2003 Paper 7 Question 13

E-Commerce

Imagine you have written a program that you want to commercialise.

(a) Outline a design for a web-site for the wider dissemination and/or sale of the program. Actual HTML is not required, nor details of the program. Your answer should include:

   (i) Elements of the business model, and a description of any mechanism or legal framework needed. [5 marks]

   (ii) A high-level site map. Outline any special features, such as registration, tracking or subscriptions that you will need to implement. [5 marks]

   (iii) A sketch of a typical page. Explain any features you use to enhance performance. [5 marks]

(b) How could you market the site and drive traffic to it? [5 marks]