

Designer Task: CRO-Focused Website Redesign



Read This First (Very Important)

This is **primarily a design evaluation**, not a pure CRO test.

We believe:

- Design taste, visual hierarchy, and layout instinct are hard to teach
- CRO principles and marketing frameworks can be taught

So while this is framed as a CRO redesign, **we will mainly evaluate your visual design quality, layout decisions, and creative direction.**

We want to see something that makes us say:

“Wow, this looks amazing.”

What We're Evaluating

Primary: Design Taste & Visual Impact

We're looking for:

- Beautiful, modern layout
- Strong visual hierarchy
- Smart use of spacing and composition
- Elevated brand feel
- Creative direction that adds a **WOW factor**

You are **encouraged to explore and improve**, including:

- New color palette
- New section structure
- New shapes and visual devices
- New imagery usage
- New typography styles
- New overall art direction

If it makes the design **feel premium, exciting, and polished**, that's a big plus.

Secondary: CRO & Marketing Thinking

This is still a CRO-focused project, but it's not the main grading factor.

We will also look at:

- How well the design supports conversion
- Your ability to think through user flow and persuasion
- Whether your layout decisions have reasoning behind them

Critical thinking > memorizing marketing tactics

We care more about *how you think* than how many CRO tricks you know.

Scope of the Task

You will redesign:

- [Product Page](#) (Main focus)
- [Home Page](#) (Lighter exploration, but should match the design direction)

Client Overview

Brand: Sun Ninja

Website: <https://www.sunninja.com/>

Sun Ninja creates **portable sun shelters** that provide UV protection for outdoor activities. Their products are designed for:

- Beach days ☀
- Outdoor adventures ♡?
- Easy setup & portability ♡?

The **primary angle** should be the **beach use case**, but showing **versatility across other outdoor scenarios** is a plus.

Task Objective

Redesign the **Product Page** and **Homepage** to:

1. **Look beautiful and premium (PRIMARY)**
2. **Be structured in a conversion-friendly way (SECONDARY)**

This should feel like a **serious upgrade** in visual quality and brand perception.

Helpful Guidelines (Not Strict Rules)

Design

- Keep the layout **clean, modern, and intentional**
- Use spacing and structure to guide the eye
- Make key sections feel distinct and purposeful
- Elevate the brand visually beyond its current look

CRO Considerations (Supportive Layer)

You may incorporate:

- Strong above-the-fold structure
 - Clear and compelling CTAs
 - Social proof
 - Benefit-driven messaging (focus on outcomes, not just features)
 - Trust elements (guarantees, shipping, ease of setup, etc.) •
- Logical content flow

But remember:

❖ A stunning layout with decent CRO beats average design with perfect CRO.

About the Examples

[Here](#) are some reference examples.

These are:

- For **inspiration**
- To understand **high-converting structure**

They are **NOT** to be copied.

We want to see **your design thinking**, not a remix of another brand.

Assets You Can Use

You'll receive folders such as:

- [Assets Folder](#)

More assets to play with:

- [Pro content](#) (new)
- [Phone content](#)
- [Pro content](#) (old)

Feel free to **crop, reframe, and creatively use** these within your design.