

Product Requirements

Team #2: Carbon Crackdown

Project Statement

Here at Carbon Crackdown, our goals are to bring awareness to how much pollution the wealthy are responsible for. Although we believe every individual should do what they can to assist the environment, we also believe the wealthy are responsible for significantly more pollution, yet average people are the ones held responsible and told to “reduce, reuse, recycle.” We envision a society where all citizens are well-informed of the consequences that our actions may have on the environment, and this starts at the top.

We hope to create a website called “Carbon Crackdown” — a website that tracks the (publicly-recorded) private flight patterns of celebrities and calculates their carbon footprint compared to the average person. Our website would specifically focus on celebrities to help highlight the disparity in environmental impact between the wealthy and average people. Our website would be available to everyone, with daily updates as we receive them. With this website you may also compare your own carbon footprint to those of famous celebrities, and learn how to advocate against their indulgent habits with protests and boycotts. All profits (generated through advertising) will go towards a conservation effort chosen monthly by the users via a poll.

User Profile

- Has basic experience browsing the internet and using web applications. Has filled out online forms, and used an online map.
- Has access to the Internet.
- Has an interest in conservationism, and petitioning others (primarily celebrities) to be more environmentally conscious of their actions.
- **(OPTIONAL)** Is willing to share information such as carbon footprint factors.
 - Number of private flights taken (if any).
 - Number of electronics.
 - Certain behaviors (leaving electronics on, recycling, etc.)

Feature requirements (User Stories)

| No. | Feature | Description |
|-----|---|--|
| 1 | Registration | User shall create a login username and password in order to be able to access the more personal features in this app User may still access website without account but must make one to make donations Self carbon tracking is directly linked to an account |
| 2 | Account Management (Change Personal Info) | Users shall be able to change personal information after registration (for example: change password or email linked to account). |
| 3 | Account Preferences | User shall be able to change preferences to be able to set monthly donations, notifications, and location tracking. |
| 4 | Payment (donations) | Link credit cards or online payment for donations. Users are offered an optional, yet recommended monthly subscription plan to offset their carbon footprint with a donation towards a conservation effort. Donations go towards the conservation effort of the month. |
| 5 | Flight Tracking | Website gets regular updates from flightradar24.com, particularly focusing on private planes known to be owned/used by billionaires. Uses flight data to generate a map of the flights, and calculate its effect on the environment. |
| 6 | Scrolling Map | World map akin to Google Maps. Allows for zooming, dragging, and scrolling to navigate. |
| 7 | Leaderboards | Users may submit their carbon tracking to the leaderboards to compare with friends and others around the globe. The choice to sort by the most or least environmentally conscious. [...] |

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| | | <p>[...]</p> <p>Also features some of the top carbon footprints of the month, including celebrities.</p> <p>The amount of data the user inputs for a leaderboard round is also taken into account (inputting more positive data means a lower spot on the carbon leaderboard).</p> |
| 8 | Emails | Email list for newsletters, and to remind people subscribed to yearly carbon offset withdrawals to update their carbon footprint. |
| 9 | Personal Carbon Logs | Users may input their carbon output whenever and however often they seem fit. May input car rides, flights, water waste, food waste, etc. ("How many car rides do you take per day?") ("What kind of car(s) do your drive?") |
| 10 | User Poll | <p>A poll for users of the website to determine which conservation effort the website's advertising profits will go towards for that month.</p> <p>The poll is limited to registered users</p> |

Appendix

As new features are brainstormed, we shall append them to the end of the features list along with the date added. We shall be in close communication with each other on Trello (and a text group-chat) whenever we come up with new features, and verify them with other members of the team.