

REAL CASE SCENARIO LEARNING OBJECT_KORONIDIS STORE

Title of the learning object	New website and e-shop for Koronidis Store
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://youtu.be/wYclH0I4FW4
Description of the context	Koronidis Store is a company that has been operating since 1929. It's a trading company, selling home products like blankets, towels, curtains, etc. Is located in the city centre of Kilkis but there is no website or e-shop available. The owner/manager of the store decided to create an e-shop to promote their exceptional products and increase the number of customers.
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop.</p> <p>2. According to the needs analysis performed in the previous step, design the website and create the e-shop for Koronidis Store.</p>
Results to be achieved	A new dynamic website, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's product catalogue and create categories of products according to a specific room (bedroom, bathroom etc.).</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to e-shop.</p> <p>Give the possibility to the owner to manage the e-shop.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>The owner has no experience and knowledge on programming.</p> <p>Keep things simple.</p>