

## Welcome To Lemonanza

Lemonanza Urban Survival loves all things that help you make it through the day.

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### Featured

Air Disinfectant and Air Purifier Solutions for Home and Office. HEALTHY INDOOR AIR IS VITAL

[Shop Featured Products](#)

### Lemomanza E-Commerce Project

## About Lemonanza:

Lemonanza Urban Survival is a start up e-commerce shopping destination for eclectic, carefully curated selection of lifestyle protective and enhancing essentials for home, office and “Out and About” .

# Project Overview Specifications

## Background Information / Problem Statement:

Experts predict that retail ecommerce sales will reach \$4.13 trillion in 2020. It is expected that mobile commerce will take a market share of ecommerce of 72.9% by 2021. Lemonanza Urban Survival is a niche brand specializing in carefully curated protective and life enhancing products for home, office and out and about.

Lemonanza Urban Survival objective is to design and build a multi channel e-commerce platform to sell and market brand and it's products globally. This is a unique opportunity to learn and understand the planning, creative, commercial and technical design process steps involved in taking Lemonanza Urban Survival to it's June 2021 launch. You will learn the basics about of e-commerce, e-commerce platforms such as Shopify, WooCommerce, and BigCommerce, and applications required to enhance user experiences, marketing and operational functionality.

### High level Application and integration overview will include:

- Online marketing and purchasing
- Google Analytics
- Hubspot
- Spyfu
- Compressor.io
- Gtmetrix
- Google Mobile-Friendly Test
- PRWeb
- ShipRocket

## Purpose:

Understand the fundamentals of building an online store,

- How To Start an Ecommerce Business From Scratch
- Pick a design that suits your needs.
- Pick a unique name and domain for your store.
- Add your products and their details (price, description, etc.).
- Process orders from your customers.
- Handle online payments through solutions like PayPal and others.

## Task:

Participants will receive an overview about Lemonanza Urban Survival and it's objectives. They will be asked to participate in the technical and design challenges in implementing an e-commerce platform. This will include "own time" research projects and tasks aimed at

enhancing and improving Lemonanza's e-commerce presence. It is expected participants will have a keen entrepreneurial interest in technical web design, e-commerce platforms, applications, application integration and marketing strategies.

There will be an opportunity to present these ideas during a 15 minute boardroom pitch.

## Schedule:

- Lemonanza Urban Survival overview and objectives
- Technical and commercial challenges
- E-commerce platforms and application overview
- Application integration
- Marketing strategies
- Task and project setting
  - o Explore e-commerce applications to enhance user experiences
  - o Research e-commerce marketing strategies
  - o Understand application technical and integration challenges for e-commerce platforms
- 15 minute boardroom pitch
- 5-10 minute feedback and Q&A panel

## Restrictions:

All participants will be expected to sign standard a Lemonanza NDA and will be required to behave in an ethical and responsible manner at all times.

## Resources:

- Students will be required to use notebooks with internet access.
- White board, projector and display panel will also be required for 15 mins boardroom presentations.

Contact Details:

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Note: Please CC all project supports and [programs@realskills.net](mailto:programs@realskills.net) in all emails regarding the project to ensure everyone is on the same page.