

ECO Badge Project brief

Overview

ECO Badge is a certification platform which scores food establishments (restaurants, cafe, cafeterias, takeaways) based on their environmental impact, providing consumers with access to a directory of environmentally certified businesses in their area. Once a business receives their ECO Badge score, they are listed under a grading tier (bronze, silver, gold or platinum) and added to the business directory. ECO Badge's directory will be populated with environmental and community conscious food establishments. Environmentally-conscious consumers will be able to visit the ECO Badge directory and filter the list down based on a variety of parameters, helping them find the most sustainable places to eat in their area. ECO Badge is much more than just a directory, incentivizing and supporting food establishments on their sustainability journey, helping them to improve their environmental and community impact. ECO Badge will also have the latest information, so that consumers and businesses can keep up to date on how they can support environmental and social change.

Your project is to create the first version of the ECO Badge website. The website must include all of the points listed below. We would like to give you full creative control on how you feel is best to complete the project. However, we will be happy to support you throughout the project. We will also provide you with front end graphics so that you do not need to worry about the design side of the website.

Coding/IP

- The website must be coded using industry standard code, to ensure that project can be added to other website development providers (if needed in the future).
- The website must be designed using free platforms, to ensure anyone can work on the website.

Database

- The database will be the core of the ECO Badge platform.
- The database will hold the data for all the businesses listed on the platform.
- The database must be scale-able, to allow for growth to a national level.
- The database must be editable, to allow for additional data fields to be added.
- The ECO Badge team will provide you with data to input into the database once it has been created.
- The fields included in the database will be; Name; Location; Cuisine; ECO Badge Score; ECO Badge Tier; Biography; Menu PDF; Business Picture

Directory

- The directory will be a listing of all the business in the database
- The directory will appear in a list format, similarly to Ebay, Amazon and Just Eat.
- The directory will display short snippets of data for each listing e.g. name, picture, location, cuisine, ECO Badge score.
- Users will be able to filter the results down using the filter system.
- Clicking on a listing will take the user to the business' profile.
- Results will be shown using computerised "randomisation" to ensure an equal platform for all businesses.

Filter System

- The filter system will be located on the directory page.
- Users will be able to filter results down based on the data included in the database for each business.
- Filters will include: location; cuisine; ECO Badge score; ECO Badge tier.
- The filter system will include a "must-have" filter option, where only business that meet that criterion will be shown in the results. For example: must not use single use plastic; OR must use a food waste collection scheme.
- Users will be able to use multiple filters simultaneously, to refine results.

Profile

- Each business will have their own profile.
- Each profile will include: picture; biography; location; cuisine; ECO Badge score; ECO Badge Tier; menu PDF; ECO Badge PDF.

Portal

- The portal will be used to import/edit data in the database.
- The portal will also be used to edit text and pictures on the static pages e.g. homepage.
- EXTRA: If your team feel confident that you can create a user portal for business to edit and manage their own profiles, this is encouraged but not essential.

Home Page

- The homepage will be a static page.
- The homepage will be the landing page for the website.
- The homepage will include links, text and pictures directing users to other pages.