Task 1

I have been asked by the owner of Rolsa Technologies to develop a digital system that will:

* Provide customers with information about:
* Green energy projects currently on the market
* How to reduce their carbon footprint
* Allow customers to:
* Schedule consultations and installations
* Calculate their carbon footprint
* It should also have features that are:
* Account registrations to allow customers to manage their consultations and data
* Accessibility features to support a wide range of users
* A tool for calculating and tracking energy usage

The Purpose of the app

In context of our App, the purpose of the digital system is to serve as a comprehensive platform that helps individuals and businesses make environmentally conscious decisions by providing education, personalized tools, services, and ongoing tracking of their efforts to reduce their environmental impact. It acts as a one-stop solution for accessing green energy solutions and improving sustainability. The digital solution informs users about green energy projects available in the market, giving them knowledge about renewable energy options such as solar panels, wind energy, and other sustainable solutions. This allows users to make informed decisions about adopting greener energy sources.

Target Audience

The app would appeal to an audience aligned with sustainability, energy conservation, and those who want to be diminishing their carbon footprints. The target audience would include eco-conscious people, young adults, homeowners, businesses, and anyone making environmentally friendly decisions. Providing education, actionable tools, and services, the app offers a complete solution built around the needs of the audience.

Aims and objectives (Rolsa technologies)

The company’s aims focus on promoting sustainability, reducing carbon footprints, and providing cost-effective energy solutions to residential and commercial customers. Their objectives include increasing market penetration, improving adoption of energy-efficient technologies, and offering excellent after-sales support. Opportunities for improvement include expanding customer education, integrating technologies better, making systems more affordable, and improving the sustainability of their operations and products.

A further goal of the app might be to improve the ease of use, user interface, and integration with other smart devices which could enhance the customer experience.

Another further goal could be to improve and invest in user centred designs for smart home users and ensure the systems are easy to set up and control, even for those who are not so technically advanced.