**Assessments and marking criteria**

**300/303COM Detailed project proposal**

The objective of the detail project proposal is to help you refine your general research question down to a well-focused and achievable piece of practical research work.

The first section: “Defining your research project” focuses on your research question and the plan for conducting your primary method. The second section: “Abstract and Literature Review” is to help you identify current academic sources of literature that are highly relevant to your project and to help you get a head-start in producing your literature review.

Your detailed project proposal will be graded in the second semester – however, it is highly recommended that you submit it as soon as possible in order to obtain detailed supervisor feedback on your project.

There is no suggested word length for the detailed proposal – although 2000 words would be in order.

The Detailed Project Proposal is worth 20% of the project mark.

**300/303COM Detailed Project Proposal**

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| First Name: |  |
| Last Name: |  |
| Student Number: |  |
| Supervisor: |  |

## Section one: Defining your research Project

**1.1 Detailed research question**

**Help:** Your detailed research question is the statement of a problem within the computing domain which you will address in your project. Refining the research question involves narrowing down an initial question until it is answerable using a primary research method(s) that you will conduct during the time of your project. The refined research question must not be so general that it is answerable with a yes or no answer. It must not be so broad that you would be unable to achieve a solution during your project. The key to this is BEING SPECIFIC: Narrow down the method or technology you will use, narrow down the group that the question refers to (localize a general question) If the project is still ‘too big’, can you think of a way to work on a part of the problem? Avoid using words that cannot be measured, by you, without a huge research budget e.g. 'effects on society', 'effects on business'. *Example:* The initial question "Does cloud computing effect business" needs narrowing down *(for a start the answer is yes) W*hat is meant by cloud computing? Or 'effect'? Or 'business', in this question? Refining this first question will involve narrowing it down to something you, personally, can measure. A refined version of this question might be: "Does implementing a cloud based voting system improve the speed of decision making in a small company in Coventry?" This refined question is implementable: You can now identify a small company to work with, document their current decision making processes, implement a cloud based voting system, compare decision making speeds over a limited time period (say 1 month) and evaluate your findings. *A small piece of genuinely new knowledge is produced.*

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| E-commerce platform lacking of both realistic for the goods presentation |

**1.2 Keywords**

**Help:** Include up to 6 keywords separated by a semi-colon; what keywords are appropriate to describe your project in an online database like Google Scholar? Keywords should include the general research area and the specific technologies you will be working with. *Example.* A project that proposes a novel way of visualising large amounts of twitter feed data may have the keywords: Data visualisation; twitter; hashtags; database design; graphics libraries. For further help, take a look at the ACM keywords list http://www.computer.org/portal/web/publications/acmtaxonomy

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| 3D model , Ecommerce platforms , Friendly interaction with user, Realistic |

**1.3 Project title**

**Help:** The project title is a statement based on your detailed research question. For example, the research question *'to what extent does a mobile application reduce the number of errors made in class registers at Coventry University in comparison to current paper based registers'* may be stated in the project title*: "A Wi-Fi driven mobile application for large group registers using iBeacons".*

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| 3D Ecommerce Platforms |

**1.4 Client, Audience and Motivation:**

**Help:** Why is this project important? To whom is this project important? A research project must address a research question that generates a small piece of new knowledge. This new knowledge must be important to a named group or to a specific client (such as a company, an academic audience, policy makers, people with disabilities) to make it worthwhile carrying out. This is the ***motivation*** for your project. In this section you should address who will benefit from your findings and how they will benefit. Example: If you intend to demonstrate that a mobile application that automates class registers at Coventry University will be more efficient than paper based registers - the group who would be interested in knowing/applying these findings would be both academic and administrative staff at Coventry University and they would benefit by time saved and a reduction in their administrative workload. If you are making a business case for an organization explain how the organisation will benefit from your findings.

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| **Consumer , Company for Ecommerce Store,** |

**1.5 Primary Research Plan**

**Help:** This is the plan as to how you will go about answering your detailed research question - It must include a primary research method (an extended literature review is not an acceptable primary method). Think and plan logically. Primary methods may include experiments, applications or software demonstrators, process models, surveys, analysis of generated data …  
  
Example: In the class register example above "to what extent does a mobile application reduce the number of errors made in class registers at Coventry University in comparison to current paper based registers" - the research plan may involve: 1) Collecting and analysing paper based registers in a given class on five occasions. 2) Identifying the error rate average on these occasions 3) Designing and implementing a mobile application that automatically records attendance in class. 4) Deploying the application in the class on five occasions. 5) Identifying the error rate average of the mobile application on these occasions. 6) Comparison of data and summary of findings.

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This is the end of section one.

## Section Two: abstract and Literature review

**2.1 Abstract**

**Help:** An abstract is a short summary of a research project that enables other researchers to know if your report or research paper is relevant to them without reading the whole report. It is usually written retrospectively so that it can include findings and results. It is fully expected that you will rewrite your abstract when you come to write your final paper. For now, you should write an abstract of about 250 words that define the project described in section one. Before writing your abstract you MUST read some abstracts from conference or journal papers on *Google Scholar* or from *portal.acm.org* (to understand their style) and then provide your own abstract that outlines what your question is and what you 'did' to answer it.

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| **E-commerce is an increasingly important channel for retail commerce and commercial transactions. In order to solve the problem of lack of authenticity and humanized interaction in the product display of traditional e-commerce websites, displaying products in a 3D environment and applying 3D retrieval tools are very useful in e-commerce systems. This article takes 3D e-commerce shopping as the framework, and introduces 3D demonstration 3D technology and 3D model retrieval tools into e-commerce websites. In this 3D e-commerce shopping framework, customers can retrieve the product model of interest in the X3D-based 3D display subsystem and obtain 3D information about the product.** |

**2.2 Initial/Mini Literature Review (500 words – 750 words)**

**Help:** A literature review is a select analysis of current existing research which is relevant to your topic, showing how it relates to your investigation. It explains and justifies how your investigation may help answer some of the questions or gaps in this area of research. A literature review is not a straightforward summary of everything you have read on the topic and it is not a chronological description of what was discovered in your field. Use your literature review to:

• compare and contrast different authors' views on an issue  
• criticise aspects of methodology, note areas in which authors are in disagreement  
• highlight exemplary studies  
• highlight gaps in research  
• show how your study relates to previous studies

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**2.3 Bibliography (key texts for your literature review)**

**Help:** Please provide references, in correct Harvard style, for at least three key texts that have informed your literature review. If you are implementing an application, select texts which demonstrate how other researchers have tackled similar implementations? The references should be recent and sufficiently technical or academic. Your markers will be looking for you to identify technical reports, conference papers, journal papers, and recent text books. Avoid *Wikipedia* entries, newspaper reports that do not cite sources, and general or introductory texts.

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This is the end of SECTION TWO

Detailed Project Proposal Grading Form

**The grade sheets for marking the 300COM / 303COM Detailed project proposal are attached on the next page.**

**Grading Notes:**

The proposal is marked out of 20 divided into 10 marks for the quality***, achievability and level of challenge demonstrated by the student's research question and proposed primary method* of solution generation** and 10 marks for the ***thoroughness of the proposa***l.

Modal grading: In awarding marks please consider the following modal template:

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|  | **Research question and primary research method in relation to learning outcomes** | **Thoroughness of the proposal.** |
| **>70%** | A well-considered project proposal that fully satisfies the Learning outcomes for which there is a succinct and focused aim with an associated project  A question or hypothesis that is well above norm for final-year undergraduate project level (approaching Masters level for >80%);  The project involves improving or developing a complex programme, tool, application or the enhancement of a theory or methodology or their application in a new context.  The project demonstrates a high degree of innovation and creativity | All fields completed demonstrating a clear blueprint for the research process and includes the necessary information with respect to the research question.  Research methods are well-considered with clear reasoning for choice of those methods over others;  A clear justification of the need for the project in relation to client or audience.  Projects proposals involving 'business case' reports clearly identify the organisation involved and consider how the case will be evaluated.  A sound grasp of the means of evidence by which the conduct and management of the project may be judged. |
| **Threshold (40%)** | A proposal that identifies an activity with some consideration of a broader context.  A research question which lacks enough substance, context and scope to allow for depth of analysis, but which is marginally acceptable against a threshold for final year undergraduate projects;  A primary method(s) which only just relates to the production of an appropriate solution to the research question. | Completion of sections is cursory or minimal with some cohesiveness and contextualisation.  Sections demonstrate some understanding of the research process involved which loosely links with idea outlined (key question, method, audience);  Research methods are discussed but demonstrate little consideration as to whether they are the most appropriate and lack refinement and further detail.  Identification of some methods of evidence for conduct and management of the project but unclear thinking about planning for reflection or accounting for conduct. |

**Commentary and feedback:**

Please provide the student with commentary and feedback in the three critical areas that will help them to improve the quality, relevance and scientific validity of their project,