



## SILVER MOON BATH & SPA SPECIALTIES, LLC WEBSITE STATEMENT

---

Silver Moon Bath & Spa Specialties, LLC specializes in the sales of candle, soap and bath and body making supplies, with the goal of being a "go to" place for the local artisans for supplies, education and support.

While a local brick and mortar shop, the business also does a significant amount of ecommerce sales and also sells gifts and speciality items made by local artisans.

The objective of the website is primarily to establish a comprehensive ecommerce store and to provide education and resources to the target markets.

# PLANNING DOCUMENTS RESPONSIVE WEB DESIGN

## DOCUMENTS

### TRANSLATE WEBPAGE NEEDS TO DOCUMENTS

---

- Website Analysis
- Content Analysis
- Content Outline: <h> tag diagram

### TRANSLATE CONTENT TO LAYOUT

---

- Wireframe

## DESIGN LAYER

---

- Style Choices
- Photoshop Desktop Layout Composition
- Photoshop Artboards with Responsive Layout

# Website and Content Analysis

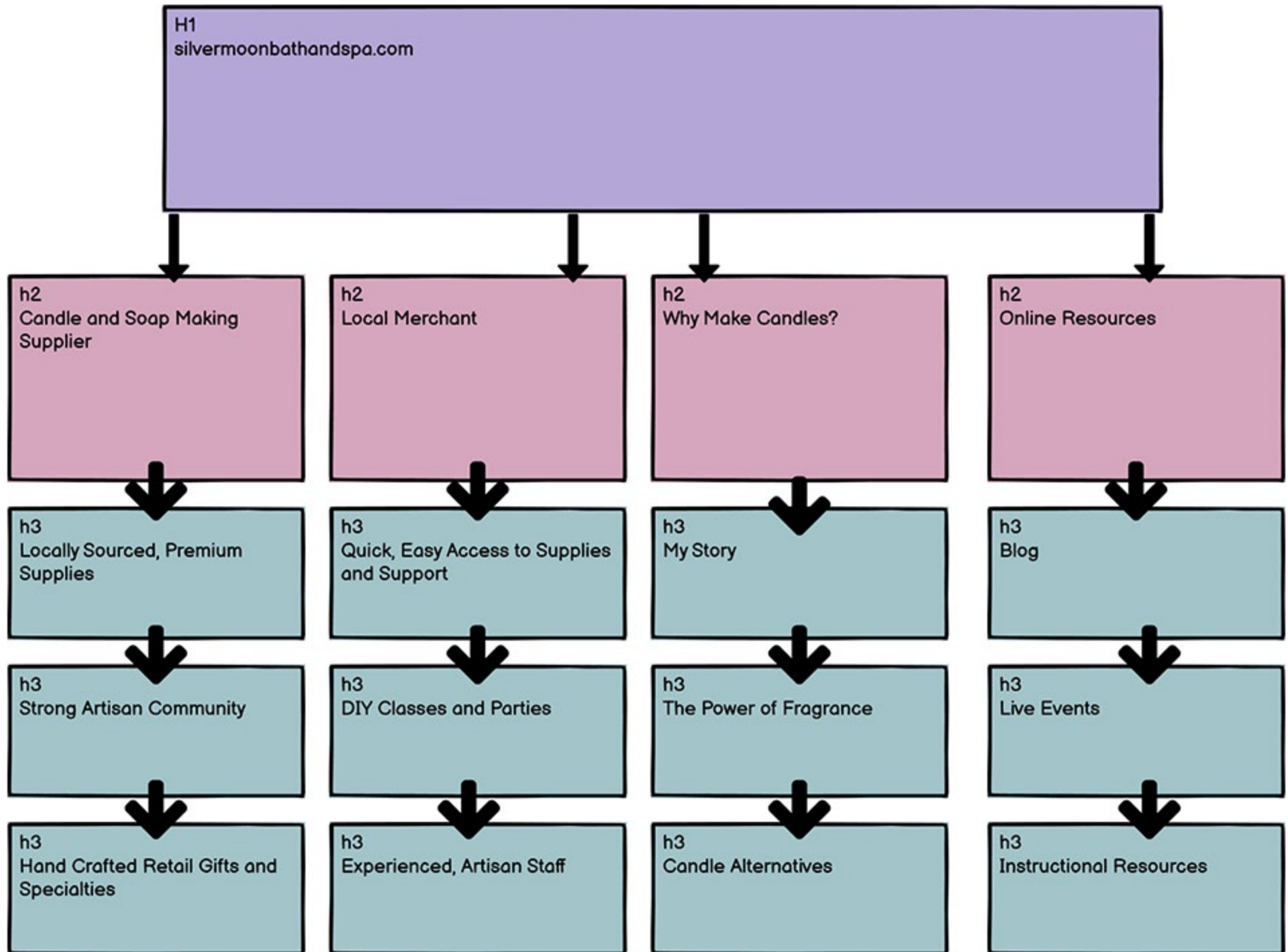
## CONTENT OUTLINE

Website Name	Silver Moon Bath & Spa
Business	candle, soap, bath and body making supplies
Website Purpose	
Website Goals	to share information on candle, soap and bath and body making and to motivate customers to shop
What makes your biz different	<ul style="list-style-type: none"> <li>• local customers can come and shop in person</li> <li>• we are currently the only supplier in Macomb County</li> <li>• premium fragrance oil line</li> <li>• we offer classes and private make your own parties</li> <li>• we offer custom orders for those who don't want to DIY</li> <li>• retail section of gifts and specialties made by us and our customers</li> </ul>
What do visitors want?	<p>the supplies they need to make their products, quickly and efficiently</p> <p>to learn how to make their own products</p> <p>to buy ready made products, either custom orders or retail</p>
What action do you want users to take?	<ul style="list-style-type: none"> <li>• buy, buy, buy</li> <li>• tell others</li> <li>• book a party</li> </ul>
Website Type	brochure, e-commerce

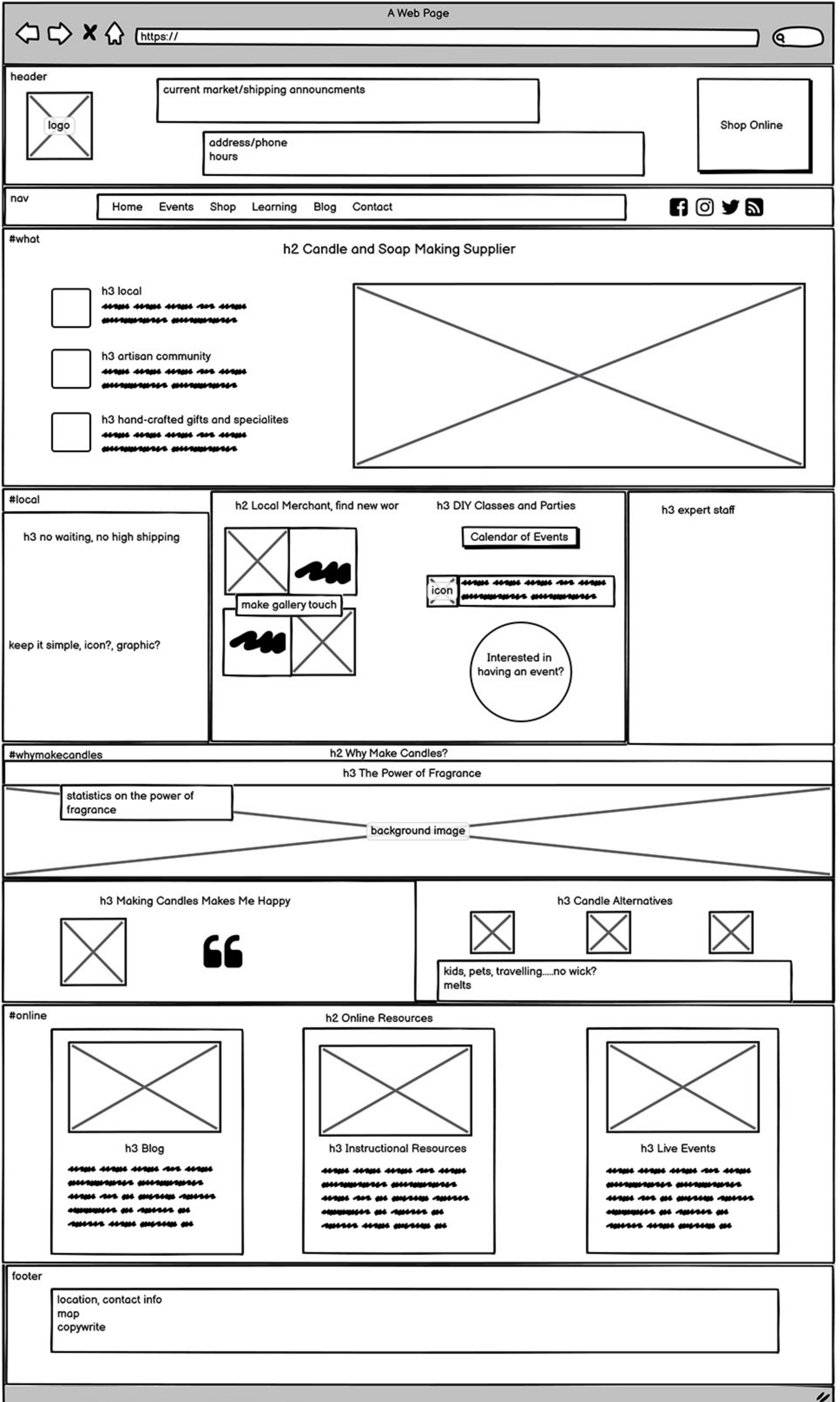
## CONTENT ANALYSIS

Content	Form	design/build information
ecommerce	Shop button	
Local supplier	Cards and images	Show and tell the benefits of having a local candle making supplier
Candle relevance	Quotes, alternatives, images	Impact of fragrance on human psyche
Education	calendar	Video library, live events, access to files
Expert Staff	Staff bios	



# Content Outline: <ht> tag diagram



# Content Layout Wireframe:



# Style Choices

Brand Words	Engaging and interactive
Design Ideas	<ul style="list-style-type: none"> <li>lots of images</li> <li>blend of color and white space</li> <li>colors to coordinate with logo</li> </ul>
Existing Logo	
Typography: Headings	<u>Federo</u> regular
<u>Headings</u> graphics	logo, shop button
Typography: Text	<u>Bogega</u> Sans
buttons	
favicon	<a href="https://www.favicon.ico">favicon.ico</a>
icon set	social media
Image treatment	<ul style="list-style-type: none"> <li>transparent overlay over hero image</li> <li>border backgrounds</li> </ul>
section background textures	no textures

87D1D1  
Middle Blue Green

F88379  
Congo Pink

E9E9E9  
Platinum

015E7A  
Blue Sapphire

# Desktop Photoshop Composition

1920 and above

SAVE UP TO 50% OFF on all the supplies you'll need to get started making candles.

5001 17th St. Suite 100, WILSON, WA 98149  
You'll love: Make Your Own Soy Candles/Tea Candles

HOME ABOUT SHOP GALLERY BLOG CONTACT

## Candle & Soap

Best Supplies for Candle Making  
When You're Ready to Start  
Best Soy Candle Suppliers

### Finally - A Local Candle and Soap Making Supplier!

No High Shipping Rates  
No Waiting for Orders

#### DIY Classes & Parties

2022 Calendar

Expert Staff

Why Make Candles?

1. It's fun!
2. It will save money in the end
3. They make great gifts
4. You choose the fragrance
5. Small business or side hustle opportunity

When Life Gets Tough, Make Candles  
*"I know that fragrance has the power to change my mood."*

Candle Alternatives  
Flame vs. No Flame

Order Resources

Latest Blog | Instructional Resources | LIVE Events

© 2021 Gloria Vetter

1024-768

SAVE UP TO 50% OFF on all the supplies you'll need to get started making candles.

5001 17th St. Suite 100, WILSON, WA 98149  
You'll love: Make Your Own Soy Candles/Tea Candles

## Candle & Soap

Best Supplies for Candle Making  
When You're Ready to Start  
Best Soy Candle Suppliers

### Finally - A Local Candle and Soap Making Supplier!

No High Shipping Rates  
No Waiting for Orders

Expert Staff

#### DIY Classes & Parties

2022 Calendar

Why Make Candles?

1. It's fun!
2. It will save money in the end
3. They make great gifts
4. You choose the fragrance
5. Small business or side hustle opportunity

When Life Gets Tough, Make Candles  
*"I know that fragrance has the power to change my mood."*

Candle Alternatives  
Flame vs. No Flame

Order Resources

Latest Blog | Instructional Resources | LIVE Events

© 2021 Gloria Vetter

480...ow

SAVE UP TO 50% OFF on all the supplies you'll need to get started making candles.

5001 17th St. Suite 100, WILSON, WA 98149  
You'll love: Make Your Own Soy Candles/Tea Candles

## Candle & Soap Making Supplies

Best Supplies for Candle Making  
When You're Ready to Start  
Best Soy Candle Suppliers

### Finally - A Local Candle and Soap Making Supplier!

No High Shipping Rates  
No Waiting for Orders

Expert Staff

#### DIY Classes & Parties

2022 Calendar

Why Make Candles?

1. It's fun!
2. It will save money in the end
3. They make great gifts
4. You choose the fragrance
5. Small business or side hustle opportunity

When Life Gets Tough, Make Candles  
*"I know that fragrance has the power to change my mood."*

Candle Alternatives  
Flame vs. No Flame

Order Resources

Latest Blog | Instructional Resources | LIVE Events

© 2021 Gloria Vetter