

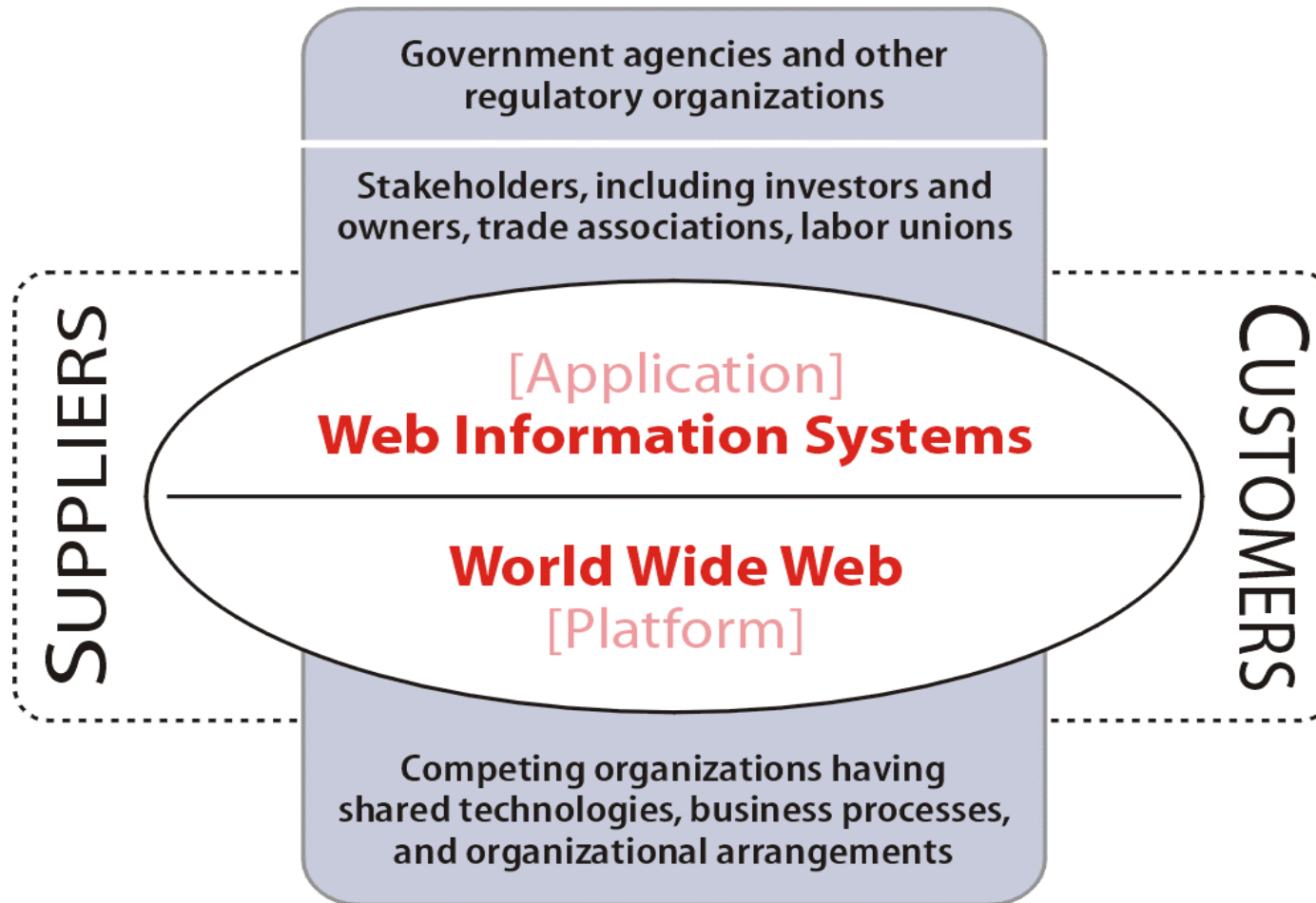
Panel: New Approaches to Application Development for e-Business
An Iterative Methodology to Develop Web Applications

- **Electronic Business Ecosystems**
- **Infrastructure for Web-based Transactions**
- **Electronic Market Research**

The slides of this presentation are available at
<http://webdev.wu-wien.ac.at/>

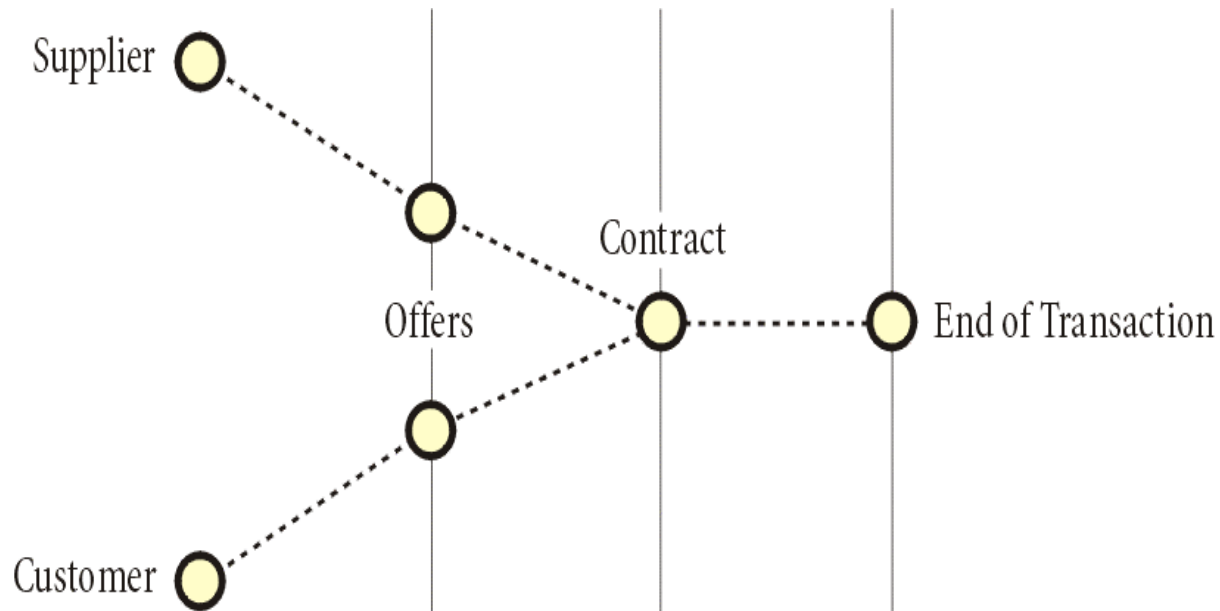
Electronic Business Ecosystems

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Electronic Market Transaction

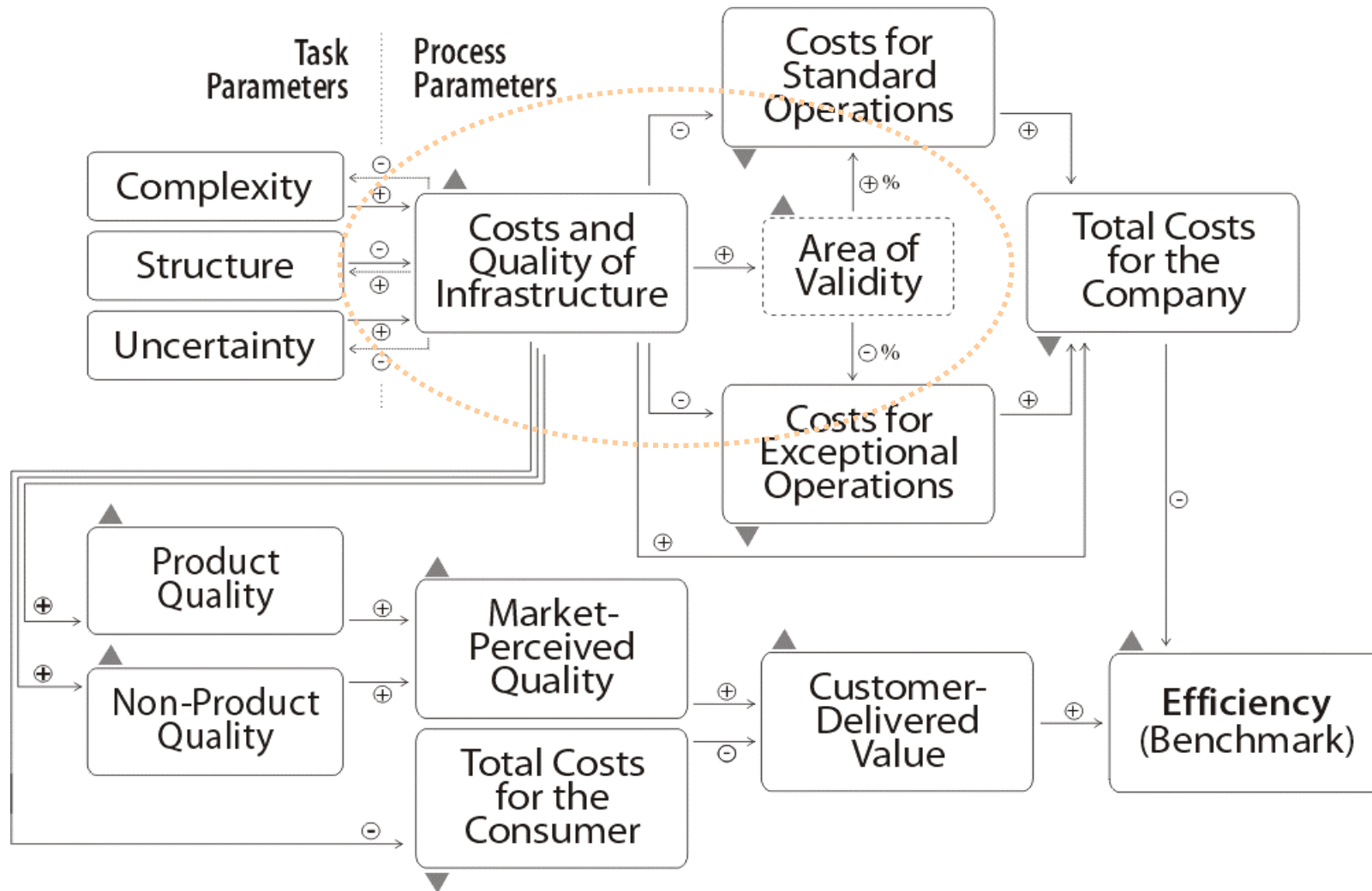
Bled-2001
Bled-2001



STATIC	<input checked="" type="checkbox"/>			BROADCAST	} WEB EVOLUTION STAGE <input checked="" type="checkbox"/> = SUPPORTED
DYNAMIC	<input checked="" type="checkbox"/>		STANDARDIZED	<input checked="" type="checkbox"/>	
ADAPTIVE	<input checked="" type="checkbox"/>	PREDEFINED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
AGENTS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
IMPLICIT					} FEEDBACK CHANNEL
EXPLICIT					
	INFORMATION	NEGOTIATION	SETTLEMENT	AFTER-SALES	} TRANSACTION PHASE

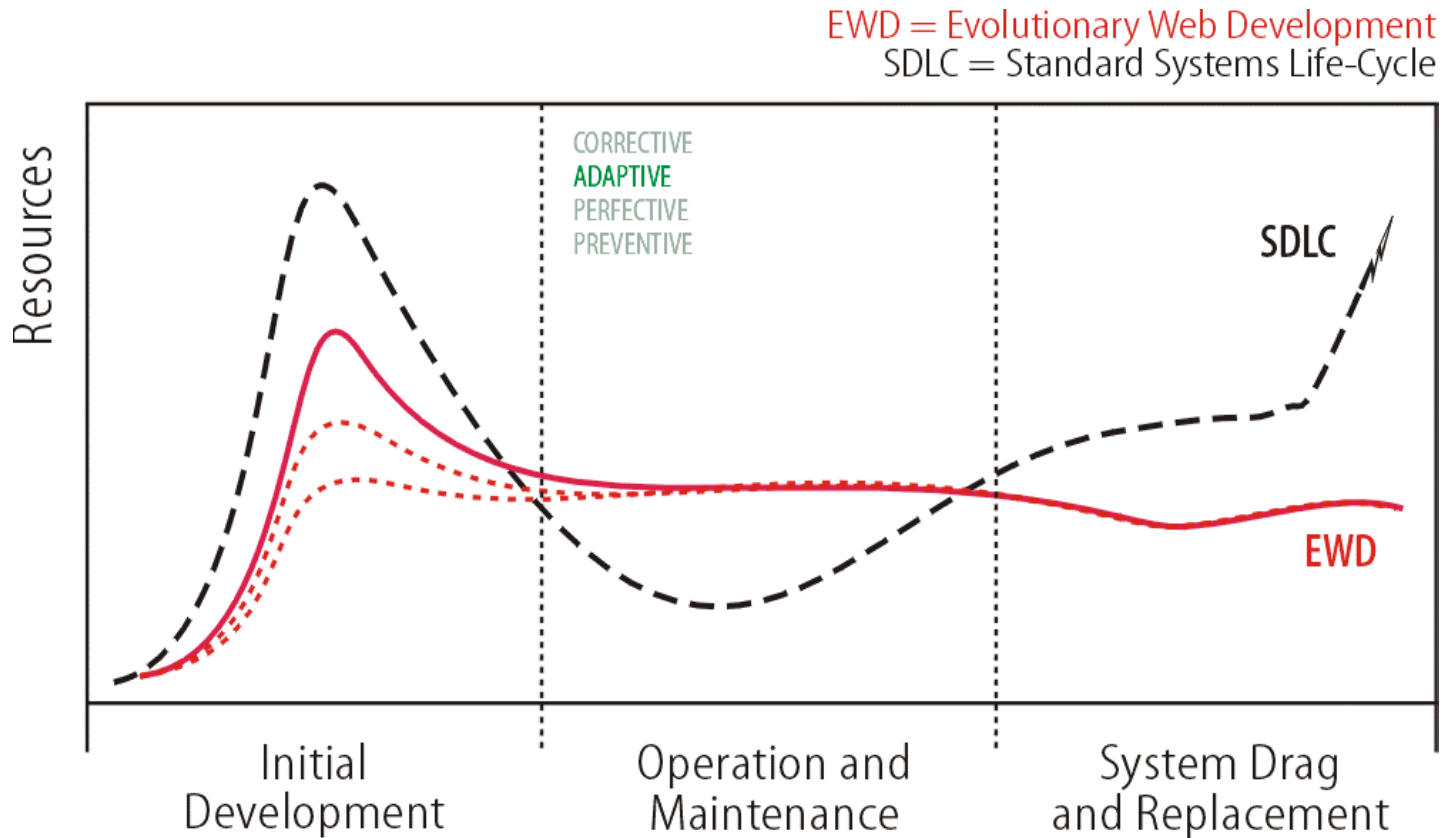
Infrastructure

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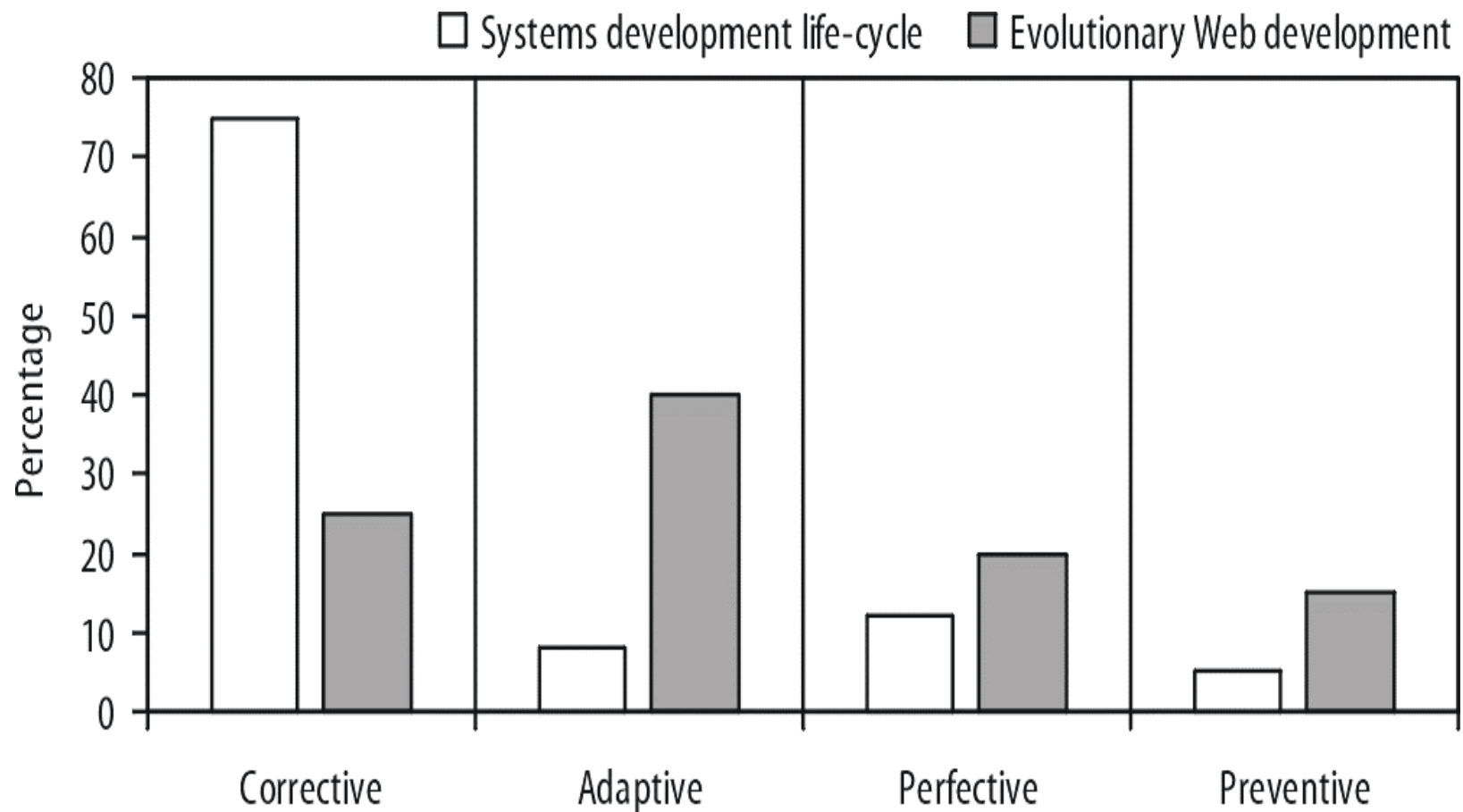
Alternative Life Cycle Economies

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Types of System Maintenance

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- **User Feedback / CRM**
 - Implicit (Observations, Transaction Records)
 - Explicit (Questionnaires)
- **Corporate Web Site**
 - Structure & Content
 - Processes (Maintenance, Content Production, etc.)
 - Interfaces to Other In-House Systems
- **Other Web Sites**
 - Competitors and Partners
 - Other Industries / Regions / Countries
 - Media (.com's, Newspapers, Broadcast Media, WWW,...)

■ Qualitative

- Interviews
- Check Lists
- Expert Judgements

■ Quantitative

- User Questionnaires
- Site Structure and Technical Parameters
- Published Textual Content
- Server Characteristics
 - | Response Time
 - | Availability

- **The World Wide Web results from and requires an evolutionary approach to Web application development.**
- **Electronic Market Research** (user access patterns, competitive site analysis, etc.) has often been neglected in many commercial projects.
- **The automated analysis of Web applications complements approaches based on expert judgments and user questionnaires.**