



# Intercultural Website

UNIQUE LANDSCAPES

<http://uniquelandscapes.lykkeilert.dk/>



**cphbusiness** Lyngby, Multimediedesigner A, Gruppe 6  
COPENHAGEN BUSINESS ACADEMY

[Patricia Gambula Larsen](#)

[Patrick Eilert](#)

[Oliver Alexander Vedel Trojahn](#)

[Ninette Andersen](#)

# Agenda

- **Expert review**
- **Design principles**
- **User Tests**
- **What have we learned**

# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

[HOME](#)[ABOUT US](#)[DESIGN PROCESS](#)[GARDEN FURNITURE & SOFT FURNISHINGS](#)[PORTFOLIO](#)[NEWS](#)[TESTIMONIALS](#)[CONTACT US](#)

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.



# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.



Phone: 01584 831 733  
Mobile: 07778 844878  
Email: [shaun@uniquelandscapes.co.uk](mailto:shaun@uniquelandscapes.co.uk)



# Expert review

# #5 Error prevention (1)

## UNIQUE LANDSCAPES GARDEN DESIGNERS

[HOME](#) [ABOUT US](#) [DESIGN PROCESS](#) [GARDEN FURNITURE & SOFT FURNISHINGS](#) [PORTFOLIO](#) [NEWS](#) [TESTIMONIALS](#) [CONTACT US](#)

### NEWS

#### Media Featuring Unique Landscapes

28/09/15

This year we were extremely pleased to see a number of our gardens featuring in Homify - an online platform for architecture, interior design, building and decorating. Please follow the links to view:

[Read more...](#)

#### Autumn Garden Design Projects

25/09/15

Now into Autumn, we are in full swing with a number of garden builds completed and some very exciting new projects on the drawing board for the rest of this year.

[Read more...](#)



# #5 Error prevention (2)

## UNIQUE LANDSCAPES GARDEN DESIGNERS

[HOME](#) [ABOUT US](#) [DESIGN PROCESS](#) [GARDEN FURNITURE & SOFT FURNISHINGS](#) [PORTFOLIO](#) [NEWS](#) [TESTIMONIALS](#) [CONTACT US](#)

### Autumn Garden Design Projects

25/09/2015

[Back](#)

[GET A QUOTE >](#)

#### Contact Us

Phone: 01584 831 733

Mobile: 07778 844878

Email: [shaun@uniquelandscapes.co.uk](mailto:shaun@uniquelandscapes.co.uk)

#### Connect with us





# #8 Aesthetic and minimalist design

## Landscape & Garden Designers in Shropshire

Unique Landscapes specialises in landscape and garden design for clients seeking an outside space which is both beautiful and functional and offer our services to both the domestic and commercial sectors; with quality and customer satisfaction being our objective. From large country gardens to smaller urban spaces, we offer a professional garden design and/or landscaping service, including the design of the initial concept through to development, construction and planting. A personal attention to detail combined with an unrivalled reputation creates interesting bespoke gardens in both traditional and contemporary styles.

Good design takes into consideration the art of listening to any client, and should also take into account working to a budget. All design work undertaken is unique to the client's garden, with no one design ever the same, tailored to meet the unique styling and colour preferences, the intended use for the space, and the natural and architectural surroundings in question. We work closely with our clients to ensure that the brief is clear and precise, and that the final garden design plan meets the requirements exactly. All our designs are hand drawn by a professional and qualified garden designer.

We have had the opportunity of designing gardens for Huf Haus homeowners. Huf Haus is a German company which has built over 100 striking contemporary timber and glass houses in the UK and we have been lucky enough to design the landscape for these stunning homes.

We have also been given the prestigious honour of re-designing and re-newing the garden at the private family home of the late Percy Thrower, famous British gardener, horticulturist, broadcaster and writer. We also undertake work for The Earl of Plymouth Estate, Shropshire.

More recently we have undertaken work for Channel 4 production "Phil Spence's Secret



[GET A QUOTE >](#)

[Contact Us](#)



Heuristic/principal (Name & Number)	Location URL:	Problem Describe:	Category 1-4 point	Solution Suggestion:
#8 Aesthetic and minimalist design	All pages	Too much text and information.	3	Change text and select the most important
#5 Error prevention	<a href="http://www.uniquelandscapes.co.uk/news/new-website/">http://www.uniquelandscapes.co.uk/news/new-website/</a> <a href="http://www.uniquelandscapes.co.uk/news/news-title-here/">http://www.uniquelandscapes.co.uk/news/news-title-here/</a>	When you first appear on the news page you see different headings under the headings there are some text indicating what the articles I about. But when you press the link 'read more'. You enter the page of the article but all text disappears, there is no article. Is the news feed important?	2	Find and implement the 'forgotten' text. Or remove the news feed
#4 Consistency and standards	<a href="http://www.uniquelandscapes.co.uk/garden-furniture/">http://www.uniquelandscapes.co.uk/garden-furniture/</a> <a href="http://www.uniquelandscapes.co.uk/portfolio/garden-furniture-and-accessories/">http://www.uniquelandscapes.co.uk/portfolio/garden-furniture-and-accessories/</a>	In the menu you can click garden furniture and soft furnishing, but there is no link to the gallery.  Why have two different places which has the somewhat same purpose and same information	2	Keep the gallery in the portfolio section or remove the pictures from the portfolio and put pictures on the page with information about garden furnishing and soft furnishing
#3 User-control and -freedom	All pages	When you scroll down on the different pages the navigation bar doesn't follow the window and therefore disappears	2	Make the navigation bar fixed, so it moves when scrolling, or cut down on the information on each page
#6 Recognition rather than recall #7 Flexibility and efficiency	<a href="http://www.uniquelandscapes.co.uk/design--process/overview/">http://www.uniquelandscapes.co.uk/design--process/overview/</a>	Could be annoying that some information appears to be hidden.	2	Make a dropdown menu

# Design principles

# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

[HOME](#)[ABOUT US](#)[DESIGN PROCESS](#)[GARDEN FURNITURE & SOFT FURNISHINGS](#)[PORTFOLIO](#)[NEWS](#)[TESTIMONIALS](#)[CONTACT US](#)

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.



## Landscape & Garden Designers in Shropshire

Unique Landscapes specialises in landscape and garden design for clients seeking an outside space which is both beautiful and functional and offer our services to both the domestic and commercial sectors; with quality and customer satisfaction being our objective. From large country gardens to smaller urban spaces, we offer a professional garden design and/or landscaping service, including the design of the initial concept through to development, construction and planting. A personal attention to detail combined with an unrivalled reputation creates interesting bespoke gardens in both traditional and contemporary styles.

Good design takes into consideration the art of listening to any client, and should also take into account working to a budget. All design work undertaken is unique to the client's garden, with no one design ever the same, tailored to meet the unique styling and colour preferences, the intended use for the space, and the natural and architectural surroundings in question. We work closely with our clients to ensure that the brief is clear and precise, and that the final garden design plan meets the requirements exactly. All our designs are hand drawn by a professional and qualified garden designer.

We have had the opportunity of designing gardens for Huf Haus homeowners. Huf Haus is a German company which has built over 100 striking contemporary timber and glass houses in the UK and we have been lucky enough to design the landscape for these stunning homes.

We have also been given the prestigious honour of re-designing and re-newing the garden at the private family home of the late Percy Thrower, famous British gardener, horticulturist, broadcaster and writer. We also undertake work for The Earl of Plymouth Estate, Shropshire.



[GET A QUOTE >](#)

## #3 Simplicity

# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

## #15 Alignment

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.





# #19 Aesthetic-Usability Effect

## UNIQUE LANDSCAPES GARDEN DESIGNERS

We, at Unique Landscapes, work collaboratively with our clients listening to their needs, to ensure that the garden design brief is clear and is interpreted correctly in the plan. Cleverly obtaining the most from the space, selecting the correct materials to balance the existing with the new and creating a balance between function and aesthetics.



# #17 Closure

### Initial visit

We listen to and discuss your individual requirements, view your garden and create the

### Survey

This includes an accurate and complete site survey of all existing buildings, any

### Design

An agreed plan is inked over and copies sent to you, the client. This plan would form

### Construction

From the initial design and specification Unique Landscapes can undertake all



## #4 Similarity

# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

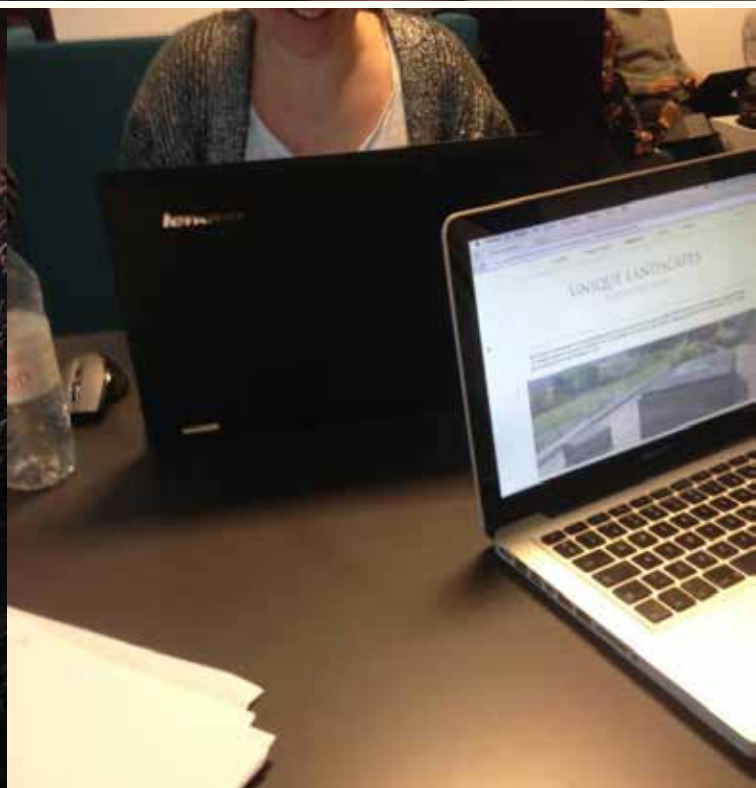
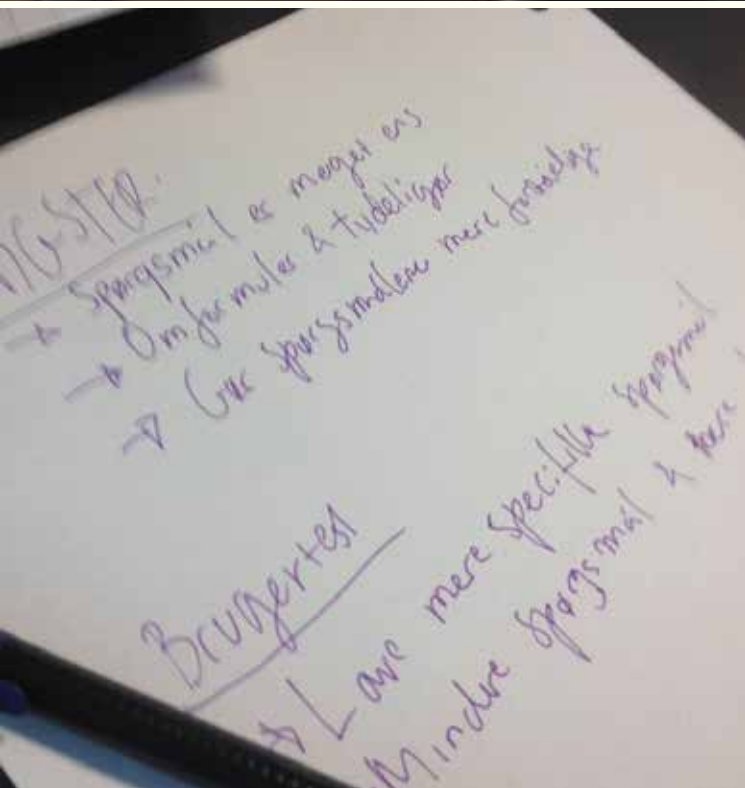
Unique Landscapes are an innovative and dynamic landscape design company with a wealth of accumulated experience & plant knowledge and have embraced landscape projects in Australia, New Zealand, America and Italy.



### About us

Unique Landscapes was established in 1996 by Shaun Greetham, RHS award winning garden designer. Shaun studied at Pershore College of Horticulture in Worcestershire and was a pupil of award winning garden design and tv presenter, Chris Beardshaw.

# User tests





# Gangstertest

	Identifica- tion	Sections	Subpage	Local navigation	Place indi- cators	Search	Total
Test 1	3	3	3	2	0	0	11
Test 2	3	3	3	3	2	0	14
Test 3	3	3	2	2	3	0	13
Test 4	3	3	3	3	3	0	15
Average							13,25

**“There is no home button. I’m kind of missing that. Missing something on the front page. How did I get there?”**

**We implented a home button**

# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.



Phone: 01584 831 733  
Mobile: 07778 844878  
Email: [shaun@uniquelandscapes.co.uk](mailto:shaun@uniquelandscapes.co.uk)





# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

Unique Landscapes are a RHS award winning landscape garden design company based in Shropshire, bordering on the three counties of Herefordshire, Powys and Worcestershire. We offer our garden design services throughout Shropshire, Herefordshire, Worcestershire, Staffordshire, Cheshire, West Midlands and Mid Wales.



Phone: 01584 831 733  
Mobile: 07778 844878  
Email: [shaun@uniquelandscapes.co.uk](mailto:shaun@uniquelandscapes.co.uk)



**“It would have been nice with some pictures under testimonials. To see what work they had done.”**

**We inserted pictures on the testimonial page**



# UNIQUE LANDSCAPES

## GARDEN DESIGNERS

Unique Landscapes are an innovative and dynamic landscape design company with a wealth of accumulated experience & plant knowledge and have embraced landscape projects in Australia, New Zealand, America and Italy.



### About us

Unique Landscapes was established in 1996 by Shaun Greetham, RHS award winning garden designer. Shaun studied at Pershore College of Horticulture in Worcestershire and was a pupil of award winning garden design and tv presenter, Chris Beardshaw.





## TESTIMONIALS

If we have designed and/or built a garden for you and you would like to leave some feedback, we would love to hear from you.

### Mr and Mrs O, Llangollen

From the moment we approached Shaun Greetham (Unique Landscapes) at Shrewsbury Flower Show to the completion of our amazing garden the experience has been nothing but smooth, professional and personal. Shaun understood immediately our hopes and expectations. Not only did he understand how we would use and benefit from our garden but also related it to the unusual and exceptional landscape we are surrounded by. Our garden, though having only been in place for less than 6 months, blends in seamlessly with our house which was built in the 1800's.

Initially we were keen to utilise our own contractor to bring Shaun's design to life, however on reflection, we are the first to admit that we were grateful to have followed Shaun's advice and use his team. They were dedicated, even walking the 1 mile from the main road to the property during the extreme winter we endured and worked in some horrendous conditions.

Both Shaun and his team have a remarkable eye for detail. How many men think about the trouble high heels might cause on steps and paving, creating a thoughtful and workable solution to the problem.

We have had numerous projects on our property over the years and our garden and working with Shaun has been the highlight.

Thank you.



# **What have we learned?**

- Make understandable questions**
- Remember to start early**
- Make realistic deadlines**
- Focus on expert review and user tests**