

## BIT 5594 Web-Based Applications & Electronic Commerce Fall 2021

### BIT 5594 – Group Final Project: E-commerce Website Build

**GROUP ASSIGNMENT: Group size is 4 group members total** – This must be the same group as Assignment 3

**Requirement – Build an E-commerce website (free options are okay) that**

- Is developed using Scrum methodology
- And meets the following criteria

#### “Home” Page

- **Overview:** Overview of product/service
- **Call to Action:** include a call to action feature (e.g. “Click Here,” “Learn More,” “Sign Up” buttons, etc. )
- **How it works:** Explain how the ecommerce solution/business works – e.g. the purchasing process or customer experience
- **Roadmap:** forecast major milestones for the first 3 years of the company (product development/launch, marketing, growth projections, etc.)

#### “About Us” Page

- **The Company:** Describe the company’s mission and culture
- **The Team:** Introduce the team including roles and background.
- **Advisors:** Describe anticipated advisor roles needed and list names and credentials for each advisor.
- **Partners:** List potential companies with whom to partner and explain why these partnerships are required.

#### “Blog” Page

- **Blog #1:** What processes/concepts from The Lean Startup benefit your ecommerce solution/business, and details of why it’s being used?
- **Blog #2:** Detailed Technology use for ecommerce solution – How does your product/service or business use the Technology and why?
- **Blog #3:** What additional technology are you currently or planning on incorporating into the business/service/product?
- **Blog #4:** What plugin(s) would help your website/business and why? This can be a WordPress or Ecwid or some other plugin. **No need to purchase or install the plugin** – research only.

#### “Support” Page

- **FAQ:** questions and answers to anticipated questions from customers/clients.
- **Terms and Conditions:** Disclaim your website as a fictitious site/concept for an educational assignment (unless you’re launching an actual business/service). Include generic language from terms and conditions templates/examples.

- <b>Privacy Policy:</b> Describe the company's privacy policy (use templates or boilerplate language).
<b>"Career Opportunities" Page</b>
- <b>Jobs opportunities available:</b> Create four (4) job requisitions including the following: <ul style="list-style-type: none"> <li>o Job Description</li> <li>o Experience requirements</li> <li>o Timeline for hiring resource (e.g. immediate, 3 months, 3 years) and explain reasoning for the timeline</li> <li>o Salary range</li> </ul>
- <b>Benefits:</b> Outline the benefits of working for the company
<b>"Business Plan" Page</b>
- <b>Product/Service</b> – Description, Problem/Solution, Pricing, etc.
- <b>Marketing Plan</b> – Target Customer, Competitors, Positioning/Niche, etc.
- <b>Operations</b> – Production, Quality, Inventory/Suppliers, etc.
- <b>Financials</b> – Start-up Expenses, Financial Plan, etc.
<b>"E-commerce" Page</b> – <b>Create an Ecwid store</b> (Ecwid Instant Site) and link page to the site
- <b>Use an e-commerce app/plugin</b> to sell a product(s) or service(s) on (or linked to) the website. Include: <ul style="list-style-type: none"> <li>o Product Title</li> <li>o Product Description</li> <li>o Relevant image/video</li> <li>o Price</li> </ul>
- Cart and Checkout pages (no need to accept credit cards)

**SUBMISSION FORMAT:** publish site and post URL on Canvas Final Project Assignment  
– all group members should submit a URL (probably the same URL)

**NOTE:** It's okay to use research/info from individual assignments, but any existing work should be expanded on for this final submission.

**WordPress Help** - <https://wordpress.com/learn/>

**WIX Help** - <https://support.wix.com/en/>

**Ecwid Help** - <https://support.ecwid.com/hc/en-us>