

Chameleon Investor: 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 David, a 48-year-old business owner and entrepreneur heavily invested in the IoT and smarty city domains.

User story:

As an entrepreneur heavily invested in the growth of IoT technologies, I want to be able to seamlessly navigate the Chameleon website to access all pertinent information. This will help give me an understanding of the offerings, capabilities, and strategic positioning of the company and make an informed decision on whether I want to engage with them further.

Acceptance Criteria:

Professional Website Design. I would like to see a website that offers a clean, modern, and intuitive interface that reflects the company's expertise in smart city technologies.

Company overview and vision. As a potential investor I would like to easily access the company's vision, mission, and objectives. A roadmap outlining the company's future plans and strategy would also be beneficial.

Technology and offerings. As a potential investor I would like to gain an understanding of the technologies the company specialises in (e.g., smart systems) and have access to case studies or examples of where the company's solutions have been successfully implemented.

Target Audience. As a potential investor I would like to gain an understanding of the company's target audience and how they are addressing their needs.

Partnerships and collaborations. As a potential investor I want to be able to see a list of the company's strategic partners, collaborators, and any significant joint ventures in the smart city domain.

Feedback and Testimonials. As a potential investor I want to be able to view testimonials from individuals or organisations engaged with or using the company's solutions.

Scalability and Growth Potential. As a potential investor I would like visibility of the potential markets or regions the company plans to expand into.

Sustainability and Social Impact. Environmental and social considerations are becoming increasingly important. As a potential investor how the company's technologies positively impact the environment, sustainability goals, and the overall well-being of urban inhabitants.

Investor Support. As a potential investor I need the means to contact the company directly for any queries or clarifications. I would also like visibility of any company events, webinars, or presentations that I can attend to gain a deeper understanding of their operations and potential.