



**UNIVERSITY  
of  
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**COMP1682-Proposal**

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**Project: E-commerce website for buying and selling seafood.**

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## 1 Introduction.

The explosive growth of technology has changed society dramatically. Although there have been countless examples where technology has changed our lives. But some areas are considered to be revolutionary such as internet, AI, network. Technology is of particular importance in our lives. Without advancements in technology, our lives would not have been simpler and faster. Users can now easily connect with their friends, family or loved ones who are on the other side of the world. With the use of internet, computers and with just one click, they can talk to them directly. More than just providing information and the environment for everyone to communicate.

According to (Vafopoulos, 2011) Today 2 trillion user's worldwide use the internet, and they visit trillions of websites to find information and buy and sell products. They spend 700 million minutes a month on Facebook and order on Amazon 73 items per second. So, website is almost playing an extremely important role for the world trade. The website is also an e-commerce marketplace that allows the interaction, purchase, and sale of goods from two sides between customers and suppliers. Vendors can take advantage of the website to promote and sell their products. And customers also get the benefit that they can buy from anywhere and by any payment method. Get the ideas from how to quickly transport seafood goods to consumers in big cities. The idea of building an e-commerce website allowing users and suppliers to buy and sell seafood products was born called the CiLi website. No matter where users live, they will buy, sell and exchange easily. The website is built using the most advanced technology and method available today to ensure that the website delivers optimal user experience, and features that solve the problem of buying and selling seafood online.

- Key parse: Business Intelligent, E-commerce Website, Chatbot, Artificial intelligence, Data Analysis, Big Data, Global Economy.

## 2 Aim

The project is made to build and design a website with a full range of convenient features to bring the optimal usage experience and buying method to consumers and allows users to exchange and buy and sell seafood conveniently anywhere in Vietnam.

## 3 Objectives.

There are five main Objectives outlined and implemented for the project. They are the steps that will be taken to achieve the aim.

### 3.1 Objective 1

Background research on E-Commerce website technology in September.

#### 3.1.1 Activities

- Carry out research about E-Commerce website through articles, books, previous, and refer shopping websites available on the social network in one week.
- Analysis of the requirements of the E-Commerce websites project.
- Do research about how-to building e-commerce website with best current technology such as: angular, java, .net.

#### 3.1.2 Deliverables

- Understand the market E-Commerce website and its advantages and disadvantages.
- Get knowledge of domain of E-Commerce websites.
- Determine which methods will best fulfill the project's requirements and functions.

### 3.2 Object 2

Investigate new quality, new technology has applied to the E-Commerce website or gaining recognition for the website's quality standards by tutor.

#### 3.2.1 Activities.

- E-Commerce website development according to the architecture and model of building and developing software.
- Investigate a new approach that will improve the shipping of goods when the user orders
- Implement more features that are currently trending such as providing electronic invoices when buying, predicting hot product results, advertisement, etc.

#### 3.2.2 Deliverables.

- Complete all the requirements of the project and ensure the website operates stably.
- Design approval and features from my stakeholders.
- The program provides smart features and eye-catching interface.

### 3.3 Object 3

Customer satisfaction when using E-Commerce website.

#### 3.3.1 Activities.

- Research and implement methods for faster delivery (Business Intelligent).
- Deploying construction allows customers to pay by many different methods.
- Provide a route for customers if they want to buy directly.
- Support user product reviews and vendors

### 3.3.2 Deliverables.

- Provides a full range of features and support of a professional E-Commerce website.
- Improving customer satisfaction.

## 3.4 Object 4

The E-Commerce website performance can be achieved with the best possible quality.

### 3.4.1 Activities.

- Perform test case to evaluate performance of E-Commerce website.
- Compare performance with another website.

### 3.4.2 Deliverables.

- Evaluation of the system.

## 3.5 Object 5

Evaluation the security of the application against user information and system data

### 3.5.1 Activities

- Describes the privacy policy document of a seafood marketplace.
- Testing and search for vulnerabilities of the seafood trading website.
- Proposing solutions for seafood suppliers and seafood consumers.

### 3.5.2 Deliverables.

- Document privacy policy of the seafood buying and selling website.
- Solution to overcome when security problems occur.

## 4 Legal, Social, Ethical and Professional.

Legal, Social, Ethical and Professional are important components to developing a website or any technology related project. Professional helps developer to train professional attitudes towards applying technology to develop seafood shopping websites. Legal provides legal information related to the project. And Ethical and Social deal ensures users' awareness of the website about ethical and social issues.

### 4.1 Legal Requirement for Websites.

Before conducting legal research on my project. The first thing we need to determine is what IT legal is and what role it is for my project.

According to (Legal-Resources, 2020) information technology Law provides the legal framework to operate and manage electronic information securely. By structuring legal to maximize the economic and rights interests of the customer while ensuring regulatory compliance. It forces all users to comply. If there is anything that violates legal provisions

during use. Legal authorities will help to resolve conflicts from stakeholders, the problems that harm people by litigation or mediation. Above is some of legal of my project.

- Software licensing

In my project the first issue that is addressed is the Software licensing issues. My software must ensure and adhere to the functional content, and only publish and release information and content previously licensed that the site offers is the purchase and sale of seafood. The website is not allowed to conduct other purchases and sales such as the sale of human organs and the sale of children. The website must guarantee to be responsible for terms relating to the performance, installation and troubleshooting for the user and the provider when error occurs.

- Domain licensing

Domain licensing issue is playing an import in legal. The domain name of the product must be in accordance with the regulations. For example, I put my website name: "seafoodVN.com" It must ensure that the domain name is not owned by third parties or intellectual property of others. And especially, the domain name cannot be the same as the existing domain name.

- Intellectual Property

The entire concept and implementation of the seafood trading website project is not copied or copied from any source. This will violate Intellectual Property Law.

- Privacy and data security

Website does not secure information of customers, suppliers and employees is one of the problems causing many lawsuits occurring in the information technology sector. E-commerce websites are also one of the targets that hackers are targeting. That is why my project must ensure that the confidentiality of customers and suppliers is secure. Such as all information left by seafood buyers and suppliers on my website must be kept confidential in accordance with the original regulations.

Specially to ensure transactions are real and ensure no fraud, our project cares about e-commerce sales. Login information before buying is a condition that requires users to accept and be legally responsible for the problems they have done at the website (Miller, 2008).

## 4.2 Social and Ethical.

### **Social**

According to (Luppigini, 2010) social problems arise from the use of technology in all areas of our lives. Especially in using the internet to access websites users not only face to virus and malware, they are also affected by social behaviors. It's leading to privacy and user personalities are reduced by the unintentional actions of others. To reduce the user's

social behaviors that affect the quality of the website. Projects that have issued the following behavior are not allowed.

- Other cultures currently have a strong presence and influence how facets are sold. Therefore, the website is not allowed to sell items that interfere with their beliefs. For example, users are not allowed to sell blue whales in Vietnam because many places in Vietnam worship this fish.
- Product images for sale must match the item posted for sale. Users may not post items with images that are pornographic.
- Online bullying is also an issue that the website focuses on So, the website need prevent bad guys from posting false information that makes the community lose trust to use a seafood item or a seafood supplier on the website.
- The website sometimes has false information posted that has not been checked. Therefore, providing false information from the website about seafood products and suppliers to social networking sites such as Facebook and twitter will have a great impact on society and user confidence for the website. Therefore, the website needs to remove false information as quickly as possible and prevent users from providing such information on social networking sites.

### **Ethical**

According to (Kiran, 2014, p. 266) ethics is a term used to refer to established social ethical concepts or norms, it is the principles for determining the right or wrong behavior of individuals. That so, the Computer Ethics Institute has provided 10 things of Computer Ethics for both individuals and society because we create opportunities for strong social change.

In my project, the ethical issues also revolve around these ten commandments:

- Suppliers may not post fake seafood sales information. The information posted and delivered products are different.
- The user is not allowed to rate false information or misjudge the product, which will undermine the supplier's reputation with the customer.
- Website administrators are not allowed to access the personal information of the providers page to change information or steal information.
- Users and admin are not allowed to access another person's account without their permission. It is unethical to attempt to bypass this authorization system and hack a system to circumvent and bypass authorization.
- The seafood trade marketplace website is made by me. The program warrants not to copy another's program without proper permission. If there is any copy reproduction it would be ethical of about intellectual output.

- Developer must not crack the paid software or use the paid software during the project implementation that they do not pay.

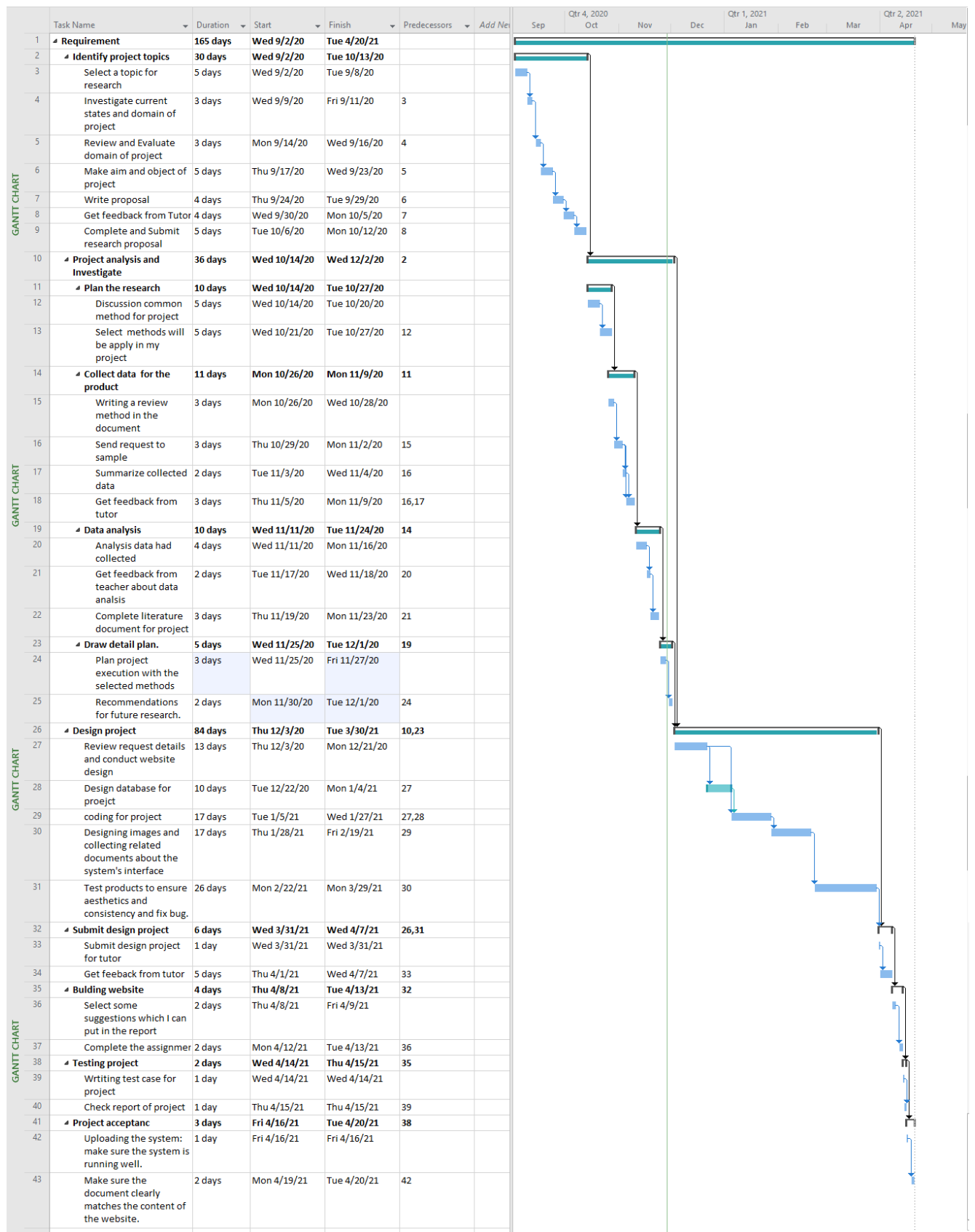
#### 4.3 Professional.

According to (Ahmad, 2015) professionalism is considered to behave in a manner consistent with and adhere to accepted principles and practices. Professionalism is considered to behave in a manner consistent with and adhere to accepted principles and practices. Organizations or individuals implementing their projects, products are highly professional, that brings reputation, ethical behavior and added value to any organization or individual.

In my project, to ensure the professionalism of the project, project implementer must comply with a number of qualities that describe a professional. I need to responsible and trust the project implementation schedule to be completed within the set time frame without any unauthorized copying. The project must be kept confidential until it is completed. Besides, the software development life cycle is also one of the most important factors, it determines the implementation of the software, it helps the software implementers better control their projects through a given model determined. In general, the 3 most popular software development models are: Waterfall model, V-model, Agile model (Scrum method). And I will choose a model and use it in my project. During the coding process to build the project, developers need to follow the coding convention to ensure that the source code is clean and easy to operate. Data from test users' needs to be processed and analyzed through well-known data analysis methods. Consistency of application execution should be ensured throughout the project implementation.



## 5 Plan.



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