



Website Brief:

NOZBOZ www.nozboz.ie

Summary

NOZBOZ is a new kids clothing brand based in Ireland.

The project involves creating a brochure website and lead generation platform to introduce the brand, its story, and its design approach.

The website will not operate as a full ecommerce site (as per module parameters).

A print on demand shop will be linked externally.

This project acts as a proof of concept and brand front-end.

Budget: Student project (time).

Timeline: Academic semester.

Platform: Wordpress CMS-based solution.

Project Objectives

NOZBOZ does not currently have a website.

Domain name www.nozboz.ie has been secured.

This project establishes the brand's first online presence.

The objectives of the website are:

- Introduce the NOZBOZ brand and origin story
- Communicate the design thinking behind the clothing
- Build trust with parents through lived experience
- Collect email signups for future product drops
- Drive traffic to an external print on demand shop

The website focuses on brand storytelling and concept communication rather than direct online sales. The primary role of the website is brand introduction and lead generation.

About the Brand

- **NOZBOZ is inspired by Noah, aged 7.**
- **Noah is autistic and ADHD.**
- **His nickname, NOZBOZ, comes from years of difficulty pronouncing his own name.**

The clothing designs are based on Noah's real preferences:

- Soft fabrics
- No labels
- Comfortable collars
- Bold colours
- Unexpected words and phrases

Some designs make sense immediately. Others only make sense if you know the story. The brand does not claim to represent all autistic children. It reflects one child's lived experience. Brand Tagline: ***be you.***

Mission, Personality, and Ethos

NOZBOZ creates comfortable, stylish clothing for kids who experience the world differently.

The brand stands for:

- Comfort without compromise
- Individual expression
- Design-led thinking
- Limited runs
- Confidence and joy

The tone is human and honest.

The website will reflect warmth without sentimentality.

Target Audiences

Primary audience

- Parents of autistic and ADHD children in Ireland with kids aged 4 to 12.
- They prioritise comfort, usability, and clothing without sensory irritation.

Secondary audience

- Parents seeking cool, design-led kids clothing.
- They value originality, limited runs, and strong brand identity.

Tertiary audience

- Parents and carers engaged with autism friendly schools, towns, and community groups.

Kids are the end users. Parents are the decision makers.

Product Scope and Strategy

NOZBOZ is a kids-only brand by default.

- All core designs are created exclusively for children.
- Kids products are prioritised in navigation, layout, and messaging.

Limited runs for parents will be introduced occasionally.

- These runs are small and time-bound.
- They support storytelling and brand loyalty rather than volume sales.

This will be communicated through:

- Clear separation between kids products and parent drops
- Language such as “limited run” and “small batch”
- Visual emphasis on kids clothing

Revenue Model and Website Role

The website does not process payments directly.

Revenue is generated through:

- Print on demand clothing sales via an external shop

The website supports revenue by:

- Building trust through storytelling
- Driving traffic to the shop
- Growing an email list for future drops
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Key Performance Indicators (KPIs)

Website success will be measured using:

- Email newsletter signups
- Time spent on story and ethos pages
- Click-through rate to the external shop
- Organic search traffic for brand-related terms

Secondary indicators include:

- Mobile usability performance
- Page load speed
- Homepage bounce rate

These KPIs align with a brochure and lead generation website.

Design Requirements

The visual style of the website will be:

- Bold
- Clean
- Playful

Design principles include:

- Strong block colours
- Simple layouts
- Large, readable typography
- Minimal clutter
- Clear hierarchy

The site should feel child-friendly without appearing childish.

Photography and Visual Content

Visual content will include:

- Product imagery/AI Mock Ups
- Simple graphic elements
- Limited bold colour palettes

Lifestyle photography may be added later.

Video is optional.

Functionality Requirements – Front End

Across all pages:

- Clear navigation
- Mobile responsive layout
- Fast load times

Homepage (one pager website):

Clear brand introduction

- Short explanation of the NOZBOZ concept
- Visual examples of designs
- Email signup call to action
- About / Story Page:
 - The NOZBOZ origin story
 - Noah's role in design decisions
 - Clear explanation of the brand ethos

Shop Link:

Explanation of limited runs

Link to print on demand shop (integrated into website). All ordering, delivery, returns, and customer service policies will be handled through the external shop platform and accessed via the shop page.

Contact Section:

- Simple contact form
- Social media links

Functionality Requirements – Back End

- CMS for content updates, minimal plugins

- Easy page editing. Control over headings and page titles

No ecommerce backend is required at this stage.

SEO Requirements

- Clean URL structure
- Editable page titles and meta descriptions
- Image alt text control
- Indexable content pages

Promotion Strategy

Promotion will focus on:

- Autism friendly towns and groups
- Parent and school communities
- Social sharing
- Word of mouth

The website acts as the central reference point for the brand story.

Reference and Inspiration Websites

Sites include:

- Threadheads <https://threadheads.com>
- Surf Inc <https://surf.inc>
- Unsubtle Skulls <https://unsubtleskulls.com/>
- Sully and Juno <https://www.sullyandjuno.ie/>
- SAAC Clothing <https://www.saaclothing.com/>

Threadheads is effective due to confident graphic design.

Surf Inc communicates personality through tone and layout.

Unsubtle Skulls presents difference without explanation.

These approaches influence NOZBOZ through simplicity, confidence, and strong visuals

Conclusion

NOZBOZ is a concept-driven brand. Highly personable and relatable.

The website exists to explain the story before the product.

Comfort comes first.

Design follows lived experience.

Approved by Noah.

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Where it goes right

- Low financial risk
- Print on demand keeps upfront costs low.
- No stock. No storage. No waste.
- Domain and hosting costs stay minimal.

Fast to launch

- Avoiding complex ecommerce builds.
- Focus on brand, design, and content.
- Suits my course constraints.

Good fit for limited runs

- Print on demand supports small batches.
- No pressure to overproduce.
- Works well for testing ideas.

Clear separation of roles

- Website tells the story.
- Shop handles transactions and policies.

Aligned with my background

- Graphic design drives the value.
- The website showcases thinking, not logistics.

Where it can go wrong

- Lower conversion rates
- Users leave your site to buy.
- Drop-off risk increases.

Less control over experience

- Checkout, packaging, and delivery sit outside my control.
- Any issues and how they are dealt with reflect on the brand.

Margins stay tight

- Print on demand costs more per unit.
- Profit depends on pricing discipline.

Quality variation risk

- Fabric feel and print quality depend on supplier.
- Kids clothing raises expectations.

Brand perception risk

- Some users expect a full shop.
- The handoff must feel intentional, not unfinished.

Reducing the risk

- Set expectations early
- Explain the shop clearly.

- Show descriptions and photos of fabrics, collars, labels, and prints.
- Especially for sensory comfort.

Limit the range

- Fewer designs. Stronger identity.
- Price with intent

Limited runs justify higher pricing. Build to a 'drop' through social and newsletter

Strategic takeaway

- For a module project, a first version, this is the right move.
- Low cost. Low risk. High learning value.
- If traction grows, migrate later.

I've done small print runs before. The stress starts when boxes stack up in the garage, Im avoiding that problem from day one.

Feasibility and Risk Considerations

The NOZBOZ website and shop model is designed to minimise financial and operational risk.

- Using a print on demand service keeps setup costs low.
- There is no requirement to hold stock, manage storage, or commit to large production runs.
- Domain name and hosting costs are minimal.

This approach supports limited runs and allows designs to be tested before scaling.

Potential risks include limited control over checkout and delivery experience, and tighter margins associated with print on demand pricing.

These risks will be managed by clearly communicating the shop process on the website, keeping the product range small, and regularly ordering samples to ensure quality and comfort standards are met.

This model is appropriate for an early-stage brand and a proof of concept website.