

Ecoville

Argonauts Team

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Overview

Name of our application is Ecoville and we are team Argonaute. Ecoville is a platform developed for companies. It helps you find an easier and better way to be more ecological and our mission is to spread the awareness among the employees working in the company that is using our application.

Nowadays people are so busy with our lives that we forget to take care of the environment. It is not that we do not want to do it but this takes time and effort and in our busy schedule this is not our priority.

That is why we came up with a solution. Because we spend a big part of our lives at work, we can do something while we are there and all will benefit from that.

In addition people are social creatures and it is definitely more interesting working with a group of people that share the same goal than alone. Most important is that you are having fun while doing something good for the world.

All big things started with one step and you have to keep that in mind. Think about it and change today for greener tomorrow.

Menu Screens

Register/Login Page

This is a basic registration and login form.

For registration, your name, first name, email address and password is required.

For the connection: your email address and your password.



Welcome Back !

Login to continue

mail address

Password

[Forget your password ?](#)

Don't have account ? [Sign up](#)

LOGIN



Welcome !

Register

First Name

Last Name

email address

Password

Confirm Password

[Already have an account ? \[Log in\]\(#\)](#)

SIGN UP

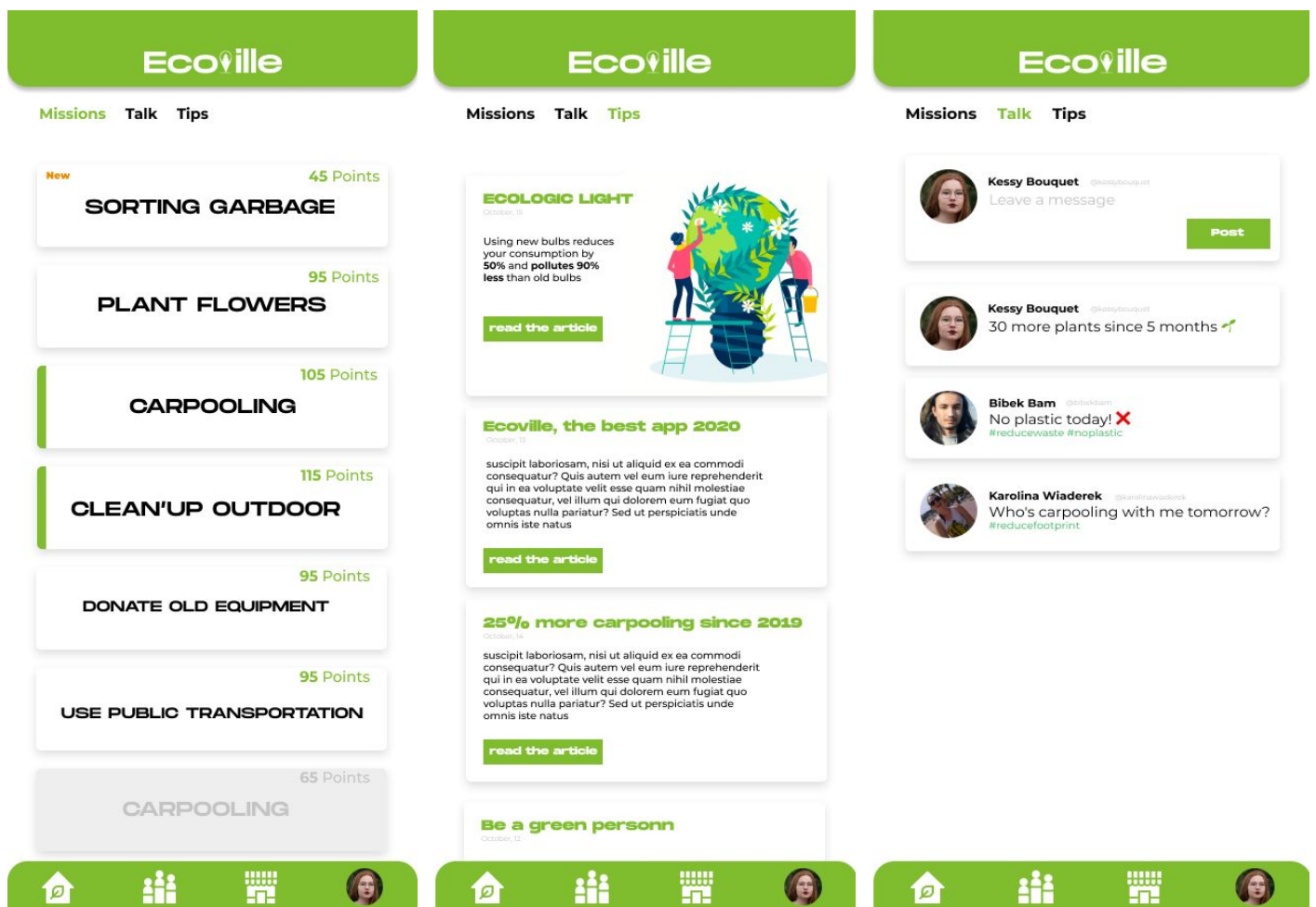


Home page

On the home page, there are 3 sections that can be swiped.

A section listing the different missions that can be done.

- On each mission, we can find the name of the mission, a label 'New' if the mission is added since a few hours, and the number of points to win.
- The second section is a post page, the users of the application can post messages with informative purpose, related to ecology or environment.
- The third section proposes tips and articles related to ecology in order to sensitize the user of the application. He can click on the articles and earn points.



Rank Page

On the ranking page, we can find the ranking of people by points. We have the name, place and score of each employee.

Store Page

On the page of the awning we find the different trophies. We can buy them with the points, see the trophies we already have. Clicking on them opens a pop-up that shows us the names and under what circumstances we can get them.



The "MENTAL STRENGTH"

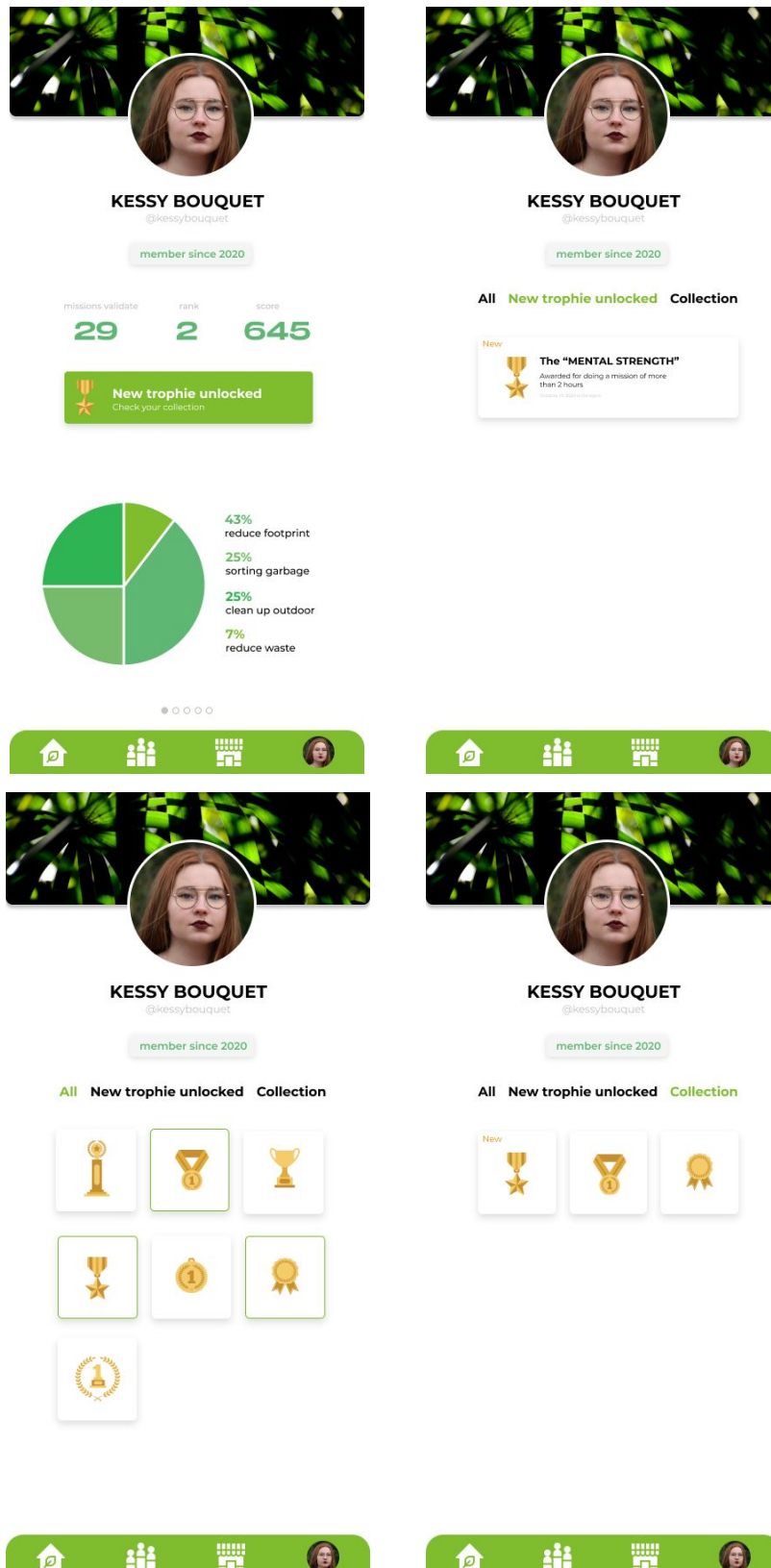
Awarded for doing a mission of more than 2 hours

Profile Page

On the profile page we find the user's personal information.

We also find ecology statistics corresponding to his profile, based on the missions performed and articles read.

We can also see the trophy collection he holds. And the trophy detail.



Article Page

On the page of an article, we find the article, the date of publication, the content, as well as a button at the end of the page: a button "I like" and a button "Not my teacup".

Ecoille

ECOLOGIC LIGHT
October, 15

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem **quia voluptas sit aspernatur** aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione elit, sed quia non numquam eius modi tempora incidunt **ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum** exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam



I like it **Not my teacup**

Mission details pages

On the detailed mission page, we find all the essential information: location, date, time, duration and number of participants requested. We can see the number of points that the mission is referred to. We find the taffy and a description of the mission, and a participation button.



Business Idea

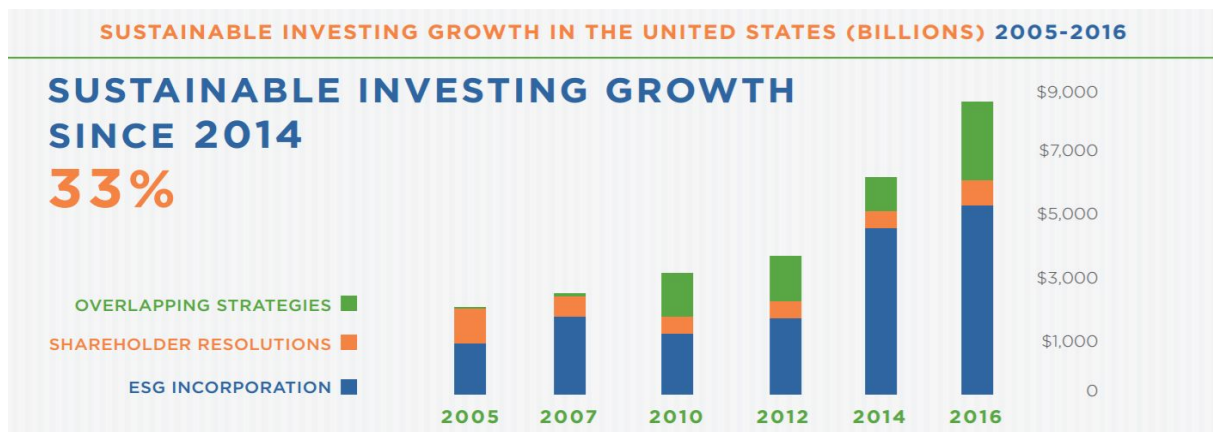
The application itself is focusing more on benefiting the environment and helping people to be more eco friendly. However, there are some number of ways that we can generate revenue through the app. They are royalties, sponsors and advertisements. We will further explain these in the coming section.

Market Analysis

Many big industries and organizations are heading towards sustainability and environment friendly approaches in different ways. Giants like DELL, Tesla, Honda, Google, Bank of America, etc. are doing their part to go-green via actions as – slashing energy usage, safe disposal of electronic equipment for disposal, usage of wind energy, cut CO emission ,etc. But they can do so much more. Now it's the companies doing this, imagine all the employees doing similar acts but on a smaller scale that leaves a big impression in future. Ecoville offers that.

Looking at the past figures almost all of the giant corporations of the world have shifted to more sustainable strategies by 2020. By 2017 around 90% of the giants were in on a more eco friendly and sustainable approach of business and action. Almost every company nowadays has some goal in this eco friendly sector and social side.

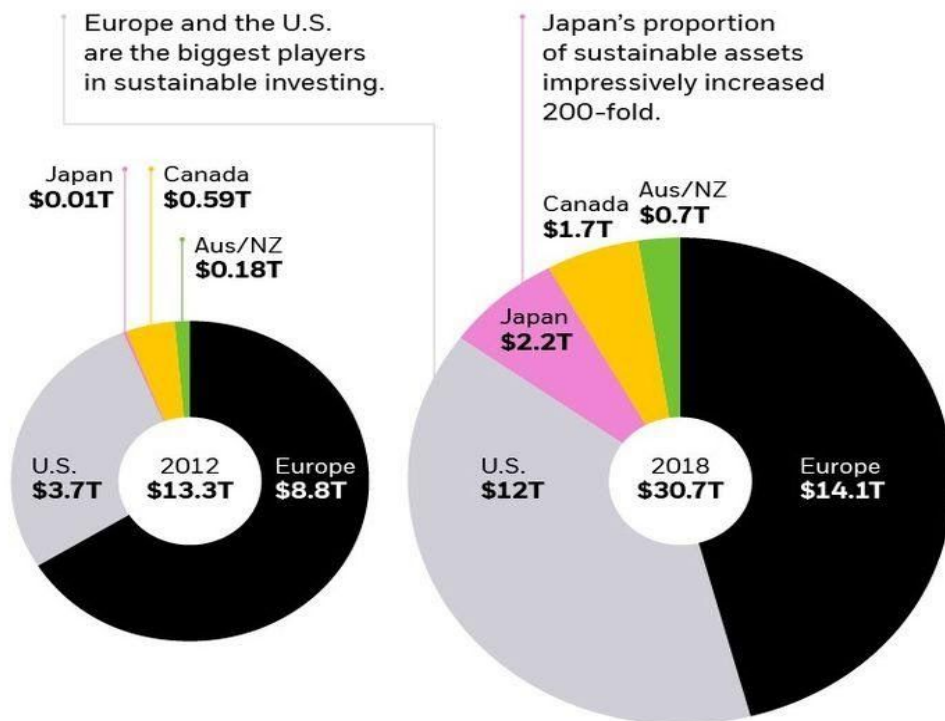
In the current context, users are more conscious of the environment than they were a few years ago. With the shift to a more go-green attitude in users, companies have adopted a similar trend as well. People are more likely to turn to a more sustainable and eco-friendly company than their counterpart.



When we are looking at the past we can see from the above chart that even in 2016 the businesses have already started to shift to more sustainability trends. investments have been rising since.

Today, sustainable investing is an unstoppable force, with total assets more than doubling over the past seven years.

Global growth in sustainable investments (USD\$ Trillion)



Europe is well ahead of the sustainable investing curve, and specific legislation is fundamentally shaping the industry.

Source: Global Sustainable Investment Alliance, Mar 2019

As we can see, environmental issues have given rise to a sense in all of us where we are driven to protect it and help it nurture.

With such investments and drive towards eco-friendliness and sustainability from so many companies and organisations. Applications that help you to reach that state are highly sought after.

On a survey we did for the usage of application, we got mixed responses from a few organisations. Our teams asked the organisation they had connections with if they would use such a platform. Some said yes where some were reluctant as they didn't understand the concept fully. From asking 6 organisations, we got yes from 3, 2 of them said no and 1 may be. Further we asked a few students if they would be willing to participate in such a platform if their organisation deployed it. to our surprise about 70 %

said yes they would, the remaining were not sure because they might have conflicting schedules and work .

Marketing strategy

Marketing the application itself is rather easy, since most businesses are moving towards sustainability approaches and looking for another new way to make themselves better in the competition. The app can be advertised as a way in which not just the company but its employees are also focusing on environment issues and sustainability. This provides a good image for the company in the mass of its users and can help boost its reach even more.

social media such as facebook, instagram and youtube among others can act as a social marketing platform for the app itself excluding the app store and playstore for mobiles. to boost the ecoville platform further joining in ecological events and causes whilst using the application can help it reach newer heights and showcase its potential to the mass in a live environment.

Competitors

Competitor 1: Sweat coin(SC)

Name

Sweat Coin

Strengths:

- gives users coins based on how much they walk
- coin can be used to buy different merchandise from other vendors
- works in background so you don't need the app to be open on main screen of device
- has

Weaknesses:

- the algorithm doesn't count all the steps
- rewards are costly
- you need to walk a lot of step to get little amount of coin(1000 counted steps = 1 SC)
- works on only one factor(walking), running, cycling will not get you any coins.

Competitor 2: Gympact

Name

Gympact

Strengths:

- rewards users with cash(paypal)
- motivates them to exercise and workout
-

Weaknesses:

- charges lazy tax if user stop following routine(meaning takes back money)
- focuses on one factor only (routine exercises)
- focuses on only a small portion or people in the mass

Your business: Ecoville

| What sets your business apart from your competitors? | |
|---|--|
| <ul style="list-style-type: none"> - free to play/use - built initially for small scale but is scalable if needed - helps you to be more ecological in various aspect - helps you to built your goodwill to higher standards - can reach out to masses quickly with minimal influence | |
| Your strengths: | Your weaknesses: |
| <ul style="list-style-type: none"> • multiple application through single platform • low financial risk rate • user friendly and no hidden agendas • active participation from users • | <ul style="list-style-type: none"> • getting the appropriate stage to show full potential • organisational approach is hard with new application • revenue generation might be lower than other app out there |
| Current or future opportunities: | Current or future threats: |
| <ul style="list-style-type: none"> • can approach universities to live test application with students • with just financing for deployment the application can be implemented and pilot test can be done • upon successful deployment within one organisation it can later be spread to others as well • a future prospect can be to tie it up with community and city offices to reach out more people who wish to help in community services. | <ul style="list-style-type: none"> • getting a stand can be difficult in a new environment • financing might need to be done solely, this can be hard • people might be reluctant to approach the application with the current pandemic going on. • revenue generation might not happen at initial phase • other similar application can be a threat now and in future. • slow stream of revenue might cause organisations to hesitate |

Monetization

- the application focuses gaining monetary value from royalty(use of product,services and maintenance)
- on top of that advertisements from other companies or products can uplift the revenue stream of the application significantly
- on the part where company using the application is approached by another organisation for a collaborative effort at some event, this can result in a type of advertisement as well as monetary acquisition
- On a future prospect minimal user fees can be added to the application to keep the platform running by itself and sustaining itself with lower financing

User Interface

1. Main Page

Before we use the app we need to register and then login to it. First page we will see is *img nr. 1*. On page we can see buttons form **[1]** to **[7]**. Button's description:

[1] - Main Page *img nr.1*. Lime font color means that this is the page currently used.

[2] - Talk page *img nr. 2*.

[3] - Tips page *img nr. 3*.

[4] - Event page *img nr. 5 and img nr.6*

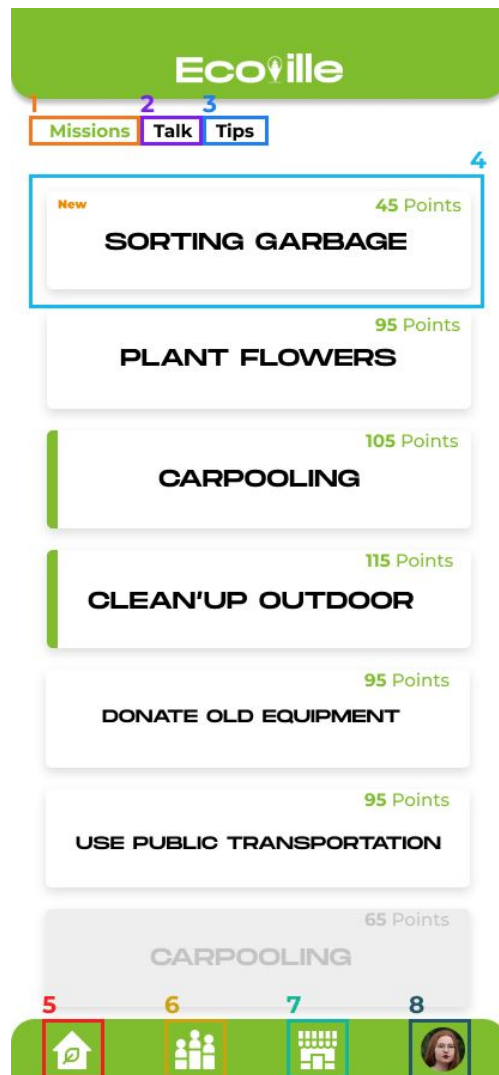
At the bottom we placed a navigation bar so users could easily go to their profile or open the list of rewards.

[5] - Main page *img nr. 1*

[6] - Ranging page *img nr. 7*

[7] - List of rewards *img nr. 8*

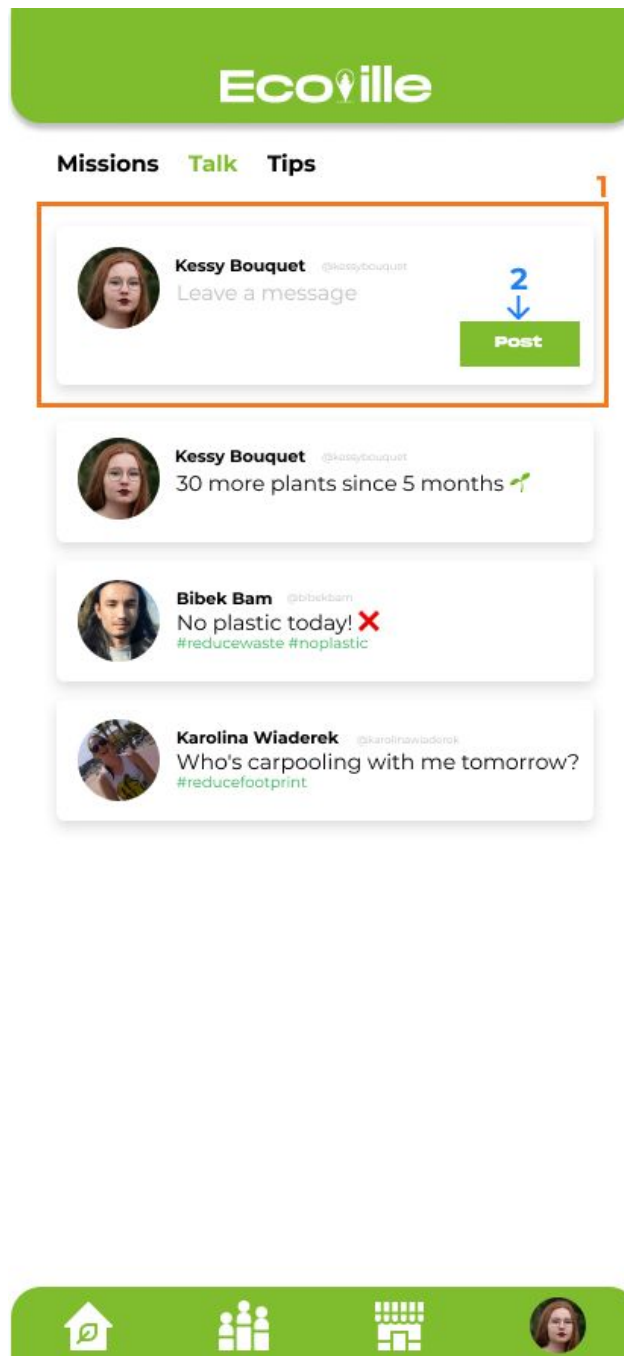
[8] - User profile *img nr. 9*



img nr. 1

2. Talk page

After we are redirected to the talk page we can see box [1] which the user can use to put a general post to all colleagues, about an event an employee wants to attend or just to give a statement. To submit a post the [2] button must be use, after submission post will display under box [1]

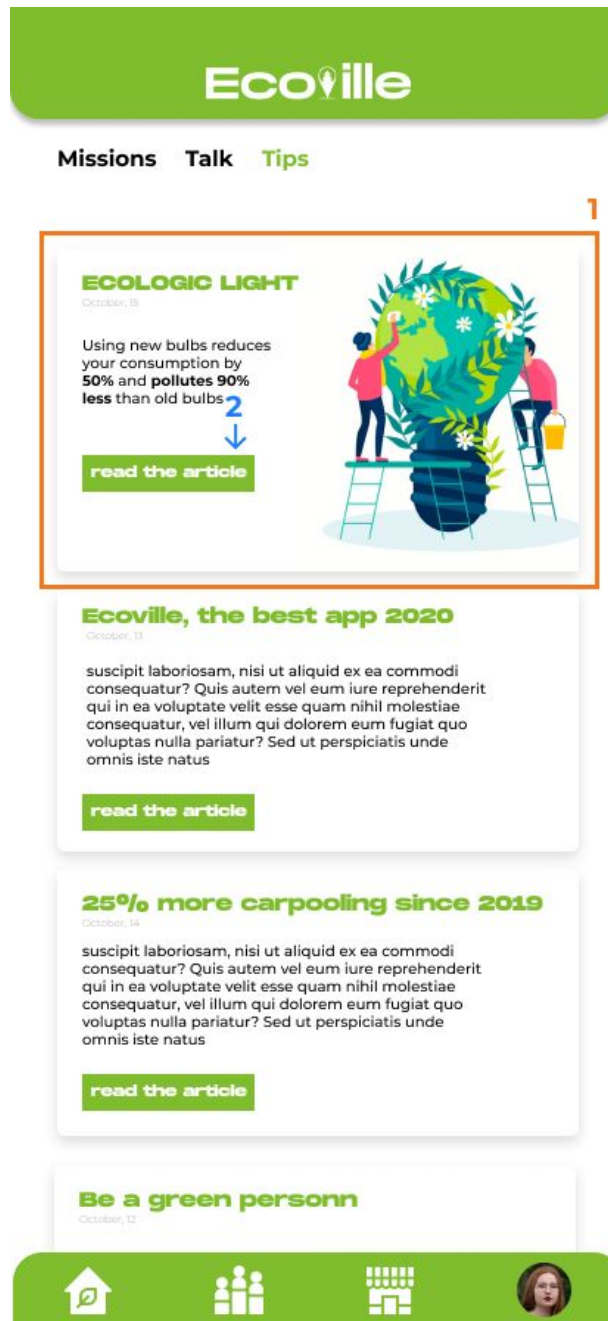


img nr. 2

3. Tips Page

Tips page was designed to deliver information about ecological and social fields, which may help employees to gain knowledge needed to develop as an environmentally friendly person . Each user can open an article by clicking a button **[2]** which is placed in box **[1]**, after the user will be

redirected to page *img nr. 4*.



img nr. 3

3.1 Article page

Article page contains information about article release date, article text and 2 buttons **[1]** and **[2]** at the end of page, they are giving the user choice to decide if the article was interesting in his or her opinion. After clicking in, the user will collect some amount of points and then will be redirected to

the tips page *img nr. 3*.



img nr. 4

4. Event page

Event page contains informations about event such as:

section **[1]** - date and start time, amount of people needed, type of work

section **[2]** - explanation of what the team will do during this task

section **[3]** - amount of points to collect

button **[4]** - participate *img nr.5* or withdraw participation *img nr. 6*.



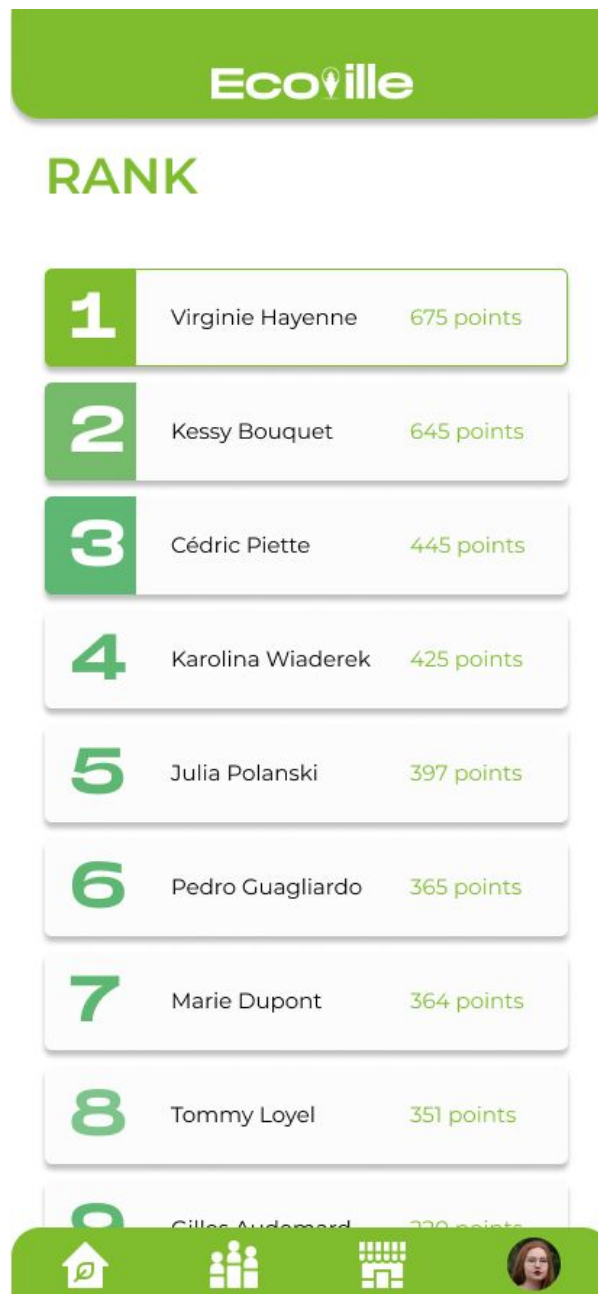
img nr. 5



img nr. 6

5. Ranking

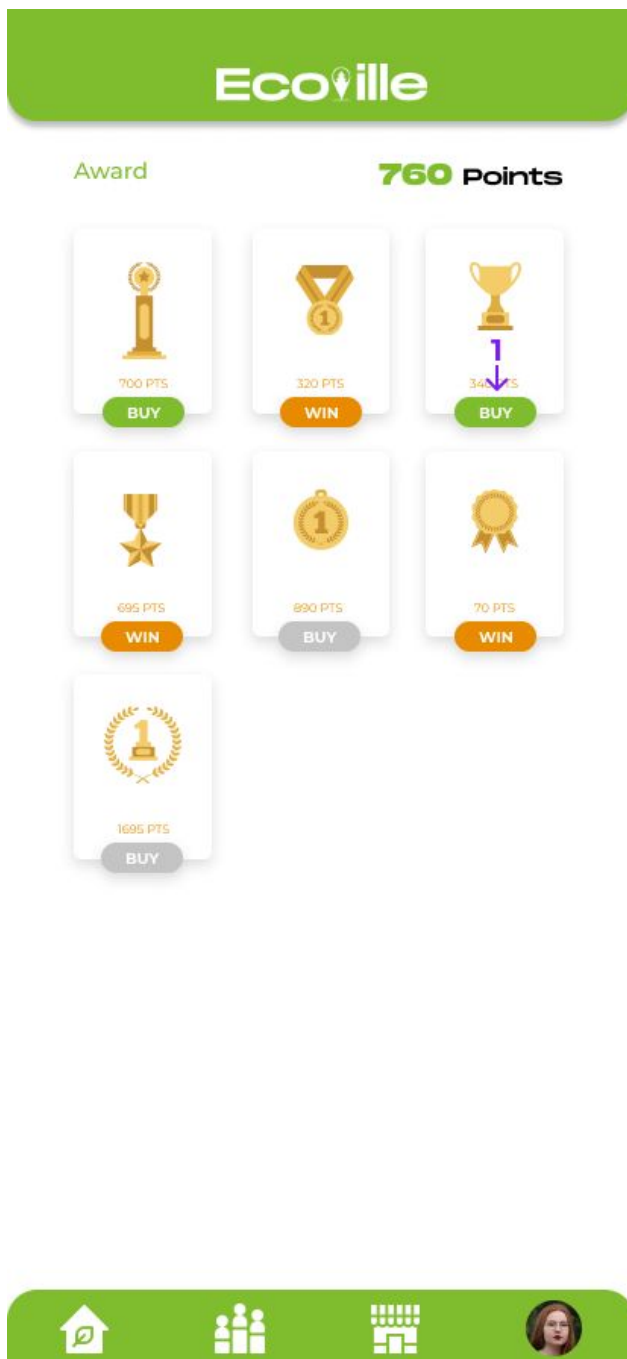
After using button **[7]** from the Main *page* user is going to be redirected to the *Ranking*. Ranking page gives the user an opportunity to see his or her progress compared to other colleagues.



img nr. 7

6. Reward shop

After using button [6] from the Main *page* user is going to be redirected to the *Reward shop*. In this place employees can buy new rewards which companies currently place in the store. If a user wants to buy a new item, simply click on button [1], after the message about bought item will pop up on the screen *img nr. 9*.



img nr. 8



img nr. 9

7. User profile

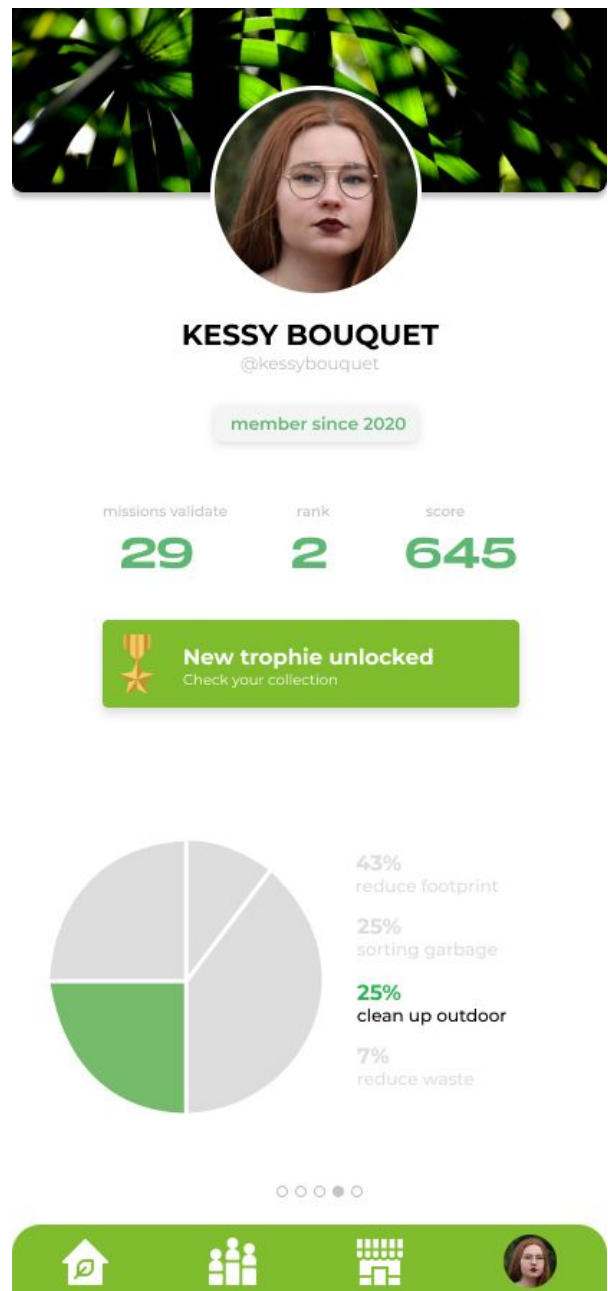
After clicking the button [8] from the Main page user will be redirected to the *Profile page*, there are two sections:

[1] - includes amount of completed missions, place in the ranking, points user collected and the newest trophy archived

[2] -this section is a general overview of effort put into each type of work. To make it really clear every section can be watched separately by simply moving finger from right to left *img nr. 11*.



img nr. 10



img nr. 11

Graphical Choices

The graphic choices for this application were very important.

Since we wanted to create an application for companies, the development and choice of the graphic charter had to be modern and professional.

That's why we decided to choose soft shapes with drop shadows as we can find it on large platforms such as Google or Pinterest.

Rounded edges bring a certain softness to the application.

We have chosen two greens: a soft light green and a darker one. The main green is the light green.

For an application related to ecology/environment it was essential to reflect a 'natural' side, so green was the right choice.

For some small information, we used an orange, a complementary color to green. Orange remains sober, it is neither dark nor flashy.

For the choice of typography, I based myself on a modern and fine typography for most of the content: Montserrat.

To add a modern and impactful touch to the application, we decided to use the Monument Extended typography, which has an ExtraBold version, very interesting to highlight various important information (title, number, statistics).

#7FBD2E

Monument Extended
Monument Extended

#5EB772

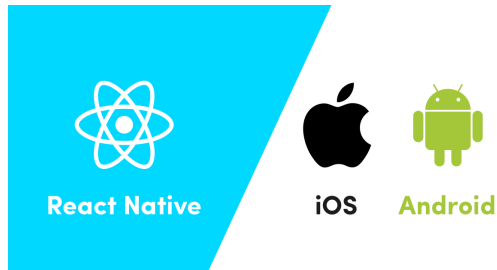
Montserrat Semi-Bold
Montserrat Medium

Link to figma:

<https://www.figma.com/file/Y1EngfWceUlsY5c7gEwGDC/Ecoville?node-id=113%3A24>

Technologies

React Native



crucial for any app.

With various development tools available it speeds up the work, increases productivity, and minimizes the time cost. It is scalable and can be used in both web and mobile versions with minimal adjustments.

For the front-end development of the application, we will be using React Native. It is implemented and trusted by many tech giants like Facebook, Netflix, PayPal. React helps to build rich interfaces that are user friendly and high-quality since the user interface is

Express.js



performance as well. documents to store data.

ExpressJS is a prebuilt NodeJS framework that can help you in creating server-side web applications faster and smarter. Simplicity, minimalism, flexibility, scalability are some of its characteristics and since it is made in NodeJS itself, it inherited its

MongoDB



and automatic scaling. MongoDB is extremely simple to install and implement. MongoDB uses JSON or BSON

The motivation of the MongoDB language is to implement a data store that provides high performance, high availability,