

## 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 company website for Ascensión Latorre
Thematic area	<p><input checked="" type="checkbox"/> <i>Development or improvement of the company website</i></p> <p><input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i></p> <p><input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i></p>
Link to the Video	<a href="https://youtu.be/AlxkDa0P3DI">https://youtu.be/AlxkDa0P3DI</a>
Description of the context	<p>Ascensión Latorre is a family company with 42 years of experience in manufacturing medium and high standard design furniture. The target of the company are medium-high buying and wealthy power customers, that search for tasteful luxury products.</p> <p>Since the very beginning of the business, the company has been paying a lot attention to the brand and visual identity, managed and supervised by a graphic designer with expertise in premium lifestyle. The brand of the company well transmits the originality and singularity of its products, and is considered one of the most valuable asset of the company.</p> <p>The company has a person, responsible to manage social media profiles, that aim to transmit values and vision of the company through the items, rather than simply showing commercial products.</p> <p>The company webiste has been created by a famous graphic designer, and staff is satisfied with it, as it is modern, fresh and original. Nevertheless, the company would like to improve it, adding new functionalities like a 3D gallery section, to let customers better create their projects, or integrating a simpler and more updated payment platform.</p>
Practical activity to be performed	<p><b>Activities</b></p> <p>Go through and analyse the Video Interview to the financial manager of Ascensión</p>

Results to be achieved	<p>Latorre and set up a plan to improve the website of the company.</p> <p><b>Results</b></p> <p>1 Proposal for a webiste</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> <li>• Analyse the company webiste, paying attention to the different products</li> <li>• Search for similar companies webiste who has integrated 3D gallery sections</li> <li>• Set up a plan to integrate this new functionality and other improvement that fits with company's needs.</li> </ul>