



Bloom Garden Company

Brand Identity

Bloom Garden Company strives to present itself as a sleek, contemporary, easy to use site dedicated to providing plants and flowers. We want to provide you with refreshing shopping experience, with our colors and design one that inspires the viewer to begin, expand or redesign their garden/ landscaping areas.

We provide a wide variety of plants especially suited for the Pacific Northwest region, which is unique in weather patterns, thus requiring the correct species of flowers and plants to thrive in our mild but wet climate.

Business Goals

Bloom Garden Company website is a user-friendly site in which users will easily be able to learn more about plants and flowers as well as buy them. A large catalog of plants are categorized for ease of use with up to date stock supplies as to give the most accurate plant counts which in turn will lead to saving the company money on inventory checks and staff hours that would be used to physically locate stock.

Success Metrics

Bloom will count several factors into their success of their website such as the amount of online sales, overall site visits, downloads from resource library and decreased customer phone calls. Another area that we would like to see benefit from the site would be sign ups for the monthly newsletter.