Shared Scope of Work: Tree Wizard

Client: Jake Doughtery, 413-297-4710
Clinic Supervisor: Bram Moreinis, 845-750-2412
Project Leader: Adedipo Soyele
Project Assistant: Dmytro Maidan

Brief Client Description

Tree Wizard was established in 2024. They offer a handful of services but mainly focus on tree removal services and emergency services. The owner Jake Dougherty is an expert in this field, as he personally has been in the tree business for over 20+ years. The business is currently in need of a steadier flow of clients to support an increasing team of employees, along with equipment and supplies.

Brief Project Description

Advertising and marketing is currently led by his wife, but it has been limited to word of mouth, business listings with phone numbers and flyers. A high quality site that reflects this family run business will help display the business quality of services so web-visitors trust the company, and take the next step into contacting for offered services. The priority audience is residential and commercial clients.

Design Goals

- Define Tree wizard's area of operation so clients know they are inside the service range.
- Establish service specialities so clients know their needs will be met. Emphasize 24/7 emergency service.
- Provide information about staff, equipment and licensure to qualify the business.

Design Objectives

- Cater website design to mobile phone users.
- Website should look clean and professional but also attention-grabbing with visuals (colors such as green).
- List all services provided. Feature the most popular and preferred services with service symbols.
- Include hero images on the main pages such as working photos and full team photos.
- Feature an about us page with information about owner, staff, equipment, and licenses.
- List and map cities, towns and counties of operation in the contact page.
- Provide calls to action for free estimates and a contact form on all pages.
- Include a gallery of before and after pictures with attached reviews from the client.
- Include social media(Facebook/instagram) links on Contact page as well as Footers.

Milestones

Date	Milestone	Description
2/13/26	Scope Of Work Drafted	Client approves scope of work after clarifications.
3/20/26	Design Phase Complete	Client approves menu system, page layouts, user stories.
5/22/26	First Draft Presentation	Client reviews site, asks for changes, plans beta testing if provisional go.
6/5/26	Beta Test Review Meeting	Beta test results are reviewed, any last change decisions made.
6/12/26	Go/No Go Decision	Client chooses whether to keep the site. If keeping, plan next steps.

6/15/26	Training Held	Client has been trained in beginning user WordPress editing.
6/16/26	End of Clinic 2026	Student reference letters supplied by the client. Contracting begins.

Authorization

Authorized by Client _____Jake Dougherty_____ on _2/24/26_____ via __online_____