HRJ Farmer's Inc.

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About Us

- Help to the farmers and their potential customers to interact with each others on click (internet).
- B2C
- C2C

Mission Statement

"To generate a profit by providing an online platform that allows all enterprises in the fresh produce value chain a place to connect, communicate, provide quotations to buy and sell their products in an expanded market"

Keys to Success

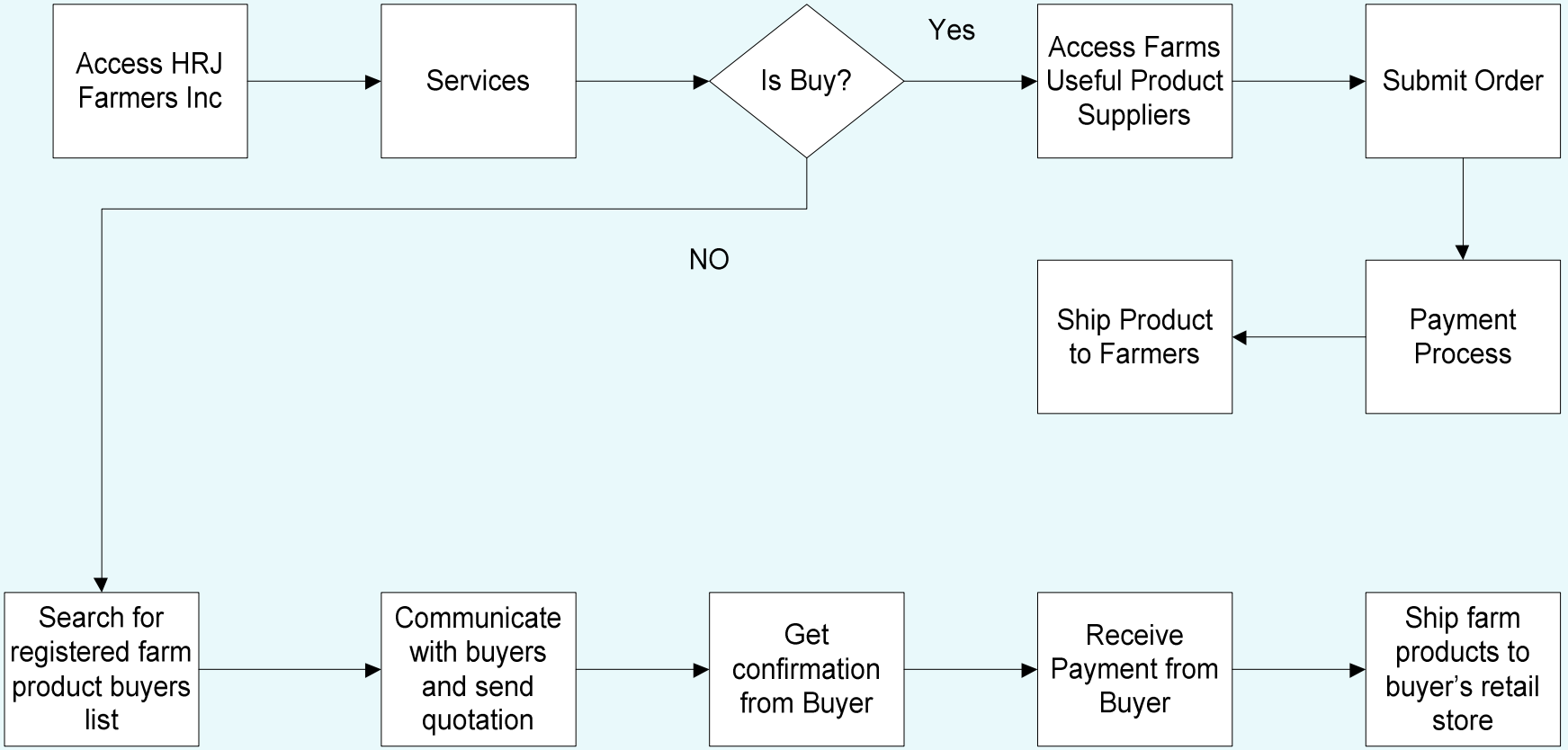
- reduce costs
- expand our business partner's network scale
- improve their service levels

-promote information flows

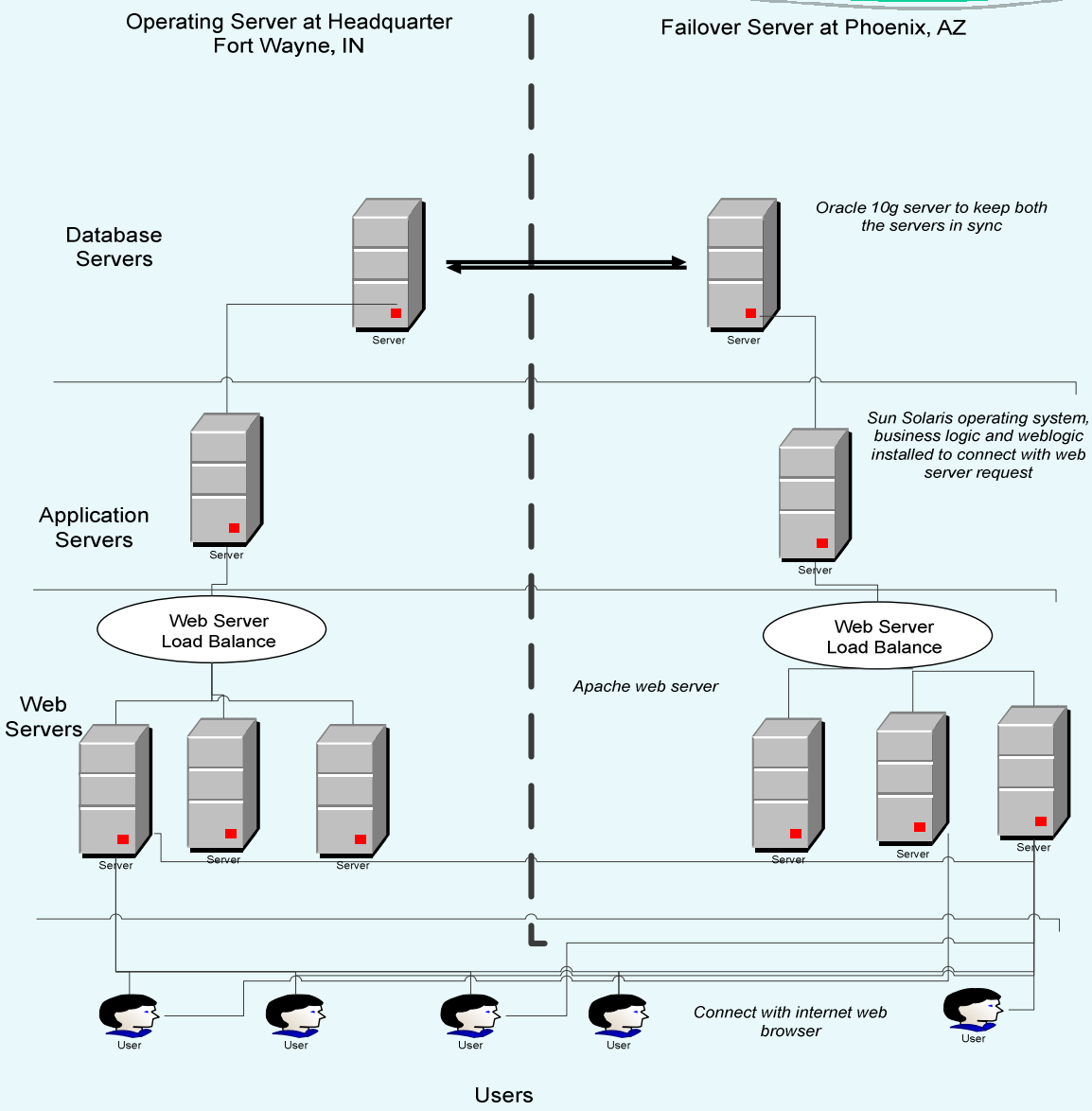
-facilitate market coordination

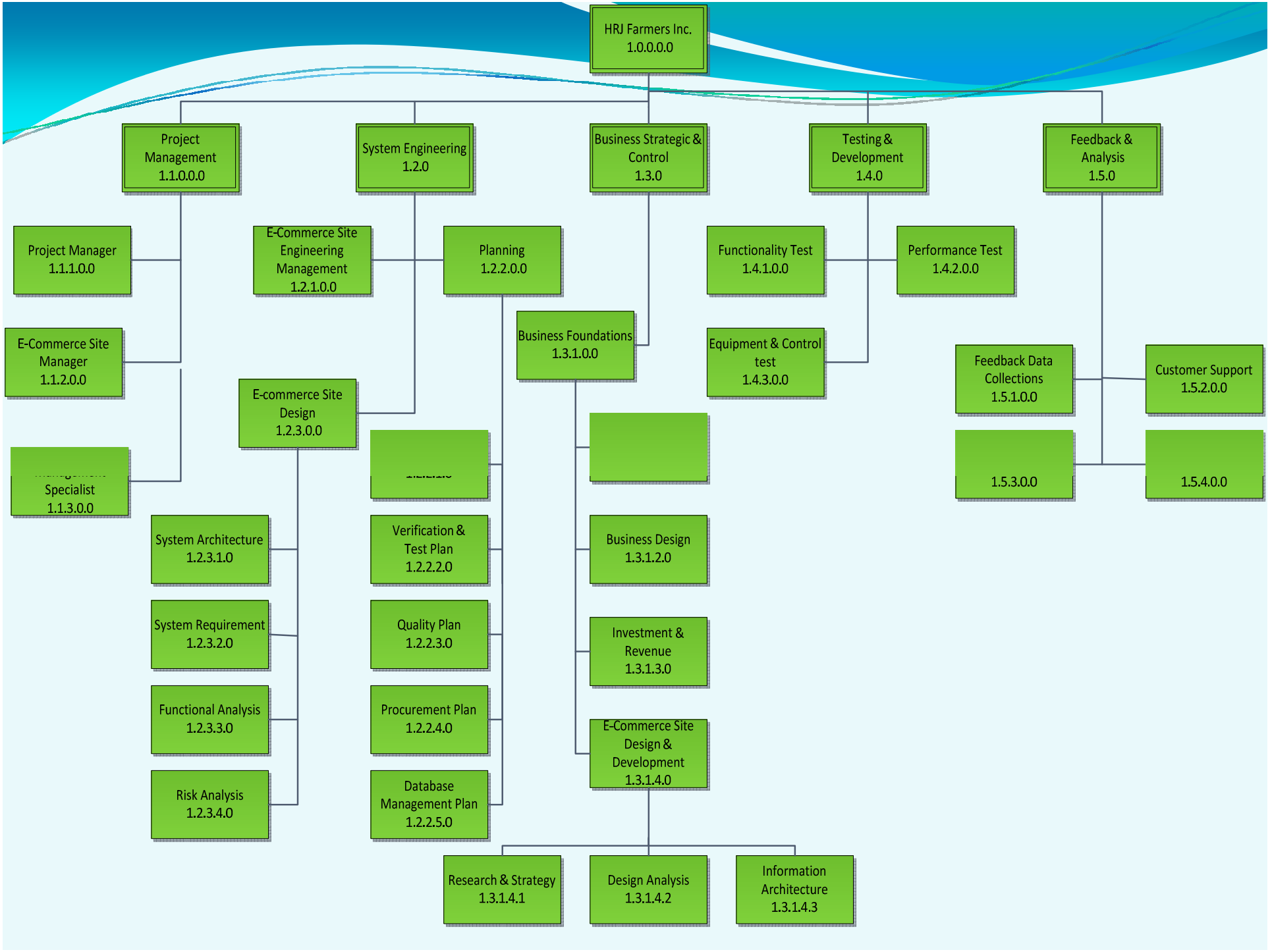
-eliminate transaction costs.

HRJ Farmers Inc. High Level Logical Flow Diagram



HRJ Farmers Inc High Level IT Infrastructure Diagram




HRJ Farmers Inc.
1.0.0.0.0
Project Management
1.1.0.0.0
System Engineering
1.2.0
Business Strategic & Control
1.3.0
Testing & Development
1.4.0
Feedback & Analysis
1.5.0
Project Manager
1.1.1.0.0
E-Commerce Site Manager
1.1.2.0.0
Specialist
1.1.3.0.0
E-Commerce Site Engineering Management
1.2.1.0.0
Planning
1.2.2.0.0
E-commerce Site Design
1.2.3.0.0
System Architecture
1.2.3.1.0
System Requirement
1.2.3.2.0
Functional Analysis
1.2.3.3.0
Risk Analysis
1.2.3.4.0
Verification & Test Plan
1.2.2.2.0
Quality Plan
1.2.2.3.0
Procurement Plan
1.2.2.4.0
Database Management Plan
1.2.2.5.0
Business Foundations
1.3.1.0.0
Business Design
1.3.1.2.0
Investment & Revenue
1.3.1.3.0
E-Commerce Site Design & Development
1.3.1.4.0
Research & Strategy
1.3.1.4.1
Design Analysis
1.3.1.4.2
Information Architecture
1.3.1.4.3
Functionality Test
1.4.1.0.0
Performance Test
1.4.2.0.0
Equipment & Control test
1.4.3.0.0
Feedback Data Collections
1.5.1.0.0
Customer Support
1.5.2.0.0
1.5.3.0.0
1.5.4.0.0

Design Requirement Specification Analysis & Strategic Plan

1. Research & Strategy

STEPS

- Customer Interview
- Understanding Target Audience
- Competitive Analysis
- SEO Keyword research
- Managing Objectives
- Client Expectations

Description

The foundation of successful web site is a clearly articulated strategy. Knowing what we want the site to accomplish, both for business and for our users, inform the decision we make about every aspect of the site.

2. Planning

YES

NO

creations of personas

- User functional requirements
- Search Contents Requirements
- Technical Requirements
- SEO requirements
- Landing-pages user experience and Creative brief

web site into specific requirements for the contents and functionality of the site. The outcome of this phase is a list of requirement that outline the scope of the final product.

3. Information Architecture

YES

NO

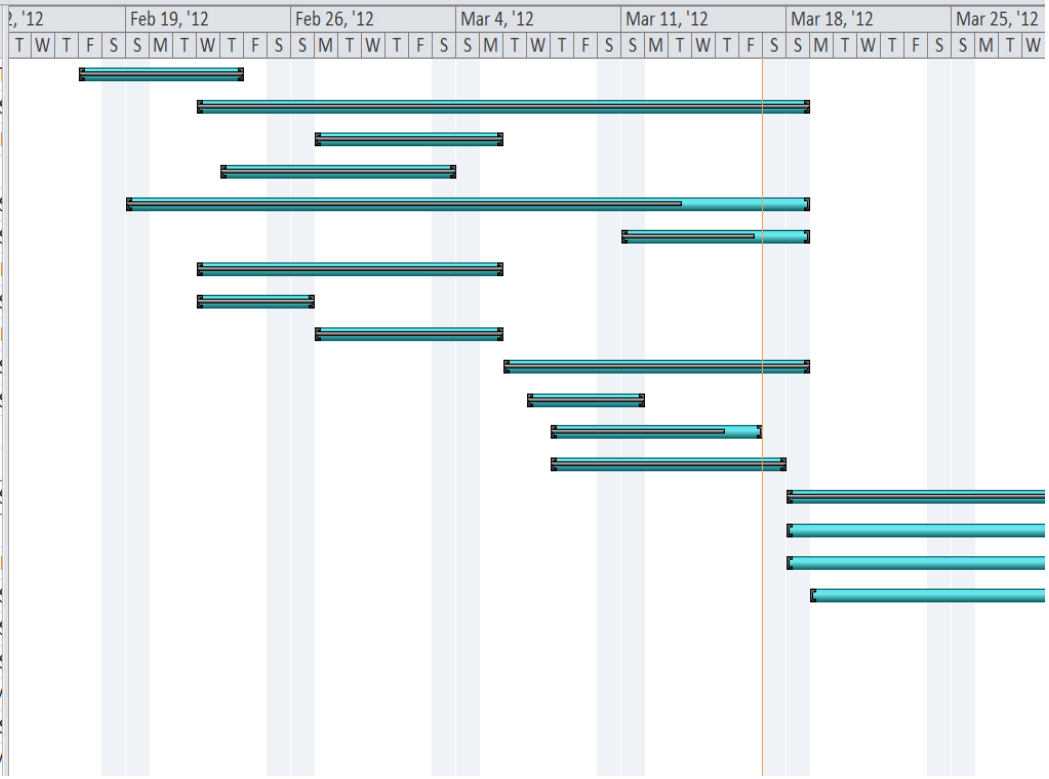
STEPS

- Navigation Tree
- Labeling and Thematic Architecture
- Detail Functional Design
- Users Experience Guideline
- EDM Price Proposal

Description

The fitting together of all the requirements of functional design for the web site. The functional design gives shape to the mass of requirement, identifying specific aspect of interface, navigation and information design.

	Activ	Task Name	Duration	Start
19	Yes	Browsing Design With Others E-Commerce	5 days	Fri 2/17/12
20	Yes	**Navigation and intuitive Presentation Plans**	19 days	Wed 2/22/12
21	Yes	Database Design Analysis	6 days	Mon 2/27/12
22	Yes	Search Engine Structureing	8 days	Thu 2/23/12
23	Yes	Creating Market Places	22 days	Sun 2/19/12
24	Yes	Creating Blogs For Specials	7 days	Sun 3/11/12
25	Yes	**Research Project Progress Reporting (Mid-term)**	9 days	Wed 2/22/12
26	Yes	Organizing Proposal	4 days	Wed 2/22/12
27	Yes	Preparing and submitting Midterm Report	6 days	Mon 2/27/12
28	Yes	**Reviewing Business Plan (WBS Analysis)**	10 days	Tue 3/6/12
29	Yes	Business Model Reviews	4 days	Wed 3/7/12
30	Yes	E.Commerce Site Structure Reviews	7 days	Thu 3/8/12
31	Yes	Capital and Investment Reviews	8 days	Thu 3/8/12
32	Yes	**Starting the E-Commerce Business**	22 days	Sun 3/18/12
33	Yes	Hosting initial E-Commerce Site	12 days	Sun 3/18/12
34	Yes	Reviewing Business Infrastructure	12 days	Sun 3/18/12
35	Yes	Advertisements and Sale Plan Reviews	21 days	Mon 3/19/12
36	Yes	**Evaluating the Business**	19 days	Wed 4/4/12
37	Yes	Modification and Maintaining Plan	19 days	Wed 4/4/12
38	Yes	Capital and Account Management Plan Reviews	12 days	Sun 4/15/12
39	Yes	Finalizing HRJ Farmers Inc E-Commerce Site	7 days	Sun 4/22/12
40	Yes	**Final Report and Presentations**	4 days	Wed 4/25/12



Risk	Risk Factor	Control Method/Mitigations
Experience E1-Client Business Model	**Must have a good understanding of clients business model**	**Extensive study of clients business processes to understand how our business model can complement theirs**
E2-Technology	**Understanding and applying available technologies to deliver services**	**Team meeting to address the issue and if the change can be avoided. If not adjust scope, budget and schedule to fit the new requirement. Review**
E3-Marketing	**Making potential cliental aware of our services**	**Carry a user survey to identify user needs and expectations. Have project team meetings and discuss possible change to lure users to the site.**
E4-Training	**Both HRJ Farmer employees and clients knowledge of available tools**	**Employees training will be scheduled as needed. Client training will be available in various formats such as FAQ or Telephone**
Budget B1-Marketing	**Being able to afford various forms of marketing to promote business**	**Utilize social networks like Facebook, Twitter, industry forums, etc. to manage cost**
B2-Technology	**Being able afford available the best technology available**	**Inform project manager. Cut / reduce unnecessary expenses. Readjust budget allocation**
Technology T1-Data Security	**Protecting date base information from inappropriate parties**	**Dedicated host server responsible for security** **SSL certificate provider**
T2-User Data Privacy	**Protecting client information from inappropriate parties**	**Dedicated host server responsible for security.** **SSL certificate provider**
T3-Service	**Utilizing available technology to provide service**	**Provide user friendly format for clients to use website, and have physical service options available in case of an emergency**
T4-Communications	**Utilizing available communication sources to connect with clients**	**Having open lines of communications for clients to contact us**
T5-Performance	**Speed of technology that clients interface with.**	**We have specified a server that could perform at normal speed, with double the predicted levels of traffic**
Team Factor TF1-Human Resources	**Have the appropriate number of qualified personnel to manage all aspects of HRJ Farmers Inc.**	**Provide plan that outlines team member responsibilities for each aspect of business**

HJR FARMERS RISK ANALYSIS MATIX

Severity of Consequence	Impossible	Improbable	Remote	Occasional	Probable	Frequent
Catastrophic					T5	T1
Critical			T4,E2	E1,E3	B2	T2
Marginal	TF5	TF6		B1	T3	
Negligible				E4		

Security Threats

There are six key dimensions to any e-commerce security and for HRJ Harmer's also these six security parameters are equally important. Authors of HRJ Farmers Inc indentified some security threats for each of six dimensions that may potentially harm their business. These threats are

- Customer credential alter/destroy
- Shopping cart information alter/destroy
- Alter/Modification of order data
- Alter/Modification/destroy of Payment information

Security Threats

- Theft of customer's personal information
- Unauthorized access to website
- Fictitious emails to individuals from HRJ website
- Transmit user to other website
- Virus attack on HRJ Farmers website
- Spread heavy traffic to HRJ website to make website operation slow or unusable

Plan to Defeat Security Threats

- Virus protection tool at server and client side
- Access control and authentication protection with appropriate firewall and proxy server setting
- Cryptography technology to convert client information to cipher text format
- Enable secure socket layer for payment process
- Monitoring tool for abnormal behavior on the website
- Regular data backup
- Educational information for first time and regular customer to access website
- Enabling digital certificate for the website

Digital Certificates

A digital certificate is an electronic "credit card" that establishes customers credentials when doing business or other transactions on the Web. It is issued by a certification authority (CA). It contains customers name, a serial number, expiration dates, a copy of the certificate holder's public key (used for encrypting messages and digital signatures), and the digital signature of the certificate-issuing authority so that a recipient can verify that the certificate is real. Digital certificate major action areas are:

- They protect data that's exchanged online from theft or tampering.
- They authenticate that their holders—people, Web sites, and even network resources such as routers—are truly who or what they claim to be.

Digital Certificates Authorities

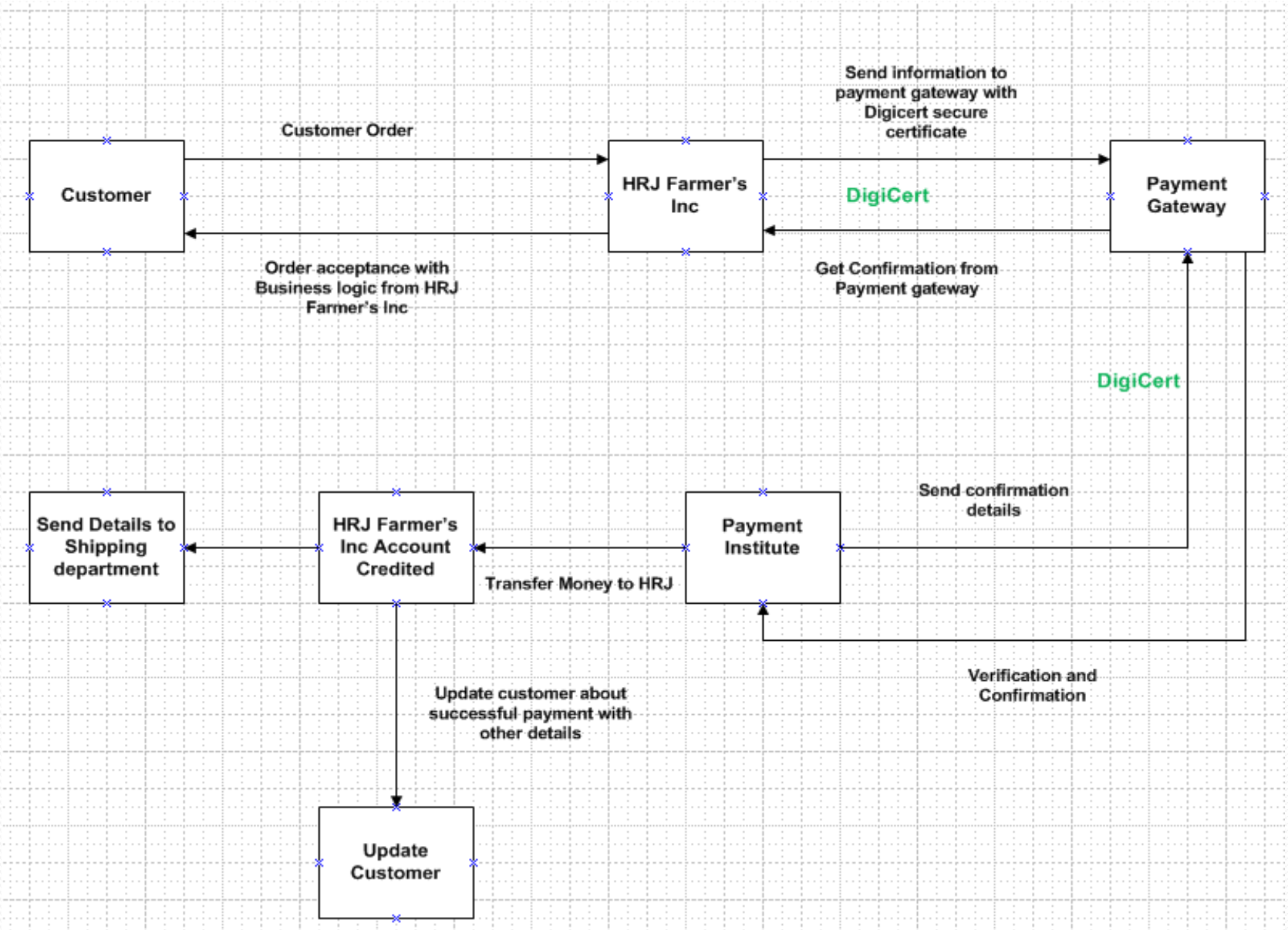
In Marketplace there are many company offers secure environment for e-commerce business and provide digital certificates for secure transactions some of them are

- VeriSign
- DigiCert
- GeoTrust
- Thawte

Purchasing information	DigiCert	VeriSign	GeoTrust	Thawte
1-Year Price	**$195**	**$399**	**$199**	**$249**
2-Year Price	$349	$695	$348	$449
3-Year Price	**$469**	**$995**	**$498**	**$699**
Warranty	$1,000,000	$100,000	$10,000	2X certificate price.
30 day risk-free refund period	✔	✔	7 days	No risk-free period
Free reissues for the lifetime of the certificate	✔	30 days only	✔	✔
Validates proof of domain ownership and organization identity	✔	✔	✔	✔
Customer Support	DigiCert	VeriSign	GeoTrust	Thawte
Live web chat, email, online help	✔	✔	✔	✔
Phone support hours	Mon 24 hrs Tue 24 hrs Wed 24 hrs Thu 24 hrs Fri 12am-7pm Sat 7am-3pm Mountain	Mon-Fri 5am-6pm Pacific	Mon-Fri 8am-8pm Eastern	24/5
Support phone number prominently placed on web site. Easy to find.	✔	✔		
Dedicated number for phone support. No phone menu, no queues.	✔			
Representatives have direct phone numbers for one-on-one access.	✔			
Automated SSL certificate installation checking & notification.	✔			

Compatibility	DigiCert	VeriSign	GeoTrust	Thawte
Supports 128- and 256-bit encryption	✓	✓	✓	✓
Trusted by virtually all browsers in use	✓	✓	✓	✓
Compatible with Windows Mobile 5	✓	✓	✓	✓
Certificates for www.yoursite.name also work with yoursite.name	✓			
Other features	**DigiCert**	**VeriSign**	**GeoTrust**	**Thawte**
Strength of Encryption	Up to 256 bit	Up to 256 bit	Up to 256 bit	Up to 256 bit
Compatibility with Web Browsers	99%	99%	99%	99%
Free Trial	None	30 days	Yes, 21 days	Yes, 30 days
Time for Issuance of Certificate	Less than 1 hour	4 to 5 days	Up to 4 business days	Less than 1 hour

DigiCert Advantages

- Unlimited Free Reissues
- 2048-bit SSL Secure Sockets Layer with TLS Encryption
- Compatible with all major browsers
- Solid vetting to ensure strong Authentication
- Secure Site Seal
- Phone, Email, and Chat Support
- Compatible with Apache, IIS, Tomcat, Exchange Server, and other servers
- Compatible with Linux, Windows, and other operating systems

Payment Process