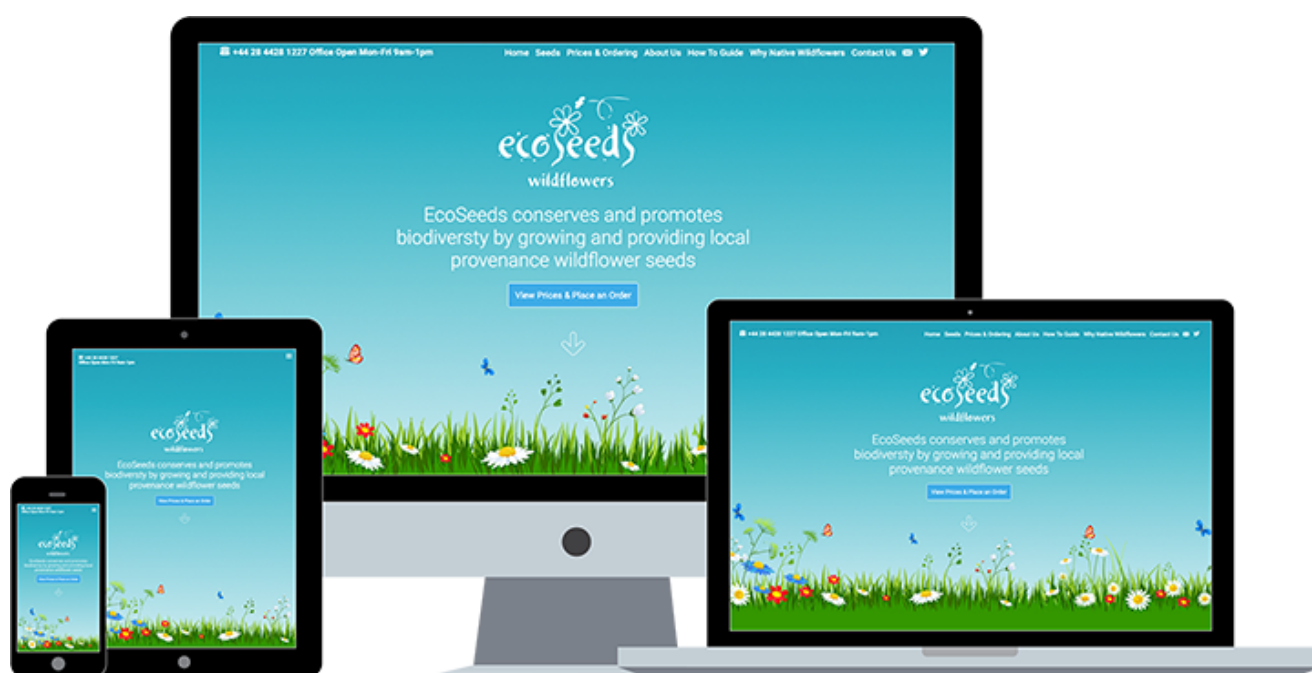


Case Study: Ecoseeds

**Ecoseeds required a website re-design
and an easy to update CMS to help
promote the sale of their native
wildflower seeds**

www.ecoseeds.co.uk

Overview	2
Website Requirements	2
Logo Modification	3
Web Design	3
Web Development	4
PDF Design	4
Result	4



Ecoseeds all devices

Case Study: Ecosseeds

Overview

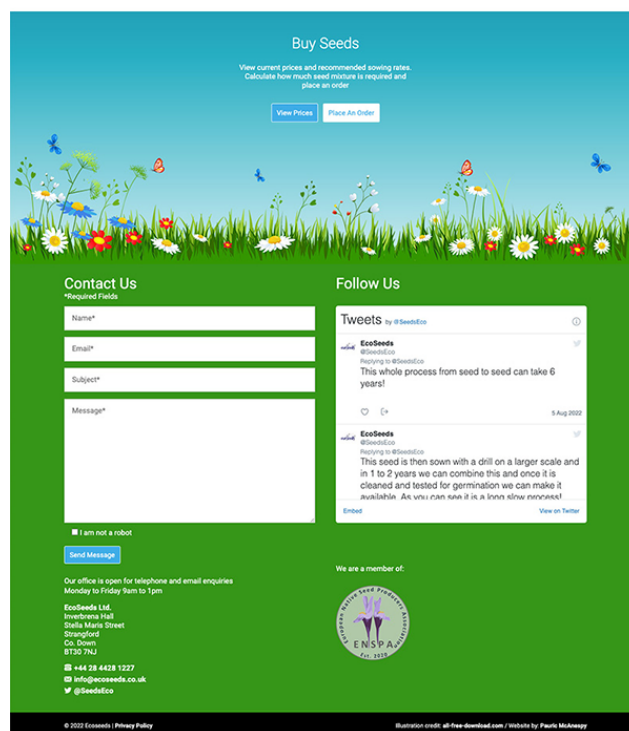
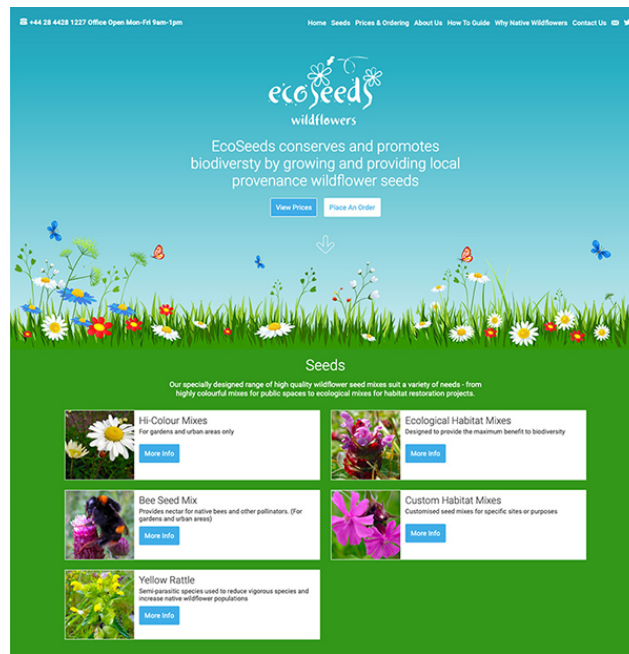
Ecosseeds are a seed production company based in Strangford, Co Down. Their core business is growing native wildflower seeds. They also provide habitat restoration services.

After a strategic review it was decided the business would be split into 2 separate entities: Ecosseeds Wildflowers and Ecosseeds Habitat Restoration.

This case study details the creation of the Ecosseeds Wildflowers website.

Website Requirements

- a modern mobile friendly design
- an easy to update CMS
- a fully editable website built in WordPress
- A interactive calculator to determine seed costs
- Design of 16 page How To Guide pdf and webpage
- Website monitoring set up with Google Analytics
- Training in all aspects of website management



Ecosseeds home page

Case Study: Ecosseeds

Logo Modification

The original logo was designed when the company was established in 1997. As it was designed for print – screen variations weren't created. As the logo was designed 25 years ago, the source files were unavailable. The only version of the logo was a 450px width jpg. To use it in it's original state would define the colours as white, blue & yellow, which was too limiting.

In Illustrator I was able to create a vector version of the logo with a transparent background, which allowed me greater flexibility with how the logo could be displayed.



Original logo



Vector version

Web Design

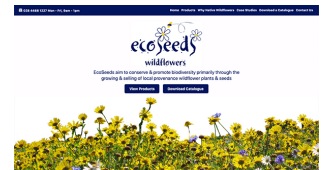
The main goal of the website was to make it easy for users to place an order of wildflower seeds.

The initial design concept was to have wildflower images displayed full screen. Unfortunately there were limited high quality photos available. High quality photos from international photography websites were unusable as they didn't feature native wildflowers.

While researching design concepts, I found a royalty-free illustration of flowers. Combining it with a blue gradient background and the white logo worked well and became the final design concept.



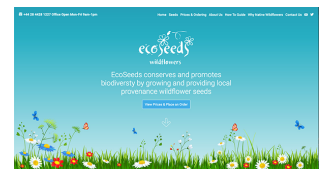
Early concept



Early concept



Flower Illustration



Final concept

Case Study: Ecoseeds

Web Development

Ecoseeds required full control over all content, including complex pages such as Pricing and the How To Guide.

Wordpress was used for the CMS. Advanced Custom Fields were used to create separate fields for all content. Repeater fields were used for the pricing table, allowing the admin user the ability to add new rows or edit existing ones.

Sowing Calculator

Previously Ecoseeds had written instructions on how to calculate how much seed was needed. An interactive calculator would be much more user friendly.

I researched calculator plugins and found one that could be customised to suit our needs. It features a dropdown selection for seeds, drag-able slider and auto update.

How much seed do I need?	
Select seed mix	EcoSeeds Pure All Ireland Pollinator Mix
Drag slider to select area to be sown (square metre)	

Summary	
Sowing Rate (grams per square metre)	1
Area Size (square metre)	600
Amount of seeds required (grams)	600

Sowing Calculator

PDF Design

I designed a 16 page How To Guide in Illustrator to complement the online version. Low res, text only PDFs were also created for selected pages.



How To Guide PDF

Result

The website launched in July 2022 and feedback from staff and customers has been positive.

It's too early to provide significant data from Google Analytics, however this info will be monitored over the next months and will be important when the website is reviewed in future.