

## REAL CASE SCENARIO LEARNING OBJECT\_CAFÉ KREGŽDUTĚ

Title of the learning object	<i>Create new attractive, delicious website for café (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	<a href="https://www.youtube.com/watch?v=6ZjP-Q8OaTM&amp;t=134s">https://www.youtube.com/watch?v=6ZjP-Q8OaTM&amp;t=134s</a>
Description of the context	<i>Café Kregždutě has history from 1986, at the moment there are few more cafés and the confectioner's shop. The company concentrates to food supply in their cafés and also fulfill customer's needs on ordered dishes, snacks, confectioner on various celebrations (weddings, conferences etc.) at customers place. On interview it is presented website, Facebook that are using now on customer attraction and inform about menu news, etc. Regarding old version of website there is a plan to make it more attractive and modern.</i>
Practical activity to be performed	<i>Go through and analyse the Video interview and understand its expectations. Imagine and plan 3 different examples of new website for the company as you would have to discuss them with the management board.</i>
Results to be achieved	<i>3 proposals for improving website</i>
Guidance and suggestions	<i>Analyse the existing website in order to integrate its message in the new one Analyse at least 3 similar existing examples of similar companies Listen very carefully to the expectations of the company</i>
Mistakes to avoid	<i>Don't get too complicated, the company is a small one and the resources they have are limited</i>