

landscape-designing.com

1. Introduction

- Portfolio of landscaping/patio projects to generate landscape/patio inquiries into product, labor and design.
- Generate traffic for ads and potential business for landscaping and design.
-

2. User Interface Design and Prototype

- I went with an easy to use and navigate site. It will have a flow that engages the user with beautifully landscaped homes, animated graphics to encourage the user to follow the layout to see certain information first and engage the user to continue to the next page (or another page). The user will be able to access the inquiry form from any page and will encourage users to fill out the form after value in the service has been shown to the user.

3. Navigation Structure

- Landing page with value/hook etc., Gallery page of past projects to build value in the service, form page to inquire about design services, possibly more...

4. References

- I used proto.io for this mock up.