



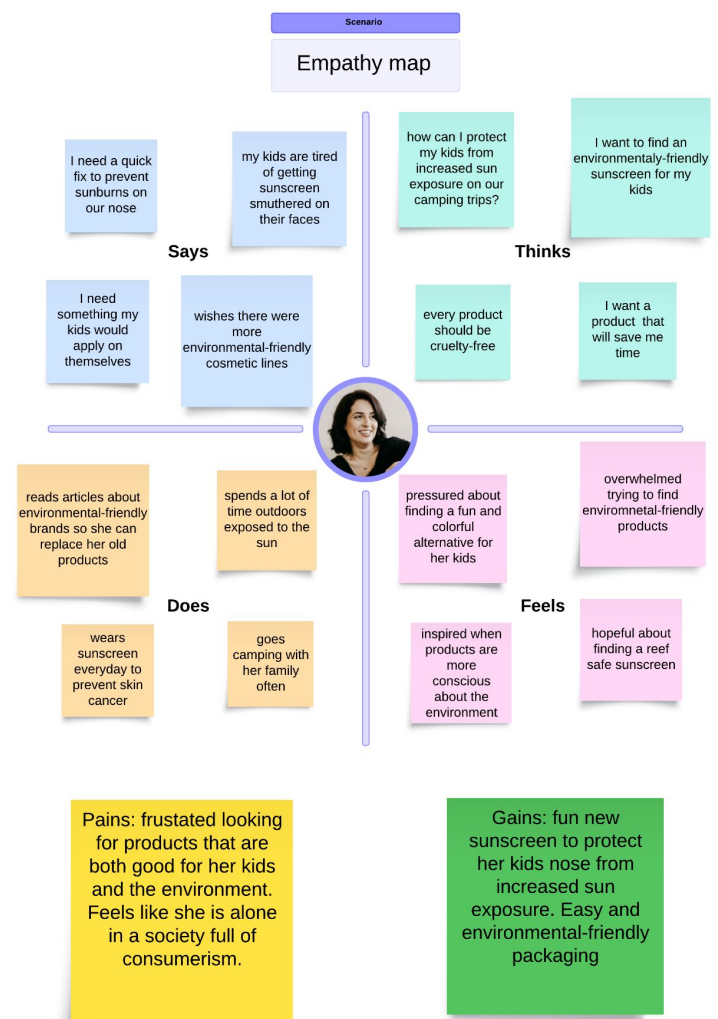
Portfolio Project

[Danna Medina]
[3/3/2025]

<https://13vvng-yu.myshopify.com/>

Target Customer

- I chose Mary the Mom as my customer persona to target my site copy and design.
- Nöz can help Mary by providing a product that is conscious about the environment in every way. Also, our colorful and easy-to-apply design can make sunscreen fun for her kids.



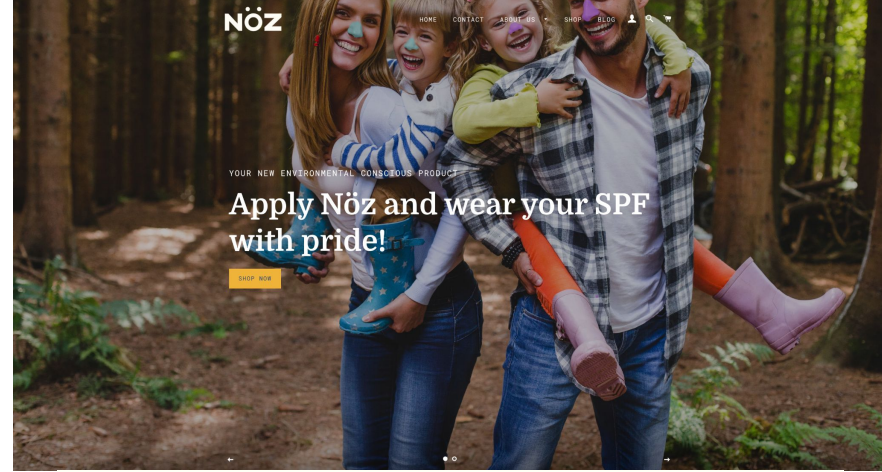
Value Proposition

Hey there! We're Nöz, and we believe sun protection should be as bold and conscious as you are. Inspired by childhood wisdom to “lead with your nose,” we've created a fun and colorful way to take care of your proudest feature. Our reef-safe, vegan and cruelty-free SPF comes in eye-catching neon shades, making sunscreen exciting, effortless, and kind to the planet. Whether you're surfing, hiking or just soaking up the sun, Nöz lets you stand out while staying protected. Go on, lead with your nose!

NÖZ

Value Proposition

- I chose to place my value proposition in the homepage and in the About Us page because it ensures that visitors instantly understand our brand while also giving them an opportunity to dive deeper into our story if they want to.



Bold Protection, Bright Colors — Lead with Your Nose!

Kid-approved sunscreen that's gentle on your skin and the planet.



Nözscreen

\$19.99

Color

SKY BLUE

GRIMACE PURPLE

HELLO YELLOW

CITRUS ORANGE

ADD TO CART

Pay with **PayPal**

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NÖZ

Brand Visuals - Color Palette

- This color palette embodies the spirit of Nöz— optimistic, adventurous and fun. The light background and vibrant yellow headings reflects our bold, sun-loving energy, while the blue body text and green buttons add a sense of trust and eco-consciousness, just like our reef-safe, vegan formula.

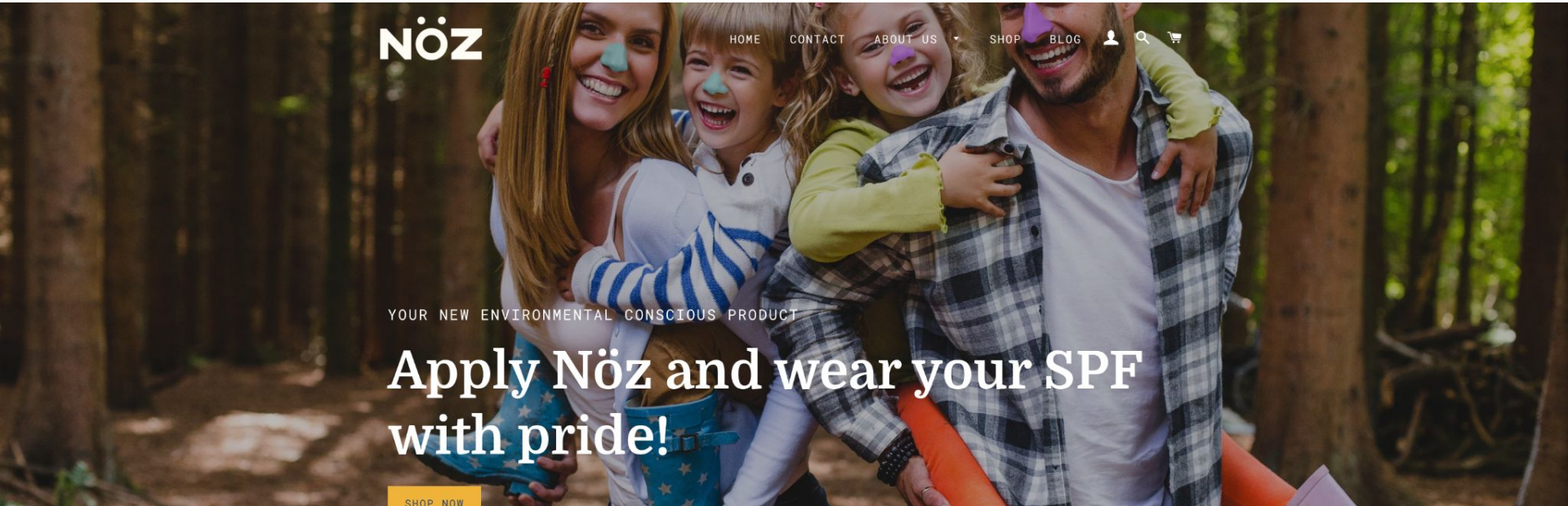
The image shows a configuration interface for brand visuals, specifically the color palette. It is divided into two main sections: 'Colors' and 'Drawers'. The 'Colors' section is further divided into 'General' and 'Product background'. The 'General' section includes settings for Background, Headings, Body text, Line color, Buttons label, Buttons, Links and accents, Product background, Sale tags, Form fields, and Newsletter and tables background. The 'Product background' section includes settings for Sale tags, Form fields, and Newsletter and tables background. The 'Drawers' section includes settings for Background, Text, Lines and borders, Buttons, and Button text. Each setting is represented by a color swatch and a text input field containing the hex color code. The 'Colors' section is expanded, showing the following settings:

Category	Setting	Color
General	Background	#FFFEF4
	Headings	#EEB33A
	Body text	#354C6F
	Line color	#335530
	Buttons label	#FFFEF4
	Buttons	#335530
	Links and accents	#354C6F
	Product background	#FFFEF4
	Sale tags	#D3EBD8
	Form fields	#C7EAF8
Newsletter and tables background	#F9D9A3	
Drawers	Background	#FFFEF4
	Text	#081411
	Lines and borders	#354C6F
	Buttons	#335530
	Button text	#081411

The 'Drawers' section is collapsed. Below the 'Colors' section, there are several other sections: 'Typography', 'Cart page', 'Social media', 'Favicon', 'Checkout', and 'Custom CSS', all of which are collapsed.

Brand Visuals - Photography

- The photography in our homepage hero image is meant to instantly resonate with our customer persona, Mary the Mom. By featuring a smiling family, we create a sense of warmth, relatability and trust.



SEO - Keyword research

- I would use these 5 keywords for my Meta title for the Nöz homepage:
 - Reef safe sunscreen
 - Kids sunscreen
 - Sunscreen stick
 - Non-toxic sunscreen
 - Best sunscreen for sensitive face
- I selected these keywords based on their upward trends, high search volume and strong user intent. They align with our customer personas intent on buying a product that is safe for her kids and good for the planet.

1	Customer Persona: Mary, the mom				
2	Keyword brainstorm	Trend (Tool: Google Trends)	Volume (Tool: Semrush)	KD (Tool: Semrush)	Intent (Tool: Semrush)
3	reef safe sunscreen	Up	27,100	60	Commercial
4	sunblock on nose	Flat	210	29	Informational
5	ocean friendly sunscreen	Flat	170	26	Commercial
6	buy sunscreen online	Flat	30	44	Transactional
7	eco friendly sunscreen	Flat	480	35	Commercial
8	colorful sunscreen	Flat	1,300	36	Informational, Transactional
9	best spf for face	Flat	6,600	64	Commercial
10	cool sunscreen	Flat	50	21	Informational, Transactional
11	lifeguard sunscreen nose	No Data	170	2	Informational
12	reef safe sunscreen brands	Flat	4,400	34	Commercial
13	sunscreen stick	Up	9,900	31	Informational, Transactional
14	cruelty-free sunscreen	Flat	590	9	Commercial
15	best sunscreen for sensitive face	Up	6,600	24	Commercial
16	small sunscreen	Up	170	21	Informational, Transactional
17	vegan sunscreen	Flat	720	10	Transactional, Informational
18	good sunscreen for kids	Flat	140	33	Commercial
19	affordable sunscreen	Flat	170	33	Commercial
20	non toxic sunscreen	Up	4,400	22	Commercial
21	kids sunscreen	Up	2,900	35	Informational, Transactional
22	easy apply sunscreen	Flat	40	44	Commercial

SEO - Site Meta Tags

- A site's meta title is crucial for SEO because it directly impacts search rankings and click-through rates (CTR). It increases our product's visibility and relevance, ultimately guiding potential customers further down the funnel toward conversion.
- 2 keywords that I'm targeting with our meta title:
 - Reef safe sunscreen
 - Sunscreen stick

Search engine listing

Homepage title

Nöz | reef safe sunscreen stick

31 of 70 characters used

Homepage meta description

The best kids sunscreen for busy parents. Trust Nöz for a clean, effective, zinc oxide sunscreen that cares for your skin and the ocean. Protect your skin in style!

165 of 320 characters used

Landing Page Optimization

- To optimize our landing page for conversion, we implemented key CRO strategies. The bright CTA contrasts with the dark hero image, making it visually striking and easy to find. Positioned within the whitespace where the young boy's boots point. The CTA leverages a natural directional cue to guide users towards action. Additionally, trust badges enhance credibility, and their bright colors ensure they stand out, reinforcing customer confidence in our brand.



Checkout securely with



NÖZ

Screen Record Your Noz Store

- Link for a screen recording of my Nöz store:
- <https://www.loom.com/share/cecc4c7714594325a9844bb89d6c1833?sid=9a368125-cfa7-4785-870a-8c0089658da7>

Promos & Offers

OCEANBLUE 

Active

Code

Type

Free shipping

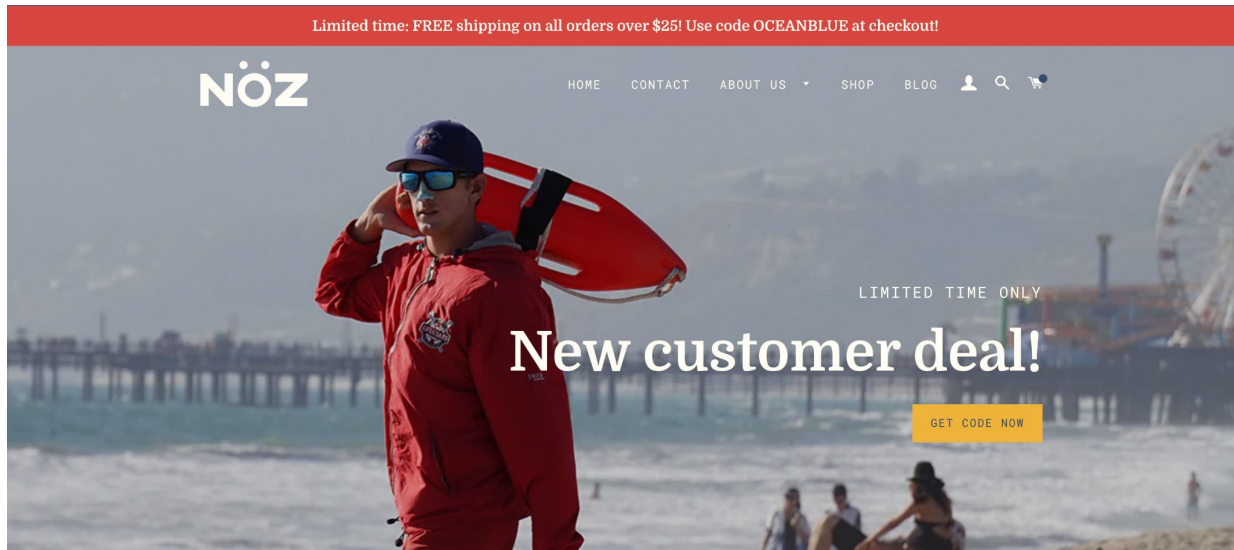
Details

- For Online Store
- For United States
- Minimum purchase of \$25.00
- All customers
- One use per customer
- Can't combine with other discounts
- Active from Feb 19

Performance

- 0 used

[View the sales by discount report](#)



NÖZ

Abandoned Checkout Email



NÖZ