



Individual Project Brief

INF3014F - 2025

Overview

This is an individual project. Each student must come up with an idea for a **South African Entertainment-related eCommerce business solution**, draw up a convincing Business Canvas, design a brief user targeted UX analysis, and design a wireframe of the final eCommerce website, specifically for the landing page and two product pages at minimum, and build a web application that allows a user to complete a transaction (e.g. placing an order for a product/service specified) excluding the link to a payment gateway.

The deadlines for submissions of the Business Canvas, UX Report, Wireframe and web application/e-commerce website is 28 April 2025. The submissions will be electronic via Amathuba, under assignments.

The Project

Find a niche African entertainment product or service (including but not limited to music, theatre, social events, food markets etc.) and use this to be **entrepreneurial** and come up with a solution!

The student should come up with an idea for an entertainment-related eCommerce solution that will be used to market and sell a proudly African entertainment-related product or service. The audience for the product or service are both local and/or international consumers. A business canvas (<https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a>) must be drawn up together with a UX report and a wireframe of a website developed to cater for this business using skills garnered in your tutorials. Ideally this idea can be taken forward after the project.

Everything you need to know has been taught in workshops, tutorials and lectures. Engage with the practical tutorial exercises as they will help you complete the project (they are linked directly on your project).

Submission will include (*check the project marking guide for additional details on how marks will be awarded*):

1. A single report (pdf/word document) containing:
 - Business canvas for the product site and description of the business/social problem being addressed (<https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a>)
 - User experience design analysis
 - This will include User Persona Reports for typical users expected to make use of the website (minimum 2) and a Hierarchical Tasking.
 - Wireframes of the site landing page, and two product/service pages. This can be either a low or high-fidelity wireframe giving as much detail as possible. The design should also demonstrate basic features of an e-commerce website such as (at minimum): Searching, adding products/services to a basket/cart, checkout, wish list, pricing and discounts etc.

- Marks will be awarded for insight and presentation.
2. An ecommerce application/website as per the idea and design in the report. The e-commerce website/application should also include an additional page, feature or functionality that shows creativity/ingenuity beyond just standard e-commerce website functionalities. Maximum marks will be allocated if you can convincingly demonstrate that the additional feature is an outcome of your own effort and not part of the original CMS template/features nor created using AI. Make sure you explicitly highlight and motivate the feature in your video presentation.
 3. A short video (**maximum 10 minutes in length**) to be uploaded that:
 - Explains the business idea
 - Includes an explanation and justification of the business idea's feasibility including justification of key assumptions and facts included in the business canvas
 - Includes a brief demo of how the web application/e-commerce website works focusing more on features that highlight your innovation, originality, creativity and ingenuity.

As entertainment is a key economic driver for South Africa, the best eCommerce businesses will be pitched to the funders associated with the entertainment industry in South Africa at the Fame Week Africa Conference in September 2025 (<https://www.fameweekafrika.com/>).

Please note the following:

- You do not have to complete the payment process by adding a payment gateway. Having a basket is enough.
- The web application/e-commerce website can be developed using a suitable Content Management System such as Wix or any other suitable options. **Design/prototyping tools such as Canva or Figma and others of similar nature do not count as e-commerce website.**
- Ensure that the video and links do not require login permissions to be accessed for marking.
- You can make use of MS Teams, Zoom, MS PowerPoint or any other suitable tool for recording the required video.
- Download and test compressed video files to ensure they are not corrupted and can be played for assessment. **Ensure to submit the project well in advance as files may take too long to submit.**

If you have any queries and need extra clarification please email Tinaye Mushore (MSHTIN026@myuct.ac.za)

Plagiarism and Generative AI Usage

Transparency about using AI tools and how you've integrated their output into your work is key to maintaining academic integrity. Any use of AI-generated content, including ideas, text, or data, must be explicitly acknowledged. This includes citing the use of AI tools or features in your work, delineating between your original content and that generated or inspired by AI. AI-generated outputs must not be submitted as your sole contribution. Direct submission of AI-generated content without substantial modification or without proper citation will be considered a violation of academic integrity policies. Such actions are subject to the same scrutiny and disciplinary measures as traditional forms of plagiarism. Employ AI tools responsibly and ethically, understanding that the purpose of academic assignments is to reflect your own learning, insights, and intellectual growth.

If you did not use any AI, you are also required to explicitly state/declare so.

Submissions which do not include explicit declaration of AI usage or non-usage will not be marked and will be awarded 0 marks.