

REAL CASE SCENARIO LEARNING OBJECT_KARTU

Title of the learning object	<i>Additional options for design studio e-shop (www.kartustudio.com) (Company is interested on proposals – internship/potential working place)</i>
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://www.youtube.com/watch?v=6tSBDhSz1SI
Description of the context	<i>Ingrida Jasinskė, CEO, Founder and Designer of the products presents her company in few words: “kARTu is the name of Lithuanian handbags”. The aim of the company is to create high quality Lithuanian product for local and abroad markets. kARTu studio gives opportunity to create your personal leather handbag according the needs on every detail. At the moment that is possible for customer who can visit kARTu studio and choose the material, right color, agree on specific details. The vision of Ingrida Jasinskė is to develop website with opportunities for customers to do that online (www.kartustudio.com).</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan an example of additional options on e-shop www.kartustudio.com, make it as an official proposal for the company as you would have to discuss it with the management board.</i>
Results to be achieved	<i>The official proposal of additional options on e-shop www.kartustudio.com, which could be performed for the company (with visuals, terms and plans of implementing, needed material/information from company, estimated outlay).</i>
Guidance and suggestions	<i>Analyse the existing website, also at least 3 similar existing examples of similar e-shops. Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Studio clients are sophisticated people from all over the world, product which they would be able to create on this e-shop platform will be unique and with appropriate price. That is why all details and whole picture of created product should reflect as much real (in shape, colours, material etc.) as it is possible.</i>