

Wicked Reality

PREPARED FOR

Jim Koontz
wicked-reality.store

Sam

TaskElevate - 18 July 2026

The niche is memorable. The current storefront makes it feel unfinished.

A focused review of the homepage, catalogue, product pages, cart and trust journey - built to identify why interest may not become a purchase.

BRAND PRESENTATION

Strong atmosphere.
Weak product realism.

STORE STRUCTURE

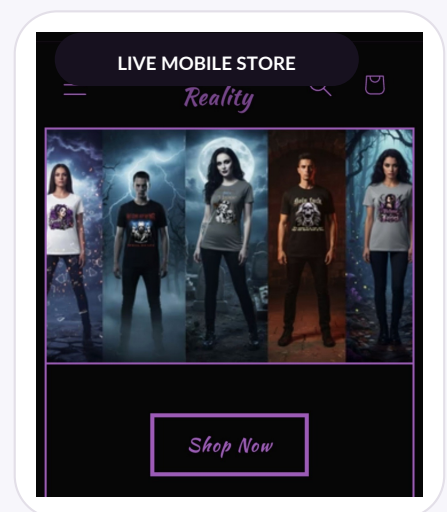
Too many paths.
Too many empty rooms.

CONVERSION + AOV

Product and cart
leave revenue unused.

CORE DIAGNOSIS

Wicked Reality does not need a new identity. It needs a storefront that makes the existing identity believable, focused and easy to buy from.



The diagnosis in 30 seconds

Jim, the niche is clear. The leak begins when the storefront has to turn that identity into a focused, believable buying journey.

01

HOMEPAGE JOURNEY

The store sells atmosphere before it sells the product.

AI-heavy visuals, early payment cues and weak hierarchy leave no obvious first purchase.

02

CATALOGUE STRUCTURE

The menu promises more store than the inventory delivers.

Many departments lead to thin or empty collections, making the brand feel unfinished.

03

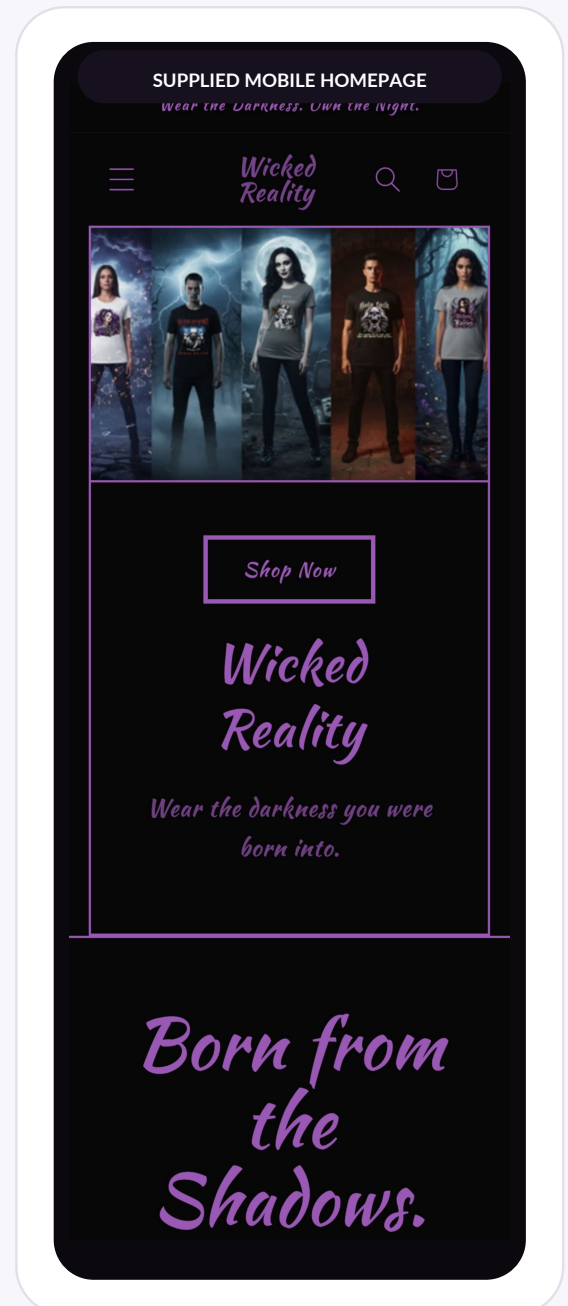
BUYING CONFIDENCE

The product and cart journey do not remove enough doubt.

Limited realism, conflicting trust signals and a basic cart weaken conversion and order value.

WHAT THIS MEANS

Traffic may create interest. The current journey is not yet structured to turn that interest into confident purchases.



What the leak **may be worth**

Illustrative model using 1,000 monthly visitors - not current store analytics.

CURRENT ILLUSTRATION

1,000 visitors
x 1% conversion
x \$30 order value

about 10 orders

\$300

STRONGER CONVERSION

1,000 visitors
x 2.5%-3.5%
x \$30 order value

about 25-35 orders

\$750-\$1,050

CONVERSION + STRONGER AOV

1,000 visitors
x 2.5%-3.5%
x \$45 order value

about 25-35 orders

\$1,125-\$1,575

CURRENT CART JOURNEY

Product added

Separate cart page

No relevant add-ons

No bundle or progress goal

Two growth multipliers are underused.

Conversion: more interested visitors completing checkout.

Average order value: shirt buyers adding a matching cap, second design or themed bundle.

The redesign should make both work together.

Three leaks doing most of the damage



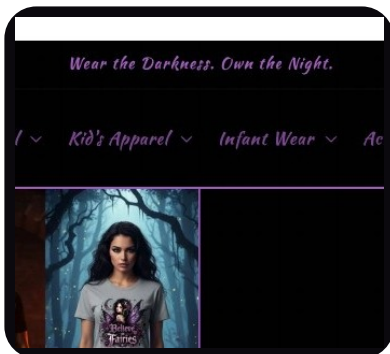
FINDING 01 - HOMEPAGE

HIGH

The homepage sells atmosphere before it sells the product.

AI-heavy scenes, oversized mobile sections and permanent sale treatment weaken product realism and direction.

Commercial impact: attention is created before product desire and direction.



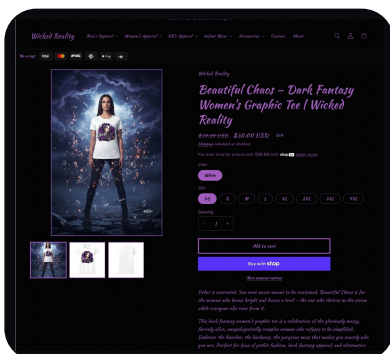
FINDING 02 - STORE ARCHITECTURE

HIGH

The menu is larger than the actual catalogue.

Too many departments and empty paths make a focused gothic niche feel like an unfinished general catalogue.

Commercial impact: every dead end lowers trust before the customer reaches a product.



FINDING 03 - PRODUCT AND CART

CRITICAL

The product page shows the shirt, but does not fully sell the decision.

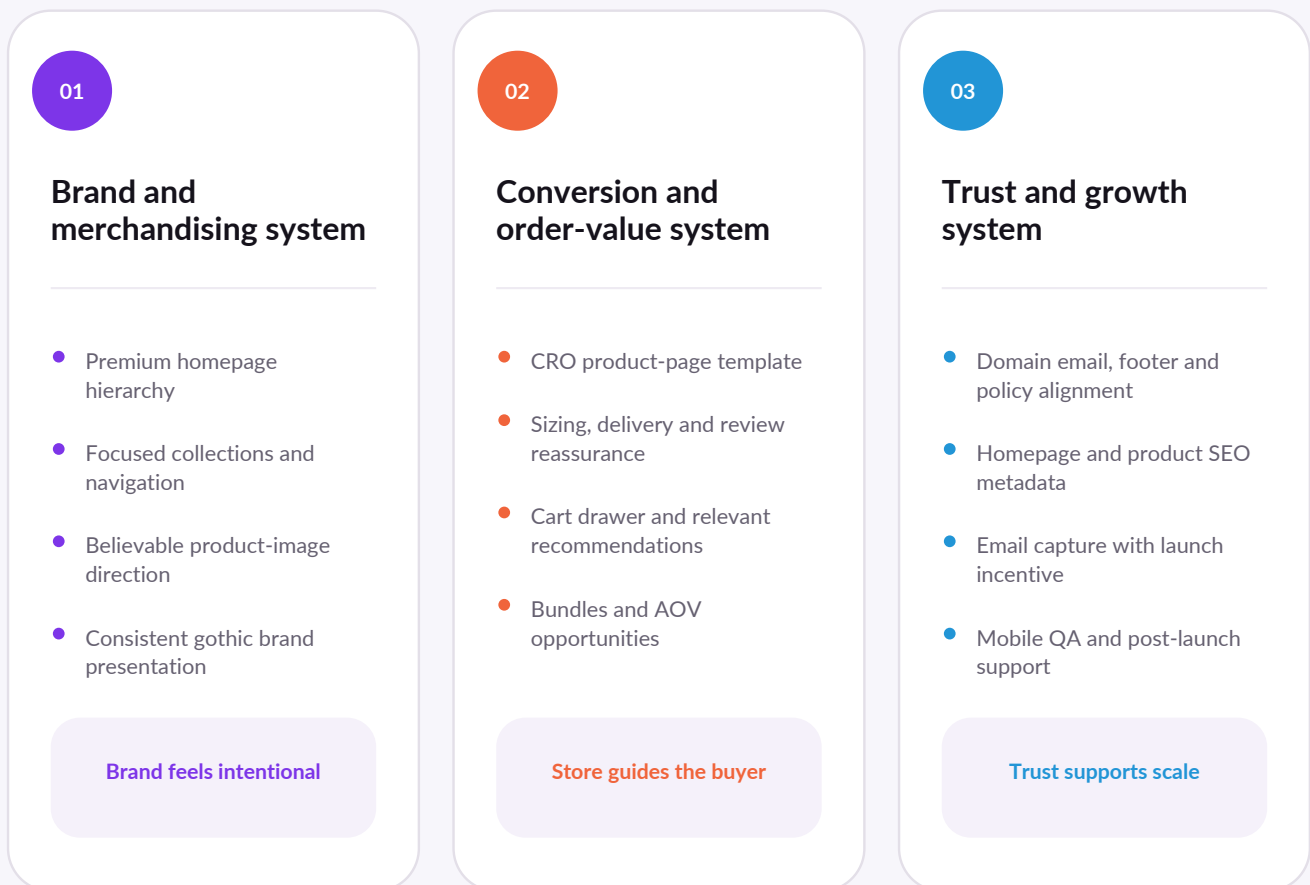
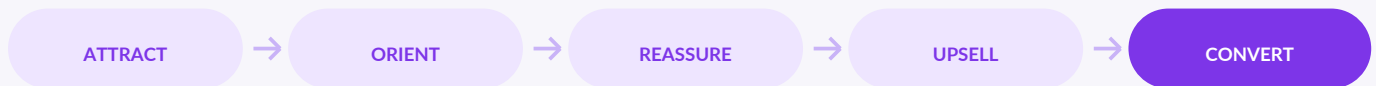
Limited proof, sizing doubt, inconsistent delivery, empty reviews and a basic cart weaken conversion and upsell value.

Commercial impact: the store can lose both the first order and the second item.

Verify before scaling: review proof and character-art rights.

This is not a visual refresh. It is a commercial store rebuild.

The \$850 scope rebuilds the systems that shape first impression, purchase confidence, order value and launch readiness.



The audit identifies the leak.
The redesign closes it.

SIMPLE EDITS

Spelling fixes, isolated images and individual product uploads can be handled internally.

SHOPIFY IMPLEMENTATION

Architecture, templates, cart logic, responsive systems and storewide consistency require coordinated technical work.

Choose the level of **implementation**

Gothic Conversion Fix

\$450

Repairs the most immediate launch, trust and purchasing leaks while keeping the current foundation.

- Homepage conversion restructure
- Navigation and empty-collection cleanup
- Product-page conversion improvements
- Shipping, returns and trust alignment
- Cart experience improvement
- Footer, contact and mobile optimisation
- Implementation for up to 15 products

BONUS

2 branded Instagram launch posts
\$75 value

ESTIMATED DELIVERY

3-5 business days

RECOMMENDED

Complete Gothic Brand Redesign

\$850

A complete, premium horror, fantasy and gothic ecommerce system.

- Everything inside Gothic Conversion Fix
- Complete visual storefront redesign
- Premium homepage and collection system
- Custom CRO product template
- Cart drawer and upsell journey
- Catalogue cleanup for up to 30 products
- Professional domain-email connection
- Product-image direction and enhancement
- Homepage and product SEO metadata
- Email-capture popup with launch incentive
- Full desktop and mobile quality assurance

BONUSES - \$350 TOTAL VALUE

5 branded Instagram posts - \$200
14 days post-launch support - \$150

ESTIMATED DELIVERY

5-7 business days

**50% to begin.
50% after approval.**

Built on a duplicate theme.
The live store stays active until Jim approves the completed work.

Reply:
GOTHIC FIX
or **FULL REDESIGN**