Requirements for Electronic Commerce Applications are created rather than elicited

Jaap Gordijn
Bakkenist Management Consultants
Vrije Universiteit Amsterdam

Hans Akkermans
AKMC Knowledge Management
Vrije Universiteit Amsterdam

Hans van Vliet
Vrije Universiteit Amsterdam

Challenges in developing e-commerce systems

- E-commerce systems are part of a new way of doing business
- Therefore, E-commerce system requirements:
  - are created rather than elicited
  - and business model design and software design are tightly coupled processes
Case outline

- The Ad Association coordinates over 150 free ad papers (FAPs)
- FAPs are local, independent organizations
- Most ads have a local scope, contact ads have a world-wide scope
- Their question: how should an Internet based system for world-wide contacts ads look alike?

Business model 1: FAP centred

The FAPs offer the service.
The Ad Association redistributes the ads.
Autonomy for FAPs
Business model 2: Ad Association centred

The Ad Association offers the service.

FAPs only offer their brandname

Business model implications for software architecture

<table>
<thead>
<tr>
<th>FAP centred</th>
<th>Ad Association centred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad redistribution facility</td>
<td>No ad redistribution facility</td>
</tr>
<tr>
<td>Each FAP needs:</td>
<td>Only the Ad Association needs:</td>
</tr>
<tr>
<td>- Webserver</td>
<td>- Webserver</td>
</tr>
<tr>
<td>- Application component</td>
<td>- Application component</td>
</tr>
<tr>
<td>- Databaseserver</td>
<td>- Databaseserver</td>
</tr>
<tr>
<td>- Internet connection</td>
<td>- Internet connection</td>
</tr>
<tr>
<td>No brand accounting facility</td>
<td>Brand accounting facility</td>
</tr>
<tr>
<td>Each FAP must be capable of handling electronic payments</td>
<td>Only the Ad Association must be capable of handling electronic payments</td>
</tr>
</tbody>
</table>

Autonomy has its price!
Time for a new business model?
Ad Association offers a Webhotel

Views in e-business requirements
Conclusions

• E-commerce system requirements:
  — are created rather than elicited. It is easy to think a large number of business models.
  — and business model design and software design are tightly coupled processes