

REAL CASE SCENARIO LEARNING OBJECT_INDIESTUDIO

Title of the Learning object	<i>Indie Studio needs to evaluate its results</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company. <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	https://www.youtube.com/watch?v=XgLd_WFa0xs
Description of the context	<i>Emanuele talks about how they constantly try to obtain their results regarding quality, efficiency and deliveries of services they offer.</i>
Practical activity to be performed	<i>Analyze the interview and try to understand what type of questions you can ask to your clients to measure their feedbacks about quality of the service you offer. Try also to create questions to understand if the efficiency of your company is good enough to satisfy your customers.</i>
Results to be achieved	<i>Create a standard model of survey that could be given to your customers.</i>
Guidance and suggestions	<i>Try to understand what types of question best describe what you want to measure. Pay also attention to which type of scales of measurement could give better results to understand your clients. It could be numerical (from "1" to "10") or semantic (from "not satisfied" to "very satisfied")</i>
Mistakes to avoid	<i>Avoid repetitive questions or useless questions, surveys shouldn't be too long otherwise your client could get annoyed and influence results.</i>

