

## Form: Client Intake Information

**Client Name:** Carl (CJ) Pearson JR

**Business Name:** Pearson Solutions, LLC

**URL (if known):** <http://pearsonsolutionsnc.com/>

### Requirements

#### Business Requirements

- Product  
Hardscaping and landscaping
- Look and feel ideas  
A lot of white and lighter colors, mostly monotone, simpler is better.
- Logos and slogans  
"Architecture should speak of its time and place, but yearn for timelessness." - Frank Gehry.

Logo is provided

- Usability issues  
Must have large text and easy to read/understand fonts and text
- Legal/Security issues  
ReCAPTCHA for submission form

#### Content Requirements

- Purpose of the website  
To allow potential customers to contact me and see my past work all in one space
- Is there existing content in other formats (PDF, Word, etc.)?  
Yes, I have a dropbox full of images that was shared to Jacob. The link will be at the bottom of the form.
- Who owns the content?  
Me
- Audience  
Older people and people that are willing to pay more for quality work

#### Functional Requirements

- Personalization (registration, sign-in, newsletters)  
Form to contact me
- Transactions (shopping cart, product selection/review)  
N/A

- Security (registration page, password, shopping cart)  
ReCAPTCHA on contact form

### **Technical Requirements**

- Expected user volume, expected peak use time  
10-15 at max
- Content that will create high load (audio/video files)  
Images
- Security requirements  
ReCAPTCHA on contact form

## **Content Plan**

### **Text**

- Home

Pearson Solutions, LLC is a family-owned business dedicated to providing quality services to make your outdoor living dreams a reality.

- About

Here at Pearson Solutions, LLC we are dedicated to giving you the outdoor living space that you desire, our top-notch professionals are unmatched in providing the services, and our top of the line equipment can get the job done in a timely manner. We are a family-owned business that has fantastic quality and gets the job done to make your house into a home.

- Services

Pavers, Retaining walls, Low voltage lighting, Sod, Grading, Stone steps, Drainage, Plants

### **Images**

- Logo  
Provided with file
- Captions  
N/A
- Stock or custom photos provided?  
Photos provided via dropbox link