

623:510 Managing Projects and IT

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Guidelines for Researching and Presenting your Case

The purpose of this case analysis and presentation is to inform the class about one of many ecommerce applications that have been developed. Point out how it is unique from other applications. If possible explain how this application was started and how it evolved over time. Comment on the business and their competitors, successes, and failures. Articulate concepts that others can use in the design of their ecommerce applications and websites.

Be sure to tell the story of the company presented in your case as well as the story of their ecommerce project. Tell your story from the perspective of an ecommerce project manager. Make sure to include interesting details that spark the listener's interest and ensure that your audience learns and remembers valuable lessons from hearing your company's experience with ecommerce.

Note: You do not have the resources (including time available and access to certain information) to discuss all of the items below. Pursue information that you are especially interested in as well as information that will help everyone understand ecommerce concepts more clearly. Choose wisely.

1. Tell us whether this ecommerce application was successful and if not what could have been changed to make it a success.
2. Describe any competitors and how your primary company differs from them.
3. Tell us how the ecommerce project was managed.
4. Describe how the ecommerce application evolved over time.
5. Tell us who the target audience is.
6. Comment on the website design.
7. Elaborate on the website content.
8. Describe the user interface, interactivity, and overall experience.
9. Explain whether Web 2.0 technologies (blogs, wikis, video sharing, and mashups) are used.
10. Explain the ecommerce technologies used in the website (e.g. Shopping Cart).
11. Describe how the website is promoted.
12. Explain specifically what differentiates this ecommerce application from others.