

MAJOR PROJECT - Final Report – 55%

Student Name:	ROSS THOMAS
Title of Project:	An investigation into how Amazon.com has utilised technology for the development of their business and products.
Supervisor:	James Williams
2 nd marker:	Kevin Palmer
Course:	☒ BIT BusComp CIS CNetS CSE Electrical Games Mobile TRE SE Web (please circle)
Project Type:	☒ Survey Review Experiment Development (please circle)

	Mark %
<u>First Marker's General Comments and Original Mark</u>	
<u>Second Marker's General Comments and Original Mark</u> The report is generally too descriptive Lacking in analysis and evaluation.	42
<u>Comment After Consultation With Other Marker & Final Agreed Mark</u> Agreement regarding strengths and weaknesses of project	47

Signature: K. Palmer Date:

	Survey	Review	Experiment	Development
1. Research-informed Literature				
Introduction	2 /5	/5	/5	/5
Literature Review	4 /20	/35	/20	/15

Comments:

The introduction is rather brief and gives very little background to the topic. Basic objectives are presented, but no aims.

The literature review primarily consists of a list of new devices with a brief description of their competitors and some sales figures. There do not seem to be any peer reviewed articles referenced.

	Survey	Review	Experiment	Development
2. Knowledge and Understanding of Subject				
Methodology	2 /5	/5	/5	/5
Survey Design	6 /15	-	-	-
Requirements/Design	-	-	-	/5

Comments:

Basic introduction to research approach
Questions in survey are generally relevant but phrasing of a number could be improved e.g. why? is used as a follow up to many of the questions - it may be better to provide a list of potential reasons for the respondent

	Survey	Review	Experiment	Development
3. Analysis				
Results & Discussions	9/25	/25	/25	/25
Conclusions and Recommendations	3/10	/10	/10	/10

Comments:

Presentation of results is very descriptive and often simply states in words what can be read from the graph

No comparison of questionnaire results with product information available from other sources e.g. figures on smartphone usage

No use made of demographic data collected e.g. age ranges of users of web site versus app

	Survey	Review	Experiment	Development
4. Practical Application and Deployment				
Development	-	-	-	/15
Experimental Design	-	-	/15	-

Comments:

→ Many of the statements made in the conclusions have not been discussed previously and ^{in some cases} are probably not correct e.g. Apple is the most popular smartphone manufacturer

	Survey	Review	Experiment	Development
5. Skills for Professional Practice				
Reflection	5 /10	/10	/10	/10
Quality of Report	6 /10	/10	/10	/10
Comments: Reasonable self-reflection section Report is well-structured although more care could have been taken to avoid typographical errors.				
TOTAL:	42 /100	/100	/100	/100