Final Independent E-Commerce Web Site Project ~ Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period\_\_\_\_\_\_  
**Important Note: This project will be collected from your “h” drive on the due date – No exceptions – It is your responsibility to transfer from your flash drive to “h” drive at the start of each class. Due:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Business:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

You have decided to open your own E-commerce store. You need to develop a web site that will be your virtual storefront. **Step One: Marketing Worksheet:** Complete the marketing worksheet that will guide you in developing your site so that you can reach your target market. Be sure to carefully consider who your customers will be, what they like to buy, and how you could steal them from your competition. **Reminder**: **Must be legitimate product that can and should be sold online**.

**Step Two: Storyboard:** Develop an outline that shows the structure and content for your site. You can do this on paper or the use of PP slides. Storyboard should include how you plan to incorporate div containers, tables, forms, and CSS elements

**Step Three: Create Site: Folder: Name: Last, First, Capstone** Your web site should address the following content requirements. Looking at other commerce sites can be helpful when developing some of the required items.  
  
**Step Four: Peer and Self Evaluation**: Ten peers will review site and you will do a final self-evaluation and grading of site

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| --- | --- | --- | --- |
| **Site Must Include the Following: Use first column to check off!** |  | Points | Points  Earned |
| Home Page; Introducing the retail business and the products sold; Address, Phone Number, Email, links |  | 5 |  |
| About Us/Company Profile Section ~ Describes owner(s), philosophy, company mission, etc. |  | 5 |  |
| A quality company logo and banner sized appropriately. Should not be larger than 2 ½ inches |  | 5 |  |
| Privacy Policy and Security Statement (encryption - cookies) |  | 5 |  |
| A FAQs **page** with at least five FAQs ~ What information would your customers ask and need to know? |  | 5 |  |
| A **catalog of products** for sale built with table. Minimum of 4 product types and at least **24** products for sale. Thumbnail **w/ image, name, price** that links to order page. See next requirement for each product |  | 24 |  |
| Each **product** opens to a new page that includes a **complete** description, price, and a form element to choose quantity, size, color, etc. plus a “add to cart” button (The shopping cart does not actually exist) |  | 24 |  |
| Navigation structure of links to all pages ~ Links must be **professional looking**, appropriate size, font, color and user friendly. Need to be sure you have links back to all pages. |  | 5 |  |
| Shipping options (Rates, Options, Carriers, information) and/or area that you will cover if you are a local company that will be delivering products - such as custom baked goods, gift baskets, etc. on a local level |  | 5 |  |
| Customer payment methods (must have two) What are most e-commerce sites allowing for payment? |  | 5 |  |
| Return Policy and Cancellation Policy – Be sure fits for the product you are selling. |  | 5 |  |
| At least two current sales or promotions with at least one use of java animation to draw attention |  | 7 |  |
| Solid information about your charity (see info on Marketing Worksheet) and link to their home page |  | 5 |  |
| **A separate “Contact Us” form page**. Include needed information so they can reach out to you and you can gather info for sending promotions, emails, reminders. Include name, e-mail, area to submit questions, agreement to sign-up for e-mail, promotions. Also connect to us on social media. |  | 5 |  |

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| **Site Technical Requirements: 20 Points** | Check  Off | Poor | Good | Great |
| Your website should have at least six to eight pages. One can be your charity page-info. Be sure link to their site opens in new window (pg. 99) |  |  |  |  |
| Your home page must be saved as “index.htm” |  |  |  |  |
| Each page should be laid out in div containers and use of tables for content when best. All pages should look professional, neat, and be easy to read. |  |  |  |  |
| All id=”\_\_” and class=”\_\_” will be your names that match your project! No copying old code! Must know exactly what you are using, why & where and able to explain if needed. |  |  |  |  |
| Section headings with appropriate heading tag |  |  |  |  |
| Use of an external style sheet for min: div layout, links, heading tags, background, etc. |  |  |  |  |
| Text Change on **CSS in body** and then appropriate type, size and color for headings. **No default** |  |  |  |  |
| Appropriate number and high quality image. All images should be clear. |  |  |  |  |
| Works cited for description of products if did not write your own. Info should be in a “Comment Tag” on pages that used the info. Include site name and url |  |  |  |  |
| Include two types of meta tags to be used by the web search engines to find your site |  |  |  |  |
| Use of JavaScript. Use “Comment Tag” to note site name and url script info came from |  |  |  |  |
| A professional consistent design with solid use of color and images throughout the site, site should also be proof read for no spelling errors ~~ **6 points** |  |  |  |  |

**Grade out of 130 \_\_\_\_\_\_\_\_**