

University of London International Programmes
CO3323 Electronic commerce
2015–16

Coursework assignment 1

You should answer **all** questions.

Please submit **one** pdf document, which is named using the following convention:

FamilyName_SRN_COxxxxcw#.pdf (e.g. Zuckerberg_920000000_CO3323cw2.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 CO1108, and
- **cw#** is either cw1 (coursework 1) or cw2 (coursework 2).

Introduction and background

The 21st century has witnessed a major technological shift: from the use of desk-based PCs to the rapidly increasing use of smartphones, which individuals use to access web-based information and commercial services from multiple locations. This shift poses many challenges to today's businesses, as well as many opportunities. Ideas are being developed which are trying to capitalise on the prospects these new technologies and practices advocate, in ways that gain a commercial advantage over their competitors.

Therefore, future generations of businesses need to understand the crucial aspects of these technological opportunities in order to benefit from their development. Feature sets such as location-based services, websites developed or adapted specifically for mobile phones, and advertising offers pushed to users' devices are exciting new fields for designers and implementers of e-commerce and m-commerce to explore.

For Coursework assignment 1 below, you are required to analyse a case study, and then create a proposal for a new company. Additionally, you will have to produce designs for a new mobile application for that business, including specifications of its associated feature set.

Case study

As the economy continues to gain slow but increasing confidence, particular industries which are considered to be non-essential and somewhat luxury, such as the dry cleaning business, begin to revive. There are estimated to be 40,000 individual dry cleaning companies in the UK. Some are established firms with many branches, such as Sketchleys; many are independent companies with one local branch. Many dry cleaners offer a 'pick up and deliver' service as well as the usual over-the-counter one. Some offer other facilities such as alterations and shoe mending.

Each company has a different virtual existence. Some have their own websites with each of their offers clearly stated, and deliveries can be booked cybernetically. Others have no website at all, and rely on their physical presence in the high street, as well as advertising promotions, to alert potential customers to their offers. Specific m-commerce applications are rare.

The industry is in dire need of a new business which designs, builds and runs a successful m-commerce application that provides a showroom for dry cleaning companies large and

small. It needs to serve several key challenges to the industry. Location-based services are easily exploitable in this area. A customer might want to browse a digital catalogue model within the application in order to see where their nearest dry cleaners are; understand what services they provide; whether they pick up and deliver clothes and/or shoes; read reviews of varying businesses; and even learn a little about what goes on behind the scenes of the mysterious ways delicate clothes are chemically treated when cleaning. At all times, the mobile application will need to be able to offer diverse commercial transactions to its end-use customers from a variety of different businesses.

Challenges to this business include embracing the varieties of services that are offered to end-use customers, as well as the great multiplicity of businesses offering their amenities, large and small. Additionally, capitalising on this content financially will be the biggest challenge to any project hoping to operate in this area. Getting a large range of different companies to use the same revenue model will be a key to its success.

Part 1

Utilising the knowledge you have gained during your course, create a proposal for a new m-commerce business for dry cleaning services. Included in your business proposal should be the following:

1. The motivations you have for creating the new business, and the competitive advantages you believe it will have.
2. Detail of the revenue model, how it will work, and what the major costs are for your company.
3. How you identify potential customers via the market segmentation process.
4. A description of the m-commerce service, and the feature set it will offer customers.
5. How the proposed m-commerce service attends to the requirements from customers to assess the range of dry cleaners and the services they offer.

[50 marks]

Part 2

Part 2 requires you to present a design for a mobile application for the new company you have proposed in Part 1. Your design proposal must feature the following items:

1. To illustrate the interactive environment for users of the app, create a set of user interfaces and a network diagram that illustrates how they are connected. You must include designs which set out the following features: a search facility, an interactive catalogue, user accounts management and a user forum.
2. For the mobile application you are designing, propose 10 'sticky' facilities, and explain how each of these attributes will encourage mobile users to use – and regularly re-use – the mobile application.
3. To clearly identify all the interactions that can be made within your design, create a set of UML use-case diagrams. These should describe how – and from where within the user interface – users would interact with your proposed service.

[50 marks]

[Total 100 marks]

[END OF COURSEWORK ASSIGNMENT 1]