

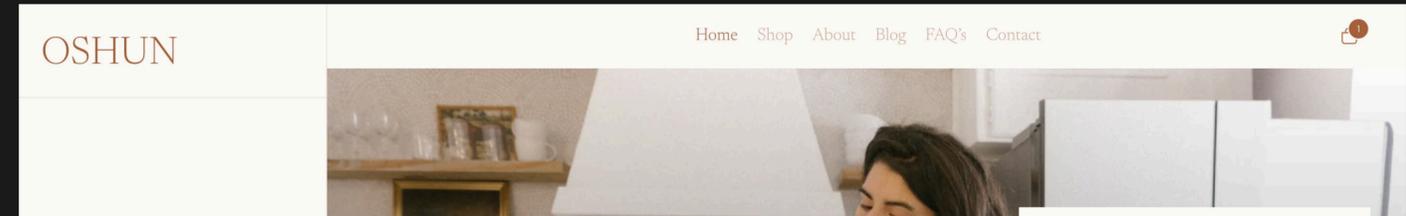
Addison

applications

OSHUN | CRO Audit

Navigation Alignment

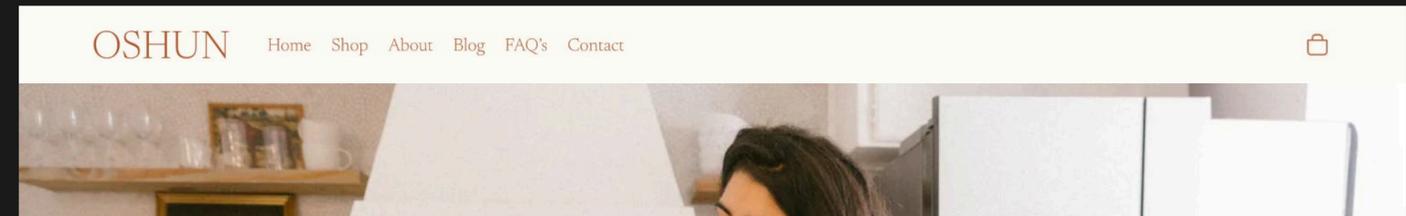
The navigation feels slightly off-balance with the logo off-center. Aligning the logo centrally or to the left will improve balance and make navigation feel more intuitive.



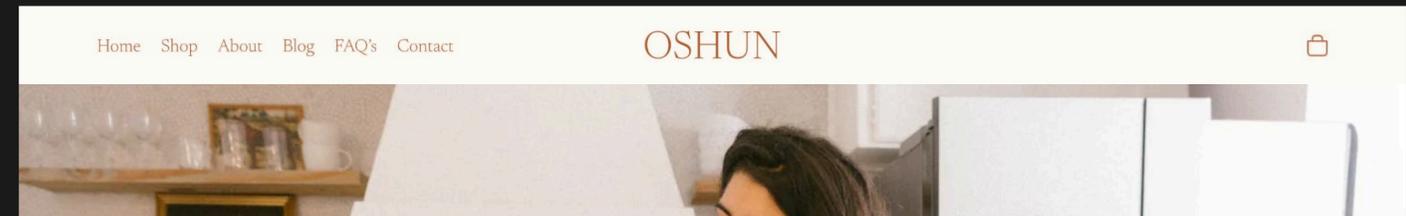
Original



Variant 1



Variant 2



Variant 3

Updated Logo

Consider using the logo from the checkout page — The call out that you sell Goat Milk Soap is a good shortcut to having potential customers understand what you're selling quicker. If you want to keep the current Logo, we recommend using an image, rather than it just written in the brand font.



Original



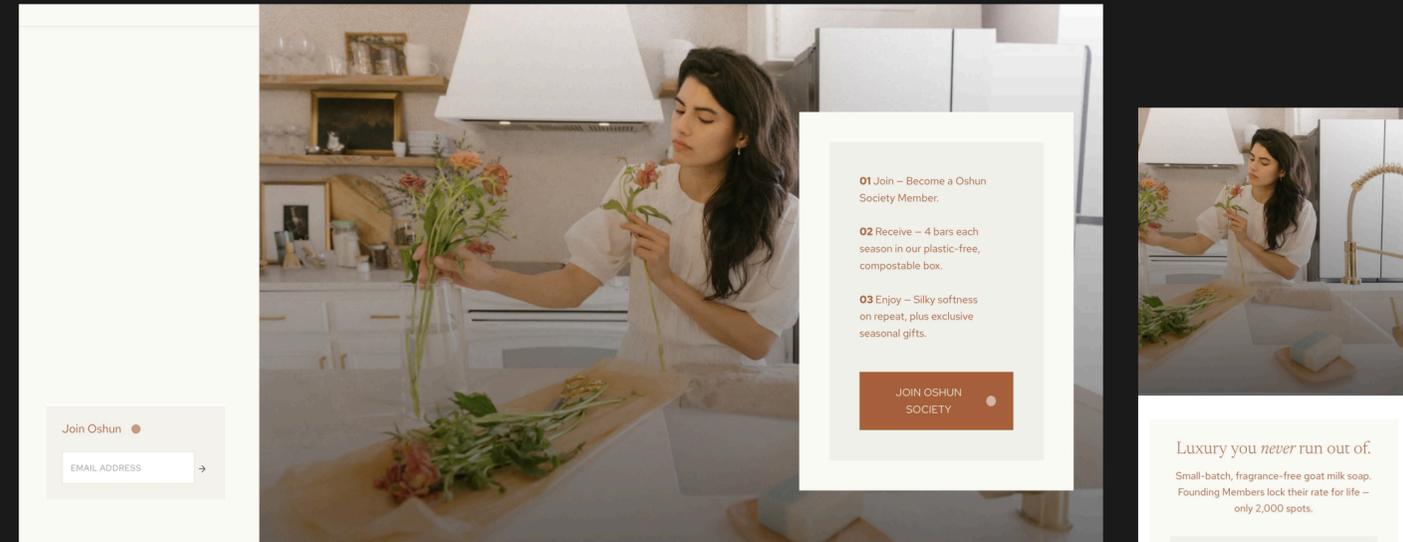
Checkout Logo (Recolored)



Brand Logo (Not Font Based)

Hero Space Optimization

Use the hero area to immediately communicate what Oshun is — a luxury goat milk soap handcrafted with 11 pure ingredients. Highlight its skin-nourishing benefits and offer clear paths to purchase, whether as a one-time bar or a recurring subscription. This quickly builds understanding and encourages exploration.



Original



Variant 1

Hero Video Test

Try using a short lifestyle or product video in the hero section to visually communicate the essence of Oshun — texture, scent, and ritual — creating a stronger emotional hook.



Luxury you *never* run out of.

Small-batch, fragrance-free goat milk soap.
Founding Members lock their rate for life –
only 2,000 spots.

Original



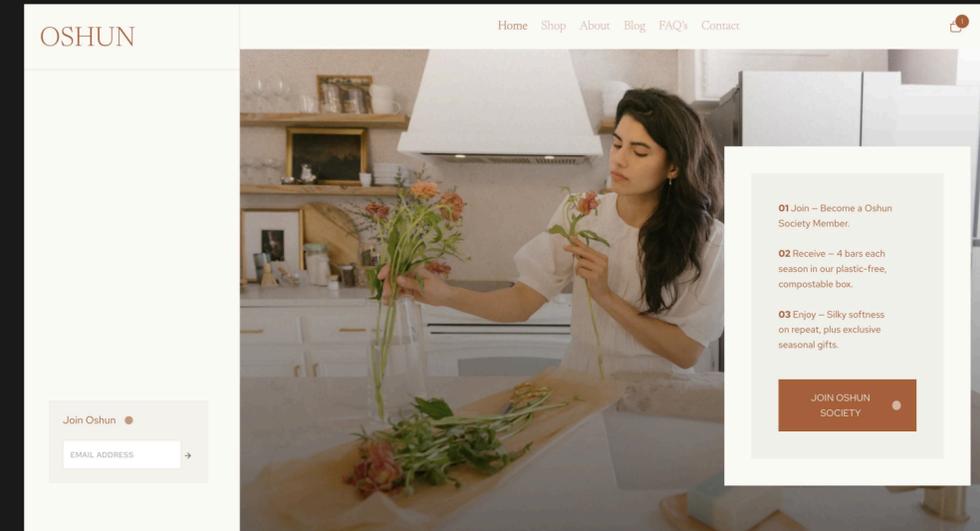
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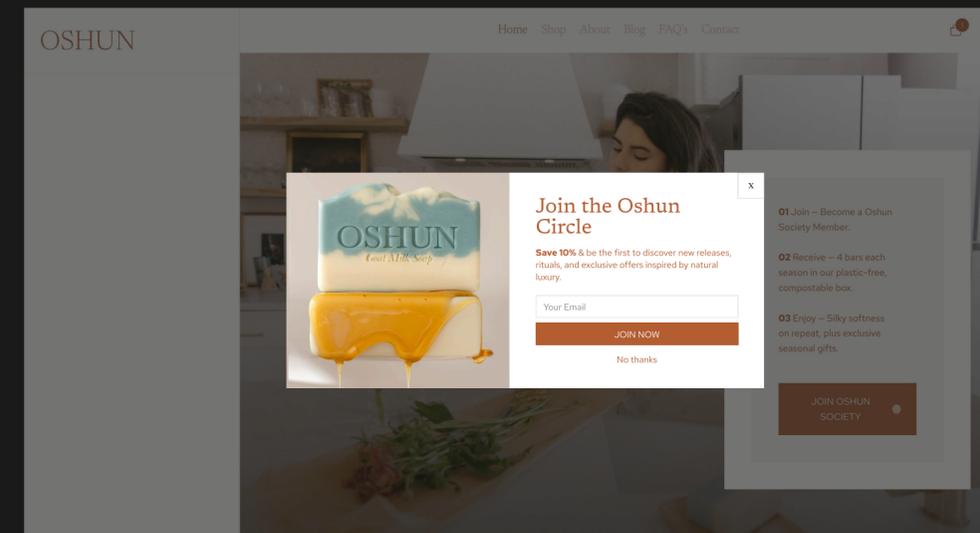
Variant 1

Email Signup Placement

The “Join Oshun” email form currently sits off to the side. Bringing it into the main layout will make it more visible and cohesive, improving conversions.



Original



Variant 1

Credibility Bar

Introduce a trust or credibility bar below the hero, showing recognitions or qualities such as Halal Certified, All Natural, Paraben-Free, or “As Seen In” badges.



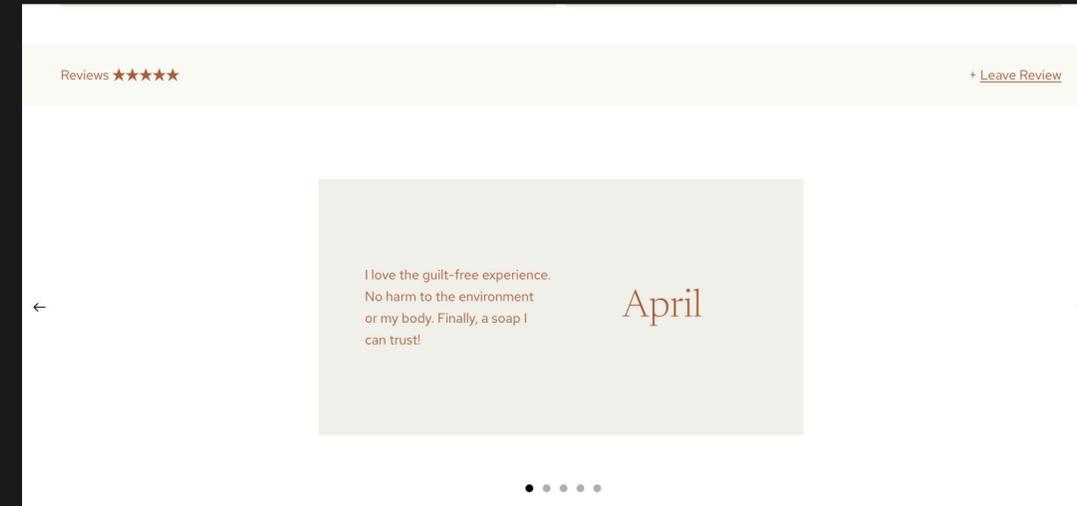
Variant 1



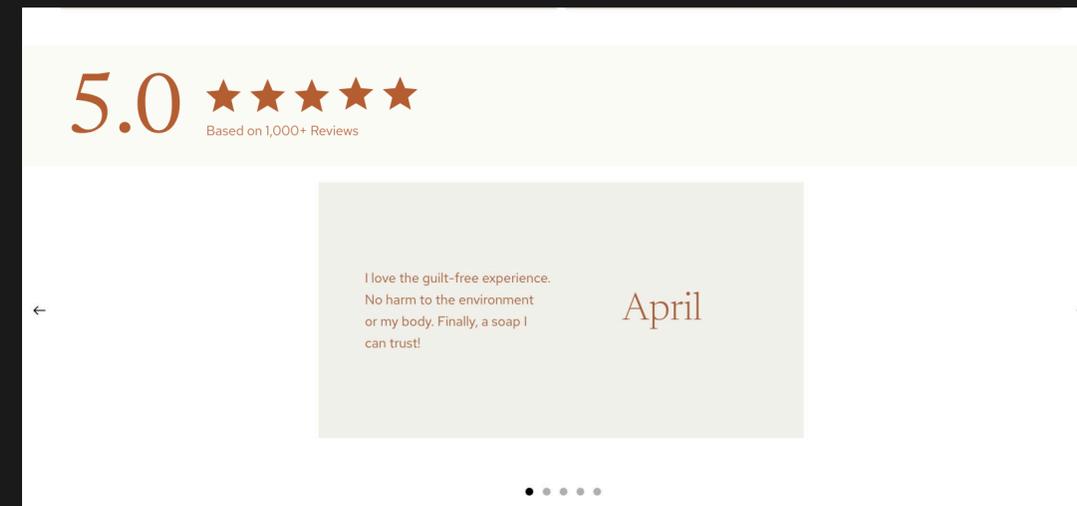
Variant 2

Reviews Placement

Move reviews higher up the homepage and display the total number of 5-star ratings. Early social proof builds trust and encourages scroll depth.



Original



Variant 1

Clear Purchase CTA

Ensure there's a strong, high-contrast CTA above the fold guiding users directly into the purchase flow — e.g. "Shop Now" or "Shop Oshun."



Luxury Goat Milk Soap

Handcrafted in small batches with just 11 thoughtfully selected ingredients, each bar is a celebration of nature and skin-kind care.

SHOP NOW

Variant 1



Luxury Goat Milk Soap

Handcrafted in small batches with just 11 thoughtfully selected ingredients, each bar is a celebration of nature and skin-kind care.

SHOP OSHUN

Variant 2

Simplified Shopping Experience

Condense the shop experience into a single PDP with toggles between Single Bar and Oshun Society Membership. Simplifies decision-making and reduces friction.

Not ready to commit? Explore [The Collector's Bar](#)

The Oshun Society Founding Membership	\$135.00
Delivered every 3 months	

Powered by Seal Subscriptions

 ADD TO CART

Original

Frequency

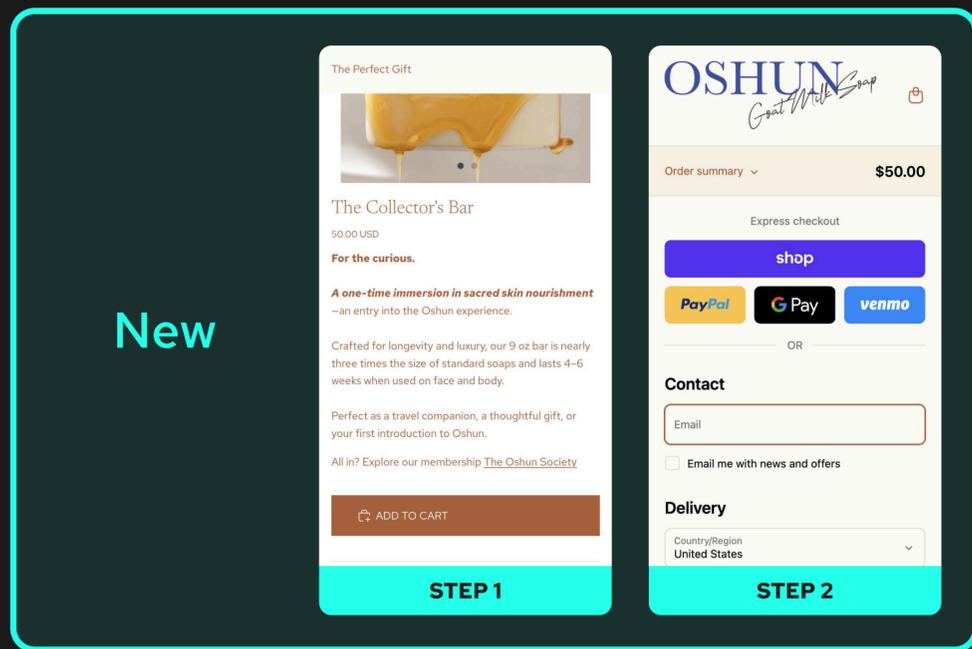
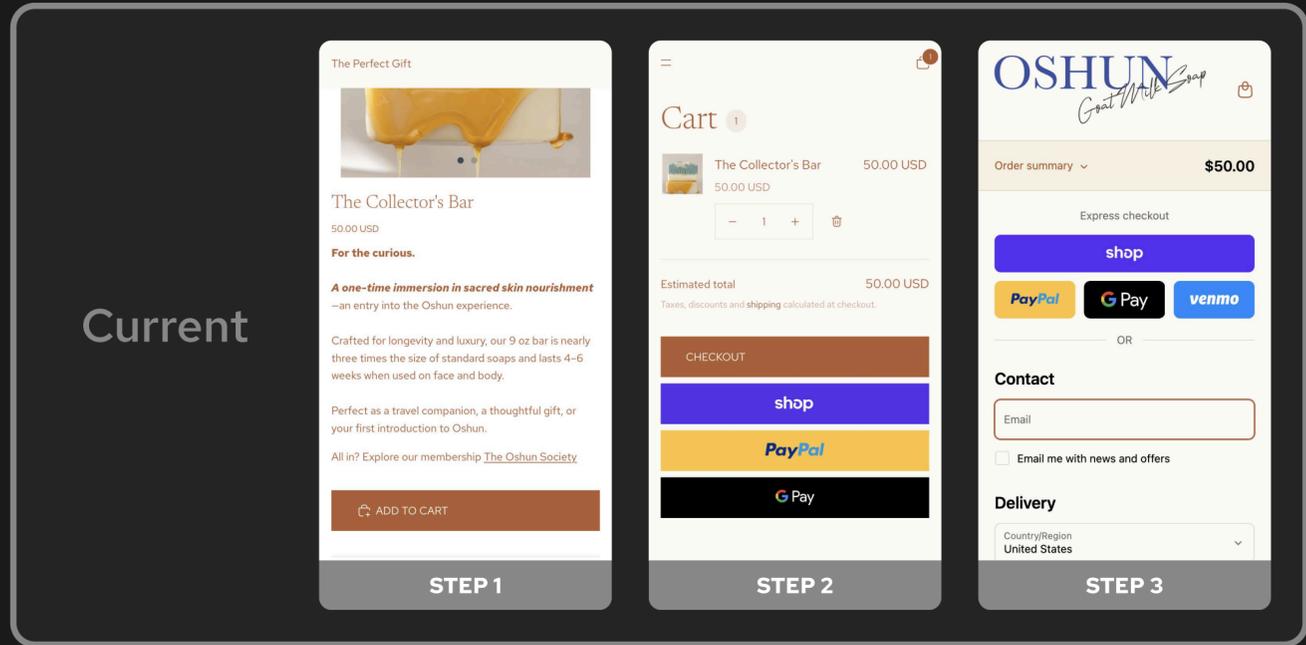
<input checked="" type="radio"/> One Time Purchase	\$50.00
<input type="radio"/> Delivery every 3 months	\$150.00 \$135.00

 ADD TO CART

Variant 1

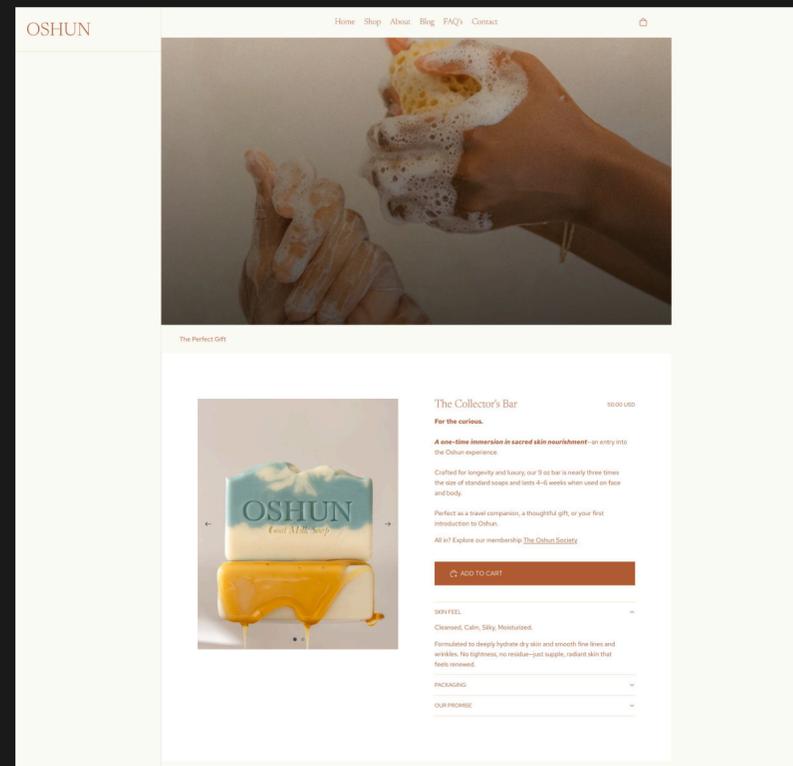
Streamlined Add-to-Cart Flow

Since there's only one product, take users directly to the cart after clicking "Add to Cart." Eliminates unnecessary steps for a faster checkout experience.

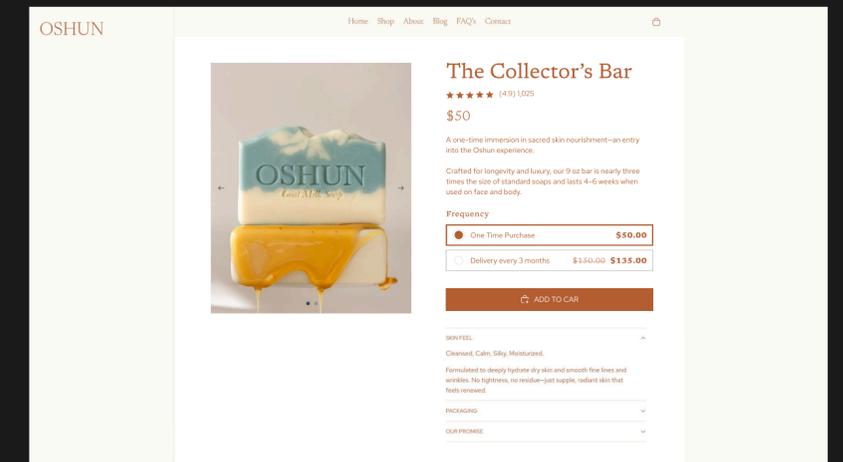


PDP Layout Refresh

Remove the large hero banner and adopt a more traditional PDP layout — focused on clear product images, concise content, and essential info above the fold.



Original



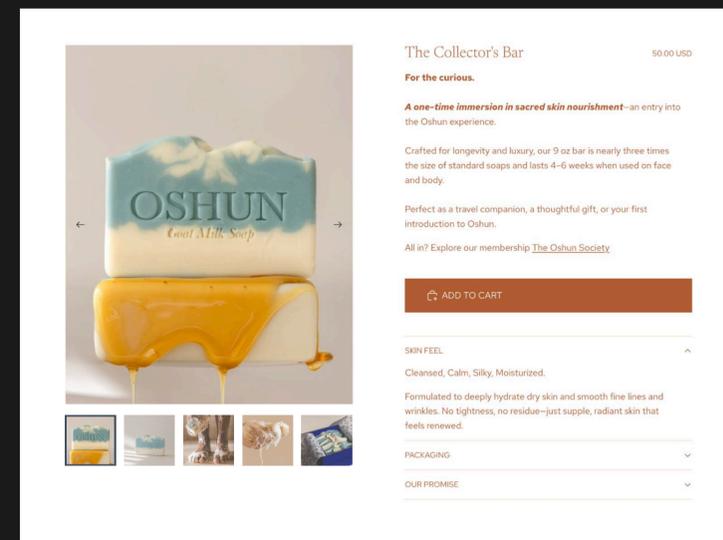
Variant 1



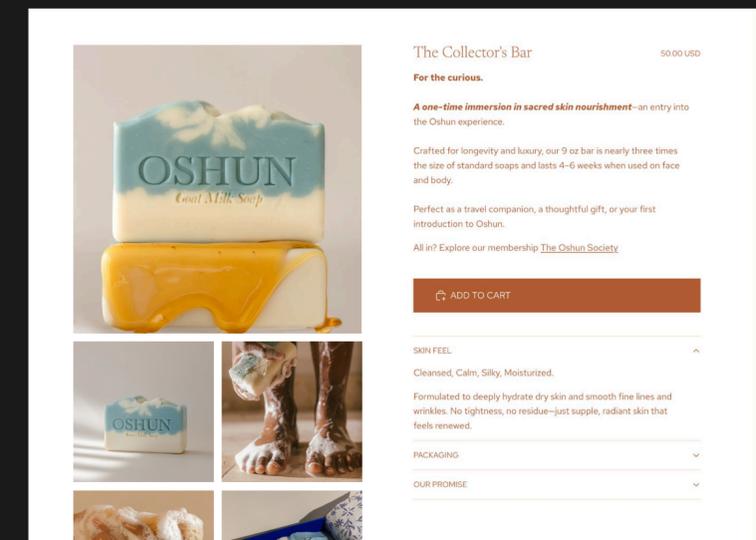
Original

Expanded Photography

Include more photography of the soap — close-ups, in-hand, in packaging, and lifestyle shots. Helps customers visualize texture and scale.



Variant 1



Variant 2

Product Infographics

Add branded infographics to visually explain key ingredients, product benefits, and how it works.

How It Works

- 

1. Choose your experience

Select a handcrafted bar of goat-milk soap – with the option for a single-time purchase or subscribe to join the Oshun Society for recurring delivery and savings.
- 

2. We craft it with care

Each bar is made in small batches using just 11 thoughtfully selected, clean-beauty ingredients and authentic goat-milk, honoring ingredients that have stood the test of time.
- 

3. Enjoy effortless self-care

Use your bar daily on face or body. Because the formula respects your skin's natural pH and supports sensitive skin, you'll feel the difference even before you reach for lotion.

Variant 1

Our Ingredients

- 

Nubian Goat Milk
- 

First-Press Olive Oil
- 

Manuka Honey
- 

White Willow Bark
- 

Pearl Powder

Variant 2

Trust Elements & Social Proof

Feature the money-back guarantee, ingredient list, Halal certification, and unique qualities. Include reviews or UGC for authenticity and reassurance.

ADD TO CART

Gentle on All Skin 60-Day Satisfaction Guarantee

What Our Customer's Say

Our Ingredients

- Nubian Goat Milk
- First-Press Olive Oil
- Manuka Honey +20 UMF
- White Willow Bark
- Pearl Powder
- Shea Butter



Skin Condition Callouts

Highlight which skin types or conditions Oshun best supports (e.g., dryness, eczema, sensitivity) to guide customer confidence.

Recommended for



Sensitive Skin Safe

Formulated with only 11 gentle ingredients and rich goat milk, Oshun soothes irritation and calms reactive skin without stripping.



Eczema & Psoriasis Friendly

Created by a founder who struggled with eczema – this bar supports compromised skin and helps maintain a healthy barrier.



Deeply Hydrating

Goat milk's natural fats and lactic acid draw in moisture, restoring softness and balance to dry or tight skin.

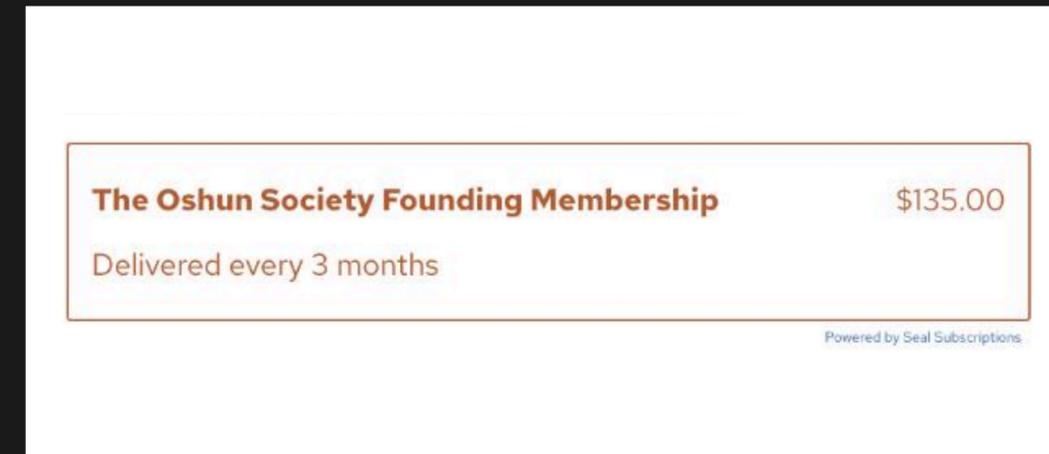


Clarifying for Acne-Prone Skin

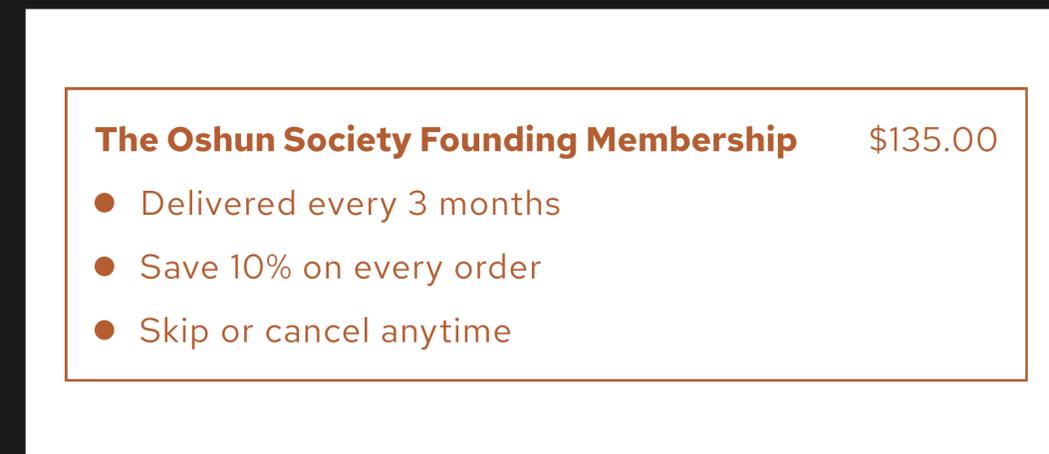
Naturally antibacterial and pH-balanced, Oshun helps keep pores clear while respecting your skin's microbiome.

Subscription Clarity

Clarify how the \$135 subscription works — monthly vs quarterly billing, how to cancel or pause, and the savings compared to buying individually.



Original



Variant 1

About Page Storytelling

Move the story of Oshun — the Yoruba goddess — closer to the top of the About page. Helps connect the brand name and spiritual inspiration earlier for stronger brand meaning.



Divine Origin
Oshun is the ancient goddess of love, beauty, fertility, sensuality, and sacred rivers.

Original



The Story Behind Our Name

Our name, Oshun, was inspired by the Yoruba river goddess — the Orisha of fresh water, beauty, love, and renewal. In Yoruba mythology, Oshun brought life and balance to the world when all else failed. She ruled over the rivers and streams, nourishing the earth, restoring harmony, and reminding humankind of the power found in gentleness and care.

When we began crafting our soaps, we were drawn to those same ideals. Each bar starts with the purest ingredients from nature — creamy goat's milk, healing oils, and soothing botanicals — meant to nurture the skin the way Oshun's rivers nourish the land.

As the story goes, Oshun's touch turned even the driest earth fertile again. We imagined our soaps doing the same: restoring what's dry, calming what's irritated, and bringing back the skin's natural balance.

In choosing her name, we honor the goddess who reminds us that true beauty flows from care, balance, and love — qualities we strive to embody in every bar of soap that bears her name.

Variant 1

Questions?

Have any questions about our approach, pricing, or next steps?

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