

REAL CASE SCENARIO LEARNING OBJECT _ DELICIOUSLY DATES

Title of the learning object	<i>Adding a recipe section – Deliciously Dates</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	https://youtu.be/BuGAmemXQgk
Description of the context	<i>Deliciously Dates are a small business selling gourmet dates in the UK. As a new company trying to sell a non-traditional product in the UK, they are using their website to inform potential customers about the benefits of their product. They believe that the addition of a recipe area on their site would inspire potential customers to try out the product and recipes.</i>
Practical activity to be performed	<ol style="list-style-type: none"> 1. <i>Review the video to find out more about the company and their requirements</i> 2. <i>Check out the website at deliciouslydates.com</i> 3. <i>Identify and create a brief of how you would integrate a recipe section into the site.</i>
Results to be achieved	<i>One brief detailing how the recipe section would fit into the current site, and showing the user journey through the recipe section.</i>
Guidance and suggestions	<i>Consider from both the customer and business perspective. The section needs to be easily updated by the business whilst customers need to be able to search and follow the recipes easily. Consider how customer interact with other food and recipe sites.</i>
Mistakes to avoid	<i>The company has specified a budget for both the technical creation of the site and also some basic maintenance of adding recipes. Try and keep within this estimated budget.</i>