PROCESS DOCUMENT
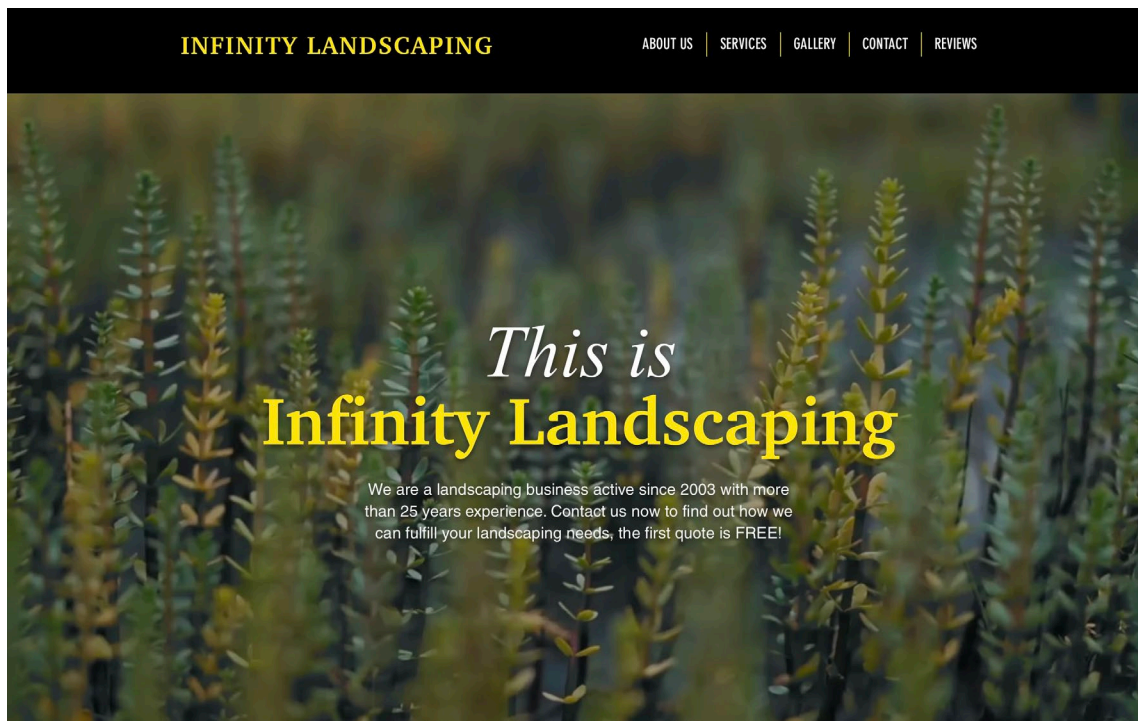
A3a. Creative Project (11833)

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OVERVIEW

This is the process document for Creative Lab A.3a, creative project containing the research, ideation and creation of the agreed upon project.

Website

This process document is about the website and social media being created for landscaping business *Infinity Landscaping.* I have been working with the owner of the company to help bring their business into the 21st century.

CONTENTS

Research

Ideation

Creation

INFINITY ∞
LANDSCAPING

RESEARCH

Customers

Referring back to the 2.A Work-In-Progress submission, specifically the client personas, it is clear that the majority of the current customer base for my client's business are repeat customers.

My client currently relies on word of mouth and repeat customers for their business, as the only online presence they have is an account with www.hi-pages.com. This website is for contractors to put up images of their work and for their customers to leave reviews. Unfortunately, it does not accurately show the full extent of the services available from *Infinity Landscaping,* and so the goal is to showcase their services through a website and social media account.

With the new website and social media account I hope to draw in a wider customer base for my client.

RESEARCH

Website Builder

There was a lot of consideration that went into choosing the website builder for this project. For a complete breakdown refer to 2.A Work-In-Progress submission.

My client and his partner are not great with technology and so the website builder had to be simple to use and edit. Once my part in the project is complete, should they need to edit anything later it needs to be easy to access and simple to understand. After much consideration and research, we ultimately decided on Wix for a number of reasons.

Wix is highly regarded as an easy-to-use website builder with the highest rating on many articles and sites. It was also conveniently one of the cheaper, more affordable options when looking at the plans between the other website builders. It has been simple for me to use effectively and will be just as easy to use later for my client.

RESEARCH

Business

My client's business is very small only being run by him and his partner, in and around Canberra. He will occasionally bring on extra hands for larger jobs but does not have a continuous employee roster. Although his business is small and has been around for 20 years, he still has great reviews and does very good work and so I want to expand his business with new customers.

There are many other businesses within Canberra and the surrounding regions that have a large web presence and great reviews. There are many articles about the highest rated landscaping business's and there were a few that continuously popped up.

Botanica Landscapes

Easycare landscapes

Christies Landscapes
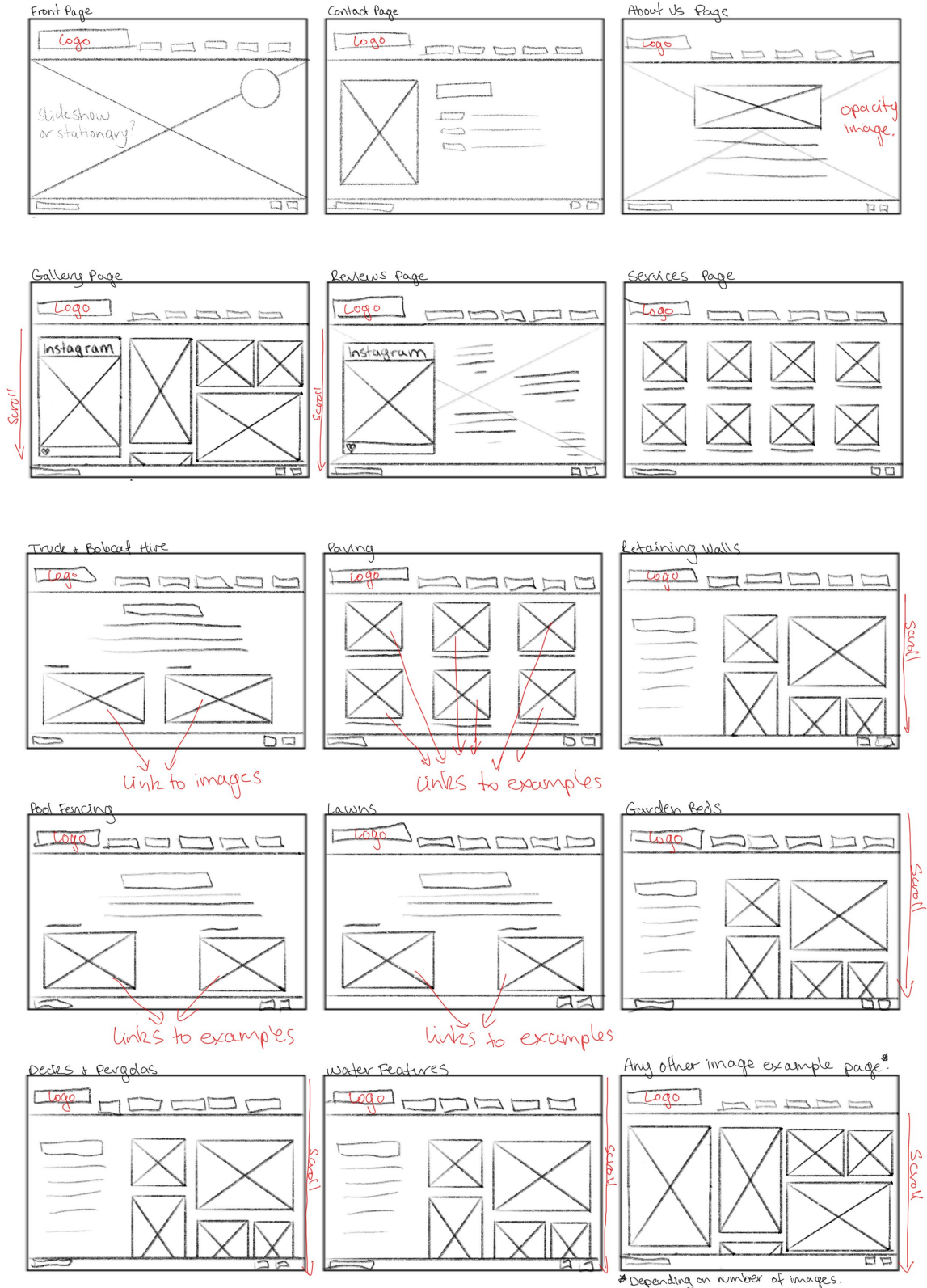
In-Depth Landscape Construction

They have continuously received high ratings and praise to be able to appear in the articles, and the goal is to boost *Infinity Landscaping* in the hopes that one day he may appear beside them.

I would like to help a small business turn into a business that is well recognized, well regarded and has a much larger client base. They already have reviews and the great examples of their work so now I want to showcase it for all to see.

IDEATION

Wireframes

Front Page
Logo
slideshow or stationary?

Contact Page
Logo

About Us Page
Logo
opacity image.

Gallery Page
Logo
Instagram
Scroll

Reviews Page
Logo
Instagram
Scroll

Services Page
Logo

Truck & Bobcat Hire
Logo
link to images

Paving
Logo
Links to examples

Retaining Walls
Logo
Scroll

Pool Fencing
Logo
Links to examples

Lawns
Logo
links to examples

Garden Beds
Logo
Scroll

Decks & Pergolas
Logo
Scroll

Water Features
Logo
Scroll

Any other image example page.*
Logo
Scroll
* Depending on number of images.

IDEATION

Typography

The typography was chosen in correlation with the original logo below.

The chosen primary font is Charter Bold, with secondary being Helvetica and Times New Roman seen below.

Charter   Helvetica   Times New Roman

Charter is very close to the font used in the original logo, while Helvetica and Times New Roman were chosen for their simplicity and readability. Charter is used for Titles and Headings while Helvetica is used for body text, and Times New Roman is used for smaller subheadings and text.

IDEATION

Colour

As seen in the previous section, the colours used in the logo are yellow, black and white. Black and white are perfect, easy to use and easy to read, the yellow on the other hand can be tricky. After discussion with the client, we decided on the yellow below as it is close to the original but still dark enough to see and use effectively.

#FBE202 #000000 #ffffff
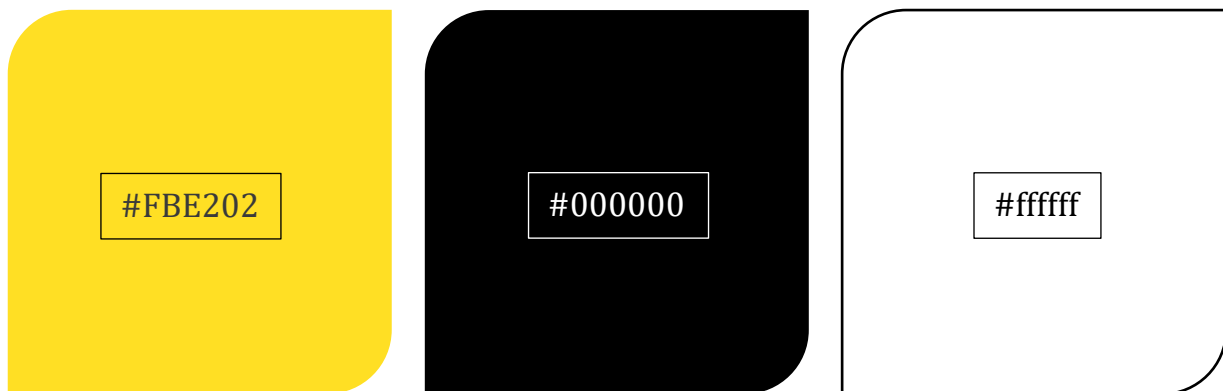
The white is primarily used as a background colour while the yellow and the black are used throughout in fonts and décor. The example below shows a title and underline utilising black and yellow as primary colours. These titles and buttons are used consistently through the website.

Our Services

|	
Truck & Bobcat Hire	**Paving**
Learn more	Learn more
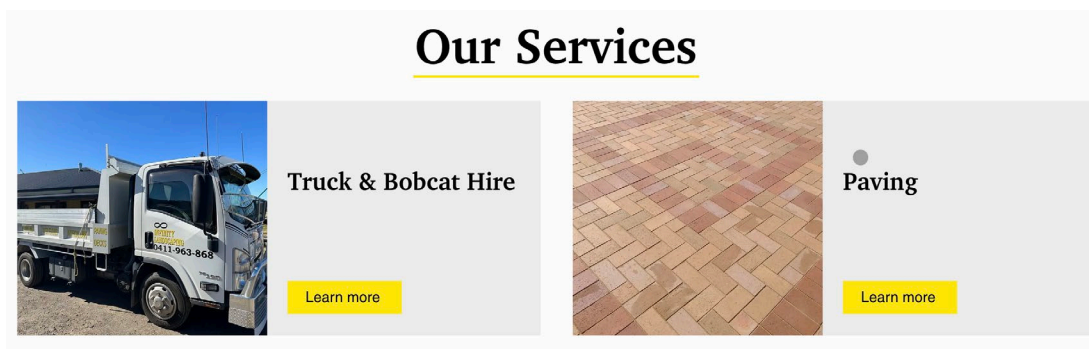
The footer of the site is also yellow to be high contrast and show off the ABN of the company and the link to the instagram account.

IDEATION

Design

Below are a few small examples of design on the website, keeping in mind certain parts of the website are not fully complete/refined and may be subject to change before final submission.
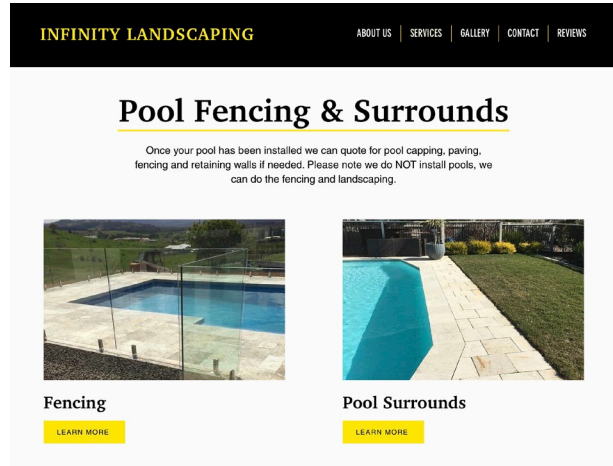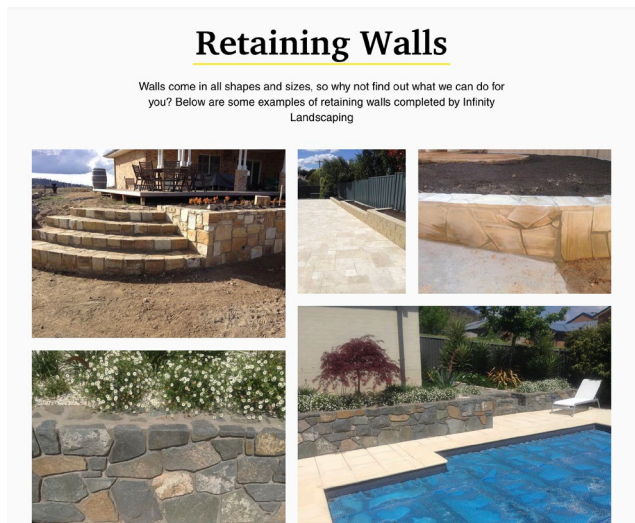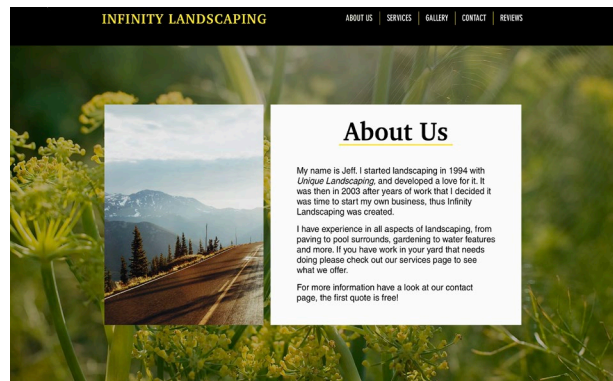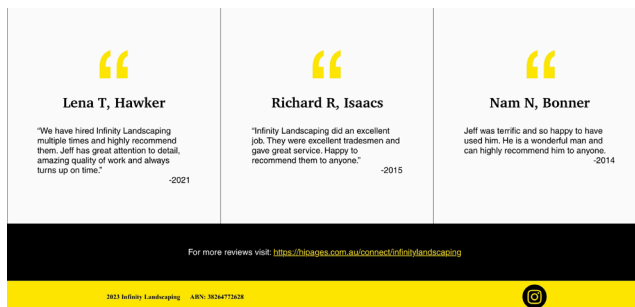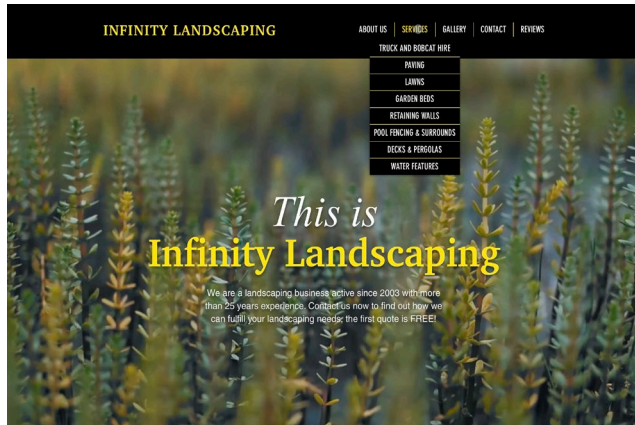
CREATION

Contents

After consulting with my client on what needs to be included on the website, I was able to decide on the number of pages and content needed. Altogether there are 26 pages total with 6 of those being main pages and the other 20 consisting of subpages.

Home
About Us
Services
    Truck & Bobcat Hire
        Truck Hire
        Bobcat Hire
    Paving
        Herringbone
        Basket Weave
        Straight Lay
        French
        Crazy
        Header
    Lawns
        Canturf
        Artificial
    Garden Beds
    Retaining Walls
    Pool Fencing & Surrounds
        Fencing
        Surrounds
    Decks & Pergolas
    Water Features
Gallery
Contact
Reviews

Legend:
- Main Page (red)
- Sub Menu Page (blue)
- Sub Page (green)

CREATION

Website

Throughout the creation of the website, I have kept in regular contact with my client for information, images, and feedback. From my client I required descriptions for the services as well as a list of what services they provide. I then needed images to use for these, as well as examples of their work. Originally, I was going to use stock images for the links, however they had more than enough images for me to work with and so I had no need for stock images.

Construction of the site was simple enough with the chosen website builder (Wix), it was just time-consuming and there were multiple considerations to take into account. For example, the site had a simple colour palette and needed to be simple to navigate for my client's customer base. I kept the yellow as an accent colour used in underlines and decorations, as when I used it as a title colour it was difficult to read.

In the beginning it was all trial and error while I got used to the mechanics of Wix. I was able to find a template that was very similar and close to how I was imagining the site would look, so I used this as a base. I did have to change about 90-95% of it to suit my colours, fonts and overall style, but it gave me a simple structure to begin with.

When it came to the current working refinement stage, I had to look at all of the alignments, links, spacing and font sizes to make sure everything was easy to read and navigate. Overall, I did not have to refine too much as I kept on top of it during the general construction and instead focused on animations and images.

I did have an issue where during my initial research I tried to find a website builder capable of a live Instagram feed update and Wix was promised to be capable. What it didn't state was that it was an extra feature that was an "add on app" and was an additional cost. I then looked at the reviews and it stated that the app did not work anyway because you cannot link it to Instagram as it is supposed to do. In the end we just linked the Instagram account via a button and QR code.

Below are screenshots of the 6 main pages to get an idea of what the site looks like leading up to the evidence of submission assignment.

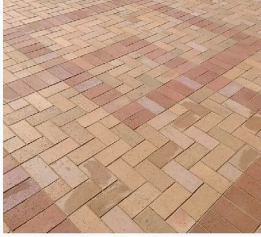**Front page:** Plant background is a video; the footer is cut off but exists.
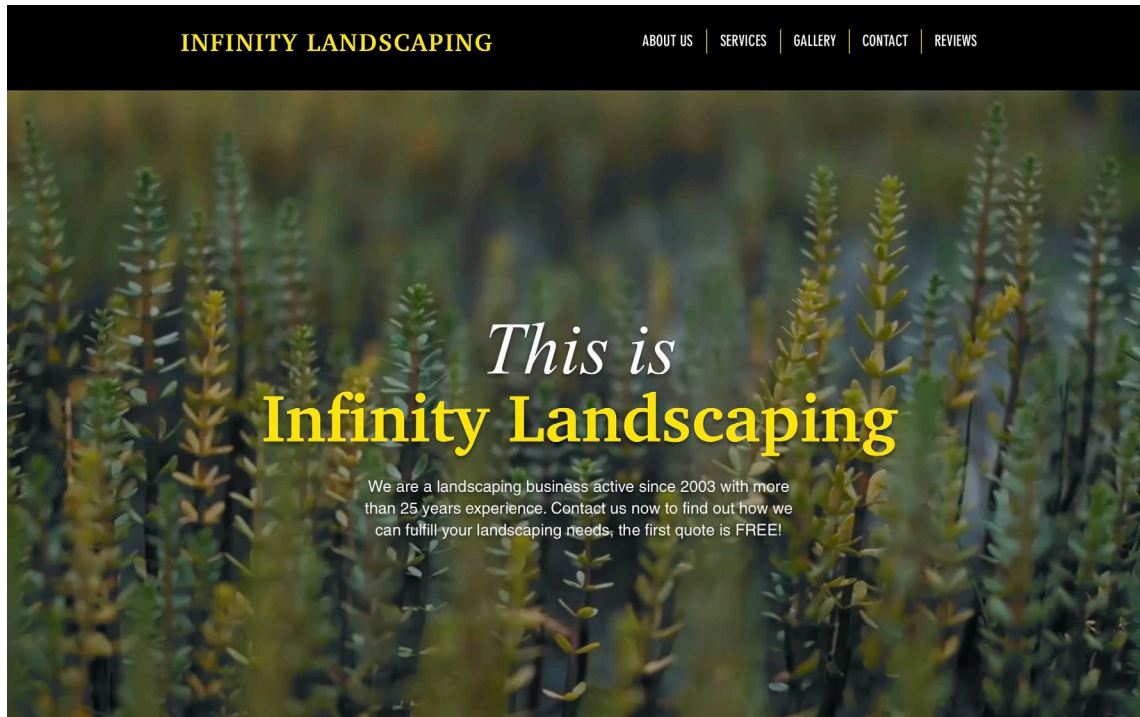
About Us: A brief description of my client and his business.

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Services: List of the services provided, all linked to corresponding pages.

Gallery: About 50 images of work completed by my client collated together.

Contact: Not complete, there will be an image in the X space of the Instagram page and layout may change later.

INFINITY LANDSCAPING
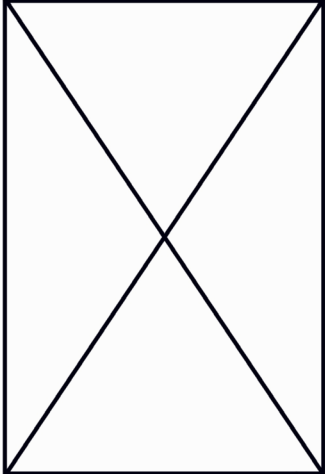
ABOUT US | SERVICES | GALLERY | CONTACT | REVIEWS

CONTACT

GET IN TOUCH!

Jeff Mohr
Ph: 0411963868
infinityland553@gmail.com

Please contact us during our office hours of 8:00am - 6:00pm for all of your enquires!

@INFINITY_LANDSCAPING553

GET A FREE QUOTE!

In need of an experienced landscaper in Canberra or surrounds?

Call the number above now to find out how we can help you, and get your first quote free!

Reviews: A page of *existing* reviews, a link to another site to *leave* reviews.

personal, honest, hard working, punctual, and attention to detail is 10/10! In fact 12/10! What we thought was a daunting task Jeff made it look easy. Simply can't thank him enough for taking on our job and making our final home a beautiful retreat. All the very best to you! Regards Kathy and Neil."

-2022

-2017

Lena T, Hawker

"We have hired Infinity Landscaping multiple times and highly recommend them. Jeff has great attention to detail, amazing quality of work and always turns up on time."

-2021

Richard R, Isaacs

"Infinity Landscaping did an excellent job. They were excellent tradesmen and gave great service. Happy to recommend them to anyone."

-2015

Nam N, Bonner

Jeff was terrific and so happy to have used him. He is a wonderful man and can highly recommend him to anyone.

-2014

For more reviews, or to leave a review visit: https://hipages.com.au/connect/infinitylandscaping

2023 Infinity Landscaping   ABN: 38264772628

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CREATION

Mobile

The website builder had the function of being able to view the website in its mobile form. This needed individual adjusting as the pages weren't perfect reflections of the website.

Each time I created a page I would then have to switch to mobile view to make sure it matched. Most of the time certain elements needed adjusting such as the length of the underline or the alignment of buttons and titles. This was also time-consuming but completely necessary with most people searching for content on their mobile devices.

Then once I made it to the refinement stage of the website, I had to re-check each mobile page to make sure the edits I had made to the computer version were also reflected in the mobile version. Before the final submission I will be completing another round of checks, most likely more than one, to ensure the mobile version is as perfect to navigate and use as possible.

Below are screenshots for the mobile version of the 6 pages, unfortunately neither these nor the website screenshots show the animations (elements fade in from the bottom). So be sure to check out the published website upon submission of the next assignment!
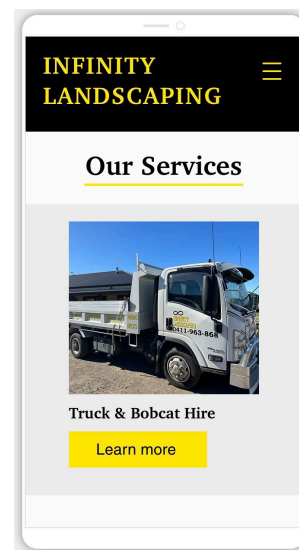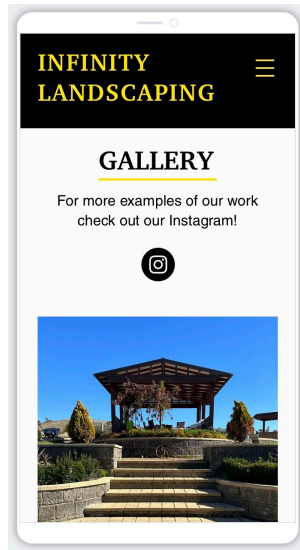
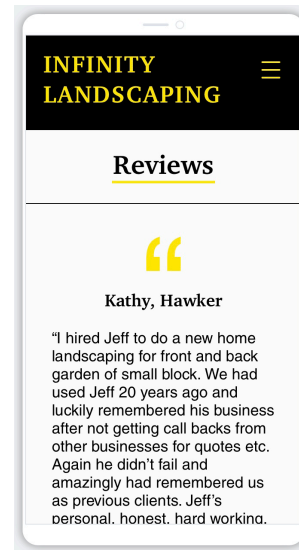**Front page:**   **About us:**   **Services:**
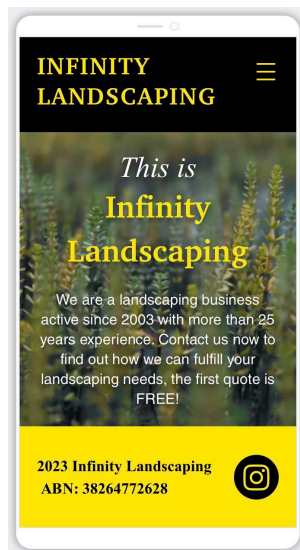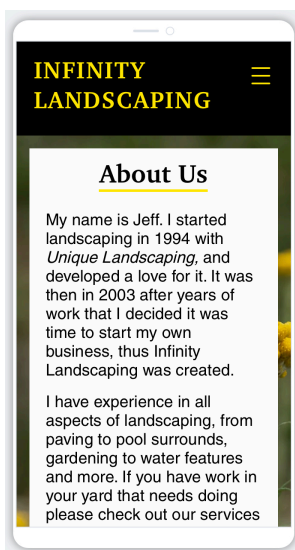
Gallery: **Contact:**   **Reviews**
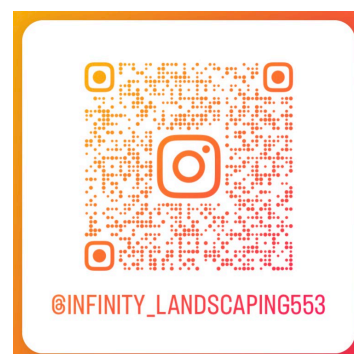

CREATION

Instagram

The installation of Instagram was easy and quick with my client however they needed a rough digital update of their logo to use as the profile picture. I was able to whip up a quick logo for them in Illustrator to use as a basic profile image so their customers can recognize their business.

We are now working on getting a few posts up to get the ball rolling with Instagram. The posts should be up over the next week and with customer permission my client will be uploading before and after images of their current job.

This will allow potential customers to see the quality of work my client has to offer and hopefully build on the customer base that already exists.

This "QR" code will actually take you to the Instagram page that has been created, as stated though there aren't many/any posts yet!

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HURDLES

Client & Construction

Client	Creation
• Jeff and his wife are both very incapable when it comes to using technology. • Scheduling conflicts with distance. • Struggling to understand Instagram. • Had to chase up information and images (not necessarily a problem but was inconvenient).	• Colour scheme not ideal (yellow is difficult to work with). • Wix is "capable of setting up a live Instagram feed" but it is an extra paid feature to be downloaded and does not work. • The mobile editing could be quite difficult and would sometimes revert my changes.

RESULT

Adapt & Overcome

Client	Creation
• I sat with them and taught them how to use the website editor. • We talked over the phone and when the phone was not sufficient, they would make time for face-to-face contact. • I sat with them and taught them how to use Instagram. • They were very happy to send me anything I needed from them in a timely fashion.	• I changed the titles from yellow to black and used yellow as an accent colour. • Decided to have a simple Instagram button that is linked straight to the account and will open the account in Instagram when clicked. • I made sure to double and triple check the mobile version every time I made a change to the website and will do final checks before submission and publishing.

Stay tuned for the final evidence of submission where the website will be published and functional!

Instagram is already live, and the website is days off being complete!