**C&R Landscape’s Website**

Business Case

**Business description**

C&R Landscape[[1]](#footnote-2) is a Los Angeles based landscaping firm specializing in the planning and installation of drought resistant and drought tolerant landscapes and hardscapes. C&R Landscape utilizes xeriscape, a type of landscaping that uses native plants and requires little to no irrigation and very little maintenance. By incorporating xeriscape and hardscapes, our landscaping designs minimize water waste and lower water utility costs.

**Business goal**

The purpose of this website is to establish a presence on the internet for C&R Landscape. The primary goal of the web application is to promote its services and increase business. Although awareness of drought resistant and drought tolerant landscaping is expanding, some people looking for landscape services are unaware of alternatives to traditional turf lawns. This website will introduce those people to the many options that are available to them.

Revenue from the website will come from clients who book landscaping services. The current iteration of the website is informational; clients can learn about the services offered, inquire about cost using the payment calculator, and request more information using an online submission form. In its current state, the website does not process payments or book services.

**Target Audience**

C&R Landscape’s target audience includes people and businesses that want to redesign their outdoor space and make it less water-dependent. Demographics of the target audience include young, middle-aged, and older homeowners and businesses.

The website aims to attract people who appreciate contemporary design, California native plants, and are interested in finding ways to reduce their water waste.

**Visitors’ Motivations and Goals**

Visitors to the website are looking for information about landscaping services. They are seeking forward designed, drought resistant, landscaping and hardscape solutions.

Specific goals visitors of the website may include:

* Decreasing their water use.
* Lowering their water bill.
* Increasing their home’s curb appeal.
* Increasing their home’s value.

**Information requirements**

Visitors to the C&R Landscape website may not know about the different types of drought resistant and drought tolerant landscapes available. They may also be unaware of the benefits of having this kind of landscaping.

The C&R Landscape website should include information detailing the services available and the many benefits of drought resistant and drought tolerant landscaping.

**References**

Fan, Y., McCann, L., & Qin, H. (2017). Households’ Adoption of Drought Tolerant Plants: An Adaptation to Climate Change? *Journal of Agricultural and Resource Economics*, *42*(2), 236–254. <http://www.jstor.org/stable/44329752>

1. C&R Landscape is a fictitious company created for the purposes of demonstrating the content design process for web applications. [↑](#footnote-ref-2)