Project

Qualification	Faculty of Information Technology Bachelor of Science in Information Technology		
Module code	ITEC301	Module name	Internet Programming and E-commerce
Semester	1/2018	Year	2018
Module lead	Dale Sibanda	Internal moderator	Patricia Lubisi
Assignment title	E-commerce Website	Total marks	150
Issue date	19/02/2018 - 23/02/2018	Submission date	08 October 2018 (Final Submission)

Instructions to the marker

- **Marking**
  - Award marks according to the mark allocation suggested in the answers.
  - Consult the information on mark allocation in the "Note to marker" note boxes, where relevant.
  - The answers provided in this memorandum are sample answers and do not cater for all possible solutions. Markers, being content experts, must use their own judgement when marking the students' answers.
  - If you marked using your own discretion and have accepted information as correct that **has not** been included in the memorandum, this information has to be written on the memorandum and a copy of such must be attached to the scripts that will be sent for moderation.

- **Plagiarism**
  - Every assignment must be submitted with a Turnitin Originality Report. The similarity index must be interpreted by the lecturer and penalties applied accordingly.
  - Negative marking has to be applied if a student has **not** complied with the minimum reference requirements and/or referencing style. See the table at the end of this document in which negative marking is explained.

- **Essays and long questions**
  - Answers to essay questions and longer questions must be written in the format requested.
    - In-text referencing must be provided in the answer.
    - All information sources used in the assignment must be included in the main bibliography of the assignment.

Project description

This is an integrated practical project in which you connect your mySQL database with your e-commerce website, which will be compatible with all the browsers and can be viewed on various gadgets such as a phone, tablet or a laptop. Using the skills gained throughout your studies, including those you are currently doing create an online e-commerce site that will generate reports and allow you to add items to a shopping cart.

The deliverables of this project will include:

- o Project Proposal
- o E-commerce website
- o mySQL Database:
  - Minimum of 6 tables
  - 3 triggers
  - 3 stored procedures/functions for the systems' functionality
  - 3 views for reporting
- o Project Documentation
- o User Manual

Scenario

Power That an Ecommerce Website Can Bring

eCommerce internet solution is proving its significance in the world of business for the last few years. It has become equally beneficial for entities involved, customers as well as companies who are providing ecommerce solutions. The ratio of providing satisfaction to customers by ecommerce solution providers in the business world is measured unequal or it varies due to many factors.

Global business world is the blend of big business players as well small companies, both are providing ecommerce solutions to their customers at their respective levels. Every company wants to expand their business and Internet is the best way to expose products and services and to reach out the customers spread all over the online business sphere. Good technically sound, interactive design, smooth navigation, error-free payment system is some of the qualities or properties of good ecommerce website that helps the companies for exposing their products & services to achieve maximum level of customer satisfaction.

Many studies all over the business world use to conclude variety of results over the concept of ecommerce. Many of them conduct studies with company point of view, such as they use to research on companies ecommerce websites, there are many issues like whether the website is exactly according to company? Whether it is able to gather the potential customer base? Whether the ecommerce website of the company functioning properly?

On the other hand there are also studies conducted on the customer satisfaction, customer complains about ecommerce solutions provided to them, customers good and bad experiences about ecommerce internet solutions as well as variety of customer views about visualization of the ecommerce website and online security of the personal information.

Hence it is concluded by various studies, ecommerce websites are playing key role in between company and customer. Ecommerce website provides the power to both the entities involved, companies need to develop well-functioning ecommerce websites and customers expect excellent services from the company and more from their ecommerce website which is main mode of interaction between them.

Power that ecommerce website can bring to business and to achieve highest level of customer satisfaction depends on professional business web design. A website demands for the professional design that makes selling process easy for customers, design of the website is most responsible

factor for ecommerce success. Professional design plays great role in any company's ecommerce website that helps in gathering customers from the online market.

For the success of the ecommerce website there are few important tips that should come under consideration of ecommerce solution providers:

- Regular watch on visitor's expectations from your ecommerce website
- Keep essential, useful and limited information on the website
- Well planned website
- User friendly website
- Easy to load website
- Search engine friendly design

Companies providing ecommerce solutions should understand the value of professional design that gives power to their websites to drive sales.

Online security of the information is another big issue for the ecommerce solution providers. Error full ecommerce website is the big constraint in the success of online business today. There must be online security for attracting more and more customers to ecommerce websites, error-free shopping cart that provides security to personal information of the customers is very essential for the success of online business.

CP Communications, 2016, *Power That an Ecommerce Website Can Bring*, viewed 26 January 2018, < https://www.cpcom.com/power-that-an-ecommerce-website-can-bring/>

Deliverable 1: Project Proposal   **40 marks**

The student should identify and schedule meetings with any registered local business who he/she will be working with to create the required **e-commerce website**.

Write a full project proposal and submit it to your lecturer as part of the deliverable. The lecturer will provide you with the structure of the proposal.

Deliverable 2: Designing and Development – Coding   **70 marks**

Requirements

You are required to come up with the visual representation of a website and connect webpages to the database. The overall visual style must be determined by the visual brand of the organization, the goal being to connect the website with all other forms of the organization's communications.

1. **Designing**
   The system should satisfy the requirements identified in the proposal thereby transforming the requirements identified into a System Design Document that accurately describes the system that can be used as an input to the system development.

   1.1   Visual Design (Provide the visual representation for each page. Take into consideration the following diagrams to include in your documentation. CRC card, Entity Relationship Diagram, Context Diagram, DFD and Use Case Diagram).

   (25 marks)

   1.2   Database Design (Produce the data models of the database for the website. Determine the data to be stored in the database and the relationship between different data elements).

   (15 marks)

2. **Development (Coding)**

   2.1   Build the website and submit the screenshots for the pages and database as well as sample code.

   (30 marks)

Deliverable 3: Testing, Launching and Presentation   **40 marks**

Requirements

You are required to present your project to your lecturer(s). The final project with at least all the requirements specified in Deliverable 2 and a user manual must be hosted using any free hosting site or run from a local server. Following are the evaluation standards that will be used:

Deliverable 3: Evaluation standards	Mark achievable
A Clear User Manual	5
Proper Usage of HTML	5
Proper Usage of CSS	5
Proper Usage of JavaScript	8
Proper Usage of PHP	8
User Friendliness	2
Knowledge of the Website	3
Time Management	2
Dress Code (Formal)	2

Negative marking

Third-year students

- A minimum of 15 additional information sources must be consulted and correctly cited.
- If no additional information sources have been used, a full 15% must be deducted.
- Deduct 1% per missing resource of the required 15. For example:
  o If only five resources cited, deduct 10%
  o If only three resources cited, deduct 12%
- Markers must interpret the Turnitin report to determine actual Overall Similarity Index percentage.
- Markers to apply the penalties for Category A for insufficient sources and incorrect referencing style.
- Markers to apply the penalties/actions for Category B for plagiarism.

Category A

Minimum reference requirements	Deduction of final mark
No additional information sources have been used or referenced	15%

Category B: Interpretation of Turnitin report

Students may not have more than a 15% Overall Similarity Index on Turnitin, after analysis of the report.

Interpretation of Turnitin Originality Report
Lecturer to capture the following
1. Original Overall Similarity Index (percentage) of Turnitin report
2. Overall Similarity Index (percentage) after lecturer analysis of Turnitin report (to determine legitimate plagiarism)

Penalties		Action
a.	Less than 15% of the body of assessment (based on Point 2 above)	No action. Mark according to memorandum
b.	More than 15% of the body of assessment and first offence (based on Point 2 above)	Award 0% for the assignment
c.	If more than 70% of the body of assessment	Award 0% and conduct disciplinary hearing