MARIA KOTZE GARDENS WEBSITE REDISIGN

INTRODUCTION TO MARIA KOTZE GARDENS

Maria Kotze Gardens, a well-established and award-winning enterprise specializing in personalized landscape design and installation, is headquartered in Cape Town, South Africa. Maria Kotze Gardens' services extend to the broader Somerset West, Cape Town, and Peninsula region. You can find her current website at https://www.mariakotzegardens.co.za.

Maria Kotze, a valued stakeholder, has expressed the need and interest in a website upgrade and revamp. This enhancement aims to ensure greater consistency in her business operations and expand her outreach to a wider customer base. This proposal outlines the plan to revamp the existing website, highlighting the ways in which these improvements will enhance the user experience and align with her business goals

Maria Kotzé
G A R D E N S

Custom landscape design and installation
Somerset West, Cape town and surrounds

Home   About   Services   Contact

Maria Kotzé

National Diploma in Landscaping

Technology. Two decades experience in the

green industry with SALI accredited

landscaping companies Award winner of SALI

awards from design to implementation of

commercial landscaping

" By combining function and beauty with botanical knowledge we are able to create a desire to spend more time outdoors. The garden is seen as an extra living room. Proportion, color, balance and textures are important. I like to maintain both indigenous as well as exotic plants in the garden space. The plants must contribute to the joy of living. I create this by giving special attention to the client's expectations and happiness."

MARIA KOTZE GARDENS TARGET AUDIENCE:

The primary audience for the business is upper middle-class residential homeowners, corporate and commercial business residencies, farms with residential and business landscaping needs. Government tenders like residential playground parks and public-school parks.

The demographic of the business target audience will be individuals aged 25-65year's old, residing in the Cape Peninsula area, South Africa. Specifically residential homeowners, small business owners, commercial and corporate business owners, as well as farm owners.

MARIA KOTZE GARDENS WEBSITE USER NEEDS:

1. Users need to be able to fully understand the services that are provided by Maria Kotze Gardens. In easy to understand yet descriptive definitions of each service provided:

Backyard landscaping

Custom landscape design

Desert landscaping

Garden design

Garden landscaping

Gardening services

Landscape installations

Walkway landscaping

Yard designs

Commercial Landscaping

Custom Landscape Design

Landscaping Design

2. Users need to be able to view previous landscaping jobs, to have an idea of Maria Kotze Gardens' current and previous work.
3. Users need a FAQS section to answer more general frequently required answers to questions, which don't require a contact form, email, or call to the business itself. E.g.: The average cost of landscaping is R300. 00 to R500. 00 per square metre.
4. Users need to be able to view the business testimonials by current and previous clients.
5. Users need an easy way to contact the business via contact form, email, call or chat function.
6. Users need a basic understanding of the price point for services offered.

7. Users need to have a better overview of Maria herself, who is the CEO and landscape architect.
8. Ongoing clients need a sign in or log in section to be able to view their previous and current services and billing with Maria Kotze Gardens.
9. Users need a reason to continue to interact with the business and the website. E.g. a blog, newsletter and discount offer for clients.

HOW MARIA KOTZE GARDENS NEW WEBSITE WILL ADDRESS THESE USER NEEDS:

- The website will address the user needs by providing more information on the business, services provided, basic price points, FAQS, testimonials and client projects, and the CEO.
- The website will provide an easy way to view previous jobs done, (which are currently only available on Facebook and Instagram).
- The website will provide testimonials (which are only currently available on Google reviews summary and two on the business social media).
- Create a sign up page and log in database
- The website will provide a contact form and easy and fast way to contact the business via chat functionality and direct inquiries through log in profile.
- Create a fun and detailed way to remain engaged with Maria and her website through the blog section.

PURPOSE AND GOALS OF MARIA KOTZE GARDENS WEBSITE REVAMP:

- Improve SEO with improved keywords and descriptions to make it easier for users to find Maria Kotze Gardens and want to click on their website. (Maria Kotze Gardens currently shows up 33rd on a Google list search for "landscape installation service Somerset West, South Africa" and 18th under the businesses map Google listing.) Improving the visibility of the website.
- Improve the users understanding of the business services provided by using detailed service descriptions and imagery. This will allow users to be aware of all services and ongoing services, such as gardening services that they can benefit from.
- Creating a sign up/log in for clients will allow them to keep track of their services, pricing and ask Maria questions directly based on their log in and profile data.
- Providing a Clients/Jobs section with each client installation job and process for clients to have a thorough understanding of the landscaping process and quality of work that Maria Kotze Gardens provides.
- Maria Kotze Gardens currently makes use of Facebook ,Instagram and TikTok for promotion of the business. Launching a new website/website revamp can improve the number of users coming to her website and improve customer retention and create a broader client base.
- Providing a general or basic price point for services , general discounts and first time customer deals will improve customers using Maria Kotze Gardens and their website.

CONTENT STRATEGY FOR MARIA KOTZE GARDENS WEBSITE REDESIGN:

- Focus on the use of water saving irrigation systems and plants as there is an ongoing water shortage and seasonal drought in the Western Cape Province of South Africa. This is also one of the SALI awards that Maria Kotze Gardens won in collaboration with Afrilandscapes. The Water Wise Award.


A Double Gold Award – in the category, Landscape Construction with Design By Others – is awarded to Afrilandscapes for their landscape works at St. Josephs Home in Montana, Cape Town.

- Emphasizing Maria's mission statement and her ability to meet landscaping needs creatively and innovatively for her clients. As well as her friendly and professional work manner.

" By combining function and beauty with botanical knowledge we can create a desire to spend more time outdoors. The garden is seen as an extra living room. Proportion, color, balance, and textures are important. I like to maintain both indigenous as well as exotic plants in the garden space. The plants must contribute to the joy of living. I create this by giving special attention to the client's expectations and happiness."

- The content will also show strong testimonials from her previous clients, like the following:
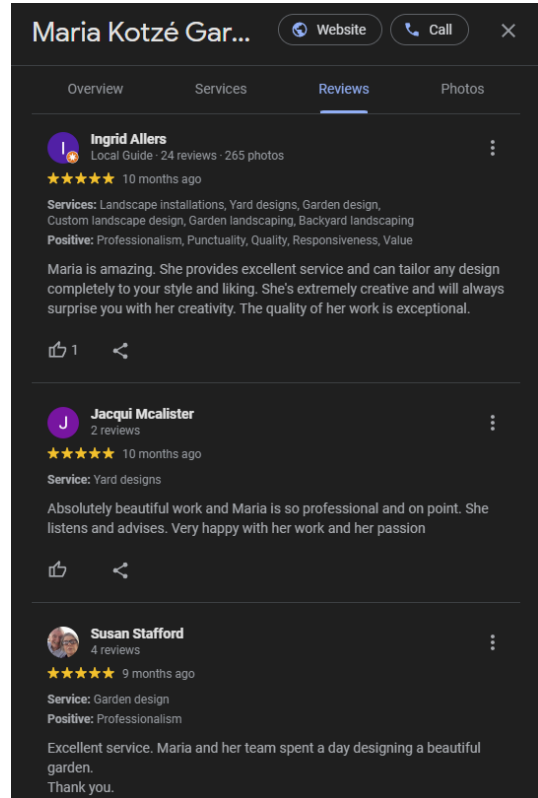
- I also wish to communicate the services provided and a FAQS for users to have a better understanding of all services provided by Maria Kotze Gardens.
- Communicating discounts, deals and benefits for existing and new clients.
- The blog section will showcase Maria's work, articles like her Madiba Day business contribution, her hobbies and passion for landscaping , as well as the business social media.
- The content will show strong client jobs and the conceptualization of custom ideas. Like the following examples:

FARM Wiehahn/Oosthuizen
SKETCH PROPOSAL
Scale 1:100, A3
2022/09/07

1. Move Ficus to screen shed
2,1 Pergola with Bougainvillea
2,2 Pergola with Bougainvillea
3,1 Screening: Olive trees & Westringia
3,2 Screening: Olive trees & Westringia
4. Delosperma cooperii
5. Built firepit & seating with slate & chipstone floor
6. Crazy Slate paiving with 100mm gaps planted with lawn
7. Lawn
8,1 Eriocephalus ericoides hedge
8,2 Eriocephalus ericoides hedge
8,3 Eriocephalus ericoides hedge
9. Endemic Karoo plantmix
10 Sculpture
11 Screen trees: Eucleu undulata

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Step 1: Consultation & Client Brief
Step 2: Concept design
Step 3: Bill of quantities
Step 4: Installation
Step 5: Happy Client

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Before

After
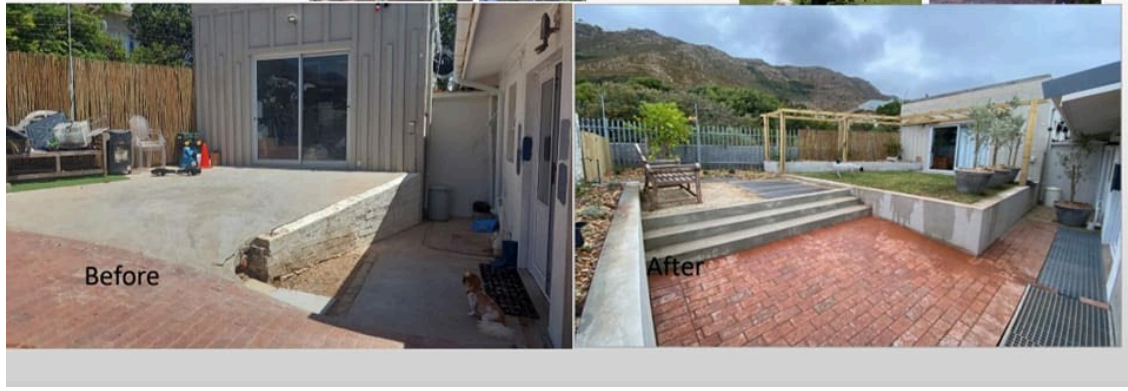
DESIGN CONSIDERATIONS FOR MARIA KOTZE GARDENS WEBSITE REDESIGN:

Keeping Accessibility and Inclusivity in mind, ensuring that the final ideation post wireframes pass color accessibility and typography accessibility guidelines.

The website will make use of original photography and sketches provided by Maria Kotze Gardens. An example of some of the content:
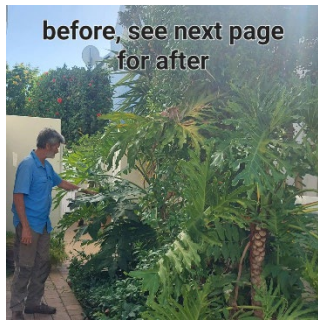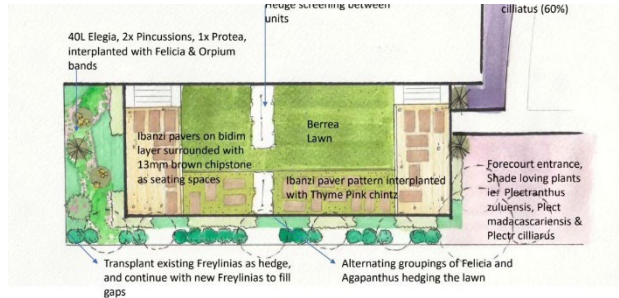
Color scheme:

The colors chosen are neutral greys, blacks, whites and shades of green and pink. The pink and grey complimenting the colors used in the business logo and greens emphasizing the plants and landscaping aspects of the business.
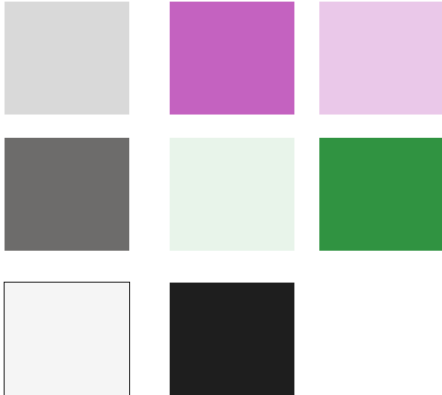
Typography:

Currently making use of Roboto and Poppins fonts are used for their legibility, friendliness and geometric , natural rhythm which is similar to most common serif types.

Roboto Typeface:

Maria Kotze Gardens

Maria Kotze Gardens

Poppins Typeface:

Indigenous plants South Africa

Indigenous plants South Africa

These are rough ideations of mobile and desktop wireframes using the colors and fonts suggested, as well as the photography and testimonials provided from Maria Kotze Gardens Social media pages:

I think a simple interface design that is easy to navigate, with options to view the services, about, testimonials, clients, blog, and log in sections will help assist the stakeholder in accomplishing her business goals of retaining more customers and having more traffic to her website. Each section has detailed information and the about us section tells the user more about Maria and her mission with Maria Kotze Gardens.

Maria Kotze
G A R D E N S

HOME   ABOUT   SERVICES   TESTIMONIALS   LOG IN

About Us-
The Company

Lorem ipsum dolor sit amet consectetur. Mauris interdum massa volutpat condimentum eget lectus sagittis ultrices ac. Feugiat turpis facilisis ac quam eget in tincidunt sit a. Mauris pulvinar sit vel quis. Fringilla diam rhoncus sed parturient.

OUR MISSION

" By combining function and beauty with botanical knowledge we are able to create a desire to spend more time outdoors. The garden is seen as an extra living room. Proportion, color, balance and textures are important. I like to maintain both indigenous as well as exotic plants in the garden spa..........."

FUNCTIONALITY REQUIREMENTS FOR MARIA KOTZE GARDENS WEBSITE REDESIGN:

- The website will need to have a contact form section for users to contact the business and leave detailed requests for services and their information for return contact.
- The website will need a database to hold the sign up and log in profiles of users.
- The website will need to be able to play video and audio in the blog section and throughout the website if there are any animations or video content. There will be more information on Maria's work, process, hobbies, reels and videos of work and articles about the business in the Blog section.
- This also allows clients to make short video testimonials on Maria Kotze Gardens services provided, which she can put in the testimonials section.
- The website can make use of a chat AI or general chat function that the business can respond to within 2-3 hours within their business hours.

BRIEF COMPETITOR ANALYSIS OF TWO OTHER WEBSITES SIMILAR TO MARIA KOTZE GARDENS WEBSITE:

https://www.thrivelandscaping.co.za/

Thrive landscaping is a landscaping business servicing the same community within the same Helderberg area as Maria Kotze Gardens.
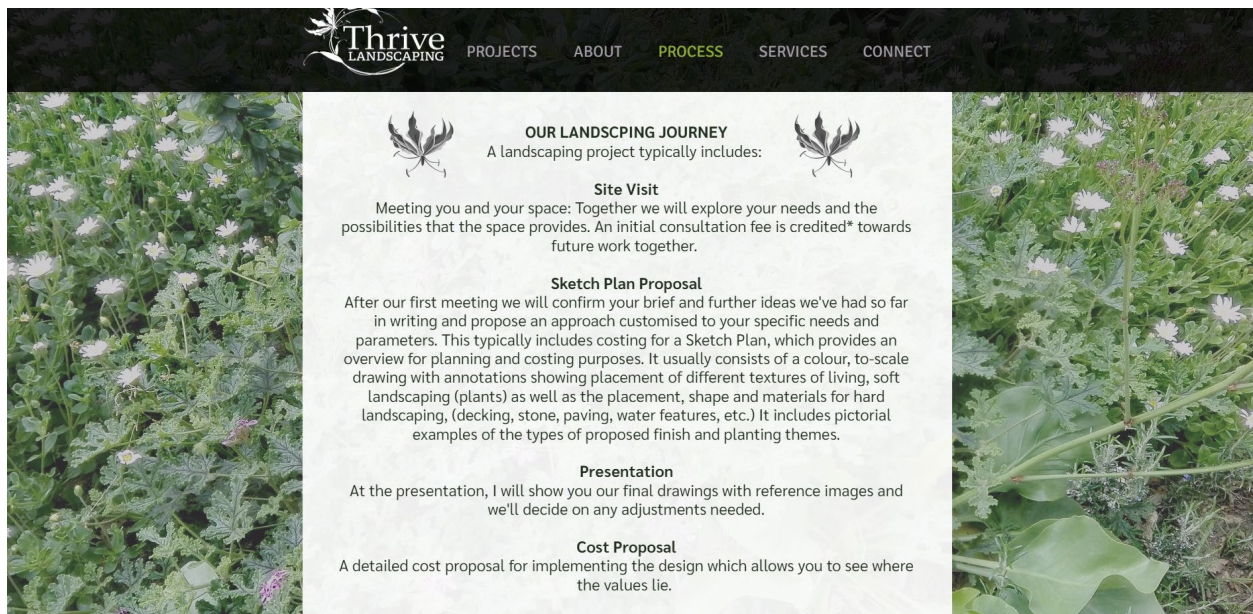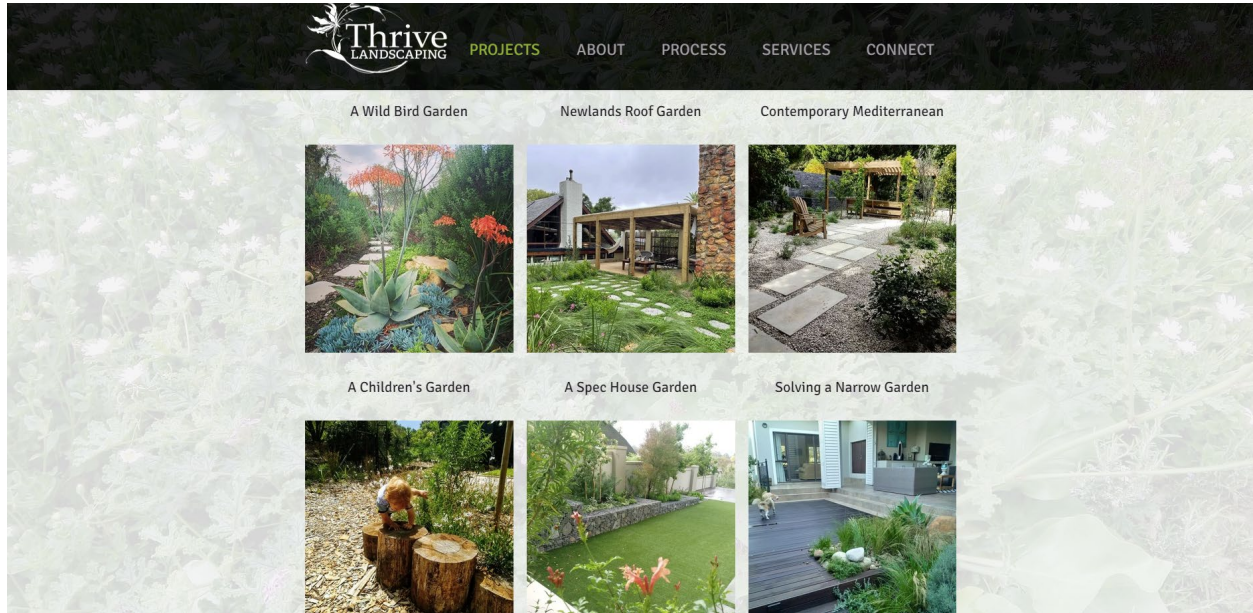
Positives:

- Thrive landscaping's homepage starts with their projects, which is the first thing a user sees and will click on.
- The business has a detailed description of the process of the landscaping installation from the site visit through the planning and cost proposal.

Negatives:

- The home page only has the projects on it. User must click on the other sections to view any other information.

https://calyxogardens.co.za/

Calyxogardens is a landscaping garden care business, servicing the same community within the same Helderberg area as Maria Kotze Gardens.
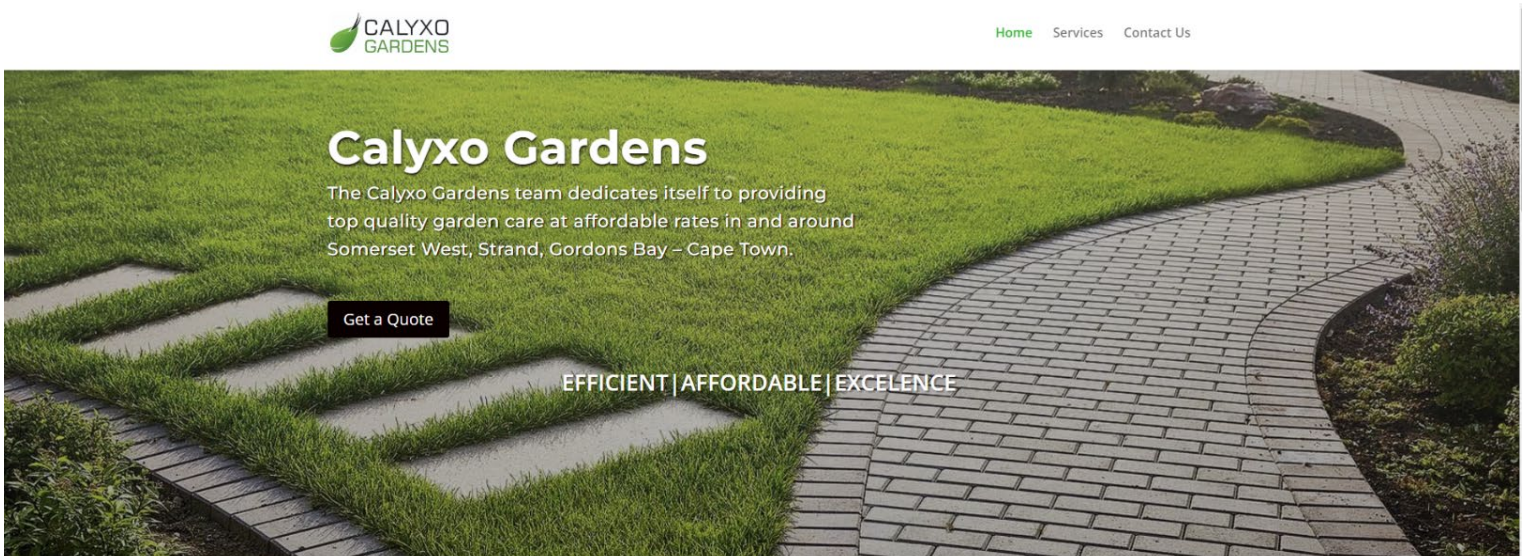
Positives:

- The website has a contact form.
- The website has a CTA button, a concise description of their service area and a disclaimer above the fold. Giving the user all the information, they need to decide easily and quickly to get a quote.

Negatives:

- The Navigation bar leads to the home page.
- The entire website consists of the home page.
- There are only two client jobs on the website and you have to contact the business for more references and client work.

CONCLUSION FOR MARIA KOTZE GARDENS REVAMP:

I strongly believe that a website revamp is important and necessary. The overhaul will empower users by giving them the opportunity to explore the portfolio of client projects and become better acquainted with the esteemed stakeholder and landscape architect, Maria Kotze. The revamped website will offer users an experience that sets Maria Kotze Gardens apart from her competitors, aligning with the stakeholder's objective of acquiring and retaining a larger customer base within Somerset West, Cape Town, and the broader Cape Peninsula region.

The key enhancements to the website will include:

- Access to a diverse range of client projects and job references, accompanied by authentic testimonials.
- Streamlined communication channels, including a contact form, chat function, and comprehensive FAQs for quicker and more efficient interaction with our business.
- An enriched understanding of our stakeholder and her business through detailed "About Us" and blog sections, which provide insights into commonly used plants and recommendations.
- The convenience of creating a user profile to manage services, communication with our business, and monitor payments from a central location.
- In-depth insights into the most frequently used plants and expert recommendations, ensuring that users are well-informed. Effortless access to our social media platforms and embedded videos within the blog section

These enhancements ensure that the website aligns with the evolving needs of the users and enhances their engagement with Maria Kotze Gardens services.