

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 – 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	<i>https://youtu.be/aSjiWcqo_o</i>
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>1. Review the video to find out more about the company and their requirements</i> <i>2. Consider the current company website</i> <i>3. 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>

