

# Nils Holger Website Project Specification

## 1. Introduction

This document outlines the final structure, content, and technical requirements for the Nils Holger website — a modern, Scandinavian B2B platform for showcasing interior design services, project references, and products tailored for public spaces. It serves as a central specification, while some deeper visual and structural details (e.g. layout drafts, prompt history, and image references) are maintained in external documents and links shared during the build process. Due to the extensive use of modular components, custom layouts, and interactive prompts, this document acts as a navigational overview rather than a repository of all design code or prompt data.

The website is intended to communicate the brand's identity clearly:

- Professional yet warm and human
- Flexible and solution-oriented
- High quality with a focus on sustainability
- Clean and minimalist in tone — rooted in Scandinavian simplicity

The target audience includes B2B clients such as hotel owners, restaurateurs, property developers, and office managers who seek tailored, long-term interior solutions. The aim is to build trust and position Nils Holger as a reliable partner through clear communication, reference projects, and an intuitive, elegant interface.

## 2. Project Goals

The Nils Holger website is designed to support brand communication, lead generation, and future sales capabilities. Its goals are:

- Present a clear, minimalist structure aligned with Scandinavian design principles
- Provide intuitive access to services, product categories, project references, and selected products for direct purchase
- Highlight custom solutions, craftsmanship, and flexibility through storytelling and strong visuals
- Emphasize sustainability through dedicated content and material reuse narratives
- Simplify the client journey from inspiration to contact — including a sticky “Book a free consultation” button and booking integrations (e.g. TidyCal)
- Embed trust with real project examples, before/after modules, team introductions, and client-friendly workflows
- Support Swedish and English language versions (bilingual structure)
- Enable a scalable e-commerce foundation for selling:
  - Custom-made/special collections developed and produced by Nils Holger
  - Standard products and offerings from trusted external partners
- Be fully responsive across all devices, especially mobile
- Integrate optional smart features (e.g. an AI assistant, FAQ module, or search)

- Showcase brand and people partnerships — by publishing logos of collaborating companies (e.g. HAY, Gubi, Muuto, IKEA) as well as individuals such as architects, designers, and builders
  - Provide a clear call-to-action for potential collaborators (e.g. "Partner with us") to reach out, including a form or booking prompt for new partnership inquiries
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## 3. Website Structure

### 1. Start / Hero - which is linked to Logo and doesn't have any name on the nav menu.

#### ◆ Navigation Design Updates

- The navigation bar spans full width with **dark brown (#2B2B2B)** background.
- The **logo sits flush left**, with no margin. Its background is a **rounded rectangular shape in warm golden brown (#AD8C44)**, giving it a furniture-label look.
- **Logo font is large and bold**, maintaining brand visibility on all devices.
- **Navigation links are right-aligned**, with **smaller off-white text** for clarity and contrast.
- A **sticky "Boka gratis konsultation" button** is aligned right. It scales down on smaller screens and hides in mobile view.
- **Language toggle (SV/EN)** sits within a **light yellow box** to separate it visually and maintain visual rhythm.
- On mobile, the menu collapses into a burger icon and drops down as a full-width dark panel with vertically stacked links.
- Ensure spacing consistency between logo and nav items to avoid crowding or overflow on responsive views.
- Full-width image or slideshow with logo, tagline (e.g. "Design & Furniture Projects")
- Navigation bar with dark brown background, logo on the left, language selector and booking button on the right
- Yellow background behind language selector for contrast
- Hero text and CTA disappear on hover, allowing image to shine
- Scroll cue: a soft animated downward arrow

### 2. Intro / Welcome

- Title: "Welcome to Nils Holger – Design & Furniture Projects"
- Text:

Our mission is to be a reliable and flexible partner for interior design and construction in all types of public environments. We work in both interior and exterior spaces.

### 3. Services

- Grid of service cards with uniform sizing across desktop and mobile
- Each card has:

- Title always visible
- Dropdown arrow icon ( ↓ ) to expand full description
- Description appears with soft light overlay on photo
- “Läs mer” link at bottom of description (links to relevant section/project)
- Cards include:
  - Public Interior Solutions
  - Project Planning
  - Project Management
  - Building Control / Inspector (KA)
  - Construction & Renovation
  - Furniture Production & In-house Manufacturing
  - Reupholstery & Furniture Restoration

#### **4. Our Process**

- Displayed in a compact vertical or circular layout
- Title centered, section background in off-white
- Steps shown as numbered icons in yellow, with soft curved block
- Each step (1–4) includes short bullet list:
  - Step 1: Förutsättningslöst möte — Behov och visioner, Tidplan, Omfattning, Budget, Upplägg
  - Step 2: Design & Koncept
  - Step 3: Produktion & Förädling
  - Step 4: Leverans & Installation

#### **5. Products**

- Structured into two main categories:
  - Standard Products from Partners
  - In-House Manufacturing
- Each product card has:
  - Title
  - Hidden description expandable by click
  - “Läs mer” yellow link styled as button, placed inside overlay
- Cards shown in 3x3 grid, no outer padding, thin border lines

#### **6. Before & After**

- Slider module per project/image
- Full-width layout, matching millimeter.se-style implementation
- Caption under each image (optional)

## 7. Reference Projects

- Year-by-year structure (vertical or grid timeline)
- Filters by sector: Hotel, Restaurant, Office, Retail
- Each card includes:
  - Year
  - Short project title
  - Location
  - "Läs mer" links to details if available

## 8. Partners

- Logos of brands, suppliers, and collaborators
- Minimal layout, matching style of footer
- Optional partner inquiry CTA button

## 9. Career & Internship

- Text about collaboration with students
- Link to contact form or email
- Brief job openings and practical opportunities (Launching Soon).

## 10. About Us

- Subsections:
  - Our Vision & Values
  - Company Story
  - Meet the Team (with yellow border around profile images)
  - Optional: Verkstad / Workshop (can be hidden)

## 11. Contact

- Embedded Google Map (Birger Jarlsgatan 99)
- Contact details
- Booking link or form

## 12. Footer

- Site links
- Language selector
- Social links (Instagram / LinkedIn)
- Privacy policy link
- Optional chatbot in corner