



Portfolio Project

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<https://c44380-fb.myshopify.com/>

Target Customer

- I chose Frances the Fashionista. She loves showing her unique style through clothing and posting content on social media.
- Frances is the perfect customers for Nöz. She loves bright colors and promoting unique styles which is why she would love Nöz neon sunscreen.

Customer Personas: Frances the Fashionista



THE FASHION-FORWARD INFLUENCER



Age: 22
Job: Recent grad
Family: Single
Location: Austin, TX

Brand Preferences



“Clothes are a form of artistic self-expression. I feel like my style is really unique and I love sharing it with the world.”

Goals

- Source unique pieces that reflect her sense of style and her values.
- Use color to express her playful personality.
- Loves sharing her life on Instagram.

Frustrations

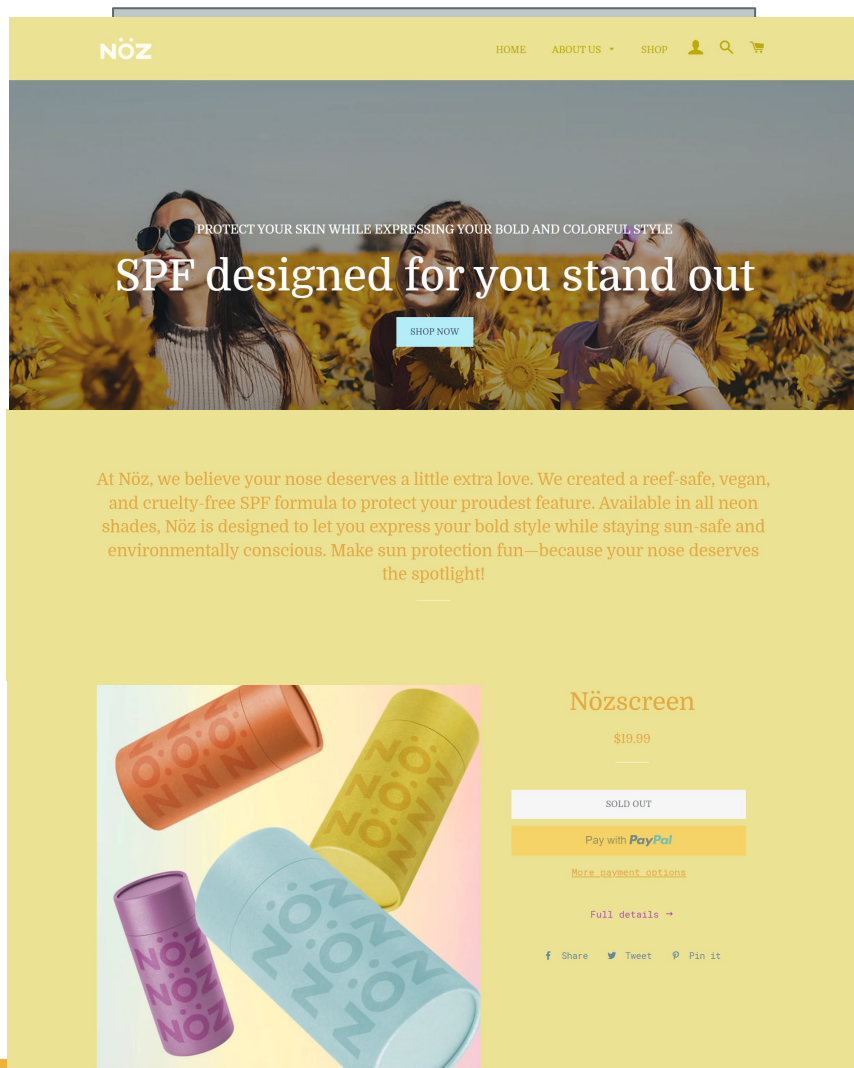
- Hard time compromising her love of shopping with environmental concerns.
- Often struggles to find unique products that express her style.

Value Proposition

Nöz Sunscreen is a reef-safe, vegan, and cruelty-free SPF designed for those who love to stand out. With a playful range of neon shades, Nöz lets you protect your skin while expressing your bold, colorful style and staying true to you.

Value Proposition

I chose to put my value proposition after the hero image because it makes it easier for customers to see what Nöz is all about as soon as they scroll. It is also a good break between the hero image and the featured product page.







Brand Visuals - Color Palette

I chose to make the background color light yellow because it makes you think of the sun and matched my hero image of girls in a sunflower field. It will draw in customers that like bright and inviting colors. I complemented the yellow with a light blue for buttons and the subscription to newsletter boxes because the blue helps the yellow look more exciting. I added pink accents to add to the bright colors, but it is a drastic change from the blue and yellow. I decided to leave the font white to keep a clean look.






Colors

General

-  Background #EBE393
-  Headings #E5AA40
-  Body text #5F89A3
-  Line color #FFFFFF
-  Buttons label #F2B7E9
-  Buttons #F4E0F1
-  Links and accents #B645B6
-  Product background #F2B7E9

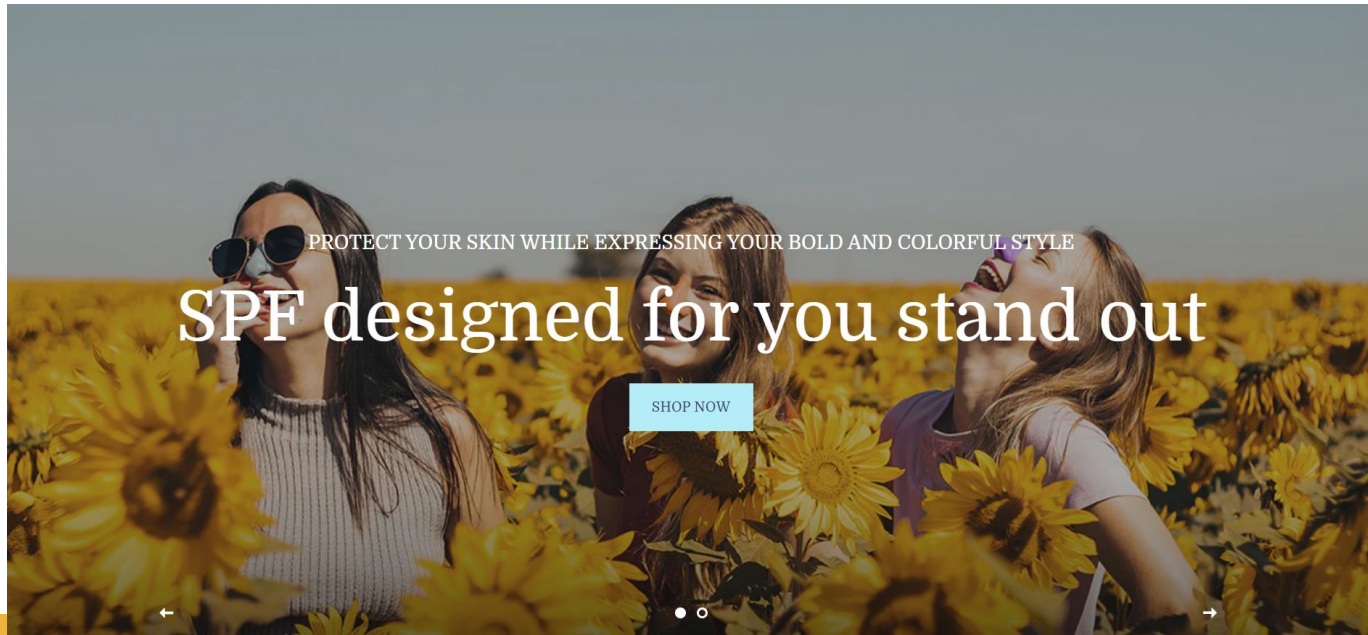
-  Sale tags #686769
-  Form fields #FFFFFF
-  Newsletter and tables backgr... #B4EDF7

Drawers

-  Background #686769
-  Text #354C6F
-  Lines and borders #FFFFFF
-  Buttons #FFFFFF
-  Button text #FFFFFF

Brand Visuals - Photography

I chose this hero image because it is very happy and bright. Nöz is all about expressing your uniqueness by using bright neon sunscreen. To match Nöz color palette I chose an image with blue and yellow.



NÖZ

SEO - Keyword research

- Zinc oxide sunscreen
- Best spf for face
- Reef safe sunscreen
- Colorful sunscreen
- Eco friendly sunscreen

I chose these key words because they were trending up or were flat. I also kept in mind the volume each key word had, I chose the ones that had the highest volume.

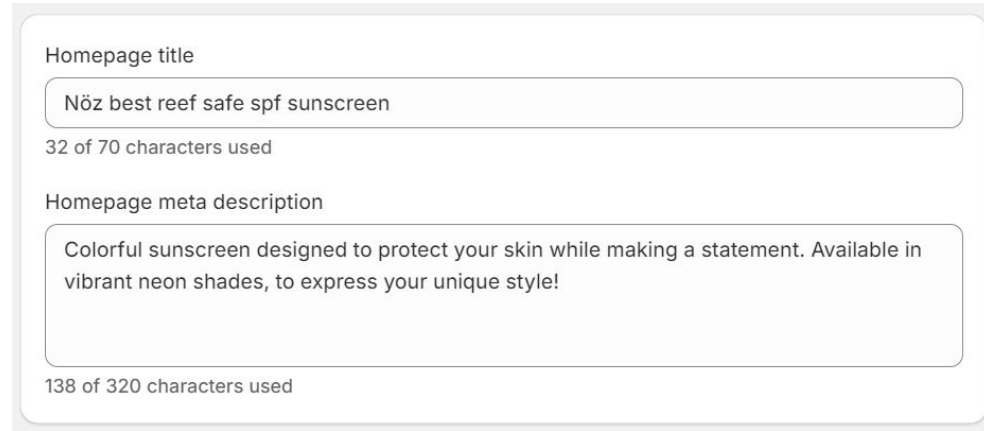
Keyword brainstorm	Trend (Tool: Google Trends)	Volume (Tool: Keyword Planner)
best spf for face	Up	1K – 10K
biodegradable sunscreen	Down	1K – 10K
dermatologist recommended sunscreen	Flat	1K – 10K
zinc oxide sunscreen	Up	1K – 10K
reef safe sunscreen	Up	10K – 100K
colorful sunscreen	Flat	100 – 1K
cool sunscreen	Flat	100 – 1K
eco friendly sunscreen	Flat	100 – 1K
environmentally safe sunscreen	Flat	100 – 1K
is zinc sunscreen better	Up	100 – 1K

SEO - Site Meta Tags

Meta titles are important for SEO because it provides a more specific keyword description about the page's content that search engines use to understand and rank the page. It also shows up in search engine results and it influences click through rates by helping users determine if the page is relevant to their search.

Keywords used:

- Reef safe spf
- Colorful sunscreen



The image shows a user interface for configuring meta tags. It has two sections: 'Homepage title' and 'Homepage meta description'. Each section has a text input field and a character count below it.

Homepage title

Nöz best reef safe spf sunscreen

32 of 70 characters used

Homepage meta description

Colorful sunscreen designed to protect your skin while making a statement. Available in vibrant neon shades, to express your unique style!

138 of 320 characters used

Landing Page Optimization

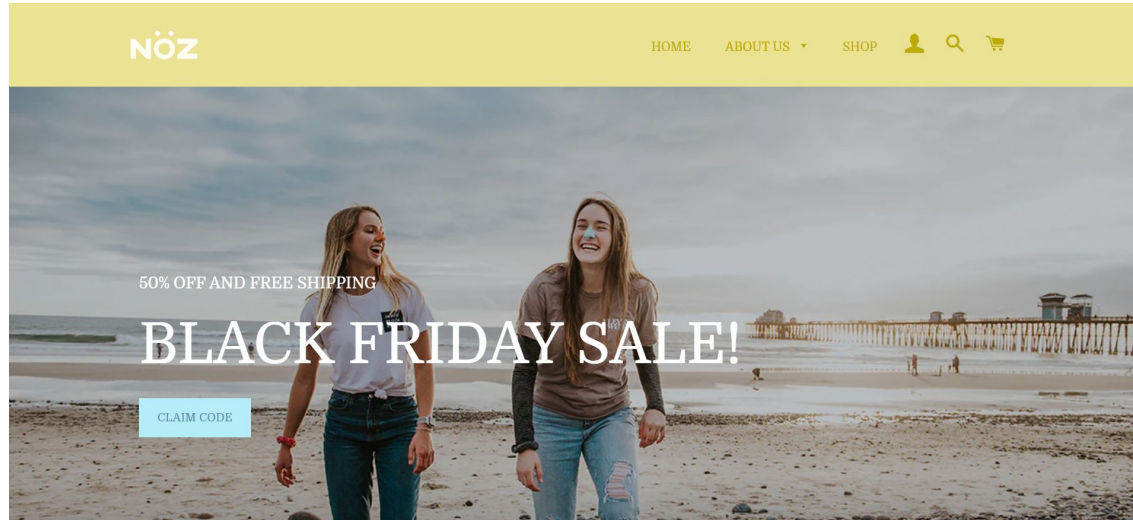
The CRO strategies I implemented to improve my site's conversion rate...

Color Contrast: I used the contrasting colors yellow and blue to make key elements like CTA button to stand out and attract the customer's attention.

Whitespace: I added whitespace to emphasize the important content which will help readers on the important information on my website.

Directional Cues: I included visual cues that guide users' eyes toward my CTA button and the important information on the page.

Trust Badges: I added the “no animal cruelty testing”, vegan, and “eco friendly” badges to build trust and show customers what the company stands for.



Screen Record Your Noz Store

[https://www.loom.com/share/6fa75a69
bdb74d95aa2e25a1932492d3?sid=c12dc
aa9-0e16-4498-b75e-630f452ab272](https://www.loom.com/share/6fa75a69bdb74d95aa2e25a1932492d3?sid=c12dc
aa9-0e16-4498-b75e-630f452ab272)

Promos & Offers

Summary

BLACKFRIDAY 📅

Scheduled

Type and method

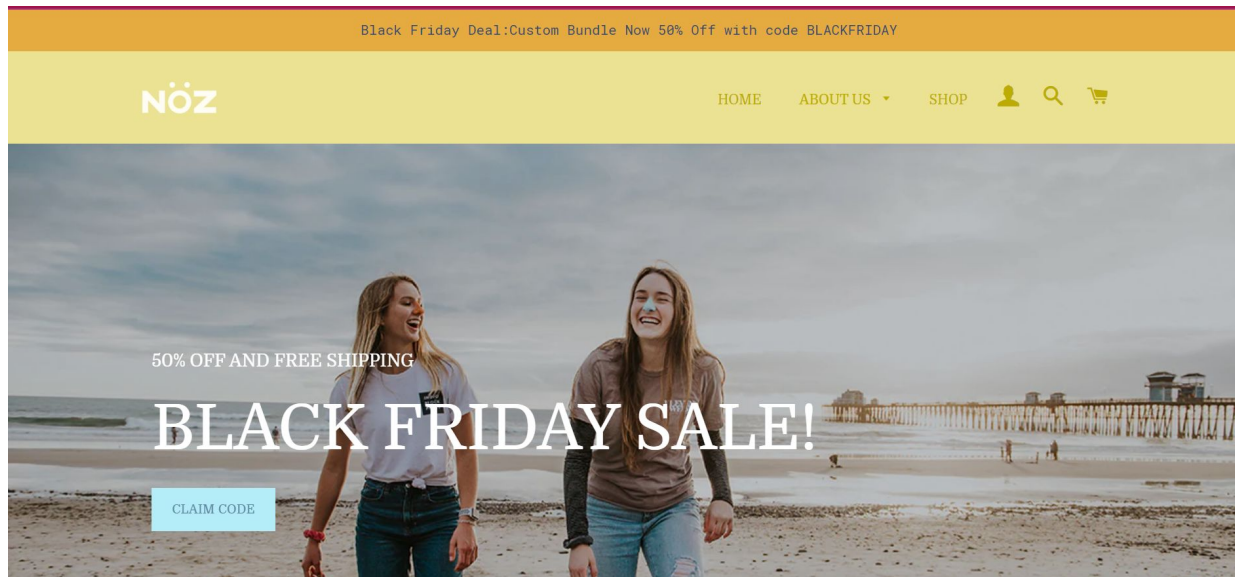
- Amount off products
- Code

Details

- For Online Store
- 50% off Nözscreen
- No minimum purchase requirement
- All customers
- One use per customer
- Combines with shipping discounts
- Active from Apr 26, 2025

Performance

Discount is not active yet



Abandoned Checkout Email

