

Main Concept – Environmental & Social Impact Platform

Ideation workshop result

Concept Name

OlympiImpact

Concept Overview

OlympiImpact is a platform designed for Olympics enthusiasts, athletes, sponsors, and event organizers who are interested in understanding the environmental and social impact of the Olympic Games. The platform provides accessible and engaging information about the sustainability initiatives, social responsibility projects, and overall impact of the Olympics on host communities and the environment.

By aggregating data from various sources, including Olympic committees, environmental agencies, and social impact organizations, OlympiImpact offers a comprehensive view of the Games' effects. Users can explore interactive dashboards, access on-demand content, and receive personalized recommendations to learn about specific initiatives and their outcomes.

The platform also fosters community engagement through discussion boards and social sharing features, enabling users to connect, share insights, and contribute to the conversation around sustainable and socially responsible Olympics. This empowers stakeholders to make informed decisions and promote positive change within the Olympic movement.

Key Features

- On-Demand Content:** Access articles, videos, and reports about environmental and social impact initiatives.
- Interactive Dashboards:** Explore data visualizations that highlight key performance indicators and trends.
- Alerts:** Receive notifications about important updates and milestones.
- Community Boards:** Participate in discussions, share insights, and connect with other users.
- Personalized Recommendations:** Get tailored content and insights based on your interests and preferences.

Visual Representation

(Note: The following descriptions indicate content that would be displayed visually as wireframe sketches in the final PDF document. The sketches themselves cannot be generated in this format.)

Home Screen: A wireframe showing a clean, minimal interface with a search bar, featured content sections (e.g., 'Latest News,' 'Impact Stories'), and navigation links to key features.

Sample Dashboard/Report: A wireframe displaying a dashboard with charts, graphs, and key metrics related to the environmental impact of the Olympics (e.g., carbon footprint, waste reduction). Another dashboard shows social impact indicators (e.g. job creation, community investment).

Community Interaction Feature: A wireframe of a community board with discussion threads, user profiles, and social sharing options.

Summary

This document outlines the core concept of OlympiImpact, a platform designed to inform and engage users about the environmental and social impact of the Olympic Games. With key features such as on-demand content, interactive dashboards, and community boards, OlympiImpact aims to promote sustainability and social responsibility within the Olympic movement.