

Collection of Case Scenarios identified in Greece



REAL CASE SCENARIO LEARNING OBJECT _CHRISTOPHER

Title of the learning object	New website for Christopher handmade eyewear and Ophelia bags
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/kgCtYC5rS-o
Description of the context	<i>Christopher created his company in 2013. His company hasn't a website or e-shop yet, so the customers away from Kilkis, could find the products through alternative commercial channels.</i>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the company's philosophy, meet the products and understand the expectations of the manager.</p> <p>2. According to the needs analysis performed in the previous step, create a website with integrated e-shop functionality.</p>
Results to be achieved	A new website with integrated e-shop.
Guidance and suggestions	<p><i>Take into consideration these aspects:</i></p> <ul style="list-style-type: none"> <i>- Christopher has unique handmade products.</i> <i>- He already has a physical store to sell his creations.</i> <i>- Use the colour palette and patterns Christopher uses to his creations.</i> <i>- Add a lot of images in every single product.</i> <i>- Every product created is unique like its future owner.</i>
Mistakes to avoid	<p><i>Avoid to design more complex product pages.</i></p> <p><i>Keep clean pages with only the necessary information.</i></p>

REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website and e-shop for Eva Markor
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/HSOZmi4CHs8
Description of the context	<p>Eva Markor is a company that creates fashion items for over 25 years and operates an e-shop for the last three years.</p> <p>Its purpose is to create unique, tailor-made dresses for the customers emphasising on the quality and the added value of the final product.</p> <p>The owner/manager of the store decided to update and promote the e-shop and its products to increase the sales and attract more customers.</p>
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, suggest some updates on the website and create a plan to promote the e-shop of Eva Markor.</p>
Results to be achieved	An updated website, with a clear plan on how to achieve higher rankings on search engines and how to promote the e-shop and the products on social media.
Guidance and suggestions	<p>Analyse the company's product catalogue and suggest updates.</p> <p>The owner has an opinion about everything.</p> <p>Work together for better results.</p> <p>The plan must have clear goals, measurable parameters and a realistic timetable.</p> <p>Try to create a beautiful looking product page.</p> <p>Add search and sort possibilities to 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>

REAL CASE SCENARIO LEARNING OBJECT_EVRIDIKI HOTEL

Title of the learning object	New website for Evridiki Hotel
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/Pyrf90s-fuQ
Description of the context	Evridiki Hotel is a company that has been operating since 1976. The hotel is located in the city centre of Kilkis and has made many renovations in its area. The director has decided to renew the old static website in something more interactive. The aim is the new website to be oriented to the contemporary requirements of the labour market. That means, the site will have the ability to serve the user from any mobile device (smartphone, tablet, etc.), to provide the challenge management capability and be easily accessible.
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.</p> <p>2. According to the needs analysis performed in the previous step, design, write the code and present an integrated solution.</p>
Results to be achieved	A brand new dynamic website, with a modern look, booking possibilities and use of Google AdWords system to promote it.
Guidance and suggestions	<p>Students/learners should analyse the existing website content and emphasize the needs and goals of the company. Students should analyse the content of 5 similar types of hotel websites and evaluate the key elements e.g. website structure, online bookings, features, mobile page adaptability, easy search, used colours and more.</p> <p>It is suggested to be used educational knowledge and experience. According to the entrepreneur "knowledge is power". Knowledge helps coping with everyday problems and the comprehension of market attitudes. By adapting the knowledge and data (who, what, where, when, how and why) achieve effective work.</p>
Mistakes to avoid	<p>The hotel's target group is Multilanguage. English version of the website is mandatory.</p> <p>Analyse in depth the needs of the manager to make your goal clear.</p> <p>Try to use the colour palette from the building's colours.</p>

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/wYclH0l4FW4
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 Kilis 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>

REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Update/renovate the e-shop of Kounalis Computers
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/K2afpbFChKk
Description of the context	<p>Kounalis Computers is a company that has been operating since 1995 in Kilkis.</p> <p>It's the biggest ICT store and service provider in Kilkis.</p> <p>The company's website needs to be renovated to be compatible with the web 2.0 standards.</p> <p>The owner/manager of the store decided to make this update to attract the interest of the ICT customers.</p>
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 renovated website and e-shop for Kounalis Computers.</p>
Results to be achieved	A renovated website, and e-shop.
Guidance and suggestions	<p>Analyse the company's product catalogue and create categories of products.</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> <p>The owner has the experience and knowledge on programming.</p>
Mistakes to avoid	<p>Keep the management of the e-shop as simple as you can.</p> <p>There are a lot of products and too many categories.</p> <p>Keep things simple.</p>

REAL CASE SCENARIO LEARNING OBJECT_MYRESPOS IKE

Title of the learning object	Myrepsos IKE – Create a marketing plan to attract customers from all over the world
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/ZWlaq7REkUI
Description of the context	<p><i>Myrepsos IKE is cultivating aromatic and medicinal plants. With these raw materials, they are creating natural, organic products and cosmetics. Myrepsos along with the standard commercial channels is using the internet to sell its products.</i></p> <p><i>Myrepsos would like to refresh its presence to the internet by creating a new campaign to reach more customers from abroad.</i></p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the company's philosophy, meet the products and understand the expectations of the manager.</p> <p>2. According to the needs analysis performed in the previous step, create a marketing plan to increase the number of customers outside Greece.</p>
Results to be achieved	An integrated marketing plan
Guidance and suggestions	<p><i>Take into consideration these aspects:</i></p> <ul style="list-style-type: none"> - <i>The company's philosophy</i> - <i>Write down and analyse the target group</i> - <i>Which channels will be used to promote the products? -Types of promotion, activities etc.</i> - <i>Create a product transport channel - transport companies, costs etc.</i> - <i>Clear economic plan</i> - <i>Clear objectives defined in time</i> - <i>Risk analysis</i>
Mistakes to avoid	<i>Make an extensive analysis of the products and the target group. Products are targeted at customers who prefer organic products that are free of pesticides and preservatives.</i>

REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website and e-shop for Print Shop Kilkis
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/4SeAjeQ89QI
Description of the context	<p>Print Shop Kilkis is a company that has been operating since 2007.</p> <p>It's a refurbishing company that creates remanufactured cartridges and toners for printers, also selling peripherals and accessories for computers.</p> <p>The company has a very basic website that is not responding to its owner's needs.</p> <p>The owner/manager decided to rebuild the site adding an e-shop to promote their environmentally friendly products and services.</p>
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 Print Shop Kilkis.</p>
Results to be achieved	A new dynamic website, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's products and services and create the appropriate pages for them.</p> <p>Emphasize the benefits of the use of each product (cartridges and toners).</p> <p>Categorise all other peripherals and accessories.</p> <p>Create an active compatibility list for each product (cartridges and toners).</p> <p>Integrate this list with the search engine to make things easier for customers.</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 compatibility list for cartridges and toners is significant for the operation of the e-shop.</p>



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	Try to integrate this list into the search engine of the site. Keep things simple.
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REAL CASE SCENARIO LEARNING OBJECT_RANCHO KILKIS

Title of the learning object	New website for Rancho Kilkis
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/XenqNSBCIKk
Description of the context	<p>Rancho Kilkis operates in the field of agrotourism offering to the visitors a lot of relaxing choices.</p> <p>The ranch's website is like an interactive newspaper with all the activities, news, events organised and calendar with the upcoming events.</p> <p>The owner of the ranch wants to create a new website with a clear interface, giving a realistic view to the potential visitor about what the ranch is, but also the services and the activities offered.</p>
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.</p> <p>2. According to the needs analysis performed in the previous step, design and present three proposals for the new website as you have to discuss it with the owner.</p>
Results to be achieved	Three website proposals.
Guidance and suggestions	<p>Analyse the existing website of the ranch.</p> <p>Write down the strengths and the weaknesses of it and try to create a website according to the ranch philosophy.</p> <p>Take into consideration the fresh air, nature and fauna of the place while you are designing the website.</p>
Mistakes to avoid	Rancho Kilkis is an open place, with a lot of challenges. Things are changing fast, and flexibility is mandatory for the web designer.

REAL CASE SCENARIO LEARNING OBJECT_RANCHO KILKIS 2

Title of the learning object	New e-shop for Rancho Kilkis
Thematic area	<input 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 checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://youtu.be/5K-8SsODv-M
Description of the context	<p>Rancho Kilkis operates in the field of agrotourism offering to the visitors a lot of relaxing choices.</p> <p>The ranch's website is like an interactive newspaper with all the activities, news, events organised and calendar with the upcoming events.</p> <p>The public relations and marketing manager wants to add e-shop functionality to their website.</p>
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.</p> <p>2. According to the needs analysis performed in the previous step, create and adjust an e-shop to the existing website of the ranch.</p>
Results to be achieved	An e-shop adapted to the existing website.
Guidance and suggestions	<p>Analyse the existing website of the ranch.</p> <p>Write down the products, and the services ranch is offering and try to create an e-shop according to the ranch philosophy.</p> <p>Try to make a clear separation of the products and the services. It's good to offer an online reservation for specific rooms/space in ranch or to reserve the whole place for a big event.</p>
Mistakes to avoid	Products and services can be sold online. Products could be shipped, but the services can't. Keep in mind this separation.

REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website for Salonikidis Computers
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/ehK8U-7iOdA
Description of the context	<p>Salonikidis Computer is a company that has been operating since 2003 in the field of computer repairs and sound.</p> <p>It's well known in the local society, and the creation of a website considered not essential for its operation.</p> <p>Now the owner thinks that the creation of a webpage would be a good idea.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs of the manager and orientation that the company's website will have.</p> <p>2. According to the needs analysis performed in the previous step, design a website that will represent the company on the internet.</p>
Results to be achieved	A new dynamic website.
Guidance and suggestions	<p>Analyse the company's fields of operation and create all the appropriate web pages for it.</p> <p>Computer and laptop service/repairs, sound etc.</p> <p>Try to create an attractive home page.</p> <p>Take into consideration the philosophy of the company and the different type of services provided.</p>
Mistakes to avoid	Keep things simple.

REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New portal with integrated e-shop for Trypokarydos
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/nzRbo1B2yRs
Description of the context	<p>Trypokarydos is a cafe bistro, located in Kilis.</p> <p>Trypokarydos uses a wide variety of technological tools to provide better services to his customers.</p> <p>Some of them are the remote order system and the button to call the waitress.</p> <p>Over the years trying to get better by adopting this kind of tools on its operation.</p> <p>Now, Trypokarydos wants to get one step further, by creating an interactive portal for the customers.</p>
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 portal and e-shop.</p> <p>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.</p>
Results to be achieved	A new dynamic portal, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's target group, product catalogue and needs.</p> <p>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.)</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>You have to take into consideration a lot of parameters.</p> <p>Trypokarydos is a living organisation providing services.</p> <p>Try to keep things simple for customers and employees.</p> <p>Think like a customer.</p>

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



REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	New website and e-shop for Vapers Club Kilkis
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/QkInG06iZJM
Description of the context	<p><i>Vapers Club Kilkis is a new company in the field of electronic cigarettes.</i></p> <p><i>It's a company that sells and provides all kind of support on electronic cigarettes.</i></p> <p><i>The company hasn't a website or e-shop but only a Facebook page.</i></p> <p><i>The owner/manager of the store decided to create an e-shop to promote their products all around Greece.</i></p>
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 Vapers Club Kilkis.</p>
Results to be achieved	A new dynamic website, with integrated e-shop.
Guidance and suggestions	<p>Analyse the company's products and services create categories of products and a specific area for support.</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 a basic experience and knowledge on programming.</p> <p>Keep things simple.</p>