

E-commerce Technology and Applications

Group Project

In this group project, you are required to form a group (startup) with around 4 students to propose an e-commerce company and develop a prototype (e.g., for proof-of-concept).

With the aim of forming an e-commerce company/startup, your group should formulate a business idea/model using a C3 Model-Map and a Business Model Canvas. For example, you should outline the business idea/model using a C3 Model-Map first and then define the details using a Business Model Canvas. Each student should propose one business idea/model using a C3 Model-Map. The final business idea/model of your group can be chosen from the suggested business ideas/models or by consolidating them. Try to identify innovative and real customer needs especially unfulfilled customer needs. After formulating your business model, you should use Web programming techniques (e.g., HTML, CSS, JavaScript, React, Node.js etc.) to develop a basic prototype to demonstrate your business idea/model (e.g., key features). A short video demo (around 5 minutes) should be produced.

A group report (12 – 20+ pages) should be submitted. The suggested business idea/model of each student (i.e., C3 Model-Map) should be given in the Appendix. The contribution(s) and contribution percentage of each student should be provided clearly (e.g., in a table)

The grading scheme is outlined as follows:

- Business model (e.g., as reflected by the C3 Model-Map and Business Model Canvas): 15%
- Innovation and critical thinking (for both business and technical development): 15%
- E-commerce prototype: 15%
- Video demo: 10%
- Report and presentation: 15%
- Project management and teamwork: 10%
- Individual contribution (including your C3 Model-Map): 20%

Optional Part

In this optional part, you should use an e-commerce platform (e.g., Shopify) to set up an e-commerce website to further demonstrate your business idea/model. A short video demo (around 3 minutes) should be produced.

The above grading scheme is for the normal case (i.e., all team members have satisfactory participation). If a student is found to have unsatisfactory participation, he/she may be assessed as a special case.

If you use generative artificial intelligence for the group project, you should follow the 3R framework at <https://merlot.org/merlot/viewSite.htm?id=9166023>. Further information will be provided.

There will be meetings for feedback and continuous assessment purposes. The group presentations will be arranged in Week 13. Details will be provided later. The final group report should be submitted by 24 April 2024.

Rubric

	%	A+ (4.3) / A (4) / A- (3.7)	B+ (3.3) / B (3) / B- (2.7)	C+ (2.3) / C (2) / C- (1.7)	D+ (1.3) / D (1)	F (0)
Business Model	15%	Comprehensive and excellent business model with solid customer needs	Clear business model with minor deficiencies	Basic business model with room for improvement	Weak business model with major deficiencies	Unclear or incomplete business model
Innovation and critical thinking	15%	Excellent innovation and strong critical thinking with very well-thought elements and significant/ additional work	Good innovation and critical thinking with minor deficiencies	Basic innovation and critical thinking with room for improvement	Weak innovation and critical thinking with major deficiencies	Little innovation and critical thinking with many deficiencies
E-commerce website/prototype	15%	Outstanding website/prototype with comprehensive elements and significant/ additional work	Good website/prototype with minor deficiencies	Satisfactory website/prototype with room for improvement	Weak website/prototype with major deficiencies	Poor website/prototype with many deficiencies
Video demo	10%	Excellent and comprehensive demo	Clear demo with minor deficiencies	Basic demo with room for improvement	Weak demo with major deficiencies	Poor demo with many deficiencies
Report and presentation	15%	Very well-written and very well-structured report and comprehensive presentation	Well-written report and clear presentation	Readable report and satisfactory presentation with room for improvement	Barely readable report and weak presentation with unclear content	Unreadable report and poor presentation with many deficiencies
Project management and teamwork	10%	Project conducted based on a well-defined plan with strong evidence of teamwork and well-defined roles	Project conducted based on a clear plan with good evidence of teamwork	Project conducted based on a satisfactory plan with basic/sufficient evidence of teamwork	Project conducted based on a barely satisfactory plan with little evidence of teamwork	Project conducted based on an unclear plan with very little evidence of teamwork
Individual contribution	20%	Significant contribution and in-depth understanding of the project work	Clear contribution and good understanding of the project work	Sufficient contribution and basic understanding of the project work	Barely sufficient contribution and weak understanding of the project work	Insufficient contribution and poor understanding of the project work