Cathy's Candles

Naturally made with you in mind

Client Brief

- **Website statement:** The company is committed to creating products that are environmentally friendly, made with 100% soy wax. Our candles are long lasting, clean burning, and cost effective.
- **Website message:** Naturally made with you in mind
- **Client wants:** My Client wants her website to have a very soothing and relaxed feel, with a feminine touch. Her favorite color is Lavender and she prefers Georgia typeface. She is selling candles only, but offers customization messages to include on her candles as a special service.
- **Targeted users:** Customers are mostly ages teen and over, and mostly female.
- **Marketing Plan:** Promote the business through social media, include a list of stores where the products can be found.

Brand Promise

Our company believes that using clean environmentally friendly products is not only good for the environment, but also to our health. We are committed to creating the best fragrances, so that at the end of the day not only you can enjoy the relaxing fragrances, but also feel good about it. We promise easy hassle free shopping experience, from selecting your favorite scent, to customizing, and finally ordering. We guarantee exchanges and returns anytime, if you are not 100% satisfied with our product. Making your life better is our commitment!

Branding Statement

Branding Pyramid

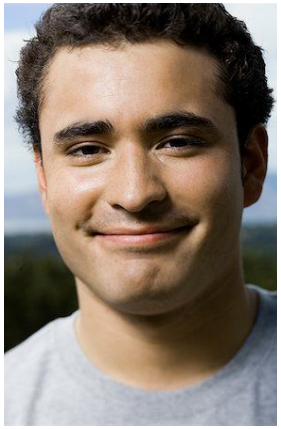
User Personas

James

Programer

Age: 20 years

Sex: male



Description

He is going to school to get a Bachelor in Computer Science. Lives with his girlfriend in a rental house. They own a dog.

Behaviours

When he isn't studying, he loves watching movies sitting on the couch with his girlfriend, or surprising her with dinner dates under the candlelight. He loves computers and is obsessed with new technologies.

Needs and Pains

Needs to find things fast and doesn't like making too many choices.

Hates when a website takes too long to load.

Gets bored easily.

User Personas

Gloria

Store Manager

Age: 40 years

Sex: female

Description

Gloria is a stay at home mom. Married and has two kids. They own two dogs.

Behaviours

She loves being in control and organized. Her family and their needs are her priority.

Also looks forward to the days when she can dedicate time to her hobbies like Painting or drawing, and catching up with her girlfriends either online or shopping.

Needs and Pains

She wants to know what she is paying for.

Wants to find information about a product as easily as possible.

Wants to make a welcoming and safe home atmosphere for her family.

She values honesty.

User Personas

Jenna

Store Manager

Age: 25 years

Sex: female

Description

She has a business management degree. Lives in an urban area and has a very busy schedule.

Behaviours

She loves traveling and walking around farmers market. Yoga and reading books are part of her relaxation routine. She has different accounts in social medias like: Pinterest, Facebook and Instagram. She loves cats. She is very environmentally conscious.

She is saving money to buy a house in 4-5 years.

Needs and Pains

She likes to save money.

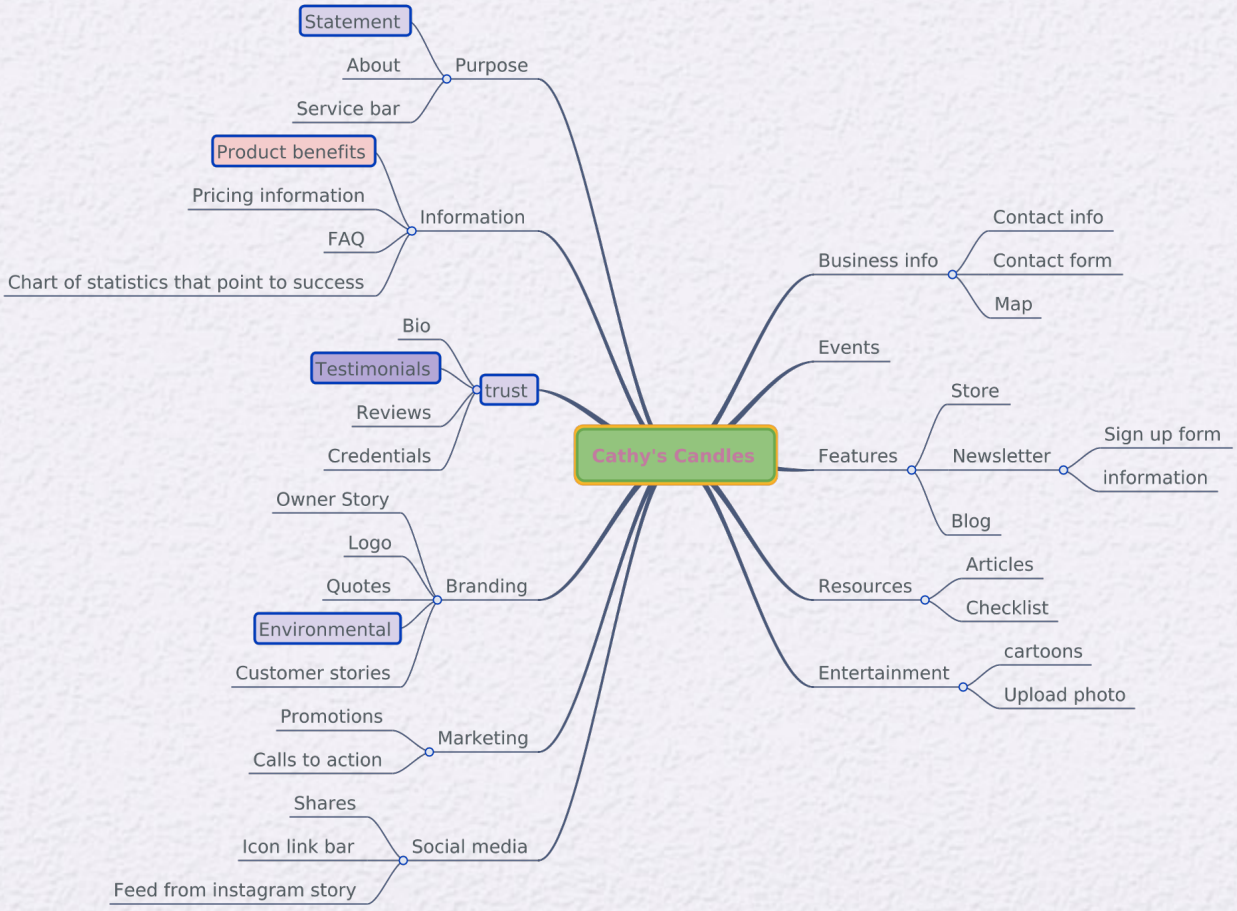
Doesn't like to waste time looking for products.

Loves natural and environmentally friendly products

User Analysis

- Users are mostly female and their age is teen and over.
- Most of the customers are environmentally conscious and are looking for quality products.
- They lead very busy lives, and that is why they don’t like to waste too much time looking for a product and navigating through too much content.
- The most important thing for the user is product that is easy to find and buy.

Map Content


Cathy's Candles
Purpose
Statement
About
Service bar
Information
Product benefits
Pricing information
FAQ
Chart of statistics that point to success
trust
Bio
Testimonials
Reviews
Credentials
Branding
Owner Story
Logo
Quotes
Environmental
Customer stories
Marketing
Promotions
Calls to action
Social media
Shares
Icon link bar
Feed from instagram story
Business info
Contact info
Contact form
Map
Events
Features
Store
Newsletter
Sign up form
information
Blog
Resources
Articles
Checklist
Entertainment
cartoons
Upload photo

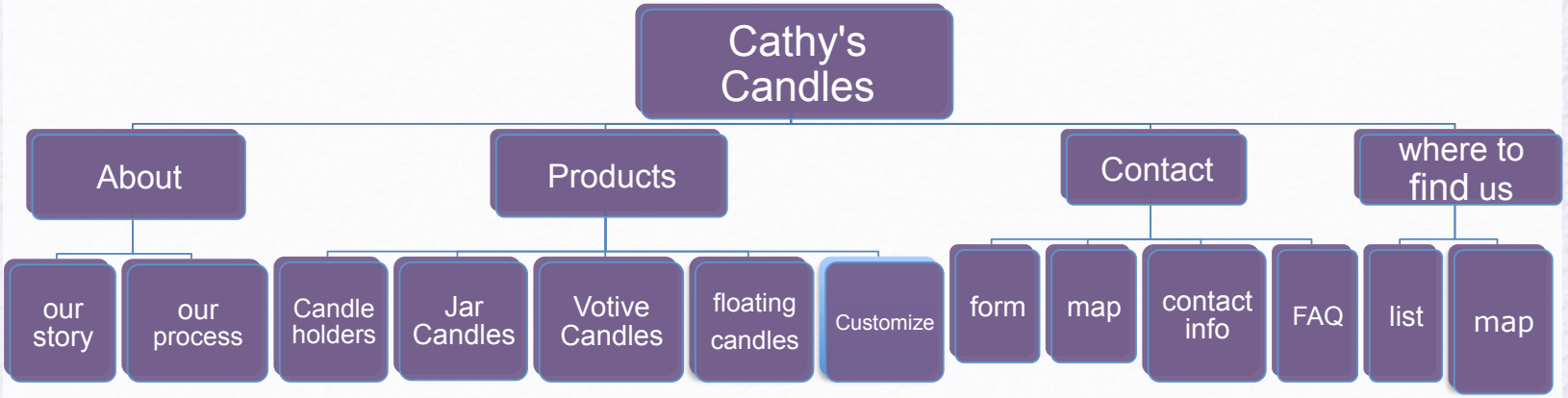
Website Features

- Contact form
- Mailing list
- Image gallery of products to purchase
- Maps
- Social media icons
- Search bar
- Testimonials
- Special offers

Content Strategy

Business: *Cathy's Candles*		
Strategy:		
	What I learned in Discovery	**What it means for content or design**
Business Brief	This is candle store that uses natural products to make their candles mostly soy wax. Customers are mostly female, ages: teen and up.	The website will have a feminine feel with bright colors. Client's favorite color is lavender.
Business' Unique value	Uses only natural products like soy wax.	Will emphasize it unique value.
Website goals	To promote the business and attract more vendors.	Make a list of local stores where our products can be found.
User characteristics	Busy customers who are looking for good quality and relaxing experience.	Easy navigation, offer clear product info and fast checkout.
User needs & goals	What's in it for me? How can I benefit from your products?	Promote free offers and special sales. Testimonials.
Branding Analysis	Feminine and relaxing feel, Georgia typeface and Lucida Grande.	Use bright images and smooth navigation
Website message	Naturally made with you in mind.	Emphasize the good prices and product quality.

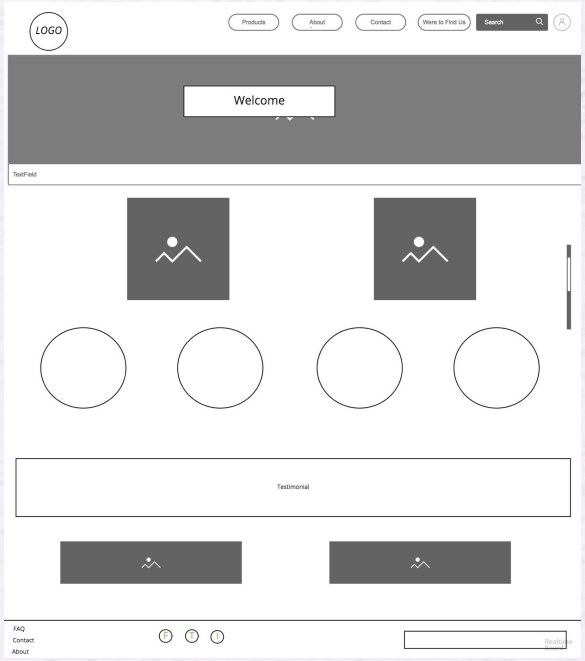
Site Map

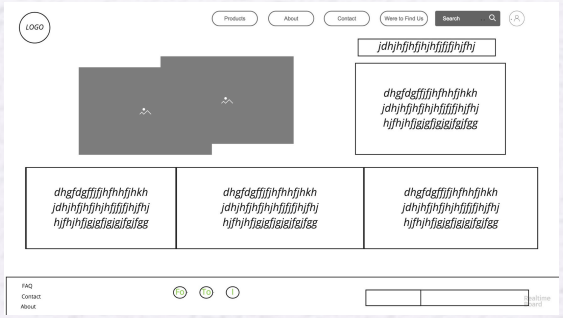

Cathy's Candles
About
Products
Contact
where to find us
our story
our process
Candle holders
Jar Candles
Votive Candles
floating candles
Customize
form
map
contact info
FAQ
list
map

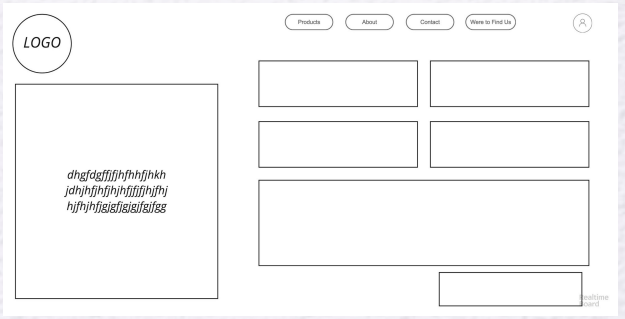
<h> outlines

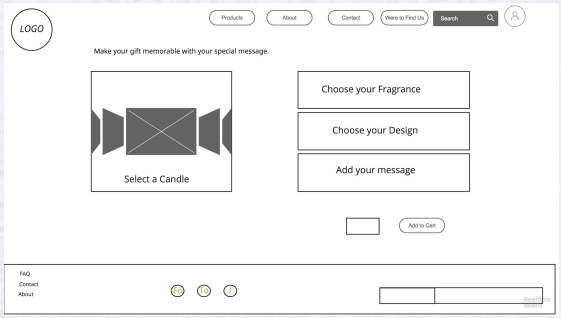
h1	h2
About	Our story Our process
Products	Candle holders, jar candles, votive candles, floating candles, customize.
Contact	Form, map, info.
Where to find us	Map, list.

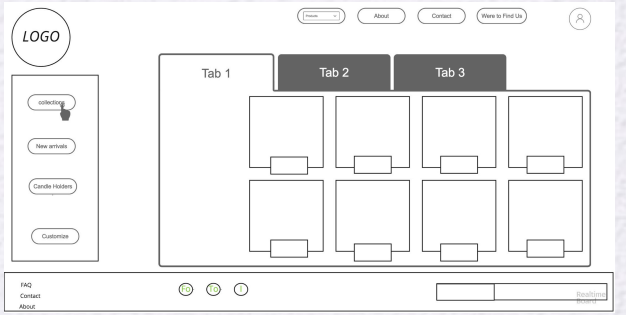
Desktop Wireframes

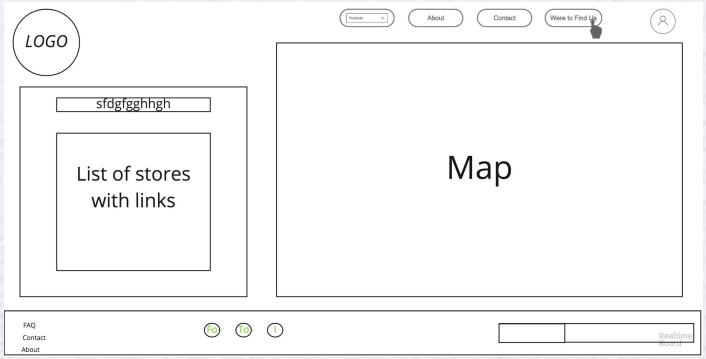




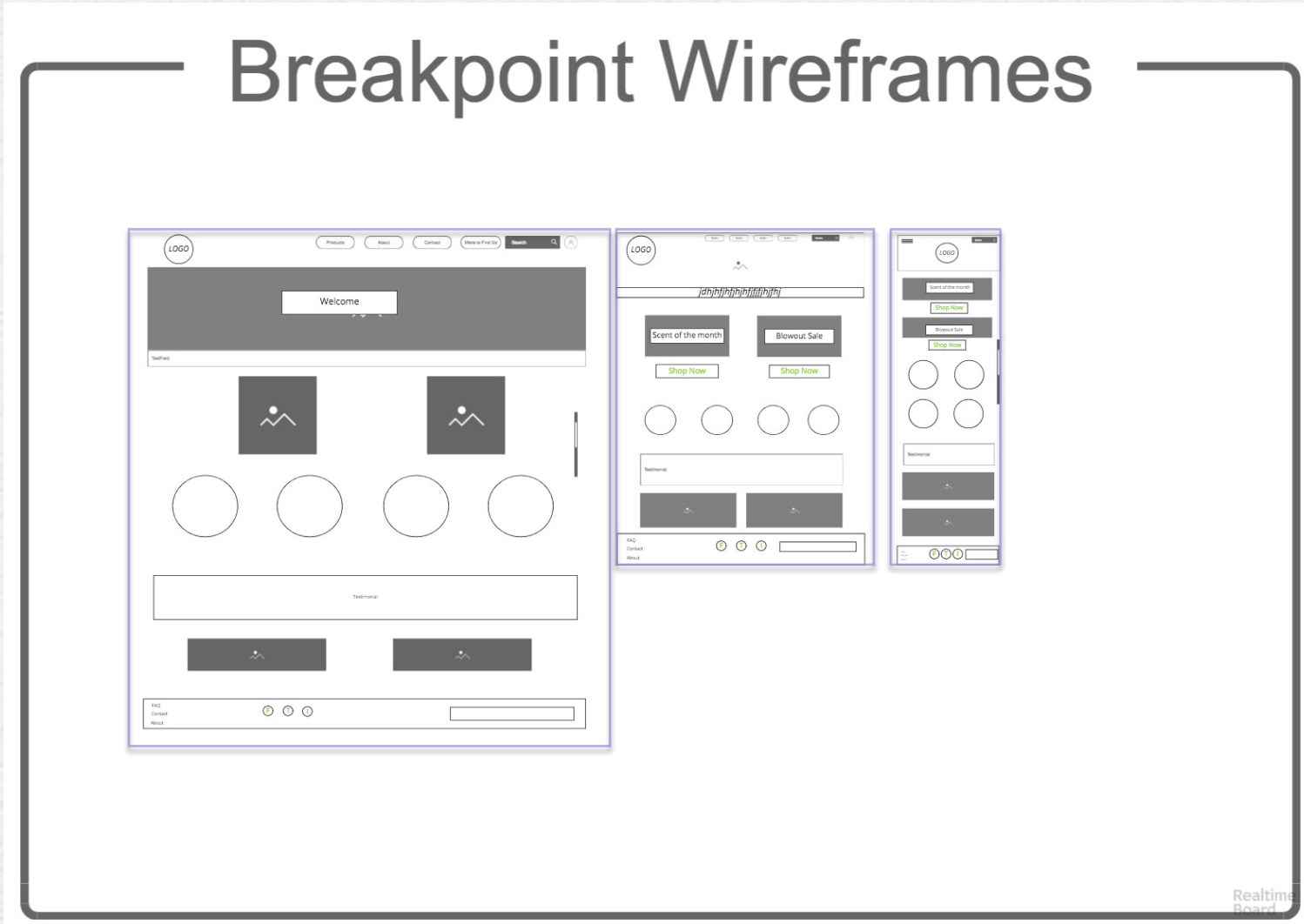








Breakpoint Wireframes



Style Tile

Cathy's Candles

Style Tile
version:1

Cathy's Candles
HAND CO. MADE

Possible Colors

6C648b 6bbaa7 FBA100 B6A19E d7d7d7

Textures

This is an example of a Button

Submit Button Example Here

This is an Example of a Header

Georgia #hexcode

This is an Example of a Sub Head

Lucida Grande #6c648b

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

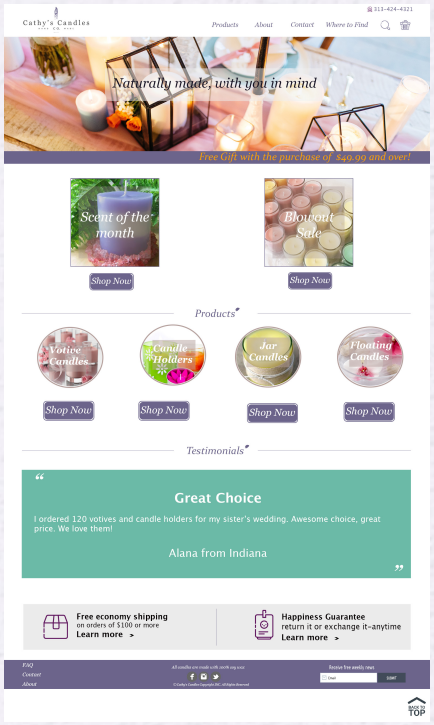
Lucida Grande #hexcode

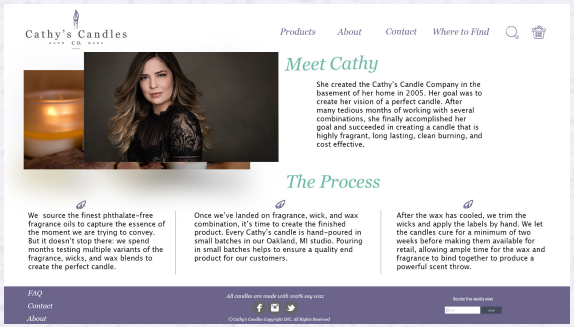
This is an example of a Text link »

Adjectives

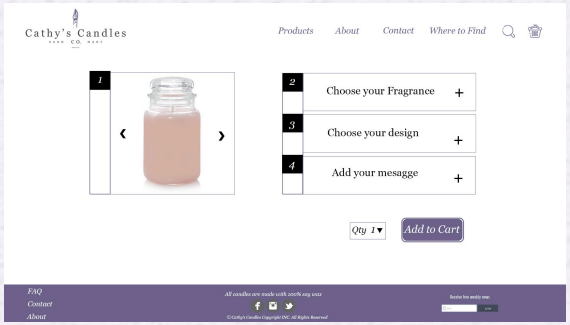
Inviting Relaxed Bright
Friendly *Fresh* Calm

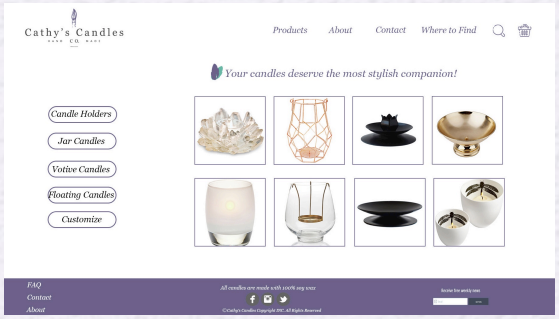
Mockups


Cathy's Candles
Products
About
Contact
Where to Find
Naturally made, with you in mind
Free Gift with the purchase of $49.99 and over!
Scent of the month
Shop Now
Blowout Sale
Shop Now
Products
Votive Candles
Candle Holders
Jar Candles
Floating Candles
Shop Now
Testimonials
Great Choice
I ordered 120 votives and candle holders for my sister's wedding. Awesome choice, great price. We love them!
Alana from Indiana
Free economy shipping
on orders of $100 or more
Learn more
Happiness Guarantee
return it or exchange it-anytime
Learn more
FAQ
Contact
About
BACK TO TOP


Cathy's Candles
Products
About
Contact
Where to Find
Meet Cathy
She created the Cathy's Candle Company in the basement of her home in 2005. Her goal was to create her vision of a perfect candle. After many tedious months of working with several combinations, she finally accomplished her goal and succeeded in creating a candle that is highly fragrant, long lasting, clean burning, and cost effective.
The Process
We source the finest phthalate-free fragrance oils to capture the essence of the moment we are trying to convey. But it doesn't stop there: we spend months testing multiple variants of the fragrance, wicks, and wax blends to create the perfect candle.
Once we've landed on fragrance, wick, and wax combination, it's time to create the finished product. Every Cathy's candle is hand-poured in small batches in our Oakland, MI studio. Pouring in small batches helps to ensure a quality end product for our customers.
After the wax has cooled, we trim the wicks and apply the labels by hand. We let the candles cure for a minimum of two weeks before making them available for retail, allowing ample time for the wax and fragrance to bind together to produce a powerful scent throw.
FAQ
Contact
About

Cathy's Candles
Products
About
Contact
Where to Find
Cathy's Candles
12346 Mack ave.
Grosse Pointe, Mi. 48236
Office Phone
313-424-4321
email
cathyscandles@gmail.com
First Name
Last Name
Phone Number
email
Message
Send
FAQ
Contact
About


Cathy's Candles
Products
About
Contact
Where to Find
1
2
Choose your Fragrance
3
Choose your design
4
Add your mesagge
Qty 1
Add to Cart
FAQ
Contact
About


Cathy's Candles
Products
About
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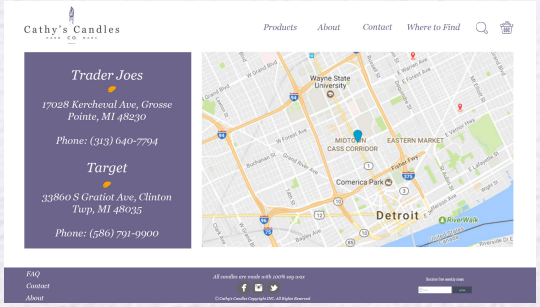
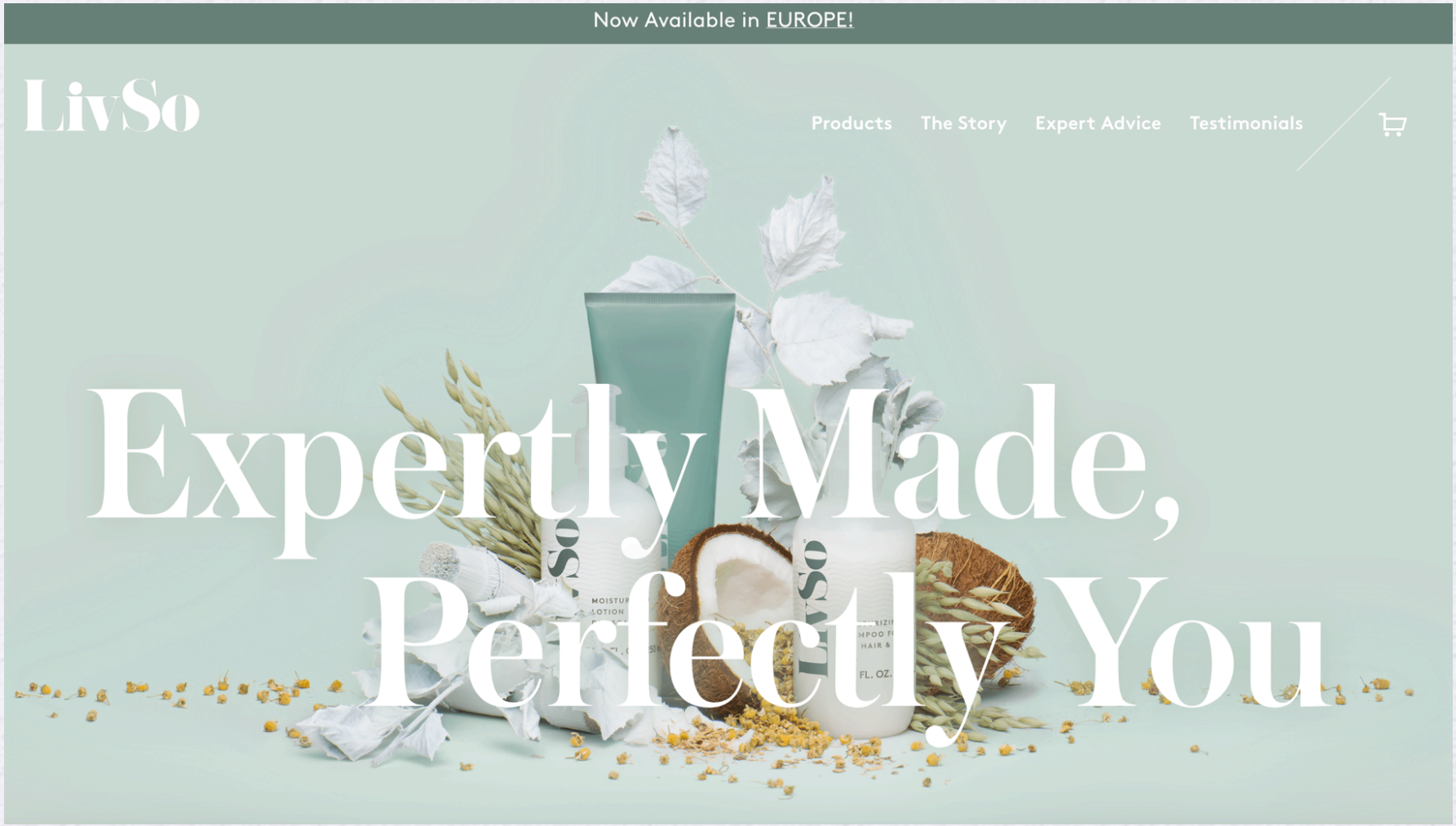
Where to Find
Your candles deserve the most stylish companion!
Candle Holders
Jar Candles
Votive Candles
Floating Candles
Customize
FAQ
Contact
About


Cathy's Candles
Products
About
Contact
Where to Find
Trader Joes
17028 Kercheval Ave, Grosse Pointe, MI 48230
Phone: (313) 640-7794
Target
33860 S Gratiot Ave, Clinton Twp, MI 48035
Phone: (586) 791-9900
Wayne State University
MIDTOWN CASS CORRIDOR
EASTERN MARKET
Comerica Park
Detroit
RiverWalk
FAQ
Contact
About

Inspiration



Evaluations

Being a designer

The most difficult part of my process was figuring out what information needed to be included in each page of the website and how to create the feel the client wanted for her website. Going through all the steps from discovery to mapping, wireframing, and style tiling, helped me get to the final product.

Being a Client

This much easier than being the designer. I knew what color theme and feel for my website and discussed it with my designer. My designer was very easy to communicate with and made the whole process very smooth. The suggestions she made also helped create a more clear idea of how my website was going to look.