

Outdoor Décor by Eli - Homepage UI Specification v2.0

UPDATED Based on Client Meeting Feedback

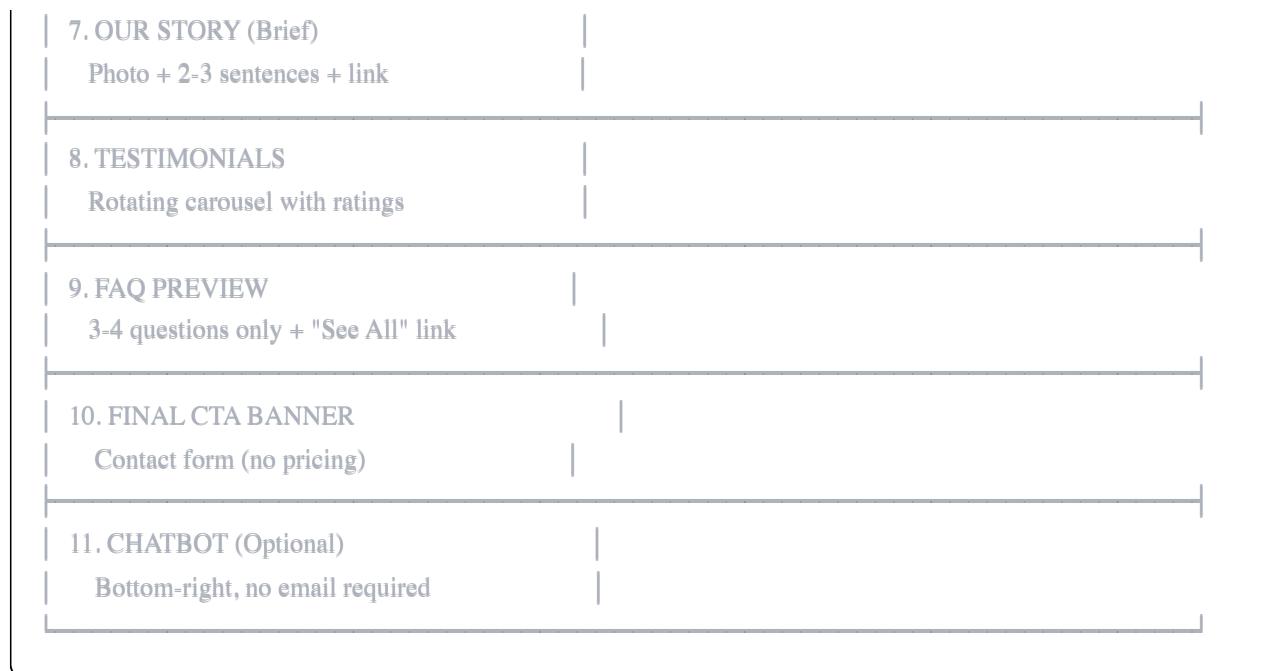
Key Changes from v1:

- 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)





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

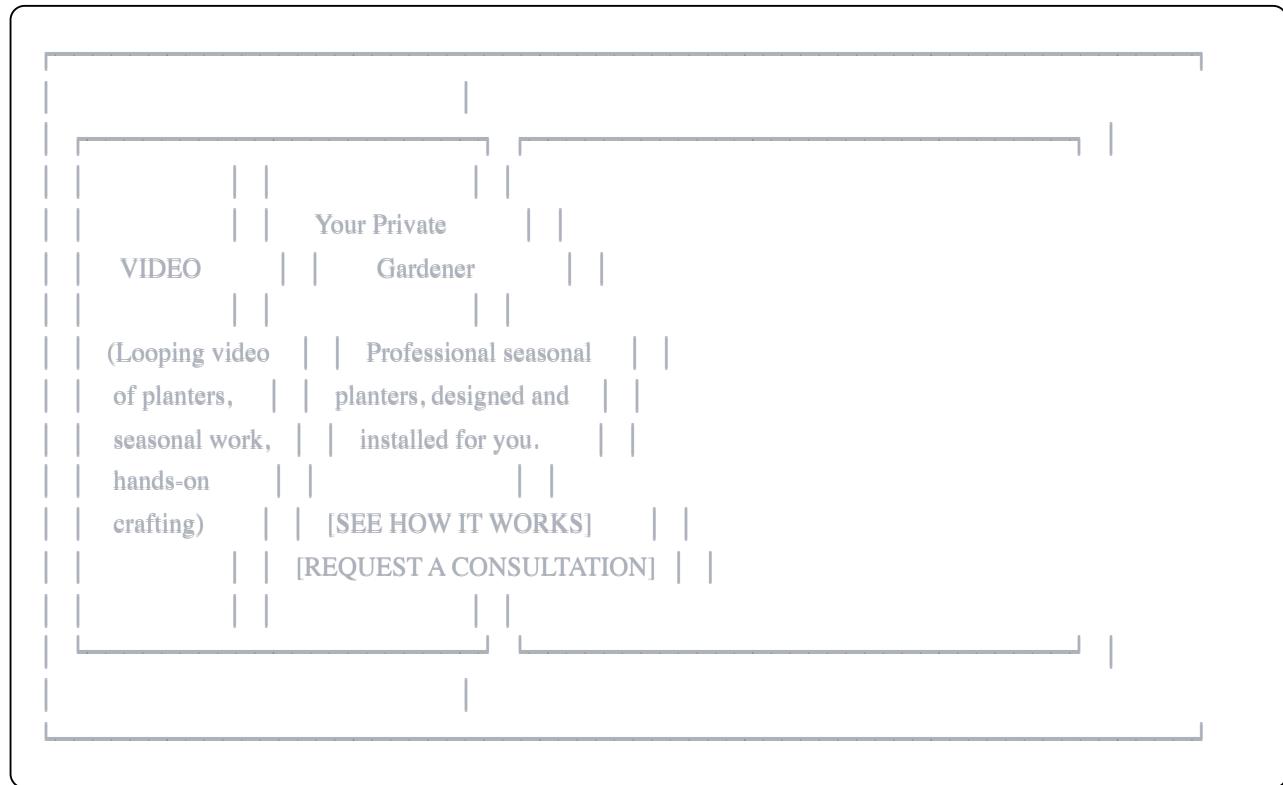


SECTION 1: HERO (Split-Screen - Blank Roast Style)

Inspiration

- **Blank Roast:** Split layout with video on one side, content on other
- **NOT Mooooi:** 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 (#FEFCFB)

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:** #F9FAFB (gray-50)
- **Padding:** 48px 24px
- **Border-top:** 1px solid #E5E7EB
- **Border-bottom:** 1px solid #E5E7EB

Grid Layout

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

Trust Item (x3)

- **Text-align:** center

Icon

- **Size:** 40px × 40px
- **Color:** forest (#2D6A4F)
- **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

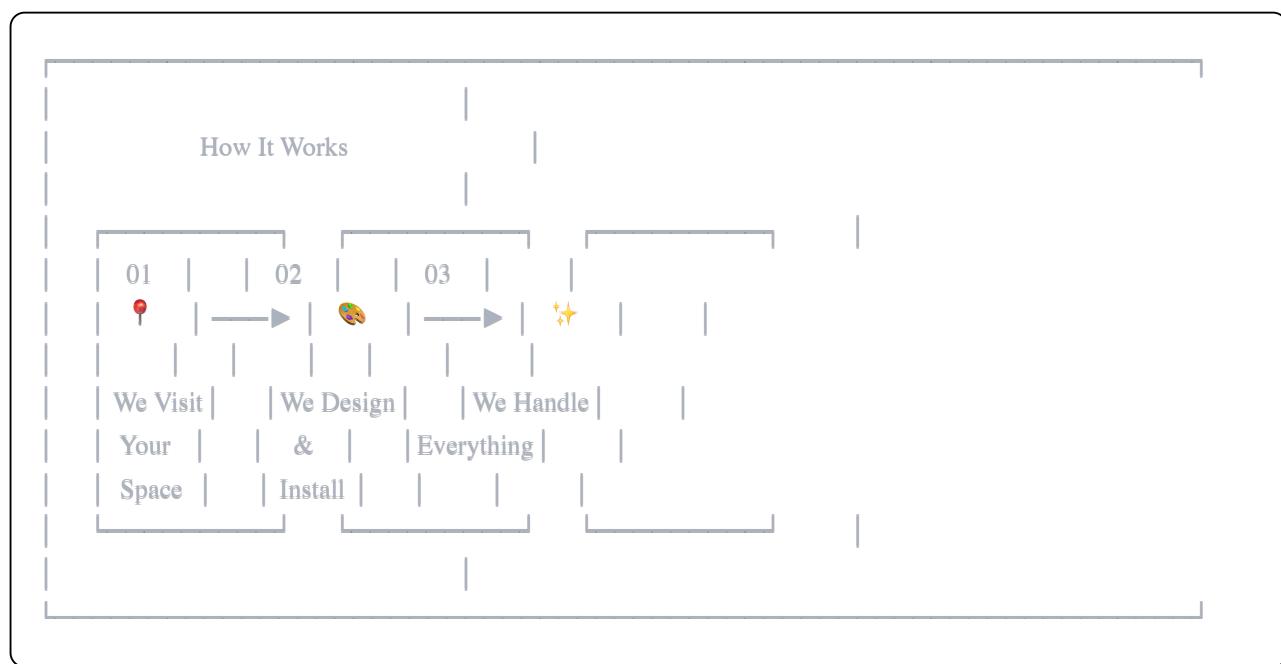
- Stack vertically or 1x3 horizontal scroll
-

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 (x3)

- **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.

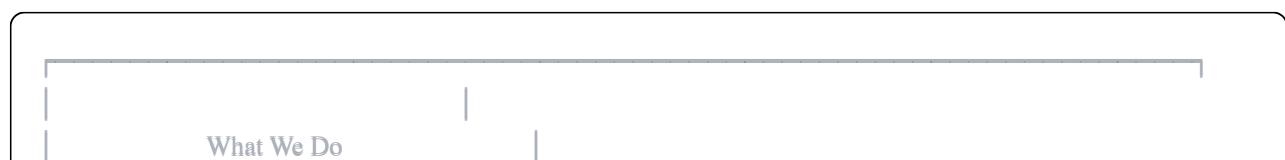
Animation (Hajster-style)

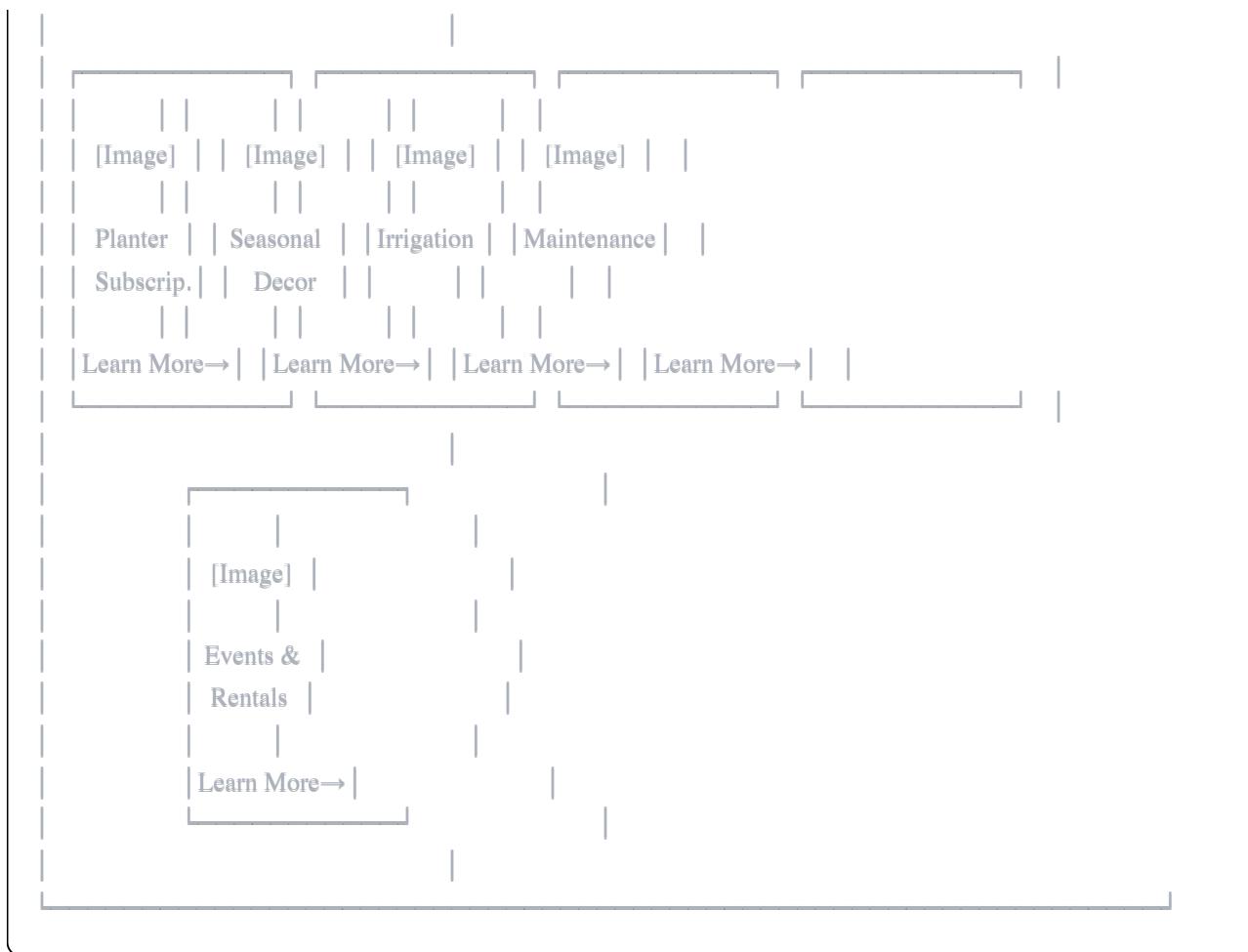
- Text/icons fade in as user scrolls
- Stagger: 0.15s between each step
- Direction: Fade up from bottom

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 (x5)

- **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

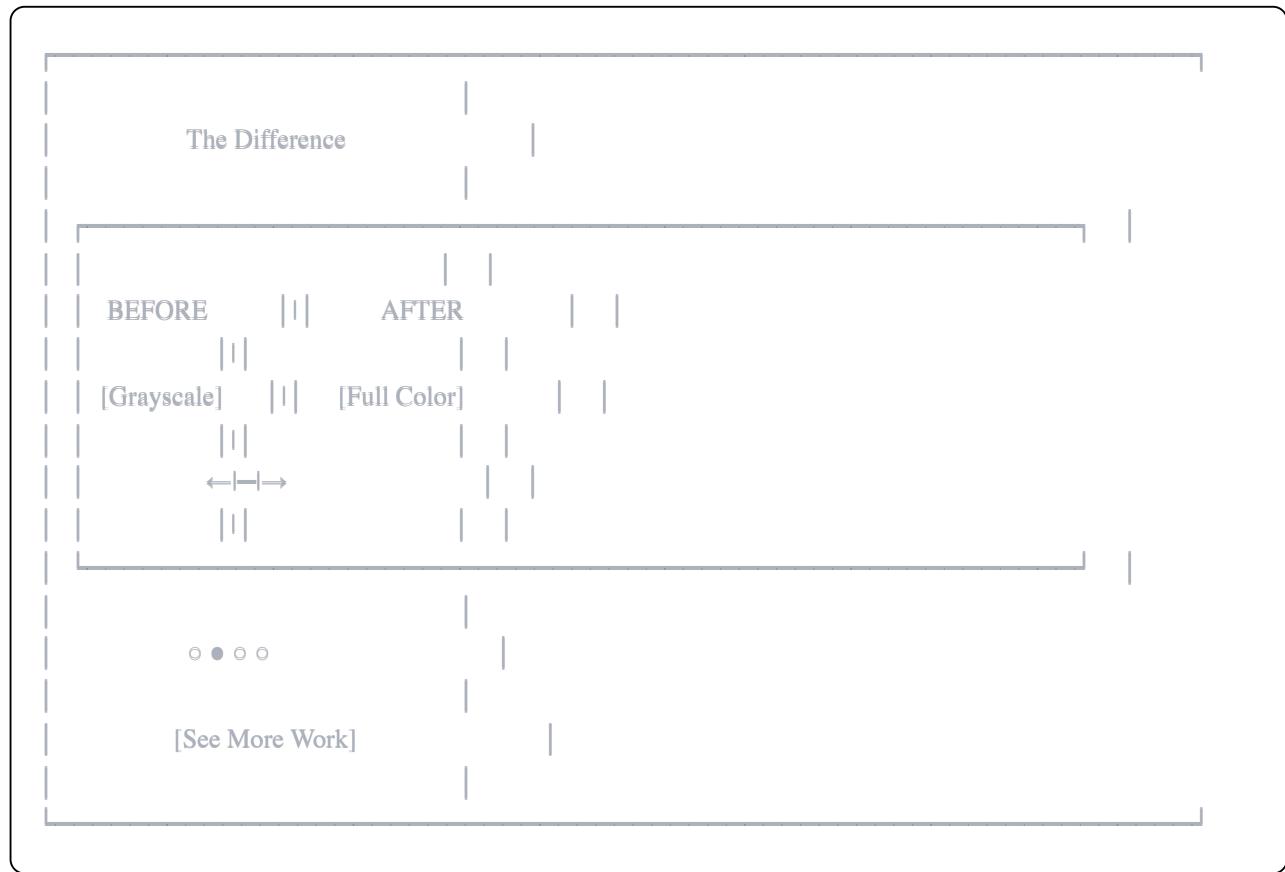
Key: All 4 images should show the SAME planter/location in different seasons

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 (
- **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:** (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



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 (x4)

- **Background:** #F9FAFB
- **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

The diagram illustrates the layout structure of the Final CTA Banner. It features a central vertical column with a dotted patterned header and footer. At the top of the central column is the text "BACKGROUND IMAGE". Below this, centered text reads "Ready to Transform Your Outdoor Space?". Further down, there is a horizontal input field labeled "Name: []". The entire layout is enclosed within a rounded rectangular border.

Email: [REDACTED]

Phone: [REDACTED]

Message: [REDACTED]

[REDACTED]

[REQUEST A CONSULTATION]

[REDACTED]

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  #E5E7EB
- **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

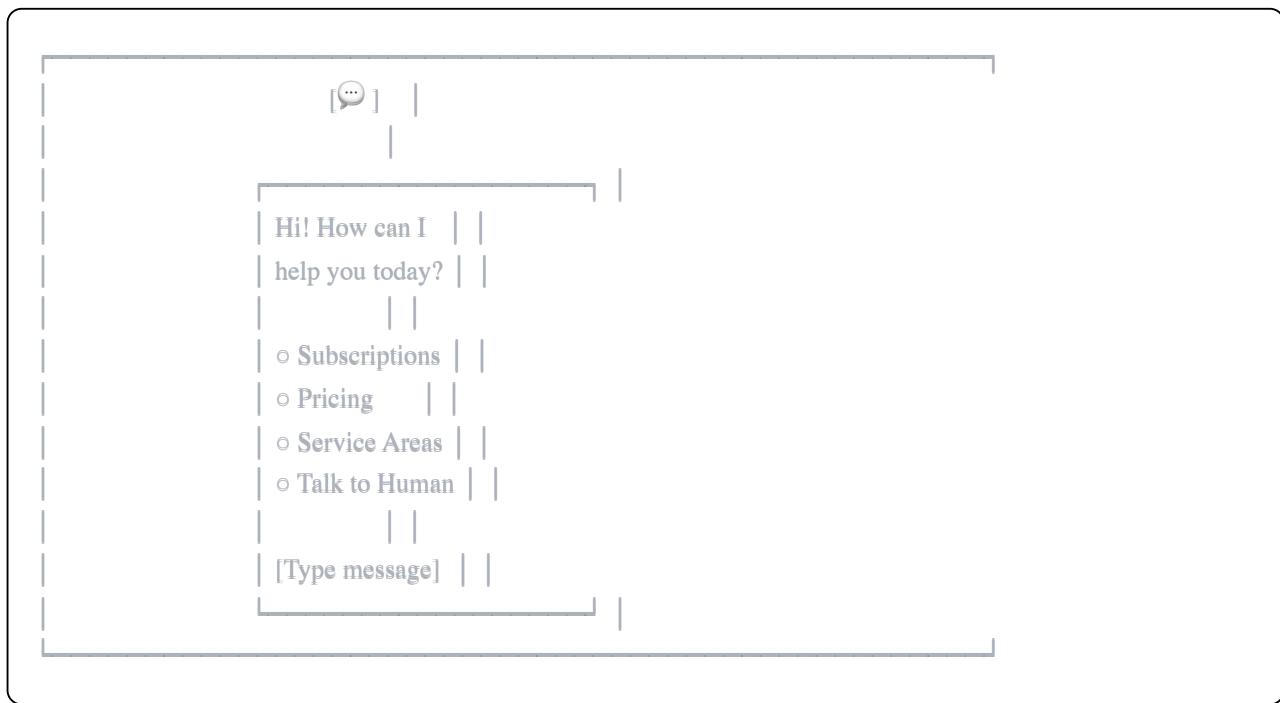
- **Width:** 100%
- **Height:** 52px
- **Background:** forest
- **Color:** white
- **Font:** Inter, 16px, 600 weight
- **Border-radius:** 8px
- **Content:** "Request a Consultation"
- **Hover:** darken, scale(1.01)

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

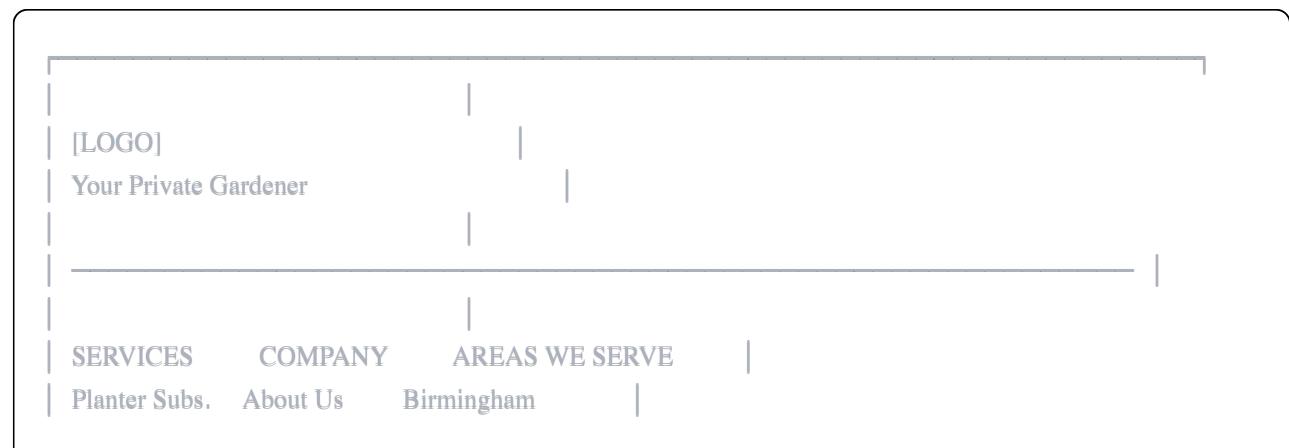
- **Size:** 44px
- **Background:** forest
- **Border-radius:** 50%
- **Icon:** Send arrow, white

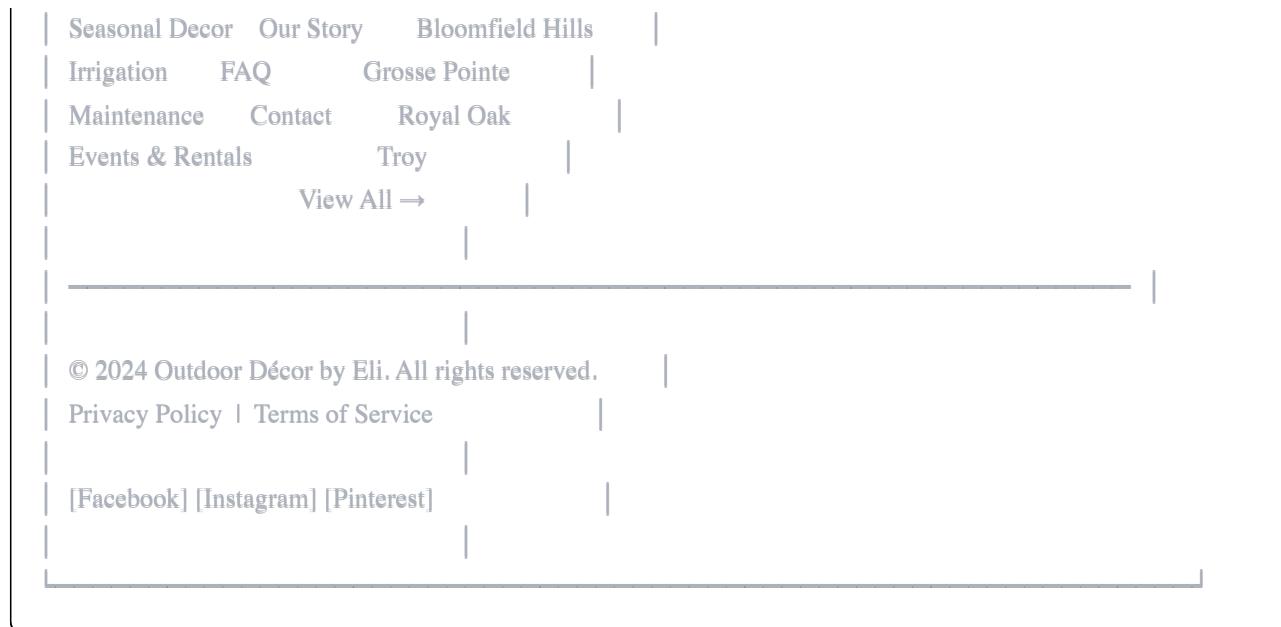
Key Rules

- **NO email required** to start chatting
 - Trained on company info
 - Guides users toward consultation request
 - Can hand off to human
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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
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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
<input checked="" type="checkbox"/> Header video style	Blank Roast split-screen (NOT Moooi full-screen)
<input checked="" type="checkbox"/> Navigation	Pinned/sticky, always visible
<input checked="" type="checkbox"/> Pricing	NOT displayed anywhere
<input checked="" type="checkbox"/> Mobile	1:1 cohesive with desktop
<input checked="" type="checkbox"/> Words	Minimal, streamlined, efficient
<input checked="" type="checkbox"/> Animations	Scroll-triggered text (Hajster-style)
<input checked="" type="checkbox"/> Icons	Show process visually
<input checked="" type="checkbox"/> Contact	Form with auto-fill, clickable phone
<input checked="" type="checkbox"/> Chatbot	Yes, no email required
<input checked="" type="checkbox"/> Cookies	Minimized, not intrusive

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