



PREPARED FOR

Henry - Goals Over
Dreams

goals24.myshopify.com

Sam

TaskElevate · 17 July 2026

The products have demand. The current store is weakening the sale.

A focused review of the homepage, product experience, cart, policies and brand trust journey - built to identify why visitors hesitate before purchasing.

BESTSELLER

**Classic tees already
prove demand**

CONVERSION

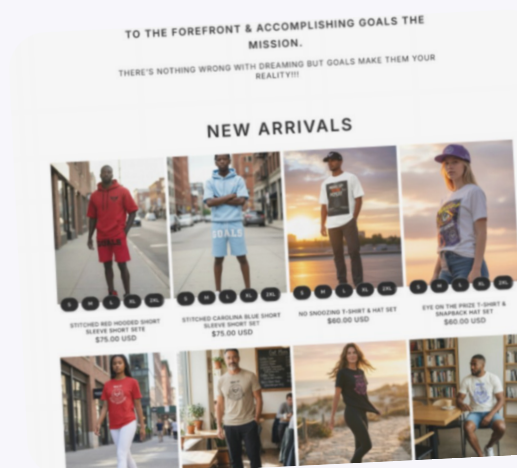
**The journey lacks one
clear buying path**

TRUST + AOV

**Checkout confidence
and cart logic leak
revenue**

CORE DIAGNOSIS

**Goals Over Dreams has a conversion-confidence
problem - not simply a traffic problem.**



The diagnosis in 30 seconds

Henry, the fact that the classic tees already sell matters. It shows the message and product can attract buyers. The leak happens between interest and purchase confidence.

01

NO CONTROLLED BESTSELLER JOURNEY

The proven classic tees do not control the first buying decision.

The homepage gives new sets, hat bundles and tees similar visual priority, so visitors must decide where to begin.

02

PRODUCT CONFIDENCE GAP

The \$75 set asks for more trust than the page currently earns.

Limited product detail, a general sizing statement and visible presentation errors leave key apparel questions unanswered.

03

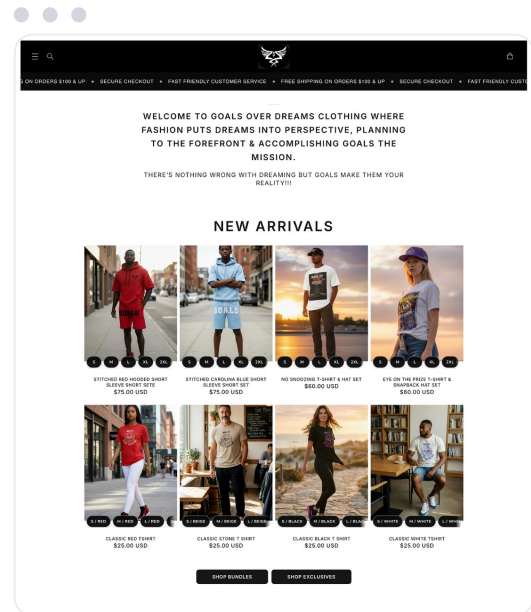
TRUST BREAKS NEAR CHECKOUT

Unfinished cart, policy and domain signals appear at the decision point.

Customers can like the clothing and still hesitate when the storefront feels incomplete or inconsistent.

WHAT THIS MEANS

Traffic may be arriving. The store is not yet giving that traffic a confident path to purchase.



What the leak **may** be worth

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

CURRENT ILLUSTRATION

1,000 visitors
× 1% conversion
× \$25 order value
≈ 10 orders

\$250

FIXED CONVERSION

1,000 visitors
× 2.5%-3.5%
× \$25 order value
≈ 25-35 orders

\$625-875

CONVERSION + STRONGER AOV

1,000 visitors
× 2.5%-3.5%
× \$45 order value
≈ 25-35 orders

\$1,125-1,575

LIVE CART EVIDENCE

You are \$100 away from (milestone 1)

(milestone 1) · (milestone 2) · (milestone 3)

The store advertises free shipping at \$100, but the cart incentive currently exposes placeholders instead of a clear reward journey.

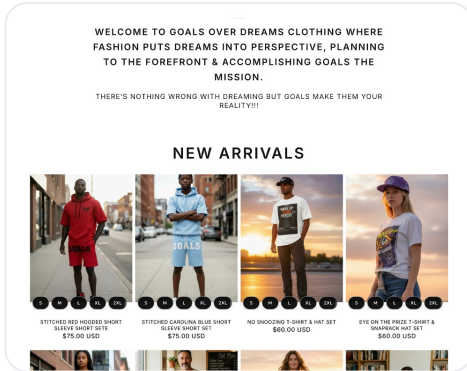
Two growth multipliers are switched off.

Conversion: more visitors completing the purchase.

Average order value: tee buyers adding another color, bundle or premium set.

The redesign should make both work together.

Three leaks doing most of the damage



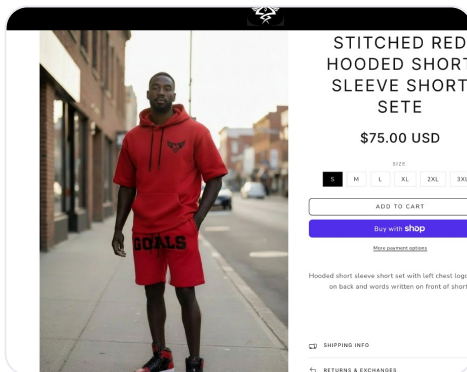
FINDING 01 · HOMEPAGE

High

The bestseller is buried inside "New Arrivals."

Henry confirmed that classic tees sell most, yet the homepage gives sets, hat bundles and tees similar priority. The visitor is shown products without one controlled first purchase.

Commercial impact: visitors browse before the store earns a clear decision.



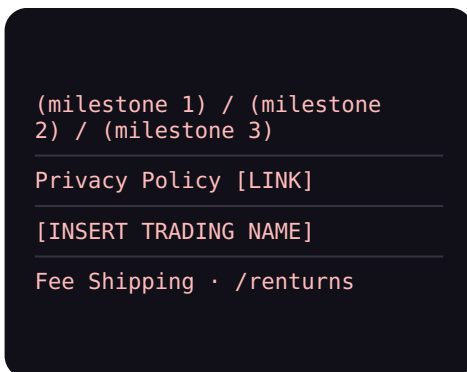
FINDING 02 · PRODUCT EXPERIENCE

High

The \$75 product does not create \$75 confidence.

The set page has a misspelled title, limited description, a general "true to size" statement and a visible pickup-availability error. Higher-priced apparel needs stronger confidence than a \$25 tee.

Commercial impact: unanswered fit, quality and delivery doubts delay the purchase.



FINDING 03 · TRUST NEAR CHECKOUT

Critical

Unfinished trust signals appear at the decision point.

The live store exposes cart placeholders, template instructions inside terms, policy errors, a Shopify subdomain, an incomplete footer and another designer's site credit.

Commercial impact: interest can be lost immediately before payment.

All quoted issues above were verified on the live store on 17 July 2026. Store screenshots are from the supplied captures.

What TaskElevate would **change commercially**

The objective is not simply a nicer-looking website. It is a storefront that makes the first purchase obvious, builds confidence and supports larger carts.

01

Lead with what already sells

Classic tees become the obvious entry point instead of one item among many.

02

Position sets as the premium next step

The new collection gains a deliberate role in the customer journey.

03

Turn the cart into a revenue tool

The \$100 incentive supports additional items rather than exposing placeholders.

04

Make products easier to trust

The buying experience answers the doubts that stop apparel purchases.

05

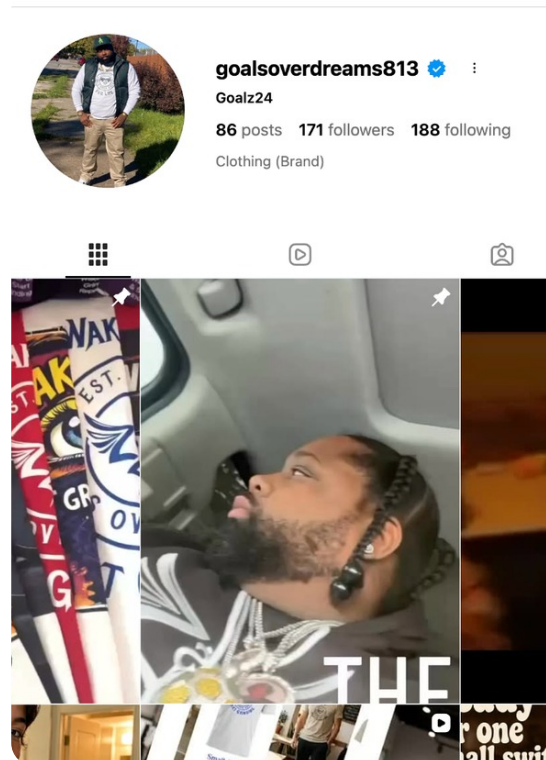
Remove unfinished storefront signals

Policies, navigation, domain presentation and contact identity feel complete.

06

Build a mobile-first checkout path

The experience is reviewed as a complete journey, not isolated desktop sections.



Instagram opportunity: real people already support and wear the brand. The goal is not to remove that authenticity - it is to organize it into a more consistent presentation that supports the store.

The audit identifies the leak.

The redesign closes it.

Individual spelling corrections, image replacements and simple profile edits can be handled internally. The larger problems - cart logic, Shopify product-template development, collection architecture, responsive implementation and domain setup - require technical store work rather than isolated edits.

That is the line between "working on the problems" and actually rebuilding the conversion foundation.

Choose the level of implementation

Conversion Repair

\$450

Repairs the most immediate purchasing and trust leaks while keeping the existing store foundation.

- ✓ Homepage rebuilt around the classic tees
- ✓ Cart and free-shipping milestone repair
- ✓ Upgraded Shopify product template
- ✓ Priority policy, footer and trust cleanup
- ✓ Mobile purchasing-path optimization
- ✓ Implementation for up to 10 products

Estimated delivery

3-5 business days

Complete Redesign

\$850

Creates a complete, scalable clothing storefront and rebuilds the journey from first visit to checkout.

- ✓ Everything inside Conversion Repair
- ✓ Complete storefront visual redesign
- ✓ Custom-domain and domain-email connection
- ✓ Collection and navigation restructuring
- ✓ Tee-to-set bundle and AOV journey
- ✓ Catalog cleanup for up to 20 products
- ✓ Storefront brand-consistency system
- ✓ Instagram profile direction
- ✓ Full desktop and mobile quality assurance

BONUS

3 branded Instagram 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 redesign is built on a duplicate unpublished Shopify theme. The live store remains active, and nothing is published until Henry reviews and approves the completed work.

One August build slot.

Proposal and pricing are valid until 24 July 2026. Any paid app, domain, theme or email subscription requires Henry's approval and is billed separately.



Ready to reserve the recommended build?

Reply COMPLETE to this email or on WhatsApp to reserve the Complete Redesign slot.

RESERVE THE REDESIGN