Host Dada

Example website brief: Hollin & Wick

An example brief from Host Dada's WPBuild. Hollin & Wick is an example business, made up to show how a brief turns into a website. The finished site is at hollinandwick.co.uk.

Candle maker, Hebden Bridge. Prepared by Maya (owner).

1. About the business

We're Hollin & Wick, a small candle workshop in Hebden Bridge, West Yorkshire. I started pouring

candles at the kitchen table in 2019 and we moved into a little studio on the canal in 2022. Everything

is hand-poured in small batches, natural soy wax, cotton wicks, no paraffin. What makes us different:

our scents are built around the woods and water round here. Think damp moss, cut grass, cold stone,

sea glass. Not the usual "vanilla and sandalwood" everyone else does. We sell at markets and through

an Etsy shop at the moment, but the Etsy fees and the lack of control over how it looks are doing my

head in. I want our own proper shop.

2. Who it's for

Mostly women 30–60 buying for themselves or as a present. A fair few men around Christmas and

Father's Day buying gifts. People who care that it's hand-made and UK-made, and who'll pay a bit more

for that. When someone lands on the site they need to find: the shop, what a candle smells like

(the scent description matters a lot), delivery cost, and that we're a real small workshop not a factory.

3. Pages you want

- **Home**: a hero image, our story in two lines, the best-sellers, a "shop by scent" bit, newsletter signup.

- **Shop**: all products, filterable by the two categories (Candles / Home fragrance). This is the important one.
- **Scent guide**: a short page explaining our scent families so people can pick. Half blog, half help.
- **About**: the workshop, how we pour, the Hebden Bridge connection, a few photos of the studio.
- **Stockists**: the handful of shops and markets that carry us (just a list with town names).
- **Contact**: form, email, phone, and our market dates.

4. Must-haves

- **Online shop** (this is the whole point): card payments, UK delivery, a sale price on at least one item.
- **Contact form** and clickable **phone/email links**.
- **Newsletter signup** (we send one email a month, seasonal scents and market dates).
- **Gallery** on the About page (studio + pouring shots).
- **Testimonials**: I've got a few lovely ones from Etsy I'd like to reuse.
- A visible **price list** through the shop: no hidden prices.
- No booking, no team page (it's mostly just me plus my sister at markets), no FAQ for now.

5. Look and feel

Three words: **warm, natural, understated**. I don't want it to look like a big brand: it should feel

hand-made and calm. Lots of white space, big product photos, not shouty.

- Colours: a soft sage green `#8A9A7B`, warm cream `#F4EFE6`, charcoal text `#2F2F2B`, and a muted

terracotta `#C06A4B` for buttons and sale tags.

- Fonts: something with a gentle serif for headings (it should feel a little bit old-fashioned/craft),

and a plain, easy-to-read sans for the body. I don't mind which exactly, as long as it's legible.

- Sites I like and why:
- **The White Company**: calm, loads of space, the photography does the selling. I'd love that feeling.
- **Neom Organics**: they talk about scent and mood really well; I want the scent guide to do that.
- **John Lewis home pages**: clear shop layout, easy to filter, you always know the price and delivery.

Please don't copy any of them: just that calm, roomy, photo-led feeling.

6. Words

A mix. I've written all the product descriptions already (they're in the spreadsheet) and I'm precious

about those: please use them as they are. I'd like help writing the **About** page and the **Scent guide**

from my notes. Tone: warm, a bit personal, like I'm talking to someone at a market stall. UK spelling.

Key phrases I use: "hand-poured in Hebden Bridge", "small-batch", "scents from the valley".

7. Photos and files

Attached (in the uploads folder):

- `products/`: a photo of each of the 10 products on a plain cream backdrop. Filenames match the

spreadsheet (e.g. `hollin-woods-30cl.jpg`).

- `lifestyle/`: a few shots of candles lit in a room, and the workshop.
- `logo-wordmark.png`: our wordmark (just "Hollin & Wick" in a serif). Please use this as the logo.
- `products.xlsx`: the 10 products with descriptions, prices, SKUs, stock and which photo goes with each.

Where a product photo is missing, use a clean placeholder: don't invent a different candle.

8. Domain and go-live

Domain is **hollinandwick.co.uk** (we've got it ready). Nothing special about launch except: please

don't put it live until I've checked it: I want to read every product page first. Email we'll sort

separately; for now just show the contact form and hello@hollinandwick.co.uk.

9. Notes (the real-life bits)

- Studio address is for post only, **not** open to the public: please don't make it look like a shop

you can walk into.

- We only ship within the **UK** at the moment. Please make that clear so I don't get overseas orders.
- Dispatch is within **2 working days**; we're closed the first two weeks of January.

- **Don't show a stock count** on the product pages: some lines are one or two at a time and I don't

want it to look like we've nearly sold out.

- One change I'll want soon after launch (good one to test the "ask for a change" bit):

in December, add a "Winter scents" banner to the homepage and a gift-bundle of three travel tins.

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