# All Clustered Ideas

## Cluster: Comparisons

* Consumption comparison (filter options sorted by energy use/price etc)
* Eco footprint comparison
* Item lifecycle
* Eco alternative suggestions:

## Cluster: Utilities

* Money saved

## Cluster: Gamification

* Collection of energy saved over time (leaderboard)
* Regional energy consumption averages
* Coupon / Discounts
* Saved overall stats
* Accolades, awards, medals
* News ticker {$user} improved their consumption by ${energy%}
* Option to store energy usage
* Energy saving points to buy discount and coupons/prizes

## Cluster: Marketing

* Tips for energy saving/ Guide on energy efficiency: Marketing/Blog \*
* Tshirts: Marketing \*
* Name: Marketing/essential
* Logo: Marketing

## Cluster: Stats and Monetization

* Data collection on buy behaviour eco related: Stats/Monetisation
* Popular items: stats/monetisation
* Calculate carbon footprint: Stats

## Cluster: Law

* GDPR

# MVP Clustered Ideas

## Cluster: Comparisons

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* Eco footprint comparison
* Item lifecycle
* Eco alternative suggestions:

## Cluster: Gamification

* Money saved

## Cluster: Marketing

* Collection of energy saved over time (leader board)
* Saved overall stats
* Option to store energy usage via form

## Cluster: Stats and Monetization

* Calculate carbon footprint

## Cluster: Law

* GDPR