanied by visuals and brief descriptions. Each service is designed to communicate professionalism and expertise while making it easy for customers to understand the value offered.

The **Digital Products page** displays purchasable digital resources such as a Lawn Care Guide, Seasonal Maintenance Planner, Plant Disease Identifier, and Lawn Design Templates. Each product is shown with a title, image, price, and a direct purchase button. This setup ensures an

intuitive user experience while supporting future integration with payment systems or download management tools.

The **About page** introduces the company's story, mission, and leadership. It includes a narrative of GreensRUS's growth and dedication to sustainable lawn care practices, along with a section highlighting the experienced team led by owner Chidera Ubosi.

The **Contact page** provides essential company contact information, including email, phone number, and location. It also features a functional contact form allowing visitors to send messages directly from the website. This fosters client communication and supports lead generation.

After development, we conducted informal usability testing with a small group of potential users. The feedback received was overwhelmingly positive. Users described the website as clean, easy to navigate, and informative. Based on this feedback, we implemented minor refinements to visual spacing, contrast, and mobile responsiveness to enhance accessibility and user experience.

To ensure long-term sustainability, we have provided a set of maintenance recommendations. These include using GitHub with Vercel for content and feature updates, and the option to integrate a headless CMS such as Sanity or Content Layer to allow non-developers to update content as the business evolves. Product files and digital downloads can be managed through external hosting tools like Supabase or secure cloud storage services.

Deliverables for this project include a live website prototype hosted on Vercel, a comparative analysis of website platform options, a documented needs analysis, a guide for website maintenance and future updates, and this final report summarizing the entire development process.

The completed website positions GreensRUS for its next phase of growth. With a professional online presence and infrastructure in place to support digital product sales, the company is well-equipped to engage new customers, build brand loyalty, and expand its reach in both physical and digital markets.

The project has demonstrated a strong understanding of platform selection, modern web development practices, user experience design, and responsive implementation. The result is a robust and professional web platform that reflects the high standards and forward-thinking vision of GreensRUS.

For access to the live website, please visit: https://greens-rus.vercel.app/