

WEB DESIGN

Dandelion
FLOWERS

MADELYN AND LAUREN



Build an contemporary warm and elegant website to reflect the brand. The website will be optimized for online orders.

Deliverables include logo and identity system redesign along with wireframes, product photography and a site redesign built using html and css.

GOALS

THE BRAND



01

Bohemian



02

Elegant

COMPETITORS

01

Company Name: 1-800-
FlowersFeatures of the Business:
Flower arrangements, gifts,
deliveriesStrengths: Well-known
household name, wider variety,
more deals.Pain Points: Tacky
website design with a lot of
clutter, flowers aren't fresh, no
one-on-one contact/not
personable, complex website.



02

Company Name: Alameda
Flowers. Features of the
Business: flower arrangements,
deliveries, events
florist.Strengths: Locally and
family owned, storefront, one-
on-one experience, easy to work
website, a “googleable”
name.Pain Points: Website is a
little tacky, and cluttered.

PERSONA



Brian
Age 34
Married
Middle Class
Affluent
Works A Lot
Often Orders flowers for the wife
online due to convenience

SITE REDESIGN



STYLE

CONTEMPORARY

For bohemians and husbands
looking to impress their wives
with contemporary floral
arrangements



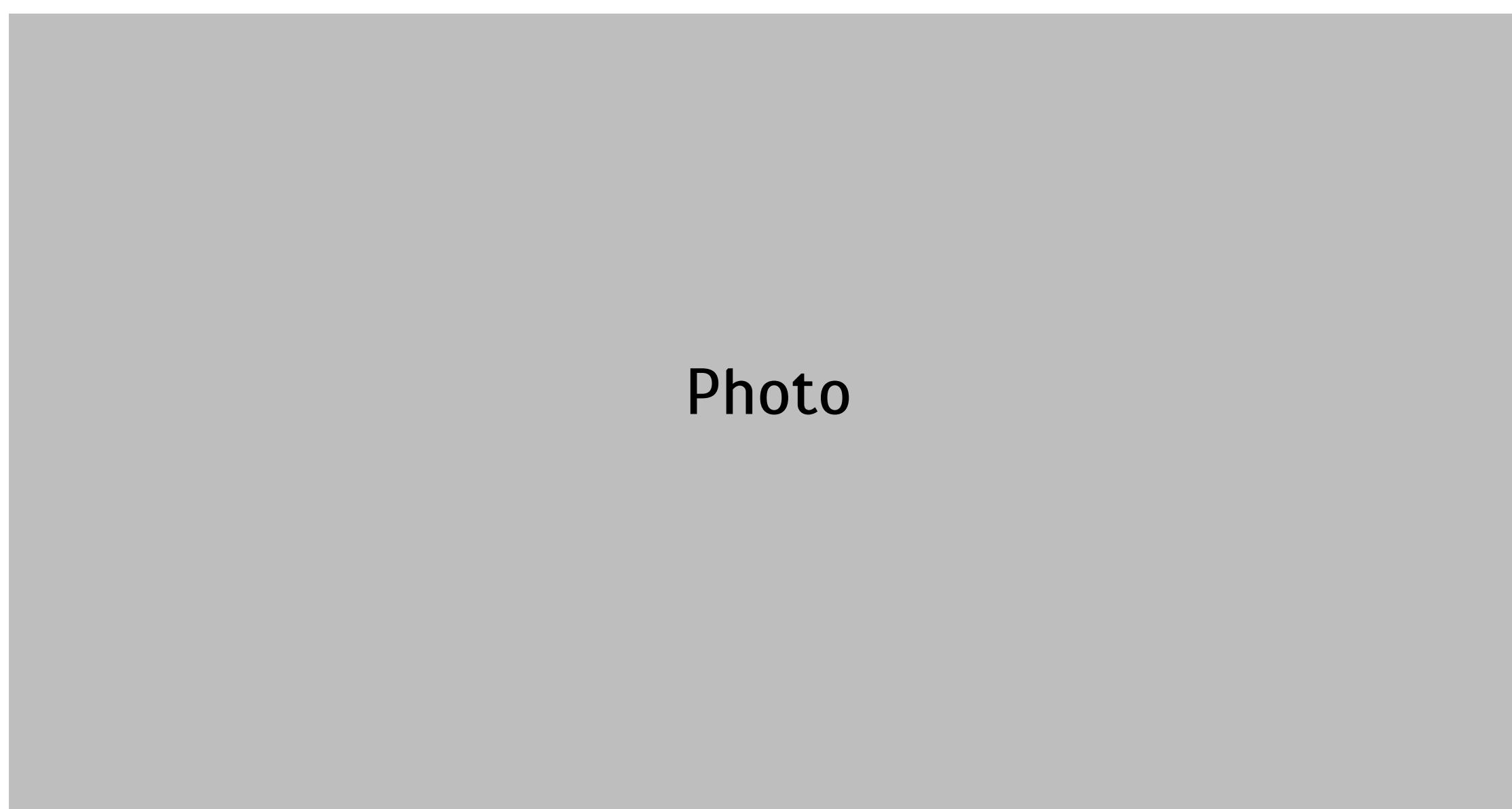
LOCAL

Reliable local business

STYLE

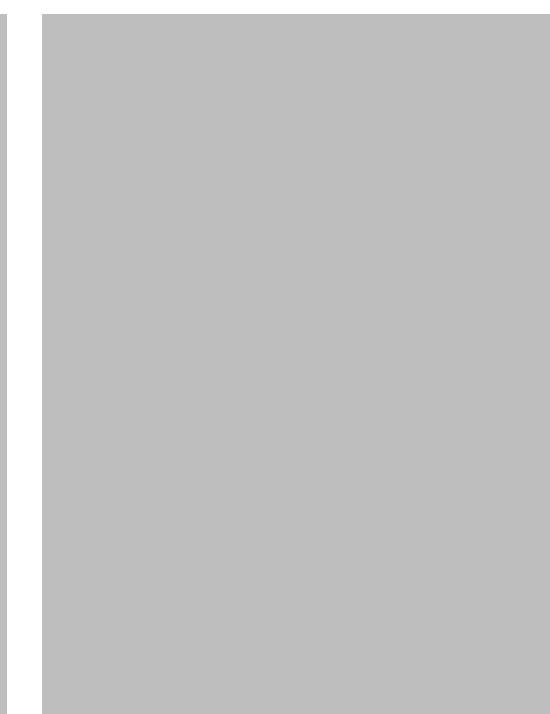
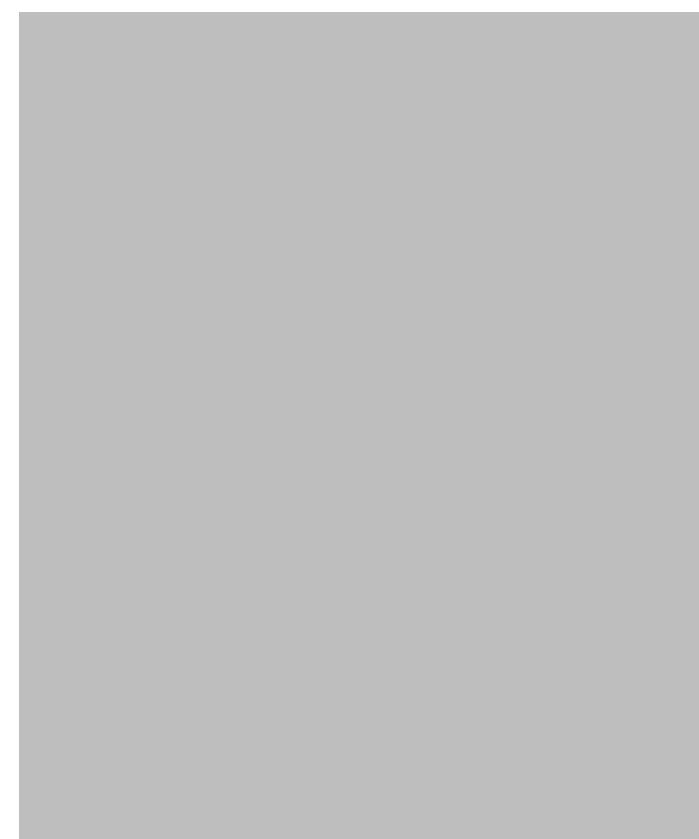
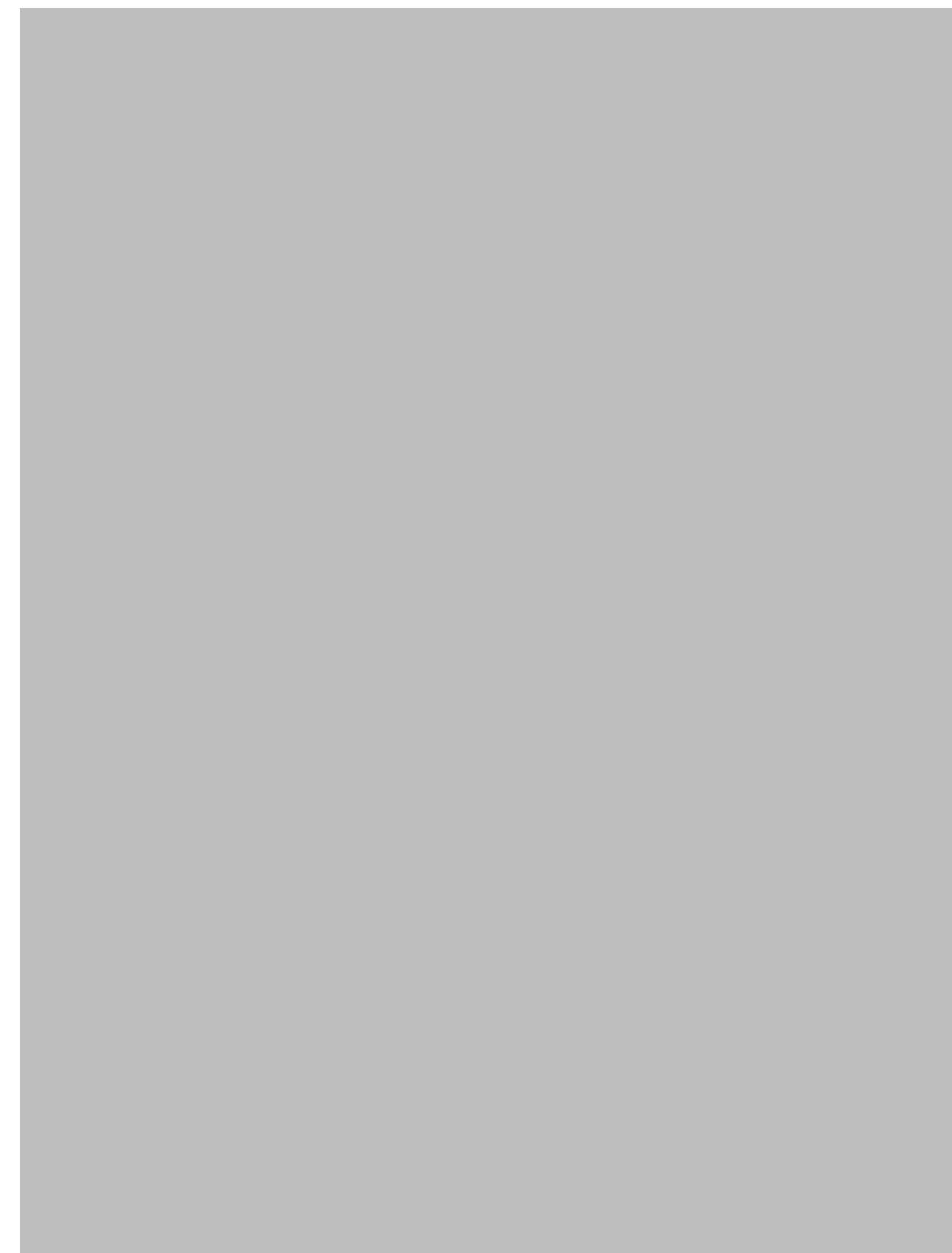
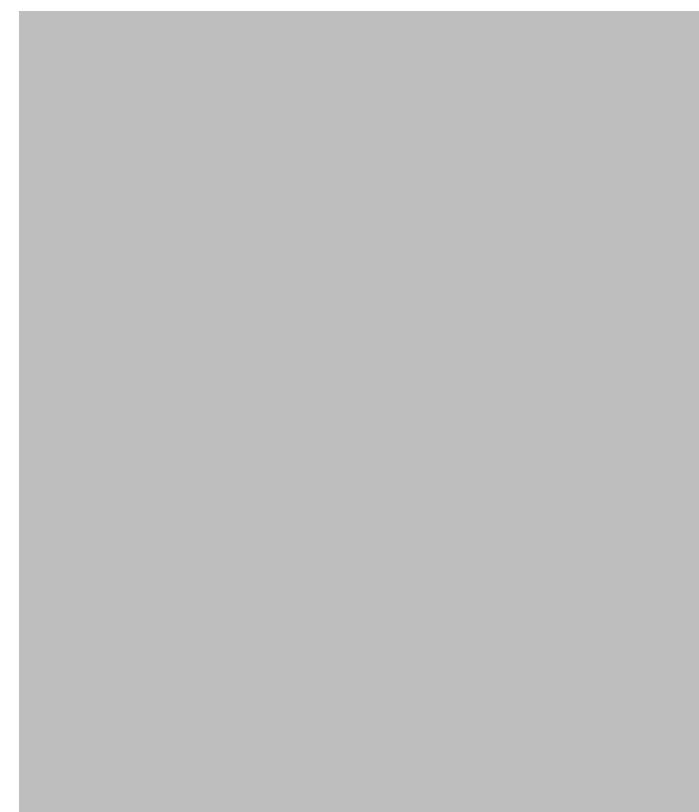
feminine and stylish





Photo

— Shop —



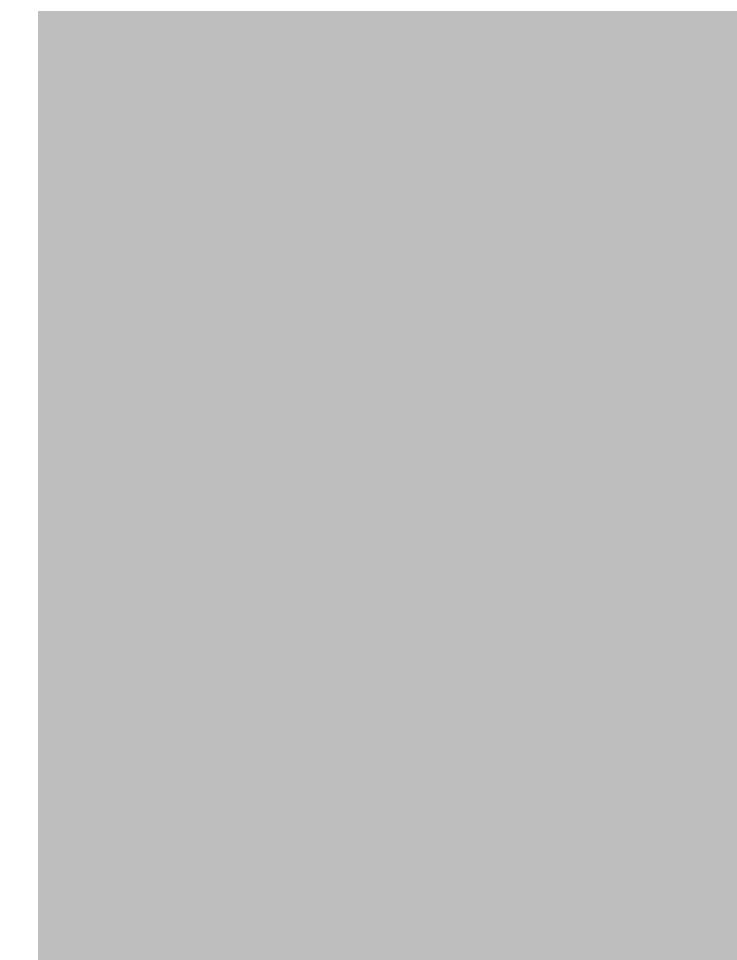
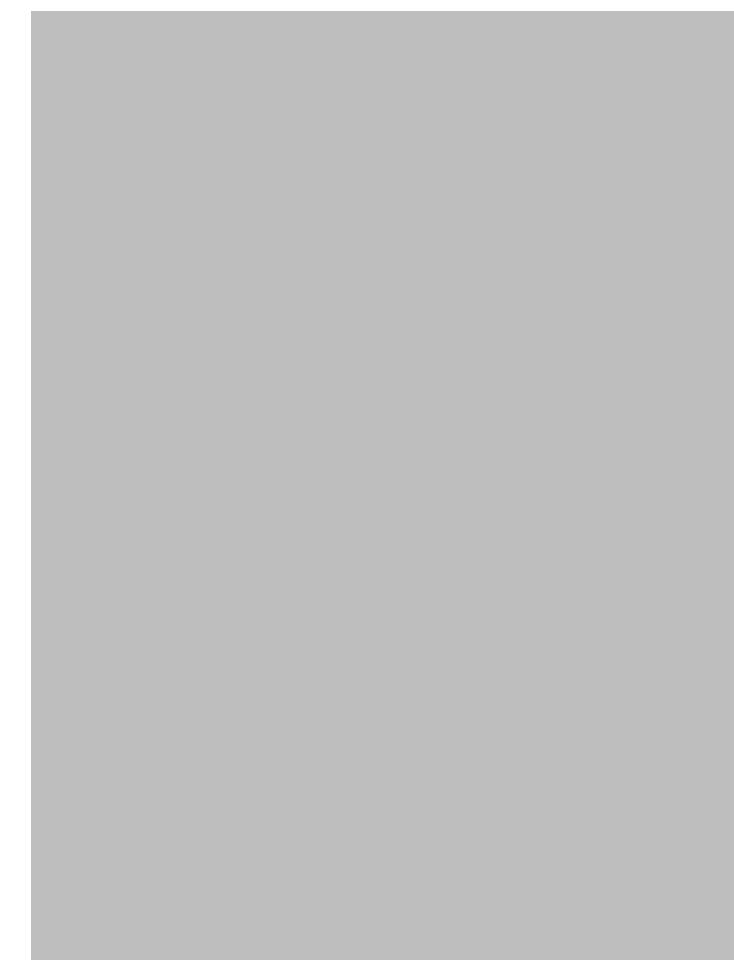
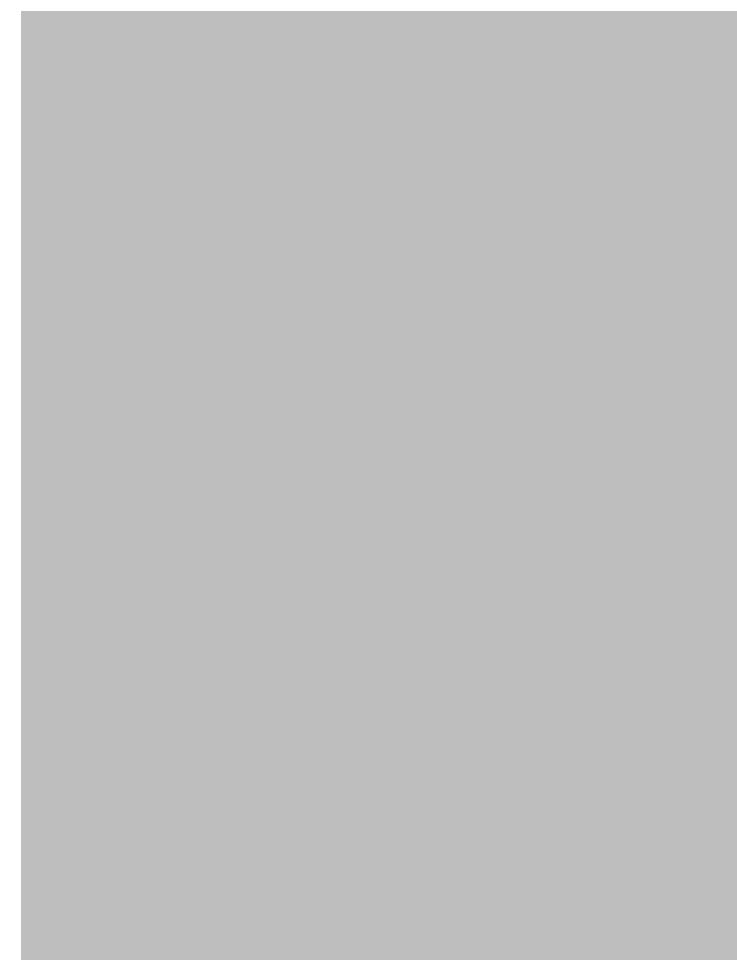
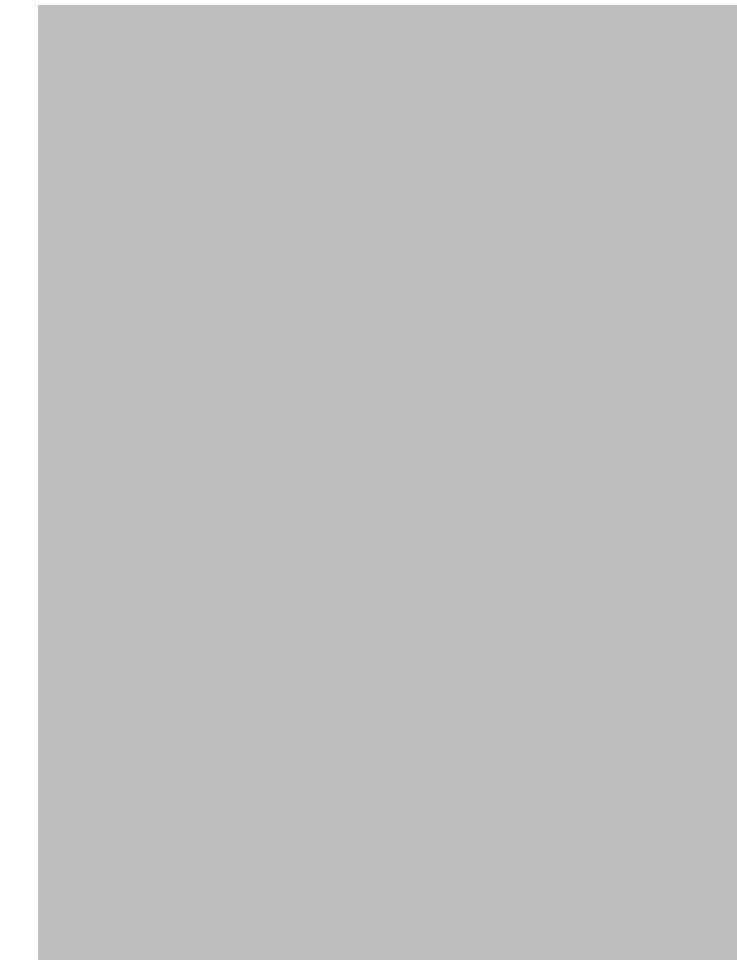
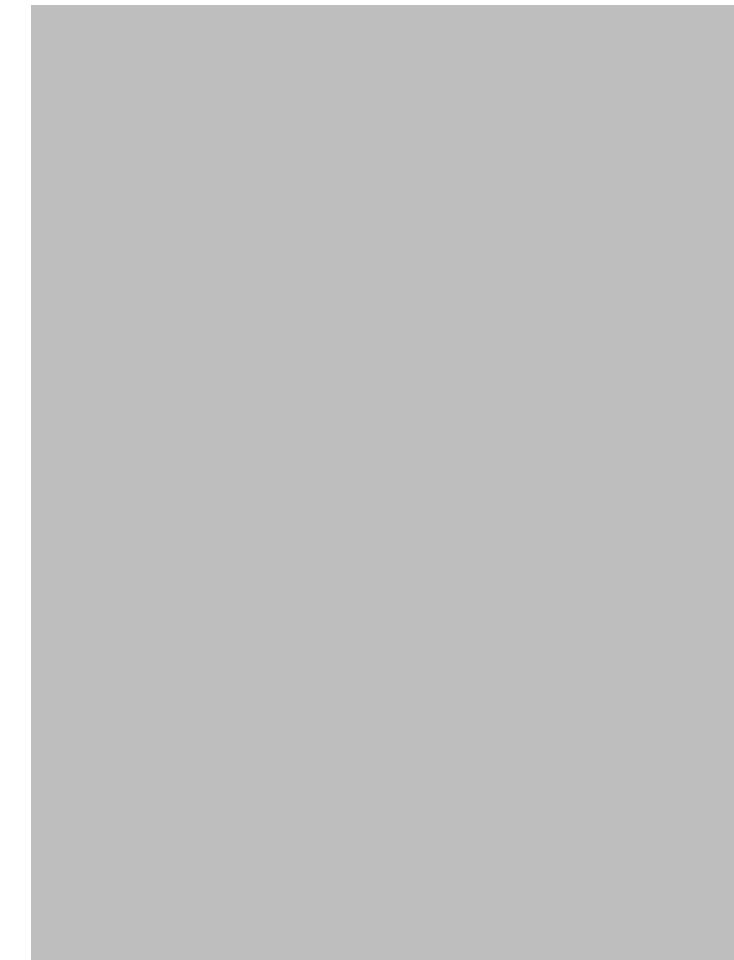
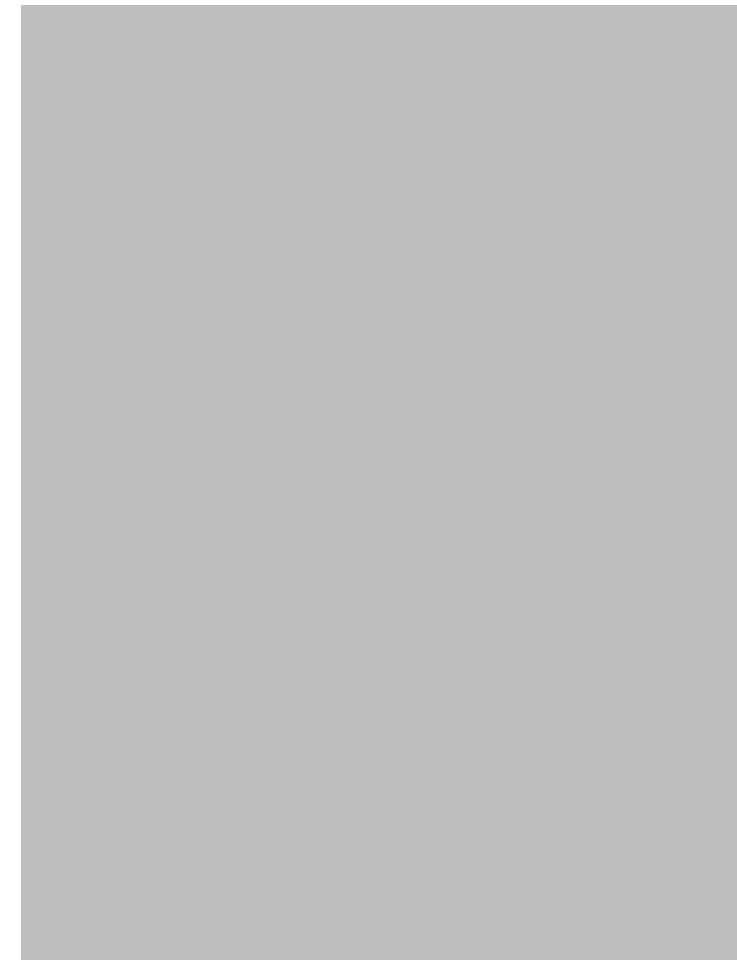
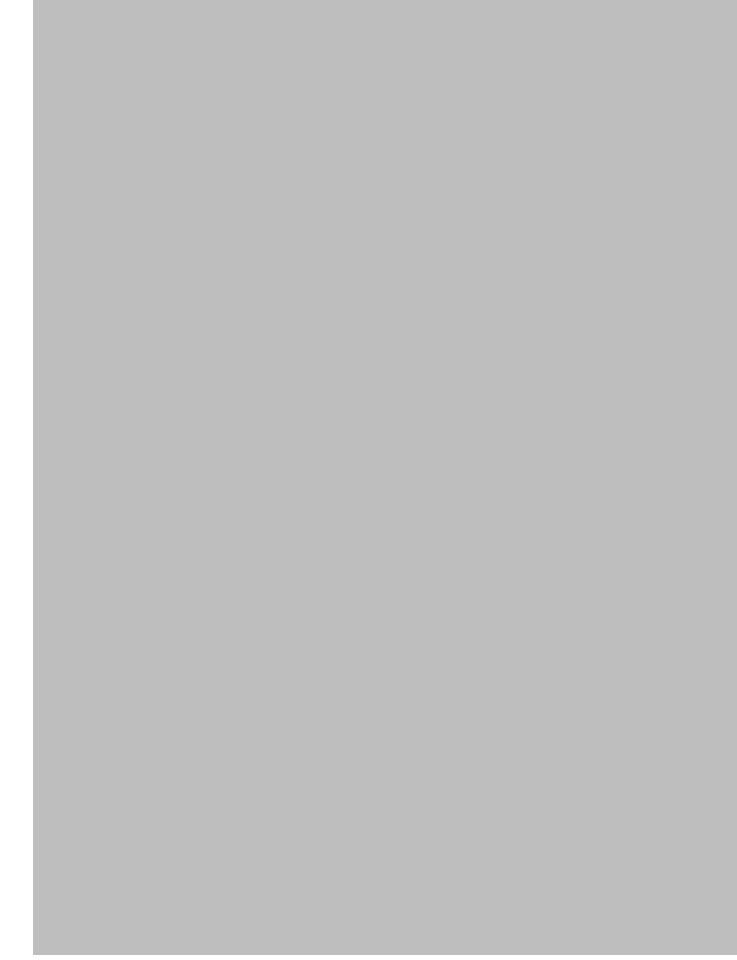
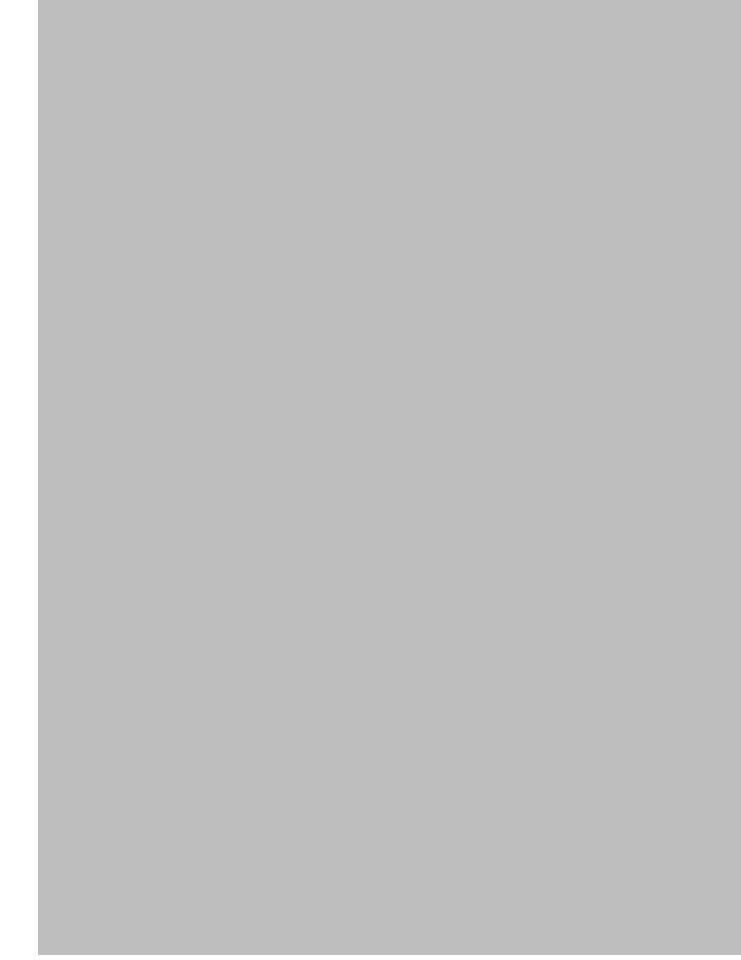
More

Arrangements



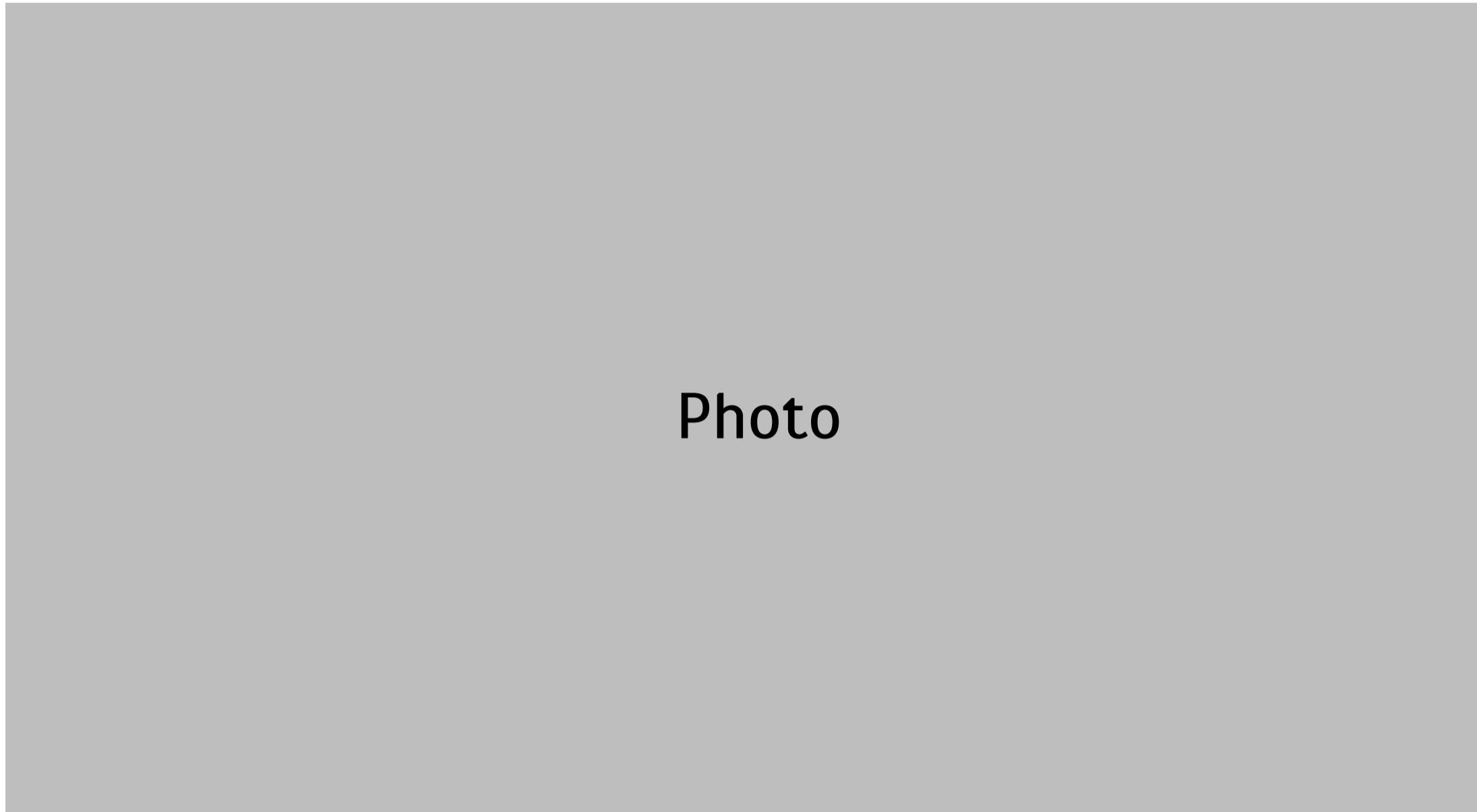
Best Seller

I am the name
Price



I am the name
Price

About



Photo

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

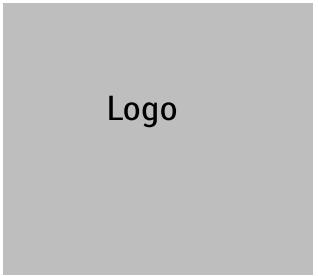
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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Logo

Home

Events ▾

About ▾



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price

quantity

Add to Cart

Buy Now



Best Seller

Buy Now

Buy Now

Add to Cart

Add to Cart



This is what the description of
the arrangement will look like. I
t will be a short and sweet description
to give the idea to the customer.

\$1234467890\$

Heading 1- Prata

Heading 2-Prata

Names-Scada

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