

## Case Study

# Mango Florist Website

[www.mangoflorist.co.uk](http://www.mangoflorist.co.uk)

## The Client

Based in Ledbury, Herefordshire, Mango Florist are passionate about everything floristry. They create beautiful bespoke arrangements for all occasions, such as weddings, funerals and corporate events.

## Project Overview

Mango Florist asked us to help create their branding identity and a website for their new venture. They had some well-know competition in the area so we needed to create a brand that would be instantly recognisable and help them stand out from the local competition.

They had a logo idea in their head and didn't want to stray too far from it, so we started by exploring some initial colour schemes and logo concepts to give a modern and elegant look. Once they were completely happy with the logos and print assets, we focused our attention on designing the new website.

## Summary

We began by providing initial wireframes and a site map to understand how we would lay the site out and how users would navigate to different pages. This was then followed by high fidelity mock-up designs which would show Mango Florist exactly how the site would look before developing the site.

Once they were completely happy with the design stage, the building of the website commenced using WordPress. The whole site was designed and developed so it was easy to use, and the client could easily update any text or images on the website themselves.



## Key Points

- Mango Florist, based in Ledbury, create bespoke arrangements for occasions such as weddings and funerals.
- The client had design ideas in mind, so we decided to take those ideas on board and help iterate an optimal design solution for their website.

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