

**Module Title : Skills for Computing**

**Assignment Title : E-commerce system investigation**

**Examination Cycle : SUMMER 2023**

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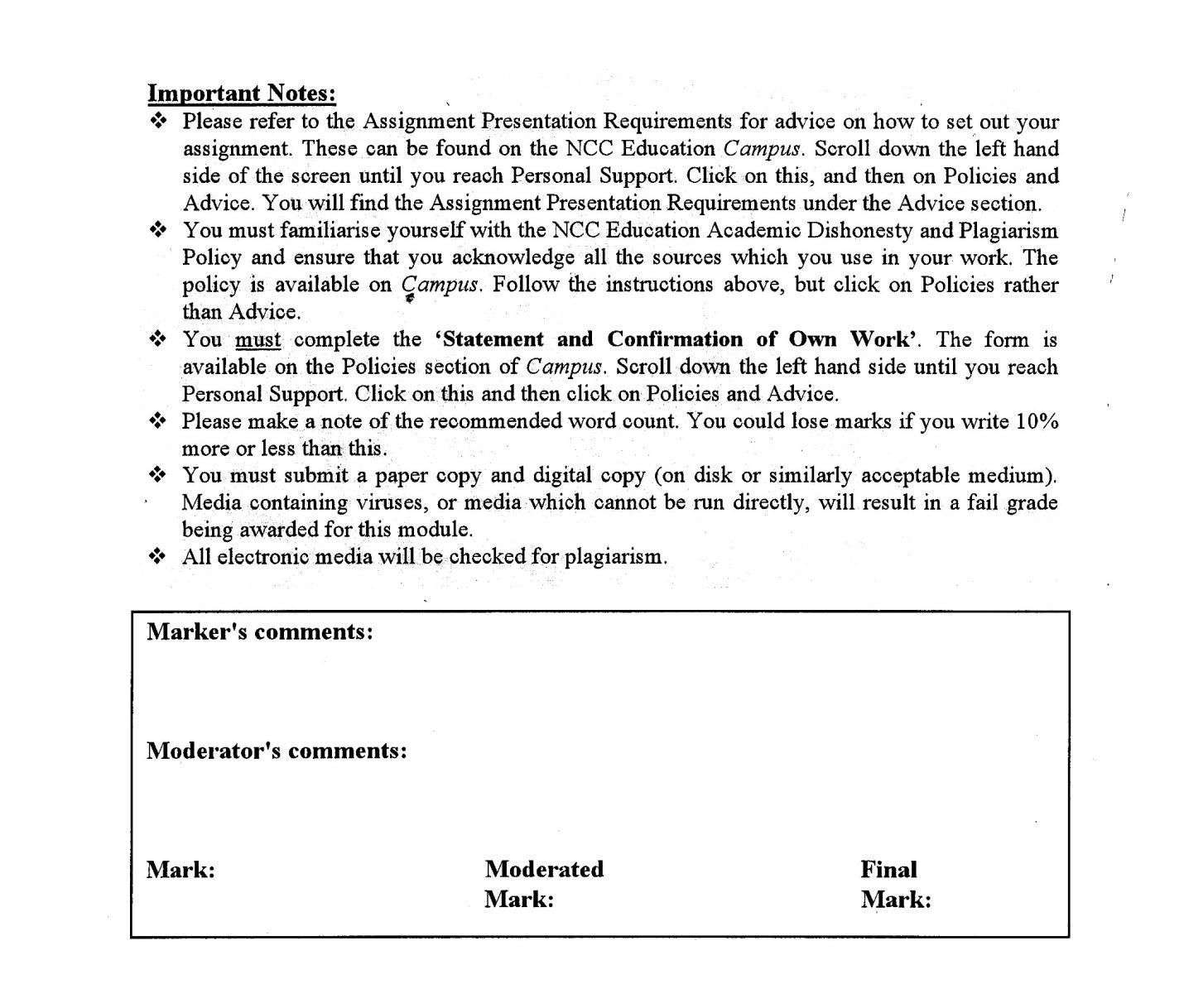
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**Centre Name : KMD INSTITUTE (YANGON)**

**Submission Date : 21 APRIL 2023**

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**Student ID/Registration number : P00200833**

**Name : KYAW ZAYAR TUN**

**Centre Name : KMD INSTITUTE (YANGON)**

**Module Name : Skills for Computing**

**Module Leader : KAY THWE WIN**

**Number of words : (2800) words**

**I confirm that this is my own work and that I have not plagiarised any part of it. I have also noted the assessment criteria and pass mark for assignments.**

**Due Date : 24 APRIL 2023**

**Student Signature : Kyaw**

**Submission Date : 21 APRIL 2023**

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# INTRODUCTION

This report is going to be about the systems used by a famous company called Amberhill and about the structure of how it operates. First of all, let us start with the introduction of the Amberhill company. Amberhill is an online retail company known worldwide. Amberhill was founded by Jeff Marcus from his garage in Bellevue, Washington on Feb 7, 2005, in the United States. At first, it was managed by Jeff Marcus who was the previous CEO of Amberhill but in July 2021 he resigned from the position of CEO of Amberhill and he handed the reins to his longtime deputy Martin Jassy, the new CEO of Amberhill company. After that, this report will be an overview of the Amberhill company’s system and structure.

# TASK 1-(a)

## System and Structure of Amberhill

First, if we talk about how the website of Amberhill company works, they will show the products to the customers who visit their website looking for certain products and find what they want. If there is anything they want to know and ask, the company should be able to answer. The way to buy the products is also easy. The customers just have to click on each product they want and order it. After the customers have placed the product order, the website displays how the products are delivered and how long they have to wait for them to arrive. Every company has a return policy to make it convenient for the customers who buy their products and to maintain their company’s quality and service. In Amberhill’s return policy, if there is an error in the product sent to the customer, there is a way to return it.

For instance, if the product a customer ordered was defective or damaged, the customer can exchange it with a full refund within 30 days of delivery. If it is possible to exchange, the products must be the same ones ordered from the Amberhill website, otherwise, the customer will have to pay the return shipping fee. (Rather-Be-Shopping.com, 2023) However, Amberhill does not accept returned products that are damaged, have missing parts, or are in unsalable condition due to the customer’s negligent abuse or tampering. (Amazon.sg, 2023) Due to the advancement of technology in the delivery system, Amberhill uses not only manual delivery but also drones called Amberhill Prime Air to make delivery easier for customers without delays and to be able to send to hard-to-reach places. This is an explanation presented as an overview of the Amberhill company’s system and structure.

# TASK 1-(b)

## Problems of Amberhill

Amberhill company is an online retail company that operates using a website. Since the Amberhill company works through the website, there are some problems in some places that customers are not satisfied with. The problems are that their current company’s website is not updated and there are some weaknesses with their company website’s security. Since the website is not updated, some difficulties may occur when customers make purchases. For example, when the website is not updated, customers cannot buy new products or browse through the webpage. Without the updated website, they can only choose and buy existing products. In a company, security is a very important aspect anywhere. Amberhill company is facing some difficulties due to website security. The company’s data has to be hacked because it cannot be ensured security. With such problems, it is not convenient for the company to stand in the long term. Therefore, there is a need for ways to solve these problems.

As mentioned above, Amberhill company has a problem with its website not being updated and weak security. To fix the problems with Amberhill's website, the company needs to prioritize updating its website and enhancing its security measures. Firstly, the website should be regularly updated with new products and features to meet the demands of customers, providing a seamless browsing and purchasing experience. Secondly, the company should invest in advanced security measures, such as implementing secure payment gateways, using SSL encryption, and conducting regular security audits. Additionally, it's essential to train employees to be aware of cyber threats and promote best practices for online security. These steps will enhance the customer experience and protect the company's sensitive data from potential cyberattacks, ensuring its long-term success. (LinkedIn, 2023)

By Upgrading its website and improving its security measures, Amberhill Company can benefit in a number of ways. First, an updated website will provide a better customer experience allowing customers to seamlessly browse and purchase products. It is about customer satisfaction, which will increase retention and loyalty. Secondly, advanced security measures will protect the company’s sensitive data from potential cyber-attacks. This will ensure that the company can continue to operate safely in long term. In addition, training employees in best practices for online security will help not only the company but also awareness of cyber security in the wider community. These steps can generally lead to a more successful and sustainable business. (AWEBO, 2023)

# TASK 1-(C)

## Identification of requirements and success criteria

**Requirements**

**Regular website updates** – Regular website updates are important for Amberhill Company to keep up with changing market demands and customer expectations. Having the ability for customers to access and purchase the latest products and features ensures the company’s convenience and purchasing experience, not only satisfying the customers who visit and purchase but also making them stick with the company. Now that there is competition in the market, the company helps to attract more customers and increase sales by updating the website to be equal. So, making the company’s website update a priority is essential to the long-term success of the Amberhill Company. (TheeDigital , 2023) (exabytes, 2023)

**Advanced security measures –** To protect the company’s sensitive data from cyber threats, Amberhill companies should invest in advanced security measures such as secure payment gateways, SSL encryption, and regular security checks. Regular security checks will help identify and address potential vulnerabilities before they are exploited.(Faronics, 2023)

**Employee training –** Amberhill company should provide their employees with special training in online security. This is why because by doing so, the company will be able to protect against cyber-attacks and data breaches. The training should include topics such as identifying phishing scams, creating strong passwords, using secure networks, and reporting suspicious activity. By educating the company’s employees about the above, the company can ensure that their important data and the information of users using the website are protected from cyber threats. (compuquip, 2023)

## Success Criteria

**Improved customer satisfaction** – Updating multiple aspects of a company, not just its website, can provide customers with a better browsing experience and increase their satisfaction and loyalty. Customer feedback is important for improving satisfaction levels. Surveys can identify areas for product improvement. Converting feedback into actionable steps is key to improving the customer experience. By solving specific problems, they can advertise their product or service. Updating customers on progress made based on their feedback helps maintain loyalty. (mindful, 2023)

**Increased website traffic and sales** – An updated website with advanced security measures is important to attract and retain customers and ultimately lead to increases in company sales. Customers also want security for their personal information because they have to order online, and only using a website with a high-security system can give them peace of mind. Investing in website security can prevent data breaches and protect the business and its customers. (Shopify, 2023)

## Decreased risk of cyber-attacks and data breaches – Secure payment gateways, advanced security measures such as secure payment gateways combined with employee training on best practices for online security, such as SSL encryption and regular security checks, can significantly reduce the risk of cyber-attacks and data breaches. By making this change, Amberhill company will ensure that the company’s reputation and the important data can stand with long-term success in today’s competitive online retail market. (OAIC, 2023)

**Improved awareness of cyber security** – Individual employees should be trained in online security to prevent cyber-attacks and data breaches. It also helps raise cyber security awareness in the wider community and promotes best practices for online safety. With prepared representatives, the Amberhill company can create a culture of cyber security mindfulness that expands past the organization and makes a difference to protect clients and the more extensive community from cyber dangers. (Stickmancyber, 2023)

# TASK 1-(D)

## Identification of different solutions

A company’s use of a website that is no longer up to date can cause the company’s reputation to decline, as well as a poor experience for their customer. So there must be to find ways to prepare for this situation. Here are the three different solutions to address this issue.

**Update Your Website Yourself**

If we have the time and resources to create a website ourself, creating a website by ourself is the most cost-effective solution. We may start by putting together a content strategy and regularly updating their website with new and relevant information. (BOWWE Blog, 2023) We may also optimize our website for search engines, add new features, and guarantee that it is mobile-friendly. We can additionally implement website analytics in order to measure the performance of our website and find improvements that need to be made. (WiXBlog, 2023)

**Use a Website Builder**

Another solution is to use a website builder to solve the problem of not updating a website. Nowadays, according to the internet, we can find anything we want to know so there are also many website builders that build a website without hiring any Designer or Developer. Website builders can allow us to create a website from scratch even not have any coding knowledge and it is an easy-to-use tool. A website builder is a program or application that makes it possible to create and construct websites without editing any code. With the specifically designed drag-and-drop website builder software, we can easily select from a wide choice of templates and customize them to reflect our brand's vision. (one.com, 2023) Additionally, most website builders come with integrated SEO tools and mobile-friendly designs, which can help us improve our online presence. (Forbes ADVISOR, 2023)

**Hire a Web Developer and security expert**

If we don’t really have the time and resources to create a website of our own, hiring a pro Web Developer and security expect is the way to make a website without our time and effort and secure. This is one of the solutions to solve this problem. They are able to offer helpful recommendations regarding updates to the website and the implementation of security measures to guard user data and the website against potential breaches. In addition, they can add up-to-date functions and features to their website, and add content, so their website will be the latest and most attractive and secure for all the customers. (ICAAL, 2023) (VICTORY TALE, 2023)

**Best Solution**

Out of the (3) solutions above, hiring a Web Developer and security expect is a good solution to update the outdated website and its security. While upgrading our website ourself or using website builders are viable options, they require a considerable amount of time and effort. But since we don’t create the website ourself, we can concentrate more on our own business while Web Developer and security expect maintains and updates the website and makes sure our website is up-to-date, attractive and more secure but there is something that we need to pay for them to hire them. A web developer and security expect may also check the website security from cyber threat and optimize our website for search engines, mobile devices, and current trends, as well as implement new features like chatbots, e-commerce capabilities, and social network integrations. In order to attract more traffic to our website, we should invest in internet visibility and software authoring. (juicedmedia, 2023)

# TASK 1-(E)

**Identification and justification of chosen solution**

Now, in order to update the outdated website for Amberhill company and to make the website security more secure, we will draw an evaluation sheet to choose the best and most suitable solution from the ones selected above.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Improved customer satisfaction** | **Increased website traffic and sales** | **Decreased risk of cyber-attacks and data breaches** | **Improved awareness of cyber security** | **Total** |
| **Update Your Website Yourself** | 2nd | 3rd | 3rd | 3rd | 11 (3rd) |
| **Use a Website Builder** | 3rd | 1st | 2nd | 2nd | 8 (2nd) |
| **Hire a Web Developer and security expert** | 1st | 2nd | 1st | 1st | 5 (1st) |

**Improved customer satisfaction**

One of the reason for choosing Hire a Web Developer and security expert as the top option for improving customer satisfaction is because a website that meets all of the customers' security and functionality requirements can be created by a professional developer, resulting in a better user experience. In additionally, a website can be made by web developers to satisfy particular requirements and tastes, resulting in a user-friendly and stylish website. With the second option, Updating Your Website Yourself, customers can add content or make changes to the website to keep it relevant, saving time and money. A fast and simple option for those who are not highly skilled in technology is a website builder. However, it might provide as much security or customization as a skilled developer. (SWEOR, 2023)

**Increased website traffic and sales**

Using a Website Builder is the best way to increase website traffic and scales because it is easy to use and doesn’t need to know any coding knowledge, making it accessible to anyone. This could result in the creation of more websites, which could then lead to an increase in website visits and, eventually, sales. Another option is to work with a web developer and security experts who can create a safe and appealing website that will increase traffic and revenue. Moreover, they can provide specialized expertise, ensuring that the website is optimized for web indexes and increasing traffic. In conclusion, using a Web builder can be a smart solution for customers who need to create a site quickly without technical knowledge. The third-ranked option, however, may not offer the same level of customization or security features as hiring a professional web developer. (BENCHMARK, 2022)

**Decreased risk of cyber-attacks and data breaches**

Hiring a web developer and security experts is the best way to lower the risk of cyberattacks and data breaches because experts have the knowledge to implement security measures that protect websites from possible threats. So, it ranked as a top option. Because security has previously been built back into website builders, they come in second, but they might not be sufficient for very private data. The last-placed solution, updating the website yourself, is the third-ranked choice. Although users can take steps like updating code and using strong passwords, it might not be enough to protect the website from additional current attacks. Since the website must be properly protected, having security experts is essential. (WebsitebuilderExpert, 2023)

**Improved awareness of cyber security**

The need for specialized knowledge and expertise to handle possible security threats caused us to rate employing a web developer and security specialist as the top option to increase our understanding of cybersecurity. A web developer and security expert can make sure that your website is built with strong security measures and can also provide support and maintenance on an ongoing basis to keep it safe. However, for individuals who may not have the price range or assets to rent an expert, the usage of a website builder with integrated protection features may be a viable alternative, ranking it as a number. The third way to keep your website's content up-to-date is to update it yourself. The third option, updating your website yourself, is a helpful way to maintain the material of your website current. However, having an understanding of website security can help you avoid unexpected weaknesses. (WebFX, 2023)

**Best Solution**

According to the evaluation sheet drawn above, hiring a Web Developer and security expert is the best solution. In order to solve the problem that this company is currently facing, hiring a Web Developer and security expert is the best solution. Because it is consistent with the criteria and also consistent with the company, let’s explain the purpose of choosing. The reason why choosing to hire a Web Developer and security expert is the best solution among updating the outdated website yourself and using a website builder is that web development and cybersecurity are specialists, complicated areas requiring knowledge and experience. An inexperienced individual may miss potential security risks and flaws that a web developer and security experts can spot and solve. A retail website's cybersecurity may not be secure enough if it is updated manually or using a website builder. The safest and most efficient method for ensuring that the website is secure and safeguards the company and its customer is to hire a skilled web developer and security expert.

# TASK 1-(F)

**Plan for implementation of chosen solution including critical task identification and timelines**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Steps** | **Tasks Name** | **Tasks Descriptions** | **Estimated Duration** | **Start Date** | **End Date** |
| 1. | Define project plan and requirements | They must first determine the project's goals and objectives and compile a list of essential requirements. | 1 week | 26.3.2023 | 2.4.2023 |
| 2. | Create a job description for the security expert and web developer | Create a detailed job description outlining the qualifications, experience, and responsibilities of the web developer and security expert. | 1 day | 3.4.2023 | 4.4.2023 |
| 3. | Conduct interviews and look for potential candidates | After thinking about the job description, look for and shortlist potential candidates, and then interview them to see if they are a good fit. | 2 weeks | 5.4.2023 | 19.4.2023 |
| 4. | Choose an appropriate candidate | And then, they need to evaluate the candidates interviewed and choose the best candidate for the position. | 1 day | 20.4.2023 | 21.4.2023 |
| 5. | Decide on the project's objectives and deadlines | Work with the hired applicant to identify project objectives and outputs in order to guarantee the successful implementation of the website update. | 1 week | 22.4.2023 | 29.4.2023 |
| 6. | Collaborate with the expert to design and develop the website with enhanced security | To implement the better website, need to work with the hired professional to design and build the new website with better security measures. | 4 weeks | 30.4.2023 | 28.5.2023 |
| 7. | Test for security to find and fix any vulnerabilities | To find and address any possible security risks or weaknesses, execute security testing. | 1.week | 29.5.2023 | 5.6.2023 |
| 8. | Deploy the updated website | After ensuring that the website satisfies all requirements and conforms to company standards for performance and security, launch it. | 1 week | 6.6.2023 | 13.6.2023 |
| 9. | Test the user's acceptance | They should be required to try the updated website with end users before deploying it to make sure it satisfies their requirements and expectations. | 1 week | 14.6.2023 | 21.6.2023 |
| 10. | Implement ongoing maintenance & security monitoring plan | To ensure that the website is secure and up to date, develop a maintenance and security measurement strategy. | Ongoing | 22.6.2023 | - |

**Conclusion**

In conclusion, this assignment required the creation of a fully referenced report on a selected scenario that included an examination of the structure, systems, and context. The report investigated a problem, identified requirements and success criteria, looked at various solutions, and gave reasons for the one that was chosen. The report also included a plan for implementation of the solution, critical task identification, and timelines. The report structure comprised of a table of contents, introduction, main body, conclusion, and list of references. This assignment assisted with creating abilities in critical thinking, exploration, and report composing, which are fundamental for progress in numerous expert contexts.

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# Candidate Checklist

Please use the following checklist to ensure that your work is ready for submission.

|  |  |
| --- | --- |
| Have you read the NCC Education documents What is Academic Misconduct? Guidance for Candidates and Avoiding Plagiarism and Collusion: Guidance for Candidates and ensured that you have acknowledged all the sources that you have used in your work? |  |
| Have you completed the Statement and Confirmation of Own Work form and attached it to your assignment? You must do this. |  |
| Have you ensured that your work has not gone over or under the recommended word count by more than 10%? |  |
| Have you ensured that your work does not contain viruses and can be run directly? |  |