

# **Enabling Customization through Web Development: An Iterative Study of the Dell Computer Corporation Website**

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## **ABSTRACT**

Throughout the last decade, companies have increased their investment in electronic commerce (EC) by developing and implementing Web-based applications on the Internet. This paper describes a class project to develop a customized computer website which is similar to Dell Computer Corporation's (Dell) website. The objective of this project is to ensure that students receive real-world experiences in the classroom. Students went through three rounds of iterative study and improvements to finalize the project design. This paper presents this customization process using the Microsoft Visual Studio 2005 platform. The paper concludes with a discussion of "lessons learned" and suggestions for effectively teaching project development in an EC design course.

**Keywords:** Design, Customization, Project, ASP.Net, Web development, Iterative Development.