

## **About your organisation**

### **1. Provide a description of your organisation/brand and your industry**

*Aspect – Contemporary Floral Designs* opened its doors for business in 1985.

Clients come to Aspect for our consistently innovative approach to flower design. We are committed to offering only the finest floral arrangements and gifts, backed by friendly, prompt, and personal service. Because our customers are important, our professional staff is dedicated to making a clients experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect. Aspect's service is uniquely personal, therefore word of mouth and social media is where a lot of our business is currently generated.

Most of our clientele come from such demanding and creative fields as fashion, entertainment, advertising, finance, publishing, and hospitality. Each project provides an inspirational challenge to enhance the clients' environment. We love flowers, and it is this deep and abiding respect for the flowers and plants that drives our vision. Aspect aims to be a contemporary florist with a flair for creating innovative and attention-seeking designs using fresh quality flowers; created for those looking for that 'something special' with an individual edge. We understand the emotions that each occasion conveys are essential, thus we go to great lengths to source sculptural botanical elements, exotic seed pods, rare tropical foliage, and flowers worldwide to sculpt your special signature arrangement that is unique to your style- crafted to inspire.

Aspect incorporates eco-friendly flowers, products, materials, and practices in every project we undertake. Our love of native flowers inspired us to place free packets of wildflowers in bouquets to provide our clients with a lasting reminder of the occasion. We think it's important to cultivate native plants by using native plants and seeds that will attract birds, and other wildlife to your garden. Flowers are often an overlooked element of eco-friendly decor. Now we have made it easy for eco-conscious companies, event planners, individuals, and brides to go green in every colour.

#### **1.1 Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.**

Belinda Aspect

**Office:** 36 WaterRoad Nowhere WA 2100

**Postal:** PO Box 236 Nowhere WA 2100

**Telephone:** 61 2 6939 6100

**Email:** Aspect@hotmail.com

#### **1.2 Do you have a specific budget range already established for this project?**

I have a limited budget so there is no money for images – you have to use what I provide and I would prefer to not have anyone else's attributed images on my website. I have attached a folder of images, of bouquets, flower arrangements and a range of native flower images.

## **2. List some web sites of similar service providers and list what you like about that site?**

1 Web site address -- <https://goshflowers.com/>

1. What do you like about this web site– feels cool, clean and distinctive, creative use of focal point, clean design, nice use of images, good use of colour and animation

2. Web site address--- <https://www.wuillemin-fleuristes.ch/>

2. What do you like about this website 2– has a nice feel, clean , good tag line, nice use of typography and colour

## **3. List some sites you hate, and why?**

A1. Web site address -- <http://www.interflora.com.au/htw/flowers-perth/>

A2. What do you hate about web site 1—tacky, too much info, badly designed

B1. Web site address – <http://www.funkybunches.com.au/>

B2. What do you hate about web site 2 –boring design, looks cheap, the logo is just wrong, too much text

C1. Web site address --- <http://www.stannesflorist.com.au/>

C2. What do you hate about web site 3--- everything is terrible, awful hierarchy and layout, instant fail

## **4. What is the purpose of this site. Please describe in detail.**

We have three main areas of our business and we want the website to showcase our products and services in

- contemporary floral design
- flower arrangements for event coordination
- deploy a seed library of native plants, usually in the form of seed packets, which are placed in each bouquet –usually for free.

Our business goals are to

- Increase market share by generating awareness and showcasing our work
- Increase traffic and sales through the website

- Increase total income through increased sales, driven by high-quality products and innovative product and service offerings.
- maintain customer loyalty through exceptional customer service
- promote our environmentally sustainable philosophy
- generate an appreciation and love for more native plants in suburban gardens and hopefully inspire and transform the floral design industry

Aspect incorporates eco-friendly flowers, products, materials, and practices into our studio and every project we do. Flowers are often an overlooked element of eco-friendly decor, and now we have made it easy for eco-conscious companies, event planners, individuals, and brides to go green in every colour.

**5. Do you have any existing marketing/PR campaign material in digital format? And do you want the website to tie in with any existing marketing materials/ logos?**

Yes I have a logo -- I want the images to reflect our love of native flowers and eco-conscious practices.

**6. Who is the primary audience?**

1. What are the interests of the target audience?

Interested in good fashion, willing to spend money on quality design, looking for something different, not your average mum or dad, eco-conscious

2. What do they find appealing?

Good design that is functional, something a bit different

3. How long have do you think a typical audience member mayhave been using the net?

A lot, most are professionals and use it as part of their business and everyday life

4. How often do they use a computer each day?

Most of the day

5. What is their average age?

20-50yr

6. What is their average income level?

60,000- 100+

**7. What is a typical task the visitor might perform on the new site?**

Search for current and previous flower arrangements, call for more information, , floral designs  
buy some seeds

**8. Where will content for the site come from? Will it be newly created, re-purposed or both?  
Do you have all the content (text, images, video) for the website ready to be used??**

All of my content/ copy is in this document, I have some images, and I want the images used to  
reflect our love of native flowers

**9. If you were a user what search words might you use to locate the site on Google/Yahoo?**

Contemporary Floral Designs, Belinda Aspect, Aspect, contemporary flower design, native seeds

**10. Emotional reaction considerations-- Describe the typical user reaction/first impression you  
would want from your clientele;**

- Typical user reaction to the company/organisation represented

Contemporary, sophisticated, excellent design, cutting edge, eco friendly, inspiring

- Typical user reaction to the content of the front page

WOW, cutting edge, Overall style reflects something different, functional, environmental  
sustainability, sophisticated

- Typical user reaction to time spent on the site

Personal touch, Invigorated, Feel confident in service offered, quality offered

SOME EXTRA COPY ABOUT ASPECT

**Flower arrangement for event coordination**

You will be assigned a floral designer skilled to help extract or understand exactly what you  
floral desires are. Should you need advice on that certain idea you have in your our trained  
specialists will be able to work best on how to achieve your vision.

Our team of professional designers will make your event memorable and stress free. We will design to your theme, colour, budget and needs with attention to detail given high priority.

Aspect consults on all facets of event design, adapting to the particulars of each occasion; breathtaking centerpieces, lovely bouquets, luxurious linens and unique props for room enhancement. They work closely with each client to create an affair that is personally tailored.

Unwavering service, meticulous attention to detail, unyielding commitment to quality and an incomparable sense of beauty.

We specialise in large functions and corporate events. Some of our more memorable events have included - visiting Kings and Queens, Presidents, Prime Ministers as well as high profile dignitaries.

Whether it be stylish floral arrangements or table linen and chair covers we can provide you with a range of designs and services.

## **Our Staff**

Belinda Aspect founded Aspect in April 1985 and is a leading expert on green floral design. Belinda's floral design experience began in high school with a part time job at a local flower shop, but her passion for flowers was put on the back burner as she pursued her college degree in Urban Studies with an emphasis in Public Administration at TAFE. She occasionally worked for a friend's flower shop, but it wasn't until she moved to New York County after graduation that her passion was rediscovered. She had designed a half dozen weddings before taking on the challenge of doing her own (which she doesn't recommend to brides!). It was a huge success and Aspect was officially born.

Belinda's dual passions for floral design and sustainability were merged when she decided that The Aspect would "go green".

Tina Ruskin, Junior Designer

Ethel joined Aspect in March 2008 as a Shop Assistant and was recently promoted to Junior Designer. Esthel's background is in fashion and she is applying that knowlegde to a second career in event planning and design. Ethel has been a key team member in all aspects of floral processing, shop maintenance, and event installation and strike. She is learning more about floral design and has mastered corsage and boutonniere making!

## **Seed library**

A large variety of native seed mixes are offered, ideal for creating sustainable wildflower gardens. To successfully grow native plants, it is important to realize that they come from a wide range of climates and soil conditions, therefore, choose species that native to your area or originate from similar regions

Packets of seed are usually given away free for each purchase. There is a wide range of seeds in the seed bank, including many hardy and vigorous medium shrubs. There is also a variety of bush food species, some interesting small ornamental eucalypt seed and some hardy wattles.

Seed can be sown at any time of year in potting mix covered with a little coarse sand. Spring and Autumn are generally good times to sow seed due to the night-day temperature variation. Some seeds will not come up in excessively warm temperatures, and some species (particularly Banksias, Dryandras and Hakeas) will germinate best when nights are cold and days are warm. More specific information on seed germination and collection can be obtained from other Keilor Plains members.

Don't be afraid to try growing your own plants, you will be surprised how easy seed germination really is.