##### ***CHRISTOPHER ESSOE***

***PORTFOLIO PROJECT IDEA***

***01/24/21***

##### **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.

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##### **2. Expected List of Features**

* A plug and play landscape design tool (coming later in bootcamp bc it is outside of scope of this class)
* Gallery of landscapes and previous customer work
* An instant winner game to win up to (x)% off initial design
* Email sign-up/inquiry form
* Plant health tips

##### **3. Market Survey**

* I worked for Moon Valley Nurseries so I am taking my inspiration from their website and www.armstronggarden.com.
* I want to take elements from their website like the landscape tool and galleries but will be more focused on design of landscapes and patios.

##### **4. References**

* MVN website. My wealth of knowledge of the industry, horticulture and patio design.
* Moonvalleynurseries.com, www.armstronggarden.com