

REAL CASE SCENARIO LEARNING OBJECT _CHRISTOPHER

Title of the learning object	New website for Christopher handmade eyewear and Ophelia bags
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/kgCtYC5rS-o
Description of the context	<i>Christopher created his company in 2013. His company hasn't a website or e-shop yet, so the customers away from Kilkis, could find the products through alternative commercial channels.</i>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the company's philosophy, meet the products and understand the expectations of the manager.</p> <p>2. According to the needs analysis performed in the previous step, create a website with integrated e-shop functionality.</p>
Results to be achieved	A new website with integrated e-shop.
Guidance and suggestions	<p><i>Take into consideration these aspects:</i></p> <ul style="list-style-type: none"> - <i>Christopher has unique handmade products.</i> - <i>He already has a physical store to sell his creations.</i> - <i>Use the colour palette and patterns Christopher uses to his creations.</i> - <i>Add a lot of images in every single product.</i> - <i>Every product created is unique like its future owner.</i>
Mistakes to avoid	<p><i>Avoid to design more complex product pages.</i></p> <p><i>Keep clean pages with only the necessary information.</i></p>