

Outdoor Décor by Eli - Homepage UI Specification v2.0

UPDATED Based on Client Meeting Feedback

Key Changes from v1:

- Hero: Split-screen (Blank Roast) NOT full-screen video (Moooi)
- NO pricing displayed anywhere on site
- Minimal words - streamlined, efficient
- New "What We Do" service cards section
- New "Seasonal Preview Toggle" interactive section
- Navigation expanded with all service pages
- Chatbot added (optional)
- Mobile must be 1:1 cohesive with desktop

HOMEPAGE OVERVIEW

Section Flow (11 Sections)

1. HERO (Split-Screen - Blank Roast Style)	
Video left, headline/CTAs right	
2. TRUST BAR	
3 icons with value propositions	
3. HOW IT WORKS	
3-step process (minimal words)	
4. WHAT WE DO (Service Overview)	
5 service cards linking to pages	
5. SEASONAL PREVIEW TOGGLE	
Interactive Spring/Summer/Fall/Winter	
6. BEFORE/AFTER GALLERY	
Split-screen slider transformations	

7. OUR STORY (Brief)	
Photo + 2-3 sentences + link	
8. TESTIMONIALS	
Rotating carousel with ratings	
9. FAQ PREVIEW	
3-4 questions only + "See All" link	
10. FINAL CTA BANNER	
Contact form (no pricing)	
11. CHATBOT (Optional)	
Bottom-right, no email required	

GLOBAL NAVIGATION (Sticky Header)

Specification

Container

- **Position:** fixed, top-0, z-50
- **Height:** 72px desktop, 64px mobile
- **Background:** transparent initially → warm-white with shadow on scroll
- **Transition:** background 0.3s ease, box-shadow 0.3s ease
- **Padding:** 0 48px desktop, 0 16px mobile

Layout

- **Display:** flex
- **Justify-content:** space-between
- **Align-items:** center

Logo (Left)

- **Height:** 40px
- **Content:** "Outdoor Décor by Eli" wordmark or logo mark
- **Link:** Homepage


Nav Links (Center - Desktop Only)

- **Display:** flex
- **Gap:** 32px
- **Font:** Inter, 14px, 500 weight
- **Color:** white (transparent bg) → rich-black (solid bg)

Nav Items:

1. Planter Subscriptions
2. Seasonal Decor
3. Irrigation
4. Maintenance
5. Events & Rentals
6. About Us
7. FAQ

CTA Button (Right)

- **Text:** "Contact"
- **Background:** forest ( #2D6A4F)
- **Color:** white
- **Padding:** 10px 24px
- **Border-radius:** 6px
- **Font:** Inter, 14px, 600 weight
- **Hover:** background darken 10%

Mobile Navigation

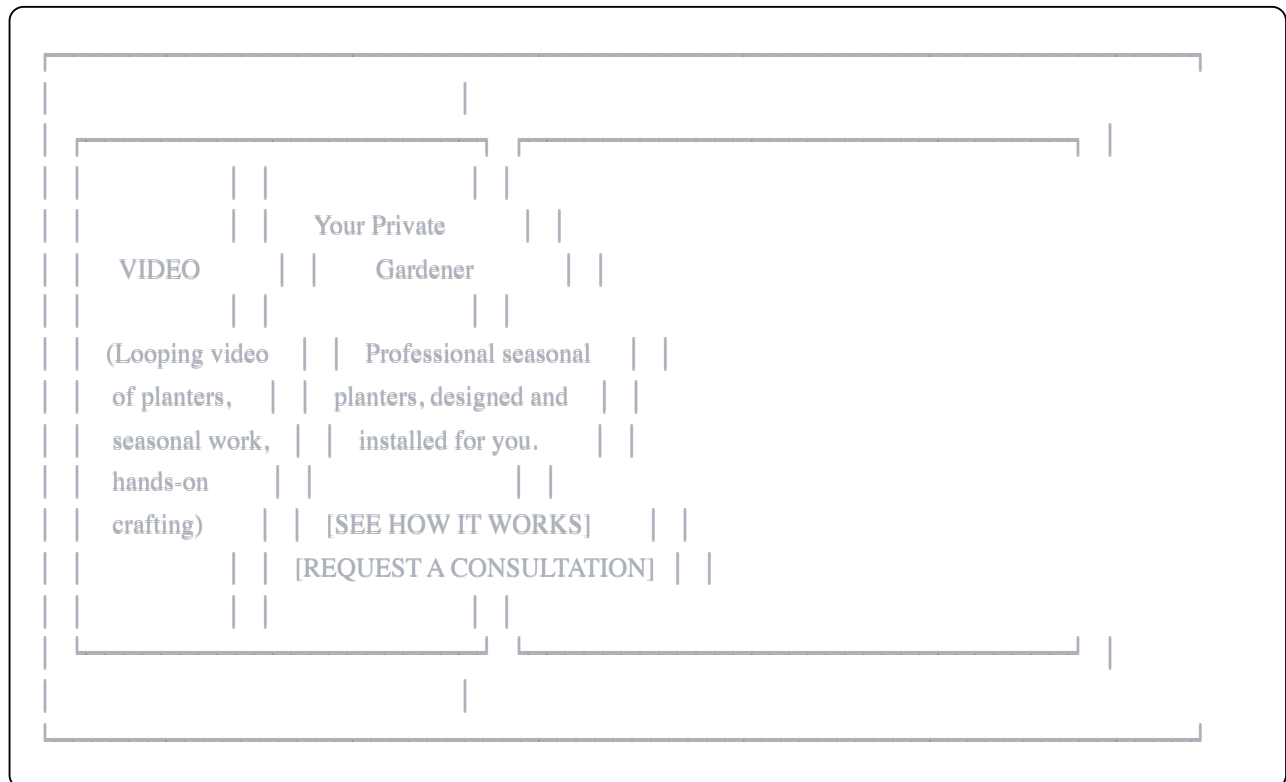
- **Trigger:** Hamburger icon (right side)
 - **Panel:** Full-screen overlay, slide from right
 - **Background:** warm-white
 - **Links:** Stacked vertically, 20px font size
 - **Close:** X icon top-right
-

SECTION 1: HERO (Split-Screen - Blank Roast Style)

Inspiration

- **Blank Roast:** Split layout with video on one side, content on other
- **NOT Moooi:** NOT full-screen video background

Layout Specification



Specifications

Container

- **Height:** 100vh desktop, auto mobile (min-height 100vh)
- **Display:** grid
- **Grid-template-columns:** 1fr 1fr desktop, 1fr mobile (stacked)
- **Background:** warm-white (☐ #FEFCEB)

Left Column (Video)

- **Position:** relative
- **Overflow:** hidden

- **Height:** 100vh desktop, 50vh mobile

Video Element

- **Object-fit:** cover
- **Width/Height:** 100%
- **Autoplay:** true
- **Muted:** true
- **Loop:** true
- **PlaysInline:** true
- **Content:** Looping video of:
 - Hands planting in containers
 - Seasonal planter arrangements
 - Team at work
 - Close-ups of flowers/greenery
- **Duration:** 10-12 seconds max
- **Poster:** First frame as fallback

Video Overlay (subtle)


CSS

```
background: linear-gradient(  
  to right,  
  transparent 80%,  
  rgba(254, 252, 251, 0.3) 100%  
);
```


Right Column (Content)

- **Display:** flex
- **Flex-direction:** column
- **Justify-content:** center
- **Padding:** 80px desktop, 48px 24px mobile
- **Background:** warm-white ((☐ #FEFCFB))

Headline

- **Font:** Playfair Display
- **Size:** 56px desktop, 40px tablet, 32px mobile
- **Weight:** 600
- **Color:** rich-black ( #1B1B1B)
- **Line-height:** 1.15
- **Margin-bottom:** 24px
- **Content:** "Your Private Gardener"


Subheadline

- **Font:** Inter
- **Size:** 18px desktop, 16px mobile
- **Weight:** 400
- **Color:**  #4B5563 (gray-600)
- **Line-height:** 1.6
- **Margin-bottom:** 40px
- **Max-width:** 400px
- **Content:** "Professional seasonal planters, designed and installed for you. Zero effort required."

CTA Buttons

- **Display:** flex
- **Flex-direction:** column
- **Gap:** 16px

Primary Button:

- **Text:** "See How It Works"
- **Background:** forest ( #2D6A4F)
- **Color:** white
- **Padding:** 16px 32px
- **Font:** Inter, 15px, 600 weight
- **Border-radius:** 8px
- **Width:** fit-content

- **Hover:** background darken 10%, translateY(-2px)
- **Scroll-to:** Section 3

Secondary Button:

- **Text:** "Request a Consultation"
- **Background:** transparent
- **Border:** 2px solid forest
- **Color:** forest
- **Padding:** 14px 32px
- **Font:** Inter, 15px, 500 weight
- **Border-radius:** 8px
- **Width:** fit-content
- **Hover:** background forest/5%
- **Link-to:** Contact page or Section 10

Mobile Layout

- Video stacks on top (50vh)
- Content stacks below with padding
- Buttons full-width on small screens

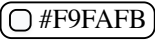


SECTION 2: TRUST BAR

Layout Specification



Specifications

Container

- **Background:**  (gray-50)
- **Padding:** 48px 24px
- **Border-top:** 1px solid 
- **Border-bottom:** 1px solid 

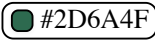
Grid Layout

- **Display:** grid
- **Grid-template-columns:** repeat(3, 1fr)
- **Gap:** 32px
- **Max-width:** 900px
- **Margin:** 0 auto

Trust Item (×3)

- **Text-align:** center

Icon

- **Size:** 40px × 40px
- **Color:** forest ()
- **Margin-bottom:** 12px

Label

- **Font:** Inter, 15px, 600 weight
- **Color:** rich-black
- **Line-height:** 1.4



Content

Icon

Label

 Home

Local & Family-Owned

Icon	Label
 Leaf/Refresh	4 Seasonal Refreshes/Year
 Sparkles	Zero Maintenance Required

Mobile

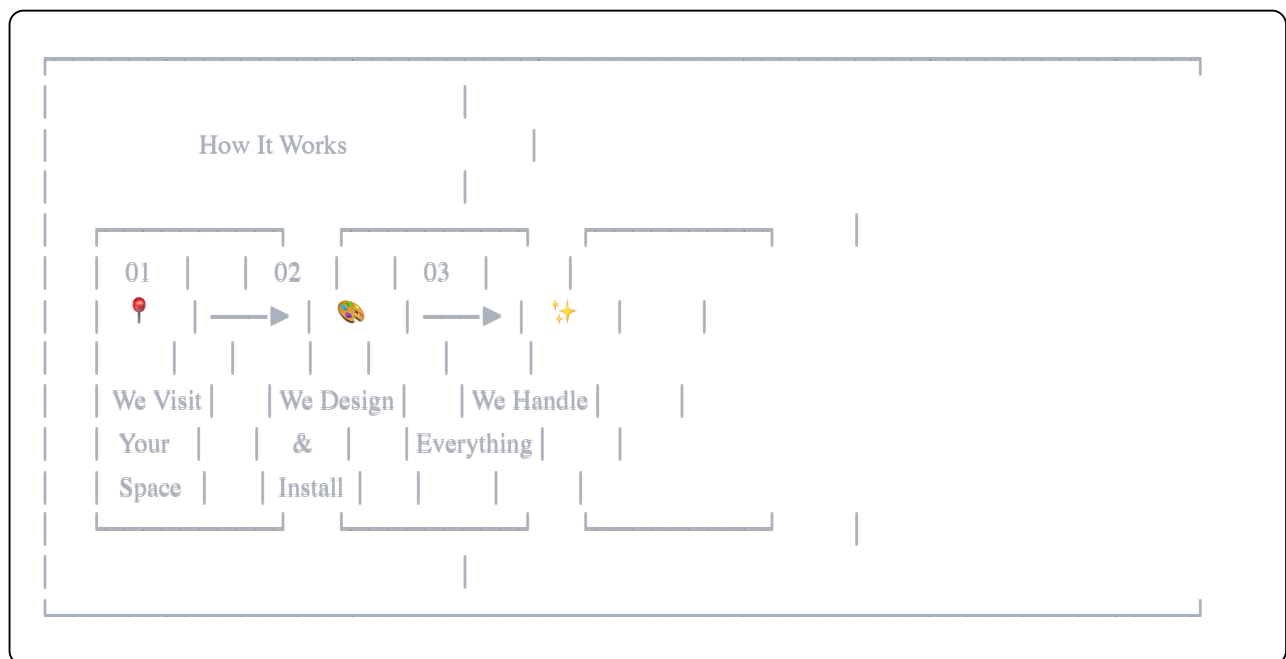
- Stack vertically or 1×3 horizontal scroll

SECTION 3: HOW IT WORKS

Design Principle

MINIMAL WORDS - Keep this simple, visual, streamlined

Layout Specification



Specifications

Container

- Background:** white
- Padding:** 100px 24px desktop, 64px 16px mobile

Section Title

- **Font:** Playfair Display, 36px, 600 weight
- **Color:** rich-black
- **Text-align:** center
- **Margin-bottom:** 64px


Steps Container

- **Display:** flex
- **Justify-content:** center
- **Align-items:** flex-start
- **Gap:** 48px desktop, 32px mobile
- **Max-width:** 900px
- **Margin:** 0 auto

Step Item (×3)

- **Width:** 200px
- **Text-align:** center

Step Number

- **Font:** Inter, 14px, 700 weight
- **Color:** terracotta ( #D4A373)
- **Margin-bottom:** 16px
- **Content:** "01" / "02" / "03"

Icon

- **Size:** 56px × 56px
- **Background:** forest/10%
- **Border-radius:** 50%
- **Color:** forest
- **Padding:** 14px
- **Margin:** 0 auto 20px

Title

- **Font:** Inter, 17px, 600 weight
- **Color:** rich-black
- **Line-height:** 1.3

Connector Line (Desktop Only)

- **Between icons:** Dashed line or arrow
- **Color:** gray-300
- **Style:** → arrow pointing right

Content (MINIMAL)

Step	Icon	Title (Short!)
01	MapPin	We Visit Your Space
02	Palette	We Design & Install
03	Sparkles	We Handle Everything

NO descriptions - Just the title. Keep it visual.

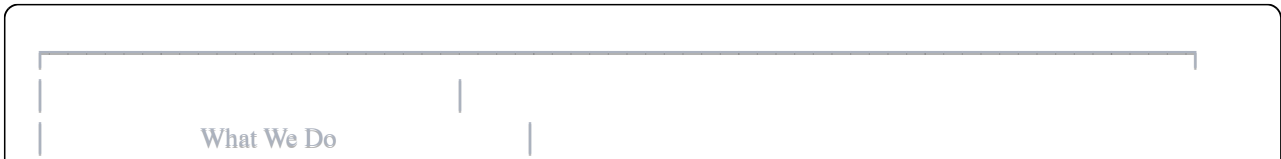
Animation (Hajster-style)

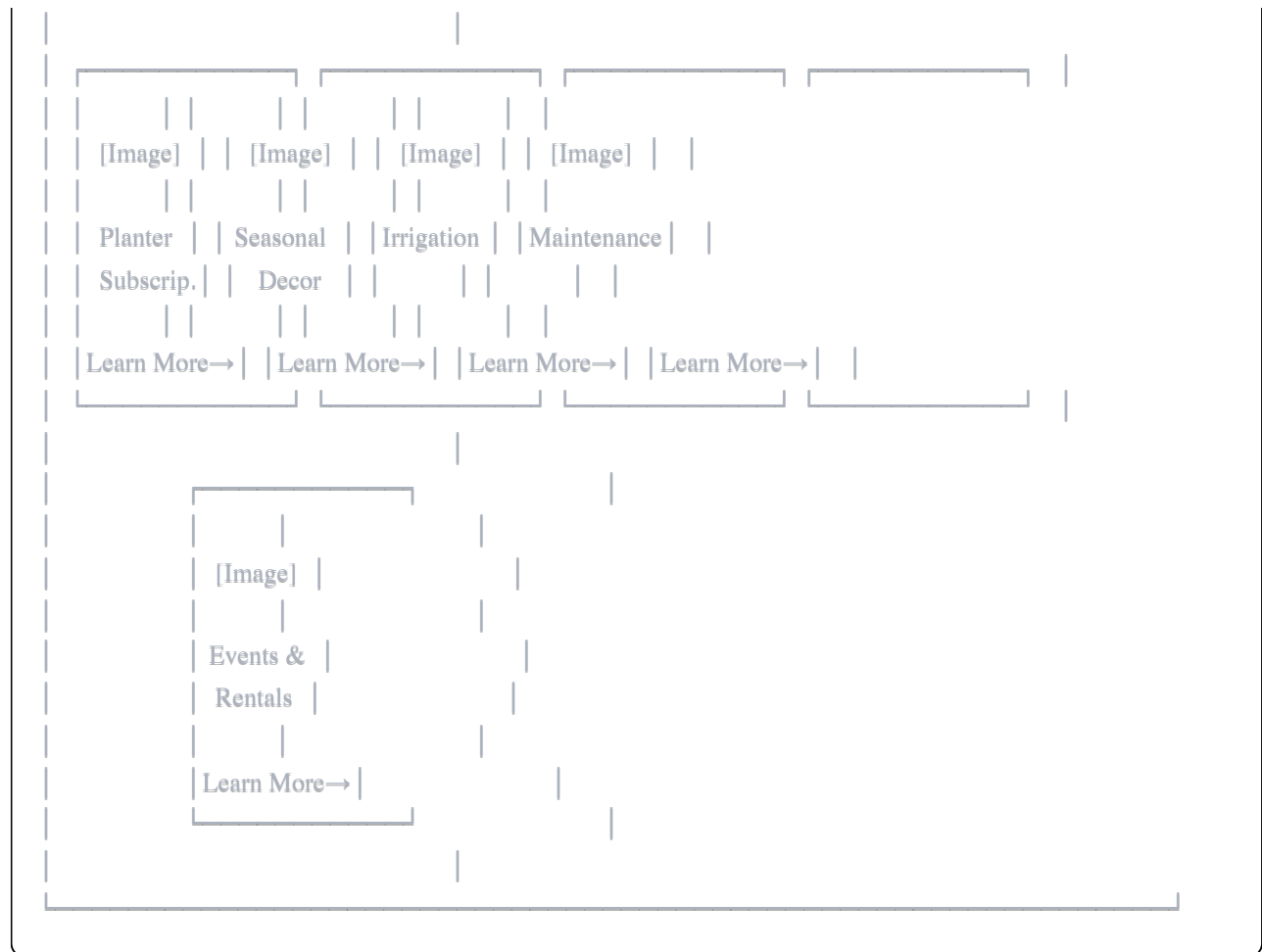
- Text/icons fade in as user scrolls
- Stagger: 0.15s between each step
- Direction: Fade up from bottom

SECTION 4: WHAT WE DO (Service Overview)

NEW SECTION - Links to service pages

Layout Specification





Specifications

Container

- **Background:** warm-white ()
- **Padding:** 100px 24px desktop, 64px 16px mobile

Section Title

- **Font:** Playfair Display, 36px, 600 weight
- **Color:** rich-black
- **Text-align:** center
- **Margin-bottom:** 48px
- **Content:** "What We Do"

Cards Grid

- **Display:** grid
- **Grid-template-columns:** repeat(4, 1fr) desktop, repeat(2, 1fr) tablet, 1fr mobile

- **Gap:** 24px
- **Max-width:** 1100px
- **Margin:** 0 auto

Service Card (×5)

- **Background:** white
- **Border-radius:** 12px
- **Overflow:** hidden
- **Box-shadow:** 0 2px 8px rgba(0,0,0,0.06)
- **Transition:** transform 0.3s, box-shadow 0.3s
- **Cursor:** pointer
- **Link:** Wraps entire card

Hover State

- **Transform:** translateY(-4px)
- **Box-shadow:** 0 12px 24px rgba(0,0,0,0.1)

Image Container

- **Height:** 160px
- **Overflow:** hidden

Image

- **Object-fit:** cover
- **Width/Height:** 100%
- **Transition:** transform 0.4s
- **Hover:** scale(1.05)

Content Area

- **Padding:** 20px

Service Name

- **Font:** Inter, 16px, 600 weight

- **Color:** rich-black
- **Margin-bottom:** 8px

Description (1 line only)

- **Font:** Inter, 14px, 400 weight
- **Color:** gray-500
- **Margin-bottom:** 12px
- **Max 10 words**

Link

- **Font:** Inter, 14px, 600 weight
- **Color:** forest
- **Content:** "Learn More →"
- **Hover:** underline

Services Content

Service	Image	Description (Short!)	Link
Planter Subscriptions	Lush planters at front door	Year-round beauty, zero effort	/planter-subscriptions
Seasonal Decor	Holiday arrangement	Special occasions & holidays	/seasonal-decor
Irrigation	Drip system close-up	Keep your plants thriving	/irrigation
Maintenance	Hands pruning plants	Expert care for containers	/maintenance
Events & Rentals	Event staging photo	Short-term planter rentals	/events-rentals

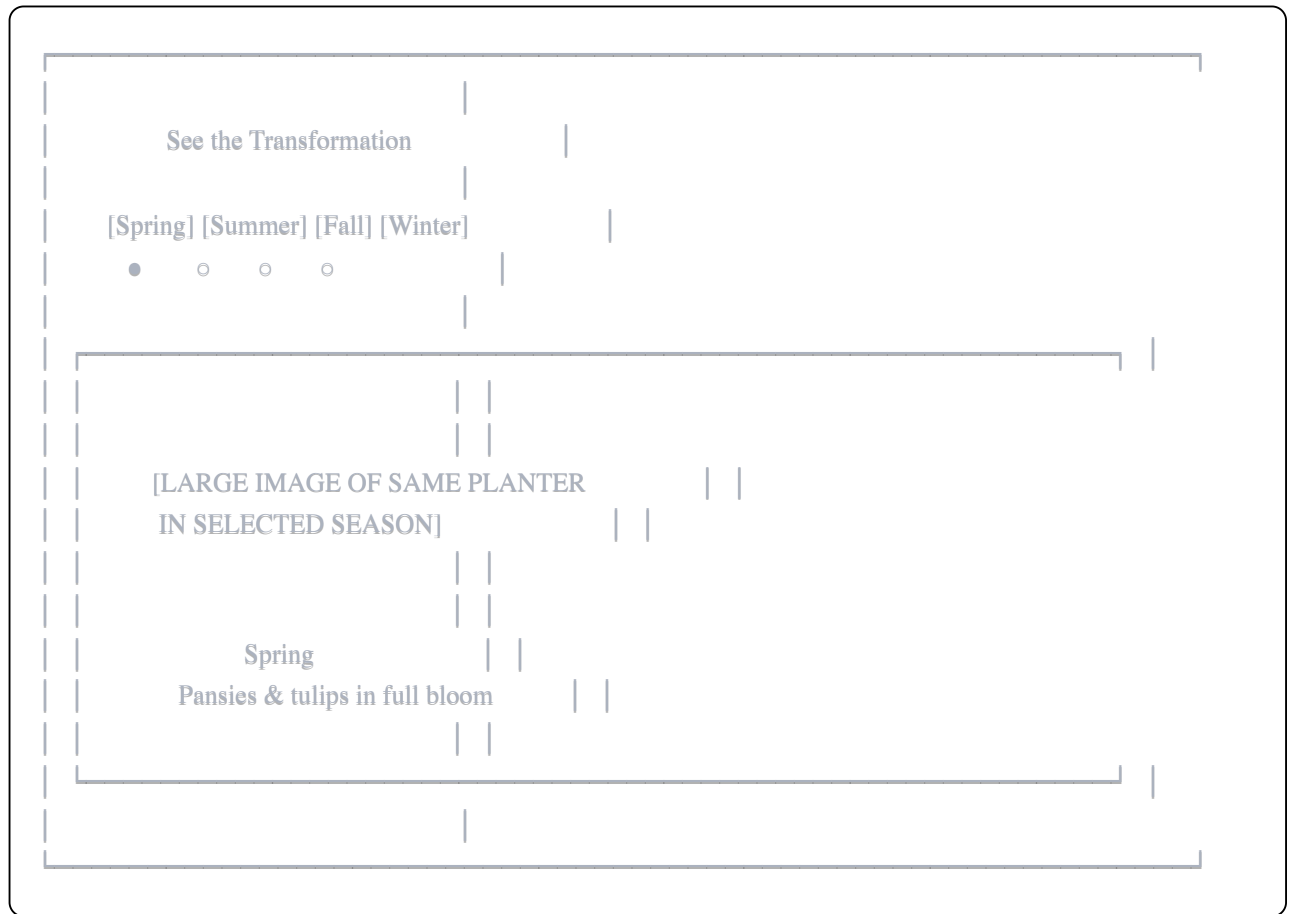
Fifth Card (Events)

- On desktop: Centered below the 4-grid
- On mobile: Part of the stack

SECTION 5: SEASONAL PREVIEW TOGGLE

NEW SECTION - Interactive transformation view

Layout Specification



Specifications

Container

- **Background:** (gray-50)
- **Padding:** 100px 24px desktop, 64px 16px mobile

Section Title

- **Font:** Playfair Display, 36px, 600 weight
- **Color:** rich-black
- **Text-align:** center
- **Margin-bottom:** 40px
- **Content:** "See the Transformation"

Season Tabs


- **Display:** flex

- **Justify-content:** center
- **Gap:** 8px
- **Margin-bottom:** 40px

Tab Button

- **Padding:** 12px 24px
- **Font:** Inter, 14px, 500 weight
- **Border-radius:** 24px
- **Cursor:** pointer
- **Transition:** all 0.2s

Inactive

- **Background:** white
- **Color:** gray-600
- **Border:** 1px solid  #E5E7EB

Active

- **Background:** forest
- **Color:** white
- **Border:** 1px solid forest

Preview Image Container

- **Max-width:** 900px
- **Margin:** 0 auto
- **Border-radius:** 16px
- **Overflow:** hidden
- **Box-shadow:** 0 20px 40px rgba(0,0,0,0.1)

Image

- **Width:** 100%
- **Height:** auto (aspect-ratio 16/10)
- **Object-fit:** cover

- **Transition:** opacity 0.4s (crossfade between seasons)

Caption Overlay

- **Position:** absolute, bottom-0
- **Background:** linear-gradient(transparent, rgba(0,0,0,0.7))
- **Padding:** 40px 32px 32px
- **Width:** 100%

Season Name

- **Font:** Playfair Display, 28px, 600 weight
- **Color:** white
- **Margin-bottom:** 8px

Season Description

- **Font:** Inter, 16px, 400 weight
- **Color:** white/80%

Season Content

Season	Image	Description
Spring	Same planter with pansies, tulips	Pansies & tulips in full bloom
Summer	Same planter with wave petunias	Wave petunias & begonias
Fall	Same planter with mums, pumpkins	Mums & harvest décor
Winter	Same planter with pine, birch	Pine, birch & holiday greens

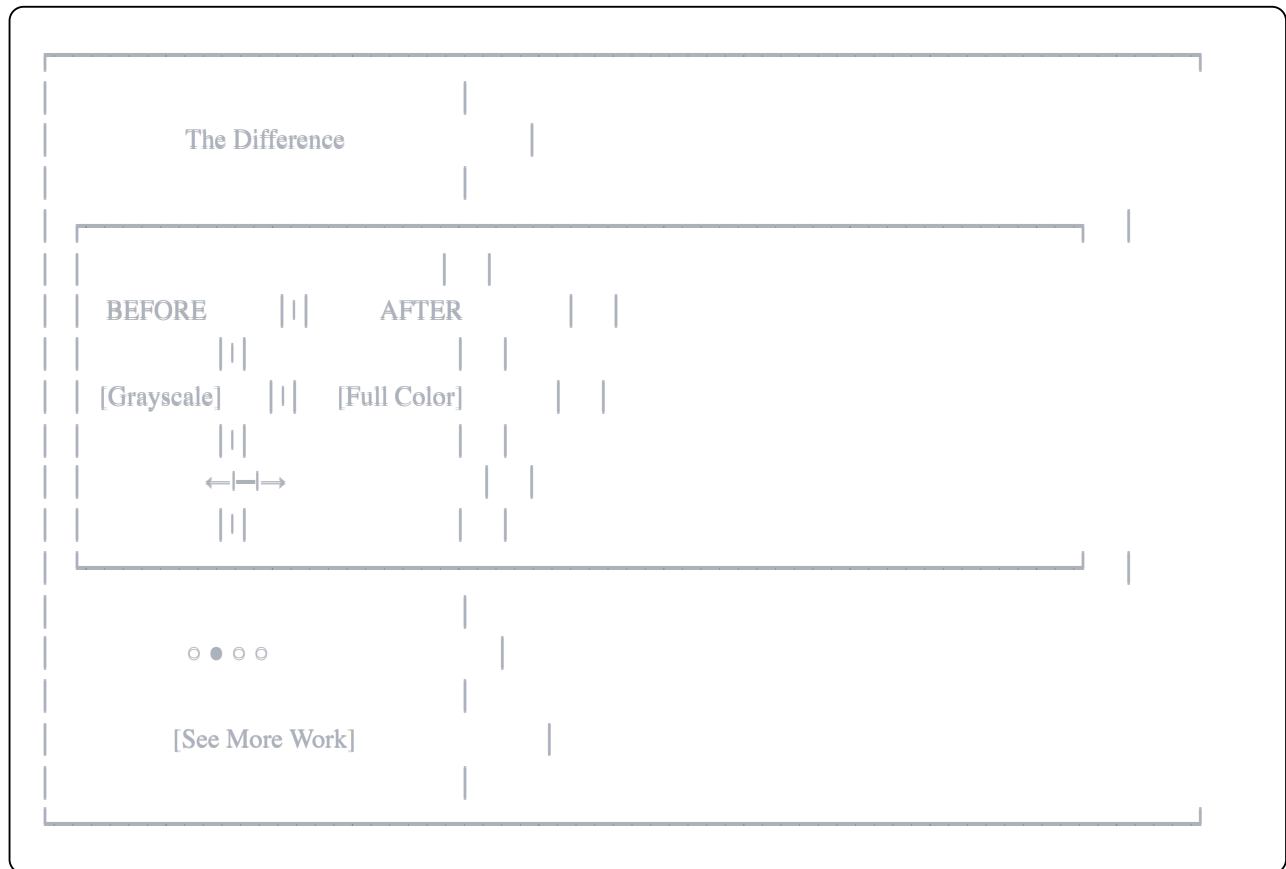
Key: All 4 images should show the SAME planter/location in different seasons

Animation

- Crossfade between images (0.4s ease)
 - Caption slides up slightly on change
-

SECTION 6: BEFORE/AFTER GALLERY

Layout Specification



Specifications

Container

- **Background:** white
- **Padding:** 100px 24px desktop, 64px 16px mobile

Section Title

- **Font:** Playfair Display, 36px, 600 weight
- **Color:** rich-black
- **Text-align:** center
- **Margin-bottom:** 48px
- **Content:** "The Difference"

Slider Container

- **Max-width:** 1000px

- **Margin:** 0 auto
- **Border-radius:** 16px
- **Overflow:** hidden
- **Box-shadow:** 0 10px 30px rgba(0,0,0,0.1)
- **Aspect-ratio:** 16/9

Before/After Slider

- **Type:** Interactive drag slider (react-compare-slider or similar)
- **Before image:** Grayscale or desaturated
- **After image:** Full color, vibrant

Handle

- **Width:** 4px
- **Background:** white
- **Height:** 100%
- **Box-shadow:** 0 0 10px rgba(0,0,0,0.3)

Handle Grip

- **Width:** 48px
- **Height:** 48px
- **Border-radius:** 50%
- **Background:** white
- **Box-shadow:** 0 2px 8px rgba(0,0,0,0.2)
- **Display:** flex, center
- **Content:** ← → arrows

Labels

- **Position:** absolute, top-16px
- **Font:** Inter, 12px, 600 weight, uppercase, tracking-wide
- **Background:** rgba(0,0,0,0.5)
- **Color:** white

- **Padding:** 6px 12px
- **Border-radius:** 4px
- **Left label:** "Before"
- **Right label:** "After"

Pagination Dots

- **Display:** flex, center
- **Gap:** 8px
- **Margin-top:** 24px

Dot

- **Size:** 8px
- **Border-radius:** 50%
- **Background:** gray-300 (inactive), forest (active)
- **Cursor:** pointer

CTA Link

- **Margin-top:** 32px
- **Text-align:** center
- **Text:** "See More Work"
- **Font:** Inter, 15px, 600 weight
- **Color:** forest
- **Hover:** underline
- **Link:** /gallery

Transformations (3-4 rotating)

#	Location	Before	After
1	Birmingham, MI	Empty porch	Spring pansies
2	Bloomfield Hills, MI	Bare steps	Summer petunias
3	Royal Oak, MI	Plain balcony	Fall mums
4	Grosse Pointe, MI	Winter bare	Holiday greens

SECTION 7: OUR STORY (Brief)

Design Principle

BRIEF - Just a teaser, full story on About page

Layout Specification



Specifications

Container

- **Background:** warm-white (`#FEFCFB`)
- **Padding:** 100px 24px desktop, 64px 16px mobile

Content Grid

- **Display:** grid
- **Grid-template-columns:** 400px 1fr desktop, 1fr mobile
- **Gap:** 64px desktop, 32px mobile
- **Max-width:** 1000px
- **Margin:** 0 auto
- **Align-items:** center

Photo (Left)

- **Border-radius:** 12px
- **Overflow:** hidden
- **Box-shadow:** 0 10px 30px rgba(0,0,0,0.1)

Image

- **Object-fit:** cover
- **Aspect-ratio:** 4/5
- **Content:** Brian and Eliza together (warm, authentic, not overly posed)

Content (Right)

Label

- **Font:** Inter, 12px, 600 weight, uppercase, tracking-widest
- **Color:** terracotta
- **Margin-bottom:** 12px
- **Content:** "Our Story"

Headline

- **Font:** Playfair Display, 32px, 600 weight
- **Color:** rich-black
- **Margin-bottom:** 20px
- **Content:** "Meet Brian & Eliza"

Description (2-3 sentences MAX)

- **Font:** Inter, 17px, 400 weight
- **Color:** gray-600
- **Line-height:** 1.7
- **Margin-bottom:** 24px
- **Content:**

We started Outdoor Décor by Eli to bring beautiful planters to Detroit-area homes—while creating flexible jobs for our community.

CTA Link

- **Text:** "Learn More About Us →"
 - **Font:** Inter, 15px, 600 weight
 - **Color:** forest
 - **Hover:** underline
 - **Link:** /about
-

SECTION 8: TESTIMONIALS

Layout Specification



Specifications

Container

- **Background:** #F9FAFB (gray-50)

- **Padding:** 100px 24px desktop, 64px 16px mobile
- **Overflow:** hidden

Section Title

- **Font:** Playfair Display, 36px, 600 weight
- **Color:** rich-black
- **Text-align:** center
- **Margin-bottom:** 48px
- **Content:** "What Customers Say"

Testimonial Card

- **Background:** white
- **Border-radius:** 16px
- **Padding:** 48px
- **Box-shadow:** 0 4px 12px rgba(0,0,0,0.08)
- **Text-align:** center
- **Max-width:** 700px
- **Margin:** 0 auto

Star Rating

- **Display:** flex, center
- **Gap:** 4px
- **Margin-bottom:** 24px
- **Icon:** Star filled, 20px, terracotta

Quote

- **Font:** Playfair Display, 22px, 500 weight, italic
- **Color:** rich-black
- **Line-height:** 1.5
- **Margin-bottom:** 24px

Attribution

- **Font:** Inter, 15px, 600 weight
- **Color:** rich-black

Location

- **Font:** Inter, 14px, 400 weight
- **Color:** gray-500

Navigation Arrows

- **Position:** absolute, outside card edges
- **Size:** 44px
- **Background:** white
- **Border:** 1px solid gray-200
- **Border-radius:** 50%
- **Hover:** border-color forest

Dot Indicators

- Standard pagination dots below

Testimonials Content (5)

#	Quote	Name	Location
1	"Worth every penny. Our porch has never looked better."	Sarah M.	Birmingham
2	"Amazing year-round without me lifting a finger."	Jennifer L.	Bloomfield Hills
3	"Our neighbors keep asking who does our planters!"	Robert & Linda K.	Grosse Pointe
4	"Boosted our Airbnb reviews. Guests love it."	Michael T.	Royal Oak
5	"The seasonal transitions are always on time and gorgeous."	Patricia W.	Troy

SECTION 9: FAQ PREVIEW

Design Principle

3-4 questions only - Full FAQ on separate page

Layout Specification

Common Questions	
What is a planter subscription?	[+]
What areas do you serve?	[+]
Do I need to do any maintenance?	[+]
How do I get started?	[+]
[See All FAQs →]	

Specifications

Container

- **Background:** white
- **Padding:** 100px 24px desktop, 64px 16px mobile

Section Title

- **Font:** Playfair Display, 36px, 600 weight
- **Color:** rich-black
- **Text-align:** center
- **Margin-bottom:** 48px

- **Content:** "Common Questions"

Accordion Container

- **Max-width:** 700px
- **Margin:** 0 auto

Accordion Item (×4)

- **Background:**
- **Border-radius:** 10px
- **Margin-bottom:** 12px
- **Overflow:** hidden

Question Row

- **Padding:** 20px 24px
- **Display:** flex, justify-between, align-center
- **Cursor:** pointer

Question Text

- **Font:** Inter, 16px, 500 weight
- **Color:** rich-black

Icon

- **Size:** 20px
- **Color:** gray-400
- **Transition:** transform 0.3s
- **Rotates:** 0° → 45° when open

Answer Panel

- **Padding:** 0 24px 20px
- **Font:** Inter, 15px, 400 weight
- **Color:** gray-600
- **Line-height:** 1.6

- **Hidden when closed**

FAQ Content (4 only)

Q1: What is a planter subscription? **A1:** We design, deliver, and install beautiful seasonal planters at your home four times a year. You enjoy year-round curb appeal with zero effort.

Q2: What areas do you serve? **A2:** We serve the Detroit metro area including Birmingham, Bloomfield Hills, Grosse Pointe, Royal Oak, Troy, and surrounding communities.

Q3: Do I need to do any maintenance? **A3:** Nope! We handle everything —planting, watering schedules, seasonal swaps, and plant health. You just enjoy the beauty.

Q4: How do I get started? **A4:** Request a consultation and we'll visit your space, discuss your vision, and create a custom plan for your home.

CTA Link

- **Margin-top:** 32px
 - **Text-align:** center
 - **Text:** "See All FAQs →"
 - **Font:** Inter, 15px, 600 weight
 - **Color:** forest
 - **Link:** /faq
-

SECTION 10: FINAL CTA BANNER

Design Principle

Contact form included - NO pricing on site

Layout Specification

BACKGROUND IMAGE

Ready to Transform Your Outdoor Space?

Name:

Email:

Phone:

Message:

Or call us: (248) 555-0123

Specifications

Container

- **Min-height:** 80vh
- **Position:** relative
- **Display:** flex, center
- **Padding:** 80px 24px

Background Image

- **Position:** absolute, inset-0
- **Object-fit:** cover
- **Content:** Beautiful planter arrangement (aspirational)

Overlay

CSS

```
background: linear-gradient(  
  135deg,  
  rgba(45, 106, 79, 0.9) 0%,  
  rgba(27, 27, 27, 0.85) 100%  
);
```

Content Container

- **Position:** relative
- **Z-index:** 10
- **Text-align:** center
- **Max-width:** 600px

Headline

- **Font:** Playfair Display, 40px, 600 weight
- **Color:** white
- **Margin-bottom:** 40px
- **Content:** "Ready to Transform Your Outdoor Space?"

Form Card

- **Background:** white
- **Border-radius:** 16px
- **Padding:** 40px
- **Box-shadow:** 0 25px 50px rgba(0,0,0,0.3)

Form Fields

Input Field

- **Width:** 100%
- **Height:** 48px
- **Border:** 1px solid
- **Border-radius:** 8px
- **Padding:** 0 16px
- **Font:** Inter, 15px
- **Margin-bottom:** 16px
- **Focus:** border-color forest
- **Autocomplete:** enabled

Textarea (Message)

- **Height:** 100px
- **Resize:** vertical

Fields:

1. Name (autocomplete="name")
2. Email (autocomplete="email")
3. Phone (autocomplete="tel")
4. Message (optional)

NO dropdown for inquiry type on homepage - Keep it simple

Submit Button

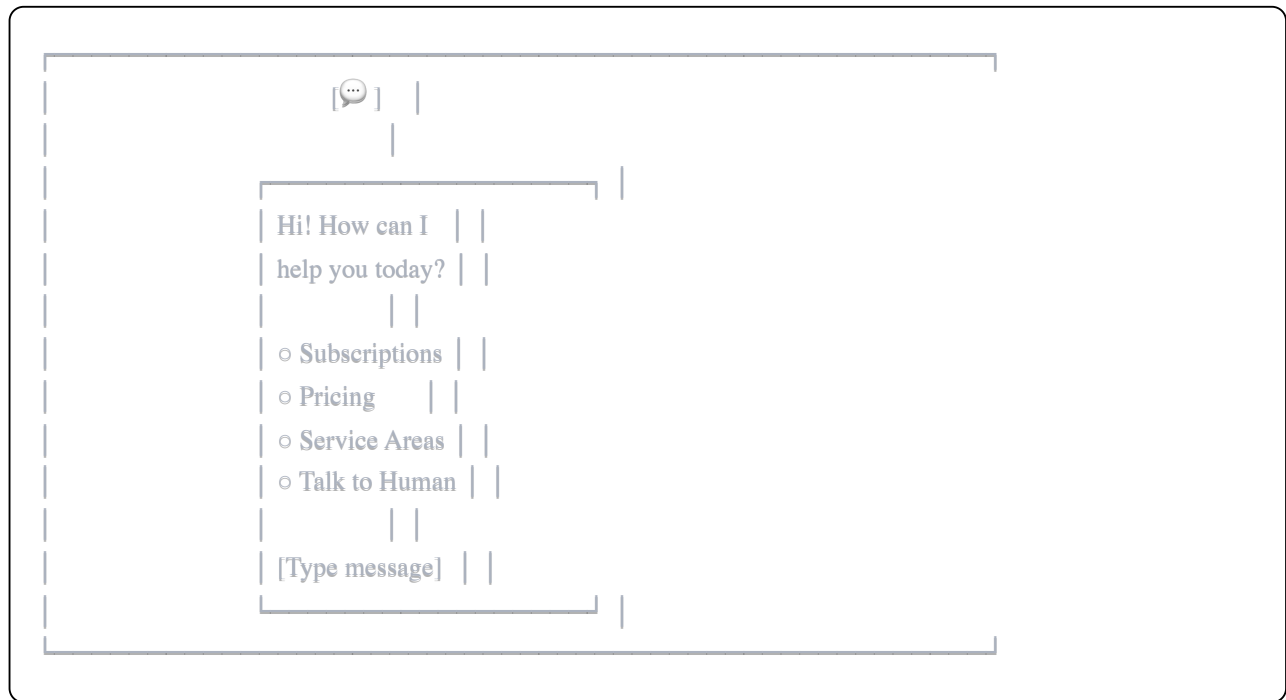
- **Width:** 100%
- **Height:** 52px
- **Background:** forest
- **Color:** white
- **Font:** Inter, 16px, 600 weight
- **Border-radius:** 8px
- **Content:** "Request a Consultation"
- **Hover:** darken, scale(1.01)

Phone CTA

- **Margin-top:** 32px
 - **Font:** Inter, 16px, 400 weight
 - **Color:** white/80%
 - **Content:** "Or call us:"
 - **Phone link:** "(248) 555-0123" - clickable, white, bold
-

SECTION 11: CHATBOT (Optional)

Layout Specification



Specifications

Trigger Button

- **Position:** fixed, bottom-24px, right-24px
- **Size:** 56px × 56px
- **Background:** forest
- **Border-radius:** 50%
- **Box-shadow:** 0 4px 12px rgba(0,0,0,0.2)
- **Icon:** Chat bubble, 24px, white
- **Z-index:** 9999
- **Hover:** scale(1.05)

Chat Panel

- **Position:** fixed, bottom-96px, right-24px
- **Width:** 360px
- **Height:** 500px
- **Background:** white

- **Border-radius:** 16px
- **Box-shadow:** 0 10px 40px rgba(0,0,0,0.2)
- **Z-index:** 9999
- **Animation:** slide up + fade in

Header

- **Background:** forest
- **Color:** white
- **Padding:** 16px 20px
- **Border-radius:** 16px 16px 0 0
- **Font:** Inter, 16px, 600 weight
- **Content:** "Chat with us"
- **Close button:** X icon, right side

Messages Area

- **Padding:** 16px
- **Height:** 340px
- **Overflow-y:** auto

Quick Actions (Buttons)

- **Display:** flex, column
- **Gap:** 8px
- **Background:** gray-100
- **Border-radius:** 8px
- **Padding:** 12px 16px
- **Font:** Inter, 14px, 500 weight
- **Cursor:** pointer

Input Area

- **Padding:** 16px
- **Border-top:** 1px solid gray-200
- **Display:** flex

- **Gap:** 8px

Text Input

- **Flex:** 1
- **Height:** 44px
- **Border:** 1px solid gray-200
- **Border-radius:** 22px
- **Padding:** 0 16px

Send Button

- **Size:** 44px
- **Background:** forest
- **Border-radius:** 50%
- **Icon:** Send arrow, white

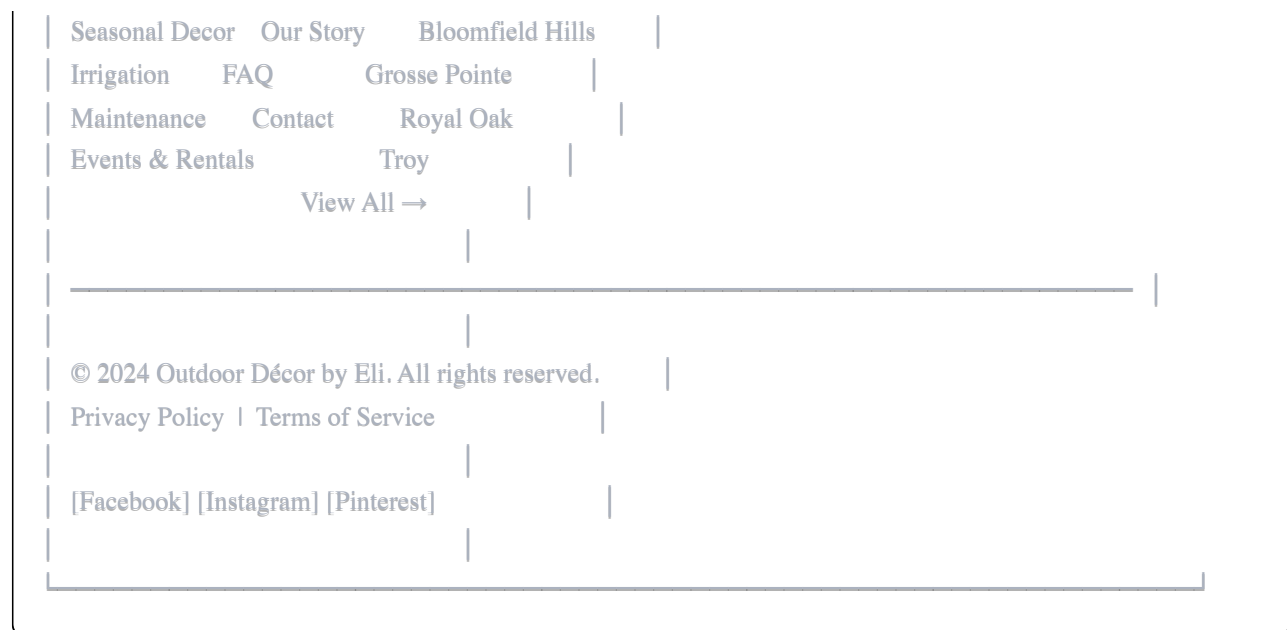
Key Rules

- **NO email required** to start chatting
- Trained on company info
- Guides users toward consultation request
- Can hand off to human

FOOTER

Layout Specification





Specifications

Container

- **Background:** rich-black (● #1B1B1B)
- **Padding:** 64px 24px 32px

Logo & Tagline

- **Logo:** White version
- **Tagline:** Inter, 15px, gray-400
- **Content:** "Your Private Gardener"

Links Grid

- **3 columns desktop, stack mobile**
- **Gap:** 48px

Column Headers

- **Font:** Inter, 13px, 600 weight, uppercase, tracking-wide
- **Color:** gray-400
- **Margin-bottom:** 16px

Links

- **Font:** Inter, 14px, 400 weight

- **Color:** gray-400
- **Hover:** white
- **Line-height:** 2

Bottom Bar

- **Border-top:** 1px solid gray-800
- **Padding-top:** 24px
- **Margin-top:** 48px

Copyright

- **Font:** Inter, 13px
- **Color:** gray-500

Social Icons

- **Size:** 20px
- **Color:** gray-500
- **Hover:** white

RESPONSIVE SUMMARY

Breakpoint	Layout Changes
Desktop (>1024px)	Split hero, 4-col service grid, side-by-side layouts
Tablet (768-1024px)	Split hero narrows, 2-col grid, hamburger nav
Mobile (<768px)	Stacked hero, 1-col everything, hamburger nav, full-width buttons

ANIMATION SUMMARY

Section	Animation	Trigger
Hero	Video loads fast, content fades in	On load

Section	Animation	Trigger
Trust Bar	Fade up stagger	In view
How It Works	Hajster-style fade/reveal	Scroll
What We Do	Card hover lift	Mouse
Seasonal Toggle	Crossfade	Click
Before/After	Drag slider	User interaction
Our Story	Fade in	In view
Testimonials	Auto-advance carousel	Time (6s)
FAQ	Accordion expand	Click
Final CTA	None (performance)	—
Chatbot	Slide up	Click

KEY DESIGN PRINCIPLES CHECKLIST

Principle	Implementation
✓ Header video style	Blank Roast split-screen (NOT Moood full-screen)
✓ Navigation	Pinned/sticky, always visible
✓ Pricing	NOT displayed anywhere
✓ Mobile	1:1 cohesive with desktop
✓ Words	Minimal, streamlined, efficient
✓ Animations	Scroll-triggered text (Hajster-style)
✓ Icons	Show process visually
✓ Contact	Form with auto-fill, clickable phone
✓ Chatbot	Yes, no email required
✓ Cookies	Minimized, not intrusive

Document updated based on client meeting feedback. Ready for implementation.