Welcome to the Diva Gardens startup website. The purpose of this site is to curate information about the garden of the Daylily Diva. I aim to provide future clients with basic information about the garden and how the business operates, so as to reduce potential misunderstandings and repetitive inquiries during sales; streamlining the customers buying experience into a hassle free process.

Our intended audience are horticultural enthusiasts that would invest in popular flower species, whether it be for plant breeding or landscaping. Diva Gardens hopes to answer frequently asked questions that customers tend to ask the Daylily Diva and direct them to our annually updated daylily catalogue.

Additionally, the site will post updates on occasional sales and open garden events. There will also be an exhibition page; containing an expanding library of artistic photos taken at the garden and hyperlinks to both the official Daylily Diva Facebook Sales page and the aforementioned Plant Step Catalogue.

This site is much like other garden websites such as Bell's Daylily Garden and Kathie’s Daylilies. However, since I will not be implementing any sensitive information to the webpages for the time being, the layout is quite simplistic. Once this site is official, it will be more of a necessary tool for Diva Gardens, as the website will have extensive pages for additional information.

# Wireframe

* Homepage
  + Brief description
* FAQ
  + Common Questions
* Events
  + Sales and Open Garden Hours
* Photo Gallery
  + Scenic Shots and Garden Art
* About the Diva
  + Background and Facebook
* About the Garden
  + Description and Catalog