**Project Brief**

Team member names: Naathan Sharma, Bradley Allen, An Nguyen

What is the problem context:

Traditional camera gear are built with materials that aren’t sustainable or created with the best practice. Creators now are looking for niche suppliers that build quality products whilst adhering to the best environmentally friendly standards.

An environmentally friendly camera selling site that offers sustainable and energy-efficient cameras that reduce the environmental harm caused by traditional cameras will most likely become on monopoly.

**Your Goals**

What do you think the user wants/what will you provide?

For users interested in environmentally friendly camera gear, I will create a website that showcases the company's sustainability efforts and the benefits of using eco-friendly camera gear. The website will have a section called “Our mission” and “FAQ” explaining the materials used in the cameras and the steps taken to reduce the company's environmental impact.

To encourage users to support the company's mission, a promotion such as planting two trees for every $5 spent will be put into place. The website design will be simple/sleek, easy to navigate, and tailored to the target audience's artistic preferences as most will be creatives and artists

By offering an informative and user-friendly website that encourages users to take action, they can make a positive impact on the environment and support a company that prioritises sustainability.

**Design Inspirations**

1. What technologies currently are being used across the domain?

Currently is only 1 other site like this. The technologies is a lot of basic design and use of web design companies such as Wix or Shopify. The use of javascript of simple menu layouts and buy boxes are prominent now in the market.

1. How might technology be used ?

Shopify and Wix are used to make web design easy. Although they are easy, they are also not a customisable as one like mine or made and hosted from another server. The JS boxes and menu layouts can be used to give off a soft feel to a website making it inviting.

1. How can technology integrate people and the domain?

It can have things such as quick buy with a sleek feel to the menu and the boxes. Matching the feel of the entire website of environmentally friendly.

1. How can technology help people improve their activity in this domain?

It makes the website look more professional and stand out from the others, but also engaging to incline the customer to stay and search/buy.

# Team Name: Your name:

# **Assumptions Worksheet – Template ideas**

## Business Assumptions – summarise your answers

1. Users need eco-friendly camera gear for high-quality photos and environmental responsibility.
2. We solve this with sustainable materials, low carbon footprint, energy efficiency, and eco-friendly shipping.
3. Our initial users are environmentally conscious photographers and sustainable living enthusiasts.
4. The top value users want is easy access to high-quality, eco-friendly camera gear.
5. Additional benefits include eco-friendly photography resources and community.
6. We'll acquire users through social media, eco-friendly influencers, and targeted advertising.
7. Our competition is other camera gear retailers and sustainable brands.
8. We stand out with sustainable products, prioritizing sustainability in our business, and offering educational resources and community.
9. Biggest product risk is perceived lower quality, which we'll solve with testing and showcasing effectiveness.
10. Success indicators are increased demand, positive feedback, and an engaged community.
11. Other assumptions that could cause failure include market demand, willingness to pay a premium, and meeting user needs and expectations.

# **Hypothesis statement or user stories**

We believe that user stories for an eco-friendly camera gear company will focus on sustainability, performance, unique features, and education on sustainable photography. Users may also prioritise ethical manufacturing processes, reflecting a trend towards environmentally conscious purchasing and support for aligned companies.

We will know we’re right when we see the following feedback from the camera/film market:

* Qualitative market feedback for an environmentally friendly camera gear company may include positive comments on their sustainability commitment, use of eco-friendly materials, ethical manufacturing practices, product durability and performance, unique features, and the provision of educational resources for sustainable photography practices.
* Quantitative feedback for an environmentally friendly camera gear company may include metrics such as customer satisfaction ratings, sales figures, website traffic, and social media engagement. These can be compared to industry standards or past performance to evaluate the success of sustainability initiatives, product quality, and marketing efforts.
* Key performance indicators (KPIs) such as customer satisfaction, sales, website traffic, social media engagement, and carbon footprint reduction can indicate whether the website is as efficient as it can be.

# **User Assumptions**

1. Who is the user?

* Environmentally conscious photographers, outdoor enthusiasts, and professionals who prioritise sustainability in their business practices.

1. Where does our product/website fit in their work or life?

* These users may be looking for camera gear that is durable, high-quality, and environmentally friendly.

1. What problems does our product/ website solve?

* Solves problems related to sustainability, durability, and performance. By using eco-friendly materials and ethical manufacturing practices, my product/website can address environmental concerns and meet the needs of customers who prioritise sustainability. My product will also be designed to be durable and high-quality, providing a solution for photographers who require reliable gear for their work.

1. When and how is our product website / used?

* My website can be accessed by customers at any time, whether they want to buy environmentally friendly camera gear or learn more about sustainable photography practices. Customers can visit my website to research products, compare features, and read customer reviews. Additionally, my website can provide educational resources and guidance on sustainable photography practices, which can help customers use their camera gear in an eco-friendly way.

1. What features are important?

* Sustainability: eco-friendly materials, ethical manufacturing
* Durability: built to last, withstand challenging environments
* Performance: high-quality, reliable gear
* Unique selling points: compatibility with sustainable photography, special designs
* Ease of use: intuitive, user-friendly
* Compatibility: wide range of equipment
* Affordability: reasonable prices

1. How should our product/ website look and behave

* Have a clean and modern design that reflects the company's commitment to sustainability
* Be user-friendly and easy to navigate
* Showcase the unique features and benefits of the product in a clear and concise way
* Provide educational resources and guidance on sustainable photography practices
* Be accessible on a range of devices, including mobile devices and desktops
* Load quickly and be responsive to user input
* Encourage customer engagement through social media integration and a user-friendly feedback system.

# Then explain **IN DETAIL** how these led to your persona (one per individual)

Overall, these assumptions highlight the importance of sustainability, durability, and performance in the environmentally-focused camera gear business. By understanding the needs and values of different customer segments, we can create products and a website that meets the unique needs of each customer persona. This approach can help to attract and retain customers who are passionate about sustainability and eco-friendly practices, while also providing high-quality and reliable camera gear for outdoor enthusiasts and professionals. The use of each assumptions allowed me to frame the persona types

Proto Persona outline

|  |  |
| --- | --- |
| Q1 – Demographics Data:   * Eco Conscious Photographer * Age 18-50 * Art and photography | Q2 – Objectives and Needs   * Wants to capture great images whilst minimising their impact on the environment * They need eco friendly gear but also quality |
| Q3 – Behaviour and preferences   * High quality eco friendly camera gear * Taking photos or videos * Using quality and eco friendly gear | Q4- Difficulties   * Finding ecofriendly but quality gear * Cheap gear that breaks and adds to the pollution |

Proto-persona 1 – Eco Friendly Emily

* Emily is a 40-year-old environmentalist who is passionate about sustainability. She is an amateur photographer who loves capturing images of the natural world. Emily wants camera gear that is sustainable and environmentally friendly, and is willing to pay a premium price for products that align with her values. She values sustainability, ease of use, and affordability in her camera gear, and is interested in products that provide unique features and benefits related to sustainable photography practices. Emily is also interested in learning more about sustainable photography and wants a website that provides educational resources and guidance on eco-friendly photography practices.

Proto-persona 2 – Adventurous Alex

* Alex is a 26-year-old adventurer who loves exploring the outdoors. He is an amateur photographer who enjoys capturing landscapes and wildlife. Alex generally looks camera gear that is durable and reliable, able to uphold when faced with challenging environments and rough handling. He is also concerned about the impact of his gear on the environment and is interested in products that are made from eco-friendly materials and manufactured ethically. Alex values sustainability, durability, and performance in his camera gear, and is willing to invest in high-quality products that meet his needs.

**https://naathans.github.io/Group-15-HIT-226/**

**Personal Information**

**Profession**

**Location**

**Age**

**Hobbies**

**Favorite TV Show**

**Personality**

**Internet usage**

**Internet experience**

**Primary Uses**

**Favourite Sites**

**Hours online per week**

**Computer**

**Study information**

**Current qualifications**

**Literacy**

**IT Skills/knowledge**

*Key message*

* Data 1
* Data2
* Data3