

Zappar as a Tool to Create a Personal Business Card – v2:

MaFEA – Making Future Education Accessible
PR3 - EDUCATIONAL LEARNING PATHS

Technology tools:	Zappar
Tool version:	Paied version
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College:	Escola de Comércio de Lisboa
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Subject of the lesson(s):	# Retail Business; #Visual Merchandising; #Marketing; #Sales Promotion; # Trade and sell; # Management: # Retail Promotion.



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Zappar as a Tool for Sales Increase / Product Promotion

Intention: What do you wish for or hope to happen? (Intentions are often not measurable or tangible, but help you in developing the design process.)

1. Using a Zappar Code, students will be able to have a Digital Business Card

Desired Outcomes: One or more measurable and tangible goals the teacher aims for with this lesson/these lessons.

1. Learn how to use the software Zappar;
2. Use the Zappar code as a tool to create Digital Business Cards;
3. Measure the impact of the Digital Business Card as a communication tool.

Agenda: HOW are you going to reach the goals? Description of the lesson plan / educational activities / working methods.

1. **Problem identification:** Turning personal presentation a dynamic and a digital process
2. **Challenge:**
 - Create an individual Digital Business Card for a professional interview
 - Teachers assign a profile to each student and login in their personal computer and download the zappar app in their mobile phone.
3. Each student will use their own Curriculum Vitae as reference to develop is card.
 - a. create a new project at Design Legacy
 - b. add title for the project and choose a cover image to identify the project
 - c. Choose a self portrait for the card;
 - d. Edit colour background and layout;
 - e. Insert their own personal information in the card, like: Name, Surname, Mobile number, Job Title and Email;
 - f. Insert videos and social media buttons;Zappar creates a zapp code for the Business Card that allows students to see their own card in AR (Choose "Trigger Settings", Download the image as PNG, Save in your computer);
 - g. Print a card with the Zappar Code and test.
4. Debate on the added value of this technology for personal presentation and the knowledge each student acquired about how to use new technologies.

Roles: Who facilitates what? Who participates? What do we expect of the students?

1. Teacher facilitates the use of the tool
2. The participants are Teachers and students of the Business Team
3. The goals of the project are:
 - students appropriate technologies as business facilitators;
 - students realise that technologies are fundamental to the environmental sustainability of business
 - new technologies are important pedagogical tools to increase young people's motivation and engagement in the learning process.



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Rules: Rules or principles are about how you want to learn and work together.

1. Teamwork between teachers and students from different business areas, namely Commerce, Sales & Marketing, Visual Merchandising

Time: Describe the time path: What time do we start / finish / break? When is the time for reflection? What happens between contact times?

1. The activity takes 2.30 **hours**:
 - 15 minutes for the challenge
 - 10 minutes to login at zappar and to create a project
 - 1 hour to create the card in Zappar
 - 35 minutes to the student presentation of their own Personal Business Cards
 - 30 minutes to evaluate the results of the activity self-evaluation, hetero-evaluation, co-evaluation and metacognition