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| **Master of Applied Technologies** | | |
| **Course No: COMP8833** | **Advanced Web Development** | **Level: 8**  **Credits: 15** |

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| **Student Name:** | **Student ID:** |
| **Assessment Type: Report** | **Weighting: 30%** |
| **Due Date and Time: 19th May 2024**  **17:00 pm** | **Total Marks: 100** |

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| **Student declaration**  I confirm that:  • This is an original assessment and is entirely my own work.  • The work I am submitting for this assessment is free of plagiarism. I have read and  understood the [Academic Integrity Procedure](https://thenest.unitec.ac.nz/TheNestWP/wp-content/uploads/2019/05/AC-2.8-Academic-Integrity-Procedure.pdf) here. I have also read and understood  the [Student Disciplinary Statue](https://thenest.unitec.ac.nz/TheNestWP/wp-content/uploads/2021/09/Student-Disciplinary-Statute-Updated-Aug-2021.pdf) here.   * Where I have used ideas, tables, diagrams etc of other writers, I have acknowledged the source in every case. | |
| **Students Signature:** | **Date:** |

**Assessment information:**

* This is individual assessment.
* Read the seniors given below.
* You will write a proposal based on the senior to develop a website.
* Report must have formal structure with a count of 3000 words [+/- 10%], excluding reference list, table of contents, or any other administrative sections.

**Assessment submission instructions:**

* Complete the cover sheet and attach it to the front of the assessment and submit it to Turnitin link on the Moodle course page.

**Senior: Web Development for Hapai**

Hapai, is a newly established travel agency that provides travel–related services in New Zealand and Australia. These services include:

1. Booking accommodation at hotels, resorts, and campervans

2. Arranging transportation such as flights, car rentals, and airport transfers

3. Organising sightseeing tours, excursions, and activities for travellers

4. Providing travel insurance and other travel-related products

5. Offering expert advice and guidance on travel destinations, itineraries, and budgets

6. Handling travel-related paperwork such as visa applications and passport renewals

They require a website with customer relationship management (CRM) system that will help them to engage with customers effectively. This needs to be setup before the start of the skiing season. The owner of the agency has hired you as a project manager to handle this task. Before your team starts the development work the owner has asked you to write a proposal on how the website will be developed to effectively manage customer relationship. The proposal must include the two parts given below

**Part A: Customer Relationship Management**

The proposal must cover:

* Customer lifecycle analysis for travel agency
* Review four types of customer engagement and recommend the most suitable type(s)
* Examine competitor’s website (minimum 3 competitors)
* Select CRM and provide the reasons for selection (reasons must be based on customer lifecycle of the travel agency, CRM selection criteria and future development)

**Part B: Web Development Process**

Solution for website development must cover:

* Web development process
* Web development patterns
* Web development framework
* Web development methodology

Note: you have two months to develop the website.

**Part C: Format and references**

* A minimum of 15 sources are integrated appropriately in both in-text and in the reference list, using APA 7th edition.
* A high standard of grammar and academic writing are evident throughout.
* The proposal uses appropriate headings and is clearly and consistently formatted.
* Table of contents is given.

**Assessment Marking Schedule**

Student Name:

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| **Marking Scheme** | | | | |
|  |  | Maximum  Marks | Your mark | Comment |
| Part 1 | Customer lifecycle | 15 |  |  |
| Customer engagement | 15 |  |  |
| Competitors websites | 15 |  |  |
| CRM | 15 |  |  |
| Part 2 | Web development process | 10 |  |  |
| Web development patterns | 5 |  |  |
| Web development framework | 5 |  |  |
|  | Web development methodology | 10 |  |  |
|  | Format and references | 10 |  |  |
| **Total** | | **100** |  |  |

**Marking Rubric**

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| **Part 1** |  |  |  |  |
| Customer lifecycle analysis for travel agency  [15 marks] | Customer lifecycle for travel agency is comprehensively analysed. All five phases of the lifecycle are included in the analysis. Analysis of each phase is clearly linked to the travel agency. There might be some weakness in one of the phases.  [15 - 13 marks] | Customer lifecycle for travel agency is analysed. All five phases of lifecycle are included in the analysis. Most of the phases are thoroughly analysed with some links to the travel agency.  [12 – 10 marks] | Customer lifecycle for travel agency is analysed. All five phases of lifecycle are analysed. Some phases are thoroughly analysed but other may need clarification. Some link to the travel agency is made or is missing.  [9 – 8 marks] | Limited or no analysis of the customer lifecycle. Phases of lifecycle may or may not be included in the analysis.  [7 marks or less] |
| Types of customer engagement and recommendation  [15 marks] | Four types of customer engagement are comprehensively reviewed. Review of each type includes positive and negative points in different situation of travel agency customers. Most suitable types of customer engagement are recommended based on the review. There might be some weakness in the review of one type.  [15 - 13 marks] | Four types of customer engagement are reviewed. Review of each type includes positive and negative points. Some consideration of different situation of travel agency customers is included. A type of customer engagement is recommended based on the review.  [12 – 10 marks] | Four types of customer engagement are reviewed. Review of each type includes positive and negative points. Some or no consideration of different situation of travel agency customers is included. A type of customer engagement is recommended but may or may not be based on the review.  [9 - 8 marks] | Less than four types of customer engagement are reviewed.  Review may or may not include positive and negative points. A type of customer engagement may or may not be recommended.  [7 marks or less] |
| Examine competitor website  [ 3 competitors website x 5 marks each = Total 15] | A competitor website features (minimum 2) based on customer engagement are comprehensively examined. Possible benefits and drawbacks of each feature to the travel agency are included. [5 marks] | A competitor website features (minimum 2) based on customer engagement are examined. Possible benefits and drawbacks of each feature to the travel agency are included. [4 marks] | A competitor website features (minimum 2) based on customer engagement are examined. Possible benefits and drawbacks of each feature are included but may or may not be relevant to travel agency. [3 marks] | Limited of no examination of a competitor website features. Possible benefits and drawbacks of the features may or may not be included.  [2 marks or less] |
| Select CRM and provide the reasons for selection  [15 marks] | CRM is appropriately selected. Relevant reasons for selection are given. Reasons are based on customer lifecycle of the travel agency, CRM selection criteria and future development.  There might be some weakness in one of the reasons given.  [15 - 13 marks] | CRM is appropriately selected. Relevant reasons for selection are given. Reasons are based on customer lifecycle of the travel agency, CRM selection criteria and future development.  There might be some weaknesses in two or three of the reasons given.  [12 – 10 marks] | CRM is selected. Relevant reasons for selection are given. Reasons may or may not be linked to customer lifecycle of the travel agency, CRM selection criteria and future development.  There might be some weaknesses in more than three reasons given.  [9 –8 marks] | CRM may or may not be selected. Reasons for selection may or may not be given.  [7 marks or less] |
| **Part 2** |  |  |  |  |
| Web Development Process  [10 marks] | Web development process is comprehensively discussed. All the steps of the development process are included in the discussion with clear links to the travel agency. There might be some weakness in one of the steps. [10 - 9 marks] | Web development process is discussed. All the steps of the development process are included in the discussion with some links to the travel agency. There might be some weaknesses in two of the steps.  [8- 7 marks] | Web development process is discussed. All the steps of the development process are included in the discussion. There might be weaknesses in three of the steps.  [6 - 5 marks] | Limited or no discussion of the web development process. Steps may or may not be included in the discussion.  [4 marks or less] |
| Web development patterns  [5 marks] | Web development patterns are appropriately selected for this development.  Relevant reasons (minimum 2) for the selection of patterns are given.  [5 marks] | Web development patterns are appropriately selected for this development. Reasons (minimum 2) for the selection of patterns are given.  [4 marks] | Web development patterns are selected. General reasons (minimum 2) for the selection of patterns are given.  [3 marks] | Web development patterns may or may not be selected. A reason may or may not be given. [2 marks or less] |
| Web development framework  [5 marks] | Web development framework is appropriately selected for this development. Relevant reasons (minimum 2) for the selection of the framework are given. [5 marks] | Web development framework is appropriately selected for this development. Reasons (minimum 2) for the selection of the framework are given.  [4 marks] | Web development framework is selected. General reasons (minimum 2) for the selection of patterns are given.  [3 marks] | Web development framework may or may not be selected. A reason may or may not be given.  [2 marks or less] |
| Web development methodology  [10 marks] | Web development methodology is appropriately selected for this development. Relevant reasons (minimum 4) for the selection of the methodology are given. There might be some weakness in one of the reasons.  [10 - 9 marks] | Web development methodology is appropriately selected for this development. Reasons (minimum 4) for the selection of the methodology are given. There might be some weaknesses in two of the reasons. [8 - 7 marks] | Web development methodology is selected. General reasons (minimum 4) for the selection of the methodology are given.  [6 - 5 marks] | Web development methodology may or may not be selected. Reasons may or may not be given.  [4 marks or less] |
| **Overall** |  |  |  |  |
| Format and References  [10 marks] | A minimum of 15 sources are integrated appropriately in both in-text and in the reference list, using APA 7th edition. A high standard of grammar and academic writing are evident throughout. The proposal uses appropriate headings and is clearly and consistently formatted. Table of contents is given.  [10 - 9 marks] | 12-14 sources are integrated appropriately and referenced with some errors in-text and/or in the reference list using APA 7th edition.  A good standard of grammar and academic writing are evident throughout.  The proposal uses headings and is clearly formatted. Table of contents is given.  [8 - 7 marks] | 9-11 sources are integrated with number of errors in-text and/or in the reference list using APA 7th edition.  While some grammatical and academic writing errors are evident, these do not interfere with comprehension.  The proposal uses headings and is formatted. Table of contents may or may not be given.  [6 – 5 marks] | Less than 8 sources are integrated with number of errors in-text and in the reference, list using APA 7th edition.  Grammatical and academic writing errors make comprehension difficult at times.  The proposal may or may not use headings and is not appropriately formatted. Table of contents is missing. [4 marks or less] |

**Assessment Mapping**

After completing this assessment, the student will have met the following learning outcomes related to the graduate profile outcome.

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| **Graduate Profile Outcome** | **Learning Outcome** | **Part A** | **Part B** |
| Develop appropriate strategies for software development and apply advanced technical skills in software engineering projects | Apply web development processes and design strategies to solve a customer relationship management (CRM) problem. | ✓ | ✓ |