ESD 850
E-Commerce and Technologies
TERM PROJECT DESCRIPTION
Due Date: January 10, 2016

Search the Web for an example of one of the major types of e-commerce described in Lecture 1 (as listed in Table 1 below).

Table 1 Major types of e-commerce

TYPE OF E-COMMERCE	EXAMPLE
B2C—business-to-consumer	Amazon is a general merchandiser that sells consumer products to retail consumers.
B2B—business-to-business	Go2Paper is an independent third-party marketplace that serves the paper industry.
C2C—consumer-to-consumer	Auction sites such as eBay, and listing sites such as Craigslist, enable consumers to auction or sell goods directly to other consumers. Airbnb and Uber provide similar platforms for services such as room rental and transportation.
M-commerce—mobile e-commerce	Mobile devices such as tablet computers and smartphones can be used to conduct commercial transactions.
Social e-commerce	Facebook is both the leading social network and social e-commerce site.
Local e-commerce	Groupon offers subscribers daily deals from local businesses in the form of Groupons, discount coupons that take effect once enough subscribers have agreed to purchase.

Create a presentation or written report describing the chosen company (e-commerce application) according to the following issues

[1]. Explain why it fits into the category of e-commerce to which you have assigned it.

[2]. Describe its business model based on the features given in Figure 1 below. Identify its customer value proposition, its revenue model, the marketspace it operates in, who its main competitors are, any comparative advantages you believe the company possesses, and what its market strategy appears to be. Also try to locate information about the company's management team and organizational structure. (Check for a page labeled "the Company," "About Us," or something similar.)
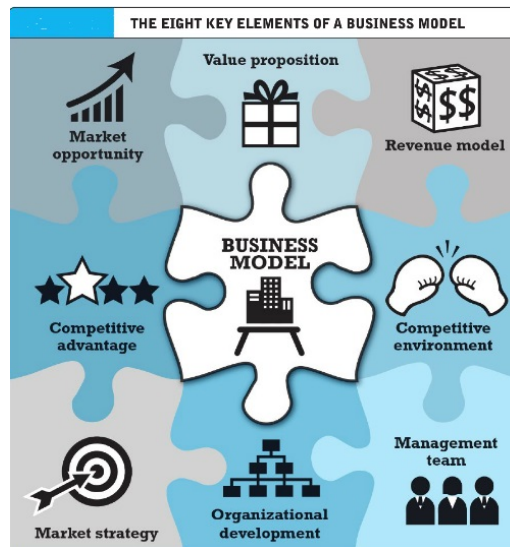
Figure 1 Key elemenst of a business model

[3]. Assess it in terms of the eight unique features of e-commerce technology described in Table 2 below. Which of the features does the company implement well, and which features poorly, in your opinion? Make suggestions for improvement for poor features.

Table 2 Unique features of e-commerce technology

E-COMMERCE TECHNOLOGY DIMENSION	BUSINESS SIGNIFICANCE
Ubiquity—Internet/Web technology is available everywhere: at work, at home, and elsewhere via mobile devices, anytime.	The marketplace is extended beyond traditional boundaries and is removed from a temporal and geographic location. "Marketspace" is created; shopping can take place anywhere. Customer convenience is enhanced, and shopping costs are reduced.
Global reach—The technology reaches across national boundaries, around the earth.	Commerce is enabled across cultural and national boundaries seamlessly and without modification. "Marketspace" includes potentially billions of consumers and millions of businesses worldwide.
Universal standards—There is one set of technology standards, namely Internet standards.	There is a common, inexpensive, global technology foundation for businesses to use.
Richness—Video, audio, and text messages are possible.	Video, audio, and text marketing messages are integrated into a single marketing message and consuming experience.
Interactivity—The technology works through interaction with the user.	Consumers are engaged in a dialog that dynamically adjusts the experience to the individual, and makes the consumer a co-participant in the process of delivering goods to the market.
Information density—The technology reduces information costs and raises quality.	Information processing, storage, and communication costs drop dramatically, while currency, accuracy, and timeliness improve greatly. Information becomes plentiful, cheap, and accurate.
Personalization/Customization—The technology allows personalized messages to be delivered to individuals as well as groups.	Personalization of marketing messages and customization of products and services are based on individual characteristics.
Social technology—User content generation and social networks.	New Internet social and business models enable user content creation and distribution, and support social networks.

[4]. Evaluate its effectiveness according to the eight basic criteria/functionalities listed in Table 3 below. Add screenshots to support your findings whenever it is possible.

Table 3 Most important Factors in successul e-commerce site design

FACTOR	DESCRIPTION
Functionality	Pages that work, load quickly, and point the customer toward your product offerings
Informational	Links that customers can easily find to discover more about you and your products
Ease of use	Simple foolproof navigation
Redundant navigation	Alternative navigation to the same content
Ease of purchase	One or two clicks to purchase
Multi-browser functionality	Site works with the most popular browsers
Simple graphics	Avoids distracting, obnoxious graphics and sounds that the user cannot control
Legible text	Avoids backgrounds that distort text or make it illegible

[5]. Report on the possible security threats that can affect this e-commerce site and suggest technology solutions that can be used.
[6]. Write the different marketing communication strategies and tools (advertisement forms) you see being used on this e-commerce site.
[7]. Examine the site for its privacy policy and report on that as well.

REPORT FORMAT

Term project consists of 15% of your total grade.

You can prepare your report **individually or as a group** of at most 3-4 people.

The report should be **prepared in English** since the language of the course is English. **Please do not ask to prepare it in Turkish.**

Your report **should not be more than at most 20 pages** including all the screenshots that provides examples for your findings and title page.

Prepare a title page that includes information about yourself (or your group – student id, name-surname, and department) and project title (indicating project type and chosen e-commerce application, eg. C2C – Zumbara – Zaman Kumbarası)

You will submit your reports as a word of pdf or ppt format to esd before midnight (**at 24:00) January 10, 2016**

If you prepare your report as a group, it will be sufficient that one of the group members upload the paper to the esd system.

If you have any questions regarding the project other than its language, you can e-mail to pinar.onaydurdu@kocaeli.edu.tr. **Language related questions will not be answered**.