

Name _____

Date _____

Landscape Design Client Interviews

A large part of creating a successful landscape plan is to know and understand the needs of your customer. Customer satisfaction will lead to new customers from word of mouth and make the installation of the design process run smoothly with your client. Performing client interviews is a great way to gain a better understanding of your client's needs.

For this assignment divide the class into 6 groups

- A1, A2, B1, B2, C1, C2

To start the interviews

- A1 – B1 – C1 will be the clients being interviewed
- A2 – B2 – C2 will be the landscape designers conducting the interviews

Have your students rotate through the groups so they get different people each time until everyone has conducted at least 3 interviews. After the initial interview, rotate the groups as follows:

	Client	Landscape Designer	Client	Landscape Designer	Client	Landscape Designer
Rotation 1	A1	A2	B1	B2	C1	C2
Rotation 2	A2	B1	B2	C1	C2	A1
Rotation 3	B1	C2	C1	A2	A1	B2

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Client Scenarios

The client in each of the color groups should use the following scenario to help them answer interview questions from the landscape designer. This does not mean you have to say exactly the same thing to each person. Expect for each person to handle the sales scenario just slightly different. You simply need to follow the same theme and provide the same information in each interview.

Yellow Group

You are a single mom who has a babysitting service for a living. You have lots of families that are constantly coming and going from your home, so you need additional parking. You are running a business, so you want your home to be well landscaped and inviting, but you don't want anything high maintenance. The backyard needs to be private for children to play. You really need a playground area in the yard, but you would like an area where you can have your own friends over to hang out on the weekends. You would like some large shade trees, mainly in the back yard. You like flowers, but do not want to plant flowers every year. You like roses, hydrangeas, and evergreen shrubs.

Blue Group

You are a young adult who is not married and works at the local hardware store for a living. You enjoy having friends over on the weekend to grill out and would really like to have a nice outdoor area with a patio and a fire pit. You do not like being able to see your neighbor's house next door and would like type of barrier between the homes. You do have a fence surrounding the back yard and would also like a place to store your tools and lawnmower.

Green Group

You are a retired mailman and live with your wife and 2 dogs. The dogs live outside and are bad about tearing up the annual flower beds you have tried to plant before. You would like some large shade trees in the yard, and some evergreen shrubs. You also like lorapetalums and nandinas because they have colorful leaves. You don't have much reason to entertain, but you do want to get into gardening now that you are retired.

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AGRICULTURAL EDUCATION

When it is your turn to be the landscape designer, use the following outline to help guide your questions with the client. While you do not have to complete every line of the outline, you need to complete a detailed interview and gain as much information about your client as possible.

Client Interview Outline:

1. Lifestyle

- a. Status:
- b. Occupation:
- c. Residence:
- d. Social Interests:
- e. Personal Interests:
- f. Special use of home:

2. Future Plans

- a. Building addition:
- b. Hardscapes:

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3. Analysis of needs

- a. Entrance:
- b. Public Use Area
- c. Private Use Area
- d. Service Area
- e. Circulation
- f. Parking
- g. Environmental Control
- h. Handicap access:

4. Client Preference

- a. Personal tastes
- b. Color
- c. Plant Type
- d. Maintenance

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