

Main Features

Created by: Victoria Kyereme

- Homepage
 - Main search
 - Search for categories, brand name or country
 - Display categories and when clicked on, have it search by categories
 - Categories: fashion, beauty, home, health
 - Display view of recent blog posts on eco-friendly guides & tips
 - Display view to get the mobile app
 - Show main views of mobile app, links to where to download it
 - Display view to sign up
 - Display view to join subscription list for newsletters
 - Display view of featured or new brands
 - Display view to have brands connect if they wish to partner.
- Search Results page
 - Search by brand name, categories, or country
 - Filters
 - Filter by tags (non-toxic, cruelty free, vegan, organic, fair trade, give back, black owned, women owned, BIPOC owned, etc.)
 - Filter by continent or country
 - Filters for categories
 - Beauty (cosmetics, skincare, hair, bath)
 - Fashion (womens, mens, swimwear, accessories, footwear, plus size, jewelry, bags, athletic wear, outerwear, intimates)
 - Home (cleaning, home decor, furniture, plants, kitchen, linens)
 - Health (Feminine products, grocery, multivitamins)
 - Filter by price range
 - Sorting
 - Sort by newly added, price range, rating
 - Grid view of brands
 - Display brand logo or picture of item and brand name
 - Display overall rating
 - Display country
 - Display price range
- Brand Details Page
 - View pictures of items from their brand
 - View brand logo
 - Link to brand website

- Charts/graphs of sustainability,ethics,inclusivity ratings
- View sustainability,ethics,inclusivity assessments
- View brief summary about the brand
- View overall rating
- View information on certifications, materials/ingredients/packaging they use
- Brand comparison popup (selected brand and search for other brands and it shows up)
- Save or favorite brands
- Ability to share brand on social media
- Login Page
 - Display email, password
 - Forgot password
 - Sign in with google?
 - Sign in with Facebook?
 - Sign up/Register link
- Register Page
 - Display first and last name, email, password, confirm password
 - Have user confirm account in email
 - Sign up with google?
 - Sign up with Facebook?
 - Sign in/Login link
- User Dashboard Portal
 - Profile settings
 - Edit username, first and last name, change password, edit location, upload profile picture, update subscription preferences, delete account
 - View favorited/saved brands in list
 - Remove saved brands
 - Create categories to add saved brands
 - View comments/messages that you've sent to brands
 - View statistics on categories the user interacts with
 - Send a comment/message to brands (sends to brand's main email)
 - Take customized surveys about sustainability journey and interests
 - Page to view the different surveys
 - Page to take individual survey
 - Receive recommended brands based on user data
 - View analytics & lists based on sustainability interests from surveys, user search data, saved brands
- About Page

- Display the brief sustainability facts and the why (our mission)
 - Display team
- How we assess Page/FAQ Page
 - Detail out assessment guide, how we get our data
- Contact Page
- Mobile app details Page
 - Show main views of mobile app, links to where to download it
- Blog Feature
 - View all blogs page
 - Individual Blog page
- Brand Data/Information Page
 - Steps for brands to fill out information & data
 - Uploads for certifications, pictures, etc.
- Terms of use, Privacy policy pages
- Admin Portal
 - View to review a brand's verification info before submitting
 - Ability to add/edit/remove brands
 - View all brands, view all users in a list or table view
 - View users/Brand/category analytics?
 - See messages that users sent to brands
 - Add/edit/remove user accounts
 - Ability to send newsletters to subscription lists?
 - Ability to add/edit/remove blog posts
- Digital Marketing Feature
 - Page to show offers & discounts deals from brands only for users that have accounts
 - Affiliate links
 - Ads