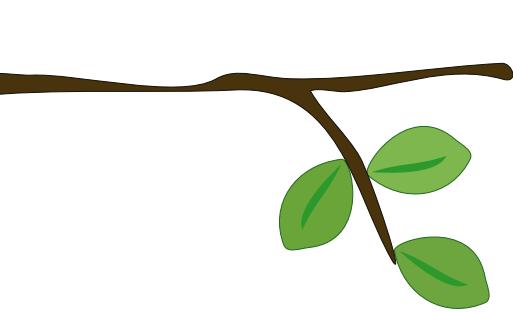
The background image is a wide-angle aerial photograph of a lush green landscape. A dark blue river winds its way through the center of the frame, surrounded by dense green forests. The terrain is hilly and mountainous, with various shades of green indicating different vegetation types. In the distance, more hills and mountains are visible under a bright, slightly cloudy sky.

Welcome to

# Arborenv

The website is tailored specifically for urban  
planners and environmental organizations.



# Vision Board

**VISION:** Empower individuals, communities, and organizations to collaborate effectively in combating deforestation and climate change.

Target Group (Who is your target customer?)	Needs (What problems does your product solve?)	Product (What makes your product stand out?)	Business Goals (How will the product benefit the company?)
<ul style="list-style-type: none"><li><b>Urban Community Planners:</b> Local community groups managing green spaces within cities to enhance livability and sustainability.</li><li><b>Environmental Organizations:</b> non-profit organizations, and NGOs working on environmental and sustainability.</li><li><b>City Governments:</b> Local and regional government agencies responsible for forestry, environmental protection, and climate action.</li><li><b>Volunteers:</b> Everyday people who care about the environment.</li><li><b>Research Institutions:</b> Institutions that conduct studies related to forestry, biodiversity, and ecosystem services.</li></ul>	<ul style="list-style-type: none"><li><b>Accurate Prioritization:</b> Identify and prioritize areas most in need of reforestation using comprehensive data analysis.</li><li><b>Actionable Insights:</b> Provide strategic planning and implementation guidance for various types of reforestation projects.</li><li><b>User-Friendly Interface:</b> Ensure easy navigation, data interpretation, and report generation.</li><li><b>Impact Measurement:</b> Measure and monitor the environmental and social impact of implemented green infrastructure projects</li><li><b>Customization:</b> Customize recommendations based on specific environmental and socio-economic factors relevant to different cities or regions.</li></ul>	<ul style="list-style-type: none"><li><b>Customizable Campaigns:</b> Provide a personalized experience to tailor tree-planting campaigns by specifying location, target number of trees, and specific goals, aligned with user values and priorities.</li><li><b>Intelligent Mapping Technology:</b> Utilize ML algorithms to identify optimal planting sites, assess environmental conditions, and visualize the impact of campaigns, offering users data-driven insights to maximize the effectiveness.</li><li><b>Community Building:</b> Create a supportive network among organizations and volunteers through interactive features such as group messaging, and leaderboards.</li></ul>	<ul style="list-style-type: none"><li><b>Brand Reputation:</b> Get customer loyalty and attract socially conscious consumers by offering a platform that facilitates tree planting and environmental conservation.</li><li><b>Partnerships and Sponsorships:</b> With other organizations, businesses, or government agencies that share an interest in tree planting and environmental conservation.</li><li><b>Increased Impact:</b> In terms of the number of trees planted, carbon sequestered, and ecosystems restored.</li><li><b>Community Engagement:</b> With supporters, volunteers, and partners who share the app's mission and values.</li></ul>



# User's Personas



*Senior Urban Planner*

Alejandro Martinez

*Toronto, Ontario, Canada*



*Environmental  
Organization Leader*

Sophia Thompson

*Vancouver, British Columbia,  
Canada*



*City Council Member*

David Brown

*Chicago, IL, USA*



*Community Organizer*

Emily Nguyen

*Melbourne, Australia*



# Emily Nguyen

*Emily has a background in social work and community advocacy. She works with underserved communities to improve their living conditions and access to resources.*

## *Goals*

- Use data to highlight disparities in reforestation.
- Mobilize community members to participate in greening initiatives.

**Age:** 28

**Occupation:** Community Organizer

**Location:** Waterloo, Ontario, Canada

**Tech Savviness:** Moderate – Uses social media and basic data tools for advocacy and organizing.

**Motivation:** Combating deforestation and climate change.

## *Challenges*

- Overcoming community skepticism and apathy towards new projects.
- Ensuring that green infrastructure projects are inclusive and beneficial to all residents.
- Securing funding and support for grassroots initiatives.

# User Journey Map

Emily Nguyen



## Scenario:

She is committed to combating deforestation and climate change by organizing tree-planting campaigns in her community. Still, she doesn't have a platform to easily manage and track her campaigns, and connect with their community.

Search

Create Campaign

Release Campaign

See Results

1. Look for in-need areas of reforestation.

Is there a way to look for areas in need of reforestation?

1

2. Select the most in-need area and create a campaign.  
3. Get a prediction of the results after the campaign is completed.  
4. Choose the parameters that provide the best results.

Based on these insights, I will select the best option.

2

3

4

I will test different parameters and then simulate the results.

5. Release the campaign to the public so volunteers can join it.

I want to make the campaign open to new volunteers to work on this initiative.

5

6. After the campaign is done, track the results and compare them.

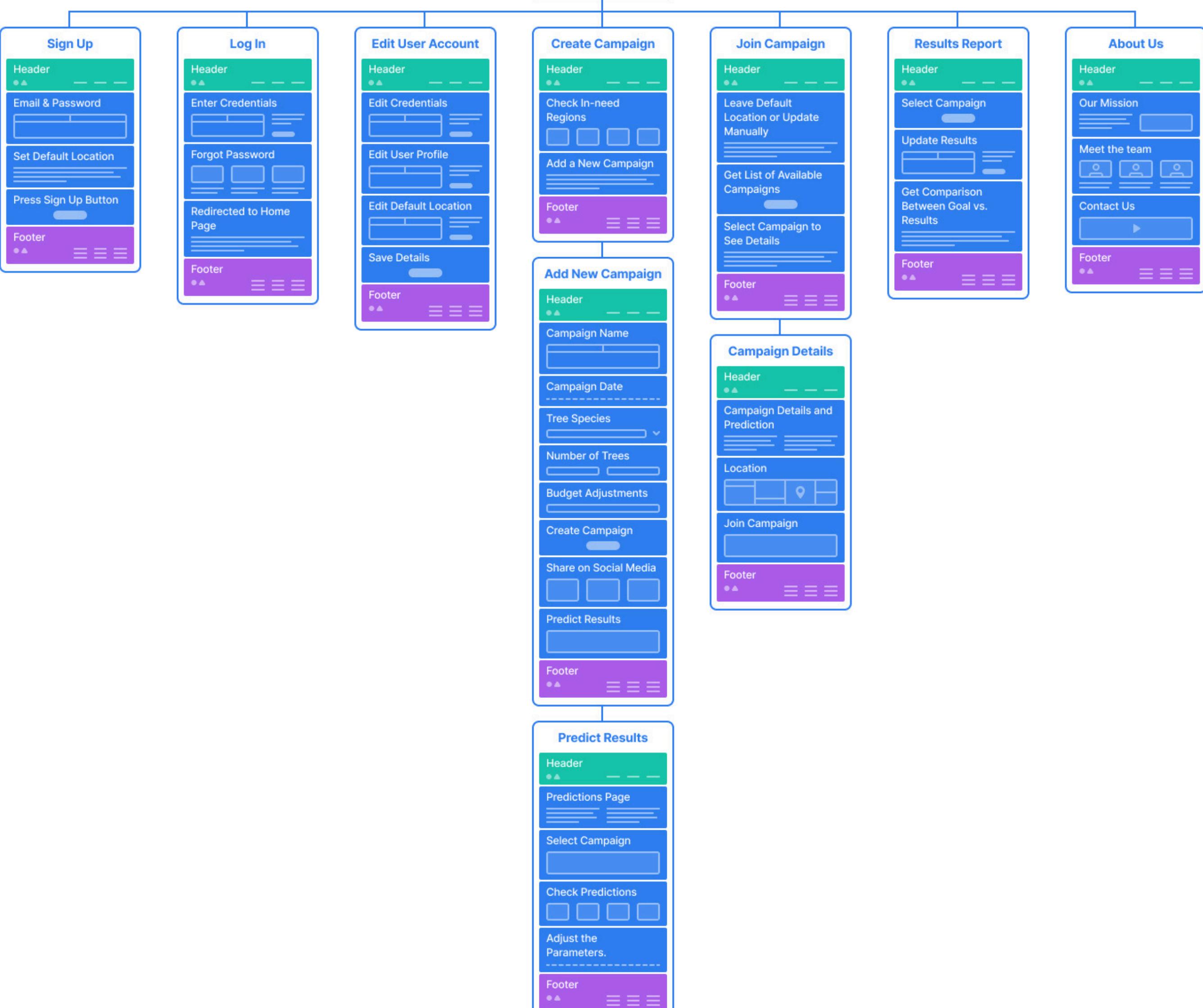
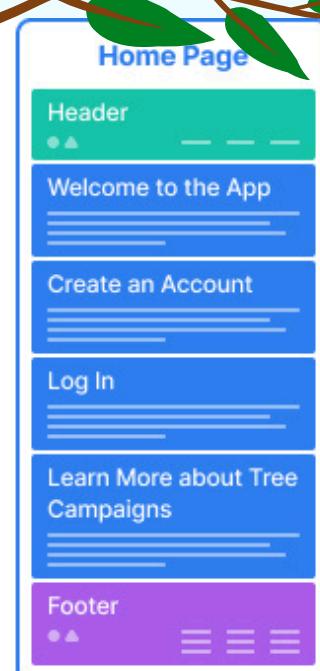
I want to compare the target vs the actual results.

6

## Expectations and goals:

- Use the app's data to highlight regions in need of deforestation.
- Mobilize their community members to participate in her initiatives.

# SiteMap



# Roadmap



Date	1st Quarter	2nd Quarter	3rd Quarter
Name	Release 1	Release 2	MVP Release
Goal	Establish the Core Architecture, user interface and basic functionality	Improve user engagement and data processing capabilities, overall data collection, machine learning implementation	Full release with advanced features
Stories	<ul style="list-style-type: none"> <li>User Authentication and Profile Edit</li> <li>Campaign Creation and basic campaign management.</li> <li>Basic UI and UX</li> <li>Design the Home Page</li> <li>Data Handling</li> </ul>	<ul style="list-style-type: none"> <li>Advanced campaign management</li> <li>Data Inquisition and preprocessing for Machine Learning.</li> <li>Notification system.</li> <li>Join Campaign</li> <li>Track Campaign results.</li> <li>Social media integration.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive campaign management.</li> <li>Enhanced user experience.</li> <li>Two factor authentication.</li> <li>Advanced location tagging.</li> <li>Advanced user insights</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>Faster response time</li> <li>Number of architecture components completed.</li> <li>Ease of use.</li> <li>User Registration and Profile Completion rate.</li> </ul>	<ul style="list-style-type: none"> <li>Volume and Accuracy of the data collected.</li> <li>Ratings and feedbacks.</li> <li>User engagement in Campaigns.</li> <li>Campaigns joined.</li> </ul>	<ul style="list-style-type: none"> <li>Accuracy and prediction of the Machine Learning models.</li> <li>User satisfaction and retention rates.</li> <li>Click-rates.</li> <li>Performance metrics</li> <li>Reviews and feedbacks</li> </ul>

