

# ENVIRONMARKET

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## PROJECT DESCRIPTION

EnvironMarket is a tool that allows users to analyze the environmental impacts of their investments.

Using an environmental data API, the system allows a user to view a company's profile, which includes its financial and environmental information. The financial information is like many stock-trading platforms, showing fluctuations in the stock price, while the environmental information comes in the form of an overall rating, made up of several other sub-ratings based on different environmental practices.

A user can have a portfolio that shows financial gains across all investments, a cumulative rating for all companies on the portfolio, rankings of the best investments based on different environmental factors, and the ability to save the contents of the portfolio for further use (via a login).

The intended users can be environmentally-curious non-investors, sustainability-driven investors, or anyone in between. Most likely, they will be someone who cares about the environmental impact of their investments and wants to contribute positively via their financial investments.

These users will need to keep track of the net gains/losses of their portfolio, and how each company contributes financially/environmentally. They will want to reinvest if a company does not benefit them or the environment.

## SINGLE QUESTION, FOCUS & FEEDBACK

**How can an investor make sure that their investments make a positive impact on the environment, while benefitting them financially?**

The focus of this prototype is to create a UI that allows environmental and financial data to be displayed intuitively and in tandem. By doing so, users can formulate opinions using the various features offered on what companies benefit them most based on their preference of balancing financial gain and environmental consciousness.

The most helpful feedback would be on how intuitive the interface is to use, on whether users would be interested in using a fully functional version of this prototype, and how easily users can learn to operate it effectively.

## TWO KEY FEATURES & USER NEEDS

- Company Profiles – Displaying specific environmental and financial data
  - User can determine if they should invest, or increase/decrease current investment
  - User can explore historical environmental or financial data on a company
  - User can see how different company's balance different environmental practices
- User Portfolio – Personal environmental and financial progress
  - Users can track their personal gains/losses over time
  - Users can see which companies are performing better/worse than others
  - Users can save list of companies they follow or are invested in on their portfolio

## PROTOTYPE INSTRUCTIONS

This prototype was made using Balsamiq, and can be tested through Balsamiq's software. The file is uploaded to canvas.

The prototype can be used by first logging in or signing up. Once logged in, the user can see their portfolio with an overall environmental rating, their current balance, and net/gains losses. They can investigate the company's profiles in the portfolio, or the user can go to the company search and investigate company profiles there. The user can filter the types of companies in the company search part of the system. The user can get help by clicking the help button in the company profile. The user can navigate back or logout by clicking the respective buttons.