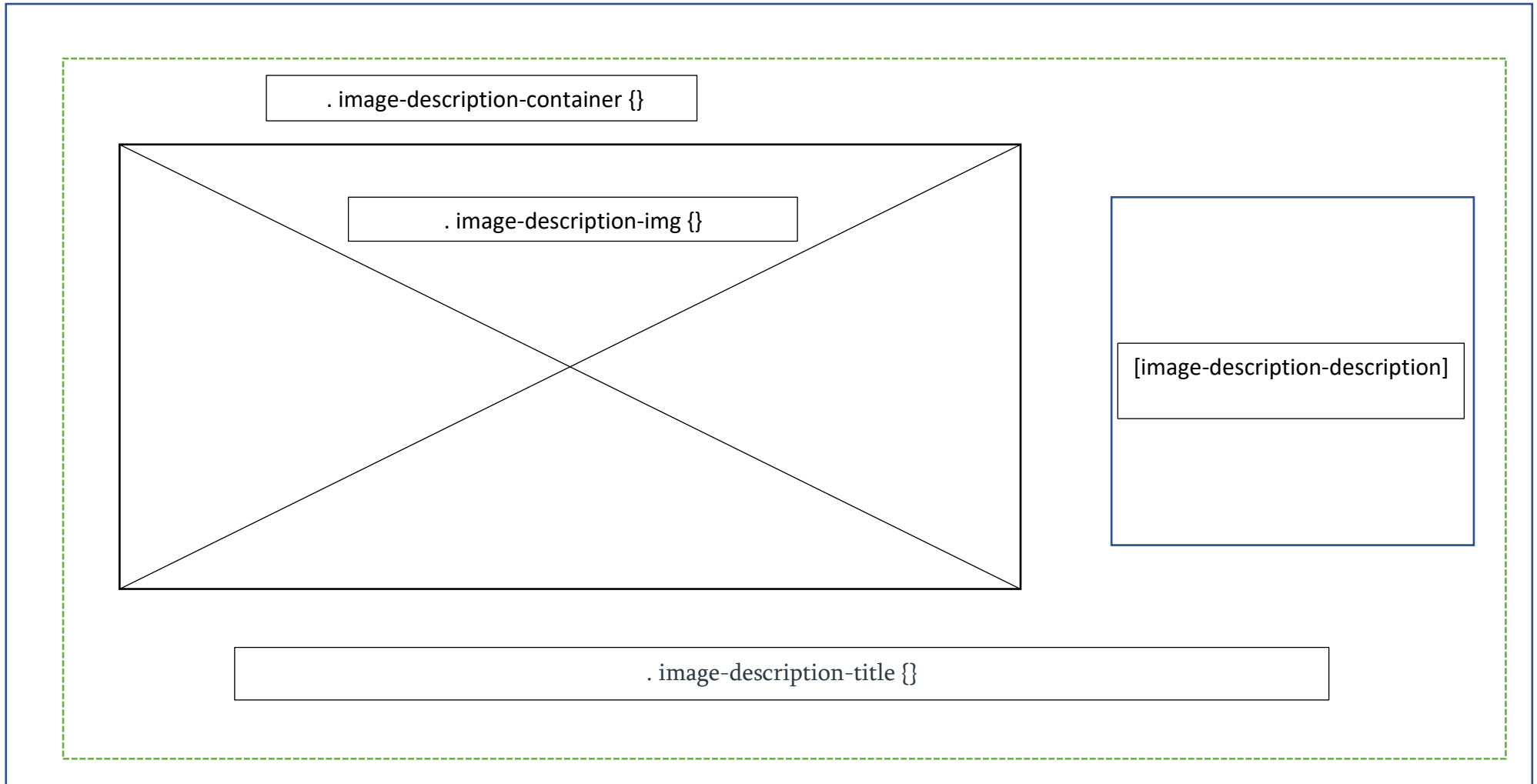


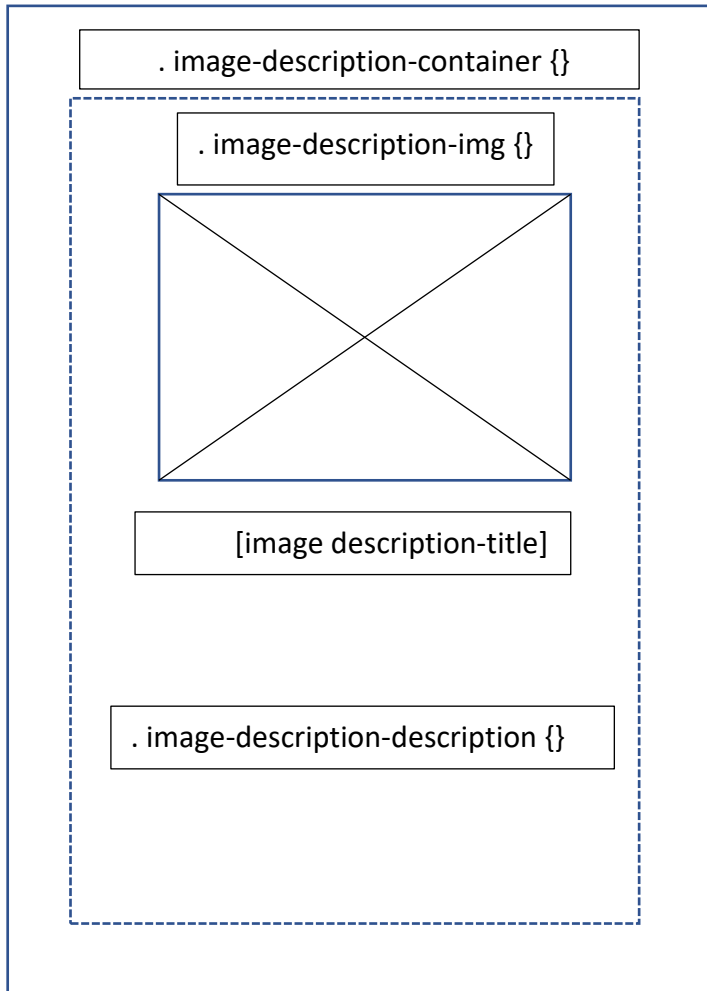
. IMAGE-DESCRIPTION-COMPONENT

. image-description-wrapper {}

Tablet/Desktop



. image-description-wrapper {}      Mobile



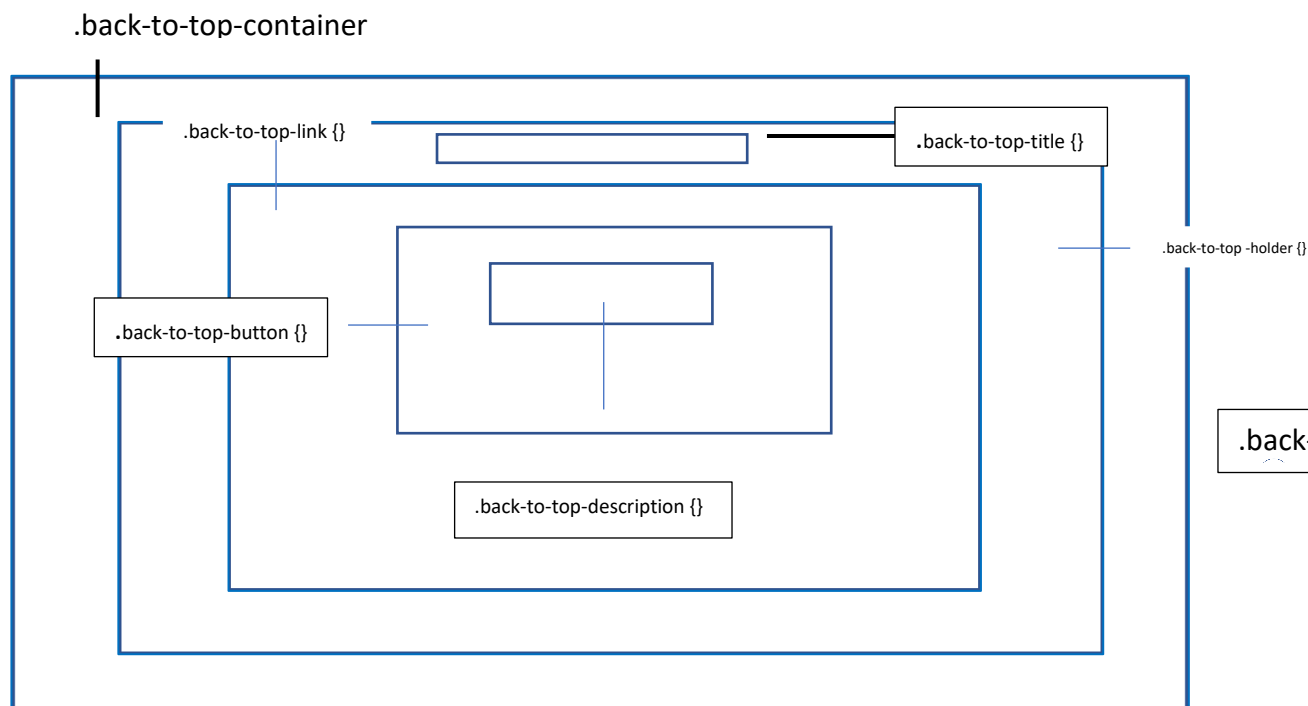
`/* IMAGE AND DESCRIPTION COMPONENT */`

```
. image-description-wrapper {}  
. image-description-container {}  
. image-description-img {}  
. image-description-title {}  
. image-description-description {}
```

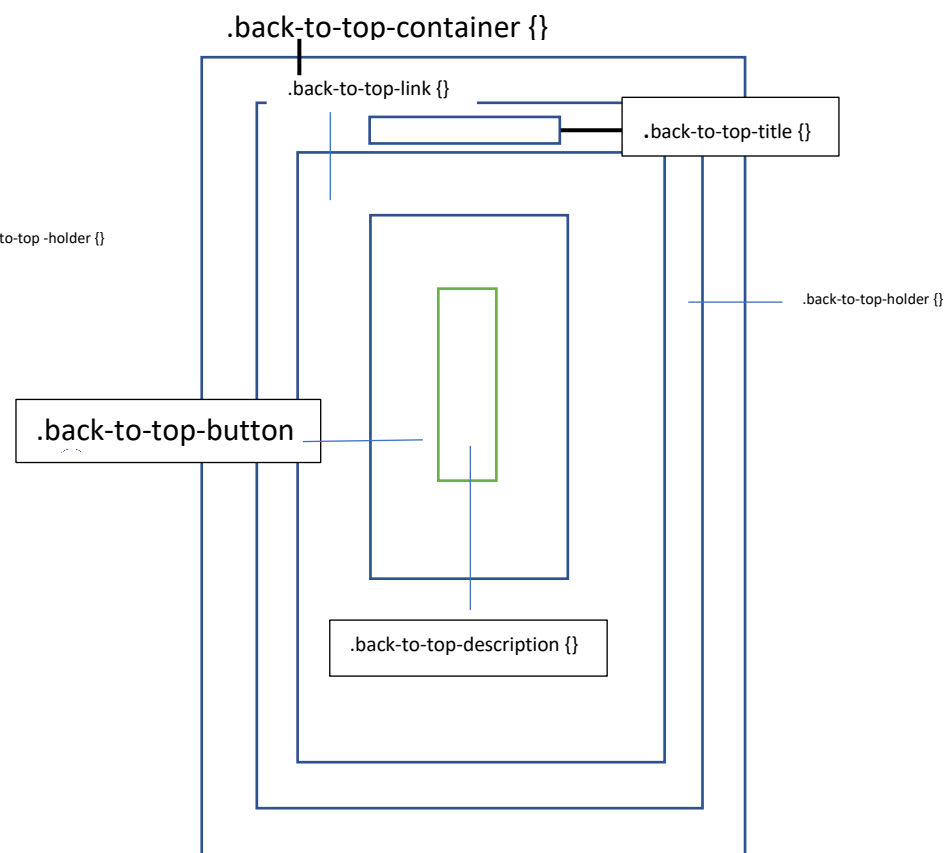
- Gestalt's Law of Uniform Connectedness: this component aligns with the principle of "elements that are visually connected are perceived as more related than elements with no connection." By connecting images of Mansfield Garden gorgeous plants and grouping them by proximity, similarity and connected, it helps to relate to the message of a connected relationship between the user and the website.
- This component is created for the purpose of grouping similar images in proximity so that the user feels a tangible connection between the images on the website and the garden facility in hopes that it will draw the user into the storefront so that more traffic is not only generated with the website but also to the garden center.
- Goal: In consulting with the client as outlined in the creative brief, we researched how the client wants to give the website a more visually appealing design and connect that design to the garden center. It will allow stimulus of memory muscle with the customer as they browse the website images and emphasize a relationship between them and Mansfield Gardens.

## . BACK-TO-TOP-COMPONENT

### Desktop



### Mobile



```
/* back to top component */
```

```
. back-to-top-container {}
```

```
. back-to-top-holder {}
```

```
. back-to-top-link {}
```

```
. back-to-top-title {}
```

```
. back-to-top-description {}
```

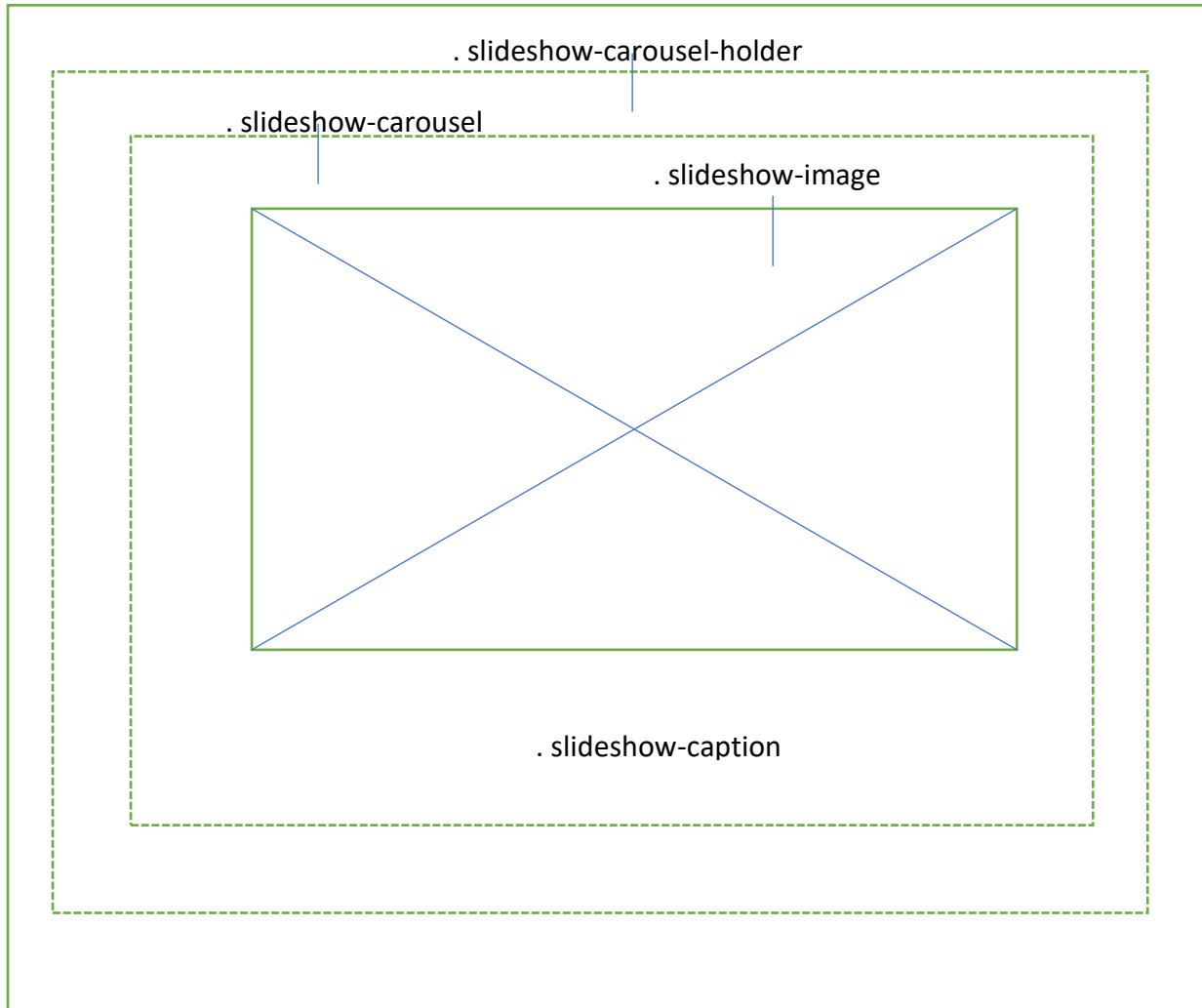
```
. back-to-top-button {}
```

- The law used is Fitts Law. Fitts law is the time to hit a target is a function of the distance and size of them. When a user visit the Mansfield Garden website and he reaches the bottom of the page, a back to top button touch target is placed to move the users back to the top of the page when clicked. It creates a relationship between the user and webpage so the user can navigate the site interactively
- This component allows users to get through the sit easier. It was created to allow people to back to the top of the page without scrolling back up. This will help get back to the navigation bar faster, especially on mobile where there is more scrolling needed compared to desktop
- The goal helps achieve user experience when accessing Mansfield Garden's website and making it more flexible for consumers to navigate throughout the site with ease. It allows the user to stay within the website and browse all pages and brings them back to the top so that they have a seamless browsing experience.

## . SLIDESHOW-COMPONENT

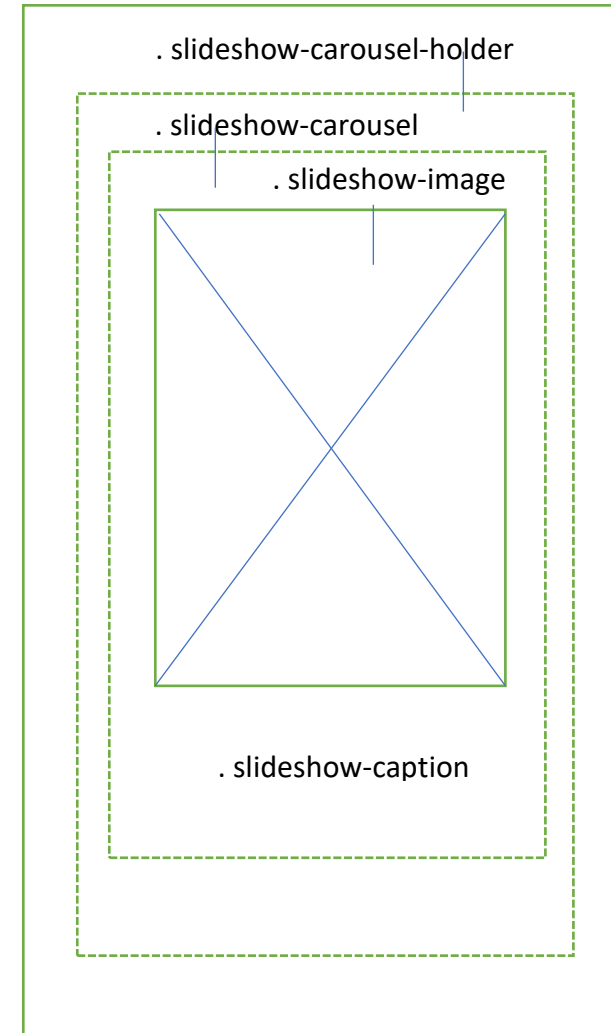
### TABLET/DESKTOP

. slideshow-container {}



### MOBILE

. slideshow-container {}



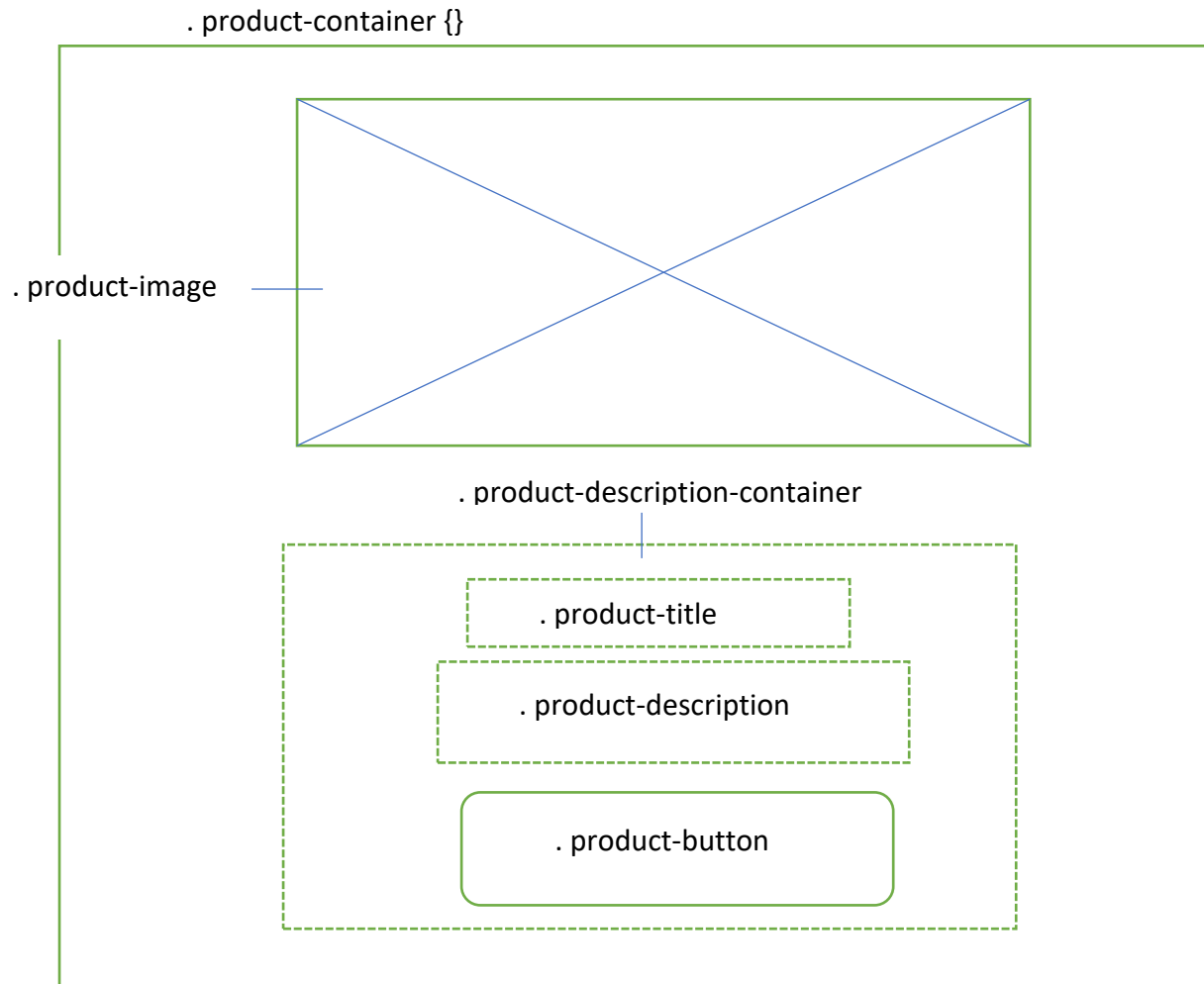
```
/* . SLIDESHOW-COMPONENT */
```

```
. slideshow-container {}  
. slideshow-carousel-holder {}  
. slideshow-carousel {}  
. slideshow-image {}  
. slideshow-caption {}
```

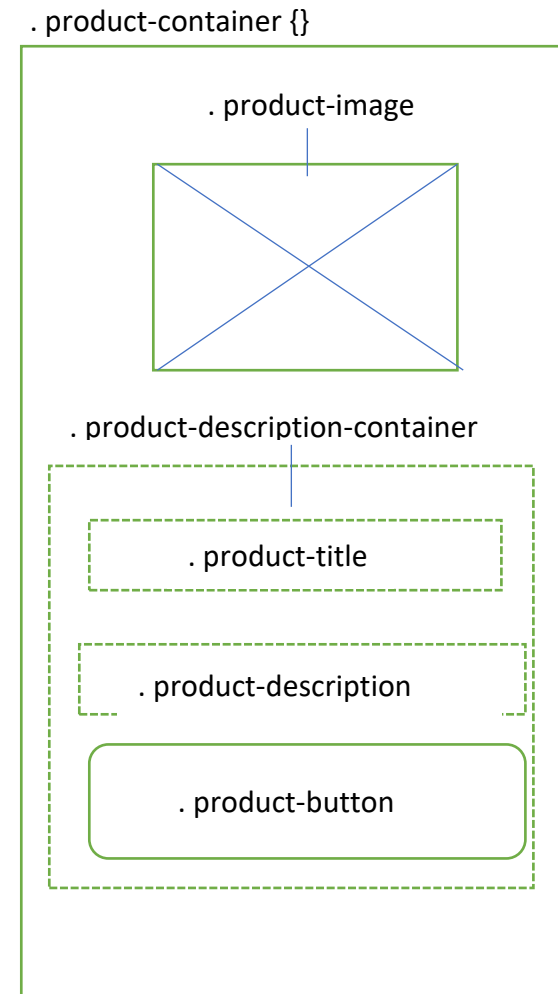
- Millers Law: this component conforms with the principle of “the average person can only keep 7 (plus or minus 2) items in their working memory.” By organizing select images of Mansfield Garden gorgeous plants and grouping them in a slideshow it allows the user process and understand virtually the care that Mansfield Gardens takes in the product. It helps to relate to the message of design between the user and the slideshow channel.
- This component is created for the purpose of interacting with the customer as they see a selection of beautiful plants and products that Mansfield Gardens has available. It gives them a personal experience as they browse through the gorgeous selections of the slideshow. It showcases how Mansfield Gardens wants to connect with the user.
- Goal: In consulting with the client as outlined in the creative brief, we researched how the client wants to connect with the customer via the website so that they feel a relationship with the garden facility. It will help draw customers into the storefront so that they can realize a personal experience that they perceived from the slideshow component. Then the experience they perceived with the slideshow will be a richer encounter as the customers walk through the Mansfield Gardens growing facility.

. PRODUCT-COMPONENT

TABLET/DESKTOP



MOBILE





```
/* .PRODUCT-COMPONENT */
```

```
. product-container {}  
. product-image {}  
. product-description-container {}  
. product-title {}  
. product-description {}  
. product-button {}
```

- Hick's Law: this component aligns with the principle of “the time it takes to make a decision increases with the number and complexity of choices.” By avoiding complexity of choices for users and only highlighting recommended options on the page. It showcases specific plants and products on the redesign website so customers will be exposed to select options the company wants to highlight and allow them the opportunity to come to the store for more choices.
- This component is created for the purpose of making customers aware of the select plants and products that they are able to view while browsing the redesign website. It will also give the customer a starting point of what items that attracts the customers attention and gives them options for a fuller in-store experience.
- Goal: In the message section of the creative brief, we discuss how we want to convey to the audience that the company has high quality plants and products. This component will allow the opportunity to expose the customers to those choice selections and then give them options and choices for a fuller in person experience.