COMP2121 E-Business

Group Project: E-commence website development

Due Date: 09:00am, Tue, 15 Dec 2020

1. Background and objectives

Assumed that your team currently opens a start-up, which the business nature is merely on the basis of your assumptions. Your team is responsible for planning, designing, developing and launching an e-commerce website for your company. For some essential reasons, your team has chosen in-house development and your company has its own web production server.

2. Your Team

- Size: 2 to 4 members

- Marking is based on 4 members' workload.

- Please use blackboard, MS Teams or the other communication tools to support you to contact your classmates for grouping.

- You do not need to submit the group list in email. Please fill the grouping list in the Blackboard as soon as possible. If there are some registration issues for the grouping in the Blackboard, please contact me in email as soon as possible.

- If you do not have a group, you need to contact Kevin Yuen (kevin.yuen@polyu.edu.hk) for the further grouping issue by 17 Nov, or preferably as soon as possible. It will be very hard for you to find a group in latter stage whilst most groups may start already.

3. General requirements for e-commerce website

3.1 General view (look and feel) of website

- Good presentation, flow and layout of your team's website.
- Good customer experiences for your team's website.

3.2 Account Management System

- **Registration** – A user can register to become a member.
- **Login/Logout** – A user can login/logout using his/her registered username and password.
- **View/Update Personal Information** – A user can view or update his/her personal information.
- **Forget Password** – A user can reset his/her password if he/she has forgotten.
- **More features** may be included for extra credits.
- **The system should be developed and extended on the basis of the lab exercises**. You should use the native codes of the PHP with MySQL. The external frameworks and modules should not be allowed for this part. Although you are still allowed to use the

external frameworks and packages for this part, <u>up to 40%</u> mark of this part will be obtained if you use external ones (because this part mainly also assess if you can achieve the learning outcomes of your lab exercises).

3.3 Shopping process System

- **Items Display** – The system can display the available items with the attributes such as names, descriptions, images and prices in a tidy and organized way. Your backend should check whether the items are available.
- **Shopping Cart** – A user can select multiple items to a shopping cart. The user should be able to change items and remove existing items in his/her cart, as well as to save his/her cart and continue purchasing later. The user should be able to check out and prepare to pay (Actual payment system is not required to be implemented.).
- **Shopping History** – A user can view his/her purchasing history.
- You **may** include the external frameworks and modules. It is optional. However, if you use external packages, you are expected to implement more functions than the websites using only native PHP codes.

3.4 Other functions

You may implement the other technical and non-technical functions in your site.

If you include external frameworks and modules for the development, you are expected to have more functions for your website than the website merely developed by native PHP code.

4. Your submissions

There are three submission categories in the Blackboard. Please submit each item (set) to its corresponding category respectively.

- Report   (10% of final score)
- Code (zipped) and deployment in COMP web server   (10% of final score)
- Video presentation   (10% of final score)

Do not have duplicated submissions from members of the same group. Only one member of a group submits one item (set) to one category. Please include all names of your team members for your each work.

5. Report

Your report recommended should include
1. Cover page
2. Executive summary
3. URLs of your websites with respect to each team member's COMP account
4. Company background
5. Business models
6. Use cases and Functionalities
    - Implementing all general requirements
    - Additional **innovative** functions for bonus
7. Discussion including the future development plan

8. Contributions of Team members
9. References

Your report should

- include everything needed such as texts, figures, tables, and references in your report for marking purpose.
- be **no more than 13 pages**, excluding cover page. If your report has more than 13 pages, only the first 13 pages will be marked, and the rest pages will not be read and marked. You may put extra supporting information in the Appendix section (up to 8 pages for appendix), if it is needed. The Appendix section is only for reference, and will not be marked.
- be with the font size 12 in the A4 page size.
- include all references related to your report. Otherwise, it may be treated as the plagiarism.

General Marking Criteria

- Main content   (90%)
- Format, briefness, clearness and conciseness of your report.   (10%)

6. Codes and deployment

In order to assess your learning outcomes from the labs, the essential technical requirements must include

- Programming Languages: HTML, CSS, JavaScript, PHP (backend);
- Database: MySQL in COMP server;
- Production server: COMP web (http) server;
- Browser: Google Chrome; your website should be able to be browsed by the Google Chrome within the PolyU physical or virtual network.
- URLs of the group project websites: **ALL** team members **must** deploy their group project websites in their own COMP accounts.

The other additional techniques are acceptable as the extra credits, providing that they must be functional in the COMP http server.

General Marking Criteria

- General view (look and feel) of website   (20%)

- Account management system   (40%)

- Shopping process system   (20%)

- Other functions   (20%)

7. Video Presentation

- Free format of presentation;

- A video of presentation with the maximum of 5 minutes;

- MP4 format;

- Each member should have about 1 minute presentation in the video.

- To verify identities of the presenters, presenters' faces should be shown in the video.

- You may record directly, but are encouraged to edit the video in later stage.

General Marking Criteria

- Main content   (90%)
- Format, briefness, clearness and conciseness of your presentation.   (10%)

8. Late Submission Penalty
For any late submissions, your marks will be deducted as below.
- Within 1 day   (25% Less)
- Within 2 days   (50% Less)
- More than 2 days (100% Less)

9. Consequences of plagiarism
If the submissions of the reports and codes have at least 50% and 70% similarities respectively, they may be treated as the plagiarism cases. The Departmental Learning and Teaching Committee may investigate these cases. All the students involved in these cases may receive **0%** for this assignment. In addition, please refer to the student handbook for the policies of plagiarism.

Appendix

Subject grade	Short description	Elaboration on subject grading description
A+ A A-	Excellent	Demonstrates excellent achievement of intended subject learning outcomes by being able to skillfully use concepts and solve complex problems. Shows evidence of innovative and critical thinking in unfamiliar situations, and is able to express the synthesis or application of ideas in a logical and comprehensive manner.
B+ B B-	Good	Demonstrates good achievement of intended subject learning outcomes by being able to use appropriate concepts and solve problems. Shows the ability to analyse issues critically and make well-grounded judgements in familiar or standard situations, and is able to express the synthesis or application of ideas in a logical and comprehensive manner.
C+ C C-	Satisfactory	Demonstrates satisfactory achievement of intended subject learning outcomes by being able to solve relatively simple problems. Shows some capacity for analysis and making judgements in a variety of familiar and standard situations, and is able to express the synthesis or application of ideas in a manner that is generally logical but fragmented.
D+ D	Pass	Demonstrates marginal achievement of intended subject learning outcomes by being able to solve relatively simple problems. Can make basic comparisons, connections and judgments and express the ideas learnt in the subject, though there are frequent breakdowns in logic and clarity.

Subject grade	Short description	Elaboration on subject grading description
F	Fail	Demonstrates inadequate achievement of intended subject learning outcomes through a lack of knowledge and/or understanding of the subject matter. Evidence of analysis is often irrelevant or incomplete.

'F' is a subject failure grade, whilst all others ('D' to 'A+') are subject passing grades. No credit will be earned if a subject is failed.