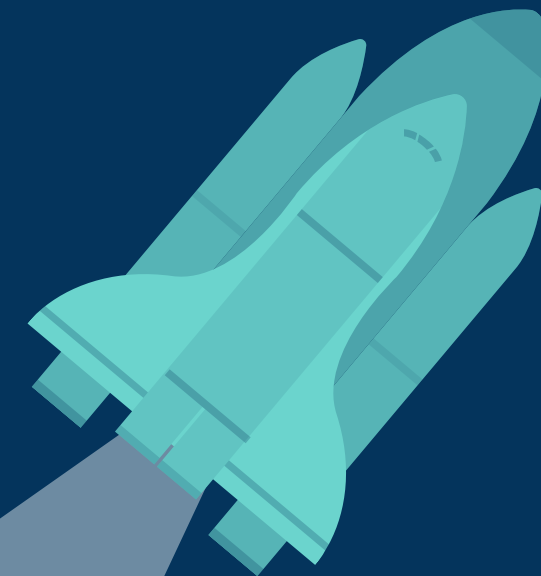


# ANDROMEDA

Get alerts about auroras, meteor  
showers, and more!



# Getting Started Stargazing

A stylized illustration of a planet with a prominent ring system, rendered in shades of blue and teal. Several small, white, four-pointed stars are scattered around the planet against the dark blue background.

## WHEN SHOULD I GO?

Show the start, peak, and end of meteor shower.

## WHERE SHOULD I LOOK?

Give user general viewing angle based on location.

## WHAT SHOULD I BE LOOKING FOR?

Give the user a description of the phenomenon.

# Target Market

## Astrophotographers

An already popular hobby,  
r/astrophotography has 1.9 MILLION  
members.

Cost of cameras/telescopes are high,  
which means a target market with  
significant disposable income



# Competitor Approach



## SPACEWEATHER.APP

Dated UI

No monetization

Does not use location

Basically NOAA site with a dark theme

## AURORA-ALERTS.COM

\$6.99 / month to send text messages!

No other astronomical events

UI needs improvement

# TECHNOLOGIES USED: API



## MoonCalc

Gives moonrise, moonset, moon phase, and lunar eclipse notifications based on location



## Where the ISS at?

Real time locations for the International Space Station



## NASA APOD API

Daily astrophotography API for splash page



## Donki

Space weather observations and forecasts provided by the Space Weather Research Center

# TECHNOLOGIES USED: OTHER



## Cloudinary

Allows users to upload photos, for optional stretch goal



## Amazon SNS

Send text messages through Amazon. Stretch goal.



## Tailwinds

CSS Framework



## Zipcode API

Gets approximate latitude and longitude from user zipcode

# MVP



## HOME PAGE

Daily background from APOD API  
React signup and login form

## USER PAGE

User home page with cards for events.  
Each event card has information and image.

## EMAIL ALERTS

Form emails sent when certain events  
trigger

## EVENT TYPES

Meteor Showers  
Aurora Alerts

# STRETCH GOALS



## HOME PAGE

Add about section and user demo

## USER PAGE

User can select which event types  
they're interested in  
Live satellite weather view

## TEXT ALERTS

Upgrade to SMS messaging instead of  
email

## EVENT TYPES

Moon phase, moonrise and moonset  
Solar and lunar eclipses  
ISS Flyovers



# What makes ANDROMEDA worth paying for?



## PAYING USERS = EXTRA ALERTS

Free accounts can only see forecasts

## PAYING USERS = MORE EVENTS

Free accounts can only follow aurora and meteor showers

## MORE FEATURE THAN OUR COMPETITORS

Most similar apps either lack notifications or only work on one type of event.

# Who We Are



WHITNEY  
KROPAT

Project Manager  
API Integration

MELYSSA  
DENNIS

Front End  
Developer

MINHVAN  
LE

Git Admin  
Back End

KELLY  
PHAM

Back End  
Developer