**Ideation Report**

**Selected Problem:**

**The lack of a centralized platform for eco-friendly products makes it challenging for consumers to access sustainable, ethically sourced alternatives to everyday goods.**

**Design Thinking – Empathy**

Empathy Map:

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| What Customers Says   “I wish I could find all eco-friendly products in one place."   “I’m not sure if these products are truly sustainable or certified."   “Shopping sustainably feels complicated and time-consuming." | What Customers Thinks   “I want to make better choices for the environment but don’t know where to start."   “Is there a way to verify if these products are authentic?"   “I hope this platform makes sustainable shopping easier and more reliable." |
| What Customers Does   Searches for eco-friendly alternatives on multiple websites.   Compares product reviews and certifications to ensure authenticity.   Hesitates to purchase due to high prices or lack of trust in sustainability claims. | What Customers Feels   Confused**:** Unsure about the authenticity of products.   Frustrated**:** Finds sustainable shopping overwhelming and inconvenient.   Hopeful**:** Desires a simple and trustworthy solution to support their eco-conscious lifestyle. |

**Problem Statement:**

Environmentally conscious consumers are individuals who prioritize sustainability in their purchasing decisions, who need a convenient and reliable platform to access eco-friendly products, because the lack of centralized options makes it difficult to find and purchase sustainable alternatives to everyday items.

**Ideation**

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| **Sr. No.** | **Requirement** | **Proposed Solution** | |
| **1.** | **Centralized Platform for Eco-Friendly Products** | | |
|  | Available Solutions-   1. Multiple niche websites offering specific categories of eco-friendly products (e.g., clothing, household items). 2. General e-commerce platforms with limited eco-friendly options. | Proposed Solution-  Develop an all-in-one platform exclusively for eco-friendly products, offering a wide variety of categories with certified sustainable options. | |
| **2.** | **Authenticity and Trustworthiness** | | |
|  | Available Solutions-   1. Certification labels on individual products. 2. Third-party review websites verifying claims. | | Proposed Solution-  Integrate verified sustainability certifications and product reviews directly into the platform, ensuring authenticity and transparency. |
| **3.** | Simplified User Experience | | |
|  | Available Solutions-   1. General e-commerce platforms with basic search and filter options. 2. Apps with limited eco-focused features. | | Proposed Solution-  Implement an intuitive user interface with advanced search filters (e.g., product type, sustainability criteria, price range) and personalized recommendations. |

**Solution-**

**The final solution will be a dedicated e-commerce website providing a centralized platform for eco-friendly products. It will ensure product authenticity through certifications, offer an intuitive shopping experience, and cater to a wide audience interested in sustainable living.**

**Scope-**

The project will focus on:

1. Developing a functional prototype within the first phase.
2. Enhancing features like certification verification, personalized recommendations, and secure payment integration in subsequent phases.
3. Dividing tasks such as UI/UX design, backend development, and testing across semesters or years, depending on team size and complexity.