Presentation Notes

**Joel (Slide 3):**

We identified that the target audience for this project would be any person who has an interest in Zero waste/Sustainable living and/or Healthy eating. We also confirmed that local school children could also be considered a target market. We managed to identify these groups as we feel they are the most influenced by our project. Through use of our web app we are able to assist users that try to live a zero waste lifestyle by providing valuable information to help them achieve this goal. Jillian mentioned that a lot of schoolchildren visit her shop throughout the week and must share an interest in her business, so we believe that our web app could influence them and possibly make them want to try live a more eco-friendly, healthy life.

**Struan (Slide 4):**

Our idea was to create an interactive map that gave customers information on different locations that could assist in living a zero waste, sustainable living and healthy eating. Each marker has an image and a short paragraph about each location. Each location we added has some relation to zero waste living and/or healthy eating in order to aid anyone who is aiming to live that lifestyle. We came up with the idea to change the icon of TLGL on the map to the shop’s logo in order for it to stand out compared to all the other locations. Jillian mentioned that some of her customers had visual impairments so we added a text to speech function to allow those users to gain full use of the web app.

**Leia (Slide 5):**

We carried out both primary and secondary research in order to make our web app as accurate and informative as possible. For our primary research we visited the shop in person and spoke to Jillian so we could get an idea of what kind of web app she would like. We then made use of Magdalens Magazine to find out about other sustainable living locations around Dundee, this greatly assisted us in filling our map with locations. In order to create our paragraphs for each for marker we researched each location and summarised the data that we gathered.

**Stuart (Demo and Slide 7):**

**DEMO**

The purpose of our web app is to allow Jillian’s customers to gain valuable knowledge about living a zero waste, healthy life without having to make the journey to the store every time or struggling to find accurate valuable information online. We created the web app to have all of this is one place in an easy to use template in the form of an interactive map, another benefit is that the web app can be used 24/7 so there are no time restrictions on when the information is available. We believe that our web app is a valuable asset to The Little Green Larder and could greatly increase the overall customer satisfaction.