

REAL CASE SCENARIO LEARNING OBJECT_NINJA KIWI

Title of the learning object	<i>Amalgamation of user accounts – Ninja Kiwi</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/AXICDdq7TSY
Description of the context	<i>Ninja Kiwi are a global game developer with millions of customers worldwide. Currently there is no way for customers to link an account they create to play games on the website, with the account they use to play games on mobile devices. The company would like some suggestions on how they could link user accounts with minimal friction to customers.</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>Review the current account creation and login processes for both the company website and company mobile products</i> 3. <i>Identify three different solutions that would allow the company to bring the two accounts together</i>
Results to be achieved	<i>3 different solutions to merging customer accounts together across platforms</i>
Guidance and suggestions	<i>Consider if there are any solutions that do not require heavy backend database development. Can the users merge their accounts themselves without a large amount of web/code/database development?</i>
Mistakes to avoid	<i>Whilst the company is successful, the merging of the accounts isn't going to increase profitability too much therefore any budget for such a task would be small – bear this in mind. Avoid concentrating all three solutions within a large database development project – it may not be required!</i>

