**Kick-off Phase**: Discovery of the topic

**Analyzing**: what is it about? key words

**generalizing**: understand & describe how a website works

**expected outcome**: Give a presentation of a website

1/ Listen to the story and answer questions!

**Kick-off Phase**: Discovery of the topic

Apple removes customer reviews

**COMPREHENSION QUESTIONS**

|  |  |
| --- | --- |
| **1.** | What has the computer giant done exactly? removed customer reviews |
| **2.** | What is the reviews section useful for? for customer feedback about apple products |
| **3.** | Where did this happen? accross the world |
| **4.** | What is the consequence? USA UK Australia will have to visit other websites |
| **5.** | What is Apple’s explanation on this ? no comments |
| **6.** | What did the website pcmag say about it? could have been a mistake, new apple policy apple store better without customer feedbacks |
| **7.** | Why did they say Apple was very open about? allowed all sorts of comments including very negative reviews |
| **8.** | Why is he mentioning the busiest shopping period of the year? apple customers have lost an important source of information when deciding what to buy |

**Analyzing**: what is it about? key words

**SYNONYM MATCH:** Match the following synonyms from the article.

|  |  |
| --- | --- |
| * 1 Apple has removed * 2 products * 3 the reviews section * 4 to visit a website * 5 Apple has not commented * 6 A mistake * 7 The new Apple policy * 8 The system is being overhauled * 9 negative reviews * 10 information | * 10 details * 4 browse * 6 error * 7 guidelines * 2 goods * 8 reorganized * 9 bad * 1 deleted * 5 spoken about * 3 area |

**generalizing**: understand & describe how a website works

Where is the information I need?

   

|  |  |  |  |
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*Source:* [*http://www.ats.edu.mx*](http://www.ats.edu.mx/)

|  |
| --- |
|  |



Work with a partner:

Have a look at the screen shot & Answer the following questions!

* What can you see in the top left hand corner?
* What can you see on the right of the blue panel?
* What can you see between the currency and the question mark?
* What can you see below the brand name?
* What can you in the upper part of the site?
* What can you see at the bottom of the window on the left?
* What can you see next to the question mark?
* What’s at the bottom right? What for?
* What can see you before the sentence “*I’m travelling for work*”?
* What can you before the sentence “*get the advice you need…….*”?

Now answer the following questionswhile browsing the following link!

[https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"& HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"sid=721b99055e323105fb894f6056309f2d HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"& HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"lang=en-gb HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"& HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"sb\_price\_type=total HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"& HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"soz=1 HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"& HYPERLINK "https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb\_price\_type=total&soz=1&lang\_click=other;cdl=fr;lang\_changed=1"lang\_click=other;cdl=fr;lang\_changed=1](https://www.booking.com/index.en-gb.html?label=gen173nr-1FCAEoggI46AdIM1gEaE2IAQGYAQ24ARfIAQzYAQHoAQH4AQuIAgGoAgO4AoT1xooGwAIB0gIkNGRhYjFkMTYtMDRjYS00NzZjLWI1NTktMmYzZDUwYWVkNTI32AIG4AIB&sid=721b99055e323105fb894f6056309f2d&lang=en-gb&sb_price_type=total&soz=1&lang_click=other;cdl=fr;lang_changed=1)

* Where is the subscription window?
* Where is the information about accommodation?
* Who are the partners?
* How are destinations sorted?
* How many resorts can I choose from?
* Where is the check box to get a free app?
* How can I book something thanks to an accurate research?
* How can I contact customer service?
* How can I partner this website for my guest house?
* Where is the link to the mobile version?
* Where are the terms & conditions?

2/ Work in small groups, read the following documentation and complete the vocabulary table

You may be asked vocabulary bits of translation.

**Store Block**

The Store block allows you to create your own online shop. Thus, you are able to create an e-catalogue and generate online sales**.**

Websites with the Pro and Ecommerce packages can add a shopping cart allowing visitors to purchaseyour products directly online.

The Store block is available for all the websites with the Premium package (online catalogue) and the Pro and Ecommerce packages (catalogue and e-commerce). The Pro package allows to open a full online store with an unlimited number of products and categories, payment methods by credit card, online payments, payments by bank transfer, check or with order form, and you can create custom shipping costs. With the E-commerce package, you can open a small online store, containing 25 products and 5 categories, and you have the possibility to offer free shipping (costs are to be included in the product price).

**Features available on the website creation tool**

**Product description**

Once your Store block has been inserted into your website, you will have the possibility to easily add your products to your online store, and you will be able to precisely customize your product descriptions, and easily organize them:

* Add images or videos to your product, by clicking on the appropriate icon, and enter your description in the input field, by using the text toolbar, at the top left corner of the screen.
* Classify the product in an existing category, or create a new one. Feel free to read our article about [store category management](https://www.en.sitew.com/How-to-create-an-online-store/Store-creation-category-management).
* Enter your product price, and create [custom prices](https://www.en.sitew.com/How-to-create-an-online-store/Create-custom-prices-for-online-store)**,** if desired: strikethrough prices, wholesale prices, customer-based prices.
* Configure the stock management of your product: you can enable the [automatic stock management](https://www.en.sitew.com/How-to-create-an-online-store/Automatic-stock-management), enter a custom stock text, set a restock date, or a pre-order date. Read our article about [Stock status display,](https://www.en.sitew.com/How-to-create-an-online-store/Configure-stock-status-display) to get more details.
* Set your [product options](https://www.en.sitew.com/How-to-create-an-online-store/Manage-your-product-options): custom text, multiple choice options (such as size, color,…), with the possibility to create additional costs, to enable the stock management according to product options, or not.
* Create, if desired, an internal reference for your product, in the appropriate section.
* You can [sell digital products](https://www.en.sitew.com/How-to-create-an-online-store/Sell-digital-products-online)**,** according to your needs. To do so, check the “Digital product” option, on the product description. You will then be able to define the access to your digital product: it will be accessible in the member area of your website, or through an email. The digital products can take the form of one or several files, file URLs, or links to a website page. You will be able to set a maximum number of uses, or an expiry date.

**Product list**

You can easily organize your products, and configure their display, by using the *Manage categories* button, on the blue panel on the left part of the screen, after selecting your Store block:

* Organize your [product categories](https://www.en.sitew.com/How-to-create-an-online-store/Store-creation-category-management): they will appear as an automatic menu, and you will be able to define their display order, and the products they contain. You will also have the possibility to create virtual categories that contain several categories.
* Define your category hierarchy, by using your website pages and product categories. To do so, create pages and manage their hierarchy in the orange panel, then insert a Store block on each page, and select the categories they must display (as seen above).
* Define the number of products per page, by modifying the number of lines of products displayed per page, on the *Design* panel, after selecting your block.
* Rank your products by price, name or by personal priority: to do so, click on “Name” or “Price”, at the top of your Store block, after selecting it, or manually modify the display priority, by entering a priority number in the input field: “Sort by name priority”.



**Delivery methods**

You have access to many [delivery options](https://www.en.sitew.com/How-to-create-an-online-store/Shipping-methods-online-store) for your online store products: multi-carriers, free shipping, pick up point delivery, store pickup, shipping costs based on weight or on cart total...

**Payment methods**

There are almost unlimited [payment methods](https://www.en.sitew.com/How-to-create-an-online-store/Create-online-store-with-payment-by-check-transfer-order-form) for your online store:

* **Credit card or online payment**: [Stripe](https://www.en.sitew.com/Build-a-website-working-with/stripe) or [Paygreen](https://www.sitew.com/Creer-un-site-connecte-avec/paygreen) for the Ecommerce package, and payment via banks or other providers, as an option, for the Pro package. Read our article about [online HYPERLINK "https://www.en.sitew.com/How-to-create-an-online-store/Online-payment-methods" payment](https://www.en.sitew.com/How-to-create-an-online-store/Online-payment-methods) for more details.
* **Paypal**: To do so, you just need to have a Business account, and to enter your Paypal email address.
* **Bank transfer**
* **Check**
* **Order form**

Payment instructions are customizable, according to the payment methods used.

**Billing tools**

A[utomatic invoicing tools](https://www.en.sitew.com/How-to-create-an-online-store/Automatic-billing) allow you to:

* Automatically generate bills
* Manage your bills
* Create a store with or without VAT

**Coupons**

You can [create special offers](https://www.en.sitew.com/FAQ-of-website-builder/k9-Create-coupon-codes-for-your-online-store) for your customers. You will have the possibility to create coupons (in cash or in percentage, or you can offer free shipping), and create discounts, by setting a minimum cart amount to enable them. You will be able to set the promotion duration.

**Order options**

You will have the possibility to add [cart options](https://www.en.sitew.com/Block/Create-an-online-store-with-cart-options) for each order placed on your ecommerce website. This allows you to ask your customer for information (a custom message for example), or to offer additional services (such as gift wrapping). These cart options are totally customizable, and they can be displayed as input fields, or as dropdown menus.

**Currency of your online store**

You can choose the [currency of your online store](https://www.en.sitew.com/How-to-create-an-online-store/Ecommerce-currency).

**Store styles**

In addition to these customization options, you can choose among [different store styles](https://www.en.sitew.com/How-to-design-a-website/Change-online-store-design).

**Terms and conditions and GDPR**

You can easily add [Terms and conditions](https://www.en.sitew.com/How-to-modify-a-website/Add-terms-and-conditions-to-website), as well as [GDPR](https://www.en.sitew.com/How-to-modify-a-website/GDPR-easy-for-my-website) to your ecommerce website.

**Features available, for your customers, on your ecommerce website**

Here is the list of features that you can offer to your online store visitors:

* [**Search field for your products**](https://www.en.sitew.com/How-to-create-an-online-store/Search-field-online-store): by checking the appropriate option on the *Content* panel, after selecting your Store block, your visitors will access a search bar, allowing them to find what they need, quickly and efficiently, among all store products.
* [**Order tracking:**](https://www.en.sitew.com/How-to-create-an-online-store/Order-tracking-store) the [Member block](https://www.en.sitew.com/Block/Member-block) allows your customers to track their orders. Thus they have access to their order history, to a specific mailbox, and they are notified of every step of the order process.
* **Stock status display**: the [Stock status](https://www.en.sitew.com/How-to-create-an-online-store/Configure-stock-status-display) can be displayed in the product description, and on the product list.
* **“Add to cart” button**: a buy button allowing to add a product to the cart in one click, is displayed on the product list
* **Purchase funnel optimization**: the order steps are optimized, in order to increase your sales rate. The new customers are automatically subscribed, without having to create an account, and the former customers are pre-logged in, so that they don’t have to enter their credentials again. All the order process steps are displayed.
* **SEO features:** you can enter a title and a description optimized for search engines (for product descriptions and categories), and the product prices are displayed in Google results.
* **Responsive online store**: just like your website, the product categories and descriptions, as well as the cart and payment steps, are optimized, so that you can sell your products on mobile devices.
* **Secure ecommerce website**: your website is protected by the SSL certificate, and the transfer of banking data is secure (the payment details are only known to the service provider).

**Features available on your website dashboard (backoffice)**

Many management tools, in order to make your online store management easier for you, and to help you increase your sales:

* **Access to your** [**online store statistics**](https://www.en.sitew.com/How-to-create-an-online-store/Follow-sales-statistics): you can view all your store statistics, very easily, on the [My websites](https://www.sitew.com/My-websites) page, or on your [Google Analytics](https://www.en.sitew.com/How-to-grow-your-online-business/Install-Google-Analytics) account.
* **Simplified transactions**: all money transfers are managed by the payment system.
* **Order data export:** you can easily export the data related to orders.
* **Email campaign tools**: you will be able to easily create automated messages, such as [cart abandonment emails](https://www.en.sitew.com/How-to-create-an-online-store/Automated-cart-abandonment-email), as well as [email campaigns](https://www.en.sitew.com/How-to-grow-your-online-business/20-emailing-tips).
* [**Mass editing tool for your products**](https://www.en.sitew.com/How-to-create-an-online-store/Manage-online-store-products): this tools allows you to edit several products at once, so that you can save time.
* [**Product import**](https://www.en.sitew.com/FAQ-of-website-builder/nf-Import-products-to-my-eshop)**, as an option**: you can, optionally, import products to your eshop.

**Vocabulary search**

|  |  |  |  |
| --- | --- | --- | --- |
| Appareils |  | Activer |  |
| La barre d’outils |  | Acheter |  |
| Une barre de recherche |  | Afficher |  |
| U bon de commande |  | Ajouter |  |
| Un compte |  | Facturer |  |
| Conditions générales de vente |  | Permettre |  |
| Données personnelles |  | Personnaliser |  |
| Une étape |  | Régler |  |
| Les fonctionnalités |  | Suivre |  |
| Un fournisseur |  | Trier |  |
| La gestion de catégorie |  | ci-dessus |  |
| Un menu déroulant |  | Disponible |  |
| Un moteur de recherche |  | Efficacement |  |
| Une offre promotionnelle |  | Numérique |  |
| Pré enregistré |  | Presque |  |
| Une réduction |  | Plusieurs |  |
| Une zone de saisie |  | Sécurisé |  |
|  |  | Selon |  |

**expected outcome**: Give a presentation of a website

**Now, work in groups, choose a website and present how it is organized and how it works. Explain briefly why you have chosen this website.**

**take things further**

**Identify the question word!**

|  |  |  |
| --- | --- | --- |
| **Question Words** | **Function** | **Example** |
| \_\_\_\_\_\_\_ is your computer brand? | for information | Dell |
| \_\_\_\_\_\_\_ software is this? | For description | It’s a software to manage data. |
| \_\_\_\_\_\_\_ is the meeting? | About time | 2 pm |
| \_\_\_\_\_\_ did you do that \_\_\_\_\_\_\_? | For an objective | To check the system |
| \_\_\_\_\_\_\_ was the error message \_\_\_\_\_\_\_? | For details | An installing error |
| \_\_\_\_\_\_\_ did it start bugging? | About time | This morning |
| \_\_\_\_\_\_\_ have you saved the docs? | About location | On the desktop |
| \_\_\_\_\_\_\_ size do you want? A 17 “ or a 21” | About choice | A 17 “ |
| \_\_\_\_\_\_\_ opened the attachment? | Which person | I did |
| \_\_\_\_\_\_\_ computer is it? | About ownership | mine |
| \_\_\_\_\_\_\_ are you deleting this? | For reason | Because it’s useless |
| \_\_\_\_\_\_\_ does it work? | About manner | With Bluetooth |
| \_\_\_\_\_\_\_ is your laptop? | About age | 2 years old |
| \_\_\_\_\_\_\_ tabs are there? | About quantity | 5 |
| \_\_\_\_\_\_\_ space do you have? | About quantity | 6 Gb |
| \_\_\_\_\_\_\_ does this laptop cost? | About price | $600 |
| \_\_\_\_\_\_\_ will the registration take? | About time | About 2 minutes |
| \_\_\_\_\_\_\_ do you clean your pc? | For frequency | Once or twice a year |
| \_\_\_\_\_\_\_ is Toulouse from Nice? | For distance | 500 kms |
| \_\_\_\_\_\_\_ restarting? | For suggestions | Good idea! |

Questions words

Browsing the different types of questions

**2 Yes / no questions**

Auxiliaries (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) or modal auxiliaries (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

Give examples of yes / no questions!

|  |
| --- |
|  |

**3 Tags**

|  |  |
| --- | --- |
| You can speak Russian, \_\_\_\_\_\_\_\_\_\_\_? | You haven’t made your decision yet, \_\_\_\_\_\_\_\_\_? |

**Work with a mate and work on the question following tags!**

1 Vous utilisez Windows 10, n’est-ce pas ?

2 Il y a bien des **caractères spéciaux** et des **lettres majuscules** dans les mots de passe ?

3 Vous avez essayé d’éteindre puis rallumer l’ordinateur ?

4 Vous n’utiliserez plus l’ancien site ?

5 Vous n’avez pas encore choisi le type de site que vous souhaitez, n’est-ce pas ?

6 Vous avez vérifié si les autres **boutons** du site fonctionnaient ?

7 Vous avec acheté une version vendue avec une protection contre les virus, n’est-ce pas ?

8 Vous voulez ajouter des **fonctionnalités**, c’est cela ?

**4 Indirect questions**

*It’s a wh- question inside a question*

**Do you know….?**

**Can you tell me …..?**

What time is the meeting? Do you know \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Why wasn’t the invoice paid? Can you tell me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Rewrite the questions!

(**remind me)** When is your appointment?

**(know)** How do you get back to the home page?

**(tell)** Is the manager available?

**(know)** When is the best moment to reach her?

(**remind me)** Why wasn’t the invoice sent?

**5 Polite questions**

Voulez-vous que j’ouvre la fenêtre ?

Puis-je vous recontacter par téléphone ?

Voulez-vous de l’aide ?

Pourriez-vous essayer de dépanner à distance ?

List a minimum of 5 questions (**USE** **5 different** question words) you would like to ask a client that requires your services for his / her website or app.