

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	<ol style="list-style-type: none"> 1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website and e-shop. 2. According to the needs analysis performed in the previous step, design the website and create the e-shop for Print Shop Kilkis.
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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	<p>Try to integrate this list into the search engine of the site.</p> <p>Keep things simple.</p>
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