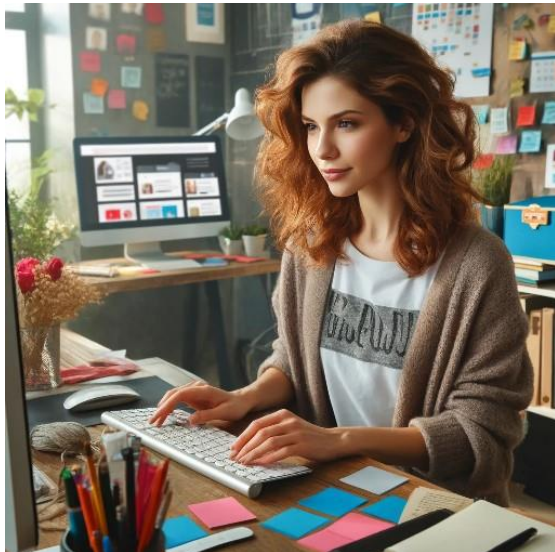


## Chameleon Content Creator: User Story



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 experience needed to succeed in their roles. This

user story from Ruby, a 24-year-old content creator, explains how she can create content to enrich the Chameleon website.

### User Story:

As a content creator, I need a website where I can add content such as news, insights, and resources, collaborate with my team, and monitor audience engagement to develop targeted and impactful smart city solutions narratives.

### Acceptance Criteria:

Content creation tools: An intuitive content management system for drafting and editing articles.

Team collaboration features: Ability to send drafts for approval and access team-specific content templates.

Engagement analytics: Insights into daily, monthly, and yearly visitor counts and histograms to understand audience interests.

Comment interaction: The facility to engage with the audience by responding to their comments.

Access restrictions: Limitations to ensure content creators can only access their team or project space for focused management.