Introduction to Assignment

In this course, you have been learning the skills required to understand e-commerce theories and systems from the viewpoint of a business professional. This assignment provides you with the opportunity to exercise abilities.

Assignment Learning Objectives

- Demonstrate an understanding of how to design e-commerce websites which are so essential to many businesses today.

- Illustrate that you understand how to define a set of ecommerce features and propose a new system to a business in terms of technical and a business perspectives.

- Demonstrate your understanding of IT infrastructures and revenue models for generating funds and profits of online businesses.

Reading for Assignment

You should read the case study supplied and chapters 1 to 8 of the course recommended text before completing this assignment.

Marks for Assignment

You can obtain a maximum of 100 marks for this assignment which requires you to design an e-commerce website and propose a unique feature set.
Case Study – WebNews

The Webnews is an online newspaper with a 10 year old history. It is well respected by all within the industry and its writers are considered some of the best in the business.

The managing editor of the WebNews is John Jones; a man of few words but great ideas and is a great believer in moving with the times. John has been investigating the possibility for WebNews to publish some or all of its News using Video online.

At present the WebNews covers all aspects of the news such as: Art, Current affairs, Sport, Politics, Education, Holidays, Entertainment and Lifestyle. They have traditional reporters who write articles and sometimes record audio interviews. The WebNews also has a large archive of photographs, and video covering its 10 year old history.

After several meetings and much thought John Jones has come to the conclusion that it would only be worthwhile creating a Video online version of WebNews with content which currently users do not have access too.

John Jones is also concerned that the video version of the site does not take to many readers away from the existing version which has a great deal of its advertising revenue based upon reader numbers.

The new site will have to be self supporting by generating its own revenue rather that taking advertising revenue from the existing version. Although John Jones knows that different revenue models exist online he is not sure which is most appropriate for the new video version.
Question

You have been hired by the WebNews as an E-commerce website expert to write up a design proposal for the video version of its online newspaper.

The design proposal should consist of the following information.

1) The Architectural design and diagrams for the website

2) Homepage design and a design for all other sections of the site and features

3) A description of 10 features unique to the video version

4) A proposal for a remote user submission system for the freelancers

5) A proposal for a revenue model that can generate revenue on a consistent basis and therefore support the new video version.

Your report should be about 2000 words long and can contain whatever additional information you feel is appropriate. This could include examples of other sites, explanations of feature sets and diagrams.

It is important that you show your complete understanding of e-commerce and how such e-commerce sites need to be deployed.
UNIVERSITY OF LONDON

DIPLOMA AND BSc IN COMPUTING AND RELATED SUBJECTS
FOR INTERNATIONAL PROGRAMMES STUDENTS

COURSEWORK SUBMISSION FORM

IMPORTANT, PLEASE NOTE:

You must complete this form in full and attach it to the coursework that is to be submitted to the University.

Full name: ..............................................................................................................................
(as it appears on your Registration Form)

Student number: ................................................................................................................

Unit title: ............................................................................................................................

Unit number: ....................................................................................................................

Assignment number: ........................................................................................................

DECLARATION

I declare that:
• I understand what is meant by plagiarism.
• I understand the implications of plagiarism.
• This assignment is all my own work and I have acknowledged any use of the published or unpublished works of other people.

Signature ................................................................. Date .................................
Before you submit your coursework to the University, have you:

☐ completed the title, unit number and assignment number on the submission form?

☐ signed and dated the Declaration?

☐ put your name and student number on every page?

☐ put the unit number, unit name and assignment number on every page?

☐ used more than one page? If so, have you securely stapled or tied the pages together?

☐ used a disk? If so, have you used a separate disk for each assignment? (Note: you should only use a disk if it is explicitly asked for in the assignment).

☐ labelled clearly and securely attached any disks?

☐ attached all parts of the coursework required (including the submission form)?

If you fail to do these things your coursework may not be accepted.

Please send all coursework to:
The Registration and Learning Resources Office
Room STG13
Stewart House
University of London
32 Russell Square
London WC1B 5DN
United Kingdom
Tel: +44 (0)20 7862 8326
Fax: +44 (0)20 7862 8329
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Reading for Assignment

You should read the case study supplied and chapters 1 to 10 of the course recommended text before completing this assignment.

Marks for Assignment

You can obtain a maximum of 100 marks for this assignment which requires you to design an e-commerce website and propose a unique feature set.
Case Study – ELines Electrical Business

Carrado Scimica is a local business man who runs an Electrical Shop in central London. Carrado Scimica’s shop sells Electronic equipment for homes and offices.

Most Stock is bought thorough national suppliers and a network of friends in the industry who he calls to see what stock they have. Carrado also uses the internet to look at stock on websites all over the world. Buying stock online can be difficult as it is hard to assess the quality of the goods offered. Buying stock online can also be risky, this is because it is difficult to tell if a electrical part is really genuine. However using search engines online to see who is offering stock round the world is now the only way to get real bargains. Sometimes Carrado Scimica goes to warehouses outside of London looking for spare parts and components offered at discounted prices.

Carrado Scimica is a good businessman and although he has only been using computers for two years is a great believer in moving on with the times. Carrado Scimica has been talking with his son who suggested that he created an online version of his shop to increase sales.

At present Carrado Scimica’s stock is limited by space available in the shop and if he had a larger shop or an online shop he would sell a wider collection of electrical components.

After several meetings and much thought Carrado Scimica has come to the conclusion that it would only be worthwhile creating an online version of the shop if it provided shoppers with facilities and stock which they do not currently have access too. The new site will have to be self supporting by generating its own revenue rather than taking business from the physical shop.
Question

You have been hired by the Carrado Scimica as an E-commerce website expert to write up a design proposal for the online version of his shop.

The design proposal should consist of the following information.

1) The Architectural design and diagrams for the website

2) Homepage design and a design for all other sections of the site and features

3) A description of 10 features unique to the online version

4) A proposal for a revenue model that can generate revenue on a consistent basis and therefore support the new online version.

Your report should be about 2000 words long and can contain whatever additional information you feel is appropriate. This could include examples of other sites, explanations of feature sets and diagrams.

It is important that you show your complete understanding of e-commerce and how such e-commerce sites need to be deployed.
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