

CS4753 Class Project

Part 4

Issued: November 17, 2014

Due: December 5, 2014

I. Intro

In our UVa CS4753 class, we are exploring the process of creating an e-commerce business. That includes several non-technical (branding, financial and marketing) and technical (requirements, development and scalability) stages. The class project is comprised of 4 parts. In **part 1 (15% of project)** you have to develop a problem statement and a brand image with an identity statement, logo, company vision and a hi-fi wireframe. **Part 2 (20% of project)** includes a business plan (scope, staffing, costs, timeframes, impacts and benefits), existing and desired customer behavior, and product roadmap. For **part 3 (20% of project)** - product features, scenarios, action triggers and use cases with corresponding technologies and reasoning for their choices (comprehensive technical explanations). And lastly, in **part 4 (45% of project)** - an interactive prototype and scalability.

II. Teaming

Continue working in the same teams you worked with for Part 1, 2 and 3 unless another agreement has been made with Professor Weaver or Lia Besaleva.

III. Project requirements

In part 4 of this class project, an interactive prototype has to be created that represents the business idea described in your previous project parts. Your prototype can be created using any web framework, language or technology of your choice. It has to be an accurate representation of the frontend of your software. You will be submitting a video recording showing the usage of your prototype, as well as a copy of your code. **Part 4 will give you a maximum of 45 points.**

List of requirements for your prototype and report:

- 1)** A minimum of 10 interactive elements of at least 3 different kinds (clickable buttons, links, images, etc.) that behave as they would have on a fully functioning website/application. **[15 points]**
- 2)** A minimum of 5 different screens to which the users can navigate (e.g. front page, profile, shopping list, preferences, etc.) that represent at least **2** of the action triggers and 2 of the use cases described by your team in Part 3. **[15 points]**
- 3)** Some visual representation of a monetization strategy (e.g. side-panel ads, selling products/services,

membership fee, etc.) [5 points]

4) Short report, of a minimum of 3 pages, describing how your software and business model will provide scalable solutions in the case of exponential growth of your business. Include reasoning for the type of technologies that you have used for your project so far, and that you are planning to use in the case of growing out your business. [10 points]

IV. Submission requirements

It is enough for **one** person per team to make a submission via Collab. **Submit a short video** (no longer than 7 minutes) that shows the usage of the prototype. Your video has to show all required elements and screens. Additionally, **submit a copy of your code and your short report** from point 4) in section III.

REMEMBER! In this class we expect you to develop a prototype, not a fully functional website. Yet, the list of **technologies used** should represent the technologies you would have chosen to use in the case of developing a **real website**. Those are not the technologies you would have necessarily used to develop your prototype.

Make your reports professional, clean and visual. Think of them as a technical report to a business partner or a team of developers. Your reports will be held to high standards.

If you need help in preparing your report contact your class TA - Lia Besaleva via email: besaleva@virginia.edu. **ALWAYS add subject title: "CS4753 - Your name"!**