

Research Proposal Form

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Unit: 13 Computing Research Project

Date: 20/02/2023

PROPOSED TITLE: E-Commerce

Section One: Objective, responsibilities

Objectives

- Manage Online Selling Costs in A Strategic Way
- Establish Deeper Business Relationships
- Provide a Unique Customer Experience
- Improve Customer Loyalty
- Identify the Right Target Audience
- Increase the pace of operation of Jumpstart

Responsibilities

- Designing and applying appropriate project control standards
- Discover the stakeholder list
- Become aware of project goals and objectives
- Handling the production of the specified deliverables
- Making plans and tracking the project
- Adopting any delegation and use of project assurance roles within agreed reporting structures
- Making ready and keeping project, stage, and exception plans as required
- Handling project risks, which includes the improvement of contingency plans
- Monitoring overall progress and use of sources, initiating corrective action in which important
- Making use of trade management and configuration control procedures
- Retaining an awareness of capability interdependencies with other initiatives and their effect
- Adopting and applying suitable technical and quality strategies and standards
- Figuring out and acquiring support and recommendation required for the control, making plans and control of the project
- Managing task management
- Conducting a project evaluation evaluate to assess how properly the project was managed
- Preparing any observe-on action recommendations

Section Two: Reasons for choosing this research project

Enlist Assumptions

Budget Assumptions

- The overall cost of everyday operations will stay unchanged
- The whole price range of the project will no longer exceed and may cover back the capital used.

Resources Assumptions

- Team members may have expertise on Spring Framework, MySQL database
- All of the materials and equipment wished might be obtained and to be had for use when conducting the project
- Time frame can be planned and created based totally on WBS
- Every milestone could have its character issue and end date in the plan

Scope Assumptions

- The client will offer all brand records in line with the dates detailed in the schedule
- Can use the modern business brand tips
- Can use the modern guidelines

Environment Assumptions

- Will use the existing IT structure
- Can be able to get making plans permission in a timely way
- The facilities can be open at the weekend to permit the crew to do the project work
- The records were routinely updated inside the data inventory, and all statistics within the information stock is synchronized.

Need of Solution:

- Conduct assumption analysis for the chance management making plans to come up with a backup plan if the real plan does now not paintings, such as the ways to manipulate the missing of materials which might be deemed vital for the task, hence lowering the threat which can have an effect on the performance of the project
- Always display all the resources and maintain track of the condition of the resources to make certain that the assets are inside the satisfactory circumstance
- Continually monitor and take a look at the situation of the resources (gadgets, materials, or tools)
- Design the fast-time period and lengthy-time period budgets to resource the formation of contracts where in this will typically preserve the overall undertaking value to be inside the budgeted value, therefore stopping the Project from being over the real finances.
- Supply the project following the scheduled timeline and attempt to reduce the impact if the timeline cannot be met by means of having a backup plan.

- Always discuss with the software development lifestyles Cycle (SDLC) when designing the software task
- Boost Sales
- Scalability

Section Three: Literature sources searched

Journal article:

1. Jacks, T., 2021. Research on Remote Work in the Era of COVID-19. *Journal of Global Information Technology Management*, [online] 24(2), pp.93-97. Available at: <<https://www.tandfonline.com/doi/full/10.1080/1097198X.2021.1914500>> [Accessed 4 October 2021].
2. Anon, 2021. How can chatbots boost your digital transformation. *Visor.ai*. Available at: <https://www.visor.ai/chatbots-for-digital-transformation/> [Accessed March 14, 2022].
3. Brush, K. & Scardina, J., 2021. What is a chatbot and why is it important? *SearchCustomerExperience*. Available at: <https://www.techtarget.com/searchcustomerexperience/definition/chatbot#:~:text=A%20chatbot%20is%20a%20software,assistants%20to%20handle%20simple%20tasks>. [Accessed March 14, 2022].
4. Boogaard, K. (2020). *What Are Project Assumptions?* / Wrike. [online] [www.wrike.com](https://www.wrike.com/blog/what-are-project-assumptions/). Available at: <https://www.wrike.com/blog/what-are-project-assumptions/>.

Section Four: Activities and timescales

Activities	Start Date	Finish Date
1. Gathered Information About Jumpstart	13/02/2023	13/02/2023
2. Performed Research	13/02/2023	13/02/2023
2.1 Case Studies Analysis	13/02/2023	13/02/2023
2.2 Survey for Background Analysis	14/02/2023	15/02/2023
3. Identify Research Proposal	15/02/2023	17/02/2023
4. Framed Research Proposal template	18/02/2023	20/02/2023

Milestone one: Research Proposal

Target date (set by tutor): 20/02/2023

Milestone two: Project Implementation

Target date (set by tutor):

Primary Research

Primary research is defined as a technique utilized by researchers to collect records at once, in preference to depending on statistics accumulated from previously finished research. Technically, they “own” the facts. Primary research is only completed to deal with certain trouble, which requires in-depth analysis

➤ **Types of Primary Research**

- Interviews (telephone or face-to-face)
- Surveys (online or mail)
- Questionnaires (online or by mail)
- Focus groups.
- Visits to competitors' locations.

➤ **Selected Primary research technique**

• **Survey**

Collecting data from a predefined institution of respondents to gain information and insights into numerous subjects of interest

Secondary Research

Secondary research entails the summary, collation, and/or synthesis of the present research. Secondary research is contrasted with number-one research in that number-one studies involve the era of information, whereas secondary research uses primary research assets as a supply of records for analysis. An excellent marker of primary research is the inclusion of a "strategies" segment, wherein the authors describe how the statistics were generated.

➤ **Types of Secondary Research**

- Case Study
- Literature Review

- Quantitative Research
- Published books and articles

➤ **Selected Secondary Research Technique**

- **Published books and articles**

Many books reference primary-source materials, along with an analysis from the author.

- **Case Study**

Explore what are the standard user interface designs for the business enterprise solution

- **Literature Review**

Review on papers on remote working, increasing operational performance

- **Quantitative Research**

- Manage or manipulate an unbiased variable to measure its impact on a dependent variable
- Ask questions of a group of people in-individual, over-the-telephone or online
- Gather information that has been collected for other functions

Comments and agreement from tutor:

I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate.

Agreed:

Name:

Date:

Comments and agreement from project proposal checker (if applicable):

I confirm that the project is appropriate.

Agreed:

Name:

Date:

