

WATS3010 Intro to Bootstrap

Design Document – May 2017

Name of site/company

Northwest Landscape and Deck Design

Description of design concept/approach

- Custom design and build of residential landscape and decking/patio as one complete package
- Emphasize combining the two for a discount
- Ongoing subscription service for maintenance – first three months free
- Emphasize real estate data – ROI of landscaping, decking, and maintenance
- Vetted contractors all in one place, do not need to use multiple services

Hope to accomplish with design concept/approach

- Promote sales of combination bundles of landscaping and decking design/build
- Increase subscription maintenance service
- Make the site inviting, simple to understand/navigate, and appealing to the user

Other websites for inspiration

- <http://www.nwlandscapedesign.com/>
- <https://www.gardendesign.com/pacific-northwest/>
- <http://nwpatiodesign.com/>

Other websites for comparable businesses

- <http://avalonnw.com/>
- <http://www.landscapesnw.com/>
- <http://www.nwcustomdeck.com/>
- <http://www.westcoastdecks.com/>

Target audience

- Demographics
 - New home owner or ready for a remodel
 - Men and women, usually partnered
 - Age 30s-60s
 - Working, with disposable income
- Motivations
 - Want to see ROI on real estate investment
 - Environmental appeal: NW native plant varieties, water usage, low maintenance
 - Gardening, food production
 - Care about appearance and upkeep
 - Value style and beauty