

Project Statement

When people search for birds, birds are ordered alphabetically. Birds can't always be identified by reverse image searching due to how the bird looks. My site will address the problem by showing birds by location by just hovering the mouse. Better yet, if the user shares their locations, my site will automatically show what birds are nearby. Like Pokemon Go's nearby Pokemon system, but real.

Motivation

I love birds but I often see birds that I cannot identify. My friend, who is a birdwatcher, carries around a field guide in order to identify birds. It should be easier to identify a bird with technology rather than flipping through the pages of a book. Anyone should be able to pull up a webpage and quickly identify a bird with the information ornithology has collected.

Target Audience

My site's target audience are Americans, curious outdoor people, hikers, and birdwatchers of any age.

Competitive Analysis

The sites similar to my idea are whatbird and ebird. Whatbird.com and ebird.org are both text-heavy and require narrowing down what bird it is via field guide questions (ie what color is it?). My site will heavily rely on visuals to identify the bird and the user will not have to navigate many pages to find the bird. The user will not have to click their mouse many times; hovering should be sufficient for most cases.

Content Inventory

My site will require bird names, bird statistics, bird descriptions, and bird images for every state bird in America. My site also requires a map of the US.

Technical Requirements

My site will use locations to list birds in the areas. My site will have a search bar to search through birds and display information on the chosen bird. My site will require HTML, CSS, Javascript, a database, and PHP.

Creative Brief

My site will be minimalistic and have an earthy color scheme. It will be similar to a barebones blog post. The typography would be sleek like The New York Times website. It is partially inspired by the 3D looking rock animations and font from <http://space.vanderlanth.io/>.

Future Iterations

My site would later include automatically locating the user and producing suggestions as well as expanding the database beyond birds per state.

Risks

The project may be less complete than envisioned due to time constraints and due to general inexperience in working with interactive images.