

The background of the image is a well-maintained lawn with several flower beds. One bed on the left contains pink, purple, and orange flowers. Another bed on the right contains white and pink flowers, with a small solar light post in the center. A large green plant with broad leaves is visible in the upper right corner.

Emanouil  
website redesign

assessment

design

final

## The Client

Emanouil is a landscaping company located in Chelmsford, MA. They are a smaller sized company that completes both residential and commercial work.

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

The website must show both residential and commercial work.

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# Current Website

The current website is built from a pre-made template—and it looks and feels that way.

Page elements are cluttered and too close together.

Navigation hover effects do not work smoothly within the website.

A lot of information is unnecessarily repeated on multiple pages.



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## 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!

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## Objectives

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

Personal objectives and recommendations included updating the look and feel of the website and refining the placement of information.

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# Architecture Diagram

The first step of the redesign was to plan the page structure of the website.

After looking over the information of the site, I made decisions about how to best streamline information.

From there, I made an architecture diagram to visually show the structure of the site.

## Emanouil.com Site Map



assessment

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## Wireframes

Next, I started a basic outline of the new design.

Using only basic typography and shapes in greyscale, I began to form the design of each page on the site.

Design goals included finding a modern, updated, and clean solution.

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Brothers,  
Inc.

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View some of our recent projects.  
Visit [our website](#) and take a look.

# 30 years of Quality Landscaping

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## your vision. your reality.

## About Us

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## transform or enhance

## Our Services

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**Greenery**  
**Masonry**  
**Irrigation**  
**Furnishings**  
**Snow Removal**  
**Maintenance**

## Greenery

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## Reviews

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[Leave a Review](#)

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## Prototype

The next step was to build out the rest of the design.

Before beginning, I met with the client to discuss color palette, text information, and imagery.

Then, using what I learned from the client meeting, I began to build out the rest of the design.



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# 30 years of Quality Landscaping

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## your vision. your reality.

## About Us



Emanoil Brothers, Inc. was founded in 1980 to provide landscape services for leading universities and prominent public and private projects. With minimal equipment, a small staff, keen design sense and a hands-on approach, we began creating a company that has since grown to become an industry leader.

Over the past 31 years, we have continued to grow while maintaining our commitment to quality and process improvement. Our customer base has expanded to include a wide variety - from local residences to major estate properties, small commercial buildings to leading universities, and other prominent projects throughout New England.

Today, Emanoil Brothers, Inc. has one of the most extensive landscaping fleets in New England and is positioned to handle a large volume of service contracts within tight timelines with some of the most competitive rates in the region.

We provide our clients with professional consultation, design and installation reflecting the highest standards in horticultural presentation. Through a vast array of specific services, backed by a highly skilled management team and supported by experienced installers, we can guide the most intricate design to fruition.

- Fully Insured
- Certified Flexi-Pave Installer
- Massachusetts Nursery & Landscape Association member
- 2010 American Society of Landscape Architects Honor Award Winner

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## transform or enhance

## Our Services

Emanoil Brothers takes pride in helping our clients to enhance the look and value of their homes. From softscaping, which adds natural beauty, color and texture to a garden, to hardscaping, which constructs features to form focal points and incorporates the landscape in a functional yet elegant way, we will work with our clients to customize a project that will satisfy their needs and complement the space. Should the time ever come to sell the property, getting top dollar will prove much easier with an investment in landscaping.

**From Residential to Commercial**

Emanoil services both residential and commercial properties. Attractive landscaping can transform or enhance the curb appeal of a commercial property and create an excellent first impression that draws customers and clients to an area. At Emanoil Brothers, our dedicated professionals work with our clients to design a project that is both functional and visually appealing in order to achieve their goals on time and at a competitive price.

**Greenery**  
**Masonry**  
**Irrigation**  
**Furnishings**  
**Snow Removal**  
**Maintenance**

## Greenery

- Lawn installation and removal
- Mulching
- Flower, bush, and tree installation
- Tree removal
- Yard renovations
- Flower beds, raised or multi-level



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## Reviews

Emanouil Brothers prides itself on customer satisfaction. See what our customers have to say about us.

**laurie,  
homeowner**

These guys redid my whole back yard. We had a huge mess problem, they ripped it up, brought in new loam, leveled it and hydro-seeded. They worked fast and did a great job. I couldn't be happier with the quality work they did.

**sutton pond  
condos**

The Trustees of Sutton Pond have been very pleased with the snowplowing and landscaping services provided by Emanouil Brothers for the past months. Possibly more important than the Trustees' opinion is the opinion of the unit owners from whom we have received many positive comments regarding the condo grounds.

**t.  
nigro**

I would like to sincerely thank you for your commitment as well as your team's dedication to talk on a weekly basis (I should say daily basis) and resolve any issues that arose. It was truly a pleasure to have you and the rest of your guys work with us to manage countless complex issues. Whether it was schedule, sequence, manpower, details, coordination with other trades, safety, quality management, financial, or general problem solving issues, you and your team stepped up to do whatever it took to get it done.

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## Contact Us

Ready to schedule a service? Do you have comments or questions?

Contact Emanouil Brothers today to talk with our friendly and committed staff, or get a free quote for your next project.



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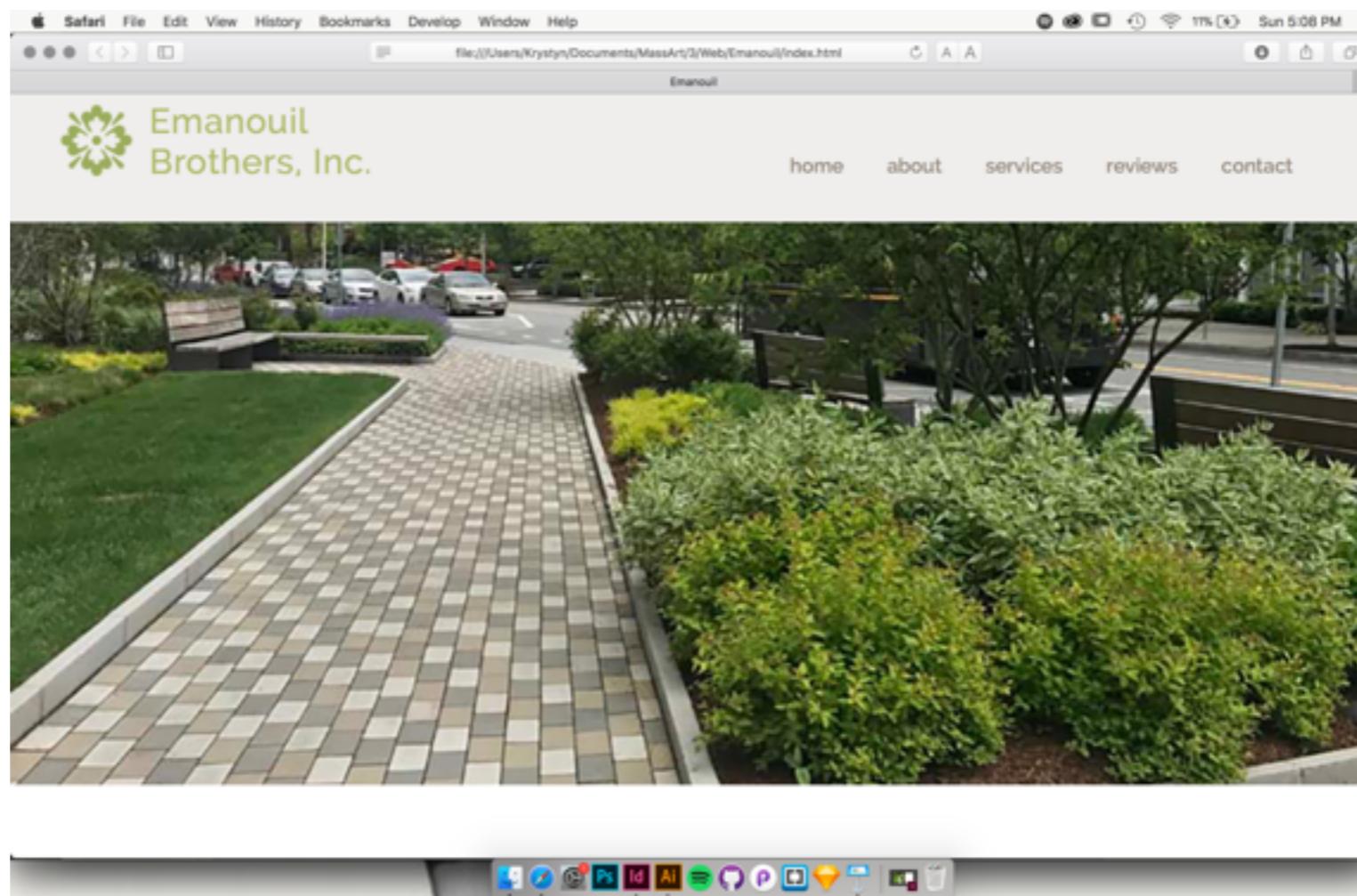
assessment

design

final

# Final

The final website can be accessed at krystynclaire.github.io



assessment

design

final

## Coding

HTML, CSS, and javascript were used to build out and code the website.

Since each page had a different build, CSS stylesheets specific to the each page were necessary.

Javascript was edited to better fit the design of the rest of the site.

assessment

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# Design

The design pulls from current ideas in web, such as an understated header and large, spaced out elements that force scrolling, to modernize the site.

Text and image are both oversized to emphasize the thoughtful ideas and work imagery.

Forms and other secondary components of the site are more integrated into the design.

assessment

design

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## Color

The color palette I chose with the client pulls from neutral earth tones.

The green spot color adds a pop of vibrancy.

It departs from the overly busy palette of the current website.



assessment

design

final

# Type

Raleway was used for the headers, while Open Sans was used for the body text.

The typefaces were chosen due to their friendliness, versatility, and modern look.

Raleway

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Open Sans

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

assessment

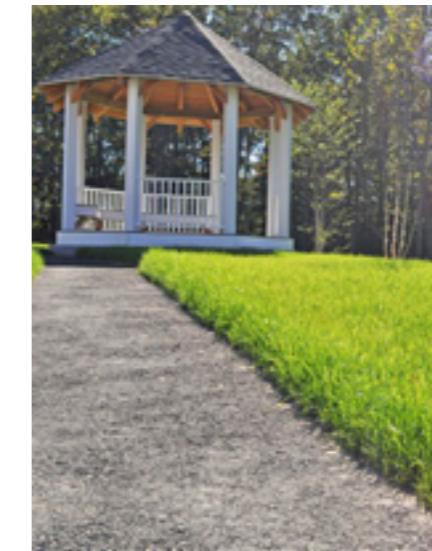
design

final

# Image

Images supplemented by the client were used in the design.

They showcase the work of the company, as well as illustrate the company at work.



assessment

design

final

# Cilent Reactions

The client reacted positively to the redesign.

They said they had never seen their website designed in any similar way, and thought the new direction was interesting.

They asked about upkeep with the new design, and offered to send the work to the owner of the company for approval to move forward.

thank you.