

# 623:514 Ecommerce Project Management

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### Instructions for Case Assignments

**Goal: To comprehend, analyze and make recommendations about a case assigned to you. To accomplish this, you will need to answer the questions from the book, referred to as *Preparation Questions* and also pose and answer additional questions you think are relevant.**

Throughout the semester you will be analyzing cases (stories or narratives that often contain financial information, screen shots and other data) written about organizations that are planning, improving, updating or establishing an ecommerce presence on the Web. You can use any methodology to understand on the cases that you choose, but there are certain elements you must look for.

Remember that the particular context of the course is **ecommerce project management**, so your thoughts should always return to that premise.

Here are some guidelines and recommendations to help you take a systematic and insightful approach to examining each organization.

Step 1: Read the executive summary of the case that is provided in the section called *Synopses of Chapter Cases*, in Rayport and Jaworski. This section precedes the case itself.

Step 2: Read the questions posed regarding the case in the section entitled, *Preparation Questions*.

Step 3: As you read the case itself, attempt to answer the *Preparation Questions* that are specifically asked in the book. But do not limit yourself to these questions. Other questions may include:

1. What is the business or industry under study?
2. Has the business changed? (Go to the case study organization's Web site and update your case information).
3. What type of ecommerce is being conducted (B2B, B2C, C2C or other) and is it a shopping site or mall; an auction, an information portal, a destination portal; or hybrid type of Web site? One way to start thinking about this is to start thinking about what a user can "do" on the site.
4. Who are the major players (decision makers, Web designers, customers, competitors, and so on)?
5. What changes have recently transpired in this organization?

6. What key elements are especially relevant to ecommerce project management in this case? (Hint: look at the topics on the syllabus to start building a list of these elements).
7. What key decisions or challenges are present?
8. What strategic decisions need to be made?
9. What operational or tactical decisions need to be made?
10. What else is needed to make a solid decision (information, money, intelligence...)?
11. Do you think the responsible parties had developed an adequate project charter?
12. Do you think project management has been successfully applied?
13. Have the project developers been given enough resources, time, and knowledge to design a good ecommerce presence?
14. Can you tell if the approach to project development has been thought through? Can you tell if a life-cycle, prototyping, or extreme programming approach was taken?
15. In your opinion is the Web site a good one? What is your opinion about the design, navigation, and other key features?
16. How does this Web site compare to competitors' Web sites?
17. What are your recommendations or solutions? Prioritize them.

The above are suggestions. Please look at the instructions for PowerPoint presentations. It explains the guidelines used for grading.