

Collection of Case Scenarios identified in United Kingdom



REAL CASE SCENARIO LEARNING OBJECT _CALTECH LIFTS

Title of the learning object	<i>Business Case Brief Development – Caltech Lifts</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/2njiJZ7uhbk
Description of the context	<i>Caltech Lifts are an established family owned company specialising in lifts and with clients throughout the east coast area of Scotland. They understand that the content of their website needs to be updated on a more regular basis, however they are also aware that their business doesn't necessarily prompt 'spur of the moment' purchases!</i>
Practical activity to be performed	<ol style="list-style-type: none"> 1. <i>Review the video to find out more about the company and their requirements</i> 2. <i>Check out the website at caltechlifts.co.uk</i> 3. <i>Create a presentation detailing the business case to the client on how constant content delivery on their website and social media platforms could increase their customer engagement and increase their customer base.</i>
Results to be achieved	<i>One presentation detailing the business case for presentation to the client.</i>
Guidance and suggestions	<i>Remember that when delivering a business case, the aim is to convince the client that the work you propose is worthwhile and can save/earn them money.</i>
Mistakes to avoid	<i>You need to try and determine the cost levels of continually updating web/social media content and align this to potential uplifts in business jobs – the cost has to be smaller than the increase in profit!</i>

REAL CASE SCENARIO LEARNING OBJECT _DARK DUNDEE

Title of the learning object	<i>Social Media Marketing Strategy – Dark Dundee</i>
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/5o0tzP4RY7o
Description of the context	<i>Dark Dundee are a small business who provide walking tours to both locals and tourists around the city of Dundee, concentrating on the darker elements of the cities history. They concentrate of the murders, the disease and the parts of history that may well get glossed over.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>1. Review the video to find out more about the company and their requirements</i> <i>2. Consider the current social media strategy of the company</i> <i>3. Identify and create a brief of how you would develop an updated social media marketing campaign/strategy for the next 12 months.</i>
Results to be achieved	<i>One brief detailing a 12 month social media marketing strategy to scale the business. Include a visual timeline to assist with presentation of the strategy to the clients.</i>
Guidance and suggestions	<i>Bear in mind that Dundee is about to receive an extra 250,000 annual tourists in 2018 (after this interview took place) when the V&A Museum opens up and the redevelopment of it's waterfront is completed. Consider the demographics of potential customers, links to existing and new tourism locations and the marketing channels such customers would likely use.</i>
Mistakes to avoid	<i>Consider all potential channels across social media, not just concentrating on Twitter and/or Facebook advertising. Consider the client charges £10 per person per tour when establishing the acquisition costs per customer.</i>

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	<i>Website Development – Deborah Breen</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/mG5XYFsThqw
Description of the context	<i>Deborah is starting her own business within the textiles sector, creating products using unique fabric patterns creating by individual designers rather than mass-produced.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>Review the video to find out more about the company and their requirements</i> <i>Consider the company is a start-up and looking for advice on how to progress with their online presence</i> <i>Develop a plan for the company bearing in mind their product and their need to keep costs to a minimum as a small start-up business</i>
Results to be achieved	<i>One plan detailing an online presence recommendation covering the key elements in the interview (storefront, access to third party site for sales and sales processing)</i>
Guidance and suggestions	<i>Remember that start-ups have little additional funding therefore the costs will likely be the defining factor whether the client accepts the plan or not.</i>
Mistakes to avoid	

REAL CASE SCENARIO LEARNING OBJECT _DELICIOUSLY DATES

Title of the learning object	<i>Adding a recipe section – Deliciously Dates</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/BuGAmemXQgk
Description of the context	<i>Deliciously Dates are a small business selling gourmet dates in the UK. As a new company trying to sell a non-traditional product in the UK, they are using their website to inform potential customers about the benefits of their product. They believe that the addition of a recipe area on their site would inspire potential customers to try out the product and recipes.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>1. Review the video to find out more about the company and their requirements</i> <i>2. Check out the website at deliciouslydates.com</i> <i>3. Identify and create a brief of how you would integrate a recipe section into the site.</i>
Results to be achieved	<i>One brief detailing how the recipe section would fit into the current site, and showing the user journey through the recipe section.</i>
Guidance and suggestions	<i>Consider from both the customer and business perspective. The section needs to be easily updated by the business whilst customers need to be able to search and follow the recipes easily. Consider how customer interact with other food and recipe sites.</i>
Mistakes to avoid	<i>The company has specified a budget for both the technical creation of the site and also some basic maintenance of adding recipes. Try and keep within this estimated budget.</i>

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Title of the learning object	<i>Website Development – Gamify</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/_xJtKQe23Gc
Description of the context	<i>Gamify is an established consultancy that gets most of it's business through word of mouth rather than through its website.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>Review the video to find out more about the company and their requirements</i> <i>Create a Search Engine Optimisation plan for the company to try and ensure businesses looking for gamification expertise are made aware of the company</i>
Results to be achieved	<i>Creation of an SEO plan to boost the company profile in search engines.</i>
Guidance and suggestions	<i>The business is small and doesn't have a lot of money to spend so look for quick fixes that can make a large difference but don't take up too much time.</i>
Mistakes to avoid	<i>Remember that consultancy across global industries can take customers from anywhere around the world – don't just concentrate on local or regional searches.</i>



REAL CASE SCENARIO LEARNING OBJECT _THE GIN FEST

Title of the learning object	<i>Social Media Planning – The Gin Fest</i>
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 type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://youtu.be/7GRTW9rYLNu
Description of the context	<i>The Gin Fest are a new start-up events management business in Scotland whose main product is a travelling Gin Festival which moves around Scotland showcasing Scottish Gins to customers. As a start-up, the company is being efficient with their available investment funding but needs to continue to generate awareness about their product and events. In order to reduce the cost of this awareness, the use of social media is going to be key for the company to generate a strong foothold in this sector.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>1. Review the video to find out more about the company and their requirements</i> <i>2. Check out the website at http://theginfest.co.uk/</i> <i>3. Develop a Social Media Marketing strategy for the company utilising the networks and channels available.</i>
Results to be achieved	<i>Social Media Strategy outlining channels, message, target demographics and recommendations for most effective use of social media and customer engagement.</i>
Guidance and suggestions	<i>The company already uses social media therefore don't move too far away from what they already do else you risk alienating the existing audience.</i>
Mistakes to avoid	<i>Be different. Think of some interesting uses of social media in the events sector and specifically for a business showcasing local products (in this case, Gin).</i>

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Title of the learning object	<i>Website Development – Karen Hamilton Designs</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/aSjiWcqo_o
Description of the context	<i>Karen Hamilton is a start-up dressmaker, taking her love of sewing into a new business. She has had a successful start to her business but understands that she needs to develop her website more.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>Review the video to find out more about the company and their requirements</i> <i>Consider the current company website</i> <i>Identify and create a brief of how you would develop an updated website based on Karen's demands of e-commerce, a news section and a blog.</i>
Results to be achieved	<i>One brief detailing a website development timescale to improve the online presence of the business. Include a visual timeline to assist with presentation of the strategy to the clients.</i>
Guidance and suggestions	<i>Consider Karen's point in her interview that she wants to consider the US market at some point. Also consider the recent GDPR requirements should she be handling customer data.</i>
Mistakes to avoid	<i>You need to convince the client that the investment in your time will be beneficial. Identify potential increases in revenue from an updated/improved web presence and detail this in the brief.</i>

REAL CASE SCENARIO LEARNING OBJECT_NINJA KIWI	
Title of the learning object	<i>Amalgamation of user accounts – Ninja Kiwi</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/AXICDdg7TSY
Description of the context	<i>Ninja Kiwi are a global game developer with millions of customers worldwide. Currently there is no way for customers to link an account they create to play games on the website, with the account they use to play games on mobile devices. The company would like some suggestions on how they could link user accounts with minimal friction to customers.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>1. Review the video to find out more about the company and their requirements</i> <i>2. Review the current account creation and login processes for both the company website and company mobile products</i> <i>3. Identify three different solutions that would allow the company to bring the two accounts together</i>
Results to be achieved	<i>3 different solutions to merging customer accounts together across platforms</i>
Guidance and suggestions	<i>Consider if there are any solutions that do not require heavy backend database development. Can the users merge their accounts themselves without a large amount of web/code/database development?</i>
Mistakes to avoid	<i>Whilst the company is successful, the merging of the accounts isn't going to increase profitability too much therefore any budget for such a task would be small – bear this in mind. Avoid concentrating all three solutions within a large database development project – it may not be required!</i>

REAL CASE SCENARIO LEARNING OBJECT_TAG GAMES

Title of the learning object	<i>Business to Business Website Presence – Tag Games</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/66OszhgZGg
Description of the context	<i>TAG Games are a Dundee based game developer who provide development services to larger publishers. Whilst a lot of their business development is carried out via existing networks of contacts, they believe their website could be doing a lot more in terms of bringing new leads into the company.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>1. Review the video to find out more about the company and their requirements</i> <i>2. Review the current website and identify if there are any obvious improvements that could be made for business lead generation</i> <i>3. Identify three different solutions that would allow the company to improve their business lead generation from their website</i>
Results to be achieved	<i>3 different solutions for increasing business lead generation from the website</i>
Guidance and suggestions	<i>Consider things such as contact details, information provided, portfolio of previous product and work. Also consider the lead generation process – how does a potential client find the website, how do they stand out against their competition.</i>
Mistakes to avoid	<i>Remember that this industry is global and a potential client could commission work anywhere around the globe.</i>

REAL CASE SCENARIO LEARNING OBJECT_TIDYGREENCLEAN

Title of the learning object	<i>Full website redesign – TidyGreenClean</i>
Thematic area	<input type="checkbox"/> Development or improvement of the company website <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/cJyB818DnbA
Description of the context	<i>TidyGreenClean are a small business providing commercial cleaning services to a local region. They are looking to franchise their business out in the future to expand their geographic reach, however they are aware that their website is very basic.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <i>1. Review the video to find out more about the company and their requirements</i> <i>2. Review the companies current website at http://www.tidygreenclean.co.uk</i> <i>3. Consider the discussion in the video regarding the website not currently being used to promote the franchise opportunities and create a brief for the company detailing how you would refresh the website to engage both with potential clients needing cleaning as well as potential franchisee's looking for an investment opportunity.</i>
Results to be achieved	<i>Brief for client detailing a plan for website refresh.</i>
Guidance and suggestions	<i>Currently the website is a single page with no CRM. Given the two different demographics the clients wishes to engage with, consider solutions in the brief that the client can easily amend and update themselves.</i>
Mistakes to avoid	<i>Ensure the brief is clear if there is any differentiation between the client facing and franchisee customers on the proposed redesign.</i>