

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 Xarxa Mujeres
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	https://www.youtube.com/watch?v=JG4x6eIXPso
Description of the context	<p>Xarxa Association is an organization that provides an integral assistance to women with any kind of disabilities, running programs, services and organizing training and leisure activities. Xarxa operates at national level, although the headquarter is based in Valencia.</p> <p>Through the webiste, the association constantly promotes its activities, publishes news and also receives, through online forms, requests of legal or psychological assistance. On the web, women can also register as member. The association also uses Facebook to promote services and activities, to have an ongoing communication with users and also provide a space where members can get in contact among themselves.</p> <p>The association is quite satisfied with the website, as it ensures a smooth communication with members; nevertheless, there are some adjustments that could improve it.</p> <p>The logo is also a key part of the visual identity and well represents the mission and values of the organization.</p>
Practical activity to be performed	Activities
Results to be achieved	<p>Go through the Video Interview with the Program Technician of Xarxa Mujeres, and make a proposal for improving the website, accordingly to the expressed needs.</p> <p>Results</p> <p>1 Proposal of a new Website.</p>

<p>Guidance, suggestions and mistakes to avoid</p>	<ul style="list-style-type: none">• Analyse the existing webiste• Keep in mind the needs that have been expressed by the program technician in the video and the correspondent potential changes• Have a look at 2 similar companies webiste to get some insights• Make it attractive and user-friendly for members and users
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