

# Term Project for Managing Ecommerce Projects

## Building a Website

**Goal: To identify, plan, implement, and review a project that entails building a small website for some for-profit or nonprofit organization during this semester.**

In order to complete this term project you will need to choose a club, sporting group, hobby, religious group, business, or social group you are a member of or know about. Then you will develop a prototype website made up of a main page (home page) and at least five other pages. The project requires you to communicate with people in the business through a series of interviews.

The website should inform the person who visits the site. For example if you do a site for a club, have a main page that tells the person what the club does. Use the other pages to go into more detail, or include photos of the members. Use another page to have links to related websites. The point is to inform. You can choose to add ecommerce to the website after the semester is finished.

For this course you will create your project on Weebly.com.

You can sign on to [students.weebly.com](https://students.weebly.com) using your Rutgers account ID and a password of your choice. It can be different from your Rutgers password (it is always a good idea to use different passwords).

You will access your space for developing a website at [students.weebly.com](https://students.weebly.com). This account will be terminated 30 days after the end of the course, so keep a copy of all of your work.

### Website Specifications

1. Go to the **Design** tab in weebly.com and choose a **Theme** that is appropriate for your organization.
2. At least one page should be a "Contact Us" page with a working form that will send an email to your Rutgers email account.
3. Your site must consist of **at least 6 distinct pages**. Additional pages must be appropriate for the organization.
4. Each page must have at least one picture or logo (in addition to anything placed by the theme). Clipart is not acceptable.
5. Titles should be used at least once per page.
6. The most important part of a website is the **content** on the page. Therefore, the text on each page should be meaningful and free from grammatical errors. Each page should contain at least 175 words (except special pages like the Contact Us page).
7. Include **hyperlinks** internally and **hyperlinks to external pages** (at least one per page).
8. Use different fonts but not too many. The same goes for color. Your site should look professional.
9. **Publish** the site and test it.
10. Make changes throughout the semester and **republish** the site to make the changes effective.
11. Do not try to load everything at once. There may be weekly limits on the amount of material you can upload.

## Project Deliverables

In addition to creating the website, the experiences you had developing the website should be documented. Submit the following report, based on the Project Charter:

**Project Management Report** (about 8-11 pages of writing and some printouts such as diagrams, web pages, etc., totaling about 20 pages), both in hard copy and electronic form (posted to Sakai).

- Title Page (something that describes the specific project and organization you are working with)
- **Executive Summary**
  - Fifty to Seventy-five words that describe the project (on an unnumbered page).
- **Introduction** (1 page only) Describe the organization and its main purpose.
- **Project Charter** (2 pages only)

A narrative that answers questions such as:

  - What are the objectives of the project?
  - What are the scope and features to be completed?
  - What methods would be used to gather data?
  - Who are the key participants who supply content for the website?
  - Who are the key participants on the development team and what are their responsibilities?
  - What are the project deliverables?
  - What is the project timeline? (Describe in words.)
  - What are the risks?
  - What are the steps in the assessment (evaluation) process?
  - How will the project's success be measured?
- **Cost/benefit analysis** (1 page)
  - Don't worry about cost, but describe the intangible benefits
- **Data collection instruments used** (1 page)
  - Describe how you used interviews, observations, Internet searches, library searches, questionnaires and the difficulties you may have encountered in getting data and content.
- **Timeline for the project** (The printouts from Microsoft Project, about 2 pages)
  - Show a Gantt diagram and a PERT diagram for your project showing about 6 tasks that you need to complete in order to finish the project.
- **Structure of the system** (1/2 page write-up plus a printout of the chart)
  - Print the Navigation view from weebly.com (or prepare a simple list of pages in MS Word).
  - Explain why you set up the structure in this way.
- **Prototype website** (1/2 page write-up plus screen shots of the 6 pages you developed in Weebly)
  - Just print the main (home) page and 5 sample pages.
  - In ½ page, describe the purpose and virtues of the sample pages in general.
- **Implementation and training plan** (1/2 page)
  - Who will maintain the website? How will the people who maintain the site be trained?
  - How will the website be hosted?
- **Evaluation** - a 1-2 page description on whether the project charter was fulfilled.
- **Conclusion** - a 1-2 page description of the features of the new website and your experiences in getting the project completed.

Grading: The actual design of the website will be 30 percent of this project grade, the report will be 70 percent of the grade. Therefore, make sure you write up the documentation well.

**Your term project is considered complete and can be assigned a grade when I receive both the electronic (sakai.rutgers.edu) and paper copies of your project. Thank you.**