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| **Project Planning** |
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| **Capstone Idea (Definition Statement): I want to build an application that……**  Makes it possible for an American user to look up what climate zone they live in (as defined by the minimum temperature for the local climate) and find out which plants are well suited to that climate. Stretch goals would be to narrow those results with additional info like shade tolerance or water neediness. Site could be ad supported, possibly with specific, relevant partnerships.  **Definition of Audience: (Who will be using my application?)**  Anyone who grows a plant or plants outside.  **Outline of Content:**  What do I want on each page? (text / pics / images / navigation)  A: The main page will explain the premise of the site and prompt the user to enter their zip code so that they can receive information about their climate zone. The user can view the climate zone they receive or view any different climate zone or view all of them. A map of the US will be displayed prominently on the main page.  One page will display information about all the climate zones, and the other pages will display information about each individual climate zone.  What do I want the functionality of each page to be?  A: The main page will be the most complicated since it will prompt the user for information and return the appropriate climate data. The other pages will display information. A stretch goal for the information display pages will be to provide additional ways to narrow plant results down by additional traits.  What is the purpose of my application?  A: To assist gardeners with information that will help them select plants to grow.  What business problem or real world problem am I going to be solving?  A: Getting into gardening can be a daunting task because there is so much to know, and people can find that intimidating.  Color Palette:  A: {"Celadon":"bbdbb4","Thistle":"d4c5e2","Raw Umber":"8a6552","Dark Sienna":"462521","Honey Yellow":"ffb400"}  Images:  Fonts: Alfa\_Slab\_One  Logos:  Navigation:  A: Main page links to all other pages. All other pages link to the main page. All pages link to listing of all climate zones.  **Research Applications Similar:**  List Applications Researched: (links to websites / applications)  A: This website, <https://gilmour.com/planting-zones-hardiness-map>, I found is really close to what I envisioned. Also, this one: <https://planthardiness.ars.usda.gov/>.  For possible API’s I found 3 suitable ones that I will list in order of preference based on my current impressions:  https://www.troposphere.io/developer  <https://datahelpdesk.worldbank.org/knowledgebase/articles/902061-climate-data-api>  <https://openweathermap.org/api/statistics-api>  List what you like about each site:  A: The Gilmour site looks great visually; it’s simple and the graphics it uses pop and communicate effectively  .  List what you do not like about each site:  A: I think the Gilmour site has too much going on--especially at the top of the page. There are too many options--two rows of them! A collapsing menu would be welcome. I’m planning on breaking up the information I provide to multiple pages. Gilmour puts everything on one page.  The USDA site looks plain, like not very much effort was put into it visually. |
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| **SWOT Analysis For My Capstone (Application)** |
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| S  (Strengths)  I think I have a clear vision of what I want to do.  Information sourced from USDA.gov is public domain.  I like the rough draft for my logo/mascot.  I would personally find my website helpful. That seems like a good indication.  There will always be people interested in growing plants. | W  (Weaknesses)  Gilmour.com is doing a very similar thing on their site.  It may be hard to get the word out about my site. If I could add a forum section, I think that would be helpful to attract users.  The site will be for US residents only. | O  (Opportunities)  I can think of multiple ways to expand on my site if I am able to.  I have already registered a domain name.  I couldn’t find very many websites that offered what I’m offering. A lot of gardening related sites are blogs that could be organized better. | T  (Threats)  I’m not sure how popular gardening is or if interest is growing or waning.  To make money from the site I would need to put in advertising. That’s an unknown quantity for me.  I don’t know how to manipulate API’s yet and harnessing one is key to my site actually working. |
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