BIT 5594 Web-Based Applications & Electronic Commerce
BIT 5594 – Group ICO Website

For Non-Blockchain Based Companies (See differences in line items highlighted in "RED."

Objectives of assignment:

- Demonstrate knowledge of principles outlined in this course (e.g. Lean Startup, blockchain)
- Display expertise of tools used to create a website (e.g. Wix, Wordpress)
- Research current methodologies/applications currently used in industry practices

Tips for success:

- Use a task tracking tool (e.g. Trello) to split up assignment and track progress.

Grading: Team deliverables will be evaluated against one another. The team delivering the best responses to each requirement below will receive the highest scores; all other teams will be graded against these top scores. For example, if basic requirements are met without much substance or insight, the team may receive a reduced score when compared to other team deliverables. If all teams fail to substantively meet a requirement, then all teams will receive reduced scores.

Assignment Requirement: Create a website meeting the requirements listed below. Teams, at a minimum, should have **eight (8) webpages, accompanied with well-conceived content**. If required content defined below is not located on its expected webpage, then this results in zero credit for applicable line item **even if the content exists elsewhere on site**.

NOTE: All requirements should be complete with aesthetic content. Incomplete content or incomplete formatting/appearance will result in partial credit. Unmet requirements will result in zero credit.

Examples:

- Explain each question response in detail. Limited/partial sentences/explanations will not receive full credit
- Images should be relevant and consistently formatted to receive full credit

Assignment check list

Requirement	Points	Complete (y/n)
General Requirements		
- ~~Create and purchase domain for company's fictitious name~~	~~1~~	
~~Create company logo: Place along header and add as favicon.~~	~~3~~	
- ~~UI – aesthetic appeal of site~~	~~5~~	
- ~~UX – ease of navigation/use and intuitiveness of site~~	~~3~~	
- ~~Link social media sites in footer~~	~~1~~	
"Home" Page		
- **Overview**: Overview of "sharing-economy" product/service including ICO details and ICO date	5	
- ~~**Call to Action**: include a call to action feature (e.g. "Click Here," "Learn More," "Sign Up" buttons, etc.)~~	~~1~~	
- **How it works**: Describe the stages of funding required to raise the necessary capital to launch this venture. Provide a visual (e.g. diagram) and qualitative description.	5	
- **Expected Growth**: Visually show the expected growth of company valuation (min of 3 years) and explain reasons for growth expectations using industry research. (Provide data visualization such as line graph, bar chart, pie chart, heat map, etc.)	5	
- **Roadmap:** Explain the planned initial steps of the company with quarterly milestones through Q4 2019. Provide a visual (e.g. diagram) and qualitative description.	5	
"About Us" Page		
- **The Company**: Describe the company's mission and culture	5	
- ~~**The Team**: Introduce the team including roles and background.~~	~~3~~	
- ~~**Advisors**: Describe anticipated advisor roles needed and list names~~ and credentials for each advisor. (Do not use names of real life businessmen or celebrities. Create fictitious names and backgrounds).	~~5~~	
- ~~**Partners**: List potential companies with whom to partner and~~ explain why these partnerships are required.	~~4~~	

- **Light Paper:** Create and upload (as a PDF) a light paper on Lean Startup. Include the following information in the Light Paper:
   o **Hypotheses:** List and explain fundamental business hypotheses (aka leap-of-faith assumptions)
   o **MVP:** Detail the minimal viable product (MVP) that will test the fundamental business hypotheses
   o **Metrics:** Explain 4 metrics that will be used for validated learning. What is the pivot/persevere thresholds for each metric?
	20	

o **Genchi Gembutsu:** What are 3 ways you can "Go and see for yourself" and obtain deep firsthand knowledge about your product/service, your processes, your customers, or your customers' perception of your product/service? Explain why the knowledge you seek firsthand may improve your business and how?		
o **Innovation Accounting:** Explain milestones (should relate to Roadmap presented on website) and criteria/metrics used to measure progress against milestones.		
o **Insights/Innovation:** Research adaptations of the Lean Startup and create an expansion/modification the company would like to try in the future. Why and how will the change improve the Lean Startup methodology for your companies benefit?		
"Blog" Page		
- ~~**Blog #1:** What are the largest security risks to your company's~~ product/service?	~~10~~	Structure there, need data
- ~~**Blog #2:** What is the greatest challenge to scaling your business and~~ onboarding new clients/customers?	~~10~~	
- ~~**Blog #3:** How will the industry in which you propose your "sharing-~~ economy" solution perform better after implementation and why?	~~10~~	
- ~~**Blog #4:** What is the most efficient/effective way to transition an~~ established non-blockchain solution to blockchain? Provide a description of this transition process. (Relevant to non-blockchain or blockchain based companies.)	10	
"Support" Page		
- ~~**Contact form/information**~~	1	
- **FAQ:** Create 10 questions and answers to anticipated questions from customers/clients.	5	Structure there, need data
- ~~**Terms and Conditions:** Disclaim your website as a fictitious~~ site/concept for an educational assignment. Include generic language from terms and conditions templates/examples.	1	
- ~~**Privacy Policy:** Describe the company's privacy policy (use~~ templates or boilerplate language).	1	
"Career Opportunities" Page		
- ~~**Jobs opportunities available:** Create four (4) job requisitions~~ including the following: o Job Description o Experience requirements o Timeline for hiring resource (e.g. immediate, 3 months, 3 years) and explain reasoning for the timeline o Salary range	~~6~~	Structure there, need data Add more details popup

- ~~**Benefits:** Outline the company benefits.~~	2	
"Members" Page		
- ~~Create a member's only page that requires login credentials~~	3	
- ~~Email Nick Brown (nichb15@vt.edu) test credentials to access~~ members only page.	1	
"E-commerce" Page		

- Use an e-commerce app/plugin to sell a product or products on the website. Include:
  o Product Title
  o Product Description
  o Relevant image/video
  o Price
	14	

- ~~Accept 1 type of payment (e.g. Cash in person **DO NOT** accept~~ credit/debt cards)	1	
"Apps" Page		
- ~~**Google Analytics:** Set up Simple Google Analytics for website.~~ Include a screenshot of the Google Analytics ID as an image onto the Apps Page.	1	
- ~~**SEO:** Set up SEO tool (e.g. SEO Wiz) and show all green ratings (e.g.~~ 5 keywords rated green and all SEO Wiz plan checklist items complete) for at least **THREE (3) webpages**. Add screenshots of ratings to "Apps" Page.	3	

Group ICO Website – Help

Wix help - https://support.wix.com/en/

Wordpress help - https://en.support.wordpress.com/