

CPSC 155b Final Paper or Project

Possible topics include:

1. Do a case study of an existing e-commerce company. Discuss the history of the company and novel aspects of its products and/or business model. If there is agreement that the company is a success (resp., that it is a failure), discuss the reasons that it succeeded (resp., failed). Which, if any, technological developments was this company attempting to exploit?
2. Compare two existing e-commerce companies that are competitors. Which do you think is better, and why? Consider the same set of issues suggested in Topic 1.
3. Design your own e-commerce company. Consider the same set of issues suggested in Topic 1. Make your case to investors and to customers.
4. (for “techies” in the class) Implement an e-commerce service and give a demo. Since the implementation has to be done fairly quickly, you should consider building an “add-on” service that would help consumers make better use of existing mass-market services. In addition to doing the demo, you will have to submit a brief written description of both the software design/implementation and the benefit you claim to provide to users.
5. Analyze some aspect of “cyber rights” from the social, commercial, and technological points of view. Examples include but are not limited to “online anonymity,” “online privacy,” and individual control over online transaction data. How does technology enhance this right and/or threaten it? Which existing companies have products or services whose primary purpose is to enhance this right or to exploit the lack of it? In the US today, what are the limits on this right? What do you think they should be? Is there another country that handles this right differently, and, if so, which country’s approach do you think is better?