Landscaping Discovery

Adventures outside of healthcare

"Millennials are leading an exodus to the suburbs"

(Investopedia, Feb 2021)

*"**Surge in the demand for larger homes in suburban areas**, which can better accommodate remote work and virtual schooling needs in a COVID era."*

(Forbes, Dec 2020)

*"The pandemic helped some **millennials** finally grow up [...] many have **fled big cities for the suburbs.**"*

(Business Insider, Mar 2021)

Millennial homeowners in Greater Boston / Metrowest region

$60M+

Market size for residential landscaping services

Millennials want to make the most out of their outdoor spaces but find starting a landscaping project *daunting* and *time consuming*

"Our garden is overgrown and looks horrible. Now that we're at home, it's on your face all the time. I'd love to put in a table where we could sit, have coffee and the kids could play"
(Martha, 34)

"With COVID, we started thinking - what else can I do with our backyard? I'd love to remove some trees, make the area look nice, the kids could kick a ball"
(Hanna, 39)

"I wouldn't even know where to start. I'm not a creative person and I don't have time to do lots of research"
(Elisa, 40)

"There are tons ideas on Pinterest, but how do I know what will look good on my backyard?"
(Jen, 38)

"There are too many possibilities, we can't decide so we end up doing nothing"
(Liz, 34)

"I'd love to have a proper patio where I could have friends over [...] we spent all last summer in our neighbors' patios"
(Alex, 35)

"These things cost a fortune,I don't even bother getting a quote"
(Max, 39)

"I don't have time to call someone to help me figure it out - I hate talking on the phone, actually"
(Sam, 35)

"We don't have family or friends in this area to recommend reliable contractors. And I don't know my neighbors well enough to ask"
(Katie, 41)

Who exactly are we are missing?

- **Homeowners** who want to make their outdoor space prettier / more usable
- **Busy** professionals / parents
- **Don't have time to call or schedule a visit during business hours**
- Prefer to discover landscaping options in their **own time, asynchronously**
- Expect a similar **user experience** to other products they use
- **Trust neighbors'** recommendations and are **curious** about what services they are using (but don't know them well enough to ask!)

Current web experience

"Calling someone and scheduling a visit is too much commitment when you don't even know what you want to do or what your options are."

Jack, 42
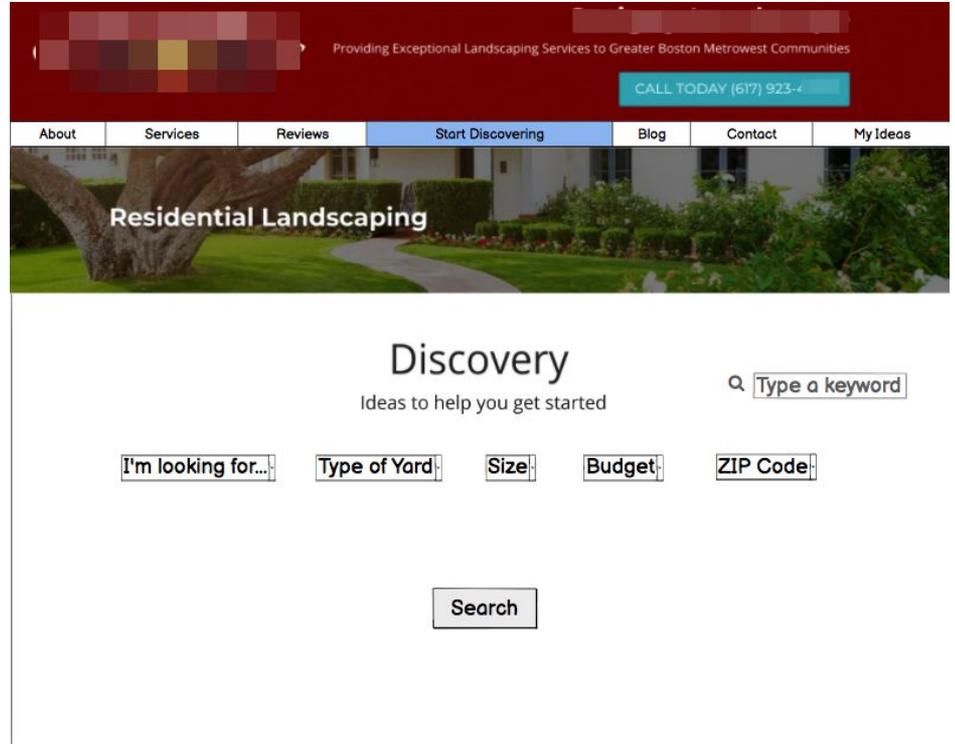
How might we...

➔ Make the **experience** of starting a landscaping project **less daunting** for our customers?

➔ Help our customers **figure out** their landscaping **needs, preferences and constraints** in their **own time**?

➔ Enable them to **visualize** what could **work with the space** they have?

➔ Leverage customers' **curiosity and trust** in their **neighbors' recommendations** to build our credibility?
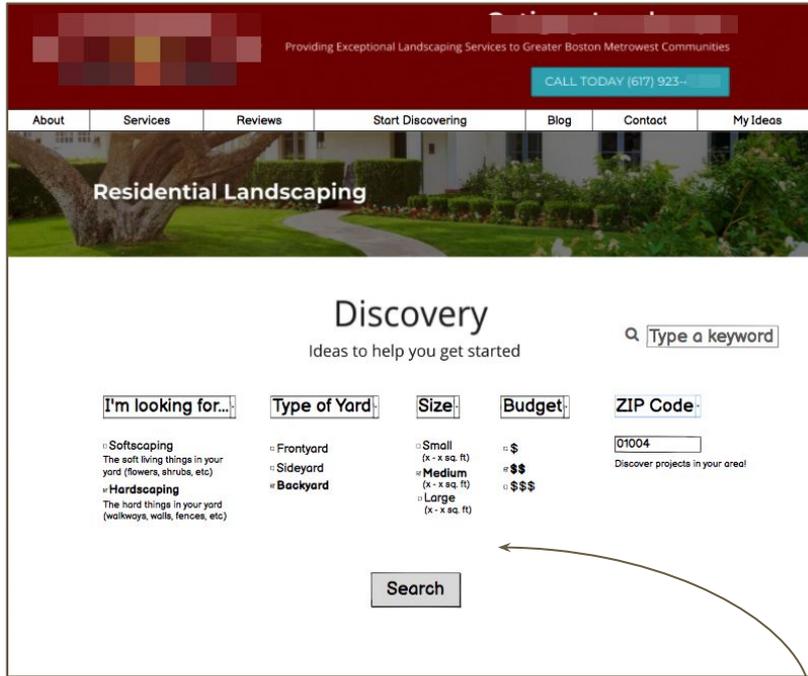
The Landscaping Discovery tool offers customers a place to start figuring out their options, preferences and constraints - without having to call anyone
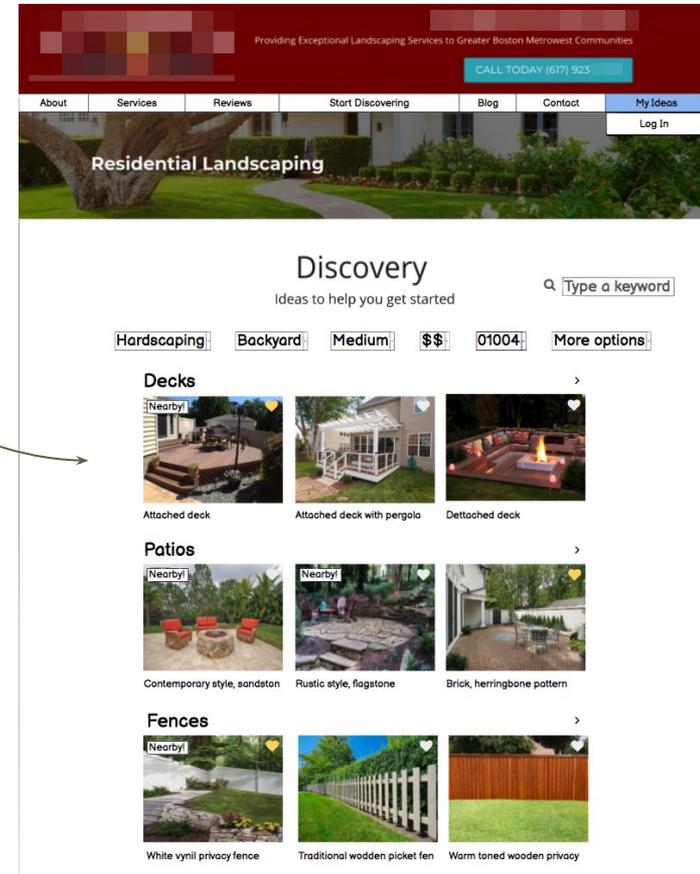
Check out the demo here

The Problem > The Solution > The Roadmap

we show them ideas that match their criteria

Customers provide a high-level description of their yard and what they are looking for
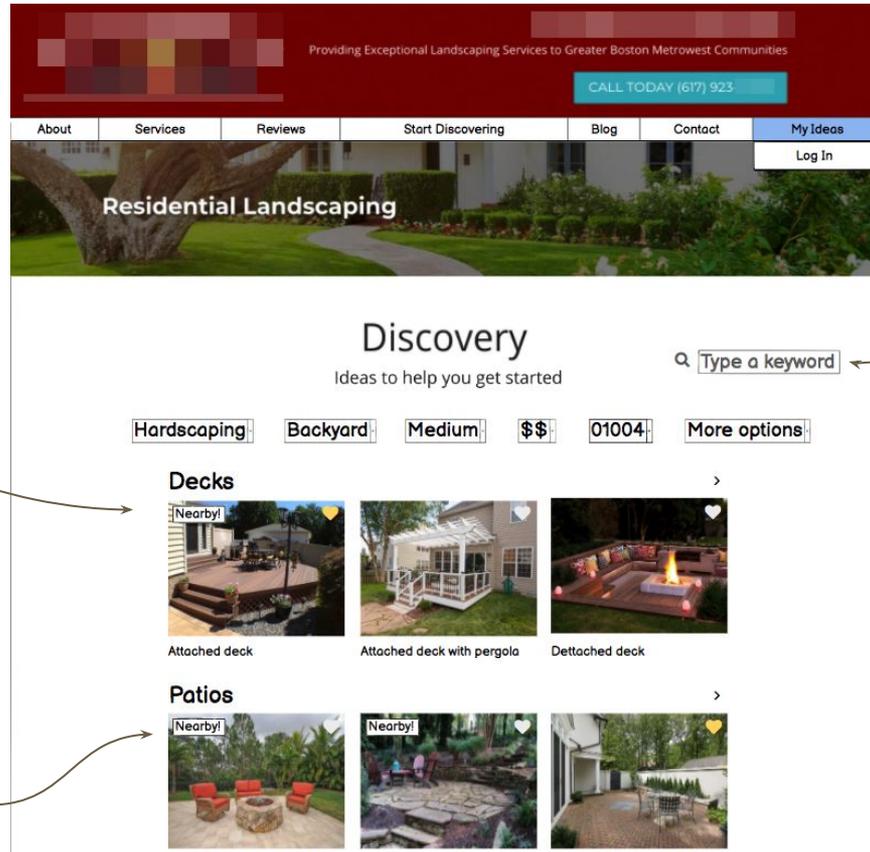
Customers can "heart" ideas they like...

... and add them to "My Ideas" so they can pick up where they left off, when they wish

Data collected through the search bar will help us better understand what customers are looking for

The "Nearby!" badge allows them to see what their neighbors are doing with their outdoor spaces

The Problem > The Solution > The Roadmap

Additional filters will help customers figure out their needs, preferences and constraints
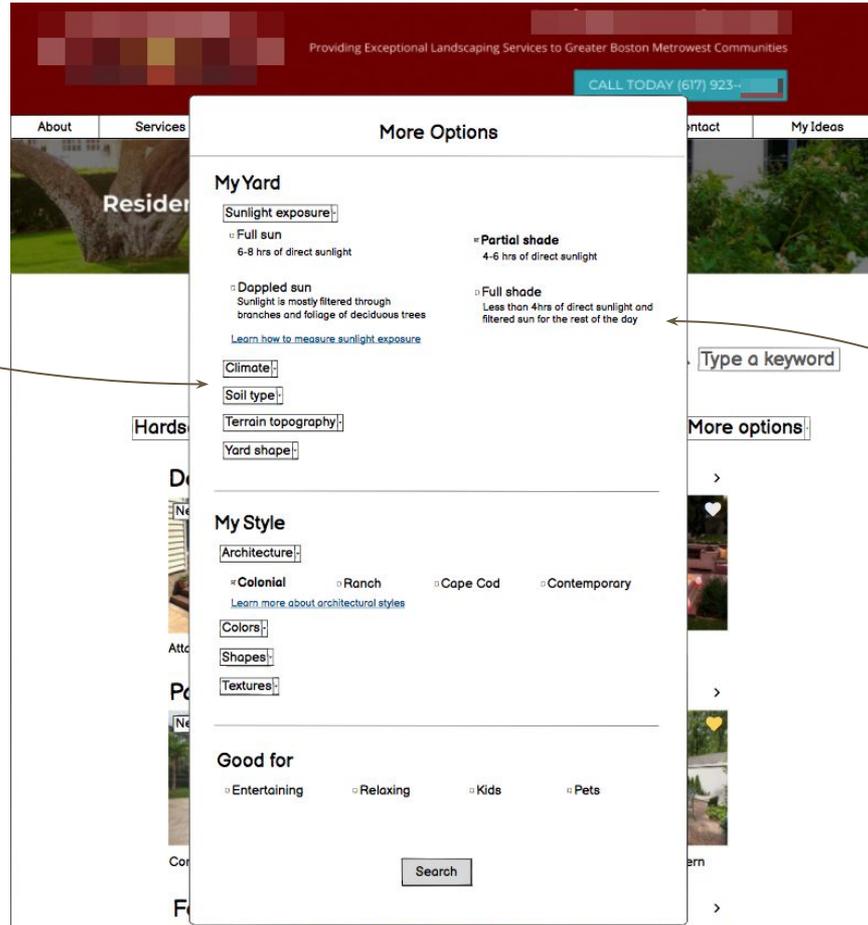
Simple explanations and links to additional resources will help customers understand landscaping terms and feel more confident in their choices

The Problem > The Solution > The Roadmap

MVP

Themes

Help customers figure out their landscaping preferences & constraints
Help customers visualize ideas that work with their outdoor space
Help customers decide what to do with their landscape
Build trust & credibility among new customers
Increase paying customers
Allow customers to discover their landscaping preferences in their own time

Near Term

- Basic filters
- Keyword search
- Photo library of softscaping / hardscaping projects
- Add simple description to photos
- Tag photos according to basic filters
- "Heart" button
- "Heart-ed" photos are added to "My Ideas" folder
- "Nearby!" badge
- Define appropriate "call to action"
- Create an account / log in
- "My Ideas" folder

Mid Term

- Additional filters list according to user feedback
- Simple explanations of terms used in filters list
- Add "Learn more" link to blogs in filters list
- Update photo library according to user feedback
- Tag photos according to revised filters
- Recommendation system for ideas customer might like
- Multiple folders can be created in "My Ideas"
- Build "call to action"

Long Term

- Explore other visualization options (e.g. 3D planner, AR tools)
- Customer reviews of projects in my area
- Request reference from customers in my area
- Explore asynchronous interactions (e.g. ask questions, upload pictures of yard and solicit advice)
- Explore how to encourage customers to plan future projects