

REAL CASE SCENARIO LEARNING OBJECT _EVRIDIKI HOTEL

Title of the learning object	New website for Evridiki Hotel
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/Pyrf90s-fuQ
Description of the context	Evridiki Hotel is a company that has been operating since 1976. The hotel is located in the city centre of Kilkis and has made many renovations in its area. The director has decided to renew the old static website in something more interactive. The aim is the new website to be oriented to the contemporary requirements of the labour market. That means, the site will have the ability to serve the user from any mobile device (smartphone, tablet, etc.), to provide the challenge management capability and be easily accessible.
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, write the code and present an integrated solution.</p>
Results to be achieved	A brand new dynamic website, with a modern look, booking possibilities and use of Google AdWords system to promote it.
Guidance and suggestions	<p>Students/learners should analyse the existing website content and emphasize the needs and goals of the company. Students should analyse the content of 5 similar types of hotel websites and evaluate the key elements e.g. website structure, online bookings, features, mobile page adaptability, easy search, used colours and more.</p> <p>It is suggested to be used educational knowledge and experience. According to the entrepreneur “knowledge is power”. Knowledge helps coping with everyday problems and the comprehension of market attitudes. By adapting the knowledge and data (who, what, where, when, how and why) achieve effective work.</p>
Mistakes to avoid	<p>The hotel's target group is Multilanguage. English version of the website is mandatory.</p> <p>Analyse in depth the needs of the manager to make your goal clear.</p> <p>Try to use the colour palette from the building's colours.</p>