

DESIGN SCOPE- FLOWER ESSENCE AROMATHERAPY

OVERVIEW

[Flower Essence Aromatherapy](#)

Develop a logo, label, and website for a new product line from Flower Essence Energy. This business was established in 1993 by Maggie Smith, advanced energy healer, aromatherapist, flower essence practitioner, teacher, and lecturer.

Maggie is a life-long friend, who has been a great help to my aging parents through the years. I have worked with her for over 10-years, designing print items such as rack cards, brochures, and product labels. The website, for her current product line, Flower Essence Energy is outdated and unresponsive. I did not create that site, nor did I have any input on the site design.

Based on our long-time relationship I wanted to support Maggie's new endeavor, and I wanted to ensure that the new website reflected the integrity and quality of her products. Since her budget was much lower than I would typically charge for an E-commerce website, I gifted many hours of my time to this project.

ISSUES

- The current business generates little revenue, so budget was extremely low
- How to add value and introduce aromatherapy into the flower essence product line
- Consult and satisfy two owners who have different roles in the company
- Client wanted her current hosting partner to host the site

SCOPE

1. Video conference with owners to discuss their thoughts and ideas
2. Design logo presenting three examples for consideration.
3. Design labels for 1 oz and 2 oz bottles
4. Prepare camera-ready labels for 30 products
5. Begin discussions relating to new website

6. Prepare and present Proposal for Services for 1) a brochure style website, and 2) an E-Commerce website.
7. Because of the low budget available for this project, and the fact that the client needed an E-Commerce site to generate higher revenue for the small business, I decided to gift the difference in cost between a brochure website and an E-Commerce site to the client.
8. Content: I scraped the content from the client's main website, Flower Essence Energy. I identified the material that was suitable for the new site, edited it and submitted it to the client for approval.
9. Site Design: I selected the Wordpress platform and the Divi Builder as the best option for this client's website. I already owned licenses for several "child" themes with components that I felt would work beautifully for the site design. With Divi's Visual Builder component, I was able to begin designing without wireframing, which reduced my cost to the client.
10. Hosting and E-Commerce Shopping Cart: I do not as a general rule build a website that I don't host with one of my trusted partners. In the case of Wordpress sites, we use WP Engine for hosting. However, the client had a hosting and development partner she was happy with and insisted on retaining his services for this site. Because of my relationship with the client, I agreed to accept the project.

By far, the biggest issue I had with this site build was the fact that the host/development partner would not support Woo Commerce and wanted to build the shopping cart to match the cart on the client's current website. We went back and forth, with me designing the look of the shop and adding all the graphics, while he developed shortcodes for me to add to the products. It all worked out in the end, but the process was not efficient and I'm not as happy with the results as I would have been with the Woo Commerce solution. The keyword on this project was "compromise."

TEAM

Maryle Malloy, Web design and content

David Scott – Hosting partner and shopping cart developer

MAJOR DELIVERABLES AND MILESTONES

<i>DELIVERABLES AND MILESTONES</i>	Date
Logo – Photoshop	January 2018
Logo approval and Label Design – Photoshop and Illustrator	February 2018
Camera-Ready Labels delivered - Illustrator	February 2018
Flower Essence Aromatherapy Website Proposal(s)	March 2018
Proposal accepted	March 2018
Wordpress/Divi Builder Website: Content edits, graphic search, graphic review client photos, site design, discussions on shopping cart, agreement on design, add privacy policy	March – April 2018
Site Approved. Testing. Go Live	May 1, 2018
Review Privacy Policy (GDPR compliant)	In Process
Design FB Cover for Client FB page	May 2018
Wordpress client training 1 st Session	May 24, 2018