**Person** **1**

Introduction (slide 1)

* Good morning (introduce yourself and the group).
* We are excited to have been given this project to work on and we thank you for your time. We believe sustainability must become the future of shopping, just like computing has a firm place in our future society.

**Person 2**

Target users (slide 2)

* We began this project by looking at who the target users would be for the website and we decided that they can be split into 3 distinct groups.
* Existing customers and blog readers.
* New customers and blog readers.
* New local suppliers and business contacts.
* We felt that there wasn’t a specific demographic in terms of age or gender and that the above 3 groups would be made up from all sections of society.

**Katie**

Home page (slide 3)

* The home page is split into two parts, the online shop for the products and the story behind the shop along with other information on green living.
* One benefit of having the two options on the home screen is that it makes the online shop quicker to access for existing customers as they don’t have to go through several pages to find the online shop.
* Moreover, new customers may have to buy into the zero-waste ideology before deciding to purchase from the online shop. All the information that the user needs is readily supplied and since it is all in the one place it is easy to access.
* Building up a network of local suppliers and business contacts is an essential element to the business. These local suppliers may or may not have bought into the zero-waste ideology. This website will provide them with information on sustainable shopping, together with knowledge on the Little Green Larder’s business model and way of operating.

**Person 4**

Website demo (demo)

* (Go through the functionality of the website)

**Person 5**

Responsible for setting up and operating the power point and website demo