

## **-Project- Designing website and seminar Presentation**

Based on the theoretical information you have learned in the course, design **an e-commerce website** or **an e-commerce mobile application** with your own idea.

By the end of the semester you will prepare a presentation that explain all the project work.

Project assignments will be done in groups. Groups were formed at the beginning of the semester during Tutorial classes.

### **Description:**

IS 232 project is a team work of 5 students, each team is supposed to build e-commerce site in one of the following subjects:

- ✓ **Spa.**
- ✓ **online learning**
- ✓ **job placement**
- ✓ **Medical machines.**
- ✓ **Flower and gift.**
- ✓ **Home Decorations**

**To register your project follow the link (Each student must register in her section)**

[https://docs.google.com/spreadsheets/d/1s\\_fblyn7mhNUzKi6EyHgGj7cPGYa9O85-M4o7oYYExM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1s_fblyn7mhNUzKi6EyHgGj7cPGYa9O85-M4o7oYYExM/edit?usp=sharing)

### **Instruction:**

**A. In your presentation you have to clarify the following:**

1. E-commerce sector of your website.
2. Your idea and vision.
3. Your Business Model
4. Business model key elements (as possible)
  - Customer Value proposition, Revenue model , Marketspace, Market opportunity, Competitive environment, Competitive advantage
5. Who and where is your target audience?
6. SWOT analysis
7. E-commerce presence map

8. Your firm value chain (your partners, suppliers, delivery firms and/or distributors)
9. Site design and implementation: How you build and host your website.
10. Electronic Commerce Payment Systems you use.
11. Used marketing and advertising strategies and tools.
12. Show your website (URL, main screens)
13. Your future plans/objectives for your business and website.
14. List all used references, your web site link, group names.

**B.** The group will be required to use visual presentation aids. The presentation will be rated on a number of factors, including depth of topic discussion, level of understanding exhibited, explanation clarity, presentation techniques ... etc .

**C.** The group has to give the Instructor a printed copy of the presentation material (with students' information written on the cover page) on week 11 during lecture time.

**D.** The seminar preparation and designing website load will be shared equally by ALL group members. Each member must share an equal load during the actual seminar presentation. Typically, a seminar presentation will be around 10-15 minutes duration .

### Note:

- You can use any website builder that can provide e-commerce website capability like : miiduu.com , wix.com , freewebstore ,weebly, Bigcommerce, and Shopify ..... etc

### Project Policies:

- Must write group names in your website
- Due Date week 11 (Saturday 31-Mar-2018 before 12 AM-Soft Copy)
- The number of projects for each subject is one for each section.
- Your project is **not** accepted after the due date.
- Each Group is expected to do their own Project. Otherwise, the penalty for cheating is a grade of **zero** and you will be referred to Disciplinary Committee.
- Team work is graded, i.e. if girls on the same group didn't cooperate with each other they lose that grade.