CHARLES HARRISON & CO.

WALK-IN MEDIA

TRAVIS PERKINS
GARDENING MONTH BY MONTH

VISITOR JOURNEY

Based on the brief and script received from WIM, below is a layout of the sequence that will take the visitor through the different months and activities of the guide.

The arrows indicate the direction of the content's spatial transition, triggered by either mouse click, tap or scroll.

Pink and red text indicates the initial brief suggested visuals and design notes from the team. Green notes relate specifically to transition animation.

Take this with a pinch of salt however, as ideas have developed as we ave moved into the illustration stage.

Closing

Landing
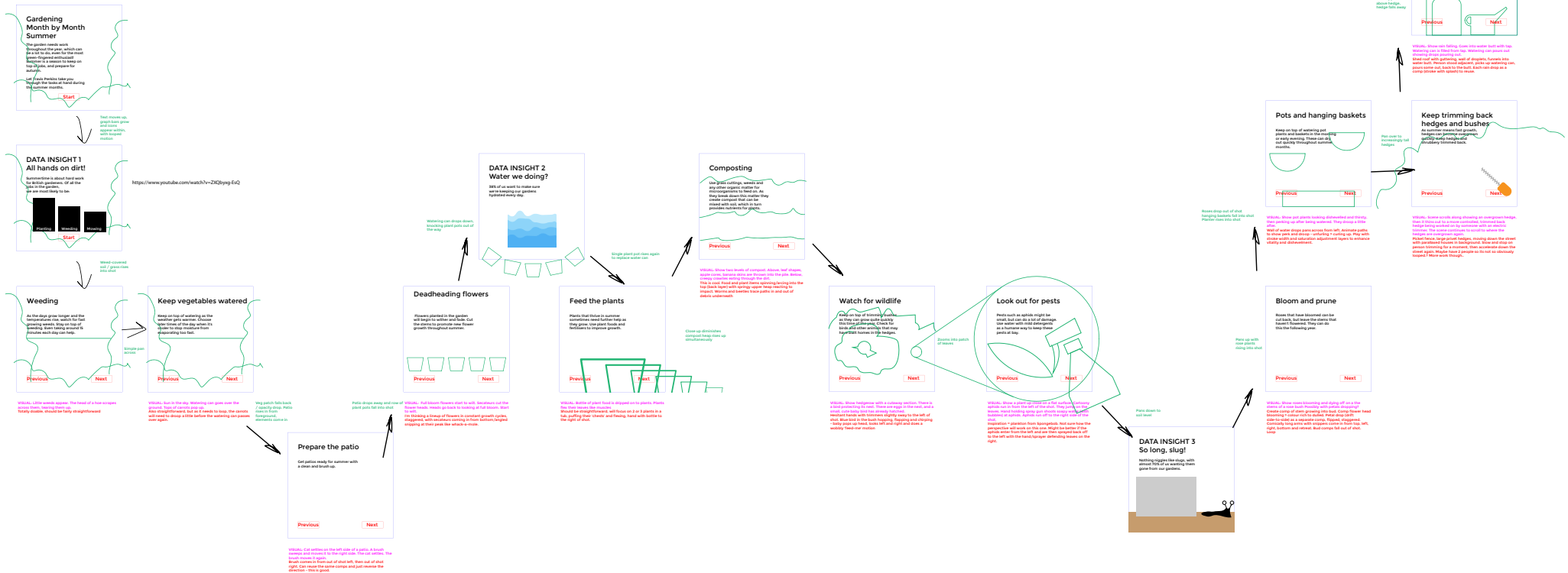
ILLUSTRATIONS

On the following pages are the sequence of illustrations based on the user journey shown previously.

They have been developed from rough layout, to sketch, to initial illustration as a starting point - these are wide open to edits and additions.

The Travis Perkins brand guide outlines the use of illustrations which are simple, bold and clear, which we have sought to incorporate into the following graphics without compromising on being able to add character and interest to the pages.

We intend to implement the microsite and the moving content within it using animated SVGs rather than video or GIFs. This will allow the microsite to be much lighter, allowing it to run quicker and smoother, however as this method is based on code rather than pixels, there are some limitations to what can be displayed. For example, textures necessitate the use of raster graphics such as JPG or PNG and therefore dramatically increase the weight of the graphics.

An effort has been made to create graphics which can be reliably animated to good effect in browsers as animated SVGs, but this will not negatively affect the creation of GIFs from the same source content at a later stage. Test animations have been created and a HTML wireframe is being developed to form the structure of the microsite.

In the images, a pink square in the centre of each page indicates the 'active area' of each image. This will be the region which contains all the primary content and remains unchanged whether it is viewed in landscape or portrait. The content which sits outside this area (additional content has been created for lanscape only at this stage) will be clipped depending on screen orientation. However the nature of SVG graphics allow this content to be responsive to the screen size as well as overlay the content of the main active area, so there will be no sense of a hard box in the centre of the screen.

Next steps:

Address any feedback regarding the illustrations
Increase the level of depth and detail within each image.
Focus on bringing all content within a more consistent colour palette
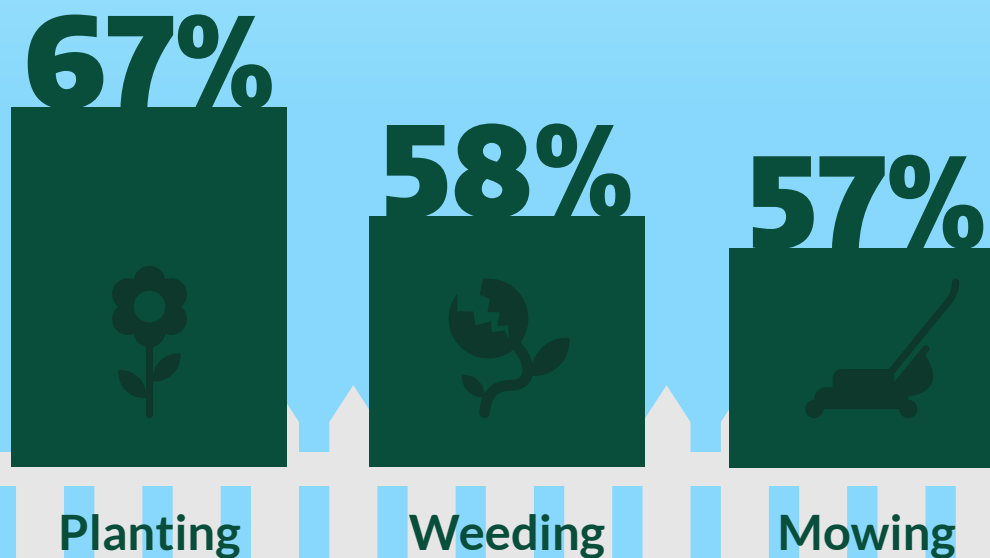Begin plugging graphics into the HTML wireframe to test animations and transitions
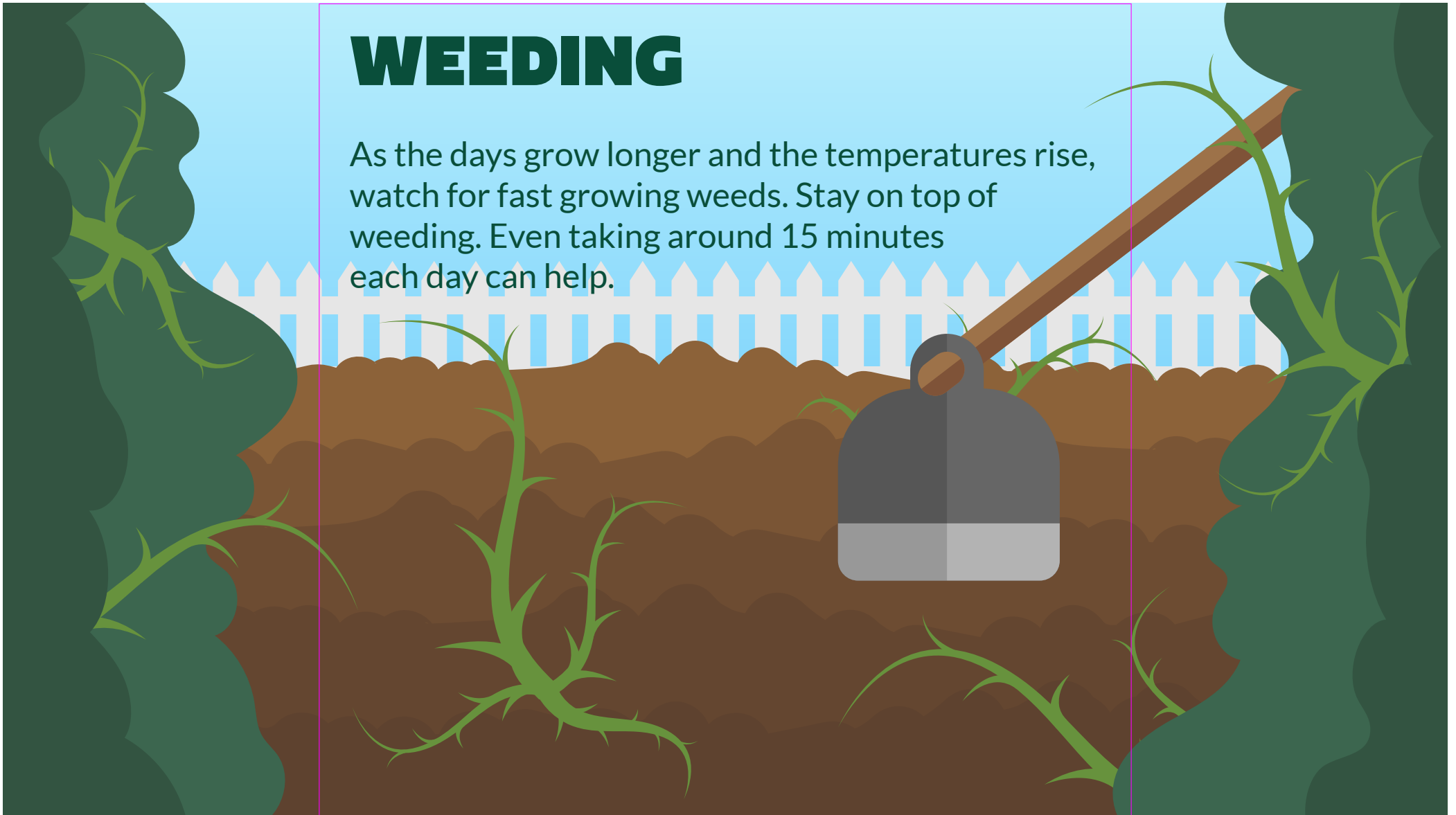
GARDENING
MONTH BY MONTH

SUMMER

ALL HANDS ON DIRT!

Summertime is about hard work for British gardeners. Of all the jobs in the garden, we are most likely to be:

67% Planting

58% Weeding

57% Mowing

WEEDING

As the days grow longer and the temperatures rise, watch for fast growing weeds. Stay on top of weeding. Even taking around 15 minutes each day can help.

KEEP VEGETABLES WATERED

Keep on top of watering as the weather gets warmer. Choose later times of the day when it's cooler to stop moisture from evaporating too fast.
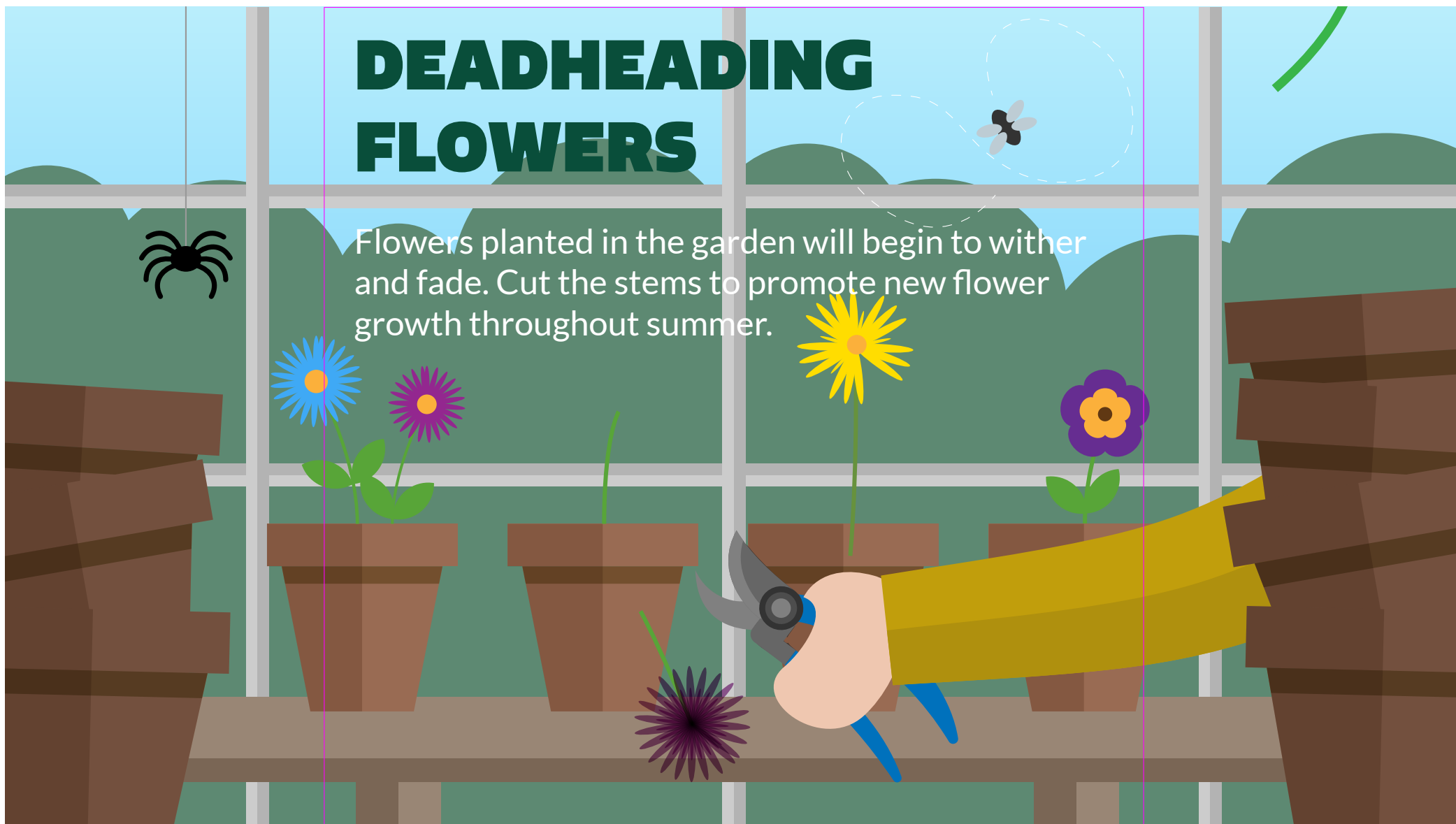
PREPARE THE PATIO

Get patios ready for summer with a clean and brush up.
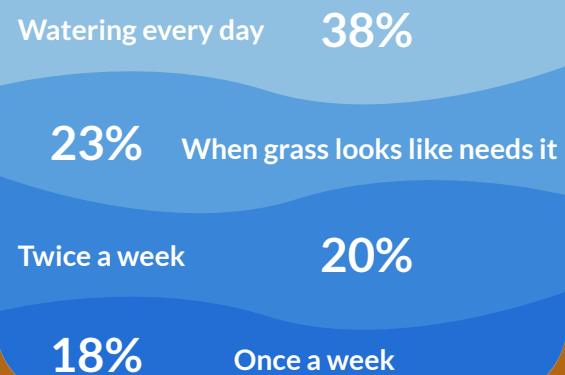
DEADHEADING FLOWERS

Flowers planted in the garden will begin to wither and fade. Cut the stems to promote new flower growth throughout summer.

WATER WE DOING?

38% of us want to make sure we're keeping our gardens hydrated every day.

Watering every day **38%**

23% When grass looks like needs it

Twice a week **20%**

18% Once a week

FEED THE PLANTS

Plants that thrive in summer sometimes need further help as they grow. Use plant foods and fertilisers to improve growth.

COMPOSTING

Use grass cuttings, weeds and any other organic matter for microorganisms to feed on. As they break down this matter they create compost that can be mixed with soil, which in turn provides nutrients for plants.
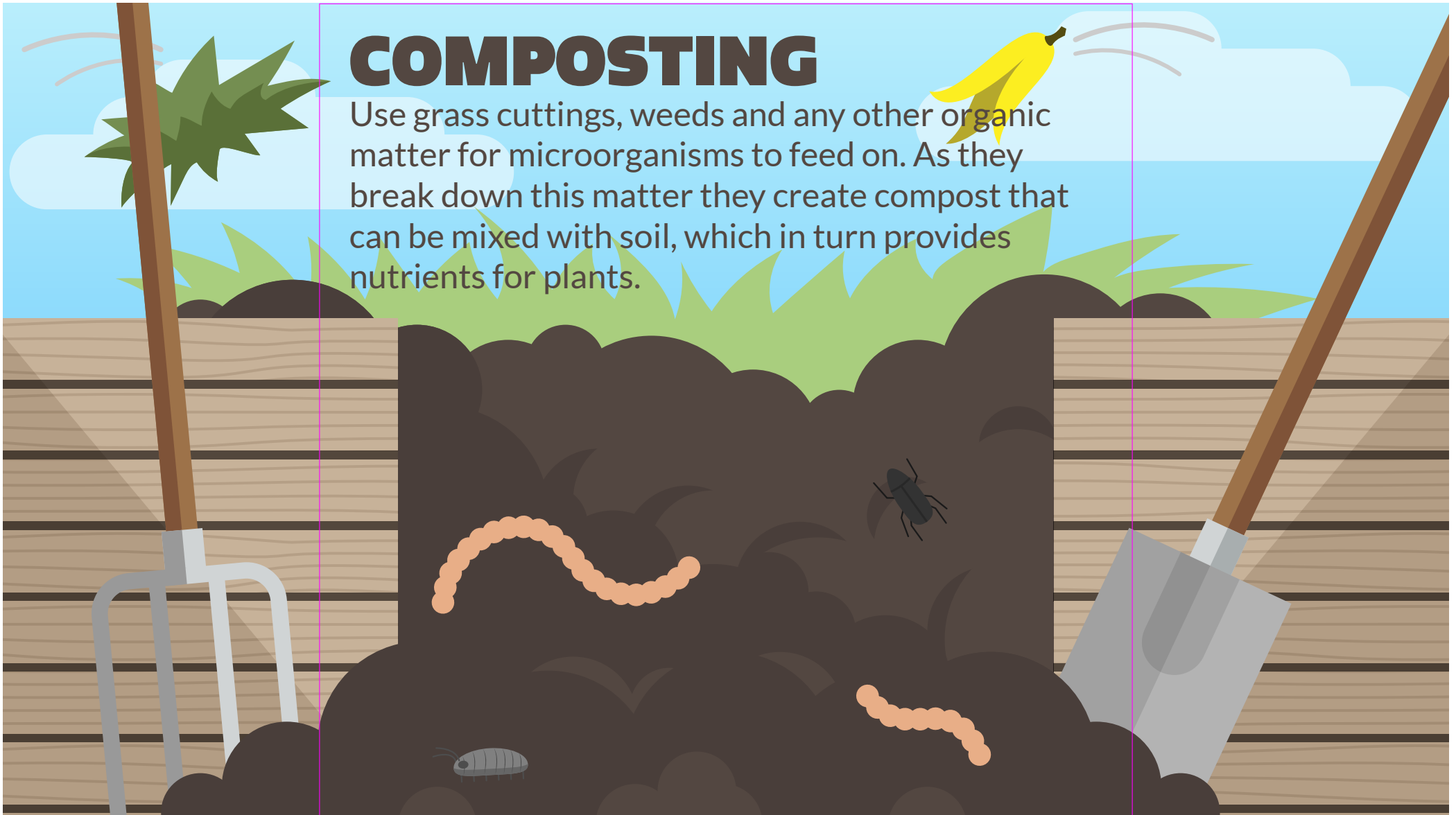
WATCH FOR WILDLIFE

Keep on top of trimming bushes as they can grow quite quickly this time of the year. Check for birds and other animals that may have built homes in the hedges.

LOOK OUT FOR PESTS

Pests such as aphids might be small, but can do a lot of damage. Use water with mild detergents as a humane way to keep these pests at bay.
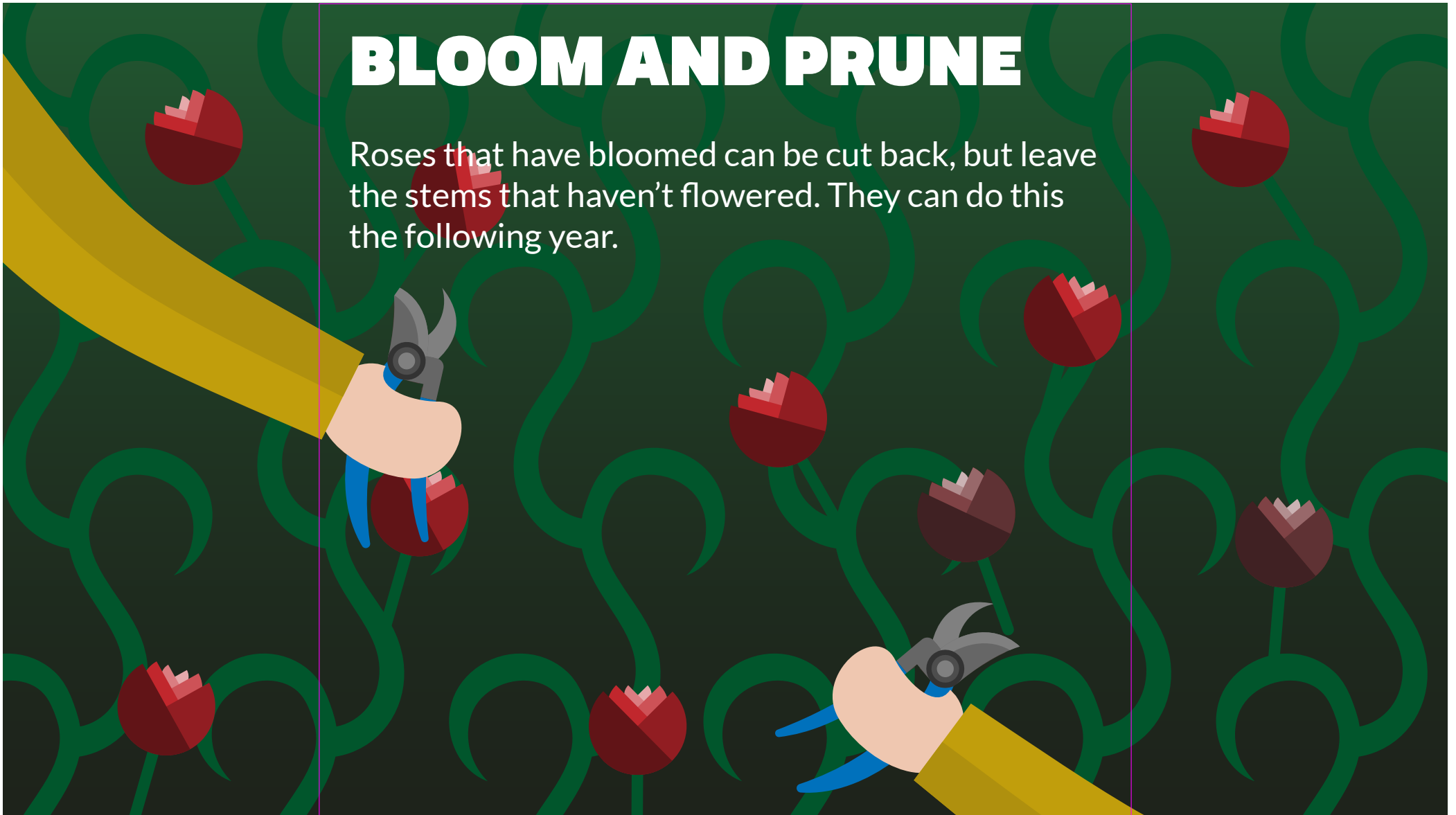
SO LONG, SLUG!

Nothing niggles like slugs, with almost 70% of us wanting them gone from our gardens.

70%

BLOOM AND PRUNE

Roses that have bloomed can be cut back, but leave the stems that haven't flowered. They can do this the following year.

POTS AND HANGING BASKETS

Keep on top of watering pot plants and baskets in the morning or early evening. These can dry out quickly throughout summer months.
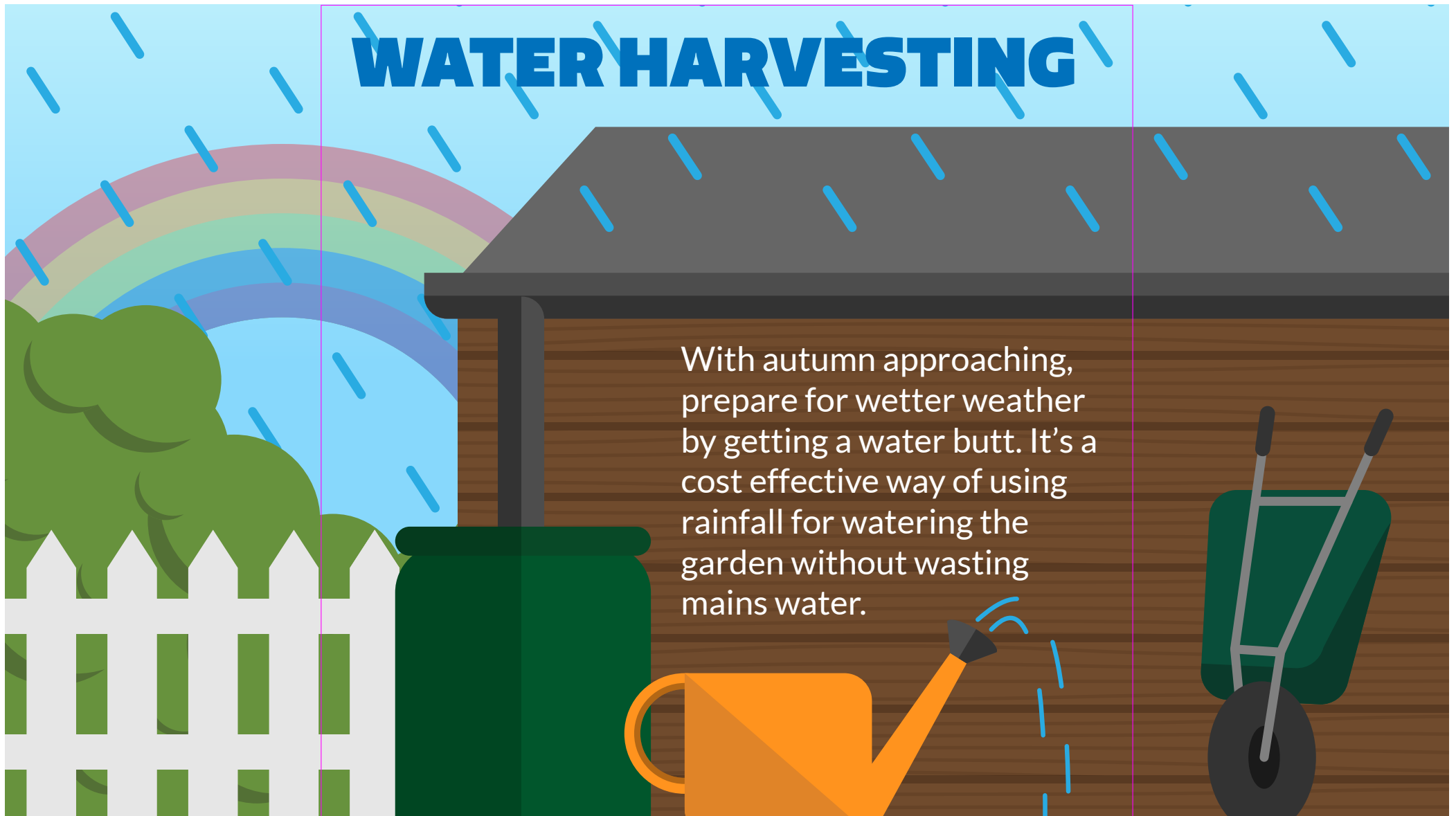
KEEP TRIMMING HEDGES AND BUSHES

As summer means fast growth, hedges can become overgrown quickly. Keep hedges and shrubbery trimmed back.

WATER HARVESTING

With autumn approaching, prepare for wetter weather by getting a water butt. It's a cost effective way of using rainfall for watering the garden without wasting mains water.

CALL TO ACTION

Visit travisperkins.co.uk

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