

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	Improving the webiste of the El Moli Lab
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/cdaUfmGFXQg">https://youtu.be/cdaUfmGFXQg</a>
Description of the context	<p>EL MOLLI LAB is a co-working and collaborative space located in a very natural and farming environment, that promotes sustainable creativity and supports a community of freelancers to develop their own projects and small businesses.</p> <p>It also develops its own agenda of training activities, leisure and cultural events, with the aim to offer development opportunities and to create community.</p> <p>Its webpage is structured accordingly two main purposes: on one hand, to give visibility to the co-workers and their project/ businesses, on the other, to promote the services provided, describing spaces that can be asked for rent by individuals, companies and organizations. The director would like to integrate some functionalities and make it more interactive.</p> <p>Concerning the social media, the co-working has profiles in the main ones, and also has a social media marketing strategies, developing online and payed campaigns through Facebook ads, etc. The co-working is willing to keep working on these campaigns and to integrate new ones in order to achieve a bigger impact.</p> <p>The logo is meant to transmit the double spirit of the project: tradition and innovation.</p>
Practical activity to be performed Results to be achieved	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to EL MOLLI LAB Director and make a proposal on how to improve the co-working webiste, integrated new functionalities.</p>

	<p><b>Results</b></p> <p>1 Proposal of a new Website.</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"><li>• Analyse the existing webiste</li><li>• Keep in mind the needs that have been expressed by the director in the video and the eventual suitable functionalities.</li><li>• Have a look at similar companies webiste to get some inputs.</li></ul>