

University of London International Programmes
CO3323 Electronic commerce
2016–2017

Coursework assignment 1

You should answer **all** questions.

Please submit **one** pdf document that is named using the following naming convention:

FamilyName_SRN_COxxxxcw#.pdf (e.g. Zuckerberg_920000000_CO3323cw1.pdf)

- **FamilyName** is your family name (also known as last name or surname) as it appears in your student record (check your student portal)
- **SRN** is your Student Reference Number, for example 920000000
- **COXXXX** is the course number, for example CO3323, and
- **cw#** is either cw1 (coursework 1) or cw2 (coursework 2).

Developing an e-commerce mobile application

Introduction and background

The world of mobile technology is ever evolving, and it is becoming more competitive by the day. Companies such as Apple and Samsung are producing ever more sophisticated smart phones, smart watches and devices to support the 'internet of things'. These products often use e-commerce applications to provide users with services.

This coursework assignment introduces students to some issues surrounding designing and building mobile applications. The coursework assignment is designed to allow you to explore many of the major decisions and issues concerned with proposing a new e-commerce mobile application.

Specifically, this coursework assignment will test your understanding of the fundamental components required to establish a mobile e-commerce presence and how such technologies can be exploited to establish effective online, long-term, relationships between businesses and their customers.

Learning outcomes

The completion of this coursework assignment will allow you to gain an understanding of the following:

- How to recall the key facts covered to date within the course.
- How to author and present a coherent business proposal on how to establish an internet presence.
- How to design an infrastructure for a mobile e-commerce application.

Instructions

You work for a senior consultancy specialising in providing e-commerce solutions for traditional companies. You have been asked to specify and design a mobile application for an e-commerce business of your choice. The application should exploit the location based-services of GPS that are available as a result of it running on a mobile application.

1. Describe what your idea is and then write a vision statement that includes the following.

1. Mission statement
2. Target audience
3. Intended market space
4. Strategic analysis
5. Development timeline
6. Preliminary budget.

[20 marks]

2. Detail your proposal of a business model and revenue model

Describe how your business model works and the revenue model it will be based on.

In your description, you must compare and contrast your chosen business model with two alternative business models.

When detailing your revenue model, detail how it might evolve into two other models if it is not initially successful.

[20 marks]

3. Target audience analysis

Describe your chosen target audience for your mobile application in terms of demographics; such as gender, income, location, behaviour patterns (lifestyle), consumption patterns (purchasing habits), digital usage patterns and buyer personas.

[20 marks]

4. Market analysis

Provide a detailed SWOT analysis of your chosen application in relation to the current market alternatives and the market place in general. Your SWOT analysis should look specifically at your proposals' strengths, weaknesses, opportunities and threats. You must consider all issues systematically. Firstly, look into the e-commerce proposal and identify its strengths and weaknesses; then provide a review of the environment by identifying potential future opportunities and threats.

[20 marks]

5. High-level design

To illustrate what users will see and how they will interact with your design, draw a set of user interfaces that illustrates how they would look and how they are interconnected.

[20 marks]

Total [100 marks]

[END OF COURSEWORK ASSIGNMENT 1]