



Official website: melonanza.myshopify.com

Task

Finalised version of a functioning webstore with a reasonable user interface. Justification of the design of the webstore and discussion on the limitations of the webstore.

Present final product to Project Mentors. Resolve any issues there are in regards to the application with mentors.

Justification of Design

Home Page

Pre-order your August subscription box today!

Cart: 1

Search

Melonanza

HOME SHOP ABOUT BLOG FORUM CONTACT

Unleash Your Studying Potential

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- Header
 - Clear branding with yellow, white and black colour palette creating a clean and minimalistic design
 - Main navigation bar allows users to easily navigate between pages
 - Slideshow
 - Images establish study-oriented nature of the product
 - Tagline “Unleash Your Studying Potential” appeals to customer base composed of university and high school students and capitalises on our target market’s desire to excel in their studies
-

Our Subscriptions



**SIX
MONTHS**

6 Month Subscription
\$199.99



**THREE
MONTHS**

3 Month Subscription
\$99.99



**ONE
MONTH**

Monthly Subscription Box
\$34.99

- Featured collection
 - Provides overview of key information (pricing, subscription plans) upfront so customers don’t need to go searching
 - Each image directly links to product respective product pages to maximise ease of purchase and increase customer conversion
-

Our Mission

Whether you’re a university student beginning their assessment block or a high school student entering the first stage of the HSC, our study box will aid those feeling distracted, anxious or weary of the looming stress that revolves around studying.

That's why Melonanza is here to help you excel in your exams, by eliminating the stress and unlocking your studying potential.

[SHOP NOW](#)



- Mission statement
 - Builds rapport with customers



What's inside the box?

Each month, Melonanza's all-in-one subscription box comes filled with the following:

- (1) useful stationery items to kickstart your study
- (2) quick and easy step-by-step study guides and hacks
- (3) scrumptious study snacks to fuel the grind

All you need to do is sit back, relax and let Melonanza help you have the best study session ever!

[SIGN ME UP!](#)

- Subscription box components
 - High-level overview of product contents and key features described in a compelling manner
 - "Sign me up!" button directly links to product page to maximise customer conversion

Testimonials

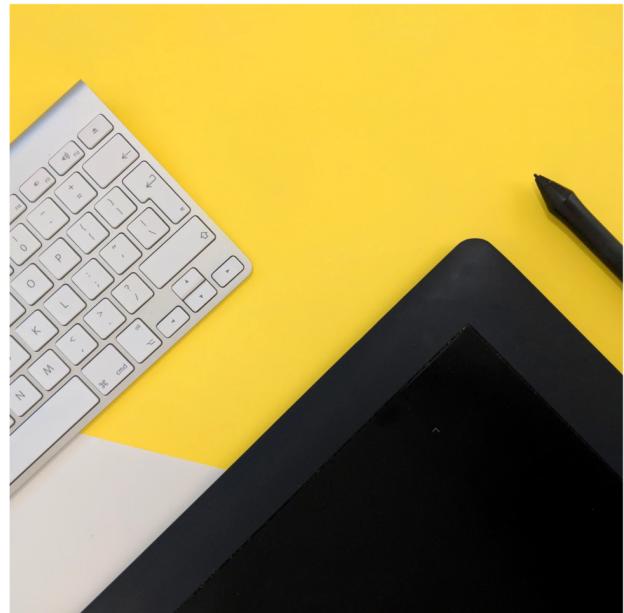
"It is incredibly helpful having one box with study supplies, tips and snacks **ready to go**. Melonanza **makes studying so easy!** I feel so much **more motivated** to actually do my study, and I have **saved so much time** because now I don't need to waste my own time hunting down all the supplies I need. Now I can just get stuck straight in my work, because **everything has been done for me**. Thank you Melonanza, you've **saved my grades!**"

- Andrea (2nd Year Pharmacology Student, USYD)



- Testimonials section
 - Builds customer trust through real positive reviews from other customers
 - Builds credibility and desirability of the product, as the testimonials highlight notable differentiating features about the product e.g. the all-inclusive nature of the box's contents

Blog



5 Study Must Haves to Survive University →

There's a lot of information out there about what you need to do and have in order to survive university. All of it can get a little confusing, especially when...

How to Survive Your First Day at University →

Feeling nervous for the first day of university? Worried you'll get lost on campus or won't make any friends? Don't worry because Melonanza is here to save your first day at...

- Blog

- Increases visibility and exposure for the Melonanza brand and drives traffic to the website
- Provides useful content to hook readers and attract customers to make purchases by providing customers with ideas about ways Melonanza's products can fit into their life
- Increases site engagement and boosts SEO

Subscribe to our newsletter

Promotions, new products and sales. Directly to your inbox.

Your email

SUBSCRIBE

- Newsletter

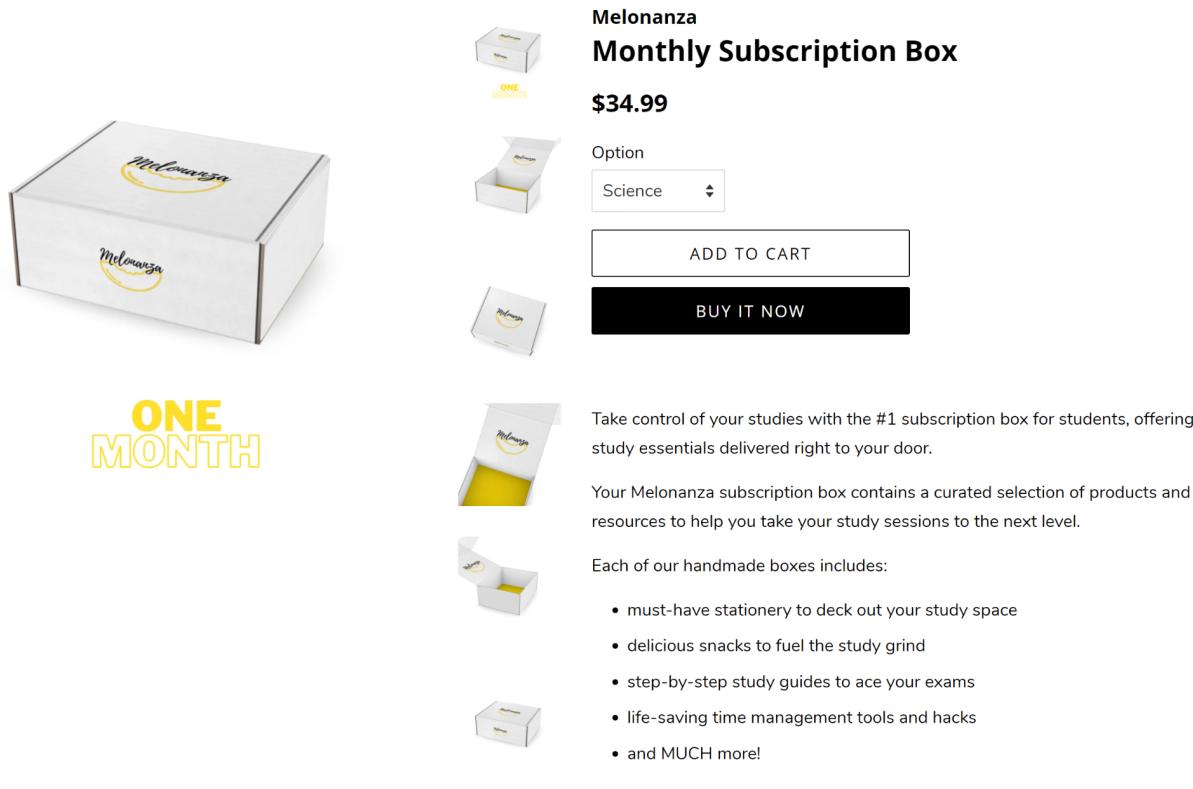
- Email marketing platform allows Melonanza to target and generate sales from existing customers, who are the easiest segment of the market to generate sales from
- Customers can be incentivised to re-purchase through the provision of exclusive vouchers and discounts via email

Shop and Product Pages

Main Link: <https://melonanza.myshopify.com/collections/all>

Example Product Link: <https://melonanza.myshopify.com/products/study-subscription-box>

Home > Monthly Subscription Box



Melonanza
Monthly Subscription Box
\$34.99

Option
Science ▾

ADD TO CART

BUY IT NOW

ONE MONTH

Take control of your studies with the #1 subscription box for students, offering study essentials delivered right to your door.

Your Melonanza subscription box contains a curated selection of products and resources to help you take your study sessions to the next level.

Each of our handmade boxes includes:

- must-have stationery to deck out your study space
- delicious snacks to fuel the study grind
- step-by-step study guides to ace your exams
- life-saving time management tools and hacks
- and MUCH more!

- Visually appealing product images to appeal to customers
- Clear description of product pricing, contents and how customers can use the product, making it relevant to their lives
- Stand-out “Add to Cart” and “Buy it Now” buttons make purchasing fast and accessible
- Options drop-down menu allows customers to customize their product based on their degree and needs with variants including:
 - Science
 - Engineering
 - Arts
 - Business
 - Law

About Page

Link: <https://melonanza.myshopify.com/pages/about-us>

The screenshot shows the Melonanza website. At the top, there's a yellow banner with the text "Pre-order your August subscription box today!" and a shopping cart icon with "Cart: 1". Below the banner is the Melonanza logo, which features the brand name in a stylized font inside a yellow circle. The main navigation menu includes links for HOME, SHOP, ABOUT (which is highlighted in bold), BLOG, FORUM, and CONTACT. The "ABOUT" section contains text about the business being run by students for students, partnering with over 10+ organizations, curating boxes monthly, and being passionate about meeting customer needs.

About

Melonanza is a business run by students, for students.

As students ourselves, we know what students need to take their study sessions to the next level.

We have partnered with over 10+ organisations to help bring you the best study snacks, equipment and resources out there. And best of all, we've packaged up all these different items into a single, all-in-one subscription box.

We curate our boxes monthly and pass them through rigorous quality checks so you can be sure you are getting your money's worth every time. Each month's Melonanza box is unique and pride ourselves on being able to bring something new to the table every time.

We are passionate about meeting all our customer's study needs. So hurry on and order your Melonanza all-in-one study box today, and see what all the hype is about!

- Allows customers to connect with the business
- Builds credibility of the brand by highlighting that its owners have been students themselves, and as such, have an in-depth knowledge of what supplies and equipment students require

Blog

Link: <https://melonanza.myshopify.com/blogs/news>

Example Article Link:

<https://melonanza.myshopify.com/blogs/news/how-to-have-the-best-study-session-ever-in-5-easy-steps>

How to Have the Best Study Session Ever in 5 Easy Steps

July 14, 2021 • Angela Pan



Are you struggling to prepare for your upcoming exams? Does the sight of your exam timetable send your mind into a frenzy? Simply don't know where to start?

Fear not, because here is an EASY 5-step guide to having your best study session ever. Let's ace those exams!

Step 1: Find the right study space.

An organised study space is proven to ensure that you feel calm and collected and in the zone to study. The right study space should have the following:

- A natural source of lighting, such as a window;
- An empty desk or other large flat surface to place your materials on;

Recent Articles

5 Study Must Haves to Survive University

July 16, 2021

How to Survive Your First Day at University

July 16, 2021

Top 10 Tips for Starting University: Ultimate Survival Guide

July 15, 2021

10 Home Study Essentials You Need in Your Life

July 15, 2021

Ultimate Uni Essentials Checklist (2021)

July 15, 2021

How to Have the Best Study Session Ever in 5 Easy Steps

July 14, 2021

- Addresses commonly searched keywords from a student audience to boost search-engine rankings of Melonanza and increase exposure to target market
- Incorporates internal linking (example below) to boost SEO and increase customer conversion

At Melonanza, we have made it easier than ever to make sure you are equipped for a golden study session.

Our flagship **subscription boxes** contain all you need to be well-equipped to smash out your study, including delicious study snacks, essential stationery items and step-by-step study guides with even more tips and tricks.



We have subscriptions available to renew every **1 month, 3 months and 6 months**.

To order your **Melonanza all-in-one subscription box** today, check out our **SHOP** for more information.

Forum Page

Link: <https://melonanza.myshopify.com/pages/forum>

- Allows students to communicate with other students
- Builds engaged community who derive value from Melonanza brand are more likely to purchase our products

Contact Page

Link: <https://melonanza.myshopify.com/pages/collaborate>

Contact

We'd like to hear from you!

You can get in touch with us by emailing melonanza@melonanza.com.au or calling 1300 635 662.

Alternatively, fill in the following form and we'll get back to you as soon as possible!

Name
Email
Phone Number
Message

- Provides customers with an easy way to communicate with the business, get their questions answered
- Boosts customer conversion rates

Shopping Cart

Your Cart

		Price	Quantity	Total
 THREE MONTHS	3 Month Subscription Science Remove	\$99.99	1	\$99.99
Subtotal \$99.99				
Taxes and shipping calculated at checkout				
CONTINUE SHOPPING		UPDATE CART	CHECK OUT	
  				

- Clean summary of customer's order
- "Check Out" button allow for easy purchase and other buttons allow customers to edit or add to their order
- Various payment buttons provide customers with multiple payment options and increase the convenience of making a purchase

Limitations of Webstore

1. Subscription cancellations:

Because our subscription box service charges automatically every month, 3 months or 6 months, users need to be able to easily cancel their subscription via an automated process. This feature currently does not exist in our webstore prototype.

2. Smoothness of billing:

Customers must be billed for each payment period if they do not cancel. This transaction does not directly go through the website purchase pathway and must be separately billed automatically using the customers' credit card details. An invoice recording the transaction must be directly emailed to the customer for each transaction.

3. Quality assurance of product:

Customers must feel as though each month's subscription box provides value and is not repetitive. This will require constant market research and feedback from Melonanza's customer base. It may be challenging to consistently develop unique and innovative subscription boxes each month which need quality assurance standards.

4. Shipping

Global shipping must ensure the product is delivered to customers in a timely manner.

5. Fluctuations in demand

Melonanza's flagship subscription boxes may vary in demand throughout the year based on the academic calendar. For instance, demand may spike prior to final examinations. The

business must take this into account and ensure that each month's subscription box is adequately stocked for that given month's level of demand. Furthermore, Melonanza will need to constantly monitor the demand for the different variants of its product. If certain variants (e.g. the Law subscription box) are found to be in lower demand, the business may need to reconsider its offerings.

6. Risk of high churn

Churn, or cancellation of our customers is the biggest issue because the boxes we provide are going to be largely the same with some products to differentiate from previous purchased ones. It is therefore important to anticipate this risk and develop a good reputation with customers regarding how to handle things such as cancellations.