

# Emanouil Landscaping

Website Needs Assessment

Prepared by Krystyn Sylvester

Prepared for Emanouil

# Table of Contents

Purpose & Objectives	6
Target & Success	10
Former Updates	14
Site Critique	18





# 1 Purpose & Objectives



# Needs & Purpose

Emanouil is a landscaping company located in Chelmsford, MA. They are a smaller sized company that completes both residential and commerical work. I spoke to Nick Emanouil about the needs and purposes of a redesign.

A website is neccessary for the client to grow their business. The website showcases completed work in hopes of procuring future work.

Both residential and commerical work is featured on the website. The site must include photos and details about previous work, as well as contact information for future clients.

# Objectives

There are two main objectives for a new website: to drive work inquiries and comments to email rather than phone calls and to expand on residential work.

As a small company, the amount of office work could be decreased if questions and requests were able to be answered via email rather than phone. Expanded residential work would also increase profits and business.





## 2 Target & Success



## A New Target

The current website is targeted more towards a commercial base. However, when performing the needs assessment, it was apparent that commercial work is acquired via invitations from other companies, making a website geared toward residential work more important; most residential work is acquired after homeowners search the web.

## Measuring Success

Success of a new website would be measured in the amount of new residential work, as well as the amount of residents who inquire via email rather than phone. A successful website would make clients ask questions about existing work showcased on the site, as well as questions about new ideas they have for their homes.



# 3 Former Updates

## Past Websites

Emanouil has had one website redesign in twelve years. Their first website was geared completely towards commerical work, showcasing barely any residential or maintenance work.

The website was updated just updated a few years ago. This first redesign was used to modernize the “cheesy” look of the first site’s visual design. The new website design increased the amount of residential work showcased, but hasn’t increased the workload as much as hoped. Furthermore, the new site was made using an online tool such as Wix, where premade layouts are used. This could be an issue, as most premade websites do not speak to the needs and vision of the company.

## Experience with Designers

Apparently Emanouil has not had positive experiences with designers. The only designer they have ever worked with in terms of web design created their very first website iteration. As mentioned before, the company felt the first iteration was “cheesy,” even twelve years ago. Since then, they have ditched the designer and, as mentioned before, opted for existing web tools that one without web design experience can easily navigate.





Home

About Us

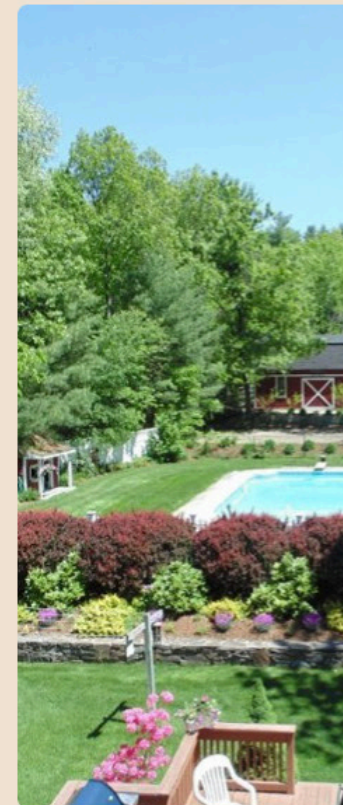
Services

Reviews

## Quality Landscaping

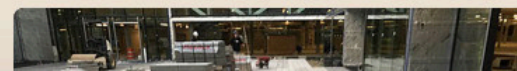
For over 30 years Emanouil Brothers, Inc. has grown from a small residential business into a company that has one of the most extensive landscaping fleets in New England. We offer a wide variety of services at competitive rates and successfully maintain large volumes of contracts within tight timelines. Our commitment to customer satisfaction and quality of service, as well as our continual investment in the latest equipment and process improvement, set us apart from our competitors and assures our customers that the job will be done right.

Emanouil Brothers is now a certified Flexi®-Pave installer!



### Latest Projects

- Post @ 200 Smith St office complex



## 4 Site Critique

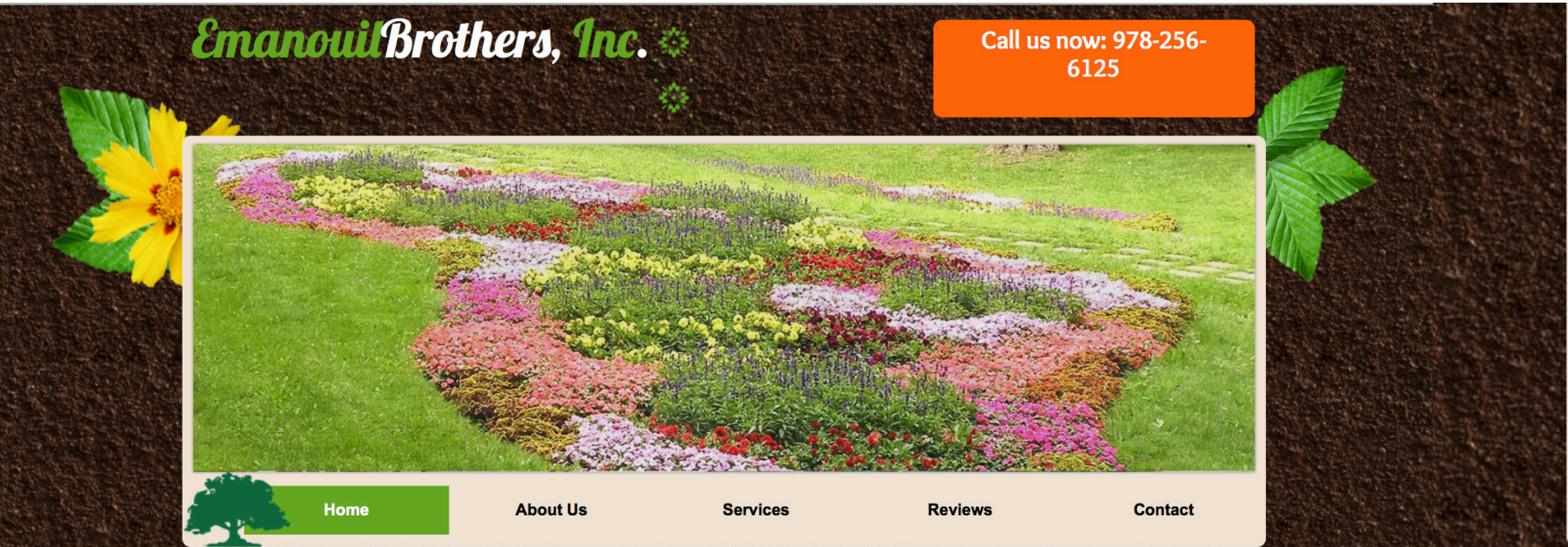


## Two Logos

The website currently displays two very different logos: a forest green tree and a bright green abstract flower. The tree seems dated, while the flower seems to be more modern.

## Spacing

There is a lack of white space in this website. Everything feels cramped. Freeing up some space to let the eye rest between objects would be of benefit.





# Navigation

The navigation still feels a little dated with its colors and drop down style. It also sits unevenly within its space; the green background colors when a user hovers and selects does not take up the entire space of the navigation bar.

# Style

Some aspects of the site are not designed. For example, the instagram button could be redesigned to fit more to the style of the site. Also, seemingly random or sparsely used colors, such as orange, seem to not fit into the color pallete. Chanigng colors or using these sparse colors more often would reinforce a stronger color pallette.

