

LXP

BARCELONA



**HERE IS MY BLOG DEDICATED TO MY EXPERIENCE
IN BARCELONA AS PART OF MY LXP!**

Barcelona is a city full of life and opportunities. Discovering the world of e-commerce in such an inspiring place was a great adventure.

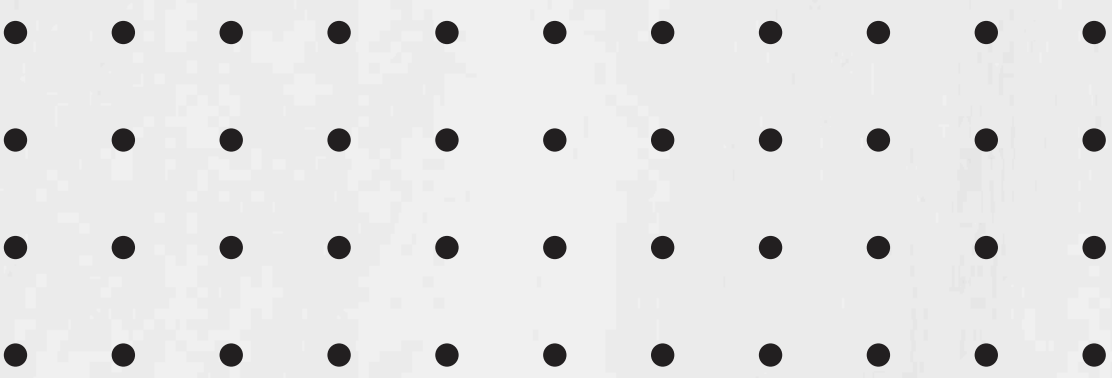
Between beaches, lively neighborhoods and creative places, Barcelona offers a perfect atmosphere to learn while enjoying the local culture and lifestyle.

If you are looking for an experience that combines learning and discovery, Barcelona is the ideal place!

DISCOVERIES

LXP PROJECT

ADVICES



DISCOVERIES

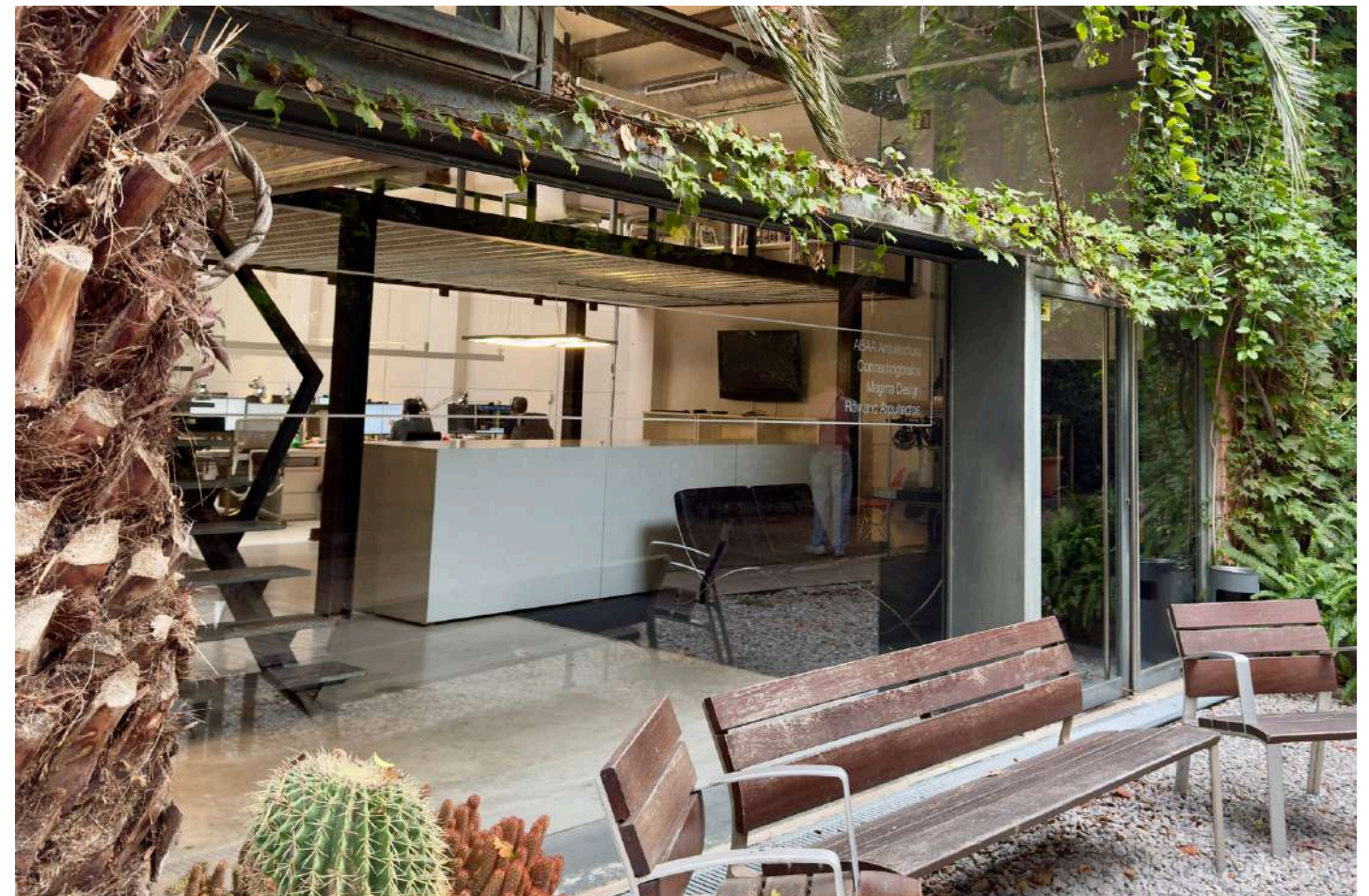
For this 2nd year LXP we went to Barcelona, the goal being to learn e-commerce by creating a functional e-commerce site for brands.

To learn more about the subject, we went to business meetings with professionals. Companies concerning digital, creativity, e-tech and entrepreneurship.

This includes a visit to the Palo Alto Foundation, which is a center for cultural and artistic creation where 250 people work. This center is a very conducive place to work and creativity, because it offers a very pleasant environment with all kinds of plants from all continents and very aesthetic offices.

What I really liked was the calm and inspiring atmosphere, ideal for promoting concentration and new ideas. I loved how each space is carefully decorated, which makes the place both beautiful and stimulating.

It was a real pleasure to discover this place, and I found that this creative environment could really encourage innovation.



Then a visit to GameBCN located in Palo Alto, a global company that works with companies and investors to facilitate the financing and growth of early-stage game studios.

Discovering this network and its impact on the video game industry was exciting; I was inspired by the idea of creating a project with such growth potential.

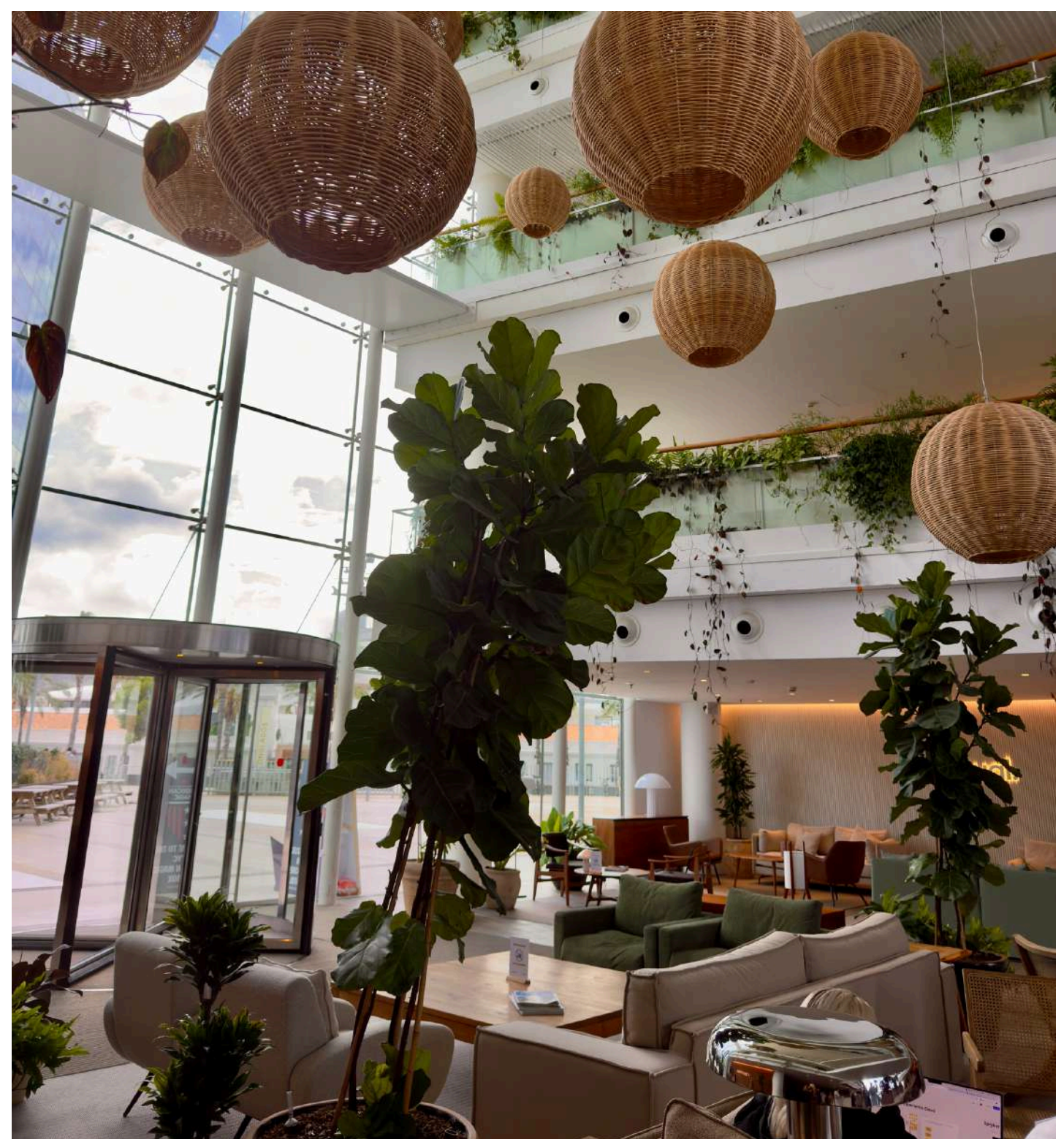
We also got to visit Norrsken Barcelona, which is a coworking space launched by the Swedish foundation Norrsken, aiming to support start-ups and projects with a social and environmental impact.

Located in the Barceloneta district, this 10,000 square meter space is mainly focused on technological innovation and sustainable development goals. There are offices and spaces that focus on professional exchanges.

In this space, we were able to meet and talk with the CEO of Cooltra, a leading Barcelona company in the rental of electric scooters and bicycles.

Part of the Norrsken Barcelona hub, Cooltra is a company focused on sustainable development.

It was an enriching and inspiring meeting, because he told us about his entrepreneurial journey and we were able to ask him questions about his company and the business world.



CRITICAL REFLECTION

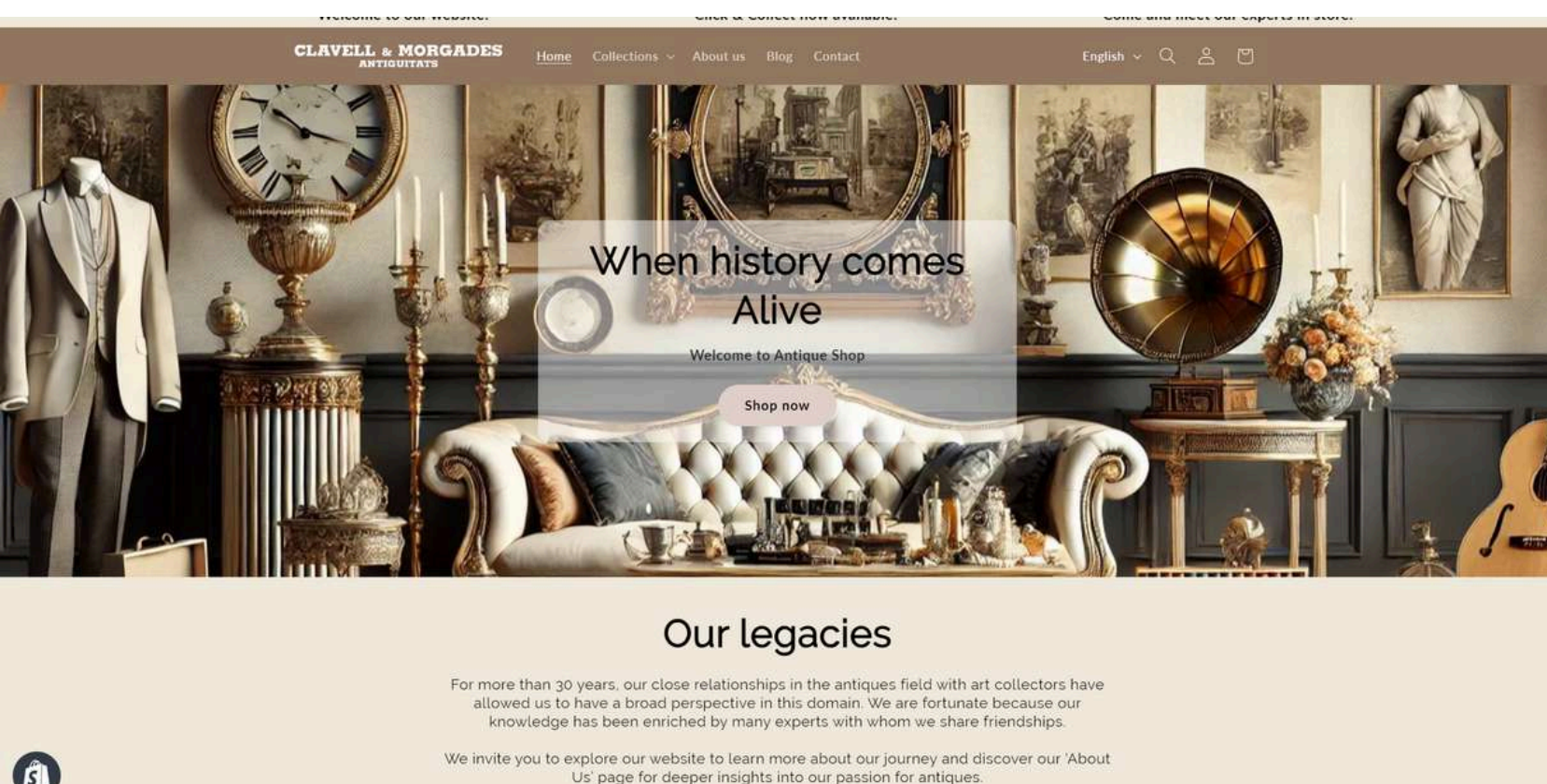
As I said at the beginning of this blog, we came to learn how to create a functional e-commerce site for brands. With my group, we had chosen to make the site of the antique dealer Clavells & Morgades which had a not very developed site.

We had a total of 8 speakers from different specialties throughout the LXP to teach us topics related to e-commerce so that we could create the most optimal site possible.

Thanks to their advice and feedback, we were able to improve our understanding of e-commerce to use these elements in the design of our project. We just had to familiarize ourselves with Shopify.



All this work led us to the final stage which was to prepare our presentation for the jury. We had to present our project and also justify our strategic and technical choices during a 20-minute oral presentation, thus demonstrating our ability to manage a project from start to finish and to create a professional and efficient site.



This project was beneficial to me firstly because I now know how to create an e-commerce site with Shopify, but also because I acquired skills such as digital marketing, e-commerce and group project management.

ADVICES

As for recommendations about the courses, I highly recommend learning English before coming, because all the courses as well as the oral presentation are in English and it would be a shame not to understand or not to know how to express yourself because it could be detrimental to learning and to making yourself understood to present your work. I highly recommend at the end of each course, to ask for the LinkedIn of the speakers in order to be able to connect and exchange with them, this can obviously open doors for you in the professional world.



For recommendations on living in Barcelona, I recommend choosing a secure accommodation and on clean streets. For transport, it is advisable to take the T-mobilitat card for zone 1 at €21.85 per month, because it is the cheapest and it covers all of Barcelona with buses, trams and metros. And finally, have fun and discover! There are plenty of things to do in Barcelona such as the unmissable Sagrada Familia, museums, the beach, casinos, etc. For all this I advise you to visit the guide site of things to do in Barcelona.



This LXP experience in Barcelona enriched me in the world of e-commerce and innovation. By learning how to create an e-commerce website with Shopify for Clavell & Morgades, I acquired practical skills in project management, digital marketing and e-commerce. Visits to the Palo Alto Foundation, GameBCN and Norrskén Barcelona allowed me to discover fascinating creative and entrepreneurial worlds. This experience not only strengthened me professionally for future opportunities, but also gave me an overview of digital entrepreneurship, while fully enjoying life in Barcelona. I highly recommend this Learning experience.