REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New portal with integrated e-shop for Trypokarydos
Thematic area	✓ *Development or improvement of the company website* ☐ *Development or improvement of the visual identity of the company* ☐ *Development or improvement of the Social Media Marketing strategy*
Link to the Video	https://youtu.be/nzRbo1B2yRs
Description of the context	Trypokarydos is a cafe bistro, located in Kilkis. Trypokarydos uses a wide variety of technological tools to provide better services to his customers. Some of them are the remote order system and the button to call the waitress. Over the years trying to get better by adopting this kind of tools on its operation. Now, Trypokarydos wants to get one step further, by creating an interactive portal for the customers.
Practical activity to be performed	1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's portal and e-shop. 2. According to the needs analysis performed in the previous step, organise the way that the portal will be arranged, design the interface and create the e-shop for Trypokarydos.
Results to be achieved	A new dynamic portal, with integrated e-shop.
Guidance and suggestions	Analyse the company's target group, product catalogue and needs. Try to make a clear separation of the different parts of the portal (mobile order system, booking system, event calendar, electronic catalogue, e-shop etc.) Try to create a beautiful looking product page. Add search and sort possibilities to e-shop. Give the possibility to the owner to manage the e-shop.
Mistakes to avoid	You have to take into consideration a lot of parameters. Trypokarydos is a living organisation providing services. Try to keep things simple for customers and employees. Think like a customer.

	Keep the management of the e-shop as simple as you can.
	The owner has no experience and knowledge on programming.