Coursework

Le DUC ANH

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# **1.Lizze’s Leather belts company**

## **1.1 About the company**:

Leather Waist company Lizzie is a company specializing in manufacturing leather belts that have been active in the 10 year old sector and have been growing throughout the recent time, the company is a medium-size not too large and is on the momentum of development to raise the company to a new level, the company produces 50 different types of leather belts and is looking to expand the market , almost company product mainly has sales thanks to the retail sale for neighboring localities by marketing. The company is looking to expand sales by opening an additional retail site and is implementing it within 3 months to date. The company's work is now using new sales moves to develop the company and not make mistakes already with the methods of using the project "Waterfall " and will change the sales and promotion campaign during this time.

Leather belt company Lizzie has a hard time developing new websites because it doesn't have its own software development department and contracts with their software development projects. However, the CEO was disappointed with the problems associated with the project using the "waterfall" approach. After several interviews with various software development companies, the Company decided that the Lizzie Leather Belt would use a new innovative method to help the company develop its website using The method is SCRUM and Agile. These are the ways that the company considers to develop and the company's website is operated and managed in two ways to achieve the desired efficiency and productivity.

## **1.2 Personnel in company:**

**CEO:** She is the person behind this project who is also the motivator and the budget owner. She often spends her time writing a diary so that this project can be done and chances are successful.

**The Finance Director:** A good person who always does a perfect job and is always too busy to attend meetings but still wants to join this project.

**The Operations Director:** is a senior team member and is trusted by the company and is well informed in the company. He has been working for the company for 2 years. He is an enterprise in an Agile software development project at a previous job. He is the person in charge of the order processing secretary and please provide at least one copy available to the project and empower them to make a decision, also want to available in this project.

**Chief Accountant**: At meetings are often empowered to decide on behalf of the chief Financial officer and represent the chief financial officer. As a versatile person in the company for having worked in all parts of the company for many years now, he has already competed in accounting two years ago.

**The Warehouse Manager:** not available for the project but provide at least one warehouse for the project and empower them to make decisions on her behalf.

**The Marketing Director:** available for the project and is also the director of Certified Agile Project management and workshop.

## **1.3 Important and benefits of web based:**

The company Lizzie's Leather Belts started to launch and open the site so that they have more profit by retailing the orders on the site is an essential and in keeping with the current trend. In recent years, the introduction of many e-commerce websites makes shopping no stranger to consumers all over the world. With many different sales channels like website, Facebook, Instagram or online shopping sites like Amazon, Taobao offers a highly interactive market, wide connection form the trend of buying and selling online. When selling on the Internet, a store or family-based company can reach potential domestic or international customers. When we shopping online, entrepreneurs will have a more equitable playing field with their bigger rivals. The positive side that sales on the web brings is the cost of building and maintaining the operation of the site has decreased, while the number of companies that design and maintain the site again increases.

Here are the criteria and strengths of creating an order on the website:

* Sales website helps you get customers for free
* Sales website helps your customers easily view and review the product
* Sales website helps you run ads and reach customers more effectively
* The sales website helps you increase customer trust by generating feedback and credibility with the number of interactions
* Website sales help you save costs rather than opening a store.

In fact, many entrepreneurs have seen the cost of an online store much cheaper than having to hire a crowded sales team and maintain the operation of conventional stores. Some businesses for example the company Lizzie's Leather Belts have flourished with success in effective online sales. Other businesses, such as amusement parks, or water power supply companies, may not be in the first instance of the Internet. But they can use the website to sell tickets, discounts or help customers pay through the Internet. The benefit of creating the orders on the site is extremely much and lessened a lot of costs in terms of or hiring employees to help us increase sales without losing a lot of costs and reduce the risk to the company a lot.

## **1.4 True Concept Personnel**

True Concept is an Agile software development located in the same industrial park as Lizzie leather belts. They have a room for Scrum to organize meetings and workshops together using the DStern Atern framework for their development project. Each of their projects will be implemented by each dedicated team.

Here are the available in this project:

**Julie:** She is a very good programmer with in-depth knowledge about Web development and also a person with good communication skills.

**Jeff:** He is an excellent Web developer but he has stand-up arguments with customers.

**Sophie:** She has good website development skills and works for Samaritans in his free time.

**Jonathan:** He has worked on several Agile development projects as a team leader and has good site development skills.

**Ken:** He Available 2 days a week throughout the project and has a good understanding of Web development and testing.

## **1.5 Summary some software development methodologies**

**Agile:**

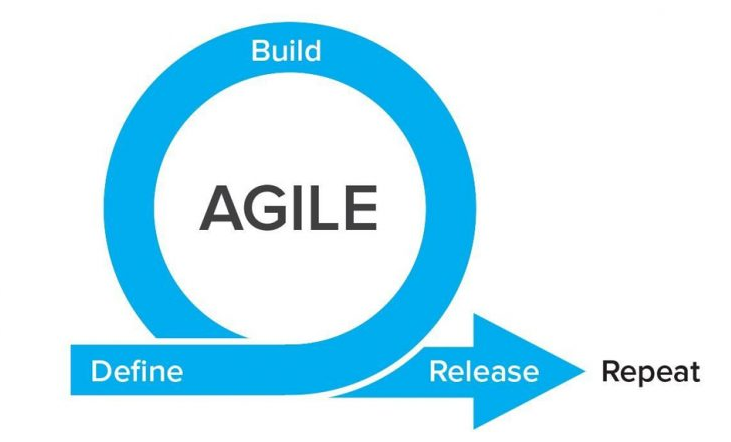


Figure Agile Model

Definition: The Agile method is a way of focusing on the continuous iteration of development and testing throughout the project's software development life cycle. Both the software development and testing activities of the Agile model are completely different from the Waterfall model. The Agile Method was first introduced in 2011 in the "Agile Manifesto" synthesized in Utah. Agile Manifesto outlines 12 key principles, including communication, collaboration, and the importance of software, being open to change. As a more flexible management framework, Agile allows teams to transcend the traditional sequential model and get more done in less time. The Agile team does not realize there are many different types of Agile methods, one of them and the most popular is Scrum (EWEL, 2020).

**RAD:**

RAD stands for Rapid Application Development. RAD or rapid application development process is the application of waterfall model it targets software development in a short period of time. RAD according to the loop Remember that the abbreviation of RAD is widely used in industries such as banking, computers, education, finance, institutions and health (Pike, 2020).

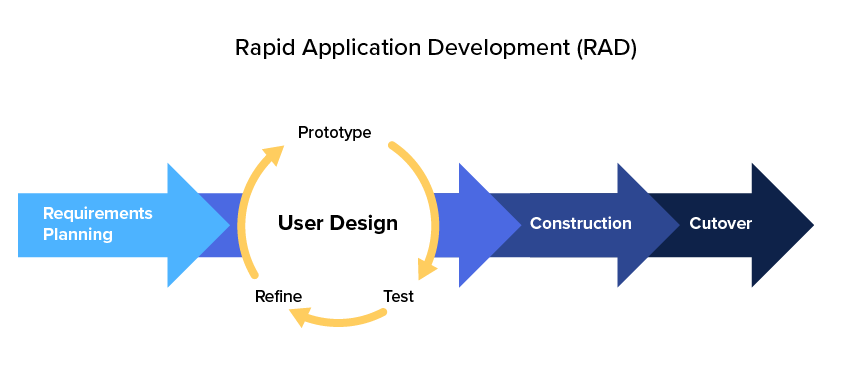


Figure RAD model

According to (Pike, 2020) advantages of using Rapid Application Development:

* Lower delivery times and costs: By repeatedly presenting active product parts to stakeholders during the prototyping stage, it's very likely that final product deliveries will be accepted for Stakeholders and end users at the first time of delivery.
* Higher satisfaction level: By making customers always present at every step of the process because prototypes are delivered regularly, customers become more confident about final deliveries.
* Reduce development time.
* Increased reusability of the final product.
* Evaluate and comment soon for easy adjustment.
* Create incentives to encourage customer feedback.

# **2.Management Summary**

The company has been operating for 10 years and is quite seasoned in the sales experience and offers leather belt items to customers for a good price and quality. The company's CEO has failed to implement a method in the past with the waterfall method, the company wants to push the revenue and scale up in a specification, but with the wrong method and the strengths of the waterfall method not being applied in the implementation so the company has had a time to decline and go down , the company began redeploying new methods to start scale up again and launch a campaign that was deployed with more reasonable experience and strategy for the company using the Agile and Scrum methodology to have a team of project development, as well as the first experience of failure, we will analyze what makes Agile and Scrum suitable And making the revenue of a company-normally improved more if a company develops in the future.

## **2.1 Reason waterfall method is not suitable with company**

We have seen the methods that the company has applied to the first company that has shields the company frustrated and causes the CEO to collapse because the revenue is greatly reduced, the company's job is to regain the original advantages, as well as to open up a massive new potential to elevate the company to a new position and scale up as possible after Failed to apply the waterfall method. These are reasons why the company failed to use the previous waterfall method:

1. **Unable to make changes easily:** When the company performs this method, the project stage is completed, very difficult, costly to go back and change that stage when necessary. Our company once there was a software development team designing out a product that was manufactured and designed out a new sample of leather belts, they noticed that a feature was missing or was present in the process of manufacturing such as lack of raw material or design.
2. **Identify data from the beginning:** The first phase of the Waterfall method is probably the most important and difficult time. It requires communication with customers and stakeholders, so the company must understand exactly what the end result they want to achieve. Although in most cases, it is very difficult for the customer to pinpoint exactly what they want from the beginning, as well as they cannot draw in the beginning of the project development process.
3. **High cost and long-term:** The company that used the waterfall project was a big mistake when it brought back the effect of what the company wanted from the beginning because it did not understand the reason why the waterfall brought about a long-term and fair project. expensive with the production of defective and wrongly designed products from the outset, but Scrum provides immediate benefits for the project and costs very little, so the projects in 9-12 months you should use the waterfall method to see the effect it brings, avoid the risks and have to learn thoroughly before performing this method.

## **2.2 Reason Scrum with Agile concept suitable with company**

The company must know the strengths of the existing company and it can compensate for the weaknesses that the agile and scrum methods can bring to the company, compensate for the weaknesses are the strengths that this method brings is to be fully promoted with a goal of increasing sales of Company and help the company develop the website in the best way. First the company Lizzie is a medium-sized company we are not too developed as a medium sized business, also known as small and medium enterprises are small-scale enterprises in terms of capital, employment or turnover is not too large.

The company should find a project that must be full of properties that make the company able to deploy a fast and efficient project, agile and scrum is a method that makes a strategy made easy to change because the project is divided into small and distinct portions, not interdependent, changes are made very easily, at any stage of the project. We know that the company has more than 50 different leather waist samples have produced and developed further in the future, this method will help us break down the work in the development stage and study a new leather belt sample without spending time and cost , instead of splitting each stage, we'll divide the design pieces of the leather belt as many parts and will pair it into a single product, which will help us accelerate the progress within 3 months without having to spend as much time as the old method we've applied.

The company has a strategy to accelerate development and increase sales based on the retail way on the website, so we are building a strategy within three months that will perfect the build and create. A stable revenue on website retail system as expected, what the waterfall model does not do is speeding up the processes and sprinting in such stages of rapid development, the company chose to push. Quick progress to achieve the benefits of this model, we will save a lot of costs, along with the flexibility that this method brings is very high, we can change or edit quickly without having to start over, this is a great strong point This method is especially effective in the business of items such as leather belts because they need flexibility in creation, replacement and modified.

Lizzie Leather Belt Company has no previous software or website development department in their company, this is a new step and project, not too much dependent on what the company has, so Agile and Scrum will be extremely suitable for project implementation this time, we will have to build a website that requires a lot of things that must meet the needs and fit. It is difficult for them to satisfy them, so this method will help us to meet the needs of our customers such as the needs of changing regularly, often seeing customers choosing to lose the leather belt model, they need very high aesthetics and what we can help them is to have a lot of models to respond responding to their constantly changing needs, moreover working closely with customers and being able to provide quick feedback, giving customers a better understanding of what they want. We must know that Agile will be a good concept in product specifications that can be changed, and breakthrough creations are always in priority, the company is always changing and improving new product models and the development. Growth brings value, and customers can use it right away.

## **2.3 Disadvantages when using Scrum with Agile concept**

The company deployed a plan with sprint to keep up with the trend as well as create a good competition between the time of online shopping rising quickly and also in the purchase of services. This trend has been further strengthened, so the rapid and effective implementation of a project will leave serious consequences for Lizzie company too much, which is one thing we must anticipate. Because every method has its two sides, we must analyze the risks that Scrum brings to be able to calculate how the company can maintain its performance if this project is successful.

First of all, the Scrum with Agile concept is an approach with the ability to scale up and maintain in the future is very low or may be unavailable, because all jobs that are sprint to deploy in three months are very fast, which makes it impossible to expand as few years as possible , we should calculate the options to apply about after the plan is over, still have to be maintained by the site as well as ensure the retail sales online on the website to maintain the system and ensure the advantages that the method has brought to the company.

Second, the Company must make sure that it has researched and mastered the method it intends to make for this project because Scrum with Agile concept is a rather difficult method to plan, orderly and mandatory. There is an experienced team to master this model as well as a more sophisticated Agile method than Waterfall method, so it is difficult for groups to understand and use this model well, especially at the beginning. They will need to undergo training and guidance in order to understand the method clearly. We should know that when you want to sprint, the work is divided into small parts to do everything in parallel, without specific sequences and steps, which will make the company's team difficult in It is also difficult to manage the workflow and the time to hand over the work and the product is clear, as the project is broken down into different parts and each part has a separate delivery time. Project managers often change their priorities, which leads to the initial mess of the plan and the addition of sprints at the beginning.

# **3. High level requirement analysis and MosCoW prioritization**

## **3.1 Identify some non-functional requirement**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirements – User story** | **Function/Non-Function** |
| **1** | As the Managing Director I want a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site. | **Function** |
| **2** | 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. | **Function** |
| **3** | As a Customer I want to enter separate delivery and invoice addresses so that I can receive belts when staying at a friend’s house. | **Function** |
| **4** | As the Finance Director I want all online transactions to be secure so that our customers feel safe. | **Non-Function** |
| **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. | **Non-Function** |
| **6** | As the Marketing Director I want an ‘About Page’ so that we can promote the finer details of the brand. | **Non-Function** |
| **7** | As a Customer I want a choice of delivery slots so that I can arrange my diary appropriately. | **Function** |
| **8** | As the Warehouse Manager I want to place an ‘out of stock’ message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock. | **Function** |
| **9** | As the Operations Director I want to accept all forms of payment so that we can capture the largest market possible. | **Non-Function** |
| **10** | As a Customer I want to choose whether or not I am sent marketing information so that I do not get loads of junk mail. | **Function** |
| **11** | As a Warehouse Operative I want to check delivery addresses so that I can place orders with similar postcodes in the same delivery batch. | **Function** |
| **12** | As a Customer I want to be able to change my account details so that my most up to date details are recorded. | **Function** |
| **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. | **Function** |
| **14** | As a Customer I want to have belts gift wrapped and sent to an address other that than my own so that I don’t have to bother wrapping and delivering presents. | **Function** |
| **15** | As a Student I want discounts on belts so that I can look cool at parties for minimal cost. | **Function** |
| **16** | As a Customer I want to be sent an SMS message to remind me when my belts are going to be delivered so that I am in when they arrive. | **Function** |
| **17** | As a Customer I want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on. | **Function** |
| **18** | As the Marketing Director I would like an offers or discount page so that we can inform our customers of the aforementioned. | **Function** |
| **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. | **Non-Function** |
| **20** | As a customer I want to be able to process returns via the Web site so that I do not have to phone up and answer all of those stupid questions before being put through to a human being. | **Function** |

I have selected 5 Non-functions in the Base lined list of requirements for the Web site, these will be the reasons why these 5 story users are Non-functions:

**Number 4:** As the Finance Director I want all online transactions to be secure so that our customers feel safe.

* **Reason:** The Finance Director wants the customer to always assure the client that each transaction is a typical example of non-functional requirements in terms of reliability and none of the functions are implemented in this user story.

**Number 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.

* **Reason**: The company's CEO wants to always comply with all statutes and rules of the act and to avoid damaging the company, these are also typical non-functional requirements of the protective area, the credibility of a company that always complies with all laws and does not have a function to be executed at all.

**Number 6:** As the Marketing Director I want an ‘About Page’ so that we can promote the finer details of the brand.

* **Reason:** Marketing executives are just trying to build and ensure a company's reputation by increasing the interactivity and user experience by adding an introduction page and that doesn't create a function.

**Number 9:** As the Operations Director I want to accept all forms of payment so that we can capture the largest market possible.

* **Reason:** The operations director is looking to expand the size of the payment process to capture more customers and therefore customers have more payment options, which are also typical non-functional requirements that increase the likelihood interact and expand the market.

**Number 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.

* **Reason:** The chief accountant who wants to comply with the tax laws on the website is a typical non-functional requirement of protecting and obeying the law so that the company can keep its image clean and prestigious.

## **3.2 Top 8 requirements necessary and most important for building a website.**

I will list 8 requirements that I find most necessary in building a complete website, without it, it cannot be completed and replaced in building a website.

**Number 1: As the Managing Director I want a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site.**

* **Reason:** These sales reports are must be done to know the situation of the company, this is a job we can improve the company situation and adjust tactics and manage sales to help the company. The company has a certain revenue and that is one of the reasons that the company was founded to be profitable so this is a must have requirements.

**Number 2: 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.**

* **Reason:** When shopping online, all websites are designed so that the shopping cart is tailored to the customer's wishes, this is an essential need of online shopping so our website is indispensable. This function to operate officially.

**Number 3: As the Finance Director I want all online transactions to be secure so that our customers feel safe.**

* **Reason:** The company wants to operate for a long time, depending on the customers and the reputation and dedication to taking care of customers is what the company should do and implement a lot in the security of customer information every transaction, so Every online transaction on the company's system must be secured with the best security to get credibility.

**Number 4: 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.**

* **Reason:** The company always wants a clean resume and follows all legal guidelines as well as paying the full tax to the state, so this is an indispensable requirement if you want to open a company that is financially transparent. and not having problems with the law and that's the taboo in business.

**Number 5: As the Warehouse Manager I want to place an ‘out of stock’ message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock.**

* **Reason:** Reporting to customers the roadmap of goods is an indispensable step in ensuring the transparency and peace of mind of customers when shopping online on the retail system of the company, thereby building customer trust.

**Number 6: As a Customer I want to be able to change my account details so that my most up to date details are recorded.**

* **Reason:** The website system must allow customers to update their personal information from phone numbers, names, ages and home addresses, all will be changed based on customer requirements, this is an important request. The importance of a retail website system is to know that customer information is changed and updated so that all contact information, email updates or addresses must be verified before creating an order.

**Number 7: As a Customer I want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on.**

* **Reason:** Customers are always the top priority of a retail system on the website, so although this is not a necessity in building and deploying the website, it helps customers know the route and status of Has your order been packaged or shipped to a client address or is still processing?

**Number 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**

* **Reason**: Lizzie Leather Belt Company is a transparent company, do not want to have fraud or business but illegal items, so compliance with the rules of the state is a tax payment, of course, businesses from small to large cannot be avoided, so although it is not in the development of the website, it will help businesses to create trust and credibility with customers and the government.

## **3.3 Establish the table of requirement with Mosscow Rulle**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirements – User story** | **Priority** |
| **1** | As the Managing Director I must have a monthly report showing the percentage of belts that have been sold via the Web site so that I can get a feel for the benefits, in terms of profit, that we are getting from the Web site. | **Must have** |
| **2** | As a customer I must be able to modify my shopping cart so that I can change my mind about what I want to buy. | **Must have** |
| **3** | As a Customer I could enter separate delivery and invoice addresses so that I can receive belts when staying at a friend’s house. | **Could have** |
| **4** | As the Finance Director I should want all online transactions to be secure so that our customers feel safe. | **Should have** |
| **5** | As the Managing Director I should have to be ensured that the site is Data Protection Act safe so that we do not get fined hundreds of thousands of pounds. | **Should have** |
| **6** | As the Marketing Director I can have an ‘About Page’ so that we can promote the finer details of the brand. | **Could have** |
| **7** | As a Customer I should have a choice of delivery slots so that I can arrange my diary appropriately. | **Should have** |
| **8** | As the Warehouse Manager I should have place an ‘out of stock’ message on appropriate belts so that customers do not end up having to wait for ages due to belts being out of stock. | **Should have** |
| **9** | As the Operations Director I should accept all forms of payment so that we can capture the largest market possible. | **Should have** |
| **10** | As a Customer I could choose whether or not I am sent marketing information so that I do not get loads of junk mail. | **Could have** |
| **11** | As a Warehouse Operative I Should have check delivery addresses so that I can place orders with similar postcodes in the same delivery batch. | **Should have** |
| **12** | As a Customer I must have be able to change my account details so that my most up to date details are recorded. | **Must have** |
| **13** | As an Order Handling Clerk I could use the Web site to process telephone purchases so that I can stop using the paper-based system. | **Could have** |
| **14** | As a Customer I could have belts gift wrapped and sent to an address other that than my own so that I don’t have to bother wrapping and delivering presents. | **Could have** |
| **15** | As a Student I should have an discounts on belts so that I can look cool at parties for minimal cost. | **Should have** |
| **16** | As a Customer I could want to be sent an SMS message to remind me when my belts are going to be delivered so that I am in when they arrive. | **Could have** |
| **17** | As a Customer I should have want daily emails to let me know the status of my order because I get nervous when I don’t know what is going on. | **Should have** |
| **18** | As the Marketing Director I should have an offers or discount page so that we can inform our customers of the aforementioned. | **Should have** |
| **19** | As the Chief Accountant I should have the Web site to adhere to legislation regarding VAT so we are not hit with a hefty fine. | **Should have** |
| **20** | As a customer I should have be able to process returns via the Web site so that I do not have to phone up and answer all of those stupid questions before being put through to a human being. | **Should have** |

## **3.4 Explain and justify your reasons for the decisions prioritising**

I will explain and justify decisions about setting prerequisites and compelling reasons to protect arguments and evidence and examples.

**ID Number 1**:

* **Reason**: This is a top priority request and is a report that is given to the company as a result of a month of operation, with the submission of a report to the executive director who will help the company. The company looks back at one month of operation and see what revenue results and strategy the company is planning for the next month should be better than the previous month, which is a monthly goal and without a copy.

**ID Number 2**:

* **Reason**: This is a high priority first of all if we have online shopping systems, if a company has a retail system on the website, the service of the customer criteria is the most important, editing the customer's cart is indispensable. so customers can check the item, the amount of product purchased before payment.

**ID Number 3**:

* **Reason**: This is an optional option for customers who are also not needed in the shopping of many consumers. We often see people ordering at home waiting for new arrival and rarely ordering online when not at home or at home with friends, this is an option that does not affect your experience much. use.

**ID Number 4**:

* **Reason**: Online transactions are a must to ensure a safe and secure way for customers to use the system, online payment methods such as visa, MasterCard need to be protected with the best information to avoid hackers. The company will no longer be reputable and no one will dare to buy products on the system anymore, this is a challenge for all payment systems to help customers feel secure and ensure the reputation of the company.

**ID Number 5:**

* **Reason:** The Data Protection Act and law must be done on the shopping online system, if we do not care about the issues of law and law, the company will be greatly affected on The prestige and the fine will be very high, so we should do it as soon as possible. The company must always ensure the law as well as reputation to create a brand as the trust of customers and good feedback from customers of the company Lizzie.

**ID Number 6:**

* **Reason:** This is an optional priority to add a variety and diversity to the website, no impact and no need to add to the system because the impact is not high.

**ID Number 7:**

* **Reason:** Requiring customers to arrange the delivery slot will greatly affect the company's time arrangement for order management and is difficult to fulfill because the company is the one who can arrange orders. delivered in the most reasonable way possible and beneficial to both parties.

**ID Number 8:**

* **Reason:** Warehouse management statics and the number of remaining products should be published to the data on the website, so that customers can know which items are available to choose, helping both sides benefit and increase experience. for better customers. If we do not have out of stock data, it will take a lot of time for both sides from canceling orders and informing customers, with this, the customer experience is significantly reduced.

**ID Number 9:**

* **Reason:** The company will expand the payment method to meet the payment needs so that customers can easily pay in all cases as well as expand the market to reach more customers than necessary. company.

**ID Number 10:**

* **Reason:** This is a request that is considered unnecessary and does not affect the system and the customer experience too much, we think the company can consider and supplement if necessary and this is a not too much request. Important and necessary to add it on.

**ID Number 11:**

* **Reason:** This is a good requirement to help us reduce the time and shipper during the delivery time and can be very helpful in times of too many orders and actually this does not affect the strategy as well as the need. necessary, so I think with this request we can add future requests if there are more orders to deliver.

**ID Number 12:**

* **Reason:** Updating and adjusting customer information is a requirement in an online sales system as today, they will help us to store accurate customer profiles and save customers a lot of time. Each time we place a new order, we will have to let the customer be modified and updated with the latest information about the profile to avoid confusion and lead delivery to the wrong object.

**ID Number 13:**

* **Reason:** This is a requirement that can be added if the system is running smoothly with the company staff already proficient in processing orders as well as operating the system, avoiding confusion between orders placed on the network and on your phone, but if you combine all your invoices and summarize in a month, it makes managing and writing your reports easier. So this is an unnecessary requirement and can be supplemented in another way.

**ID Number 14:**

* **Reason:** This is a requirement that can expand the business of the company by adding a gift wrapping service to customers as a gift, this will be an additional service for customers who need it and do not need it. It is important and important to the company so it should have the opportunity to expand its market if desired.

**ID Number 15:**

* **Reason:** This requirement is quite satisfactory and should be considered as additional because it meets the needs of a new set of students and students will be quite necessary in expanding the market and meeting the complementary needs cheap for our students, we can add discounts by the New Year, Christmas or any special days to discharge excess inventory and recover capital.

**ID Number 16**:

* **Reason**: This requirement is given that it is necessity to provide the customer with the desire to update the situation where their orders have been confirmed the arrived. Customer can have and SMS or a call for confirm they have received the belt.

**ID Number 17:**

* **Reason:** This requirement it is worth the addition and necessity to provide the customer with the desire to update the situation where their orders have been confirmed, packaged or arrived. As we improve these tracking systems, it will inspire customers and make them believe and know that our order is being processed.

**ID Number 18:**

* **Reason:** That Campaigns for discount orders on a page to offer customers good deals and promotions are a good strategy and need to add in the near future if you want to attract more customers and expand the episodes. suitable for customers from rich to poor.

**ID Number 19:**

* **Reason:** The company always complies with the rules and laws in paying TAX as well as complying with the law to always build a credibility and credibility with customers. This requirement is essential for a company that is on the rise and wants to maintain the system on its website, otherwise it would not exist without paying TAX.

**ID Number 20:**

* **Reason:** The return and refund of the customer must be verified and there is a reason before canceling an order the company must have a manager in order to validate the orders by calling and texting the customer, cancel odder in application directly on the web will be a requirement that can be added to the system if it has been in operation for a long time and has a good reputation and loyal customers to the company. So this is a requirement that should be added to the system.

# **4. Legal, Social, Ethical and Professional Issues**

## **4.1 Example for Lizzie’s Leather Belt’s about Legal, Social, Ethical and Professional Issues (LSEPI)**

**Example 1**: Lizzie belt personnel company Kay is in the role of managing transactions with customers, all transactions on the website are through Kay with the role of confirming and ensuring each transaction is not problematic, Ms. Kim is shopping on the company's system and is choosing a belt for her husband's husband on his birthday, while paying through the system, Ms. Kim was exposed to her personal information and her credit card was Stolen by a hacker breaking into the system by breaking security by his computer and stolen information. Ms. Kim contacted the company to solving the problem together.

* **Evaluation and analysis EX1**: According to Article 4 of 10 of the Ten Commandments of Computer Ethics by (The Ten Commandments, 2020) in our example, we can see that this is an problems that the company has been subjective in customer security issues e-commerce to redeem themselves is a problem that has been plagued over the years in protecting users when using e-commerce and online payment, in our example we can see this is the fault of the company. have been subjective in customer security.
* **Solution**: The company need to communicate with customers immediately and find out who have been attacked by hackers, encrypting credit card information of customers before hackers use credit cards for personal gain. Once you've tracked down the computer and identified the hacker, contact the police to investigate and arrest the hacker.
* **Social, ethical and professional issue**: This is a behavior that greatly affects morality and education for people, they steal things that do not belong to them and also cause harm and discredit to a growing company.

**Example 2:** Lizzie leather belt company is on the way of developing with an online retail business project on the genuine website system with incentives and good security for customers, a company A calls to cooperate with the Lizzie leather belts company with the unorthodox purpose of selling customer information of Lizzie company to exchange USD 500,000$. Lizzie leather belt company agreed to sell 20,000 customer profiles to Company A immediately.

* **Evaluation and analysis EX2:** According to DP Principles 7 of Data Protection by (Data Protection Act 2018, 2018) Company using unauthorized data to sell to another party, This problems is wrong and deserves condemnation. company has been merciful and did not protect customer data and takes advantage of customer trust to redeem themselves, in article 7 in Data Protection said "Appropriate technical and organizational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data". Indicating that the company has violated the principle, using data of unauthorized users and not asking for their permission.
* **Solution:** The company must refund the money received from the third party, compensate for the loss of exposed customers and IT staff to increase security to prevent theft and disclosure of customer information.
* **Social, ethical and professional issue**: About affecting society, customers who are exposed to information such as phone numbers, emails or home addresses are affected and can be disturbed as strange messages and calls are received. Ethical and professionalism will adversely affect e-commerce, consequence is loss of reputation and image of the company.

**Example 3:** Company C is a delivery company that has been in operation for 5 years and will provide the driver with a motorbike and equipment for each driver, driver management software with GPS attached. The company's incorporation of GPS helps them track their employees to ensure their employees work honestly as well as increase profits when workers work more efficiently. During outside working hours, this also violates the privacy of drivers and employees in the company and all data is stored in the company's database.

* **Evaluation and analysis EX3**: According to Article 3, paragraph D by (BCS, 2019) said "NOT negotiating or authorizing to be disclosed, or use for personal gain or to benefit a third party, confidential information except with the permission of your Relevant Authority, or as required by Legislation." Using GPS to track employee information outside of working hours is unreasonable. Moreover, employers can use GPS to discipline unfair drivers. Employers may violate the condom code of conduct in an obligation to the relevant authorities that would be unethical if the employer collects the information of their employees and uses it. for other purposes.
* **Solution**: The company should turn off or pick up the GPS signals again when the driver and employee's working hours are over to give them a private and invasive space to their private lives.
* **Social, ethical and professional issue**: The company has unethical and ethical actions. Employee morality is adapting new technologies such as GPS to ensure that their employees work honestly and efficiently and thus increase profits by looking to upgrade their knowledge and skills. expertise of the company. The company will then maintain awareness of the technological developments, processes and standards that are appropriate to your field and encourage your subordinates to do the same. Unethical conduct is the collection of personal and non-controlling information about the company and the work of affected people.

**Example 4:**

Company A and Company B are in the e-commerce segment and they are competing with each other because they both sell the same product line as technology products, because Company B has more customers than Company A, Company A begins a plan to hire a good and capable programmer to write a software that invades company B's e-commerce site to hack the system and create fake account users to discredit and confuse users and make company B to discredit their customers.

* **Evaluation and analysis EX4:** According to (BCS, 2019) Article 1 of The Ten Commandments of Computer Ethics, Company A took advantage of computers to harm and affect their rival company B and committed one of the ten things cited as follows "Thou shalt not use a computer to harm other people". The competition was not against the opponent, which made Company A want to win by playing dirty and using its tricks to reduce the prestige as well as create a bad impression on the customers of Company B, from which the company A will be known by more people and buy electronic equipment of company A instead of company B. This is an act contrary to law and permitted in fair competition on e-commerce.
* **Solution:** Company B should clarify to justify the company on the e-commerce platform by calling IT staff to find security holes and find out the cause of the sales system's downfall, IT staff should recheck all the account and find out the fake nick was created on company A's side and patched the vulnerability that brought the company systems down. Next, it is due to the legal implications to prosecute the unexplained things on the side of company A that makes them suffer serious and reputable compensation.
* **Social, ethical and professional issue**: About the professionalism and ethics in the industry, company A made a serious mistake and harmed the reputation and dignity of a company that competed with them, which caused a lot of damage to the commune. The association and the people working in Company B are seriously affected, this is an act that is seriously considered to be morally decadent by Company A.

## **4.2 Summarize and outline the purpose of the British Computer Society (BCS) and example.**

**About professional body (British Computer Society):**

According to (BCS, 2019), The British Computer Society (BCS) is a professional agency that guarantees that the legal, ethical and social issues in the IT industry are complied with to ensure that the exact activities are being complied with in the UK. Members of the British Computer Association (BSC) are subject to the code of conduct that they are obliged to adhere to the rules and regulations in the organization to help establish control over how members should conduct themselves in the IT industry. The principles and standards that are proposed in this organ are higher in normal standard bodies. The principles and standards will also be enforced through disciplinary action that may result in deportation from membership.

According to (Wikipedia, 2020) British Computer Association (BCS) Founded in 1956, the agency also contributes to the teaching and education of IT professionals. The current worldwide membership of more than 68,000 members in more than 150 countries, the participating members will execute their own ruling but should be given in a reasonable way to Meet the requirements and the doubt. BCS is a member organization of the Federation of Professional Business Architecture Organizations (FEAPO) and is also a member of the Council of the European Professional Informatics Association (CEPIS) and the Seoul Agreement to recognize the diploma. International learning, a consortium of professional organizations worldwide provides a forum to standardize, professionalize and enhance the discipline of Enterprise Architecture.

**BCS Code of Conduct:** The code of conduct is that people in condoms must follow things in the rules set out in the rules and laws of the condoms, they set professional standards in the industry, regardless of class. and status, everyone in this agency must comply. The following is an example section and explanation for 4 parts:

1. **Public Interest**:
2. **Professional Competence and Integrity:**
3. **Duty to Relevant Authority:**
4. **Duty to the Profession:**

# **5.References**

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