

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>