

RO

PREPARED FOR

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Sam

TaskElevate - 3 August 2026

The art is not the problem. The current store makes the first purchase too hard.

A focused review of the homepage, 110-product catalogue, collection structure, product experience, delivery, trust and brand story - built to identify what may be stopping the first sale.

CATALOGUE

110 products, but no controlled signature drop.

STORY

A global artist network is stated, not fully merchandised.

TRUST

Empty paths and conflicting store signals weaken confidence.

CORE DIAGNOSIS

Resident Occupant has a collection-focus and conversion-confidence problem - not simply a no-sales problem.

The first-sale journey needs one controlled entry point, stronger proof and fewer reasons to hesitate.

LIVE STORE SNAPSHOT

110 products

Creative range is broad before the visitor is shown one obvious first drop.

The diagnosis in 30 seconds

Scott, 110 products is not the problem by itself. The problem is that the store asks a first-time visitor to process too much before understanding what Resident Occupant is best known for.

01

NO CONTROLLED FIRST DROP

The catalogue is larger than the customer journey.

Europe, Serious Fun, Retro Message Wear, local California graphics and more compete before one signature collection controls the first purchase.

CATALOGUE SIZE

110 products

A large range at launch, with no clear hero drop.

02

CREATIVE NETWORK STORY GAP

The strongest differentiator is not doing enough selling.

The site says artists contribute from around the world, but the shopping journey does not consistently turn artist origin, story and attribution into product value.

DEAD END

0 products

Men's Hoodies & Sweatshirts is publicly indexed as empty.

03

TRUST + FRICTION

Small inconsistencies make a new store feel unfinished.

An empty hoodie collection, conflicting discount thresholds, vague delivery timing, visible spelling errors and reported slowness weaken confidence before checkout.

DISCOUNT CONFLICT

\$75 vs \$150

Terms and an indexed collection page show different thresholds.

DELIVERY WINDOW

4-12 days

1-5 processing days plus 3-7 shipping days.

CLIENT OBSERVATION

"kind of slow"

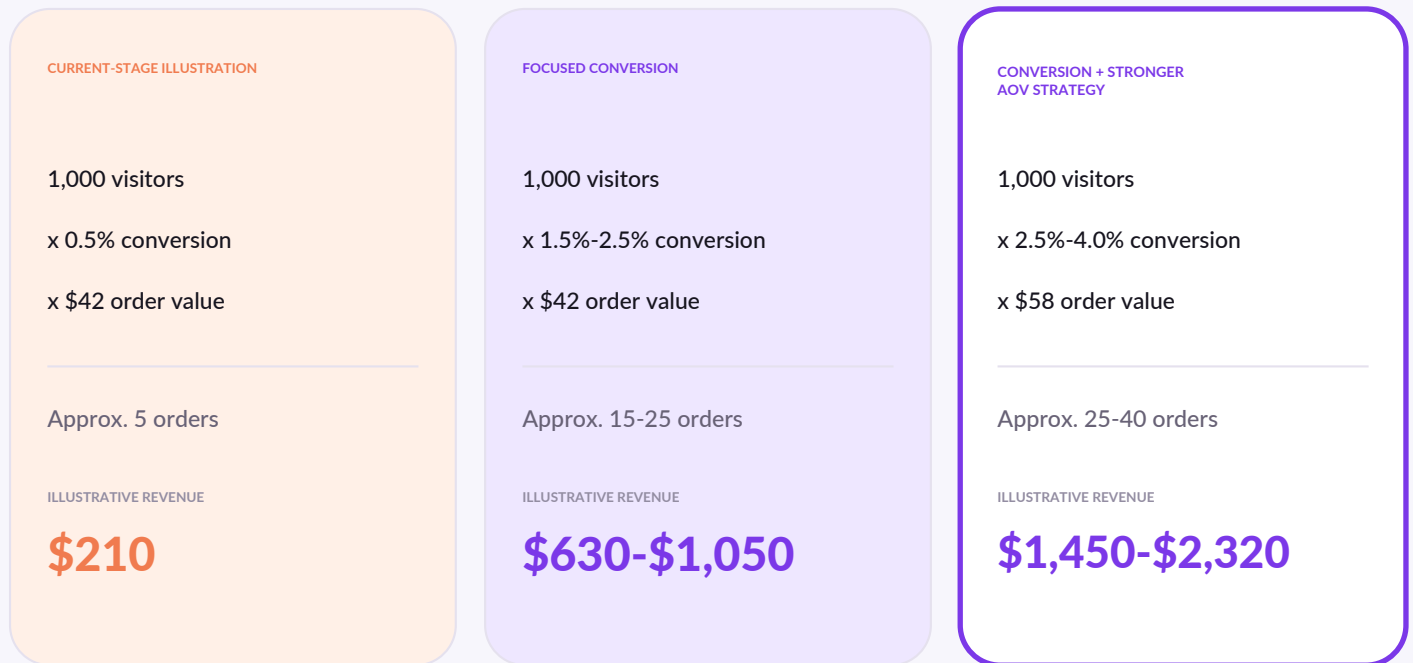
Scott flagged speed during the first live review.

WHAT THIS MEANS

More designs will not fix the first-sale problem. The store needs one clearer entry point, stronger proof and a faster path to purchase.

What the first-sale leak **may be worth**

Illustrative model using 1,000 visitors. This is not a revenue promise and is not presented as Scott's current analytics.



LIVE EVIDENCE

- 110 products
- 0-product collection
- \$75 / \$150 conflict
- 4-12 day delivery

Two growth multipliers are underused.

Conversion: fewer visitors getting lost between discovery and purchase.

Average order value: customers adding a second design, artist bundle or premium hoodie.

Three leaks doing **most of the damage**

The findings below are based on the public storefront, indexed store pages and Scott's own first-review comments.

LIVE EVIDENCE

110

products across broad, overlapping creative themes.

FINDING 01 - COLLECTION ARCHITECTURE

HIGH

The store launches 110 products without one controlled first purchase.

The Europe Collection mixes Paris, the Statue of Liberty, British Invasion, Monaco racing and unrelated concepts. Multiple directions compete before one signature drop is established.

Commercial impact: choice expands before desire is focused.

LIVE EVIDENCE

8+

regions named in the creative network story.

FINDING 02 - ARTIST NETWORK

HIGH

The global creative network is the best story - but it is not fully merchandised.

The homepage names contributors from many regions, but product pages mainly sell the garment and print instead of consistently crediting artist, origin and creative context.

Commercial impact: the strongest reason to choose REZOCC is underused.

LIVE EVIDENCE

0

products

\$75 vs \$150

4-12 days

copy + speed issues

FINDING 03 - TRUST + SPEED

CRITICAL

Contradictions and unfinished signals appear before the first sale.

A hoodie collection is indexed with zero products. Discount thresholds conflict, delivery spans 4-12 business days, visible copy contains errors, and Scott described the store as slow.

Commercial impact: a visitor can like the art and still hesitate to trust the store.

What TaskElevate would **change commercially**

The objective is not simply a cleaner theme. It is a storefront that makes the signature drop obvious, turns the artist network into value and gives the first customer confidence to buy.

01 Lead with a signature drop

Make one high-potential collection the obvious first purchase.

02 Turn artists into proof

Credit origin, artist story and creative context at product level.

03 Curate the catalogue

Remove empty paths and organise designs by clear buyer intent.

04 Build CRO product pages

Strengthen fit, quality, delivery, returns and purchase reassurance.

05 Turn the cart into revenue

Add second-design recommendations, bundles and free-shipping progress.

06 Make mobile fast and focused

Reduce load, control image weight and test the full purchase journey.

RELATED CLOTHING CASE STUDY

goalsoverdreams.shop

“Definitely a 10... ultimately the goal was exactly what you have created.”

- Henry, Goals Over Dreams

A first-time owner-built clothing store was reorganised around its strongest products, product confidence, mobile buying path and cart value. The client rated the transformation 10/10.

Same starting point. A proven transformation.

The audit identifies the leak. The redesign closes it.

Simple spelling corrections can be handled internally. The larger work - homepage architecture, collection logic, product templates, artist storytelling, cart implementation and speed optimisation - requires coordinated Shopify work rather than isolated edits.

Choose the level of implementation

Two fixed-price routes. Both preserve the live store while the redesign is built and reviewed.

Conversion Repair

\$450

Repairs the most immediate purchasing, focus and trust leaks while keeping the existing Shopify foundation.

- Homepage rebuilt around a signature drop
- Collection and navigation restructuring
- Artist-network story placement
- Upgraded product-page template
- Discount, shipping and trust consistency
- Mobile speed and purchasing-path optimisation

ESTIMATED DELIVERY

3-5 business days

RECOMMENDED

Complete Redesign

\$850

Creates a complete, scalable art-led apparel storefront and rebuilds the journey from discovery to checkout.

- Everything inside Conversion Repair
- Complete storefront visual redesign
- Global artist storytelling system
- Signature-drop and bestseller hierarchy
- Cart drawer, bundles and free-shipping journey
- Catalogue presentation and SEO cleanup
- Branded email and trust-system completion
- Full desktop and mobile quality assurance

BONUS

3 branded launch posts

\$150 value

BONUS

14-day post-launch support

\$100 value

ESTIMATED DELIVERY

5-7 business days

50% to begin.
50% after approval.

The live store remains active. Nothing is published until Scott approves the completed work.

Protected build process

Any paid app, theme or subscription requires Scott's approval and is billed separately.



SCAN TO CONTACT

Ready to reserve the recommended build?

RESERVE THE REDESIGN