

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	<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 renovated website and e-shop for Kounalis Computers.
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>