

Joey Ampfer

**Description of the website:**

The website is for my personal project/product "UV Sense". It will serve as a professional product page, combining elements of a personal profile and a technology showcase. It will inform and engage visitors on the product, while also reflecting the brand's mission to promote sun safety and awareness. The primary goal is to educate users about the impact of UV exposure and offer an innovative solution to monitor it effectively.

**Who:**

1. **Health-Conscious Individuals:** People who are proactive about monitoring their health, particularly those concerned about the effects of UV radiation on skin health and aging.  
Ex: Emma Smith: 24 yo female that cares about how she looks. She is afraid of wrinkles that come with aging, and will try anything to stay looking young.
2. **Parents and Caregivers:** Families with children who want to protect their loved ones from excessive sun exposure.  
Ex: Mitch and Sarah: Parents of two kids. They want their kids to play outside, but also want to protect them from the sun.
3. **Outdoor Enthusiasts:** Hikers, beachgoers, athletes, and others who spend a significant amount of time outdoors and want to monitor their UV exposure.  
Ex: Rob Jones: Golfs 4 days a week, and wife complains of his sunburns. His dad is getting skin cancer removed and now he wants to look more into skin health
4. **Professionals in High UV Environments:** Individuals who work outdoors, such as construction workers, gardeners, and lifeguards, looking for tools to manage and understand their UV exposure.  
Ex: Sharon White: Avid gardener, 54 yo. Has not thought much about skin care, but as she is getting older, is more concerned. Wants an easy way to monitor her UV exposure and see when she needs to cover up.
5. **Tech Enthusiasts and Early Adopters:** People interested in using innovative technology solutions for everyday health management.  
Ex: Jared Case: 22 yo, loves tech. Wears an apple watch daily and keeps track of his health markers. Is open to adding more data to his health management.

**Why:**

The purpose of the "UV Sense" website is to introduce a practical yet innovative product that helps users manage their exposure to harmful UV radiation. By providing detailed information,

educational content, and a user-friendly interface, the website aims to build trust, increase awareness, lead to funding, and ultimately drive product adoption.

It serves as both a product showcase and an educational hub, empowering users to make informed decisions about sun safety. The website will position "UV Sense" as an essential tool for anyone seeking better control over their health and well-being when spending time outdoors.

### **How I am going to present:**

I will present the website as credible and professional. I'll highlight the research and science behind UV exposure and how UV Sense uses advanced technology to provide accurate readings. I will also make it friendly and accessible. I'll create a welcoming tone with straightforward language, easy-to-understand information, and an emphasis on safety and personal well-being. I also want to present it as innovative and forward thinking. I'll emphasize the uniqueness and value of the product, how it's different from other UV-tracking tools, and its focus on personal health technology.

### **What:**

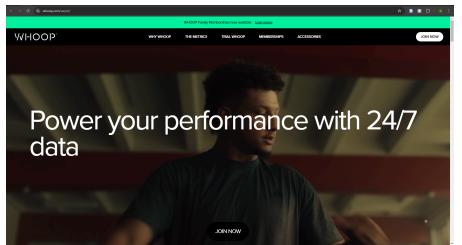
A website showcasing "UV Sense". UV Sense is a device and app combo designed to promote sun safety by providing users with real-time, accurate UV exposure readings. Small, portable, and easy to use, UV Sense can be attached to the back of a phone, a keychain, or any convenient location. Paired with an app, UV Sense alerts users when UV levels are high, offers personalized recommendations, and helps track sun exposure over time. The website will provide product information, showcase its features, and include sections on sun safety, app usage, and customer testimonials.

### **Archetype/color/font:**

The archetype will be The Caregiver with some of The Sage. The caregiver is centered around protection, which aligns with UV Sense. The tone will be reassuring, and the content focused on creating a sense of trust. The sage emphasizes knowledge and wisdom, which suits the educational aspects of the website. The tone is factual and the content will include data backed information on UV health. The color palette is inspired by Apple's minimalism and Whoop's contrast. Sky blue will be the main color, for trust and safety. Soft white for the background color to keep it clean and uncluttered. Cool gray will be used for supporting text and dividers, as it is neutral and not overwhelming. Sun yellow will be used because it represents sunlight and energy. It will be used to draw attention. Deep Navy is used less but is suited for headers and buttons because of its contrast. For the font, Helvetica Neue will give a clean and modern look for the headings, body and buttons. It evokes a sense of technology, reliability and precision. Roboto is slightly more rounded and friendly, it will be used for subheadings and captions.

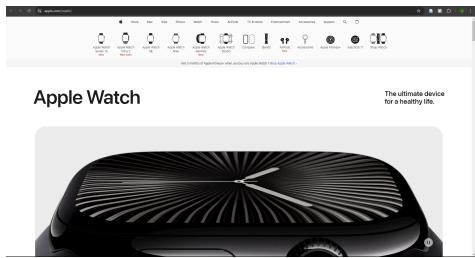
### **Similar Websites:**

**Whoop:** A health and fitness tracker that offers insights into sleep, recovery, and strain.



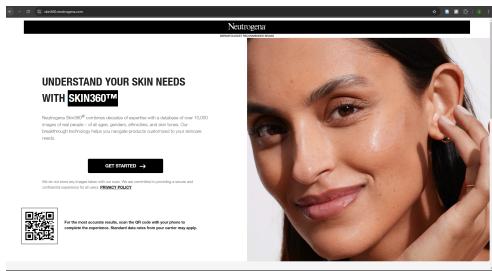
(whoop.com)

**Apple Watch:** Promotes Apple's Watch, with health-centric features.



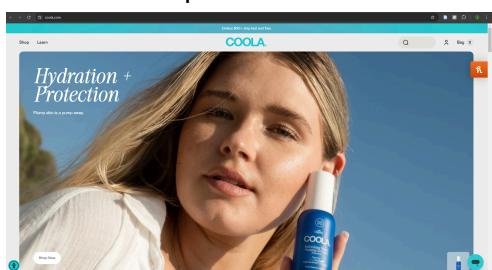
(apple.com/watch)

**Neutrogena Skin360:** Promotes a face scan that gives data about your skin, and then suggests products



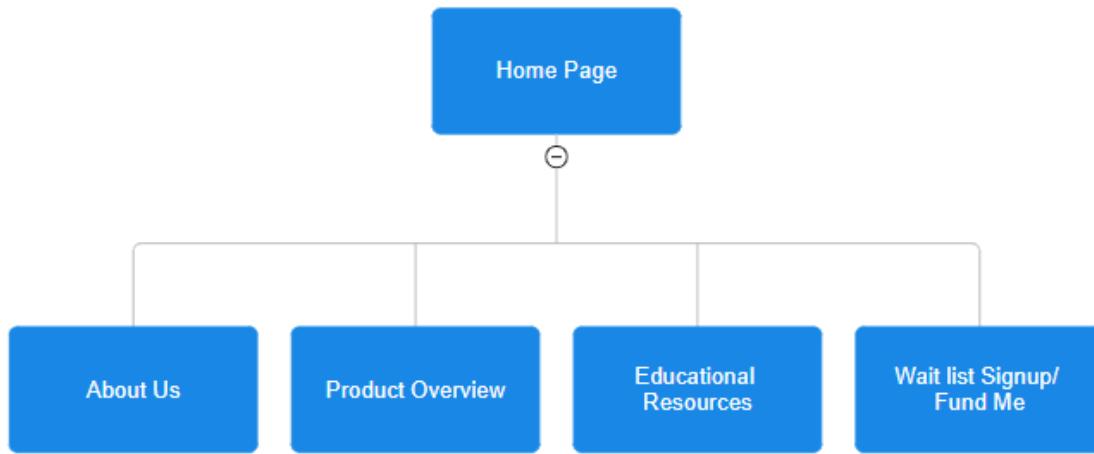
(skin360.neutrogena.com)

**Coola:** A sun protection and skincare brand with focus on natural ingredients and UV safety.



(coola.com)

## Hierarchy:



### Home Page:

- Full screen product image or animation (device on phone/keychain)
- Catchy headline introducing UV Sense
- Brief tagline about UV monitoring and sun safety
- “Learn More” Button

### About Us:

- Our story, how UV Sense was founded
- Our mission: promoting health through sun safety
- Science behind UV Sense
- Our team, (me) health and technology background

### Product Overview:

- Describe the device, it's small size, sleek design, and use cases
- Product features: like accurate UV readings and personal recommendations
- Technical specs: size, weight, battery life, sensor details, iOS and Android

### Educational Resources:

- Explain UV radiation: like UVA and UVB
- Sun safety tips
- UV Index explained

### Wait list Signup/ Fund Me:

- Enter email to sign up for the waitlist and be the first to hear news
- Gives opportunity to fund the project