

COMP 2003 MARKETING DEMO



Completed by Alex Cleverley
and members of Team A

What is Eco Badge?

- Eco Badge is an accreditation platform which scores food establishments based on their environmental impact.
 - Eco Badge targets eco-conscious consumers and those looking for eco-friendly alternatives to food business directories (such as: Just Eat, Deliveroo and Uber Eats)
 - Eco Badge provides consumers with a directory of all accredited food businesses in their area; grading each business with Eco Badge tiers (Bronze, Silver, Gold, Platinum) to highlight the more eco-friendly businesses in their area.
 - Eco Badge incentivizes and supports food establishments on their sustainability journey, helping them to improve their environmental and community impact.
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Developing a eco-central website

Our solution was designed around what key users would be using Eco Badge's website and what actions they would want to be able to perform:

As an Admin...	I want to be able to edit pages, so that I can update information
	I want to be able to manage business profiles/ business members, so that I can see specific details about specific accounts and fulfil my admin duties.
	I want to be able to view all email collected via the website, so that I can perform administrator tasks in accordance to email content.

As a Consumer...	I want to be able to view all directories, so that I can choose which businesses to eat at.
	I want to be able to filter the directories, so that I can find specific types of businesses easier.
	I want to be able to read more about sustainability, so that I can educate myself.
	I want to be able to sign myself up to the ECO Badge newsletter, so that I can be informed about eco-conscious content.
	I want to be able to create/view my consumer profile, so that I can track my environmental impact.
	I want to be able to use the website on my mobile device and desktop so that I can access the website through multiple means and whenever I want to.

As a General User...	I want to be able to sign in, so that I can access my portal space.
	...
	...

As a Business...	(Paid member) I want to be able to access my profile portal, so that I can update profile data.
	(Paid member) I want to be able to access my profile portal, so that I can reply to customer reviews.
	(Paid member) I want to be able to access my profile portal, so that I can update our business's menu.
	(Paid member) I want to be able to access my profile portal, so that I can schedule my venue for a re-score.
	I want to be able to learn about how the ECO Badge scores are determined, so that I can appeal more to eco-conscious viewers by changing how the business operates.

Tables credited to Callum Organ

Initial Prototype

- Queue Segway



What our finished product aims to look like...

