**CLIENT DEFINITION**

Dinsmore Landscape Company is a full-service commercial landscape company headquartered in Santa Clara.

**http://www.dinsmorelandscape.com/**

**USER DEFINITION**

Primary User: Property Manager, prospective Dinsmore client

Secondary User: HOA Tenant, wants to report a problem

**OBJECTIVES FOR THE WEBSITE**

1. **provide a new customer service input path (business objective)**

*how achieved:*

* added a web form accessible to users as “request a quote” and “contact us”
* created a new customer service email address

1. **focus the content (design objective)**

*how achieved:*

* displayed the company logo, and prominently
* reduced the site’s first-level page count from 9 to 5
* defined 3 service categories, labeled each as “…services” in primary nav
* added supporting imagery, grouped by category

1. **promote the quality and responsiveness brand (design objective)**

*how achieved:*

* added a quality-focused tagline to the company logo
* made the company’s contractors license visible and clickable on all pages
* added logos of affiliations to the home and “Why Dinsmore” pages
* added testimonials content
* added “the Dinsmore Guarantee”

1. **my own edification (design objective)**

*how achieved:*

* shot and manipulated my own images
* added responsive page elements, performed mobile testing

**FINAL FILE STRUCTURE**

