

Work experience- an real eye opener!

“You should have gone to Specsavers!”.

Myself and Lucy did exactly that for our week of work experience in the Specsavers Marketing department. We were lucky that our work experience week coincided with visits to various digital agency's Specsavers use in London. However, what we thought would be a couple of days hanging out in trendy boardrooms and shopping was in fact extremely hard work. At the first agency we visited we saw how they worked on improving Specsavers's UX (or User Experience Design) of their website so that it is as attractive and user friendly as possible- but then without warning the tables were turned on us! We had an hour to prepare a presentation to make to a boardroom full of managers on how we would improve a commerce website of our choice. I choose ASOS- a web-site on which I am very familiar! It was very nerve racking, but I really enjoyed the challenge.

On our last day we went back to the basics and worked a ten hour shift, starting at 7 in the morning picking frames from the Villiaze warehouse. There are over 5 million frames stored at any time in the warehouse, with over 250,000 being shipped out every week in the 900 stores in the UK and Ireland. We had to pick frames to replenish what the stores had sold and to help us we become robots for the day, with computers strapped to our arms telling us the location of each item. It was great fun, but exhausting and showed us that a career in business doesn't necessarily mean sitting at a desk all day.

What were the main things that we learnt from our work experience? Most importantly, we learnt how many of the jobs we experienced did not even exist 5 years ago and that many of the jobs that will be needed in the future do not even exist now. However, that doesn't mean that the things we are learning now at school are irrelevant. Whatever the job, the same are skills are essential- organisation, communication, problem-solving and teamwork.

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