

Use Case 1: Unregistered User

1. Home page (search page)

Home

Sign In

CSR Lookup

Is company X socially responsible? Search below to find out.

Search

2. Search results page

Home

Sign In

ACME


Search

[ACME Corporation](#)


Web software, computer hardware

The Acme Corporation is a fictional corporation that features prominently in the Road Runner/Wile E. Coyote cartoons. [Wikipedia](#)

Perceived reputation

4.9 

Actual popularity

107 

Responsibility score


+14

[Acme Markets](#)


Supermarket company

Acme Markets Inc. is a supermarket chain in the Delaware Valley and New York City metropolitan areas, in the United States. [Wikipedia](#)

Perceived reputation

3.6 

Actual popularity

230 

Responsibility score

-6

3. Company information page

Home

Sign In

ACME Corporation

Web software, computer hardware

Evidence of Social Responsibility

User generated evidence

[Link to report, news story, etc.](#)

Brief description of evidence

Numerification of evidence (on scale from -10 (bad) to +10 (good), what impact does this have on the company’s reputation?)

+4

Uses renewable energy

[BBC News: ACME completes transition to green energy](#)

Obtains 100% of electricity from renewable sources.


+10


Recent News

News story (pulled in from google news)

Responsibility score

+14

4.9 

107 

Wikipedia infobox for general information

Number of users who say “I use this company?”

User response to question “How reputable is this company?”