

Chameleon Customer: User Story



Chameleon is a tech start-up, managed and run by Deakin University students in their final year of study. Chameleon's mission is to research, create, test, document and deploy IoT-based solutions to enhance life through the application of smart city technologies including: the building of smarter cities, homes, transportation, and energy management systems.

The Chameleon Website Project aims to develop a centralised multifunctional platform that not only promotes the company to external parties but also supports and engages the internal workforce, ensuring they have the tools and information needed to succeed in their roles. The following user story articulates how the Chameleon Website would benefit Sarah, a 34-year-old smart city planner working in Melbourne.

User story:

As a city planner, heavily invested in smart city technologies, I want to be able to seamlessly navigate and understand the offerings, capabilities, case studies, and solutions presented on the Chameleon website. This will help me determine if their solutions are a right fit for my city's needs, leading to potential collaborations or partnerships.

Acceptance Criteria:

Intuitive Website Design. It is important that the website has a clear, user-friendly interface that allows me to easily navigate between different sections.

Detailed Product and Service Descriptions. As a prospective customer, I want to be able to see details about Chameleon's key offerings, including benefits, features, and how they address specific urban challenges.

Case Studies and Past Implementations. It is important that I can view real-world examples where the company's solutions have been successfully implemented, complete with outcomes, challenges faced, and benefits realized.

Interactive Demos or Tutorials. I would like the website to offer interactive demos or video tutorials showcasing the functionalities and operations of their solutions, e.g., a walkthrough of the EV Adoption Tools App.

Customer Testimonials and Feedback. I would like to be able to read reviews, testimonials, or feedback from other cities or organisations that have engaged with Chameleon.

Sustainability and Social Impact Data. Environmental and social factors are very important. I want to see evidence of how Chameleon's solutions contribute to sustainability goals, environmental impact, and improving citizens' lives.

Contact and Support Channels. I want to be able to easily find contact information, including phone numbers, email addresses, and physical office locations. A chatbot or live chat feature to answer immediate queries would be helpful.

Downloadable Resources. The website provides downloadable brochures, whitepapers, or technical specifications related to their products or services.

Pricing Information or Quote Request. I can access a general pricing structure or have the option to request a custom quote based on my city's requirements.

Upcoming Events or Webinars. I would like to be able to view a calendar or schedule of upcoming events, webinars, or trade shows where the company will present or demonstrate its solutions.

Newsletter Signup. There is an option to sign up for a newsletter to stay updated with the company's latest advancements, project progress, offerings, and news.