**WMES3314 Electronic Commerce**

**PROJECT (15%) – BUILDING YOUR ECOMMERCE PRESENCE**

**Your task:**

In a group of THREE (3) students, you need to develop an e-commerce website / mobile application for specific areas of business that had potential commercialization values. (15 marks)

* Prepare proposal - week 6
* Progress update during selected tutorial day – week 6/8/9
* Prepare final report – week 12
* present the e-commerce in class (short video) - week 14

**Guidelines:**

The submission should include the following:

* What’s the idea? (PROPOSAL)
  + Mission statement,
  + Target audience
  + Intended market space
  + Marketing matrix
  + Development timeline
  + Preliminary budget
  + Strategic analysis or SWOT analysis of proposed EC
* Methodology
  + SDLC/ Website/Mobile System Development Life Cycle (explanation for every stage)
    - System analysis/planning
    - System design
    - Building the system
    - Testing
    - Implementation

(include the architecture, software, hardware, hosting, web server and etc; refer to slides chapter 3: building EC Presence).

**Rubric and Dateline:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Bil** | **Task** | **Due date** | % |
| 1 | Prepare proposal | week 6 | 30 |
| 2 | Progress update during selected tutorial | week 8 & 9 | 10 |
| 3 | Prepare final report | week 12 | 30 |
| 4 | Present the e-commerce project in class (short video) | Week 14 | 30 |
| 5 | Total marks |  | 100 |
| 6 | TOTAL CARRY MARK |  | 15% |

Clear e-commerce planning and design; suitable method used; functionalities of system, well written and good structure of the report, and punctuality of submission. Group cooperation and team work to complete this project is counted.

**Others:**

* Report should include all the stage of project.
* Provide interfaces according to the particular module/menu
* Includes screen shots of important menu in report
* Include the web analytics trend (or propose)
* Attached all your fact-findings result.
* The submissions are in hardcopy and softcopy.
* Use Visio tools to draw all the diagrams.
* References.
* Good team work is required.

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