

REAL CASE SCENARIO LEARNING OBJECT_RANCHO KILKIS

Title of the learning object	New website for Rancho 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/XenqNSBCIKk
Description of the context	<p>Rancho Kilkis operates in the field of agrotourism offering to the visitors a lot of relaxing choices.</p> <p>The ranch's website is like an interactive newspaper with all the activities, news, events organised and calendar with the upcoming events.</p> <p>The owner of the ranch wants to create a new website with a clear interface, giving a realistic view to the potential visitor about what the ranch is, but also the services and the activities offered.</p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website.</p> <p>2. According to the needs analysis performed in the previous step, design and present three proposals for the new website as you have to discuss it with the owner.</p>
Results to be achieved	Three website proposals.
Guidance and suggestions	<p>Analyse the existing website of the ranch.</p> <p>Write down the strengths and the weaknesses of it and try to create a website according to the ranch philosophy.</p> <p>Take into consideration the fresh air, nature and fauna of the place while you are designing the website.</p>
Mistakes to avoid	Rancho Kilkis is an open place, with a lot of challenges. Things are changing fast, and flexibility is mandatory for the web designer.