**Objective**

The target audience for the Lucky Box is for any age. The box will contain a number of different genres varying ever two months. This would be shown on a calendar which would be added to the website. The main theme of the website is retro such as Mario. The client wanted the boxes to be based around different games. Examples of games they gave us were Mario, Pac Man and Donkey Kong. These games are all going along the lines of retro. When speaking to the client they expressed that they wanted the themes to vary so after establishing what they would like we came up with **retro and sports.** The clients asked us to select random games to start off with.

The main objective that we was asked to achieve was to gain more subscribers.

**Pricing**

When speaking to the client they specified three different price plans which would be available:

1. 1 month: This would cost the subscriber £25. This would come as a standard box with the standard box content.
2. 3 month: This would cost the subscriber £20. This box would be the same as the 1 month subscription but comes in cheaper as the subscriber has committed to a longer subscription.
3. 1 year: This is the premium subscription. Lucky Box will reward the subscriber for the commitment by awarding them with premium items which standard subscriptions will **not** get.

The client expressed that they would like to include ads to the page. There will be a fee of £3 to remove the ads. The standard subscription will come with ads but will be given the option to purchase without ads. Because the year subscription is premium, the client wanted to give the subscribers a premium service with no ads so the cost of no ads will be included in the subscription price.

**Navigation Bar**

The client wanted a number of different pages. They wanted the following pages:

1. Home
2. About us
3. Contact us
4. Offers
5. Sign up / Log in
6. Blog/review
7. Suggestions

The client asked for when the member has signed in that they were redirected to the offers page so they could see the monthly offers.

**Log in / Sign up**

The client also asked us to implement a log in and a sign up page so that visitors will be given the option to sign up and members can log in.

We approached the client with an idea which when the sign up button is press then either a page will show how many members the site has or a little section next to a log in or sign up link will show a number of members.

**Box Content**

When we asked what would be in the boxes the client said the following items will be included:

* Figurines
* Art work e.g posters
* Tshirts
* Badges
* Wallets
* Keyrings

**Delivery**

There are two delivery options:

* Next day
* 3-5 Days

The next day will be free for premium members and 3-5 days is for standard subscriptions. The standard subscribers will be given the option to purchase next day delivery for a small fee.

**Previous Boxes**

The client wants us to add a section to the webpage which will show new subscribers what was in the boxes a couple of months ago. This will help them get an idea of what could be in the next box without giving away to many clues.

**Blog/ Review/ Suggestions**

When speaking to the client we suggested that maybe a blog or review page may be a good idea as current members can comment on the webpage for how good or bad the service is so this could be an encouragement for new members.

A suggestion area was also brought up so that some members can send suggestions for different themes that they would like and it would go into a poll and this will show the company what the members want. This may gain more customers as this shows the company listen to the members, not just take their money.

**Contacts**

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