## MADDY CARRY-JAMES
SOCIAL MEDIA MANAGER

SCHOOL:
FRENCH | GEOGRAPHY | IT | RELIGIOUS EDUCATION

COLLEGE:
ENGLISH | MEDIA | PHILOSOPHY OF RELIGION | GEOGRAPHY

UNIVERSITY:
ENGLISH | MEDIA AND COMMUNICATIONS STUDIES

TASK:
AS A SOCIAL MEDIA MANAGER YOU MUST CREATE THE PERFECT SOCIAL MEDIA POST TO HELP DRIVE TRAFFIC TO THE WEBSITE WITH AN AIM TO SOLVE THE INITIAL PROBLEM. USING THE IMAGES AND CAPTIONS PROVIDED, FIND THE COMBINATION YOU THINK BEST TARGETS YOUR AUDIENCE
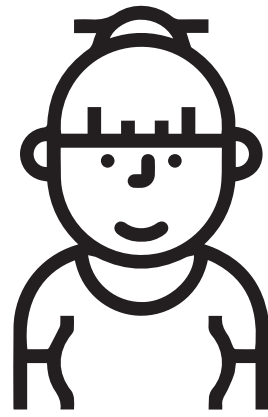
GEMMA LAPINGTON
PRODUCT MANAGER

SCHOOL:
ART | RESISTANT MATERIALS | RELIGIOUS EDUCATION

COLLEGE:
PRODUCT DESIGN AND TECHNOLOGY | PSYCHOLOGY | MEDIA STUDIES

UNIVERSITY:
PRODUCT DESIGN AND TECHNOLOGY

TASK:
AS A PRODUCT MANAGER YOU MUST PUT TOGETHER A BRIEF TO IMPROVE THE WEBSITE LANDING PAGE THAT IS TAILORED TO THE TRAFFIC YOU HAVE PUSHED USING THE SOCIAL POST. USING THE LIST OF ELEMENTS ON THE PAGE, DEVELOP A BRIEF YOU THINK BEST TARGETS YOUR AUDIENCE TO SOLVE THE PROBLEM
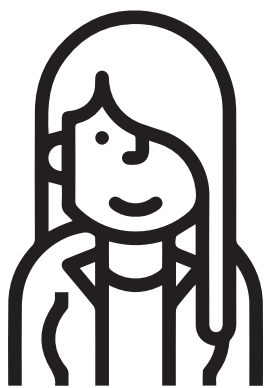
CARRIE HAWORTH
UX DESIGNER

SCHOOL:
MEDIA STUDIES, IT, THEATRE

COLLEGE:
MEDIA STUDIES, PSYCHOLOGY, THEATRE

UNIVERSITY:
DESIGN FOR DIGITAL MEDIA

TASK:
AS A UX DESIGNER YOU MUST CREATE A PAGE LAYOUT THAT FITS THE BRIEF FROM THE PRODUCT MANAGER. USING THE VARIETY OF ELEMENTS AND IMAGES CREATE A LAYOUT THAT YOU THINK BEST FITS THE BRIEF AND TARGETS YOUR AUDIENCE. THINK ABOUT THE USER EXPERIENCE AND HOW YOU CAN MAKE THE USER JOURNEY THROUGH THE WEBSITE AS EASY AS POSSIBLE
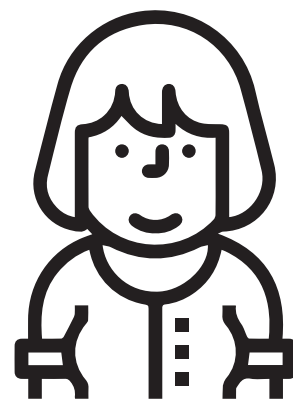
BETH PERCIVAL
SOFTWARE ENGINEER

SCHOOL:
HISTORY | GERMAN | IT

COLLEGE:
MATHS | PHYSICS | COMPUTING

APPRENTICESHIP:
SOFTWARE DEVELOPMENT

TASK:
AS A SOFTWARE ENGINEER YOU WILL HAVE TO WRITE CODE TO IMPLEMENT THE CHANGES. YOU HAVE A SELECTION OF CODE RELATING TO DIFFERENT ELEMENTS AND HOW THEY REACT WHEN USERS INTERACT WITH THEM. PLACE THE CORRECT SNIPPETS ON THE DESIGN LAYOUT PREVIOUSLY AGREED ON.
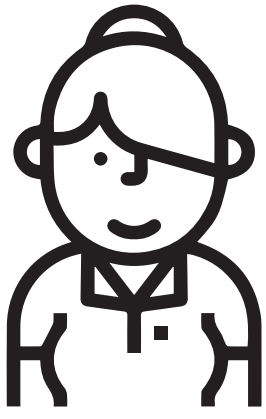
RACHAEL HAMPSON
WEBSITE ANALYST

SCHOOL:
GRAPHIC DESIGN | ART | IT | SPANISH

COLLEGE:
GRAPHIC DESIGN | ART | BIOLOGY

UNIVERSITY:
GRAPHIC DESIGN AND ADVERTISING

TASK:
AS A WEBSITE ANALYST YOU MUST INVESTIGATE THE PERFORMANCE OF THE PROJECT. FROM THE GRAPHS AND TABLES PROVIDED SELECT THE ONES YOU THINK BEST REPRESENT HOW WELL THE PROJECT IS PERFORMING.

PROBLEM 1:

THE COMPANY MAKES MORE PROFIT FROM COUPLES AS THEY TEND TO BOOK HIGHER VALUE HOLIDAYS. HOW CAN WE GET MORE COUPLES TO BOOK A HOLIDAY WITH ON THE BEACH?

PROBLEM 2:

THE CONTACT CENTRE HAVE HAD AN INCREASE IN CUSTOMERS CALLING TO ADD EXTRA BAGGAGE. HOW CAN WE GET USERS TO ADD BAGS TO THEIR BOOKING BEFORE THEY COMPLETE THEIR ORDER?

PROBLEM 3:

THE CAMPAIGNS TEAM ARE WORKING WITH THE MALTA TOURIST BOARD TO SEND MORE PEOPLE TO BEACH HOTELS IN MALTA. HOW CAN WE MAKE SURE THIS CAMPAIGN IS A SUCCESS?

PROBLEM 4:

WE NEED MORE FOLLOWERS AND INTERACTIONS ON ALL SOCIAL MEDIA PLATFORMS. WHEN PEOPLE SEE THEIR FRIENDS POST ABOUT HOLIDAYS THEY ARE MORE LIKELY TO DO THE SAME. HOW CAN WE GET MORE CUSTOMERS TO POST ABOUT THEIR HOLIDAYS?

PROBLEM 5:

OUR DATA SCIENCE TEAM HAS DISCOVERED THE FAMILIES ARE MORE LIKELY TO BOOK WHEN THEY KNOW EVERYTHING AVAILABLE AT THE HOTEL (E.G POOLS, FOOD CHOICES...) HOW DO WE GET MORE FAMILIES TO BOOK WITH ON THE BEACH?