

SAMPLE · FICTIONAL EXAMPLE. NOT A CLIENT. NOT A QUOTE.

What to expect: Hale & Bramble

A polished example of the blueprint a conversation would produce. Hale & Bramble is a fictional florist in Wicket Bay. This is not a client, not a quote, and not a promise of schedule.

Pages

Say what Hale & Bramble is, and offer two next steps: a weekly bunch, or a wedding consult.

What is in the bunches this season. No cart. A note that stems change with the week.

How a consult works, what it does not include, and a way to ask for a date.

The shop in fictional Wicket Bay: hours, how to find the door, and a phone number.

Features

- Inquiry for a standing weekly bunch. The shop confirms by hand.
- Wedding consult request with a date and a guest count. Not a contract.
- A season note the owner can replace without a redesign.
- No online payment, no delivery clock, and no review carousel.

Measurement plan

Event	Why it is there
page_view	Which pages people actually open.
bunch_inquiry	Someone asked about a weekly bunch.
consult_request	Someone asked for a wedding consult.
No purchase event	The shop does not take payment on the site, so the analyst will not invent one.

Agentic control

Proposes the page map and the out-of-scope list. Assembling waits until the owner approves.

Proposes type, color, and the homepage structure. A pass is not applied until it is approved.

Assembles only approved blocks. It does not add a page that is not on the map.

Writes the measurement plan in plain language. Events go live only after approval.

Approves or sends a proposal back. Rollback returns the preview to an earlier approved version.

Sample timeline

Week 1	Conversation, page map, and blueprint approval.
Week 2	Design passes on the homepage and the wedding page.
Weeks 3–4	Build the four pages. No checkout.
Week 5	Measurement check and handoff of the repository.