

Hey Henri, this is a summarized doc to give you enough context on my current client project I'm going over.

What is the business objective we want to obtain here?

- We want to increase the total profits made from my client's current online sales to a minimum of \$1k by the end of September, by having people buy the digital products that he sells on his website (Wallpaper backgrounds, Preset packs for photography and Prints to hang).

Who are we talking to?

- We are talking to amateur photographers, whether young or old doesn't matter, who come from an English speaking demographic that enjoys traveling and culture from Asian countries. They are looking to improve their photography skills and bond/share the identity of a photographer who is "making it".

At the same time they are also looking for a way to get inspired within their own homes by something that they relate to on a personal level to their craft and a culture that they feel attraction towards.

Where are they now?

- They are currently looking all over the place online on many different forums and chat rooms even on social media for accounts of other photographers that they can relate to. They are looking for an easy way to get good quality photos with someone who offers affordable and high quality presets and identify as someone who shares their values (an identity play I found will work well with this audience).

Thanks to this identity play they are more suited to purchasing the very affordable wallpapers of pictures that this photographer has or any merch on sale.

They feel "alone" to some degree, not being able to relate to anyone like themselves and their craft. They want to be a part of a community and be able to show it through their identity. They want to sympathize and connect.

Where do I want them to go?

- I want them to go from my client's Instagram profile to the website linked in the bio to purchase a product from the online store there, either a preset pack or a wallpaper.

Bonus context:

- Right now I'm reviewing all of the process from start to finish for this client project as I understand that I may have skipped some steps in the WWP like prof Andrew said and I'm verifying if that's the case and taking a step back to get a much better overview of the entire project.

I currently had made a previous website design but my client wasn't honest from the get-go and decided to do a make-over of the entire website's design. This has cost us valuable time but I understand he needs to feel secure enough or else he won't want to take more massive action.

The plan currently is to review the entire client project from the organic traffic diverting from IG to the website store, then improving the number of sales through this new website to hit a total of \$1k by the end of september.

My client's Instagram:

- <https://www.instagram.com/kuboptics>

My client's Website:

- <https://kubopticsofficial.odoo.com/>

WWP Process:

- [Winners Writing Process Hadrien \(09/17/24\)](#)

Here's pictures of the website:



Seek the Perfect Edit.



Preset Packs.

10 premium crafted lightroom presets for the perfect moody and vintage vibe.

[Visit the store.](#)



Wallpaper Packs.

My all-time best captures presented as wallpapers for any of your devices.

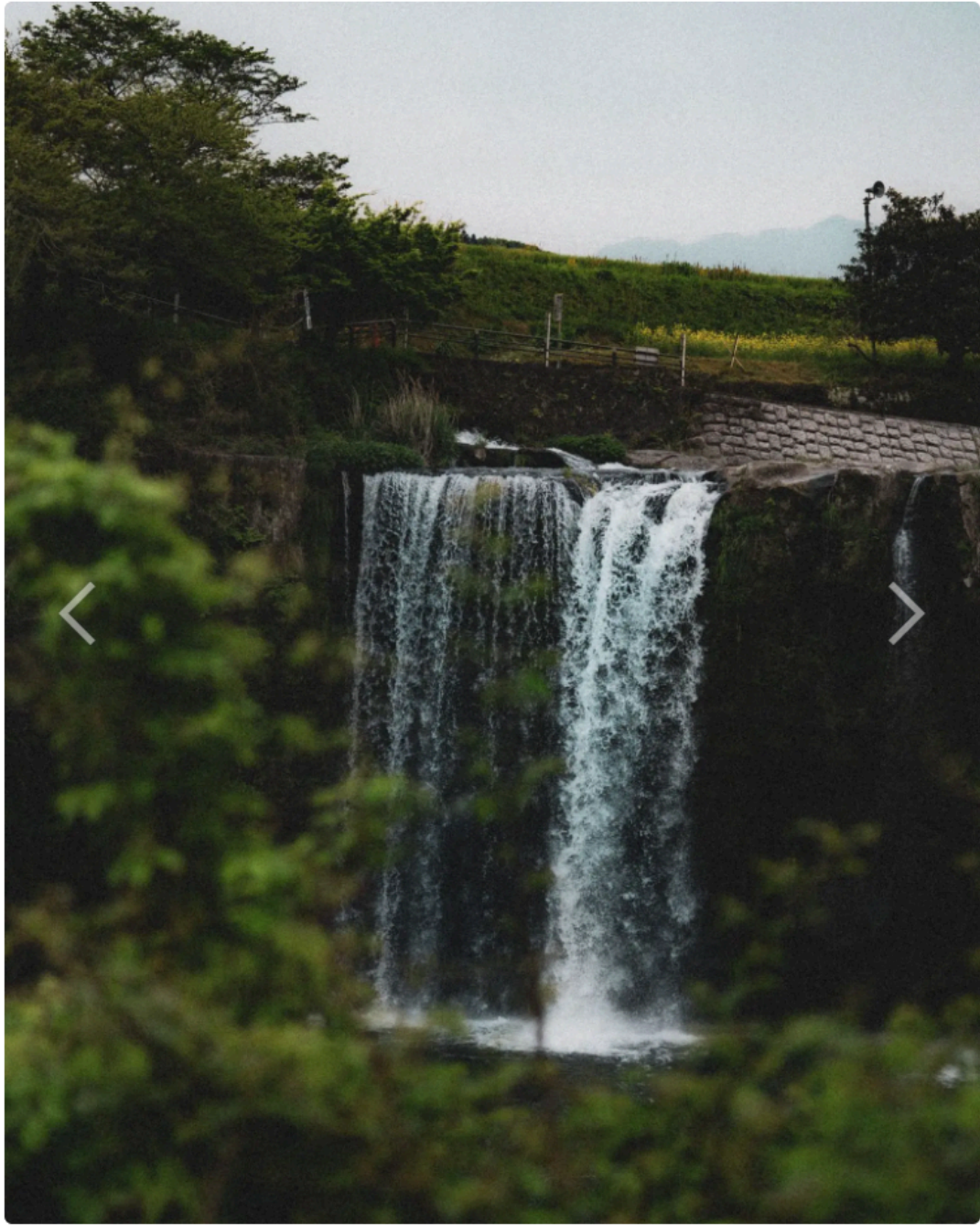
[Visit the collection.](#)



Order a Print.

For those who seek artistry in every corner of their home (ready-to-hang prints).

[Check out the prints.](#)



Make a Donation

Help out a fellow photographer, small or large, your contribution is essential!

Choose Your Amount



10 €

Donate Now

Made for photography enthusiasts

From prints, wallpapers, to presets. I design to inspire photography lovers. Whether you're a creator or simply enjoy beautiful visuals, my work helps you bring your story to life through the art of photography and editing.

✉ kubopticsofficial@gmail.com

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Search...



Wallpapers

Preset Packs



Moody Street Photography Preset Pack

9.99 € ~~19.99 €~~

ASAKUSA'S FLOW 2024

Kuboptics Limited edition wallpapers!

Asakusa's Flow

The perfect calm serene background for any device.

2.99 € ~~7.99 €~~

FISHERMEN'S MELODY 2024

Kuboptics Limited edition wallpapers!

GYEONGBOKGUNG PALACE 2024

Kuboptics Limited edition wallpapers!

2.99 € ~~7.99 €~~



Miniature Worlds

A microscopic world in your pocket!

2.99 € ~~7.99 €~~

2.99 € ~~7.99 €~~



Pink Skies

A sublime horizon to brighten your device.

2.99 € ~~7.99 €~~



Schoolgirl's Horizon

A simple and innocent background for any device.

2.99 € ~~7.99 €~~



Spring Pink

A blossoming welcome to brighten your device.

2.99 € ~~7.99 €~~

TOKYO'S SKIES 2024

*Kuboptics Limited
edition wallpapers!*



Tokyo Skies

An intriguing and inspirational skyline for your device.

2.99 € ~~7.99 €~~

TOKYO'S VIBRANT NIGHTS 2024

*Kuboptics Limited
edition wallpapers!*



Vibrant Nights

A vibrant and electrifying backdrop from Japan's neon-lit streets.

2.99 € ~~7.99 €~~

VINTAGE VOYAGE 2024

*Kuboptics Limited
edition wallpapers!*



Vintage Voyage

Admire the elegance of vintage craftsmanship on your device.

2.99 € ~~7.99 €~~



Search...



All Products / Moody Street Photography Preset Pack

Moody Street Photography Preset Pack

Transform your street photography with the Kuboptics Moody Preset Pack! Featuring 10 unique Lightroom presets, this pack brings moody, vintage vibes to your urban shots. Perfect for adding depth and emotion with just one click.

- 10 Unique Lightroom Presets.
- XMP Files to import on Lightroom mobile.
- Before and after previews for each preset.
- Premium priority for any questions and demands.

This pack has been crafted over the past 6 months of shooting street moments and cityscapes. These presets will give your photos that moody vintage look with various color tones.

Please note that this preset pack will act as a starting point for your edits and they will speed up your workflow. They will give you that editorial style you're after for your cityscape, street portrait and everyday work.

Remember that it's important to make minor tweaks, such as exposure, contrast, black and white slider or temperature, but it just makes editing life so much quicker than editing every single photo individually.



9.99 € ~~19.99 €~~



Search...



All Products / Asakusa's Flow

Asakusa's Flow

The perfect calm serene background for any device.

- A unique wallpaper from Asakusa, Tokyo.
- Available in different size to match any device.
- Highest quality and resolution to ensure a seamless experience.

Experience the best of Kuboptics with this exclusive collection of premium wallpapers, featuring a year's worth of street moments and stunning cityscapes captured across Japan. Elevate your device with these top-tier visuals, crafted to showcase the finest photography from Kuboptics.

2.99 € ~~7.99 €~~



Latest descriptions on Instagram 🙌

kuboptics Street photography with a telephoto lens ! ✨

The compression makes these images truly unique when using a telephoto lens!!

Edited with my Street Photography presets ! Comment "Preset" to get access 😊

2d

kuboptics Street angles ✨

Photo walks on a rainy afternoon in Reims, France as the sun shines through the stunning architecture! A photographer's dream 🌧️

All photos were edited using my Moody Street Photography preset pack ! Comment "Preset" and i'll send you a link for it ! 📺

4d

kuboptics When Italy Meets France, caught this Pininfarina!

📷 A trip back to the past of the 1960s with this unique beauty I spotted in the streets of Reims.

🙌 Comment « Preset » and I'll send you a link to access the Kuboptics Moody Street Photography Pack!

1w

kuboptics Exploring perspectives ! ✨

These photos were edited using my blue vintage preset from my moody pictures preset pack !

Comment "Preset" and I'll send you a link to access the kuboptics Moody Street Photography pack ! 😊

1w

kuboptics 5 Night Walks to dream and fantasise about 🌙 ✨

Today I'm sharing some favourites!

From the neon lights flickering, shadows stretching across the walls, the city takes on a life of its own after dark. My favorite street shots that capture the magic of the night, perfect to inspire a fellow photographer!

#NightPhotography #StreetPhotography #CityLights
#UrbanVibes #TokyoByNight #travelphotography

kuboptics Capturing movement ✨

Like my edits ? Check out my website and grab a moody preset pack 😊

#MoodyGrams #StreetPhotography #UrbanMood
#CinematicVibes #StreetLifePortraits

2w

The grid contains 8 Instagram posts:

- Post 1 (Top Left):** A wide shot of a large, illuminated traditional building at night. Includes a 'Link in Bio!!' graphic and 'Frame+ Wallpaper pack' text. Views: 3,667.
- Post 2 (Top Middle):** A person in a red jacket and blue skirt stands by a red mailbox under a white umbrella. Views: 2.7M.
- Post 3 (Top Right):** A street scene at night with light trails from cars. Technical data: SONY ILCE-6400, 24mm f/1.6 2s ISO125. Views: 3,501.
- Post 4 (Top Far Right):** A street scene at night featuring a large domed building. Technical data: SONY ILCE-6400, 45mm f1.4 1/1250s ISO100. Views: 4,938.
- Post 5 (Middle Left):** A white classic car parked on a city street at night. Technical data: SONY ILCE-6400, 47mm f2.8 1/100s ISO100. Views: 3,766.
- Post 6 (Middle Middle):** A woman standing next to a red van with 'UNUSUAL PLACE TO' text. Technical data: SONY ILCE-6400, 38mm f2.8 1/50s ISO100. Views: 99.8K.
- Post 7 (Middle Right):** A neon sign for 'HOTEL Le Crystal' at night. Technical data: SONY ILCE-6400, 50mm f1.4 1/30s ISO1000. Views: 3,421.
- Post 8 (Bottom Right):** A blurred interior shot of a cafe or restaurant. Technical data: SONY ILCE-6400, 20mm f2.8 1/8s ISO320. Views: 3,963.

This is what I've tried so far 🙌

- I've used the new AI bot and prompts to refine the copy and the entire funnel from IG to the website itself. I've still got a lot of things I could see that could work but I'm still in the testing phase and proposing my client's ideas before seeing if they work or if they bring better results and applying them one after the other as fast as possible.
- I've asked for feedback in a couple different chat rooms in TRW. I also got some feedback from a bunch of my personal contacts and network for feedback on this whole client project and got a lot of good feedback.
- I've analyzed top players and got most of the ideas for this website from those for the design. For the whole design I worked with my client on a very personal level as he wanted a big say in how it looked and so we worked as fast as possible to create this and make sure it's good for him and that I take care of marketing.