

User Story

Stakeholders and User Stories

1. Primary Stakeholders

a. Individuals:

- i. Donors- As a donor, I want to easily donate unwanted clothes to an NGO in need so that I can reduce waste and help others.
- ii. Volunteers- As a volunteer with specific skills, I want to find relevant volunteer opportunities with NGOs on Sustainify App so that I can use my skills to contribute to sustainability.
- iii. General Users- As a general user, I want to see a variety of everyday sustainable activities I can participate in on Sustainify App so that I can easily make a positive impact on the environment.

b. NGOs and Start-Ups:

- i. Project owners- As a project owner, I want to create a detailed profile for my sustainable project on Sustainify App so that I can attract donors, volunteers, and potential company partners.
- ii. Beneficiaries- As a beneficiary of an NGO project, I want to receive the donations and support offered through Sustainify App so that my needs are met in a sustainable way.

c. Companies:

- i. Sustainability leaders- As a sustainability leader in my company, I want to partner with Sustainify App to support specific projects and promote our CSR initiatives to a sustainability-conscious audience.
- ii. Marketing teams- As a member of the marketing team, I want to leverage Sustainify App to reach users interested in sustainable practices and promote our company's eco-friendly products and services

2. Secondary Stakeholder

- a. Investors- As an investor, I want to see clear data on Sustainify App's social and environmental impact alongside its financial performance so that I can assess its potential for positive change and return on investment.
 - b. Media- As a journalist covering sustainability issues, I want to access information about successful projects and impactful contributions made through Sustainify App so that I can raise awareness about the app and its positive impact.
3. Sustainable app Admin
- As a Sustainify App Admin, I want to manage user accounts, moderate content, analyze data and impact, and maintain the platform functionality so that I can ensure a secure, efficient, and impactful user experience for all stakeholders.

1. Individual User Journey (Sarah, Sustainability Enthusiast):

Name: Sarah Jones

Age: 28

Occupation: Marketing professional

Location: Urban city

Values: Sustainability, social responsibility, healthy living

Motivations: Wants to reduce her environmental impact and contribute to a better future.

Needs: Easy ways to participate in sustainable activities, track her impact, and connect with like-minded people.

Challenges: Busy schedule, limited knowledge about some sustainability practices, difficulty finding relevant opportunities.

Goals:

- Reduce her weekly food waste by 50%.
- Connect with a community of people who share her sustainability values.

User Story

Start: Sarah is becoming increasingly aware of her environmental impact and wants to live a more sustainable lifestyle.

Step-1: She discovers Sustainify App and downloads it on her phone.

Step-2: Sarah explores the app and learns about various sustainable activities she can participate in.

Step-3: She chooses to donate some gently used clothes to an NGO listed on Sustainify App.

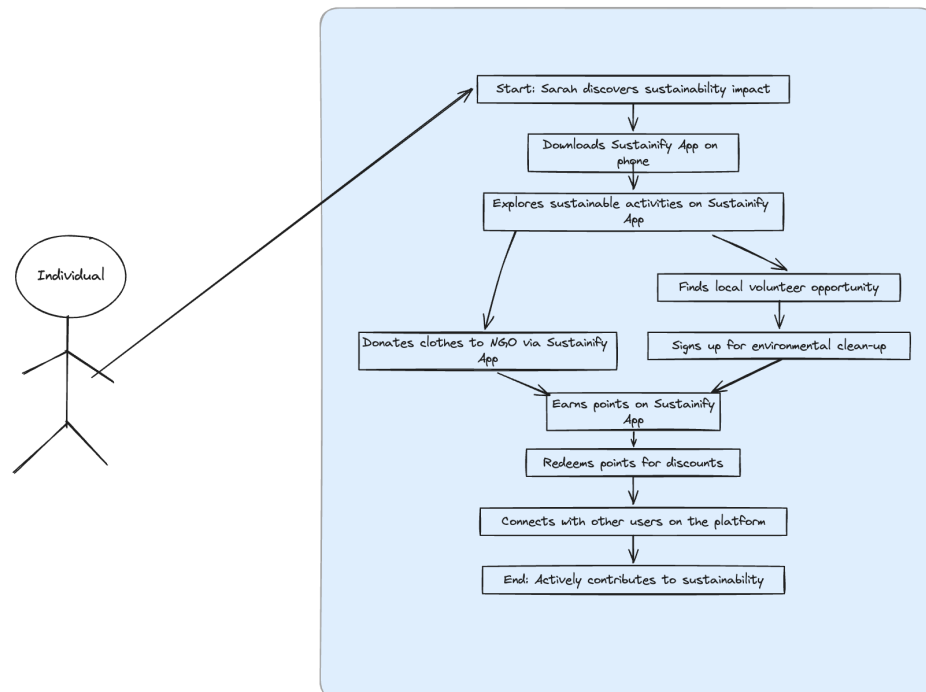
Step-4: Sarah finds a local volunteer opportunity with an environmental clean-up project and signs up through the app.

Step-5: As Sarah participates in these activities, she earns points on Sustainify App.

Step-6: She redeems her points for discounts on sustainable products offered by companies partnered with Sustainify App.

Step-7: Sarah feels empowered by her actions and connects with other users on the platform to share tips and experiences.

End: Sarah is now actively contributing to a more sustainable future and feels motivated to continue making a difference.



2. NGO/Startup Journey (GreenAid, Environmental Conservation):

Name: David Lee

Age: 42

Occupation: Founder and Director of Green Wave, a coastal conservation NGO

Location: Coastal community

Values: Environmental protection, community engagement, education

Motivations: Secure resources to support their project, connect with volunteers, and raise awareness about coastal conservation.

Needs: A platform to showcase their project, manage donations and volunteers, track impact, and connect with potential donors and supporters.

Challenges: Limited budget for promotion, difficulty reaching the right audience for volunteer recruitment and fundraising.

Goals:

- Raise \$10,000 through Sustainify App to fund their next coastal clean-up project.
- Recruit 20 volunteers through the app to participate in the clean-up.
- Increase public awareness about coastal pollution by 20% through their Sustainify App profile and impact reports

User Story

Start: GreenAid is an NGO working on a project to restore a local forest area.

Step-1: They register their project on Sustainify App, highlighting its goals and impact potential.

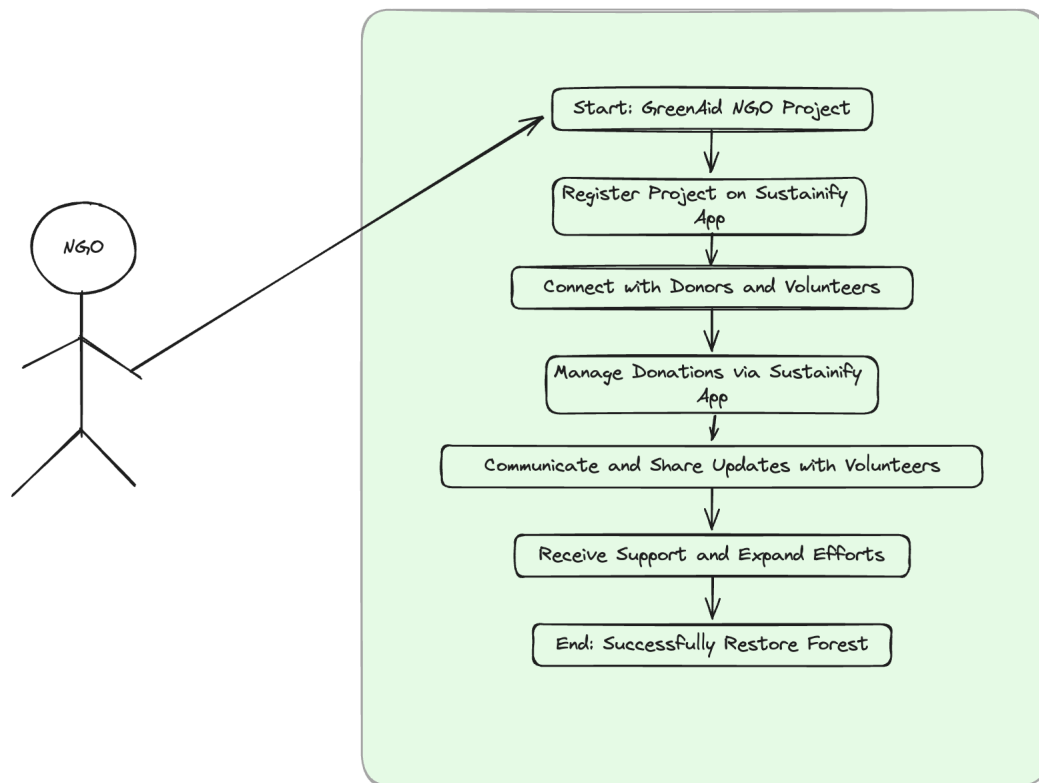
Step-2: GreenAid utilizes the app to connect with potential donors and volunteers interested in environmental conservation.

Step-3: They manage donations received through Sustainify App, allowing donors to track their impact directly.

Step-4: GreenAid uses Sustainify App to communicate with volunteers, share updates on the project's progress, and showcase the positive environmental changes achieved.

Step-5: The NGO receives significant support through Sustainify App, enabling them to expand their forest restoration efforts.

End: GreenAid successfully restores the forest thanks to the resources and volunteers connected through Sustainify App, creating a lasting positive impact.



3. Company Journey (EcoTech, Sustainable Technology):

Name: Maria Garcia

Age: 35

Occupation: Head of Sustainability at EcoTech, a renewable energy company

Location: Corporate headquarters

Values: Environmental responsibility, innovation, brand reputation

Motivations: Support environmental causes aligned with their company's values, promote their sustainable products and services, and improve their CSR image.

Needs: A platform to connect with relevant sustainability initiatives, engage with a sustainability-conscious audience, and showcase their CSR efforts.

Challenges: Finding credible causes for company support, reaching the right target audience for brand promotion, measuring the impact of their CSR initiatives.

Goals:

- Partner with 2 NGOs working on renewable energy projects through Sustainify App within 6 months.
- Achieve a 10% increase in website traffic from Sustainify App users interested in their sustainable products.
- Showcase their company's support for sustainability initiatives and track the environmental impact of their contributions via Sustainify App data.

User Story

Start: EcoTech is a company committed to sustainability and wants to support environmental causes while promoting their brand.

Step-1: EcoTech establishes a partnership with Sustainify App to support specific projects aligned with their sustainability goals.

Step-2: They launch a challenge on Sustainify App encouraging users to adopt energy-saving practices, offering discounts on their eco-friendly appliances as rewards.

Step-3: EcoTech showcases their sustainable products and services on Sustainify App, attracting a sustainability-conscious audience.

Step-4: The company tracks the impact of their CSR initiatives through user participation in the challenge and project support.

Step-5: EcoTech sees a positive brand image boost and increased sales of sustainable products due to their Sustainify App partnership.

End: EcoTech strengthens its commitment to sustainability while achieving both environmental and financial benefits through Sustainify App.

