

Term Project Proposal

What does the application intend to do:

The application is intended to provide users with the ability to obtain information, exchange experiences, and collaborate with others to evaluate and promote businesses' sustainability initiatives on a broad platform centered around sustainability. By compiling user-generated content and a variety of viewpoints, the application aims to empower users and enable them to make well-informed decisions that are consistent with sustainability principles. It encourages community engagement by promoting conversation and active participation through features like reviews, ratings, and interactive debates. The platform encourages corporate accountability and continual progress in sustainability activities by highlighting both positive and negative aspects of businesses' sustainability operations. It also acts as a center for education, providing tools to enable users to engage in meaningful discourse and get a deeper understanding of sustainability concerns. Given everything thought through, the app encourages learning, advocacy, and cooperation in sustainability initiatives by utilizing user involvement and community-driven evaluations to promote good change in the direction of a sustainable future.

Who does it serve:

The app appeals to a wide range of users, including those looking to adopt eco-conscious lives, companies looking to improve their sustainability efforts, and consumers looking for sustainable goods and services. It gives customers a platform to make educated decisions about purchases that are aligned with their sustainable ideals. Companies gain from possibilities to enhance their sustainability processes and insights into consumer preferences. People can also participate in discussions and obtain educational materials to enhance their comprehension of sustainability concerns and make a positive impact on the environment.

How is it different from other applications:

Due to the application's unique stance on community-driven responses, it provides insight into what certain communities and consumers believe about certain companies' sustainability efforts and carbon footprint. Unlike traditional sustainability-focused apps that primarily offer information or resources, this platform actively involves users in contributing their insights, experiences, and opinions through ratings, reviews, and discussions. The app promotes accountability, transparency, and well-informed decision-making by offering a more varied and nuanced viewpoint on businesses' sustainability initiatives. It stands out as a holistic hub for activism and sustainable living due to its emphasis on community

building, education, and advocacy. Altogether, this software stands out for its interactive and participatory approach to encouraging sustainability, offering a vibrant and welcoming environment where users can spearhead constructive change.

Inspiration and demand for the application:

The inspiration behind this application is to provide more insight into companies' sustainability efforts and ratings. Our group thought about applications that would not be traditionally in contrast to what others have created in the past, and we wanted to make something reflective of environmental concerns in our current times. An increasing global interest in sustainability is driving businesses and customers to look for accessible tools to help them make environmentally diligent decisions, which is why this application is in high demand. The app creates a sense of community and collaborative action while meeting the requirements for accountability and openness by providing community-driven ratings and evaluations. This need is further driven by regulatory restrictions and market trends that support sustainable practices, emphasizing the increasing significance of protecting the environment in the modern world.

IA:

Submitted separately as a PDF.

Primary Area of Focus:

Area 1: HTML, CSS and graphics for page layout and design.

The layout and design of the page will be incredibly important to attracting and maintaining users.

Secondary Area of Focus:

Area 5: Put real data in a database, cookie, session storage or local storage.

We will be storing user comments, ratings etc. In data files to then be accessed and displayed to other users.

Individual Responsibilities:

Chris – Gathering data and storing reviews within the database

Shankar – Website functionality through JavaScript

Jackson – Page layout and design through HTML and CSS