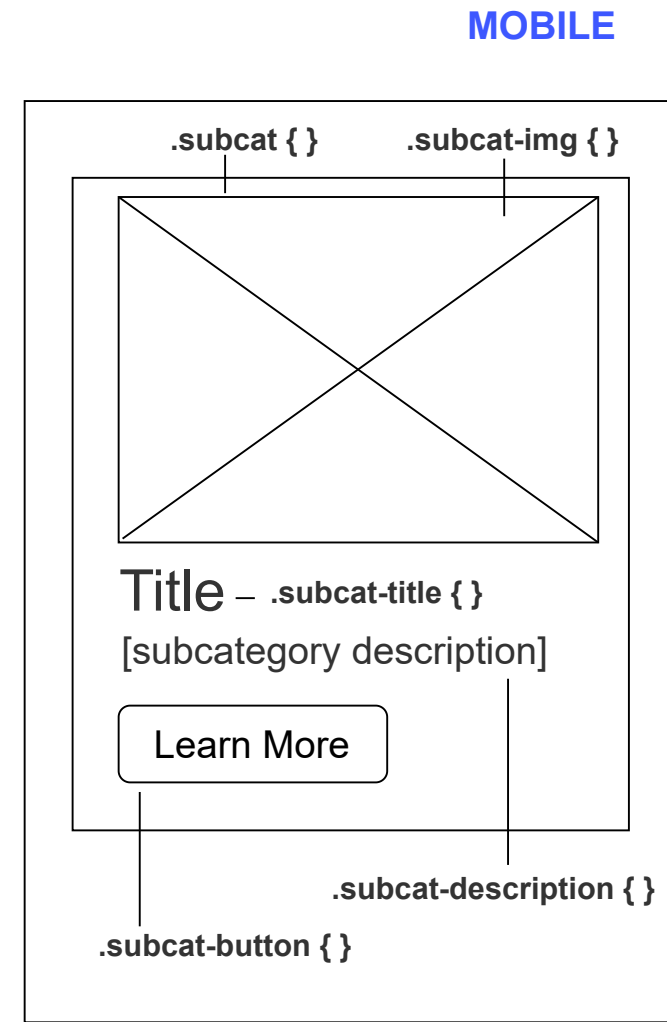
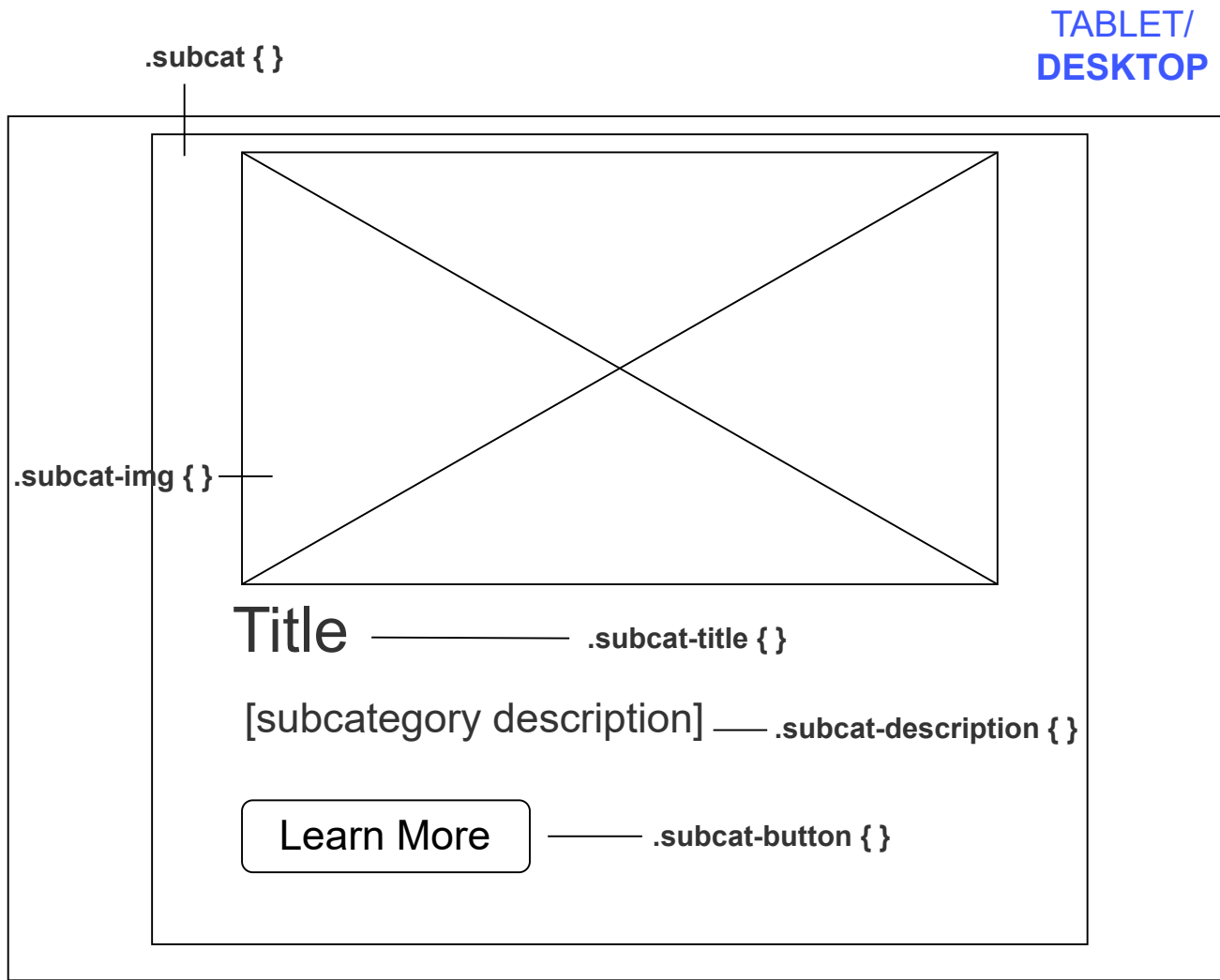
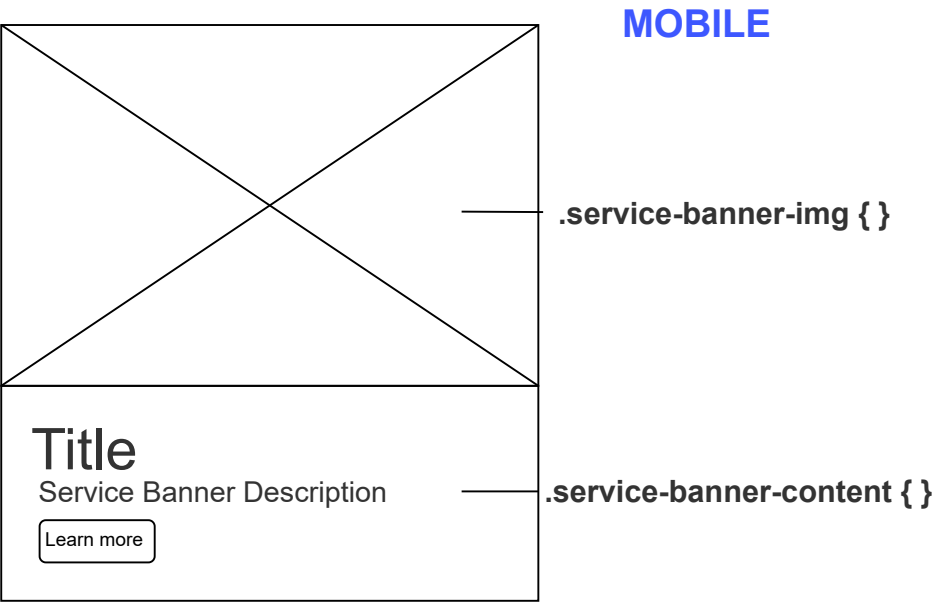
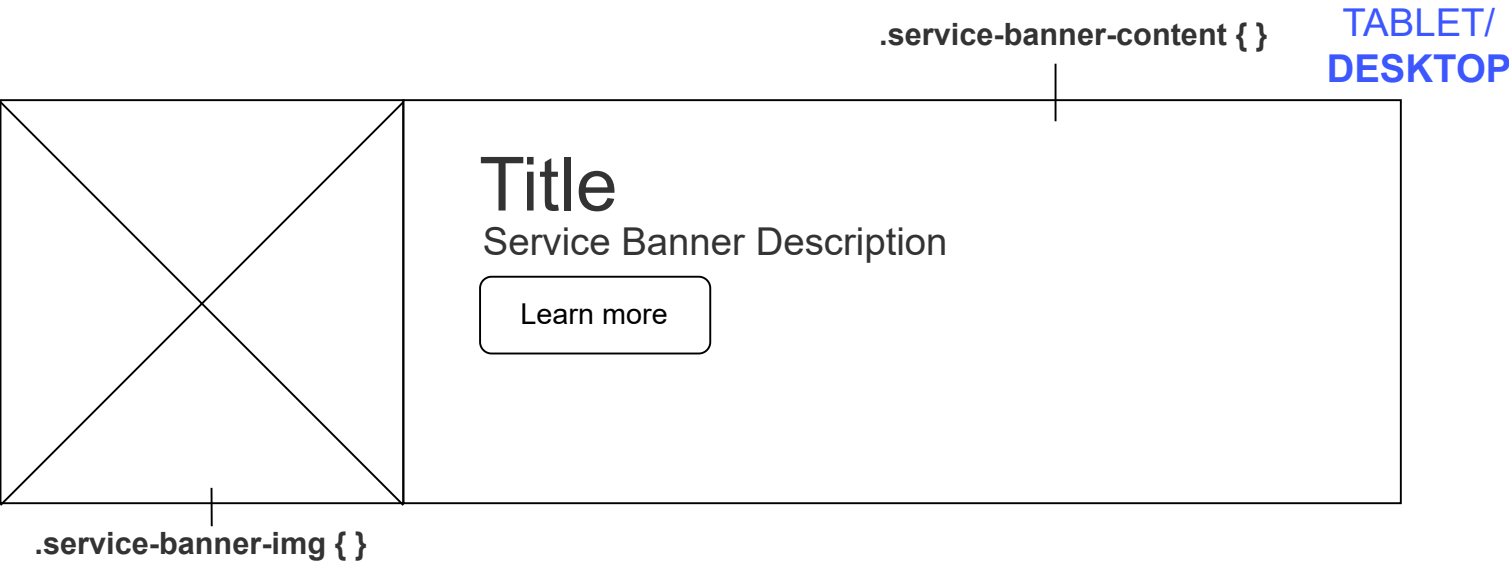


SUBCATEGORY PREVIEW COMPONENT



The purpose of this component is to present a description of and link to a subcategory page (for example, one of the pages accessible from the Plants page, such as Flowers or Indoor Plants). The desktop display will have three of these components together on a row. The tablet display will have two on a row, and the mobile display will have a single column of these components. The component makes use of Fitt's Law because the size of the button linking to the subcategory page and its central location on the component will allow users to select it quickly and easily. The component also makes use of Miller's Law by facilitating the chunking of products presented on the website into a small number of groups (the subcategory pages), so as not to overwhelm the user with too many options at once. This component helps fulfill the goal of increasing interest from potential customers by allowing users to easily see the different categories of products available at Mansfield Gardens.

SERVICE BANNER COMPONENT

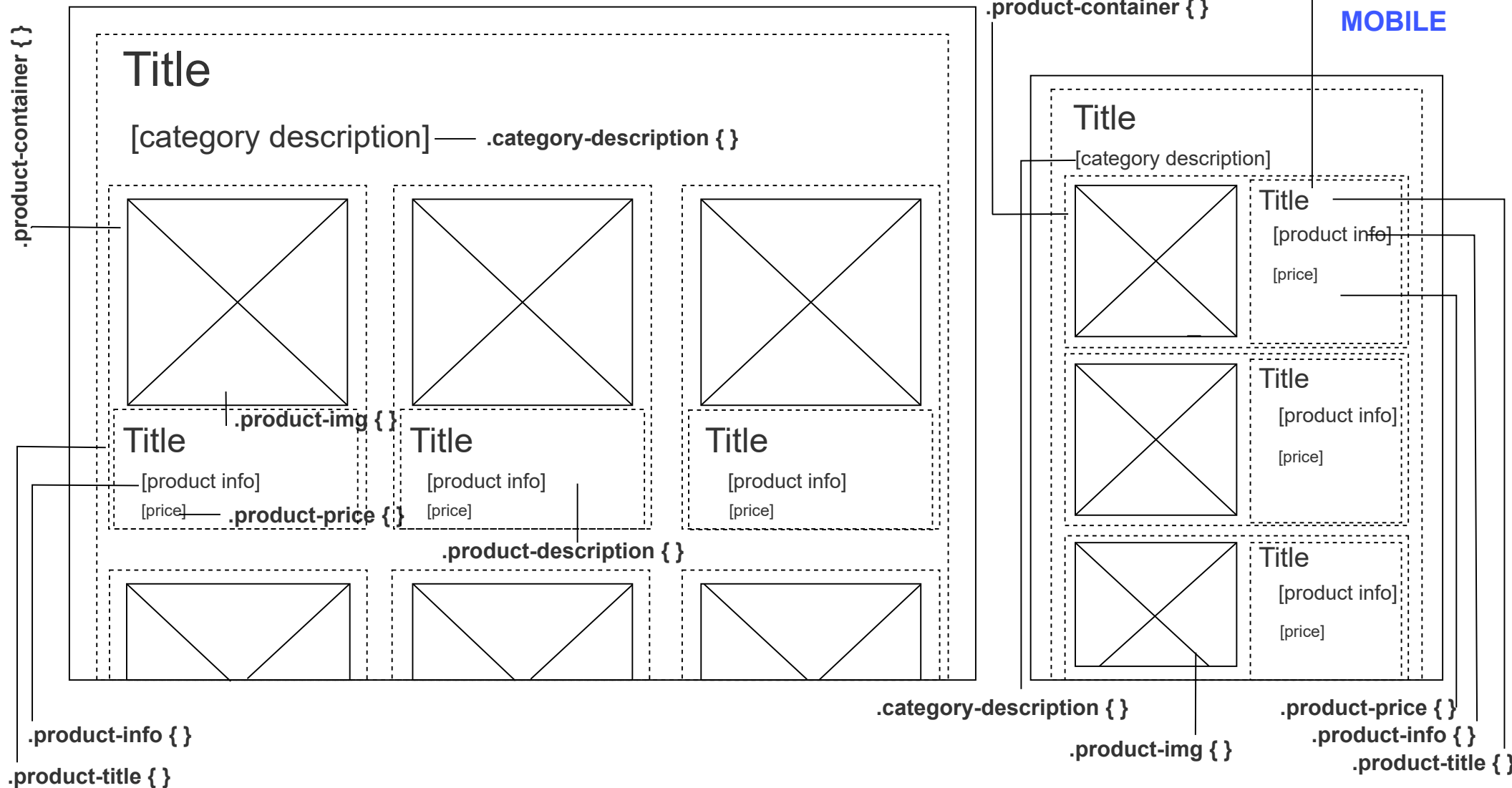


The purpose of this component is to provide users with alternative paths to reach the website's Services page and to remind them of what services Mansfield Gardens offers as they browse other pages. This component makes use of both Hick's Law and Jakob's Law in that its design is both straightforward (simple with a single call to action) and familiar (resembles promotional banners used on other websites such as homedepot.com), allowing the component to be extremely accessible and usable for consumers. By increasing the visibility of the services offered by Mansfield Gardens, this component helps fulfill the goals of increasing customer interest and encouraging trusting relationships between Mansfield Gardens and customers.

PRODUCT CARDS COMPONENT

TABLET/
DESKTOP

MOBILE

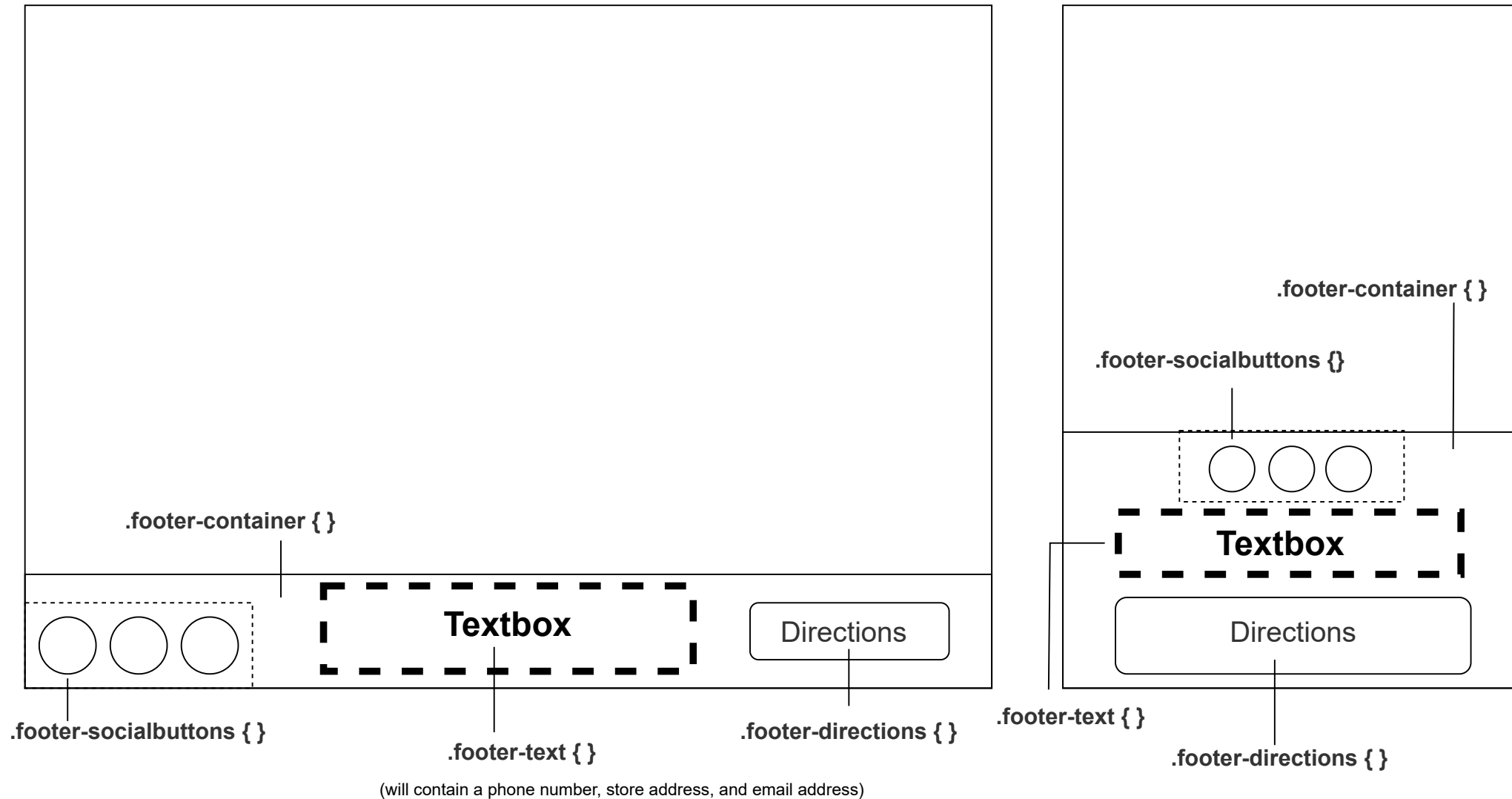


The purpose of this component is to present users with the products they can find at the store. In each card, users will see a picture of the product, the name of the product, a short description, and the price of each item. The desktop display will have three of these cards together on a row, with one full row showing above the fold and 1/3 of the next row showing right below, to indicate that the user is able to scroll down for more content. The tablet display will look similar but will have two items per row. The mobile display will have one item per row, with the text on the right side of the image as opposed to below it and with three items on screen at a time. This component makes use of Jakob's Law because the layout chosen is similar to that of product displays on many other websites our users may be used to seeing. The component also exemplifies the Law of Common Region and Law of Proximity by grouping information related to one item closer together in one area and providing a clear visual separation between distinct items, so as to not confuse the users. This component helps fulfill the goal of updating the marketing of Mansfield Gardens by clearly showcasing all plants available. The description under each product also educates current and potential customers about the plants, fulfilling another goal of this redesign.

FOOTER COMPONENT

TABLET/
DESKTOP

MOBILE



The purpose of this component is to display contact information for Mansfield Gardens and to ensure this information is always accessible, no matter where a user is on the site. This component uses the Law of Proximity by grouping several pieces of contact information together in one place on a page, as well as by grouping the social media buttons together and the information in the textbox together, so each is seen as a distinct section of the footer. The component fulfills the goal of encouraging long-lasting and trusting relationships between Mansfield Gardens and customers by allowing users to quickly and easily find out where the store is or call to inquire about a product.