



# Virtual Internship

Student Guide

2021

# Day 1

## Overview of eCommerce and Sustainability

Following on from your introduction to eCommerce, you are required to select a brand or retailer that you will use for your project for the duration of your internship.

This can be any brand you want, selling any product you want.

## Work

- Research a brand that has a Sustainability strategy
- Identify the following:
  - What products do they sell
  - Who is their target audience
  - What do they do well through sustainability
  - What could they do better

## Presentation of work

- Each person will present this as a verbal presentation the next day

# Day 2

## Mockflow

Mockflow is a basic online platform for creating websites. You will need to familiarize yourself with Mockflow through watching online tutorials

## Work

- Create a free Mockflow account
- View the below videos online to familiarize yourself with Mockflow
- Begin thinking about your project plan based on your chosen retailer

## Presentation of work

- Each person will confirm they have watched all tutorials and ask any questions they have
- Begin working on Project Plan with mentor

Overview of Mockflow Wireframe Pro

<https://www.youtube.com/watch?v=h3Ldp8qKggE>

Mockflow Dashboard Overview

<https://www.youtube.com/watch?v=7a7NecAf6e0>

UI Packs in Mockflow

<https://www.youtube.com/watch?v=YBQLPs6BM5s>

Page Management in Mockflow

<https://www.youtube.com/watch?v=GUsRXWrQdF4>

Sharing Projects in Mockflow

<https://www.youtube.com/watch?v=oxjebzGyC7o>

How to wireframe a website

<https://www.youtube.com/watch?v=PmmQjLqJQlY>

# Day 3

## **Project Presentation**

The project is split into two – a mock website for your chosen retailer, and a presentation on why you chose this retailer and what your suggestions are for an improved eCommerce experience as a shopper.

## **Work**

- Create a draft Project Plan using the Project Plan template provided. This should include:
  - Chosen Retailer
  - At least 3 areas of the shopper journey they have identified as needing improvement and why they have chosen this.

## **Presentation of work**

- Each person will present and discuss their draft plan with their mentor.

# Day 4

## **Project Finalization**

Across the remaining days, you will work with your mentor to finalize both your Mockflow project and your presentation.

## **Work**

- Finalize your Mockflow Project
- Finalize your eCommerce Presentation

## **Presentation of work**

- Each person will present and discuss their draft mockflow project

# Project Outline

## ***Understanding eCommerce***

***You will be required to identify a brand/retailer that has a sustainability strategy.***

***Based on what you will learn about eCommerce and Sustainability, you will be required to identify:***

- *What do they do well online*
- *The products being sold online*
- *What could they do better (Identify 3 areas)*

***You will then create two projects:***

### ***Presentation***

- *Outline what retailer you picked*
- *What is their online service like*
- *What would you do better*

### ***Mock eCommerce Site***

- *Based on your research, create a mock 3 page website to demonstrate the improvements you would make to the retailer site.*

***You will then present your two projects to a panel, whereby we will identify:***

- *Level of eCommerce understanding based on your research*
- *Problem solving ability based on your suggested improvements*
- *Ability to present these through your Presentation and mock site*

# Project Template

## ***Presentation Template***

***We recommend using Google Docs and we have a template created for you. This needs to be saved and uploaded as your own project (otherwise you will all be editing the same version)***

***<https://docs.google.com/presentation/d/17zEFQ3nh45RJYLUFfMDh3e7Y7A5tZnmrqTqs1zzJFic/edit?usp=sharing>***

- 1. Open the above link***
- 2. Select File – Download***
- 3. Download as a ODP Document***
- 4. Save to a location that suits you***

## ***Create a new project***

- 1. Go to Slides Home***
- 2. Select Start New Presentation (Blank)***
- 3. Select File – Import Slides***
- 4. Select the ODP file you downloaded and select All Files to upload***

**esw.**