Backlog

We have identified possible developments for future versions of green'it. These are presented as use cases below, in the form of a backlog list.

1. Improvement of current functionalities

Dashboard	**As an organization**, I would like to have further information about my green'it page's performance and the segmentation of my audience. Other indicators may be included in the dashboard, such as the location of my users, their gender, the keywords and filters used to find my page, how many similar organizations exist in green'it and the possibility of visualize the evolution of my page views and conversion rate (daily, weekly, monthly and yearly aggregates).
Organization page (certified labels and further information on production)	**As an organization**, I have a certified ecolabel *(i. e. Fair Trade Certified, AB/Bio Europe Certififié...)* that I would like to exhibit to users. Also, by submitting my label as I sign up for green'it, I am verified and approved automatically by the platform. **As a user**, I would like to only consume products which have been verified to follow certain standards and have therefore a specific certified ecolabel. The possibility to submit certified labels and production information may be included in the sign up for an organization, as well as in the organization's page. In addition, for similar usage from both actors, a "transparency" section can be added to the organization's page where it can outline: its raw materials/suppliers; its production conditions and process; the types of transportation it uses for logistics.
Further information on an event/organization	**As a user**, I would like to find out how many green'it'ers (other users) have added to their favorites the organization's page I am browsing. Similarly, I would like to know how many people are participating in an event I am thinking about going. This information can be gathered and displayed on the organization's page and the event's page, respectively.
Increased transparency	**As a user or an organization**, I would like to better understand what is green'it's data policy as well as its criteria for selecting green organizations. A summary of green'it's data policy (briefly explaining how data is collected, treated and shared with third parties) and charter (green'it's team criteria and experts in each domain) may be made available in its home page.

Automatic completion of keywords	**As a user**, I would like to more quickly fill the information about my interests and engagements. As I write the keywords, the system could already try to show the keyword option I am looking for. This can be achieved by using predictive algorithms for the respective search boxes.

2. New functionalities

Subscription pricing	**As a smaller green organization**, I would like to be a part of green'it, but I have less resources to allocate to my subscription. Different subscription options and prices would be made available, as green'it would, for its pricing, take into account factors such as the size of the organization and the functionalities to which it wants to have access.
Integrated pay system for subscriptions	**As an organization**, I would like to be able to pay for my subscription directly on green'it's website. The option of paying directly on the platform would be enabled through a partnership of selected banks, which follow green'it criteria and principles, in order to propose an easier and more sustainable payment system.
Geolocation	**As a user**, I would like to share my current location in order to have an adapted list of organizations/events suggestions. A geolocation sharing option would be enabled on the user's page, as well as an interactive map so they can visualize organizations and events around them.
Feedback system	**As a user**, I would like to give my feedback to an organization and see what others have commented about it. **As an organization**, I would like to know how users have rated my events or products/services. A feedback system may be put in place with an option for users to note or write a comment about an organization or event based on different suggested criteria (transparency, eco-friendliness, transportation, etc).
Events calendar	**As a user**, I would like to have an overview of the events I have added to my favorites. Perhaps even further, I would like to have the option to add it automatically to my personal calendars (Google calendar, Outlook, etc). We can offer the possibility of having a custom calendar on the user's page which shows all the events added to their favorites and could generate pop-up reminders of the

	upcoming event. We can also offer the option to download a calendar file (*i. e. .ics file for Google calendar)* that allows for an import of the event into the user's personal calendar.
Intuitive tutorial for organization usage	**As an organization**, I might not understand initially how to navigate green'it, create events, better display my organization for users or read my organization dashboard. I will therefore have pop-ups during my first usages of these functionalities to more easily adapt to green'it. On the "dashboard", "create an event" and "organization" pages, a pop-up will appear explaining how to better use it (how to read the dashboard, how to create an impactful event, how to customize my organization's page). These pop-ups may repeatedly show up and will stop with the selection of the option "Do not show me this message again". They can reappear whenever a button for "more information" is clicked.
Organization referral system	**As an organization**, I know of other organizations that would be interested in joining green'it. I would like to refer them to green'it, so they can create an account with my code and I can get a discount on my subscription, or a temporary upgrade on my plan. We can enable the referral system by allocating an individual referral code to each organization and presenting it on the organization's page.
Accessibility	**As a user**, I would like to change the visualization options of green'it or change the colour scheme to an option which is more friendly to me. Similarly, I might have issues reading content and therefore would like to be able to hear it. Options may be put in place for the user to change to a dark mode of green'it (dark background with light characters), or change to certain layout options (*i. e.* colorblind options). They may also have the option to activate audio content.
User suggestions	**As a user**, I would like to have new organizations and events recommended to me. This may be put in place with a suggestion algorithm which would recommend new content to users based on their interests, engagements, favorites and previous event participations.
Social media	**As a user or organization**, I would like to quickly explore green'it's social media A list of icons can be added on all pages next to green'it's logo. These icons will redirect to green'it's social media.
Award systems	**As a user or organization**, I would like to feel more engaged with the platform by having recognition of certain

	milestones I have achieved in green'it. Based on the principle of gamification, we may enable an award system (with different "levels" of achievement for each category) for users and organizations. <u>For users:</u> Age award (*How long the user has had the account for*) ; Event award (*How many events has the user added to their favorites*) ; Sustainable consumption award (*How many organisations has the user checked on "Consume Sustainably"*) ; and Network award (*How engaged is the user with the user platform*). <u>For organizations:</u> Organisation's profile award (*How complete is the organisation's profile*) ; Team award (*How many team members are on the organisation's green'it platform*) ; and Event award (*How many events have been organized by the team*).

3. New use cases

Translation of the green'it platform	**As a non English speaking user**, I would like to be able to use green'it as well. A translation of the green'it platform to French and/or other languages could be envisaged to enlarge our user segment.
Option of User mode view for organizations	**As an organization**, I would like to be able to view the platform easily as an user in order to make sure my event/organization's page is being shown as I intend to. An option in the organization's team page would be made available to quickly navigate the green'it platform as a user.