

# THE VICTORIAN PETAL

## MARKET RESEARCH CASE STUDY

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## SUMMARY OF MARKET RESEARCH

Washington State University graduate student Heather Haynsen conducted two focus groups in conjunction with local floral designer Sarah Sherlock, of The Victorian Petal. Heather worked with Sarah during a previous graduate course, building product release social media campaign for her business. After the success of that project, Sarah expressed a desire to create a physical Thank You card for clients, as well as to expand the information available on her website, [TheVictorianPetal.com](http://TheVictorianPetal.com).

Sarah allowed Heather complete creative liberty on the Thank You card. Heather created a 5x7 postcard with the intent that it would be mailed to new clients once their contracts had been signed, with the hopes that the postcard would be simple for Sarah to write, mail, and for her clients to hang on their refrigerator.

Together, Heather and Sarah wrote a “Floral Design Services” webpage for the site to answer the most frequently asked questions she receives during initial consults with brides. The webpage was designed to be text heavy; detailing every single type of floral she can create as a list of options for brides to consider while wedding planning. As The Victorian Petal is an extremely new and small business, photographs of her work are limited.

This is the largest problem in creating marketing material for The Victorian Petal, and one that Heather and Sarah are not able to remedy within the confines of this graduate course. A professional photo shoot is scheduled for May 4, 2019, during which Sarah will build and display at least one of every type of floral design service mentioned on her webpage.

With these ideas fresh in their minds, Heather moderated two hour-long online focus groups via Google Hangouts (with Sarah present to answer business

questions). The first focus group held March 26, 2019 consisted of six women who had all planned weddings (or wedding-like events). The second focus group, conducted April 4, 2019, consisted of seven men and women who had various levels of experience with weddings. Feedback received from each focus group was used to edit both pieces of marketing material, making them more accessible and pleasing.

Full transcripts of each focus group and in-depth change logs of the Thank You postcard and Services webpage can be found in following sections of this report. Summaries are as follows:

#### FOCUS GROUP #1 – THANK YOU POSTCARD

- Front image was simplified
- Front font changed to feel more fun
- Logo added to front
- URL added to back
- Sample text changed

#### FOCUS GROUP #1 – SERVICES WEBPAGE

- Header image added
- Header size and color changed
- Text hierarchy added
- More images added
- Images changed to floral show diversity

#### FOCUS GROUP #2 – THANK YOU POSTCARD

- Front logo moved

- Social media URLs added to back

## **FOCUS GROUP #2 – SERVICES WEBPAGE**

- Header image removed
- Heather font and color changed
- Image and text rearranged
- Images added
- Images changed to make examples more obvious
- Cross-links to/from photo gallery added

Overall, discussions during each focus group proved invaluable to both Heather and Sarah for gaining insight on how marketing material was received by The Victorian Petal's target audience. Interestingly, the two groups expressed almost opposite desires for both marketing pieces, leaving Heather to make tough decisions regarding which direction to take her edits after the second focus group.

For example, while the first focus group referred to the Services webpage favorably as a “checklist,” the second group didn’t want to read descriptions at all. These discrepancies inspired Heather and Sarah to make sweeping edits to The Victorian Petal’s overall webpage and provided direction for their planned photo shoot in May.

After two market testing focus groups, the most important takeaway for The Victorian Petal is that creating marketing material is a continuous improvement process in which pleasing everyone is improbable.

## THANK YOU POSTCARD – BEFORE TESTING



# THANK YOU!



Dear [Couple's Name],

Welcome to the Victorian Petal family! I am beyond thrilled to help you two design a wedding full of beauty and excitement. The florals we discussed during your consult will surely make a lasting impression on your wedding guests!

Cheers,  
Sarah

This is example text,  
you'll hand write these  
specific to each client.

THEVICTORIANPETAL.COM | 443.995.2266

## SERVICES WEBPAGE – BEFORE TESTING

Victorian Petal | Floral Design Services

### THE VICTORIAN PETAL

Floral Design Services



**Bridal Bouquet:** I think of this as the most important part of your floral design and use it as the starting point of how the rest of the wedding is designed. Your bridal bouquet is also the piece I create last on your wedding day, so that it stays fresh the longest.

**Bridesmaids Bouquets:** This is only one of many options for your bridesmaids, and can be smaller versions of your bouquet, include elements unique to each of your bridesmaids, and incorporate non-floral elements such as candles, landers, ribbon, and much more.

**Bridesmaid Posy Bouquets:** A smaller option for your bridesmaids, a posy can be just a few flowers instead of a whole bouquet! This is great for a light, delicate look that won't overwhelm their gorgeous dresses.

**Toss Bouquet:** A miniature version of the bridal bouquet (usually without the most expensive flowers),

<https://www.thevictorianpetal.com/services.html> - proposed URL



**Boutonnieres:** Honestly, these are one of my favorite items to create! Think of bouts like the world's tiniest bouquets. They can range from the classic single rose to incorporate more unexpected textures and colors; boutonnieres are a great place to have fun with your florals. Plus, if the flower allows, I use magnetic backing to be kinder to your groomsmen and any delicate fabric they might be wearing.

**Wrist Corsages:** These are typically worn by mothers, aunts, or grandmothers. I like making them on actual metal cuffs, so they fit comfortably like a bracelet for all day wear.

**Shoulder Corsages:** A classic for grandmothers, these are little bit bigger (and take longer to make than wrist corsages. I make shoulder corsages with stems pointing up so that your flowers and greenery don't droop after fighting gravity all day. I almost always make them with magnetic backing so there's no snagging for grandma's delicate dress fabric.



**Flower Girl Baskets:** For your traditional adorable flower girl task, this is loose petals in a basket! I can also build decorated basket so that the flower girl doesn't have to throw anything. And let me humbly suggest a matching crown for her!

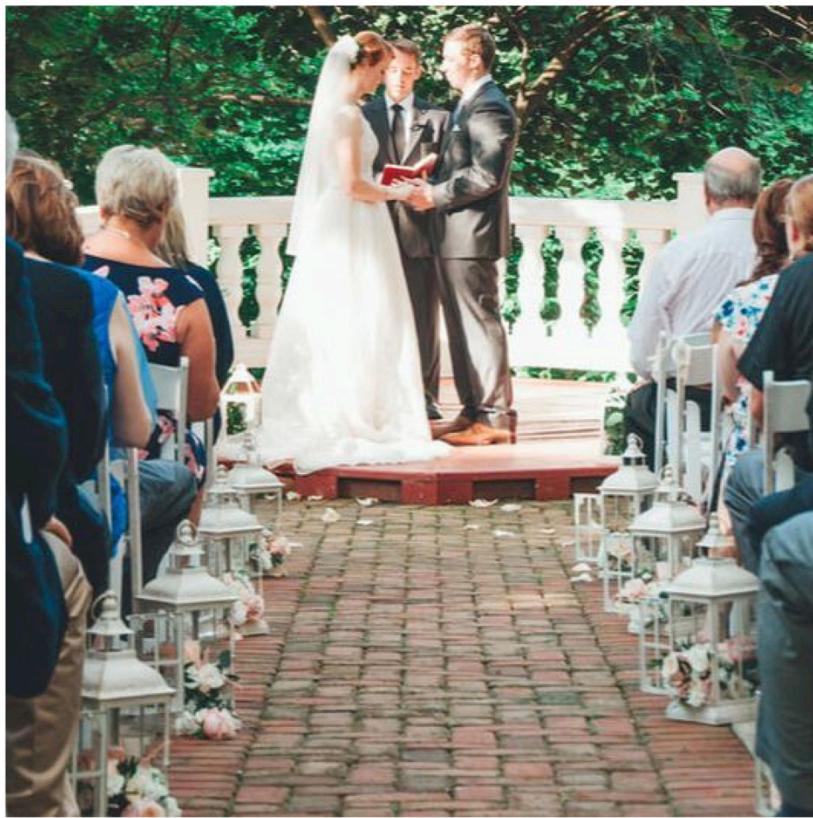
**Floral Crowns:** These are another of my favorite pieces! Crowns are anyone from flower girls to flower grandmas to brides, and more! I can create something simple like greens or baby's breath to dramatic fluffy flowers to vines, the sky is the limit.

**Floral Combs:** (Or bobby pins!) This is a similar idea to a flower crown but more stable. Hairdressers tend to love adding flowers to your up-do, trust me.

**Installations:** Think big with me. Anything from floral walls, green backdrops, or ceiling pieces, this is where the real drama takes place. Understandable, Installations also take the most time, energy, and manpower to create. The investment can be worth it as installations are great chance to make a show-stopping piece, and truly create an atmosphere that your guests will remember forever.

**Arbors:** A classic wedding piece, arbors are designed specifically for your ceremony (though occasionally they can be built to be moved to the reception). Florals can be added from anything like a swag on the top or one on each side, or I can cover the entire pieces with greenery, flowers, and branches. I recommend using at least some branches, personally!

**Tall Ceremony Decorations:** When you're looking for something that isn't an arbor or backdrop, this is the answer! These pieces usually include two 36" (or taller) arrangements on pedestals, or columns of greenery. Or, I can create cluster of different sizes of decorations. This is a great option to make a huge statement without being as labor intensive as an installation.



**Aisle Decorations:** These liven up the floor of your ceremony aisle! Whether you envision a garland, loose greenery, or individual arrangements in containers, I can design it all. These often uses candles or lanterns and can even be as simple loose petals down the aisle.

**Chair Decorations:** These can be used either at your ceremony or reception and can include anything from flowers with greenery to lots of ribbon with some flowers, or whatever else fits your wedding theme.



**Low Centerpieces:** I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers & greenery. All centerpieces can include your table numbers or any other decorations that speak to you!

**Tall Centerpieces:** These sit on a platform or in tall vase and are at least 24" tall (usually 36"). Dream big!

**Bud Vases:** Think of bud vases as a filler or accent piece, a small vase with a single flower bud. These are most common on cocktail tables or with other pieces such as low centerpieces or with loose flowers and greenery.

**Garlands:** This is probably exactly what you imagine: a base of greenery wired together to create a long piece. Garlands are perfect for doorways, on tables, on fireplaces, draped in front of tables, even on arbors! I can add flowers to the greenery or even make a garland exclusively out of flowers.

**Loose Flowers & Greenery:** This is by far my most popular service, after bridal bouquets. These can be used in place of a traditional centerpiece, or just help spread beauty throughout your wedding where there's blank space. Loose flowers and greens are perfect for decorating your cake or card table.

Have an idea that's not listed above? [Let's talk](#); I love a good floral challenge!

## MODERATOR GUIDELINES

**INTRODUCTION** (5mins): Moderator will introduce herself and the business owner and thank the participants.

Heather: Good evening everyone and welcome to The Victorian Petal's focus group! Thanks for taking the time to join us to talk about new marketing materials that will be published this spring.

My name is Heather Haynsen, and I'm your moderator today. I'm currently pursuing a master's degree in Strategic Communication at Washington State University, and this focus group is a requirement for that degree.

With me here, you may know, is Sarah Sherlock.

Sarah: Hi everyone, I'm Sarah, and I'm the owner and designer for The Victorian Petal. The purpose of this focus group is to obtain feedback from you regarding two new marketing pieces I'm trying out! One is a website that explains the types of services I provide, and the second is a postcard that will be mailed to new clients.

Heather: Sarah and I will use your feedback to fine-tune these two pieces before publishing. Thank you again for agreeing to participate, and let's get started!

**GUIDELINES:** Moderator will outline basic focus group procedures.

Heather: During our hour together tonight, we encourage everyone to speak out about what you like and don't like. I may ask you follow-up questions, but that's just to make sure I understand you! There are no right or wrong answers, just different opinions.

Since we have a rather short amount of time together, I may also need to cut some discussions short in order to make sure we have time to talk about both new marketing pieces equally.

We'll chat on a first name basis tonight, and only your first names will be in my project. As a reminder, audio of this session will be recorded. I personally encourage you to chat with your camera on, and video of the session is *not* being recorded. **I am going to begin recording now.**

**PARTICIPANT INTRODUCTIONS (5mins):** Moderator will ask everyone to briefly introduce themselves

Heather: Now that you're familiar with myself and Sarah, please introduce yourself by stating your first name, and as a bit of an icebreaker, tell us your favorite flower. Mine is snapdragons, although I couldn't get them in my wedding bouquet.

## QUESTIONS

Heather: Before we get started, I'd like to gauge your experience with the types of marketing material The Victorian Petal will be discussing today. (10mins)

1. How often do you conduct online research on a product or service before purchasing?
2. If you've planned a wedding, what type of research did you do before choosing vendors?
3. What is your general feeling on receiving any type of "Thank You" message from a business?

Thank you for your candid feedback! Moving to our first piece, the Services webpage. This site is designed as an explanation of every piece The Victorian Petal can build for a customer, as well as general education on services that many wedding florists provide. (20mins)

1. What are your first thoughts when scrolling through the webpage?
2. Quick 1-to-10, how satisfied are you with the overall content provided in this webpage?
3. What aspect of the page are you most pleased with?
4. What aspect of the page are you least pleased with?
5. How do you imagine this type of content fitting into someone's wedding planning process, if at all?
6. What, if any, information would you like to see added to this webpage?
7. Content aside, any comments on the general design of the webpage?

Awesome, thank you for the discussion on the Services webpage. Now, let's move to our final piece, the Thank You postcard. This is intended as a printed postcard that will be mailed to new customers after signing their contract with The Victorian Petal. The PDF we're looking at has the front of the postcard as page one, and the back of the postcard with example text as page two. Once printed, Sarah will write individual messages to the clients before mailing. (15mins)

1. What are your first thoughts when looking at the PDF of the postcard?
2. Quick 1-to-10, how satisfied are you with the postcard?
3. What aspect of the postcard are you most pleased with?
4. What aspect of the postcard are you least pleased with?
5. How do you imagine receiving this postcard would make a client feel?
6. What, if any, information would you like to see added to the postcard?
7. Content aside, any comments on the general design of the postcard?

Great, excellent ideas everyone! With our last few minutes, I'd like to open the floor if anyone has something they forgot to mention earlier, or any closing thoughts for Sarah and I?

## FOCUS GROUP #1 TRANSCRIPT

The audio recording of focus group #1 can be found here:

<https://www.dropbox.com/s/22j071tb1xkzchm/Focus%20Group%201.mp3?dl=0>

- Heather: I'd love to start with us all introducing ourselves. I think everyone is familiar with Sarah but fewer of you are familiar with me. My name is Heather Haynsen. I have been working on this project for a while so I'm going to try to be as objective as possible. We're going to start by saying your first name and your favorite flower so that we're all in line with floral design.
- Heather: My favorite flower is snapdragons, but I could not get them in my wedding bouquet because it was the wrong season. I'm going to start with the person on the farthest to the left here, which is Amanda. Can you introduce yourself?
- Amanda: I'm Amanda and I was would say my favorite flower is probably a tiger lily.  
[inaudible 00:01:01]
- Heather: It looks like we're also going in alphabetical order. Ashley?
- Ashley: Hi, I'm Ashley. I never really think about flowers. I guess I like daisies.
- Heather: That sounds good. Nothing wrong with that. Colleen?
- Colleen: My name is Colleen. I have a couple favorites, but I would say one of my top favorites is hydrangea.
- Sarah: Hydrangea. That's a good one.
- Heather: Miss Laura?
- Laura: Hi, my name is Laura and my favorite flower changes a lot. Lately I'm kind of into bleeding hearts.
- Sarah: That's a good one. I try every time to grow those every season. Fail, miserably.
- Laura: Yeah, mine always die. Always die.
- Heather: Mandy?

- Mandy: I would say my favorite is probably wildflowers, just in general. But if I had to get more specific, I'd pick a sunflower.
- Sarah: You can't go wrong with sunflower. Alright, Sheri?
- Sheri: Hi, I'm Sheri and my favorite flower is hydrangea.
- Sarah: Two hydrangeas [inaudible 00:02:27].
- Heather: I guess we're going to continue the icebreaker here and just feel free to discuss as you will. How do you personally conduct online research before you buy something? Are you an Amazon review type of person? Are you a, I ask my friends and family type person?
- Amanda: I know when I'm on Amazon I always [inaudible 00:02:51] the customer reviews, especially clothing. If I can find pictures of people that have already posted their products, they got that's always super helpful. So, I'm definitely a Googler and Amazon searching, and reviews help a lot.
- Heather: I like the idea of pictures. You get an idea.
- Mandy: Mine's definitely friends and family reviews. I don't generally know, kind of like, for instance, I just bought some baby monitors, and I don't even know where to start, and a friend said, "Hey, you should check out these," and I was like, "Okay that's a start." And then I went and bought them.
- Heather: Anyone else?
- Colleen: I would say that I probably do the same thing as Amanda as well as multiple Google searches and seeing what type of other websites have reviews. Just to pretty much stalk every aspect of the product and what I'm going after, or even the business owner.
- Sarah: What about services? Like if you are hiring a company?
- Colleen: Same thing. I'll go through, I know there's different websites for people to review like, obviously specific services, just to see what customers were happy about, what they didn't like. Obviously, the Better Business Bureau. All of that. I get like full scale stalker. Sarah, you know that.
- Sarah: That's okay. I know multiple people in this [00:04:28] the same way.
- Sheri: You know my husband? He does the same thing.

- Colleen: I do it like I'm getting paid to do it.
- Laura: I use a lot of social media. Especially more so with services than I do with goods, but even sometimes, like, if it was posted on Instagram, what are the comments. If it was posted on, lined to Facebook, what are the comments there. I search Reddit a lot especially for services, if it's something specific, just to see what people's experiences are, like more real world than if they were, I think it's like less polarizing sometimes than Google because people are usually commenting if they're really pleased with it or really upset.
- Sarah: That's a good point, trying to find a third party, sort of.
- Sheri: I don't know what Reddit is. I usually just do [inaudible 00:05:20] because I'm the oldest one here by like 20 years. [inaudible 00:05:24] For me it's just word of mouth. It's just Google reviews or Amazon reviews, really, just what other people say, is what I usually do.
- Sarah: Ashley?
- Ashley: I would agree with that. Like for services especially. There's a couple things I do. The first thing is I want to go to their website, make sure they're a real person because a lot of websites look like fake fronts and sometimes you can't tell. So, I like to see that human aspect. And then I will look at reviews, ask friends and family and whatever because I want to hear what their experience was, knowing that I'd go again.
- Heather: A lot of good ideas. So, bridging out of that, if you're someone who's planned a wedding or helped plan a friend's wedding, what type of research did you do before planning, before choosing wedding vendors. Does that change your process when it becomes as wedding? Does that change how your brain works? [inaudible 00:06:21]
- Mandy: You want it to be perfect so you want to find the best person you can, so you take everything, from what people say, their review. You just gotta dig deep and find out every little detail you can about that person or that service.
- Amanda: I think also it depends on where your wedding is. I had my wedding, I don't live near my family, I'm about four hours away from where my family is, so I don't use word of mouth as much for services around here. But my wedding was up by my parents', so I did a lot of word of mouth. That's where I grew up, we knew what places were reputable, who other people had used, so I was able to use that more.

- Amanda: But if I were planning a wedding down here, I would have to go about it completely differently because I don't know as many people in the area. So again, I would rely on reviews and meeting them face to face. If I'm going to do a service, I'm going to meet three or four people and make a decision. I'm on the phone talking to people, seeing how their salespeople or admins [inaudible 00:07:29] how they treat you, that goes a long way.
- Sarah: Does a recommendation from another vendor mean a lot?
- Amanda: Yes. Because they're in the industry that would mean a lot.
- Ashley: Especially if they have to work together because they've already worked together, presumably. [crosstalk 00:07:55]
- Heather: So, sort of switching gears a little bit. Once you've already chosen to work with a business, how do you feel when they reach out to you and send you a thank you message, whether it's a card or an email, or however people are communicating, they're tagging you on a Facebook post. How do you feel when a business reaches out to you specifically? Does that happen to anyone?
- Amanda: I would say yes, that's happened to me quite [inaudible 00:08:21] I would say it makes me feel appreciated, especially in a world where there are so many big businesses and also small businesses, so from one spectrum to the next to feel appreciated and to feel like your business matters, it's kind of a good thing to know as a consumer. I've gone as far as gotten hand written cards from big businesses, and while I know maybe they're paying somebody to do it, it's still their extra step to send something personalized versus something that's just printed or a printed signature on a card.
- Sarah: Sure. That's one of the reasons I like purchasing from Etsy. Sorry, I know as the moderator I'm not supposed to have opinions, but it's one of the reasons I purchase things from Etsy because you're purchasing from one person who usually ties a bow and writes a note. I think a little bit of special attention goes a long way.
- Heather: Yeah, we're not supposed to lead them. [crosstalk 00:09:13] We both just did it.
- Sarah: Don't listen to me.
- Heather: If you disagree with everyone, this isn't supposed to be a hive mind, like if you disagree, that is wonderful actually, and we would love to hear.

Sarah: Yeah, I'm not afraid negatives. [crosstalk 00:09:29]

Sheri: I often like to; I find myself when I am choosing companies that I'll go with a smaller company that might be a little more expensive because I know they have more value in my business. I know that they're going to try harder, normally, not always, and those outliers of course, always, but we just did it with something that we just are having done to our house. We had five companies and we went with the smallest company. It was a little more expensive, but we just felt like he was more attentive, he was more appreciative of our business and very grateful and we just appreciated that. And we don't [inaudible 00:10:10] I prefer, at least for me, to support small businesses.

Amanda: I feel we get a card from our realtor and our [inaudible 00:10:21] So something like that, I'm like, okay that's kind of nice every year, just once a year, that's fine. But if it was like a guy who wants to paint my deck or something, I don't need to hear from you every year. We're good.

Heather: Ashley, were you about to say something?

Ashley: Yeah, I was going to mention something along the same lines, like the timing on the thank you is really important because if it's right after the service and I'm happy with it [inaudible 00:10:49]. Just spread the word basically. I get some companies, especially like I'm thinking Kickstarters right now that message me months later and like, thank you for backing us, here's another thing we're backing, please back it too. And I'm just like, hmm.

Sarah: So, when it's like an ask for more business that doesn't feel as good. [inaudible 00:11:16]

Heather: Laura, any thoughts? It's okay if you don't.

Laura: I totally agree, and I think that what I was going to bring up that I actually did too is the timing of it is really important. And I think I like it to, when the thank you either comes with the service or right after, I like it when they explicitly say you're supporting a small business. I think that kind of makes a difference for me too, because I don't necessarily always think about it when I'm buying something off of Etsy or when I'm using a service, especially if I've seen a lot of Google reviews on it. In the back of my mind I'm not thinking of it as a small business. I'm just thinking of like; I just need this thing and found these reviews. So, if I find out, oh cool this is for a small business I feel like I'm more likely to tell other people about that and share it.

- Sarah: That's cool. With all that in mind I'm going to share our first marketing, a piece of marketing collateral. I'm going to put it in the chat here and then I'll also try to share my screen.
- Sarah: Can everyone see the pages that are on my screen are on your own device? So, this is a page, going to be a published page within the Victorian Petal website that we designed together as something that's supposed to be an information gathering piece. So, whether it was for a customer who may not be sure what they want or just someone who's Googling floral design and they might come upon this as a way to explain what their options are. We built it specifically to be sort of comprehensive because we wanted it to be an answer to a lot of the questions that people have. But that does not necessarily mean that we built it correctly. The first time, in fact we're pretty much guaranteeing that we didn't.
- Sarah: So just on your first thoughts scrolling through the web page, what is your knee jerk reaction to landing on this page? As someone who may have some questions about floral design.
- Ashley: I have some initial thoughts. I don't see a visual hierarchy, I see a lot of bold text with a little paragraph description, but I don't see a, like a divider. I don't know how you would divide it, that might make sense but like [crosstalk 00:13:58] bridal party versus atmospheric.
- Amanda: A little bit more organization.
- Heather: Yeah, sure, that makes perfect sense. So that someone who's specifically looking for, what do I do for my groomsmen, they could go to a specific area.
- Amanda: And that's a good point because like the third item down you see a posy and I've mentioned that term before and people often look at me cross-eyed. They don't know what a posy is. But maybe as a type of bouquet is a good idea. Like a bouquet thing.
- Ashley: And I think that [inaudible 00:14:34] already breaking it up, but like a title to kind of know where you are in the page.
- Sarah: Yeah, I think that's a good idea.
- Heather: Thank you to the one web designer in the crowd. Appreciate you.
- Laura: I'd agree too. I think it's a little bit more text. I like the picture initially, it's really striking. Maybe more text and I wonder too if you could do it where

you have a very representative picture, like panel-wise, that then links to the information to that, so it is all visual. I don't know if many people are into that.

Sarah: That's a good idea.

Colleen: [inaudible 00:15:07] that was one thing I was thinking as well. [inaudible 00:15:11] if you had wrist corsages [inaudible 00:15:14] it goes maybe to the description, maybe a few more examples, that would be very helpful.

Laura: I like that there's a lot of information. I know sometimes that's overwhelming for a reader but maybe something even like [inaudible 00:15:30] to drop downs or some kind of search engine within it, or have some kind of, I'm not sure how to describe it, but just maybe a couple different areas to go to [inaudible 00:15:41] looking for. But I do love the fact [inaudible 00:15:45] because I feel like I go to websites and I get practically no information [inaudible 00:15:53] go to the frequently asked questions. There's just not enough there that I can look.

Heather: So, it seems like the general feedback here is to break up the information in a way that would get you what you need quicker.

Laura: Yeah.

Amanda: Somehow categorize or something like that.

Heather: So, I'm going to ask you just on a quick 1 to 10, don't over think it, quick 1 to 10, how satisfied are you with the content on this page? One being the least, 10 being the best.

Amanda: I would say 10. I think the more content the better [inaudible 00:16:39] figuring out a way to organize it not overwhelming. Some people don't even want to scroll down [inaudible 00:16:46] and it's person to person but I think that [inaudible 00:16:49] information it's great that you have that but maybe figure out a way to get to it in a different way without having to go all the way down.

Heather: Mandy, I haven't heard from you in a sec. What's going on in there?

Mandy: I definitely like a more simplistic look, which I actually don't really, even though there's a lot of information on this page, I actually don't mind the way that it's set up. I think the pictures, where you'd note for the chair

decorations, a picture of that, isn't a bad idea. But I do like the layout of this as it is. So, I'd probably give it a 7.5.

Sarah: I like it. Girl using her decimals.

Heather: Alright. Quick 1 to 10, Sheri. What's your knee jerk reaction?

Sheri: I'd say an 8. I'd like to see more pictures because I'm a visual, I would rather read less but I want that information available. But I would like to maybe have an opportunity to click on centerpieces, low centerpieces, then go to multiple pictures of them so that I get an idea. [crosstalk 00:18:08]

Amanda: [inaudible 00:18:15] you're saying tall centerpieces and low centerpieces but your idea of tall might be a lot different so having [inaudible 00:18:21] find it.

Heather: For sure. Not everyone necessarily has a visual in their head of what 24 inches tall is.

Sarah: Definitely makes sense.

Heather: Alright, I'm going to single each of you out. Who has not given me their quick 1 to 10 yet?

Mandy: I'd say an 8.

Heather: I can't see you because I'm sharing my screen which makes it really [crosstalk 00:18:54].

Laura: I think I want a 7, 7-1/2, because I really love the content that's in there and the way it reads but I think a lot of it's not set up for me. I really love that she goes through and she'll say, like, wrist corsages, these are typically worn by this, and explains what they are so that the consumer's feeling educated before they even contact somebody, so they have a little bit to know too. But I think it's just a lot of information for one page.

Sarah: What about, you often have, like we have types and what they are and if we were to have something that would bring you to another location or if it would take you to, say, low centerpieces and you click on it and it takes you to low centerpieces. Would a couple different style be helpful or something, I'm not sure if it would be a good idea to have multiple different styles of centerpieces, or the style in which I think my business is best suited. Does that make sense?

Sarah: Like, my style of what I do ...

- Sheri: I think that's a you question.
- Sarah: I'm going to rephrase this. When you guys look at the pictures on these pages and you're thinking, well I would never have roses coming out of a lantern like this, are you still inspired to do something similar or are you writing off that idea all together? Are you getting anything from the pictures that's aren't necessarily what you personally want?
- Sheri: Yes. I think you are because you don't know what you don't know and when people are trying to figure out how they want their wedding which is one of the most special days for a bride, then sometimes they know what they don't like but they don't know what they do like. So, I think not giving them a lot of picture but just examples so they could say, 'I never would have thought of that. That's a great idea.'
- Sheri: You'll have those conversations with Sarah when they meet and sit down, but I know that a lot of brides, everybody's different so if you try to get a little bit of a lot of information, not overwhelming information, but it gives them, oh I kind of like this, and if you give them enough information, hopefully those of you that don't know, Sarah is my daughter, so I'm a little biased here. Then they'll want to maybe think, I really like all her ideas, or I like the way she's going here, I didn't think of this, I never thought of that. And then they would maybe be more prone to give Sarah a call once they've looked at the page. Does that make sense?
- Sheri: I know what I'm trying to say, I don't know if I'm coming across right.
- Sarah: I hear you.
- Heather: Does anyone, do you agree with Sheri? Do you disagree with Sheri?
- Mandy: I agree just because I feel like regardless of what's exactly pictured you come off with a very professional, classy vibe and knowing just that I would still be interested to see what else you might be able to do.
- Mandy: Kind of back to your question, Sarah, I just want to say this real quick. You don't want to [inaudible 00:22:44] pictures of something you don't want to do as your business, but whatever variety you can get as part of what you want to do is good.
- Sarah: Good point. Thank you.

- Heather: We're kind of getting at this ... sorry, was someone about to talk? I don't mean to cut you off. Okay. We're kind of getting at this already but how would you imagine, if you can imagine somewhere along your wedding planning journey, you stumble along this page. How would you imagine the information on this page would fit into someone's planning? If at all. I picture this, I'm not going to tell you, but I picture it specifically in a certain part of the planning process and I'm curious if we're on the money with that.
- Mandy: This would have been really helpful for what my planning, to kind of go through different options that are available that you might not necessarily think of and I might actually send this over to a friend of mine who's in the very beginning stages of planning her wedding. I think it's super helpful to see all the different options that you have out there.
- Sarah: So, you think this would be most helpful in the beginning when you're in the idea gathering phase?
- Mandy: Yes.
- Sarah: Does anyone agree? Disagree?
- Laura: I agree. I think it would be very helpful in the beginning. It's very informational [inaudible 00:24:12] puts that all upfront versus having to contact all of these different companies with their websites and ask them all these questions, which are pretty much explained on the website.
- Amanda: I think this is great in the beginning of the process because it does give you ... sorry ... [inaudible 00:24:37] if I had never planned a wedding before and I stumbled across this page, it's almost giving you a checklist of everything you need and what everything is.
- Colleen: I was about to say the same thing about the checklist.
- Laura: I definitely agree with that.
- Sarah: I want to say that is sort of what we were thinking was somebody that would be early on as an educational feature and we were also thinking along the lines of a checklist. More curious about this possibly working as an upsell before people even knew it was an upsell. Which was one of the reasons that we put, wrist corsages are worn by mothers, aunts, grandmothers. We were hoping that that might be an inspiration for someone to order more for their mother, their aunt or their grandmother, that they might not otherwise. [crosstalk 00:25:32]

- Laura: I definitely think that's the case because I saw several things just going by, that I didn't know that was a thing. So, it's good. I think it works.
- Sheri: I agree with that and it changes my perception too of, knowing that changes my perception of the site itself and it's mostly in the kind of shopper that I am because I'm very, I'll make a list and I'm very task oriented and I'll stick to that, but I think if I came across this I would take the time to read through, really. Whoa, I didn't think about needing that.
- Sarah: Also, I would say a lot of the times in my consultations I do kind of go through a list of this information and a lot of the times a lot of the brides and grooms say something along the lines of, "Oh gosh, I never even thought of that. I have to go talk to somebody." I don't know if they want a corsage or I don't know. I also was hoping that this would be something that it would help them think about it before the consultation. That information would be helpful. That come the time to sit down and talk they would have already talked to that person. Do they want a corsage, do they not, is that something that their wedding, that the style that they want, because a lot of these items that are here, I think a lot of the times with brides, they don't want tradition, or they do want tradition and a lot of this I think is, I was hoping, would be helpful.
- Heather: So, I'm going to ask you guys to get really specific now just to help us with the process of perfecting these pieces. Which a website is obviously something that is continual improvement, but I would really like to know, I'm going to force you to answer, when you look at this page, which aspect of this page are you most pleased with. What aspect of this page is your favorite?
- Colleen: That photography for me. It's really nicely done; the flowers are focused, and you get a really good sense and it looks professional.
- Mandy: I think I'd say the amount of information. That's probably my favorite. I like the detail that each option goes into. I think it's extremely helpful in planning.
- Ashley: I think exactly what you were going for I think you hit the nail on the head. If I were to get this, I'd be creating a checklist right there. Okay, yep, I want that, yep I want that, that's one thing I did in beginning. I had all kinds of lists, I'm a little OCD, but just having that as a checklist as in knowing what the typical, like who wears the corsage, who gets the boutonnieres. That helps get my mind going and gets me organized to start planning.
- Laura: I had lists of lists. I think Mandy's the same way.

- Mandy: We just list everything. [crosstalk 00:29:05]
- Heather: Alright. Everyone needs to go. Who else needs to tell me what their favorite part of the page is?
- Amanda: I'll agree with the amount of information as well as the pictures. I think that everything ties together and also I feel like the amount of information that the website provides will also give you the ability to show up higher up in the search engine optimization because you have those key words in there because that's a lot of things that people maybe look for, random things, Googling like who wears what. So, who wears the corsage, that could actually make your website come up closer or sooner than others and make people more prone to click on your website?
- Heather: Sheri, my dear.
- Sheri: So, I like the page as it is. I like the amount of detail, I like the pictures and I like the fact that under each separate title there's something unique about it, so it's not just a bridal bouquet is this, but there's a little bit more information and that's unique.
- Sheri: For instance, in the boutonniere part when it talks about, I think it says a piece of the delicate fabric, so it's those little things that I think are unique that I really like that.
- Heather: I think if I want to read into it a little bit, I think that ties back into a love of small business and for making things unique and original to the business itself, I think is what I'm starting to get there from you.
- Heather: I want to move on soon, but I'd really like to know, what is your least favorite part of this page? If we only changed one thing before we publish this, what are you begging us to change?
- Sheri: I was wondering why is there a cart up top?
- Heather: That is an excellent question and I think we can probably ...
- Sarah: Fix that.
- Heather: Fix that.
- Sarah: That's left over from the autumn arrangements. [crosstalk 00:31:24]

- Heather: I spent about 30 minutes last night trying to get it off and I can't figure it out, so, working on it.
- Sheri: The only thing I'd say is where it says floral design services, it looks a little small. I think it needs to, that's the top of the page. I think it needs to be more front and center.
- Heather: That's totally valid.
- Colleen: I actually agree with both of those. That the cart thing was kind of, I mean I get it if you're getting ready to purchase something, but its kind of just looks out of place and I do think the floral design services would like nice if it popped a little bit more. The only other thing, if people don't like to scroll, I don't mind because I'm getting all the information, but that's about it.
- Laura: Sorry, I had to get the door. If I can shout out my favorite thing on it is the minute I saw the page I knew exactly what the page was about just from the picture and I really like that. And also, just the tone of your writing, like me just scrolling down and perusing a line or two it sounds both very professional the way the page looks, and very personal, like a small business.
- Laura: I think my least favorite thing, and I hadn't thought about the floral design services, I think they're right, was scrolling through I'd like to see a picture that isn't the typical rose, even if it's a small thing. Because it's in every picture. [inaudible 00:32:56] what might be a little different. [inaudible 00:32:59]
- Heather: I want to move on quickly but because I know that Ashley is a web developer, please tell me the number one thing that you hate about this page.
- Sarah: Or one thing you'd like to see changed.
- Ashley: I think it just goes back to my original comment, just the hierarchy of the breakup of the content being more like clear chunks. Like help, [inaudible 00:33:26] processes and stuff like that. And understanding where you're at.
- Heather: I think all of you are absolutely correct and thank you so much for that candid feedback. We really appreciate it.
- Heather: We're going to move on to our second slash final piece, and that is a thank you postcard. So obviously we're going to be looking at it online so it's a PDF, and I'll send you the link and then I'll screen share again. So, the PDF that you're looking at, the front page is obviously the back of the postcard and

then the second page of the PDF is the back of the postcard. Hopefully it's not too confusing. Can you guys all access the postcard in some way?

Heather: You may or may not guess that I'm going to ask you the same questions about the postcard that I did about the website. The use case for this postcard is that Sarah would send this postcard in the physical mail after someone basically signs their contract. So once someone becomes a client of Victorian Petal, she would send them this thank you and then the back would be actually hand written by Sarah, not me putting in font in Illustrator. This was just our example.

Heather: So, your very first thought when you open this PDF, again, what is your absolute kneejerk reaction to looking at this postcard?

Mandy: It kind of looks a little busy to me.

Colleen: I think the same. I love the photos, they're all great, but it seems a little bit too much, like it downplays how great each of the individual picture are. I don't know if there would be a way to do two or do like a whitewash or something of one or all of them or something, but I love the idea and I love the concept, but it does look a little bit too busy.

Heather: Sure, yeah, I definitely tried to fit a little bit of everything on this postcard. Perhaps to my detriment.

Colleen: The idea is great because it does give you a little bit of everything but since they're already your client they might not also need to see everything. But I do love the whole concept.

Amanda: Colleen, that was one of my things too, was if I'm already [inaudible 00:36:05] already went to your website and saw all these photos, I would hope because I'm assuming these are the same ones from the website we just saw, right?

Sarah: Right.

Amanda: I recognize at least two out of four.

Sheri: I think her logo needs to be somewhere on it.

Heather: That's a really good idea.

Laura: First impression is, too busy, needs simplicity and clean, and I don't like the font because it doesn't match what's going on with the rest of the website.

- Heather: Absolutely. You are not wrong. And it's funny, I do agree with you, and again as a moderator I'm supposed to be neutral, but I pulled that font directly from the webpage and then when I put it on the postcard, I was like, this doesn't look right. It's the same font and the same color as the heading for webpage. It doesn't feel like it is. [crosstalk 00:36:59] Which means that it's wrong. So, in that case I gotta break the style guide.
- Ashley: The website looks so much crisper and cleaner. That was my first thought.
- Mandy: Yeah, I was immediately thinking you need some more negative space. And I think since you don't necessarily need those photos because that's a really good point, you could make it more of a solid background and maybe more stylistic and less photography based.
- Sarah: Yeah, I think I agree.
- Heather: So is there, what about this postcard is working for you, if anything. Is there, when we move forward making a new draft, is there anything that you would like us to keep with this postcard, or do you think it's better to start with something else?
- Mandy: I like the back. I like how the picture's tentative in the background and then of course the personalized touch of hand writing it. I would definitely move forward with that part.
- Colleen: Yeah, I agree with Mandy. I really like the back and the personalized aspect of it, and I think that the picture in the background looks great. The phone number's there, and obviously the website. I think if you change the front and kind of simplify it a little bit, it's perfect. It's a nice touch and I think that people appreciate it.
- Laura: I'd agree. I think the back is perfect. Even if you just had the front with your logo and then a picture on the back with the message it'd be cool with that.
- Heather: So, content-wise, do you even think that there needs to be a thank you on the back, or on the front here?
- Amanda: I don't think it hurts.
- Ashley: I think that's the point of the card, I think it should be somewhere. I think something simplified with her logo and saying thank you would be a really nice touch and then people might throw it on their refrigerator and people would see the thank you and or see her logo, depending on how it was

facing. Might not even be a bad idea to put the logo somehow just subtly on the other side, but I don't think, it's not necessary, but I think that the thank you is a nice touch.

Sheri: I'm not sold on the thank you. Because you have a consult. Have they signed a contract with you? Are you moving forward?

Heather: The idea was to send these only after a contract had been signed. However, if you think it may be a better move to send them, say after consults to perspective clients, any ideas you have, that is exactly why we're here.

Sarah: My knee jerk is to send it after the wedding. And the reason why is because I don't know how other florists work necessarily, but when I work with a client it's very ... I mean some florists, they reach out to you, you talk to them, they give you a proposal and then you don't talk to them again until the wedding or the week before. But I would say 90% of the time I touch base with my brides, and we discuss things like monthly at least, up until their wedding.

Sarah: So, by the time that they leave, it is important to me that they're now not just my clients but also my friends in some form or fashion. I as a business often get thank you cards from the couple after the wedding and I would love to reciprocate that and send it after the wedding as a thank you because you're supportive.

Heather: What do you ladies think about that? [inaudible 00:41:30]

Sheri: I agree with that and thank you for after. There's probably something that you could send, some kind of a postcard after the first or the consultation where now you have a signed contract. I'm so looking forward to working with you, to make your wedding beautiful, something, an acknowledgement that I'm here for you and I'm looking forward to it, not necessarily a thank you.

Amanda: I was going to say I like the idea of sending it after they sign the contract. For me even, looking at the back, I like that your phone numbers on there, your website's on there. I would almost like to see an email too because if I say, oh crap, I've got to contact Sarah, what's her email? I might go to her postcard. [crosstalk 00:42:31] It's just to have that information.

Amanda: After the first consult I don't think I need a postcard because I don't know if I'm going with you, but once I'm signed, I'm definitely going with you and then after the wedding's over, I don't need postcards from my vendors at

that point. If you did a good job at my wedding, I'll remember you if I need flowers again.

Ashley: Right. I'd agree with that too because that's a good point, is the chances of them using your services again after a wedding probably aren't very high unless they have something very specific for that, and it kind of goes to another friend's small business that I have that makes me think, I think what she does is something similar where she sends a thank you, not a full postcard after a consult, like a thank you card so that if people throw that up on their frig and people are over, then they see that. She actually has a cake business so what she does is the day she makes their cake she has a jar of some of the ingredients on their, so like their cake in a jar so they get that with a thank you note.

Ashley: This is like above and beyond, a crazy idea, but I don't know if it's possible to do a pressing of one of the flowers, flower styles done in their bouquet when they do sign a contract. Or start from there if you have different samples of those and then just send those with a thank you. It's kind of a weird thought.

Heather: There's nothing weird or wrong about any of these thoughts. That's really creative actually. That hadn't occurred to either of us.

Heather: So, someone mentioned adding an email to the postcard. Is there any other information missing? Obviously, their address and the stamp goes here. Oh sorry, we talked about adding the logo too. So, an email and a logo. Is there anything else do you think that people would run to this postcard to try to get any other type of information you'd like to see?

Heather: I will take your silence as a no.

Heather: I know we're already starting to do this, but I want to dig in a little deeper. If you booked your florist and you received this postcard, how would you feel? Because I think some people are still a little bit adverse to snail mail these days, whereas some people find true joy at actually receiving something in the mail. So, I'd really like to get your personal opinions on how you would feel if you received this exact thing.

Mandy: I'd love it. I like getting little thank you cards. Friends of ours, their kids even, if I give them a little present and they write me a thank you card, I love getting them.

- Colleen: I agree. I feel the same way. I think it's just very, I don't know, it's kind of just like you know someone truly cares because they took that extra step to thank you.
- Heather: I will stop sharing this. Awesome ideas because I think both of these went in ways, we weren't anticipating which is exactly why a business should do this type of research.
- Heather: We've got a few minutes left and I always like to end interviews on your terms. What else would you like us to know? What do you wish we had asked you this hour that you have been dying to talk about? I mean, related to the business.
- Mandy: I've always been curious with florists, why they don't put prices on your website. Because I know when you're looking at cakes and stuff, you're trying to see a price. I guess that's kind of a good thing and a bad thing. If it's not in your budget, then you kind of move on but ...
- Sarah: That's actually a good question and I can answer that very easily. So, the solid reason is, a lot of times the most, the biggest comment I get, specifically from the men who come to consultations is, I don't understand why this bouquet of flowers is so expensive, I can get a dozen roses at the grocery store for 10 dollars. Right?
- Sarah: The truth of the matter is, there is no standard in this industry. There's no standard pricing for anything. It's very common for a boutonniere to cost anywhere from 10 to 20 dollars, but at the same time it could also be 50. The fact that there is no standard for anything means that when you look on someone's website for pricing, you aren't actually getting any information for that besides the effect that it has on your budget. It won't tell you the quality of work when it comes to flowers. It won't tell you the number of flowers you're getting. It won't do any of that because how pricing works for wedding flowers ...
- Heather: I'm going to slow you down here.
- Sarah: I'm sorry, I'm very passionate about it. The simple fact is that when you price flowers on a website and you put it on, you don't take into consideration the amount of flowers, the quality that you're getting, or the design.
- Heather: Would anyone prefer to see that information on a webpage, something about, since there's not a pricing page, something explaining why there's no

pricing? I have a friend who's a wedding photographer who does that. Who basically explains why she doesn't give price estimates online.

Amanda: I think an explanation and or just a range, saying, I could go from this level for you to this level, so people go and see, okay, she can work with me if I'm not willing to spend a lot. That way people aren't put off if they're not, or if they want something extravagant, they know they can get it. It does range and for someone who knows flowers, they know that they're only in season, they have to come from certain places, so it could vary from season to season, or what you're looking for. But I think the more information the better, but you don't want to turn people away, I guess.

Heather: It's definitely a balance.

Sarah: Some people put minimum prices on their website, but I kind of like to work with the brides. I don't want to put, you know, draw a line anywhere.

Colleen: I agree with Amanda. I think what would help me on there because I would be looking for pricing too, is just some kind of quick blurb saying prices can be estimated after a consultation because styles and season and all that is taken into consideration.

Heather: We'll definitely take that into consideration, for sure.

Ashley: Remember how I started this talk and said I don't really know flowers? That might be something I'd like to see on your site, just because I have no clue about that stuff. I know it might be hard to guarantee what you can get a hold of at a certain time, but just something to help guide someone who has no idea.

Sarah: I know you guys had sort of a non-traditional wedding, but I don't remember if you had flowers or not. Is that something that you looked into and then were overwhelmed, or you just didn't look into at all?

Ashley: Honestly, we didn't look into it at all. Ours was kind of weird because we had the move, so that really cut into our budget, so it's something that we just cut right away.

Sarah: Yeah, I know, sorry, go ahead Amanda.

Amanda: I was going to say, is it possible to maybe just show two wedding bouquets and do like a graphic that points out the flower, like here's one wedding

bouquet that you did, but this flower, this is this flower. Just to give somebody an idea at least part. What flowers go in the bouquet.

Sarah: I often see those pictures coming from brides when they look at Pinterest. I like this bouquet and I think it's because it lists what types of flowers are used.

Laura: I like there's a lot of textures and fillers that aren't the centerpiece and knowing, having a sense of what that could be.

Heather: Sure, and those are cost cutting measures too, having fillers that can be. I don't want to get you off on another tangent [inaudible 00:51:39] but would it be good to let someone know that a dozen tiger lilies costs more than six tiger lilies and some fillers. [crosstalk 00:51:46]

Laura: I was thinking of just different textures in the piece balancing it out, not like [crosstalk 00:51:59].

Sarah: That's something that you would expect your florist to help you with, right? That's not something you would expect to come knowing.

Laura: That's true, yeah.

Sheri: I had to go answer the doorbell, so I might have missed a little bit of conversation, but I actually would worry that putting prices, for an example saying this bouquet cost approximately so much money, would possibly maybe set unrealistic expectations for brides when they look and go, "Oh, I got a bouquet like this and it was only, you know if I could get it like this it's only 55 dollars." As Sarah was talking about before, there's so many factors that come in. The season and what's available, and the growing market at the time. [crosstalk 00:52:41] That would just worry me. If you asked me, I'd be against putting any kind of price point or examples on the website.

Amanda: It's true. In the spring a dozen roses could cost you one amount and then in the summer it could cost you completely different.

Colleen: My question for your website was, is your target audience solely weddings?

Sarah: Yes

Colleen: So then, again going back to your postcard, you talked about meeting [inaudible 00:53:16] think of us for more of your flower needs or whatever you said, sorry, I'm minimalizing it. But if you're only doing wedding flowers,

not that you need to do more, I would hesitate to use that language. Because if somebody comes back to you and wants just a bouquet for Valentine's Day, or I know at one point you were doing them for the fall there, you offered [inaudible 00:53:40]

Heather: You're completely correct. I wrote that language and it is incorrect. That's one of the reasons we're doing this. I can totally see Sarah being very busy and just copying what the example says and we don't want that.

Laura: Honestly, one of the coolest things ever I did was that piece that you made for my hair for a holiday party. Nobody stopped talking about that for a while.

Sarah: Thanks Laura.

Heather: We are just about at time. I'd really like to sincerely thank everyone and let you know that you are, without exaggeration, literally helping me earn my master's degree, and we are going to publish these pieces. So, if you go to the website in a month or so, this page will actually be live, and you will actually be able to see your changes reflected in what we do. And we so appreciated your willingness tonight. I know everyone leads busy lives. Really busy lives. Just taking the time out is wonderful.

Sarah: Yeah, yeah, yeah, we appreciate you.

Amanda: Thank you all for dealing with my kid.

Heather: That's okay. Like it. Breaks it up. Makes it exciting. [crosstalk 00:55:06]

Heather: I'm going to assume that no one else has any pressing matters that they cannot text us.

Sarah: Thank you all so much. I'm going to stop recording.

Laura: My pressing matter. Can you make me that succulent bouquet I found on Pinterest?

Sarah: Girls, succulent bouquets, so much fun. So much fun. So expensive. Thanks guys.

## LOG OF FOCUS GROUP #1 REVISION PROCESS

| MODIFICATION  | VISUAL  |
|---|---|
| <p>Front image was simplified.</p> <p>After feedback that the postcard looked cluttered and showed too many styles, the postcard was simplified to use only one bright image in the style The Victorian Petal most identifies with.</p> |  <p data-bbox="817 593 1192 663"><b>THANK YOU!</b></p>   |
| <p>Front font changed to feel more fun.</p> <p>Although the original text is in Mate SC, The Victorian Petal's headline font, feedback was that it didn't read as on-brand. Therefore, the font was</p>                                 |   |

|   |  |
|---|--|
| <p>changed to add a new brand element that is more popular among modern wedding lettering.</p>  |  |
| <p>Logo added to front.</p> <p>The Victorian Petal does not currently have a logo, but after a consensus of participant feedback that the logo should be on the front of the postcard, Sarah and Heather decided to add the name of the company in the brand's main font and color.</p> |  |
| <p>Email added to back.</p> <p>One participant requested adding Sarah's email to the back in a question arises that didn't warrant making a phone call. That information was added onto the bottom of the existing contact information.</p>   | <p>THEVICTORIANPETAL.COM   443.995.2266<br/>THEVICTORIANPETAL@OUTLOOK.COM</p>      |

|   |  |
|---|--|
| <p>Sample text changed.</p> <p>Text will be handwritten for each client, but the sample text proved distracting to participants so it was changed to meet their feedback. This change does not have any bearing on the final postcard text that Sarah will use for each client.</p> | <p><b>Dear [Couple's Name],</b></p> <p>Welcome to the Victorian Petal family! I am beyond thrilled to help you two design a wedding full of beauty and excitement. The florals we discussed during your consult will surely make a lasting impression on your wedding guests!</p> <p>Cheers,<br/>Sarah</p> <p><b>Dear Jane &amp; Tom,</b></p> <p>Thank you for joining the Victorian Petal family! I am beyond thrilled to have helped you two design a wedding full of beauty and excitement. The best part of my job is working with couples like you and building new friendships. Congrats again!</p> <p>Cheers,<br/>Sarah</p> |
| <p>Header image added.</p> <p>While asking for more photographs, participants</p>   | <p>The header image did not show up when I saved the webpage or tried to print it. It was the following image, darkened, and the header text "Floral Design Services" appeared centered on it.</p>   |

|  |   |
|--|---|
| <p>expressed a desire for a header image. This one was chosen because it doesn't show any faces that might be considered distracting.</p>  |   |
| <p>Header size and color changed</p> <p>Participants asked for more of an obvious headline, so the font was made larger and colored green based on website host Weebly's header suggestions.</p> | <h2>Floral Design Services</h2> <h2>Floral Design Services</h2>   |
| <p>Text hierarchy added.</p> <p>To add more visual hierarchy and break up text while scrolling, headers for Personals, Ceremony Decorations, and Reception Decorations were added.</p>           | <p><b>Floral Combs:</b> (Or bobby pins!) This is a simi tend to love adding flowers to your up-do, tri</p> <p><b>Installations:</b> Think big with me. Anything fr where the real drama takes place. Understan manpower to create. The investment can be stopping piece, and truly create an atmospher</p> <h2>Ceremony Decorations</h2> <p><b>Installations:</b> Think big with me. Anything from floral wal where the real drama takes place. Understandable, Install manpower to create. The investment can be worth it as in stopping piece, and truly create an atmosphere that your</p> |

## More images added

Participants expressed a very strong urge for more images! While a typical customer could be able to browse to The Victorian Petal's photo gallery page as well, one additional image was added to the services page to help break up the bottom of the page.

**Bud Vases:** Think of bud vases as a filler or accent piece, a small vase with a single flower bud. These are most common on cocktail tables or with other pieces such as low centerpieces or with loose flowers and greenery.

**Garlands:** This is probably exactly what you imagine: a base of greenery wired together to create a long piece. Garlands are perfect for doorways, on tables, on fireplaces, draped in front of tables, even on arbors! I can add flowers to the greenery or even make a garland exclusively out of flowers.

**Loose Flowers & Greenery:** This is by far my most popular service, after bridal bouquets. These can be used in place of a traditional centerpiece, or just help spread beauty throughout your wedding where there's blank space. Loose flowers and greens are perfect for decorating your cake or card table.



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**Loose Flowers & Greenery (pictured):** This is by far my most popular service, after bridal bouquets. These can be used in place of a traditional centerpiece, or just help spread beauty throughout your wedding where there's blank space. Loose flowers and greens are perfect for decorating your cake or card table.

Images changed to floral show diversity.

Participants noted that much of the examples featured roses, which are one of The Victorian Petal's most popular requests. To balance their desires with those of customers, three images on the services page



**Bridal Bouquet:** I think of this as the most important part of your floral design and use it as the starting point of how the rest of the wedding is designed. Your bridal bouquet is also the piece I create last on your wedding day, so that it stays fresh the longest.

were switched out for different types of florals popular in different seasons.



**Boutonnieres:** Honestly, these are one of my favorite items to create! Think of bouts like the world's tiniest bouquets. They can range from the classic single rose to incorporate more unexpected textures and colors; boutonnieres are a great place to have fun with your florals. Plus, if the flower allows, I use magnetic backing to be kinder to your groomsmen and any delicate fabric they might be wearing.



**Low Centerpieces:** I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers & greenery. All centerpieces can include your table numbers or any other decorations that speak to you!

These three were in order, changed to:



**Bridal Bouquet (pictured):** I think of this as the most important part of your floral design and use it as the starting point of how the rest of the wedding is designed. Your bridal bouquet is also the piece I create *last* on your wedding day, so that it stays fresh the longest.



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## Reception Decorations

**Low Centerpieces (pictured):** I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers & greenery. All centerpieces can include your table numbers or any other decorations that speak to you!

THANK YOU POSTCARD – AFTER FOCUS GROUP #1





Dear Jane & Tom,

Thank you for joining the Victorian Petal family! I am beyond thrilled to have helped you two design a wedding full of beauty and excitement. The best part of my job is working with couples like you and building new friendships. Congrats again!

Cheers,  
Sarah

THEVICTORIANPETAL.COM | 443.995.2266  
THEVICTORIANPETAL@OUTLOOK.COM

This is example text,  
you'll hand write these  
specific to each client.

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## SERVICES WEBPAGE – AFTER FOCUS GROUP #1

Victorian Petal | Floral Design Services

### THE VICTORIAN PETAL

## Floral Design Services

### Personals



**Bridal Bouquet (pictured):** I think of this as the most important part of your floral design and use it as the starting point of how the rest of the wedding is designed. Your bridal bouquet is also the piece I create *last* on your wedding day, so that it stays fresh the longest.

**Bridesmaids Bouquets (pictured):** This is only one of many options for your bridesmaids, and can be smaller versions of your bouquet, include elements unique to each of your bridesmaids, and incorporate non-floral elements such as candles, landers, ribbon, and much more.

**Bridesmaid Posy Bouquets:** A smaller option for your bridesmaids, a posy can be just a few flowers instead of a whole bouquet! This is great for a light, delicate look that won't overwhelm their gorgeous dresses.

<https://www.thevictorianpetal.com/services.html>

**Toss Bouquet:** A miniature version of the bridal bouquet (usually without the most expensive flowers), this piece is built specifically to be simply gorgeous and easily tossable after a long day! Think of it like a gift for the guest who catches it.



**Boutonnieres (pictured):** Honestly, these are one of my favorite items to create! Think of bouts like the world's tiniest bouquets. They can range from the classic single rose to incorporate more unexpected textures and colors; boutonnieres are a great place to have fun with your florals. Plus, if the flower allows, I use magnetic backing to be kinder to your groomsmen and any delicate fabric they might be wearing.

**Wrist Corsages:** These are typically worn by mothers, aunts, or grandmothers. I like making them on actual metal cuffs, so they fit comfortably like a bracelet for all day wear.

**Shoulder Corsages:** A classic for grandmothers, these are little bit bigger (and take longer to make than wrist corsages. I make shoulder corsages with stems pointing up so that your flowers and greenery don't droop after fighting gravity all day. I almost always make them with magnetic backing so there's no snagging for grandma's delicate dress fabric.



**Flower Girl Baskets:** For your traditional adorable flower girl task, this is loose petals in a basket! I can also build decorated basket so that the flower girl doesn't have to throw anything. And let me humbly suggest a matching crown for her!

**Floral Crowns (pictured):** These are another of my favorite pieces! Crowns are anyone from flower girls to flower grandmas to brides, and more! I can create something simple like greens or baby's breath to dramatic fluffy flowers to vines, the sky is the limit.

**Floral Combs:** (Or bobby pins!) This is a similar idea to a flower crown but more stable. Hairdressers tend to love adding flowers to your up-do, trust me.

## Ceremony Decorations

**Installations:** Think big with me. Anything from floral walls, green backdrops, or ceiling pieces, this is where the real drama takes place. Understandable, Installations also take the most time, energy, and manpower to create. The investment can be worth it as installations are great chance to make a show-stopping piece, and truly create an atmosphere that your guests will remember forever.

**Arbors:** A classic wedding piece, arbors are designed specifically for your ceremony (though occasionally they can be built to be moved to the reception). Florals can be added from anything like a swag on the top or one on each side, or I can cover the entire pieces with greenery, flowers, and branches. I recommend using at least some branches, personally!

**Tall Ceremony Decorations:** When you're looking for something that isn't an arbor or backdrop, this is the answer! These pieces usually include two 36" (or taller) arrangements on pedestals, or columns of



**Aisle Decorations (pictured):** These liven up the floor of your ceremony aisle! Whether you envision a garland, loose greenery, or individual arrangements in containers, I can design it all. These often uses candles or lanterns and can even be as simple loose petals down the aisle.

**Chair Decorations:** These can be used either at your ceremony or reception and can include anything from flowers with greenery to lots of ribbon with some flowers, or whatever else fits your wedding theme.



## Reception Decorations

**Low Centerpieces (pictured):** I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers & greenery. All centerpieces can include your table numbers or any other decorations that speak to you!

**Tall Centerpieces:** These sit on a platform or in tall vase and are at least 24" tall (usually 36"). Dream big!

**Bud Vases:** Think of bud vases as a filler or accent piece, a small vase with a single flower bud. These are most common on cocktail tables or with other pieces such as low centerpieces or with loose flowers and greenery.



**Garlands:** This is probably exactly what you imagine: a base of greenery wired together to create a long piece. Garlands are perfect for doorways, on tables, on fireplaces, draped in front of tables, even on arbors! I can add flowers to the greenery or even make a garland exclusively out of flowers.

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## Have an idea not listed above?

[Let's talk](#); I love a good floral challenge!

## FOCUS GROUP #2 TRANSCRIPT

The audio recording of focus group #2 can be found here:

<https://www.dropbox.com/s/7od5yanq2vupzah/Focus%20Group%202.mp3?dl=0>

Heather: All right. So, we are gonna get going. Thank you everyone. I'm just gonna quickly go over again that you're familiar with myself and Sarah. We're just gonna do a quick icebreaker. I would like you to introduce yourself and talk about, or just mention, your favorite flower. So, as I said, my name is Heather, and I think my favorite flower is a snapdragon, even though I pretty rarely see them, and I was not able to get one on my wedding day.

Sarah: That happens when you get married in the summer.

Heather: I know. All right, Sarah, what is your favorite flower?

Sarah: I go back and forth all the time. But I think right now it's probably dahlias. Yeah.

Heather: All right, I'm just gonna go left to right here on my Google Chrome thing. Christian, can you introduce yourself and say your favorite flower?

Christian: As long as this isn't against regulations, I'm the business owner's husband. Oops.

Heather: Christian, first name and favorite flower, please.

Christian: It's Christian, and I guess... I'm gonna say, ageratum.

Sarah: Great.

Heather: All right. The next person alphabetically on my thing is Heather, who is... Matthew, who is logged under a different name.

Matthew: I'm Matthew, and my favorite flower is the passion flower.

Heather: Ooh, we're getting good answers tonight. All right. Jessica?

Jessi: So, Jessi, or Jessica, and I think my favorite flower these days are foxgloves, I'm really into foxgloves.

Sarah: Oh, that's a good one!

- Heather: Miss Pat?
- Pat: My favorite flower, I guess, is a Dusty Miller.
- Sarah: Ooh, way to switch things up! I love that. For people who don't know, Dusty Miller's technically a greenery, but it's really, really pretty.
- Heather: Priscilla, what's going on?
- Priscilla: Yeah, I'm Priscilla. Sarah already said dahlias. Café au lait dahlias are my favorite, so I guess a second favorite would be Juliet roses.
- Sarah: Ooh! Mm-hmm (affirmative).
- Heather: There can be... You can share favorite flowers. I believe there are more than one.
- Sarah: Yeah, I love café au lait dahlias.
- Heather: All right. Sarah?
- Sarah 2: Hi, I'm Sarah, and my favorite flower is a peony.
- Heather: Strong answers tonight. I'm into it.
- Heather: So, before we get started with the two marketing pieces, I promised that I would get you to, I wanna gauge your experiences with the type of marketing material that we're gonna be discussing today.
- Heather: So, the first question that I'd like you guys to think about is how often do you conduct online research on a product or a service before you purchase it? Like are you a Googler, or do you go through word of mouth? Do you just make impulse purchases?
- Jessi: All of the above? It kinda depends on the time of evening. So, if it's past eleven, it's gonna be an impulse buy. If it's between six and ten, then I want my friend's opinion. Any time before then, I'm really dedicated to researching. Yelp reviews, Google Maps, all that kind of stuff, that will help me see what I'm about to buy.
- Heather: You're really self-aware about your buying patterns.
- Jessi: I do a lot of buying.

- Christian: I'm gonna research the heck out of it.
- Priscilla: I think it depends on how much the item is. If it's five dollars, I'm not gonna do as much as research as if I'm spending five hundred.
- Heather: That makes sense, yeah. For sure.
- Matthew: Yeah, similarly, if it's expensive, I'll research it, but I like to impulse buy up to maybe a hundred dollars, over that I'll research.
- Jessi: Yeah, I'd say the same.
- Heather: What about you, Miss Pat?
- Pat: I usually don't impulse buy. I usually know the product and, I'm a creature of habit. I know what I want and I just... I purchase it. But it's not like an impulse thing, you know? I don't think I ever just see something and it's like, "Oh, I'm just gonna go buy it." I don't do that.
- Heather: Yeah, I definitely do that at the grocery store, but that's sort of it.
- Heather: So, let me turn that question on its head, and if you have planned a wedding, or if you are currently planning a wedding, how does that affect the type of research you're doing? Does it being a wedding, does that affect the type of research you do beforehand?
- Sarah 2: I would say yes. I wanted everything that I purchased for the wedding just to look really good in all my pictures, cause the pictures were gonna be expensive, so the visual aspect of what I was purchasing needs to be good.
- Heather: Matthew, were you about to say something?
- Matthew: Yeah, since that is normally a set point in time, I would have more time to research leading up to that, and an impulse buy would just be less likely.
- Heather: Yeah. I know not all of you have planned weddings before.
- Pat: I've planned a wedding. Well, I've been married before, and my mother-in-law, ex-mother-in-law, did all the flowers, so I really didn't have to think about that. I trusted her, and she did everything perfectly, believe it or not. All I did was pick out the dresses, so that's it.
- Sarah: That sounds really relaxing. [crosstalk 00:06:03] A relaxing planning experience.

- Pat: [crosstalk 00:06:05] It was!
- Heather: All right. Jessi, are you in the throes of planning a wedding currently, or are you sort of putting off that stress?
- Jessi: Well, because it's stressful, this is why all of my decision making is based on what other people tell me, because the idea of researching a bunch of details sounds like an absolute nightmare to me, so I'd rather piggyback off my friends, we'll call it that.
- Heather: Awesome, it looks like we have... Jennifer just joined us. Thank you so much for coming in, Jennifer. Just a quick disclaimer [crosstalk 00:06:45] ...
- Jennifer: [crosstalk 00:06:45] Sorry I'm so late.
- Heather: Yeah, thank you so much for coming. Just to let you know, we are doing an audio recording of this focus group, but we are not recording video.
- Heather: And right now, we're talking about, if you've planned a wedding, how do you do research for the things that are going on in that wedding?
- Jennifer: Are you asking me?
- Heather: I was gonna give you a second, since you just jumped on. Christian, were you involved at all in decision making for your wedding?
- Jennifer: I was.
- Christian: Not so much, but if I was, I would say that I would research it extensively to the point of driving my wife crazy.
- Priscilla: I would say since I've been photographing wedding for eleven years, but I haven't planned one, I've had extensive research and have seen good things and bad things. I also know I have very expensive taste.
- Sarah: You also probably have a bit of a leg up too knowing a lot of the vendors.
- Priscilla: Yes, that is very helpful.
- Heather: Jennifer, have you planned a wedding before?
- Jennifer: Yes, I have, my own.
- Heather: Did you do, what level of research did you do?

- Jennifer: Well, I actually took a lot of suggestions from folks who had been married around the same time as me and used that as something to work off of.
- Heather: Yeah, word of mouth is great for stuff. It's not just a google review, you actually know someone who's planned it.
- Jennifer: Exactly.
- Heather: So how do you guys feel about interactions with businesses? Have anyone received like a thank you note, or a thank you, physical card or email or anything from a business that you can think of?
- Christian: Yep, but only when you spend a lot of money.
- Heather: How did receiving that thank you make your feel?
- Sarah 2: I actually got our florist for our wedding sent us a thank you card with a picture of my bouquet on the front of the card and that felt really great. And it's like a keepsake that I have now. And even though the flowers are dead I still have a picture of that and it's nice.
- Christian: I'll tell you [inaudible 00:09:30] if you get the old electopen, we couldn't survive without you, thanks, here's a dollar off your next whatever. Not really gonna hit home emotionally. But if it's a something with a personal tie to it, handwritten, something like that, that's gonna have a lot bigger impact in terms of being a repeat customer or something along that line.
- Matthew: I know for my car insurance, what I used to have, I would get like yearly thank you messages from my insurance provider, and I guess that was good for ongoing expenditures with my insurance providers.
- Heather: How did you feel when you got the Thank You?
- Matthew: I mean it wasn't personal, but it did make me feel good that the person, I know they didn't actually think of me, but it was the thought that they thought of me, so...
- Priscilla: I get thank you's from my vet for spending lots of money on meds.
- Jennifer: Just moving into a house you get a lot of handwritten things from businesses who think you are about to spend a whole bunch of money, but you just bought a house so that's not going to happen. I can say that it does help me to appreciate it, but it doesn't necessarily influence whether or not I am going to start a relationship with that business or not. Sometimes, I just

think it's really nice but like I don't want to open a checking account with Wells Fargo so I'm not going to kind of thing.

Heather: Yeah, that makes perfect sense. I have a checking account with Wells Fargo and they've never sent me anything so I'm going to say that's the only note you're going to get.

Priscilla: Can we ask questions? Is that allowed?

Heather: Absolutely, yeah.

Priscilla: I'm just curious, just being a fellow wedding vendor. If you think, for Sarah sending Thank You's to clients would help repeat business when weddings are usually a one-time thing?

Sarah: I don't think necessarily so much with repeat business. I think it would affect word of mouth because I don't typically talk about my vendors, at least when I got married, unless I really loved them, or I really hated them.

Priscilla: I would say that in that case though that means local clients. Because I live [crosstalk 00:12:20] in a town where destination weddings are very popular. And I've tried both, I've sent gifts to clients right after they book, thank you gifts, and I feel that has done as well, I mean they are grateful for the gifts and are excited about them, but what I've seen work better is to actually send thank you gifts to venues and wedding coordinators. [crosstalk 00:12:46] As far as getting bookings.

Heather: That's definitely important to keep in mind. I will say our wedding photographer sent us a huge bag of swag, and it's been five years, but I just threw it away.

Priscilla: Where are those dice?

Heather: Okay, so just in the interest of time I'm going to move us onto our first marketing piece, and this is the services web page. So, what I am going to do is share a link here in the chat and share my screen, so you have two options for your viewing pleasure.

Heather: Can everyone access this services web page in some way? Let me know if you have trouble.

Heather: So, this web page is going to live on the Victorian Petal Website. The point is just to explain maybe to a prospect or anyone along the buying path what

sort of things, what sort of flowers they can get for their wedding. So just looking through this just scroll through it super quickly, and I would love your absolute knee jerk reaction. What is your first opinion of this page? What is the first thing that comes to mind?

Heather: So, Miss Pat, I haven't heard from you in a while? Can you see the web page?

Pat: Yes, just scrolling through it.

Heather: Yes, mam. What do you think? Just knee jerk reaction, doesn't need to be well thought out.

Pat: I think its cheerful, happy thing, and easy on the eyes. Not anything that is too loud. I think very color coordinated.

Heather: Are there other sort of things important to you when you are looking at a website? That it's easy to look at and sort of cheerful.

Pat: Well, I like soft colors. I don't like a lot of loud bright colors. I just like the combination to be easy on the eye. You know what I mean, that's what I like.

Heather: That makes sense.

Pat: And the cake is beautiful.

Heather: I know, every time I look at that picture, I'm like, "Ah, I'm hungry!".

Pat: That's what I'm talking about, easy on the eye, I love that.

Jennifer: A few things, oh you can go.

Heather: No, it's okay.

Jennifer: The first think I think of is, cold. Just because of that first picture. I think that, I think I would like the flowers to be in more of the forefront and maybe more seasonally appropriate because you're in Maryland so winter weddings are probably not as common. I also would say highlight photos of the types of florals you want to create so you'll attract the clients that like that kind of stuff.

Heather: Yeah, that was a big topic in the previous focus group, showing the florals that Sarah would like to create versus the florals that are popular right now whether or not that's what she cares for.

- Christian: I'd say outside the initial picture being in winter, I mean I can see it might matter, but I think the picture itself should have a little bit more clear delineation between the actual bridal bouquet and the bridesmaid bouquets. They look awful bunched together in that one and if there's one thing I've learned from sales and dealing with the public for twenty years is never underestimate somebody's stupidity. Always better to have something clear. When you say bridal bouquet, it's like this is obviously the bride, this is obviously the bridal bouquet, these are the bridesmaids. It's still a great picture and the flowers are beautiful but never underestimate people.
- Heather: Absolutely, that's great feedback to make sure things are clear.
- Matthew: I would agree with Christian, that was one of my first thoughts scrolling through. And then also just under the flower girl or the floral crowns, text should be underneath that picture to me instead of the flower girl basket, just makes more sense that way. Overall, yeah making the words fit the pictures a little bit better. So, the bridal bouquet, the crown underneath the crown and all that stuff.
- Priscilla: I would also say from a photographer's prospective, each of the images on this page are edited very differently so I would actually recommend, Sarah, consider doing what's called a styled shoot. Where she creates bouquets or whatever flower pieces she wants, centerpieces or boutonnieres and have one photographer photograph it so there is a consistent aesthetic with the photos.
- Heather: Yeah, that's definitely something we've been considering for sure. Yeah, definitely not a bunch of monetary investment went into this page. So, I mean nothing is off the table right, we would love to see what else we can learn. I'm always surprised that people go the graphic design first, although I guess I shouldn't be.
- Heather: What about the content on this page? Do you feel like you understand what the services are? Is there anything that is not clear?
- Jessi: I understand what the services are. The page is about the design services and there is no cost on here or anything like that. That was one thing that it felt like was just missing for me. It looks or felt more like a glossary than it did like a list of services, I guess.
- Jessi: Not to go back to the design of the page but there was a lot of white space so if I'm on, like I'm on my smaller laptop screen right now, so I have to scroll, I have to do a lot of scrolling and if I want to look at the loose flowers at the

bottom, but then also the bridal and the bridesmaids bouquets at the top, they are very very separated. Just because of the layout I guess.

Heather: Yeah, that's absolutely correct. I hadn't even considered that. For sure.

Sarah 2: Yeah, I had the same feeling. When I'm going to look for bridal bouquets or anything for a wedding I just want to see more images of what it is going to look like, as opposed to having to read all the options. At the very top, the initial photo there, to me, it's a little bit tall. On my laptop screen, it's not evident on my laptop screen that there is anything below the fold that I need to scroll down and read. So, making that little bit more obvious when you first come to the page would be really helpful.

Heather: Yeah for sure. Yeah, absolutely, doing more testing on screens and things sounds like it's absolutely something we need to do.

Priscilla: Yeah, I think more visuals would be beneficial. Like really in a couple of sentences you could probably say the types of floral products and services the company offers. But like you could do, whole galleries of bridal bouquets or arbors you know where they can click on the main image and be taken to a gallery of it.

Heather: Like text that expands when you select something or something like that.

Priscilla: Yes, yep.

Heather: Okay so, I guess if I can distill what I am hearing you guys are interested in finding very quickly the information you are looking for and not needing to go through all this other stuff. You want targeted information.

Priscilla: Yeah, nobody really reads anymore.

Sarah 2: I think to be honest when I...

Priscilla: That way you can really focus on the flowers too.

Sarah 2: Yeah, when I went to go find a florist for my wedding, I looked at photos and I found photos that I liked, and I made an appointment with that florist. I didn't read a single thing about what they offered. I was just like these look good, and I'm going to tell you what I want.

Heather: Yeah

Christian: And probably a base price because I know I've done that more than once, when you go to a website for a service and you've got to contact somebody for a price. Nope, not happening.

Heather: Yeah

Christian: I mean, I hate to admit that, I've done that more than once.

Jessi: Someone who is currently venue shopping, if I don't have any idea whatsoever on your site, I'm not calling you. Like that's just, that's not happening.

Priscilla: You can put a thing though, where like prices start at and then you know that's what some places do. But I will say venues do that because they want you to contact them so once they can start a relationship with you, they are more likely to book you.

Heather: Yeah, I know that this is a topic that Sarah is feeling very passionate about and that she is trying very hard to not get into it. Because there are just a lot of variables with florals, but we understand that there's, everyone we've talked to has expressed this need to get at some sort of pricing. Whether we want to share that with them or not. [crosstalk 00:22:38]

Sarah: Nothing, honestly the same bouquet at a different time of year would cost drastically different. And so, it's really hard to just put a price on a web page. Yeah.

Priscilla: What are your competitors doing on their website, would be one thing?

Sarah: Pretty much the same. Not many florists post prices, and if some do there's usually a minimum that they'll work with. I don't feel comfortable doing that because I don't want somebody to feel like if they don't have enough money that they can't get flowers done.

Heather: But it sounds like the recommendations we're getting is to work on somehow getting some of that information out there. I don't want to belabor this point, even though, I understand that it's important to everyone, but it's not something that we can fix within the confines of this call.

Heather: So, I'm going to, this is my favorite part, we're gonna go through this page person by person, and can you tell me...we're gonna start with Christian, alphabetically.

Heather: What part of this page do you like the most? What part of this page do you like the least? I mean, it can be really basic, really knee jerk, best part, worst part.

Christian: This is probably going to sound really nit-picky from but the first thing that jumps out at me looking at it on my laptop is the main banner with floral design services, compared to how nice everything else looks. That's a big downer.

Heather: Yeah, absolutely, that's good feedback.

Christian: It's, it doesn't seem to match the quality of the rest of the site. Which I just accidentally closed, hold on. As far as everything else, I mean, everything else looks fine to me. I'm not really searching this kind of stuff in general, more pictures would be helpful, especially if you have them with the different. If you are going to have the big definitions of the different types of flowers, more pictures would be helpful. You said you know you click on one and it takes you to a gallery of others, that would be good.

Heather: So, like a more robust experience. Yeah.

Christian: Yeah, as somebody that researches stuff way unnecessarily much, the more stuff to look at the better.

Heather: Yeah, no I agree. Matthew, best part, worst part?

Matthew: Best part I would say, I like the brightness, the brightness of the page, it makes me happy but at the same time there's too many words and not enough visuals.

Heather: Um hum, okay, who's next alphabetically? Jennifer?

Jennifer: Agree with the last gentleman. I like the brightness of the page; I feel that there's too much narrative. If you were to replace the narrative with pictures and then click on the picture to open up the narrative, I think that would be more attractive. I think that it would be good to bring the flowers more to the forefront. That first picture for example, while it's beautiful, I feel like you look at it and think, is this a bridal coordinator website or floral website? Do you know what I mean? Maybe if you had more photographs of different and at least some of them really bring the flowers to the forefront. Then there is that one picture further down that was the tables at the reception area. And look at the size of that photograph in comparison to the size of the flowers and if. I'm not really getting the feeling that your selling flowers here.

- Heather: Sure, yeah, there is just too much extra information. Yeah, that makes perfect sense.
- Jennifer: And then I could click on it and it could bring all the narrative up. Do you know what I mean?
- Heather: Yeah, no yeah that makes perfect sense in just sort of breaking up the information more. For sure and this is going to get harder as we go down the line. But Jessi, best part, worst part?
- Jessi: Best part is the pictures; worst part is that there are not more of them.
- Sarah: Now that is a lady who is efficient.
- Heather: Miss Pat?
- Pat: I think we're all on the same page. You know more pictures would be great, less words because when I gave you my first thoughts, I just focused on the pictures, I wasn't paying attention to the words so...
- Heather: Yeah, I think that is very telling.
- Pat: Yeah!
- Heather: Alright, so in the interest of time. Priscilla and Sarah, do you have a different best part, worse part?
- Priscilla: I guess I would just say, try to get in as much information visually and textually above the scroll. That header could easily be replaced with a slide show gallery of photos because you basically get three to five seconds for somebody to decide am, I am staying here to learn more or am I leaving.
- Heather: Absolutely, yeah.
- Priscilla: As far as font choice.
- Priscilla: One more thing, maybe if we had a prettier font on here too.
- Heather: Yeah, you want something that looks more like Pinterest and less like we use the free fonts available on google.
- Priscilla: I was thinking you know, and if we could center the floral design services maybe.

- Heather: Yeah, I mean no feedback is wrong.
- Priscilla: That would be good.
- Christian: There's always comic sans.
- Heather: Yeah, thank you Christian. Alright, I'm going to stop screen sharing. Thanks, you, like I really appreciate all that feedback because yeah, it's all valid.
- Heather: So now we are going to move onto our final piece which is the thank you postcard. I'm going to open...what I have is obviously a pdf, it's not the physical postcard so I'm going to send you a link to that and then I will screen share that as well. If you can give me one second.
- Sarah: So much clicking...
- Heather: So much clicking. I still think it's easier than doing an in-person focus group. [inaudible 00:29:25] I think that's my computer that's clicking by the way and I'm really sorry about that.
- Heather: Okay, so I am sharing the postcard screen and I sent the link to it. Please shout at me if you can't see the postcard. And this is the front of the postcard and we also have the second page is the back. And to be clear the back I just put in filler text but that would be something that Sarah would actually hand write when she send the postcard. So, you may recognize all of these questions from the first thing, but what I would love to get is like a knee jerk reaction. Trying to put yourself in the place of if you received this postcard in the mail to your home from your florist, what are you thinking?
- Sarah 2: Post wedding, pre wedding or?
- Heather: So, we are a little torn about that to be honest. What did we decide last time? Post wedding?
- Sarah: Well, my knee jerk reaction was post wedding, but I think at least from what I've heard from other people, they would prefer something sooner like maybe after you sign a contract.
- Heather: So, I realize it's hard to judge that without the timing set in stone but that is something we wanted to discuss as well.
- Jessi: I have two judgements. One if it's pre wedding, one if it's post. Pre- I think it's great, love it, no changes. If it's post, I'd be like those aren't my flowers.

Heather: Right, that's fair. That's because miss Sarah hit us earlier with the idea from her florist of actually sending a picture with her own bouquet which I think is a really good idea that we hadn't considered.

Jessi: I'll also say that I am in favor or post wedding. Just because while you are still in that planning phase you are like I do not need another piece of paper right now. I don't care what it saying. And two, after the wedding you have more time once you get this to be like, you know what, I really appreciate this and I'm going to go leave them a good review.

Heather: Oh, that's interesting. I wouldn't have tied this to getting a review. But that's actually...

Sarah: Yeah, and I actually don't think this is something, I hate asking people for reviews so if this is a way to bring that to the front of their mind without actually having to say it. That would be helpful.

Christian: Also with pre, considering the only major transaction that has occurred is your clients giving you a big check, it kind of comes across as kind of, I don't want to say cheesy, but when your like thanks for being a customer of mine, I'm thrilled it's like we're sure I just wrote you a big check. So, you don't have any...I'm on board with post, I think.

Sarah: Yeah

Priscilla: Chicks love that crap, Christian. [crosstalk 00:32:27]

Jessi: That's alright, that's right, I would say...

Christian: I don't know, I've never been married before.

Priscilla: I would say from a business perspective, it's more cost effective to send it pre wedding because you can buy in bulk, the postcards. If you're doing like an individual postcard with that person's specific bouquet, then it's not really cost effective anymore.

Heather: Small business owner in the house here. I completely agree with you and I think that is why we designed it to be pre beforehand but part of the point of talking to everyone in this focus group was to sort of to gauge whether that was an effective strategy or not.

Priscilla: I would add that Sarah may want to consider not necessarily just a postcard but maybe like a thank you kit. Like maybe guidelines on how to preserve

your wedding flowers or ideas like that and make it part of the customer experience with her.

Heather: So that experiential marketing I've been reading about. Matthew, you've been quiet?

Matthew: I mean, on this topic while the bouquet looks nice and everything it just doesn't do much for me. So, the idea of a pre wedding thing that isn't personalized for me this would be a miss instead of a hit. Whereas, if it was something personalized that was from the wedding then I would probably have more feeling towards it.

Heather: That makes sense.

Christian: I think the more personal touch even if it's not the most cost effective maybe initially or even in general is that people remember that kind of stuff, especially when you're a smaller business. Those are the kind of things that are going to stand out. Like the thank you kit, that's a really good idea. But that's what people remember is little gestures like that, that come after the fact when you could have just...you've got their money, everybody is happy on to the next one...just that little. [crosstalk 00:34:49] And things like that that do just go to the next one, it's gonna make it stick out in your mind, not that, hopefully, you're going to be using the same person is going to be using a floral service you know three four five times. It does help with recommending it to other people, your friends, family stuff like that.

Heather: Yeah, alright. Miss Pat, you've been a little quiet. What do you think about this postcard?

Pat: I think the pre postcard, I really wouldn't want one because when you're planning the wedding it's so busy and I probably wouldn't focus on it anyway. I think afterwards I would appreciate it and also, I think the flowers and the details of the card should depend on the florist. Things like Christian was saying. It depends on how big they are, how much money they have to put out on this. And can they afford it? If they are small, I mean I think they should just focus on how much money they have to put into it because if I get a thank you card, I would be very thankful. I'd be like, "oh wow, they sent a thank you card" or something. It depends on the person and how particular they are, I would be happy to get a thank you card from my florist, even if wasn't my bouquet because I have pictures of it anyway.

Heather: Right, so let me ask now if we are able to step away from the images that are on this postcard and pretend it's the images you want to see. What are you

getting the information that you need out of this postcard? So basically, I'm looking at, it says, "thank you" and has the logo on the front and on the back is contact information and a handwritten note. Do you feel like that is a sufficient amount of information from your florist? Or do you need something additional?

Pat: Possibly, operating hours.

Heather: Yeah, I hadn't thought about that.

Pat: I'm sorry, can you repeat that?

Heather: I said yeah, I hadn't thought about operating hours because you can just call Sarah anytime.

Sarah: I mean the honest truth is, whenever.

Heather: You know we could put something on there like always available by appointment or something.

Sarah: Yeah, yeah.

Priscilla: You may want to include like one or two social media tags.

Sarah: Oh yeah, that's a good idea.

Priscilla: Like Instagram or Pinterest.

Heather: Yeah, that's a good idea.

Sarah 2: The company name on the front kind of looks like it's squished in there. Is it because it was put there as an afterthought?

Sarah: What makes you think that?

Jessi: Yes, I'm not sure if maybe there's like a better way to display it. Or maybe leave it off and someone would like this image and would put it up on their fridge.

Heather: Yeah, yeah for sure. I think we answered a lot of the questions that I had. What is...if you could only change one thing about this postcard, let's say you're receiving it after the fact after the wedding. It has a picture of your bouquet on it, since that seems to be consensus, are you how do you feel when you get this? Is this something that is effective for you? Or is it

something that you are probably going to throw away or assume that it's garbage? Or that it's annoying. What do you think your emotions are when you get this in your mailbox?

Pat: I would be thrilled, I think it is beautiful, I love the image and I think it's a great gesture. Even like what one of the other girls said about perhaps making it a kit so you can talk about how to preserve flowers in that thing. If you were to add that with it. But just as the postcard as it is, I think it's a great idea post wedding.

Heather: So, what I am trying to drive at is, is there anyone who's gonna check their mailbox and think, "Oh crap, just another stupid piece of mail". Or you would assume it was junk? Or do we think generally you would get this in your physical mailbox, you would pick it up and you would know that it was meant for you? [crosstalk 00:39:38]

Christian: I hate mail, but I'd be happy to receive it.

Jessi: Yeah, I would know it was meant for me. I'd probably put it up on my fridge. I would take a picture and send it to Justin, and he'd be like, "Why are you sending me this". I would really appreciate it.

Jennifer: Yes, it's very thoughtful. I would probably keep it and put it with the wedding pictures. Keepsake.

Heather: Okay, let's see if I can navigate away from this and stop sharing. Okay. So those were our two marketing pieces and I love all the feedback you gave us. Especially it was almost the opposite of what we received the previous focus group...

Sarah: I know, it's crazy!

Heather: Which is really cool, so as we are closing up here with our last few minutes, I genuinely would like to open the floor to everyone. Is there anything about what we saw tonight that you are still confused about? Is there something that you really wanted to mention, and I cut you off earlier? I'd like to open the floor to everyone so we can end this on your terms.

Sarah 2: I just want to say for the website, like when I am looking at florals and bouquets and stuff, I am looking for vibrant and like rich tones and having the white background on the website just seemed a little bit stark and cold. I really like the background on the back of the postcard. It was a little bit, a very light photo of the bouquet. Something like that would be great.

- Heather: Oh yeah, I didn't think of that. That's awesome.
- Priscilla: Small suggestion on the meet Sarah page, instead of a photo of just Sarah, I don't know if Christian will get on the bandwagon, but I would say at least add the dog and a photo with [crosstalk 00:41:46].
- Sarah: That's a great idea!
- Priscilla: People have booked other vendors I know because they were a cat or dog person.
- Heather: That's interesting, we could even give him like a floral collar as well and that would...
- Sarah: He would hate me, but I would... [crosstalk 00:42:00] Look this dog.
- Heather: You could wear a matching one.
- Christian: Look, this dog is going to help seal more potential clients than I would, I can almost guarantee that.
- Sarah: Look, I've got a cat and a dog. I can do both. Click if you're cat people. Click if you're dog people.
- Heather: Does anyone, last time we had a lot of questions for Sarah about, just about her business in general and how she runs her...like does anyone have any questions for us before we log off?
- Jennifer: No, I don't think so.
- Heather: Y'all are just super well informed. Alright, that concludes all of the questions that we had tonight. I just want to thank you again for your time. Because honestly, you're helping Sarah build her business, you're helping me earn my degree, and hopefully you learn a little bit more about the things that small businesses go through when they are re-doing stuff. There's a little bit of sunlight left so go out there and enjoy yourselves.
- Sarah: Thanks guys! We really appreciate it.

## LOG OF FOCUS GROUP #2 REVISION PROCESS

| MODIFICATION   | VISUAL   |
|--|--|
| <p>Front logo moved.</p> <p>One participant noted that the logo seemed like it was falling off the edge, so the logo was relocated to tuck inside of the floral arrangement.</p>   |    |
| <p>Social media URLs added to back.</p> <p>Social media URLs were a natural addition to the existing contact information, and rightly pointed out by several participants. Color was changed from black to grey so that the amount of text did not make the postcard design feel bottom-heavy.</p> |   |
| <p>Header image removed.</p> <p>Weebly's header tool never allowed for the header image</p>  | <p>The header image did not show up when I saved the webpage or tried to print it. It was the following image, darkened, and the header text "Floral Design Services" appeared centered on it.</p> |

that the first focus group called for. Understandably, the second focus group asked for it to be removed completely.



Heather font and color changed.

Weebly's header tool never allowed for the header text that the fist focus group asked for, and the second focus group understandable didn't care for it. Therefore, it was removed completely and added into the body of the website in such a way that it appeared like a header to viewers.

## Floral Design Services

### Floral Design Service Options

Image and text rearranged.

Bride & bridesmaids bouquets were split into two (explained below), and the example of floral crowns was moved to be directly above the text for floral crowns.



**Bridal Bouquet (pictured):** I think of this as the most important part of your floral design and use it as the starting point of how the rest of the wedding is designed. Your bridal bouquet is also the piece I create *last* on your wedding day, so that it stays fresh the longest.

**Bridesmaids Bouquets (pictured):** This is only one of many options for your bridesmaids, and can be smaller versions of your bouquet, include elements unique to each of your bridesmaids, and incorporate non-floral elements such as candles, lanterns, ribbon, and much more.



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**Flower Girl Baskets:** For your traditional adorable flower girl task, this is loose petals in a basket! I can also build decorated basket so that the flower girl doesn't have to throw anything. And let me humbly suggest a matching crown for her!

**Floral Crowns (pictured):** These are another of my favorite pieces! Crowns are anyone from flower girls to flower grandmas to brides, and more! I can create something simple like greens or baby's breath to dramatic fluffy flowers to vines, the sky is the limit.



**Floral Crowns (pictured):** These are another of my favorite pieces! Crowns are anyone from flower girls to flower grandmas to brides, and more! I can create something simple like greens or baby's breath to dramatic fluffy flowers to vines, the sky is the limit.

Images added.

One participant suggested that seeing a bride's bouquet in the same photograph as bridesmaids' bouquets could be confusing. Therefore, one additional image was added to show clear examples of each.



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|   |   |
|---|---|
|   |  <p><b>Bridesmaids Bouquets (pictured):</b> This is only one of many options for your bridesmaids, and can be smaller versions of your bouquet, include elements unique to each of your bridesmaids, and incorporate non-floral elements such as candles, landers, ribbon, and much more.</p>   |
| <p>Images changed to make examples more obvious.</p> <p>A different low centerpieces image was chosen that is more clearly indicative of floral design, rather than showing a large reception room.</p> |  <p><b>Reception Decorations</b></p> <p><b>Low Centerpieces (pictured):</b> I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers &amp; greenery. All centerpieces can include your table numbers or any other decorations that speak to you!</p>  <p><b>Reception Decorations</b></p> <p><b>Low Centerpieces (pictured):</b> I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers &amp; greenery. All centerpieces can include your table numbers or any other decorations that speak to you!</p> |
| <p>Cross-links to/from photo gallery added.</p>   | <p><b>Have an idea not listed above?</b></p> <p><a href="#">Let's talk</a>; I love a good floral challenge!</p>   |

The main feedback from participants of wanting more images brought Heather and Sarah to the conclusion that this group would have better enjoyed the photo galleries page than the services page. Therefore, a link was added to the gallery page from the bottom of the services page, and vice versa.

## Have an idea not listed above?

[Let's talk](#); I love a good floral challenge!

More examples and inspiration are available on [the Gallery page](#).

|  |  |
|--|--|
|  |  |
|  |  |

THANK YOU POSTCARD – AFTER FOCUS GROUP #2



Dear Jane & Tom,

Thank you for joining the Victorian Petal family! I am beyond thrilled to have helped you two design a wedding full of beauty and excitement. The best part of my job is working with couples like you and building new friendships. Congrats again!

Cheers,  
Sarah

THEVICTORIANPETAL.COM | 443.995.2266

THEVICTORIANPETAL@OUTLOOK.COM

  /THEVICTORIANPETAL

This is example text,  
you'll hand write these  
specific to each client.

## SERVICES WEBPAGE – AFTER FOCUS GROUP #2

The live version of the webpage can be found here:

<https://www.thevictorianpetal.com/services.html>

Victorian Petal | Floral Design Service Options

THE VICTORIAN PETAL

# Floral Design Service Options

## Personals



**Bridal Bouquet (pictured):** I think of this as the most important part of your floral design and use it as the starting point of how the rest of the wedding is designed. Your bridal bouquet is also the piece I create *last* on your wedding day, so that it stays fresh the longest.

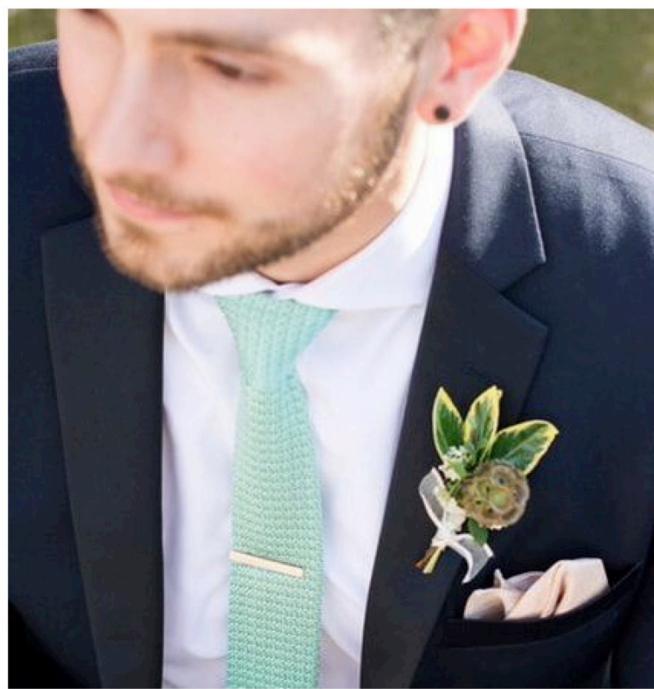
<https://www.thevictorianpetal.com/services.html>



**Bridesmaids Bouquets (pictured):** This is only one of many options for your bridesmaids, and can be smaller versions of your bouquet, include elements unique to each of your bridesmaids, and incorporate non-floral elements such as candles, landers, ribbon, and much more.

**Bridesmaid Posy Bouquets:** A smaller option for your bridesmaids, a posy can be just a few flowers instead of a whole bouquet! This is great for a light, delicate look that won't overwhelm their gorgeous dresses.

**Toss Bouquet:** A miniature version of the bridal bouquet (usually without the most expensive flowers), this piece is built specifically to be simply gorgeous and easily tossable after a long day! Think of it like a gift for the guest who catches it.



**Boutonnieres (pictured):** Honestly, these are one of my favorite items to create! Think of bouts like the world's tiniest bouquets. They can range from the classic single rose to incorporate more unexpected textures and colors; boutonnieres are a great place to have fun with your florals. Plus, if the flower allows, I use magnetic backing to be kinder to your groomsmen and any delicate fabric they might be wearing.

**Wrist Corsages:** These are typically worn by mothers, aunts, or grandmothers. I like making them on actual metal cuffs, so they fit comfortably like a bracelet for all day wear.

**Shoulder Corsages:** A classic for grandmothers, these are little bit bigger (and take longer to make than wrist corsages. I make shoulder corsages with stems pointing up so that your flowers and greenery don't droop after fighting gravity all day. I almost always make them with magnetic backing so there's no snagging for grandma's delicate dress fabric.

**Flower Girl Baskets:** For your traditional adorable flower girl task, this is loose petals in a basket! I can also build decorated basket so that the flower girl doesn't have to throw anything. And let me humbly suggest a matching crown for her!



**Floral Crowns (pictured):** These are another of my favorite pieces! Crowns are anyone from flower girls to flower grandmas to brides, and more! I can create something simple like greens or baby's breath to dramatic fluffy flowers to vines, the sky is the limit.

**Floral Combs:** (Or bobby pins!) This is a similar idea to a flower crown but more stable. Hairdressers tend to love adding flowers to your up-do, trust me

## Ceremony Decorations

**Installations:** Think big with me. Anything from floral walls, green backdrops, or ceiling pieces, this is where the real drama takes place. Understandable, Installations also take the most time, energy, and manpower to create. The investment can be worth it as installations are great chance to make a show-stopping piece, and truly create an atmosphere that your guests will remember forever.

**Arbors:** A classic wedding piece, arbors are designed specifically for your ceremony (though occasionally they can be built to be moved to the reception). Florals can be added from anything like a swag on the top or one on each side, or I can cover the entire pieces with greenery, flowers, and branches. I recommend using at least some branches, personally!

**Tall Ceremony Decorations:** When you're looking for something that isn't an arbor or backdrop, this is the answer! These pieces usually include two 36" (or taller) arrangements on pedestals, or columns of greenery. Or, I can create cluster of different sizes of decorations. This is a great option to make a huge statement without being as labor intensive as an installation.



**Aisle Decorations (pictured):** These liven up the floor of your ceremony aisle! Whether you envision a garland, loose greenery, or individual arrangements in containers, I can design it all. These often uses candles or lanterns and can even be as simple loose petals down the aisle.

**Chair Decorations:** These can be used either at your ceremony or reception and can include anything from flowers with greenery to lots of ribbon with some flowers, or whatever else fits your wedding theme.



## Reception Decorations

**Low Centerpieces (pictured):** I consider low centerpieces as anything under 24" tall. Most popularly, these include a lantern, vase, or dish arrangements, with loose flowers & greenery. All centerpieces can include your table numbers or any other decorations that speak to you!

**Tall Centerpieces:** These sit on a platform or in tall vase and are at least 24" tall (usually 36"). Dream big!

**Bud Vases:** Think of bud vases as a filler or accent piece, a small vase with a single flower bud. These are most common on cocktail tables or with other pieces such as low centerpieces or with loose flowers and greenery.

**Garlands:** This is probably exactly what you imagine: a base of greenery wired together to create a long piece. Garlands are perfect for doorways, on tables, on fireplaces, draped in front of tables, even on arbors! I can add flowers to the greenery or even make a garland exclusively out of flowers.



**Loose Flowers & Greenery (pictured):** This is by far my most popular service, after bridal bouquets. These can be used in place of a traditional centerpiece, or just help spread beauty throughout your wedding where there's blank space. Loose flowers and greens are perfect for decorating your cake or card table.

## Have an idea not listed above?

[Let's talk](#); I love a good floral challenge!

More examples and inspiration are available on [the Gallery page](#).