

CS 471 – Senior Capstone I, Fall 2014
Technical White Paper Assignment
Due Wed Sep 24 by 5pm

You have been hired by a local business who is interested in creating a web store to sell their products anywhere in the US. They want you to research their options and recommend the most cost-effective solution over the next 5 years. The company has approximately 100 products and ranging in price from \$10 to \$100 each. They anticipate selling \$100,000 worth of products in the first year and then growing sales by \$50,000 each year for the next four years.

Write a white paper that

- shows the options for selling their products online
- determines the estimated total cost for 5 years for each option
- recommends a solution

Note: always document your sources – both for me while grading and for you in case you need to revisit the topic. It should be clear what you have written and what you are including verbatim from another source. All professional documents should have a cover page – this has been removed from the sample provided to you. Also note that some information may be out-of-date in the sample.

For white papers, these are your goals:

- concise, yet comprehensive
- use limited vocabulary
- be visually stimulating
- compare/contrast multiple options in an easy-to-read format

The writing rubrics on the class website will be used to evaluate your paper.