



Unique Landscapes

Group 1

Catherine

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Alexandru

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Agata

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Anastazja

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Cecily

Website

INTRODUCTION

The aim of our fourth project is to test the usability of the website for a British landscape architect and create a new design based on those results.

The client is looking to expand their business to Denmark, therefore we will research the Danish market to determine the target group. Based on our research outcome we will create a unique design that will appeal to the Danish market.

This report presents our suggestion for a new design and the results of our user tests for both the current and new website, as well as the research we have done.



CONTENT

- The current website
- Heuristic review
- Research - Our target group
- Our design
- Design principles
- User tests
- Final changes
- Further work



CURRENT WEBSITE



CURRENT WEBSITE

UNIQUE LANDSCAPES
GARDEN DESIGNERS

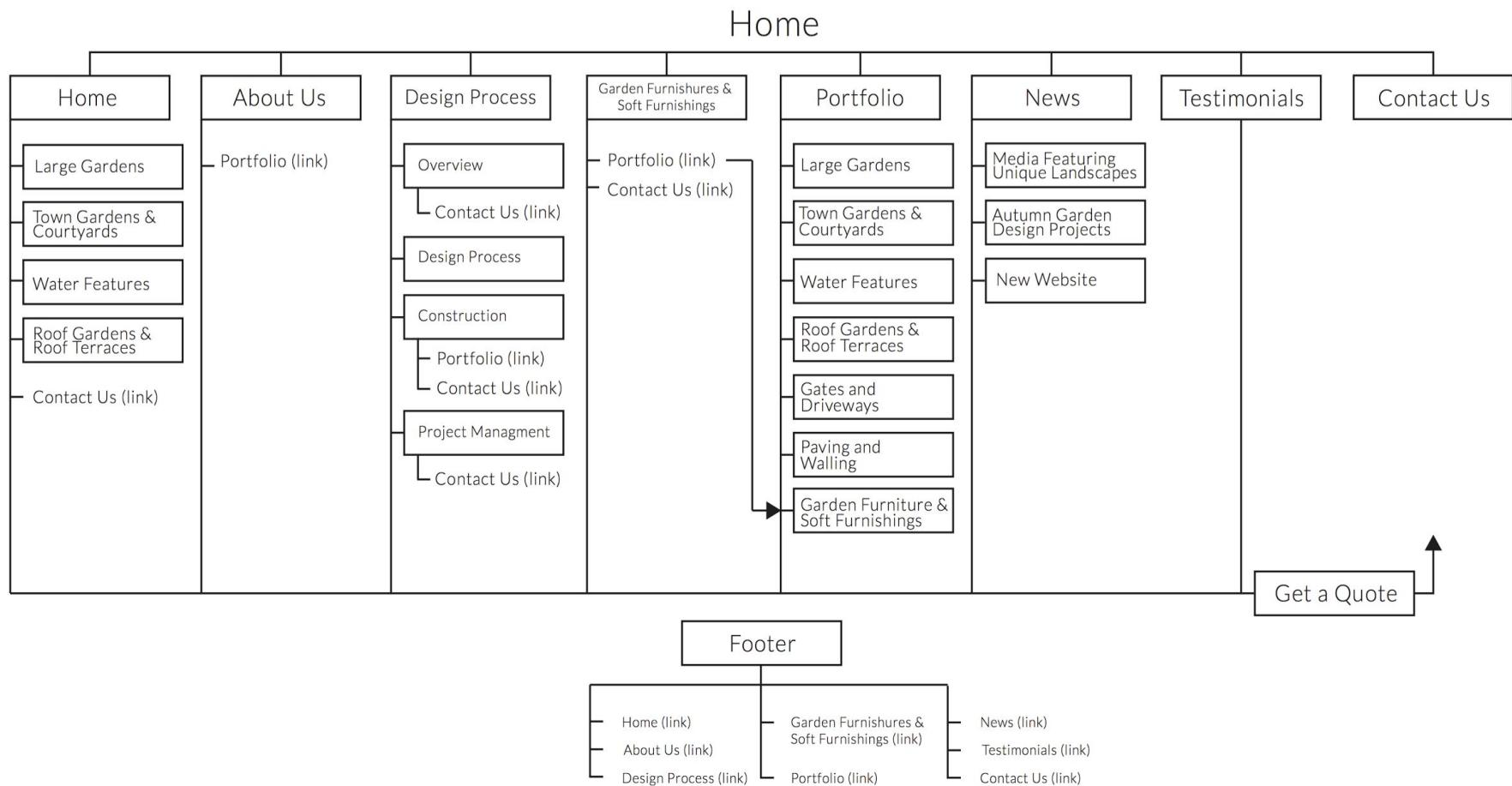
HOME ABOUT US DESIGN PROCESS GARDEN FURNITURE & SOFT FURNISHINGS PORTFOLIO NEWS TESTIMONIALS CONTACT US

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.

Landscape & Garden Designers in Shropshire

Unique Landscapes specialises in landscape and garden design for clients seeking an outside space which is both beautiful and functional and offer our services to both the domestic and commercial sectors; with quality and customer satisfaction being our objective. From large country gardens to smaller urban spaces, we offer a professional garden design and/or

INFORMATION ARCHITECTURE





HEURISTIC REVIEW



NIELSEN'S 10 HEURISTICS & GRADES

Heuristics

- 1** Visibility of system status
- 2** Match between system and the real world
- 3** User control and freedom
- 4** Consistency and standards
- 5** Error prevention
- 6** Recognition rather than recall
- 7** Flexibility and efficiency of use
- 8** Aesthetic and minimalist design
- 9** Help users recognise, diagnose, and recover from errors
- 10** Help and documentation

Grades

- 1** Cosmetic Problem - website works, suggestions to fix
- 2** Less serious but difficult to understand - corrected as soon as possible.
- 3** Serious - can cause major problems
- 4** Catastrophic - impossible to carry out actions

NIELSEN'S 10 HEURISTICS

Heuristic	Location	Problem	Grade	Solution
#8	http://www.uniquelandscapes.co.uk/ All pages except Contact us	Too much info, text too small, confusing to navigate	2	Less test with the information focusing on what is important
#6	http://www.uniquelandscapes.co.uk/design-process/design-process-unique/	Refers to 4 stages but only 3 follow	2	Correct information—but again focus on the important information
#7	http://www.uniquelandscapes.co.uk/about-us	Colour and size of text difficult—portfolio is a link but the purple colour is not easily distinguished from the grey text—an inexperienced user may not realize it is a link	2	More focus on what is important by removing the extraneous text. When a link included, colour change so it is more easily seen
#2	http://www.uniquelandscapes.co.uk/about-us	Bespoke—british term—typically refers to customized clothes	2	Need to use more direct language in countries where english is not the first language
#10	http://www.uniquelandscapes.co.uk/	No prices-only option is to get a quote—may lose potential clients because of this.	3	Price range: DIY, Full Plan. We have not included this as we are unfamiliar with the pricing structure

#8 AESTHETIC & MINIMALIST DESIGN

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Landscape & Garden Designers in Shropshire

Unique Landscapes specialises in landscape and garden design for clients seeking an outside space which is both beautiful and functional and offer our services to both the domestic and commercial sectors; with quality and customer satisfaction being our objective. From large country gardens to smaller urban spaces, we offer a professional garden design and/or landscaping service, including the design of the initial concept through to development, construction and planting. A personal attention to detail combined with an unrivalled reputation creates interesting bespoke gardens in both traditional and contemporary styles.

Good design takes into consideration the art of listening to any client, and should also take into account working to a budget. All design work undertaken is unique to the client's garden, with no one design ever the same, tailored to meet the unique styling and colour preferences, the intended use for the space, and the natural and architectural surroundings in question. We work closely with our clients to ensure that the brief is clear and precise, and that the final garden design plan meets the requirements exactly. All our designs are hand drawn by a professional and qualified garden designer.

We have had the opportunity of designing gardens for Huf Haus homeowners. Huf Haus is a German company which has built over 100 striking contemporary timber and glass houses in the UK and we have been lucky enough to design the landscape for these stunning homes.

We have also been given the prestigious honour of re-designing and re-newing the garden at the private family home of the late Percy Thrower, famous British gardener, horticulturist, broadcaster and writer. We also undertake work for The Earl of Plymouth Estate, Shropshire.

More recently, we have undertaken work for Channel 4 production - "Phil Spencer: Secret Agent", for a garden design.



[GET A QUOTE >](#)

Contact Us

Phone: 01584 831 733
Mobile: 07778 844878

BEFORE
Too much text

[Create a WIX site!](#)

UNIQUE LANDSCAPES
GARDEN DESIGNERS

HOME ABOUT US DESIGN PROCESS PORTFOLIO CONTACT US

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[Read More](#)

PORTFOLIO

AFTER
Removed text to simplify

#6 RECOGNITION RATHER THAN RECALL

BEFORE

Home > Design Process > Design Process

There are four stages within the initial design procedure:

Initial visit

To listen and discuss your individual requirements, view your garden and create the brief. During the visit we will provide practical advice and offer ideas and suggestions that draw on our many years of experience and knowledge of the latest construction techniques in landscaping.

Survey

This would include an accurate and complete site survey of all existing buildings, any existing and relevant boundary lines, levels, and drainage etc. From this, an A1 size sketch plan would be produced to scale, this would be presented to you, the client, for discussion. At this time any relevant changes would be made and the plan would be deemed acceptable for completion.

Design

There are four stages within the initial design procedure:



[GET A QUOTE >](#)

AFTER

Home > Design Process

A great design begins with listening to any new prospective client, working to a budget and blending into the existing surroundings.

Unique Landscapes work hard to create and to bring to life your "dream garden".

There are three stages within the initial design procedure:

#7 FLEXIBILITY & EFFICIENCY OF USE

s task - just dedication and expertise!

de and includes modern and contemporary gardens, urban court
more traditional, formal and country landscapes and gardens.

to both private and commercial projects, designing and constru
simple outline plans, to full design specification and constructi
y new garden is individually created and is personal to the owner

ements, we will design a new garden with expert care and atten
to meet your individual needs and budget.

ive built an enviable reputation for providing a first class and
with quality and customer satisfaction being our objective. We r
ips as most of our work comes via recommendation and we have
e happy to give references directly to you as well as having proj

a sample of our work in the "Portfolio" section.



BEFORE

Link is not visible
enough

AFTER

Larger text, more contrast
when something is a link

s was established in 1996 by Shaun Greetham, an RHS award wi
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in business, we have created hundreds of custom gardens and
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Silver medal for our show garden at Malvern Spring Show and a
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it a sample of our work in the **Portfolio** section.

#2 MATCH BETWEEN SYSTEM & THE REAL WORLD

BEFORE Language is too complex:

We offer a **bespoke** and professional garden design service - inspirational landscapes and garden designs, tailored specific unique outside space. We hand draw all of our plans of work use computers for this task - just dedication and expertise!

AFTER Language has been brought down to earth to make the company seem more approachable:

Whatever your requirements, we will design a new garden with expert care and attention, tailoring to meet your individual needs and budget. Over the years, we have built an enviable reputation for providing a first-class and professional service, with quality and customer satisfaction being our objective. We rely on good client relationships as most of our work comes via recommendations. We have many past clients who are happy to give references directly to you, including projects you are able to visit.

#10 HELP & DOCUMENTATION

BEFORE No prices- it may cause lost of potential clients:

The screenshot shows a website header with the title 'GARDEN DESIGNERS'. Below the title is a navigation bar with links: HOME, ABOUT US, DESIGN PROCESS, GARDEN FURNITURE & SOFT FURNISHINGS, PORTFOLIO, NEWS, TESTIMONIALS, and CONTACT US. The 'CONTACT US' link is underlined. The main content area has a dark purple background. It features a heading 'CONTACT US' and a message: 'Please call for an informal chat about your garden and if you wish to discuss any of our services and fees.'

AFTER A price indication has been added to the Design Process page, which the customer can use as guidance:

Design Process

A great design begins with listening to any new prospective client, working to a budget and blending into the existing surroundings. Unique Landscapes work hard to create and to bring to life your "dream garden".

There are three stages within the initial design procedure:

Initial Visit

To listen and discuss your individual requirements, view your garden and create the brief. During an initial visit we will discuss pricing which will typically range from 12000 DKK for a standard sized garden (approx. 500 sqm). However prices will depend on the type of services needed.



RESEARCH



RESEARCH

TARGET GROUP

Couples with and without children (fig. 1) have the highest economical potential of using a high-end landscape designer. Within this group, education level is a very important differentiator--with higher education (bachelor level and higher)-- having more disposable income. (fig. 2). Additionally, this group tends to live on Zealand (fig. 3).



The Danish style is authenticity, naturalness, sustainability, care and biodiversity. If you look at English and American garden magazines, the photos show show-off. You can clearly see that they have used a gardener and chemicals - everything should be straight. Our trend is more like Pippi and Emil from Lønneberg - it embraces diversity. There may be a little weed and distortions.

Source 4, 365design.dk, 2015

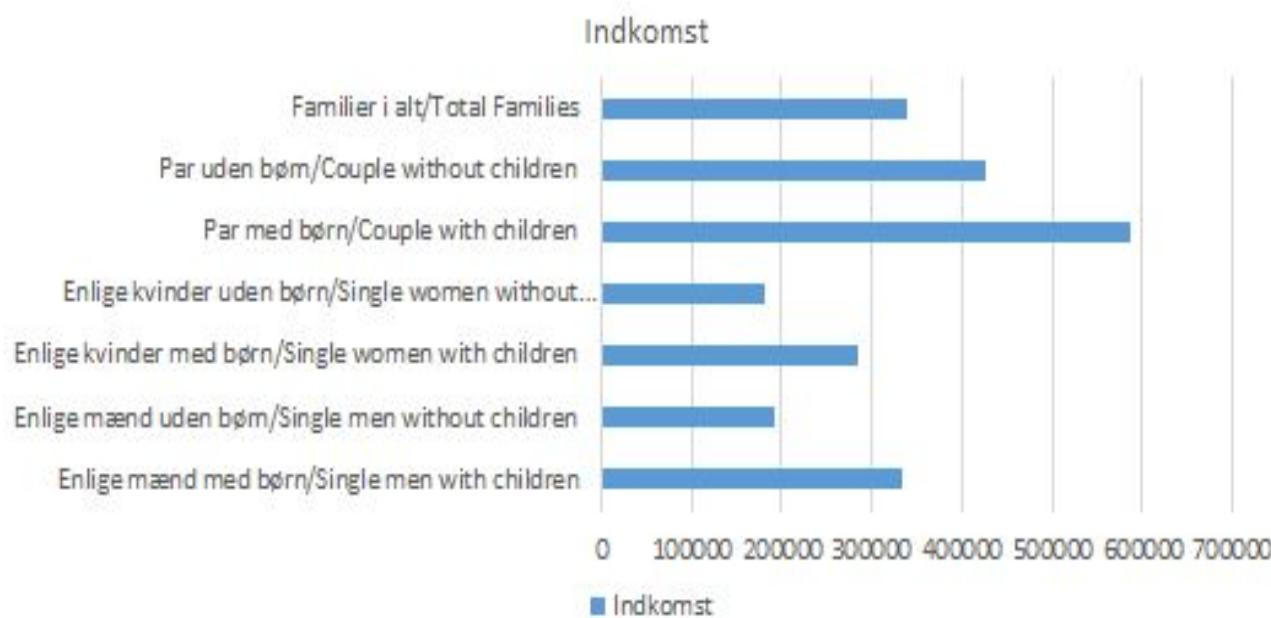


RESEARCH - fig. 1

Familierenes indkomster

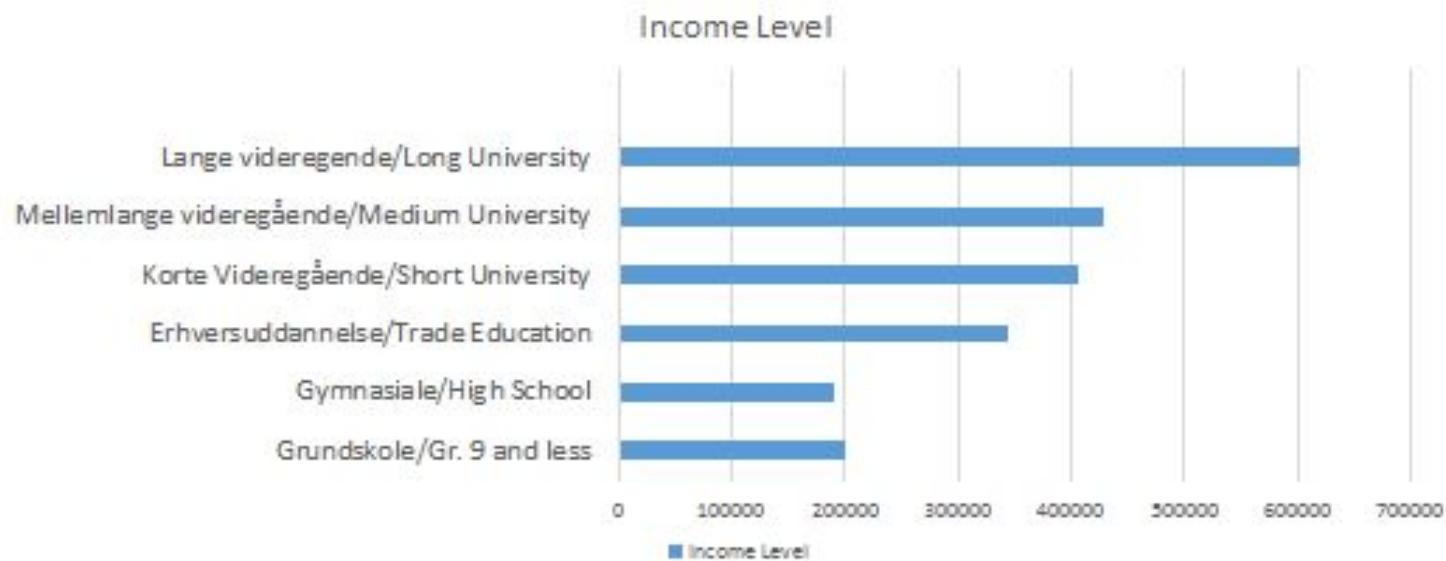
Indkomsttype: 1 Disponibel indkomst(2+30-31-32-35)

Enhed: Gennemsnit for alle familier (kr.) Område: Hele Landet Tid: 2013



RESEARCH - fig. 2

Højeste fuldførte uddannelse i familien efter indkomsttype, enhed, tid, uddannelsesniveau, område og familietype
Indkomsttype: 1 Disponibel indkomst (2+30-31-32-35)
Enhed: Gennemsnit for alle familier (kr.) Område: Hele Landet Tid: 2013

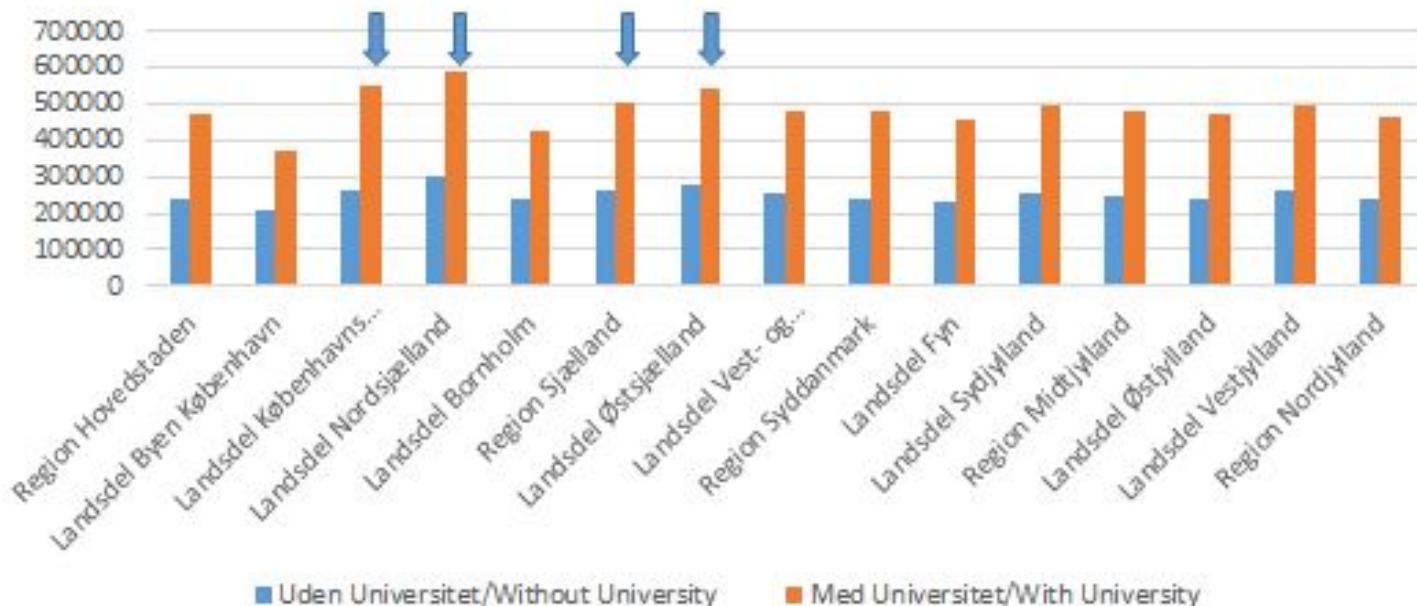


RESEARCH - fig. 3

Familierenes indkomster

Indkomsttype: 1 Disponibel indkomst (2+30-31-32-35)

Enhed: Gennemsnit for alle familier (kr.) Område: Hele Landet Tid: 2013



THE CLIENT

- Unique Landscapes was established in 1996 by Shaun Greetham, RHS award winning garden designer.
- They offer customized and professional garden design service - creating innovative and inspirational landscapes and garden designs.
- They work nationwide.
- Their work includes modern and contemporary gardens, urban courtyards, terraces, through to more traditional, formal and country landscapes and gardens.
- They offer their services to both private and commercial projects.
- They have built an enviable reputation for providing a first class and professional service, with quality and customer satisfaction being their objective
- They rely on good client relationships as most of their work comes via references from their former clients.



COMPETITION / MARKET

The design style for the landscape architects in Denmark is very modern, simple and clean, and that mainly targets the younger customers in the bigger cities. This does not fit well with the image of Unique Landscapes, as they have a more classic style. Unique Landscapes will focus on a niche market, older Danes with families. One of the obstacles that they may encounter are prices on Danish market. Based on the briefing, Unique Landscapes prices start from 200 000,00 kr., while a plan from a danish company is between 5.000-16.000 kr.

Denmark <http://www.opland.eu/forside>

<http://bsarkitekter.dk/>

<http://www.landskabsarkitekter.dk/>

<http://skibsted-landscape.dk/>

http://www.havearkitekt-maa.dk/priser_havearkitekt.html

UK

<http://www.fieldoperations.net/contact.html>

<http://bcalandscape.co.uk/>

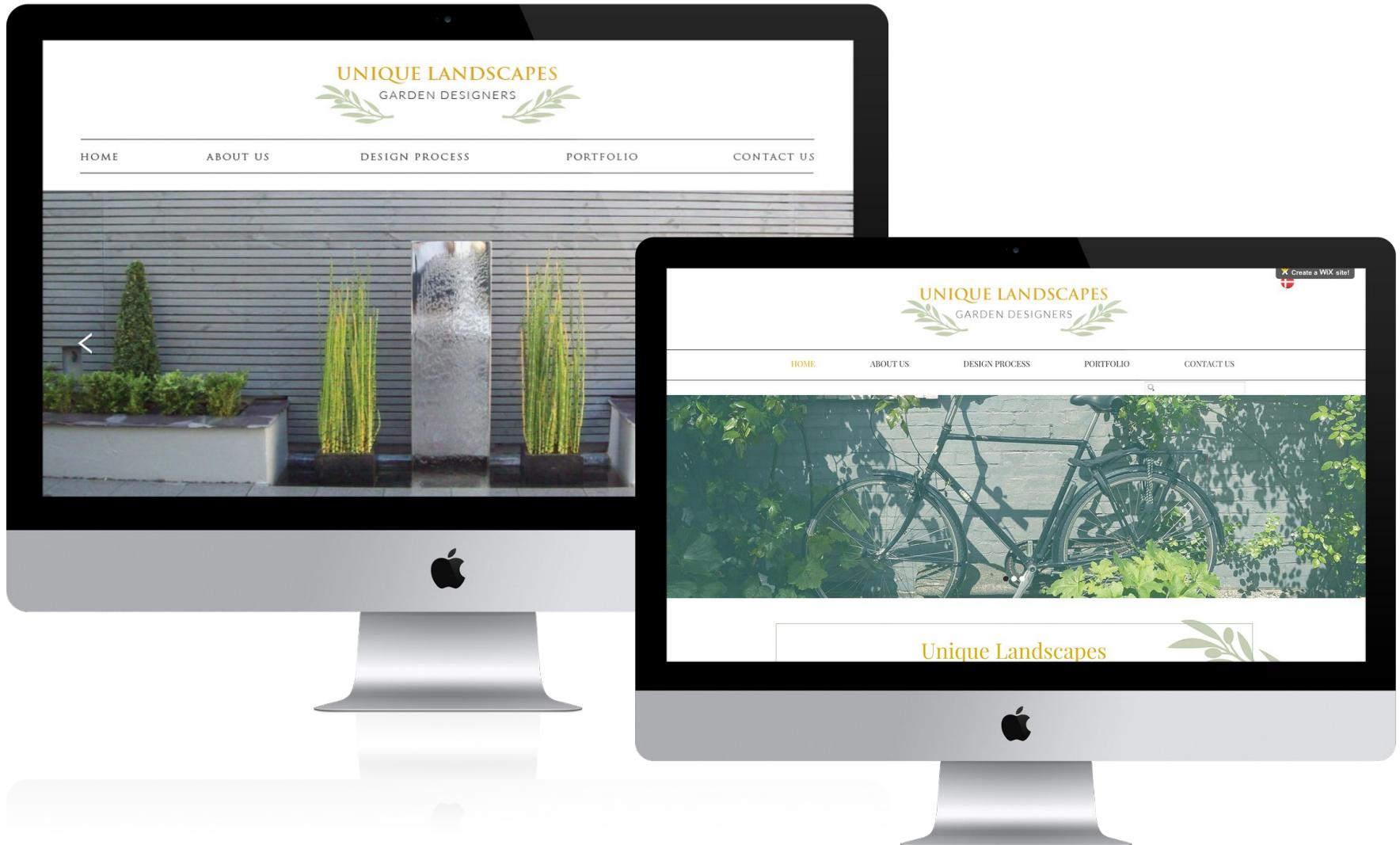




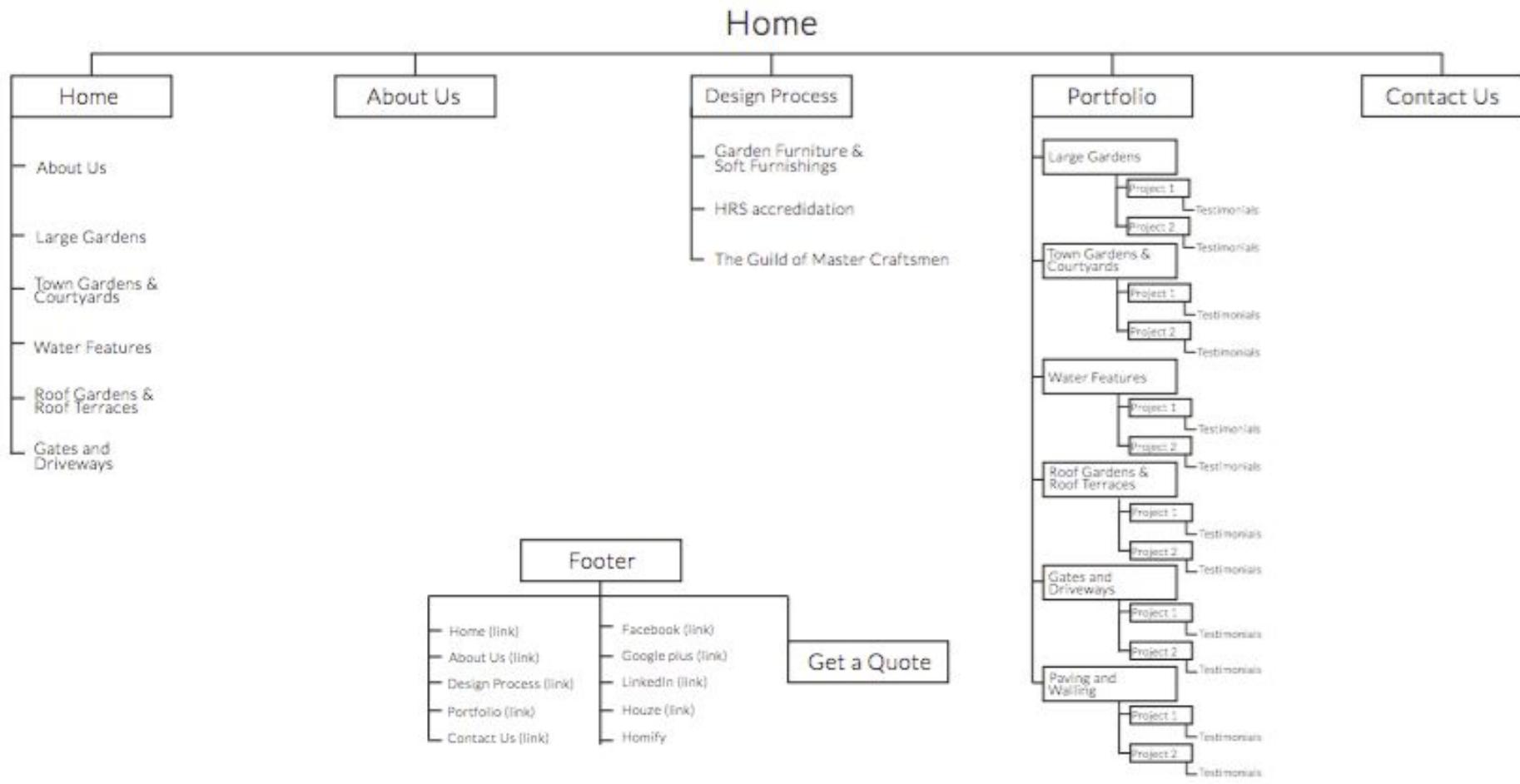
OUR DESIGN



NEW WEBSITE



INFORMATION ARCHITECTURE



WIREFRAME & LAYOUT

NAVIGATION

A navigation bar without submenus to keep it as simple as possible.



ABOUT US

This section will have a short description of the company and a 'Learn More' button that will navigate the user to the [About](#) page.

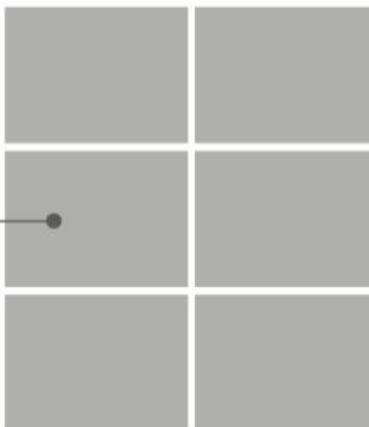


THE HEADER

A slideshow with images from previous work.

PORTFOLIO

This section shows the different types of projects from the portfolio. Click to get to the '[Portfolio](#)' page.



GALLERY

The images will have a green overlay. When the user hovers over an image, the overlay will disappear. Click the image and it will take you to the selected portfolio page.



FOOTER

The footer will contain the menu, a search bar, contact information and social media links.



HOME ABOUT US DESIGN PROCESS PORTFOLIO CONTACT US



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READ MORE



PORTFOLIO



DESIGN SPECIFICATIONS

Visual identity

Since our website is an online representation of our client's aesthetic and designing skills, we decided to keep it very simple and let the portfolio pictures communicate to potential customers. Therefore we reduced the amount of text substantially, allowing the pictures to speak and drawing potential customers into calling or writing for more information.

Colours

Although the client mentioned that green was overrated in this branch, we decided to use it on our website, while keeping the design minimalistic and neat. Green as the primary colour is the colour of growth, spring, renewal and rebirth. It renews and restores depleted energy, it is a sanctuary away from the stresses of modern life. Yellow as the accent colour is warm and happy, creates a sense of cheerfulness and playfulness. Yellow stimulates the logical side of the brain and promotes wisdom, inspires original thinking and creativity.

(<http://www.empower-yourself-with-color-psychology.com>)

Pictures

We reused the images from the current website, plus added a stock photo from Flickr.com. This photo is an urban garden with a bicycle. This was chosen as bicycles are representative of Denmark.

Graphics

In order to appeal to the niche market in Denmark, we chose to make the website sophisticated and more appealing to the high-end client, while still focusing on the minimalistic approach that typifies the Danish market.

VISUAL IDENTITY

Colours



Fonts

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Playfair Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Graphics





DESIGN PRINCIPLES



DESIGN PRINCIPLES

Consistency

Internal consistency was used to ensure that the design was the same for all pages.

Colour, typography and layout are the same.

External consistency was used to ensure the Navigation links are in the usual place.

Ockham's Razor

The navigation bar was revised to exclude information that was not necessary, and therefore, had the potential to confuse. We also included a search bar in order to make it easier for potential clients to search, instead of scroll.

Flexibility-Usability Tradeoff

The section related to Garden Furniture and Soft Furnishings removed as this was just information, Unique Landscapes do not sell these products. We would recommend a link to their supplier's page.

Aesthetic-Usability Effect

The new Portfolio subpage has a symmetric design instead. Within the design process, majority of pages were removed and replaced with a high level description. Also recommended to add a contact button here, if they require more information. On the about us page, we removed the images as they served no purpose. This also gave the page more symmetry and a cleaner look.

Hick's Law

Within the design process, majority of pages were removed and replaced with a high level description.

DESIGN PRINCIPLES

BEFORE:

UNIQUE LANDSCAPES GARDEN DESIGNERS

[HOME](#) [ABOUT US](#) [DESIGN PROCESS](#) [GARDEN FURNITURE & SOFT FURNISHINGS](#) [PORTFOLIO](#) [NEWS](#) [TESTIMONIALS](#) [CONTACT US](#)



DESIGN PRINCIPLES

AFTER:



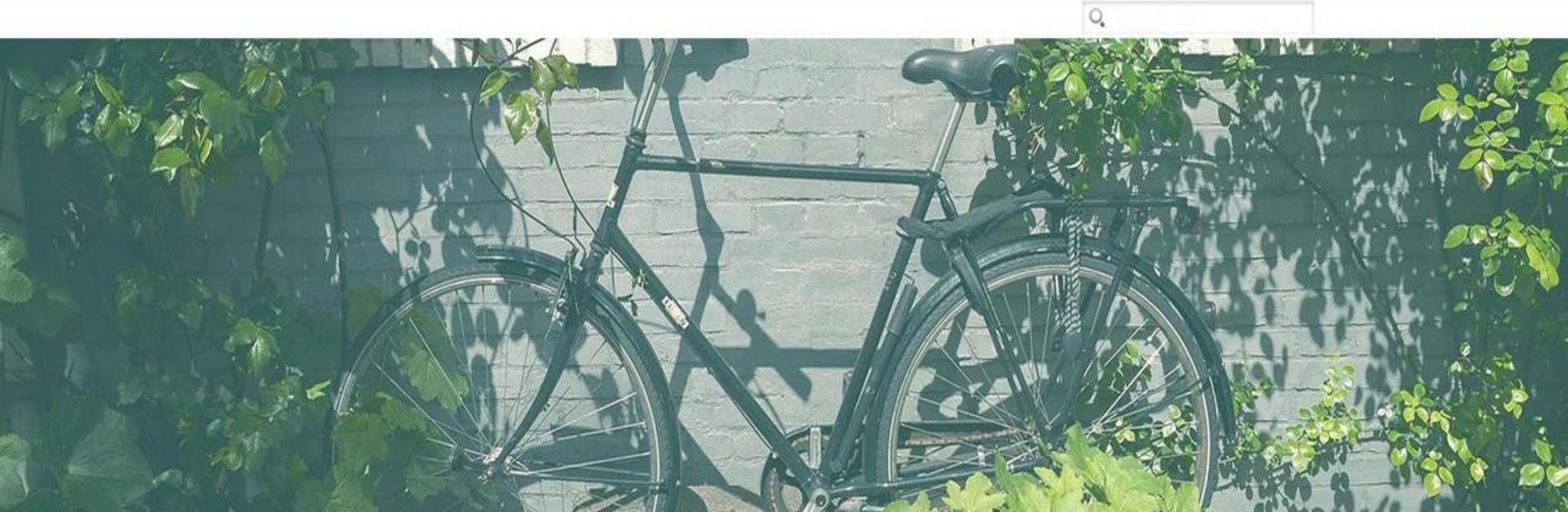
[HOME](#)

[ABOUT US](#)

[DESIGN PROCESS](#)

[PORTFOLIO](#)

[CONTACT US](#)



DESIGN PRINCIPLES

BEFORE:



DESIGN PRINCIPLES

AFTER:

Portfolio

We pride ourselves on creating customized gardens, for all sizes of outdoor space. We have undertaken a huge variety of garden designs and build projects from roof tops to large family gardens; landscape design for contemporary gardens to award winning show gardens. Here is a sample of the projects we have undertaken.



LARGE GARDENS



**TOWN GARDENS &
COUNTRY YARDS**

DESIGN PRINCIPLES

BEFORE:

ABOUT UNIQUE LANDSCAPES

Unique Landscapes are an innovative and dynamic landscape design company with a wealth of accumulated experience & plant knowledge and have embraced landscape projects in Australia, New Zealand, America and Italy.

Unique Landscapes was established in 1996 by Shaun Greetham, RHS award winning garden designer. Shaun studied at Pershore College of Horticulture in Worcestershire and was a pupil of award winning garden design and tv presenter, Chris Beardshaw.

Now based in Shropshire, we have just celebrated our 19th anniversary in business and have created hundreds of bespoke gardens and landscapes of almost every imaginable size and type.

In 2005, we were chosen to take part in Channel 4's "The Great Garden Challenge", filmed in the prestigious grounds of Blenheim Palace, Oxford. We have also won a RHS Silver medal for our show garden at Malvern Spring Show and a Gold medal at The Royal Welsh Show.

We offer a bespoke and professional garden design service - creating innovative and inspirational landscapes and garden designs, tailored specifically to each client and their unique outside space. We hand draw all of our plans of work to be undertaken - we do not use computers for this task - just dedication and expertise!

Our work is nationwide and includes modern and contemporary gardens, urban courtyards, terraces, through to more traditional, formal and country landscapes and gardens.

We offer our services to both private and commercial projects, designing and constructing bespoke gardens from simple outline plans, to full design specification and construction details, ensuring every new garden is individually created and is personal to the owner.



DESIGN PRINCIPLES

AFTER:



About Unique Landscapes

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Unique Landscapes was established in 1996 by Shaun Greetham, an RHS award winning garden designer. Shaun studied at Pershore College of Horticulture in Worcestershire and was a pupil of award winning garden design and tv presenter, Chris Beardshaw.

During our 19 years in business, we have created hundreds of custom gardens and landscapes. In 2005, we were chosen to take part in "The Great Garden Challenge", filmed in the prestigious grounds of Blenheim Palace, Oxford. We have won a Royal Horticultural Society Silver medal for our show garden at Malvern Spring Show and a Gold medal at The Royal Welsh Show. We offer professional garden design service - creating innovative and inspirational landscapes and garden designs, tailored specifically to each client and their unique outside space. All plans of work are hand drawn - we do not use computers for this task - just dedication and expertise! Our work is nationwide and includes modern and contemporary gardens, urban courtyards, terraces, through to more traditional, formal and country landscapes and gardens. We offer services to both private and commercial projects. We design and construct customized gardens from simple outline plans, to full design specification and construction details, ensuring every new garden is individually created and personal to the owner.

Whatever your requirements, we will design a new garden with expert care and attention, tailoring to meet your individual needs and budget. Over the years, we have built an enviable reputation for providing a first-class and professional service, with quality and customer satisfaction being our objective. We rely on good client relationships as most of our work comes via recommendations. We have many past clients who are happy to give references directly to you, including projects you are able to visit.

Please take a look at a sample of our work in the [Portfolio](#) section.



USER TESTS



USER TEST

Our Users



User #1

Age: 24

Location: Køge

Just moved into a new house and he wants his garden designed.



User #2

Age: 54

Location: Furesø

Has a garden, moving to another house with larger ground.



User #3

Age: 72

Location: Furesø

Has a courtyard and always looking for ideas. Price is important.

Usage situation

The users would most likely view the website when they are at home and have time to plan and delve into the research.

USER TEST

Scenarios

Based on the content of the website we have come up with 3 different scenarios of how the website can be used and what information the user would be able to find.

Scenario #1

It is spring and you are considering redesigning your garden. You need some inspiration to help you make up your mind and you want to look at the different possibilities.

Can you find past projects that Unique Landscapes have done?

Scenario #2

It is spring and you want to update your garden. You know exactly what you want and you need to find out if Unique Landscapes can do the job.

Scenario #3

You have now decided to use Unique Landscapes for your garden project, but you have to find the Quote button and the Contact Info.



GANGSTER TEST

We have used the subpage below for our Gangster test:



Herefordshire Project



Mr and Mrs P, Herefordshire

We would have no hesitation in recommending Unique Landscapes. Whilst we already had a garden design planned out, Shaun and his team carried out the work to a superb standard in a professional and friendly manner. No detail was too small to bother with and, as the garden took shape and we wanted small changes made, these were accommodated with ease. Thank you so much for our wonderful garden. It also seems that his baking is as good as his gardens (ask him about that one)!

Location: Portfolio > Water Features > Herefordshire Project

GANGSTER TEST

Users	User #1	User #2	User #3	Average
What is the name of the website? (logo)	3	3	3	3
Where is the menu bar?	3	3	3	3
Where are you?	3	0	0	1
What else can you do?	3	3	3	3
How did you get there?	3	0	0	1
Can you search?	3	3	1	2,3
TOTAL	18	12	10	13,3

USER TEST RESULTS



User #1

Generally pleased with the website, but had couple useful observations.



User #2

Had troubles finding specific part of website. Dissatisfied with location of search bar.



User #3

Liked the design of Website.
Would like to have more informations about prices.



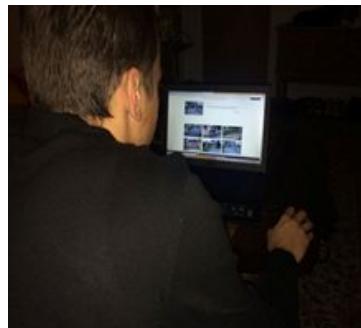
FURTHER OBSERVATIONS

USER 1

Male

24 Years Old

**Lives in an apartment
but will be moving to a
house within the next
12 months**



Quotes

“You can easily access the Danish version of the website, it’s really simple just with one button.”

“I can always go back and access another subpage and if I can’t find something I have the Search bar and this is very useful.”

“The testimonials from portfolio projects helped me to find out that Unique Landscapes can do the job.”

Observations

The user was expecting to find the search bar in the right part of the header, but he recovered and found it in the footer.

He was pleased that the information was structured and he could find quickly information in the Design Process thanks to headings.

FURTHER OBSERVATIONS

USER 2

Male

54 Years Old

Has a garden but will soon be moving to another house with a larger ground.

Quotes

“It needs to be shorter - if I have to scroll all the time, I will find another”

“Where is the search bar?.”

Observations

After scrolling up and down on several pages, he found the search bar on the bottom--did not like it there-- thought it should be up on the top

He thought it made more sense to have the quote information available on the Design process page--it was logical to him that if he read how they worked and was interested, he would like to find out how much it would cost to go further.

FURTHER OBSERVATIONS

USER 3

Female

72 Years Old

**Has a courtyard and
always looking for
ideas. Price is
important.**

Quotes

"I don't want to have to search too much for information, make it simple for me."

"I like the look and feel of the site, very relaxing, especially like the bicycle but I think some of the other pictures are not very typical of Denmark"

Observations

Would like to have price information--ball park--nice to be able to get a quote, but felt that they might be too expensive.



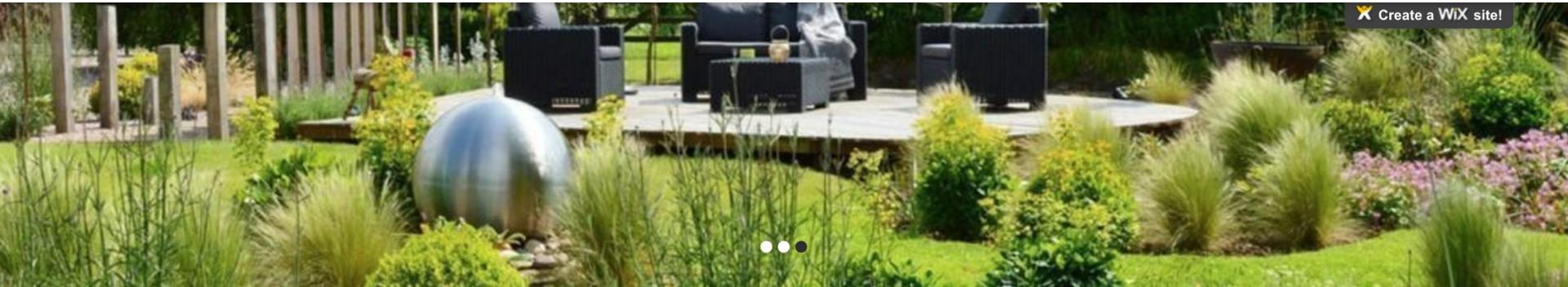
FINAL CHANGES



FINAL CHANGES

Bread crumbs

 Create a WIX site!



• • •

Portfolio - Water Features - [Herefordshire Project](#)

Herefordshire Project

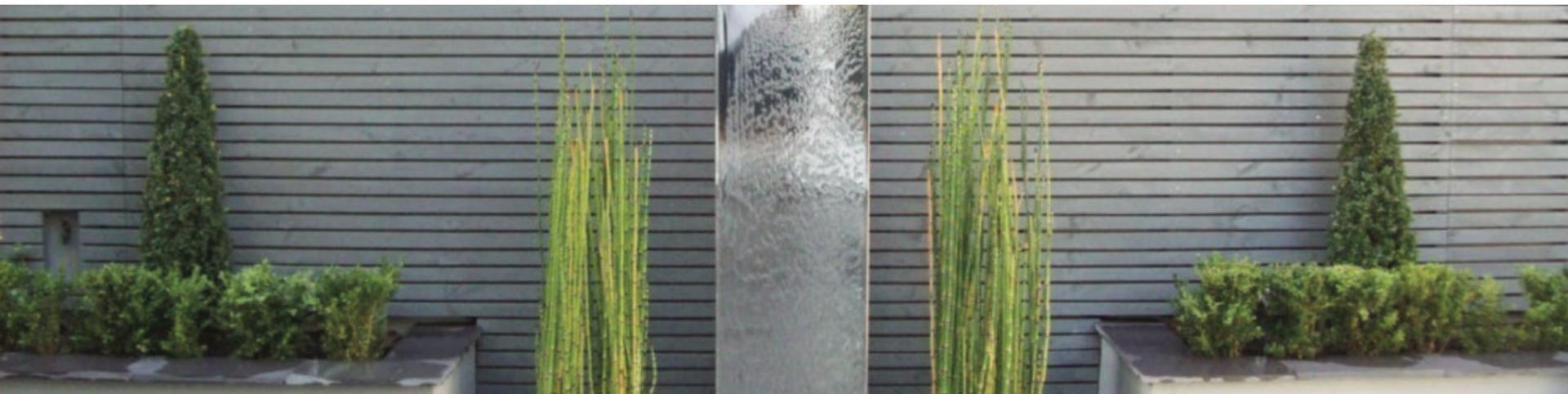


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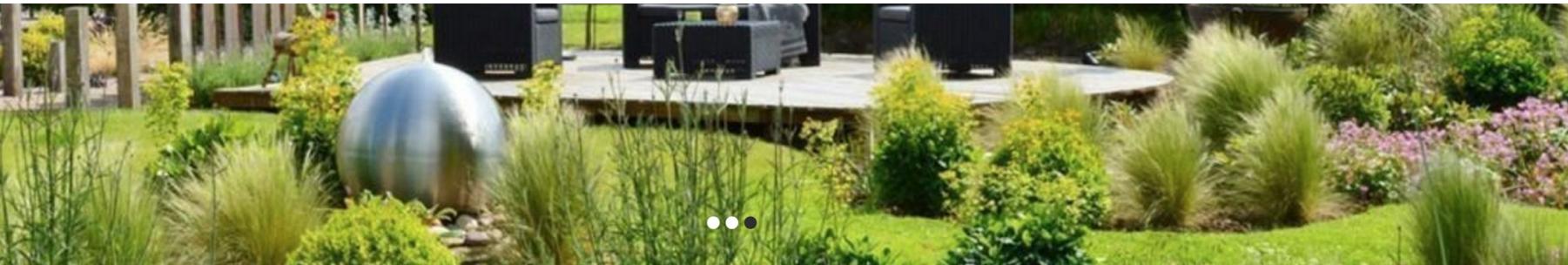
FINAL CHANGES

Search bar

 A search bar with a magnifying glass icon and the placeholder text "Søg".[HJEM](#)[OM OS](#)[DESIGN PROCES](#)[PORTFOLIO](#)[KONTAKT OS](#)

FINAL CHANGES

Pricing



Design Process

A great design begins with listening to any new prospective client, working to a budget and blending into the existing surroundings. Unique Landscapes work hard to create and to bring to life your "dream garden".

There are three stages within the initial design procedure:

Initial Visit

To listen and discuss your individual requirements, view your garden and create the brief. During an initial visit we will discuss pricing which will typically range from 12000 DKK for a standard sized garden (approx. 500 sqm). However prices will depend on the type of services needed.

Survey

This would include a complete site survey of all existing buildings, any existing and relevant boundary lines, levels, and drainage etc. From this a sketch plan would be produced to scale and presented to the client, for discussion. At this time any relevant changes would be made and the plan would be deemed acceptable for completion.

FURTHER WORK



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- Conduct more user test on a larger group of people to ensure that the design meets the specific needs of our target group. Future user tests could include Card Sorting workshops.
- Additional design iterations based on an dialog with our client.
- Conduct a more comprehensive market analysis to ensure that our client can successfully penetrate the Danish market.