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# **Section A: Managements Summary**

## **Introducing case study.**

Introduce Green Groceries company.

Green Groceries is a medium-size company that also sells organic and locally sourced grocery products. The company has gained a tight reputation over five years ago, Green Groceries is a good company, they are aware of the importance of the environment, they collaborate with rural farmers and eco-conscious suppliers. Their purpose is expanded, export its market reach and make continual products more accessible and effective. Green Groceries aims to launch products on an online platform within the next three months.

Business goal

## **Introduce the aim of project?**

Introduction

The aim of the project is for Green Groceries to expand its market reach and make products more accessible to customers, so Green Groceries want to launch their products on an online platform within the next three months.

Reason they carry out this project.

* First, they implement this project with purpose expand business scope and development their product.
* Second, they want to make their product more continual and accessible to customers.
* Third, they prefer to outsource their software projects.
* Fourth, they realized that project just implemented in within the next three months, so their have chosen System Concepts (SC) to develop their online platform.
* Fifth, they clearly understand definitions about Agile and Scrum, and recognized their product suitable with Agile and Scrum model, so they decided to carry out this project.

## **Introduce Development environment for the online platform: Outsourcing, methodologies, frameworks, dev team.**

Introduction to environmental Outsourcing for the online platform.

Introduction to environmental Methodologies for the online platform.

Introduction to environmental Frameworks for the online platform.

Introduction to environmental Dev team for the online platform.

## **Discuss about Agile**

Introduction to Agile model.

Reason proves Agile is an appropriate approach for this project.

Advantages and disadvantages of Agile.

The methodology applied in the project.

Reason applied this methodology.

## **What is the framework applied in this project?**

Reason to choose this framework.

Advantages and disadvantages of this framework.

**Section B: High level requirements analysis and MoSCoW prioritization.**

## **B1. Review the ‘base line requirements’ list given in table 1.**

Here are all the requirements list in table 1.

|  |  |  |
| --- | --- | --- |
| ID | Requirement detail | Stakeholder |
| TB-RQ-1 | As an Order Handling Clerk, I want to use the website to process telephone purchases, replacing the paper-based system. | Order Handling Clerk |
| TB-RQ-2 | Maintain at least 20 office plants as part of the company's commitment to a green and healthy workspace. | Staff |
| TB-RQ-3 | As a customer, I want to be able to change my account details to ensure my most up-to-date information is recorded. | Customer |
| TB-RQ-4 | Organize a virtual celebration on the website for the CEO's birthday to showcase the company's fun and friendly culture. (celebration) | Staff |
| TB-RQ-5 | As the Managing Director I want to be ensured that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds. (privacy) | Managing Director |
| TB-RQ-6 | As a customer register an account. | Customer |
| TB-RQ-7 | As a Customer I want a choice of delivery slots so that I can arrange my diary appropriately. | Customer |
| TB-RQ-8 | As a customer, I want to be able to modify my shopping cart so that I can change my mind about what I want to buy. | Customer |
| TB-RQ-9 | The company should adopt pet-friendly policies to create a positive and inclusive work environment. | Staff |
| TB-RQ-10 | The system must be designed to handle a 30% increase in traffic during peak periods without degradation in performance. | Staff |
| TB-RQ-11 | As a customer, I want to enter separate delivery and invoice addresses so that I can receive bags when staying at a friend’s house. | Customer |
| TB-RQ-12 | As a Customer I want to be able to change my account details so that my most up to date details are recorded. | Customer |
| TB-RQ-13 | As an Order Handling Clerk, I want to use the Web site to process telephone purchases so that I can stop using the paper-based system. | Order Handling Clerk |
| TB-RQ-14 | As a customer, I want to choose whether or not I am sent marketing information to avoid receiving excessive junk mail. | Customer |
| TB-RQ-15 | All user data, including personal information and payment details, must be encrypted to ensure the highest level of security. | Staff |
| TB-RQ-16 | Maintain consistent branding elements and design across the website to reinforce their brand identity. | Staff |
| TB-RQ-17 | The development team should participate in a team-building event every quarter to foster collaboration and a positive work environment. | Staff |
| TB-RQ-18 | As the Marketing Director I would like an offers or discount page so that we can inform our customers of the aforementioned. | Marketing Director |
| TB-RQ-19 | As the Chief Accountant I want to the Web site to adhere to legislation regarding VAT so we are not hit with a hefty fine. | Accountant |
| TB-RQ-20 | As the Operations Director, I want to accept all forms of payment to capture the largest market possible. | CEO |

Table 1 Table for base line requirements

### **B1.1 Identify any of the requirements that you feel are not appropriate to be considered at high level requirements, giving your reason for this.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Requirement detail | Stakeholder | FR/NFR | Reason |
| TB-RQ-2 | Maintain at least 20 office plants as part of the company's commitment to a green and healthy workspace. | Staff | Non-Functional Requirements | First, it’s a non-function requirement and it’s mentioned with environment work of staff.  Second, that is not relevant to business goals.  Third, we are working on an online platform, everyone doesn’t need come to office or company to work, they can work at home.  Fourth, it’s related to office management and organization culture. |
| TB-RQ-4 | Organize a virtual celebration on the website for the CEO's birthday to showcase the company's fun and friendly culture. (celebration) | Staff | Functional Requirements | First, it’s not relevant in the aim of online platform and business goal. The aim of the project is to follow and launch product of business on the website. Creating a celebration might make the project not go in the right direction and not relevant to the business goal.  Second, it should not be used for the CEO’s birthday. Using CEO’s birthday may be incorrect.  Third, this project is quite short. The time of project is just within 3 months, so they should focus on the aim of project and focus to develop the project in the next phase. After the project is finished, they can create a celebration. |
| TB-RQ-5 | As the Managing Director I want to be ensured that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds. (privacy) | Managing Director | Non-Functional Requirements | First, it’s a non-functional requirement.  Second, it’s belong to technical aspect, modern protocols support the encryption. |
| TB-RQ-7 | As a Customer I want a choice of delivery slots so that I can arrange my diary appropriately. | Customer | Functional Requirements | First, delivering products and allowing customers a choice of delivery slots isn’t the aims of the project.  Second, we need a third party to deliver. That’s will spend amount of cost is not small.  Third, our project will expand the market and increase accessibility with customers, and this project doesn’t stop expanding in small areas, we will continue expand on a global market. The numbers of customers will increase time by time, and time to receive of the products of each customer is difference, that’s hard for the company arrange a fit schedule. |
| TB-RQ-9 | The company should adopt pet-friendly policies to create a positive and inclusive work environment. | Staff | Non-Functional Requirements | First, it’s a non-function requirement. This requires mention is non-function requirement.  Second, it related to organization policies, that do not mention the aims of the project. Organization policies ensured that employees adhere to legal and regulatory requirements and ethical guidelines.  Third, it is related to work environment, that do not mention the aims of the project. The project is following an online platform, mostly employees working on the internet, so expanding the work environment is not necessary.  Fourth, not relevant to industry. The relevance of pet-friendly policies may vary depending on the industry and the nature of the organization’s work. In the company, we sell organic and locally sourced grocery products for the customers, so it may not be feasible or appropriate to have pets in the workplace due to safety and hygiene.  Fifth, Employee Preferences. While some employees may value pet-friendly rules, they may not be the top priority or preference for everyone. Some employees may have allergies or phobias related to pets, that can lead to discomfort in the work environment. |
| TB-RQ-10 | The system must be designed to handle a 30% increase in traffic during peak periods without degradation in performance. | Staff | Non-Functional Requirements | First, it’s a non-functional requirement. |
| TB-RQ-15 | All user data, including personal information and payment details, must be encrypted to ensure the highest level of security. | Staff | Non-Functional Requirements | First, it’s a non-functional- requirement.  Second, it’s related to technical aspects. Because technical aspects mostly mention to specific technical requirements and considerations that need to be addressed when designing, developing, testing the or implementing a system. Technical aspect focusses on the underlying technology, infrastructure, and implementation details. That is not relevant to the aims of the project.  Third, Encrypts user information relevant to security and privacy. That is not the aim of the project, the project mostly focusses on developing and launching the product on the online platform. |
| TB-RQ-16 | Maintain consistent branding elements and design across the website to reinforce their brand identity. | Staff | Non-Functional Requirements | First, It’s a non-function requirement.  Second, it’s related to UI/UX design. UI/UX relevant to create visual layout, typography, colors, icons and how users interact with a digital product or application.  Third, there is a not clear requirement, no standard for brand identity. |
| TB-RQ-17 | The development team should participate in a team-building event every quarter to foster collaboration and a positive work environment. | Staff | Non-Functional Requirements | First, it’s a non-function requirement.  Second, it’s related to project management.  Third, it’s related to work environment.  Fourth, it’s not a business goal. |

Table 2 Table for identity not high-level requirement (HLR)

### **B1.2 Rewrite, and add to, the list to end up with a total of 8-10 ‘updated’ high level functional requirements that you feel are required for building the system. Briefly justify the need for each of your high-level requirements against information you have gathered from the case study.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Requirement detail | Stakeholder | FR/NFR | Reason |
| TB-RQ-1 | As an Order Handling Clerk, I want to use the website to process telephone purchases, replacing the paper-based system. | Sale staff | Functional requirement | First, it’s quite popular on some E-commerce app. Incorporating website-based process for telephone purchases in E-commerce apps brings a wide range of advantages such as seamless user experience, mobile accessibility, order tracking, integration with payment gateways. This contributes to enhanced customer satisfaction, better for E-commerce business.  Second, almost all people have phone numbers. Phone numbers are necessary for personal and business. Personal can use their phone number to contact friends and family. Furthermore, most businesses use phone numbers to contact method or customer inquiries, marketing, sale call and customer support. Overall, phone numbers allow personal and communication effective business.  Third, convenience, suitable for old people who are not familiar with information technology. Nowadays, technology has been developing. The old people are unfamiliar with using some technological devices. They might not catch up to the young by using technological devices, so they require support or assistance utilize phone numbers to seek help. They can contact customer service or support hotlines by dialing phone numbers.  Fourth, human communication. Using phone numbers also opens opportunities to make people closer. Using the paper-based system might make people can’t contact each other, they can’t face to face to communication, they can hear voice from other people, they easy to work together. |
| TB-RQ-3 | As a customer, I want to be able to change my account details to ensure my most up-to-date information is recorded. | Customer | Functional requirement | First, E-commerce. Customer must have account profile for promotion, payment, delivery, personalization marketing, supporting policy from the business.  Second, Personal profile might change overtime. Customers might want to change their profile such as, phone number, address, email. This change might be due to moving house, lost email account, phone number. Recording customer information supports the business update and maintain customer’s information in customer’s profile.  Third, security and privacy. Customers can change their information to secure detail and comply with legal regulations. Recording this requirement helps ensure that the business follows security requirements and complies with applicable regulations.  Fourth, personalization hobby. Customer can change their requirement relevant to hobby or service they are using. Recording this information helps the company understand their customers. Understanding hobbies and require of customers can provide better service to satisfy the customers. |
| TB-RQ-6 | As a customer register an account. | Customer | Functional requirement | First, supporting policy. If customers registered an account, they would receive order, payment, delivery support. That would easily for a new customer first time use the application.  Second, security and privacy. A new account can provide more abilities security for customers. Customer’s information can be protected by using security measures like password, face id, touch id and authentication codes.  Third, better in interaction and support. A customers account can receive support and interaction from the business. Customer can send a request support access their account. That is to create a convenient communication channel between customer and business, that can solve customer problems more effectively.  Fourth, manage order and history order. By using account customers can easily review and manage their history shopping list. They can look up prior orders, track delivery status, and uncover other important information such as invoices and return policies. This allows buyers to have more control over their buying experience.  Fifth, Discount, voucher, and special offer. Some companies provide discounts and offers for customer registered accounts. Registering account allow customers follow discounts, special offers, and enjoy additional value when they buy products. |
| TB-RQ-8 | As a customer, I want to be able to modify my shopping cart so that I can change my mind about what I want to buy. | Customer | Functional requirement | First, customers can change their mind. Customers can select products they want to buy and add them to the cart. They can modify the shopping cart like they want, may they want to add quality from old product in their shopping cart, also they can remove this product in their shopping cart, because they found another product cheaper or better.  Second, customers can select some products and buy them later. It looks like a storage, customers can add products in their shopping cart and buy it when they need it.  Third, Customer can buy many products at a time. Modifying the shopping cart also helps customers buy products they selected in the shopping cart a time and don’t need to payment to each product. They can pay at one time for convenience.  Fourth, Change by financial. Some elements make customers want to modify their shopping cart can be change of financial. They might review the budget or realized initial product not suitable with their budget. Modifying the shopping cart allows the customer to create a shopping experience that is adaptable to changes in customization and personal style. |
| TB-RQ-11 | As a customer, I want to enter separate delivery and invoice addresses so that I can receive bags when staying at a friend’s house. | Customer | Functional requirement | First, it is the business goal. Customers can have many addresses to receive delivery. Furthermore, there are many addresses to help customers buy and order products from anywhere they want, that might own house, company.  Second, convenient and flexible. There are many addresses that allow the customer to be more flexible in receiving and handling the delivery.  Third, buy for someone else or the gift.  Fourth, privacy and security. Some of the customers want to have many addresses to protect their information and security. By using many addresses to receive delivery, customers can avoid disclosing information or more. |
| TB-RQ-14 | As a customer, I want to choose whether or not I am sent marketing information to avoid receiving excessive junk mail. | Customer | Functional requirement | First, Illegal. sending marketing information but don’t have customers’ permission is illegal.  Second, spam rules. sending too much marketing information also misunderstand is junk mail, spam.  Third, Personal preferences. Allowing customers to choose whether to send marketing information gives them freedom and comfort with what marketing information they receive. Customers have multiple preferences when they receive marketing information mail. Some people can enjoy or relax when they update new product’s detail, offer or discount. But some people can feel uncomfortable, intrusive, or overwhelmed.  Fourth, satisfy customers. Some customers will provocatively contact the company or client server. The company should increase the marketing campaign instead of continuing to send marketing information to customers.  Fifth, security and privacy. Security and privacy have become a necessary part of life, mostly in social media. Some customers may be hesitant to share their personal information or be targeted by tailored marketing initiatives. Allowing whether or not sent marketing information allows them to manage the amount of data and reduce potential security risks.  Sixth, Information overwhelms. Sending too much marketing information can lead to overwhelms, making it difficult for individuals to filter and prioritize content that is most relevant to them. |
| TB-RQ-18 | As the Marketing Director I would like an offers or discount page so that we can inform our customers of the aforementioned. | Marketing Director | Functional requirement | First, everyone who also likes discount, offer. Customers can buy one or the products they want, that will attract more customers to buy more and more products.  Second, make an impression with new customers, if a new customer receives a discount or offer when they buy a product, they will feel comfortable and satisfied with the service. That increases the likelihood this customer will get back next time.  Third, satisfy old customers. Making your devoted clients feel cherished and appreciated is the aim. You can boost long-term loyalty, stimulate repeat business, and raise client satisfaction by putting these tactics into practice.  Fourth, Marketing campaign. In general, giving the discount or offer for customer look like a Marketing campaign, the company don’t need to pay money to hire influencer, who will advertising for the product. By this way they can attract more customer.  Fifth, more competitive. Giving a discount for customers will increase competitive between each company.    Sixth, freeing inventory. Attracting more customers also an opportunity for freeing inventory, the project sells mostly sell items such as fruit, vegetables, and this product can’t keep it too long, it will affect the fresh, quality of products. |
| TB-RQ-19 | As the Chief Accountant I want to the Web site to adhere to legislation regarding VAT, so we are not hit with a hefty fine. | Chief Accountant | Functional requirement | First, The Chief Accountant's fear of paying hefty fines may be the driving force for the website's stringent requirements for compliance with VAT-related laws. Value-added tax, or VAT, is a consumption tax that is levied in many nations on goods and services. It is the responsibility of businesses to adhere to VAT legislation and to appropriately collect and pay taxes to the relevant tax authorities.  Second, Relevant to legal. Failure to comply with VAT regulations can result in penalties, fines, and legal consequences. Therefore, the Chief Accountant wants to ensure that the website complies with current VAT laws to avoid any financial liability and maintain legal compliance.  Third, the Chief Accountant doesn’t want to hit a hefty fine. This reduces the possibility of penalties or reduced risk hit with hefty fine, that the company can save the cost of fine and time to resolve it.  Fourth, tax invoices. Invoice supply is very the company want to adhere to legislation regarding VAT the tax for countries, government, and regions. VAT invoices provide authentic evidence that costs have been paid and VAT has been calculated on transactions. Check and monitor taxes, VAT Invoices provide detailed information about transactions and the calculated VAT amount.  Fifth, Supply for government. Adhering to legislation regarding VAT is sponsor public project, VAT received from businesses contributes significantly to the government's financial resources. The government invests these funds in public initiatives including transportation infrastructure, education, health care, and other services. Adhering to legislation regarding VAT also increase economic, VAT promotes economic growth by providing financial resources for the government to invest on critical areas such as infrastructure, education, and R&D. |
| TB-RQ-20 | As the Operations Director, I want to accept all forms of payment to capture the largest market possible. | CEO | Functional requirement | First, accepting all forms of payment can capture the largest market possible.  Second, accepting all forms of payment helps the company expand the market, create more accessible for customers, they also open more forms of payment to more to attract more customers, and it can be more comfortable.  Third, serving lots of customers from many other countries will expand the business market and make it become global market.  Fourth, Increase sale revenue. Accepting multiple payment methods expands clients' purchasing options. Each consumer has unique payment method preferences and conveniences. Offering several payment alternatives makes things easy for your customers and increases your chances of a successful sale.  Fifth, Create convenience for customer. Customers have several payment options, including cash, credit card, debit card, bank transfer, and e-wallet. Accepting different payment options makes it easier for clients to choose the method that best meets their individual needs and preferences.  Sixth, Reduce cash risk. Accepting numerous payment options not only reduces the hazards connected with cash, but it also increases security. Using non-cash payment options like credit cards or bank transfers lowers the danger of theft. |

Table 3 Table for identity high-level requirement (HLR)

## **B2. Use the MoSCoW/Timebox rules to prioritise the requirements in your updated ‘high level requirements list’.**

**Presupposition** that project would finish within 3 months, based on SCRUM methodology you have 6 sprints, each sprint is 2 weeks. Furthermore, you calculate the time of work of each team member, that project included 5 members. There are 5 members (4 full time-developer and 1 part-time developer). Full-time developers works 5 days per week, 8 hours per day. Part-time developers just work 4 hours per day within 3 months.

**Total effort: (**4 (members) \* 8 (work hours/ day) + 1 (members)**)** \* 4 (work hours/day) \* 5 (days/ week) \* 4 (weeks) \*3 (months) = 2160 (hours)

**Estimation for each requirement (WBS)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Num** | **Requirements** | **Break task** | **Estimation (man.hour)** |
| 1 | As an Order Handling Clerk, I want to use the website to process telephone purchases, replacing the paper-based system. | To use the website to process telephone purchases, replacing the paper-based system. The project spends a total of 125 hours on planning and analyzing the requirements. During the first week we will focus on creating tables in database to save the information of customers (15 hours). The next 2 week next, will be create model and link to input data of telephones purchase (40 hours). The next 2 week, the development department will develop the API system for submission (50 hours). The next week the development team will improve route and method for data processing (10 hours). Finally, in week six we will prepare documentation and report to analyze this feature, besides that the company also collects the feedback and response of customer (10 hours). By this way, this feature completed in a total time of 125 hours. Estimating work time will ensure that the project has enough time to develop its features. Furthermore, that includes financial planning, recording, and reporting for future. | 125 hours |
| 2 | As a customer, I want to be able to change my account details to ensure my most up-to-date information is recorded. | To able to change account details to ensure customers account most up-to-date information recorded. The project spends a total of 235 hours on planning and analyzing the requirements. In the first week, we will create user authentication to ensure only authenticated users can access their account details (20 hours). In the second week, the development team will make an account settings page to allow customers to login into their account (15 hours). In the third week the development department will create a change of detail functionality to ensure customers change their details (50 hours). The fourth and fifth week will be developed save changes and confirm message functionality (100 hours). Finally, in the last week will ensure permissions and security for each account (50 hours). This offers detailed client account privacy, security, and flexible administration of login information. | 235 hours |
| 3 | As a customer register an account. | To customers register an account. We will spend total of 470 hours on this process. In the first week we spent (40 hours) to design and develop a user-friendly registration where customers can enter their detail. In the 2 weeks next the development members will create input fields such as name, email, password of customers (100 hours). In the 3 weeks next, we will check to ensure that the entered information is in the correct format (150 hours). Next, over the next two week, we spent (80 hours) to verification email account to ensure the entered email address is valid and belongs to the customers. In the 2 weeks next, we will implement password security to protect customer passwords (70 hours). Finally, the final (30) hours will be spent on the Term of Service and Privacy Policy. This ensures that the customer registers an account will be fully detailed and all information will be correct. | 470 hours |
| 4 | As a customer, I want to be able to modify my shopping cart so that I can change my mind about what I want to buy. | Customers want to be able to modify their shopping cart so that customers can change their mind about what they want to buy. We will spend total of 390 hours on this process. During the first 2 week, we spent (70 hours) accessing the Shopping cart. In the next 2 weeks, we will display the items currently added to the shopping cart (80 hours). Next, over the next 3 weeks, we made remove items and update quality of items in the shopping cart, this process allows customer change items on shopping cart and update quantity of item in their shopping cart (120 hours). Then, over the next 2 weeks, we spent (100 hours) implement save for later functionality, allow customers to move goods from their shopping cart to a "Save for Later" list. In the last week, we will spend (20 hours) creating subtotal and total calculation, when the customers make changes to the items in your shopping cart, recalculate the subtotal and total cost automatically. This functionality ensure customers can access to the shopping cart and modify it like they option. | 390 hours |
| 5 | As a customer, I want to enter separate delivery and invoice addresses so that I can receive bags when staying at a friend’s house. |  |  |
| 6 | As a customer, I want to choose whether or not I am sent marketing information to avoid receiving excessive junk mail. |  |  |
| 7 | As the Marketing Director I would like an offers or discount page so that we can inform our customers of the aforementioned. |  |  |
| 8 | As the Chief Accountant I want to the Web site to adhere to legislation regarding VAT, so we are not hit with a hefty fine. |  |  |
| 9 | As the Operations Director, I want to accept all forms of payment to capture the largest market possible. |  |  |
| Summary |  | Total effort |  |

Table 4 Estimation for each requirement (WBS)

### **B2.1. Produce an updated ‘high level requirements list’ clearly showing the prioritisation you have given to each of your requirements.**

### **B2.2 Explain how you set about prioritising the requirements and justify your reasons for the decisions that you made.**

# **Section C: Legal, Social, Ethical and Professional issues.**

**References**