

Emily, Michael, Satyam

NYC Fresh Finder

Healthy food made easy in NYC



Story

Imagine you're a parent living in the city trying your best to provide healthy food for your family.

The only options are expensive corner stores with no fresh produce, and supermarkets are difficult to get to by bus/train.

You want to feed your family nutritious meals but don't know where to shop.



Our Solution/ Product Definition



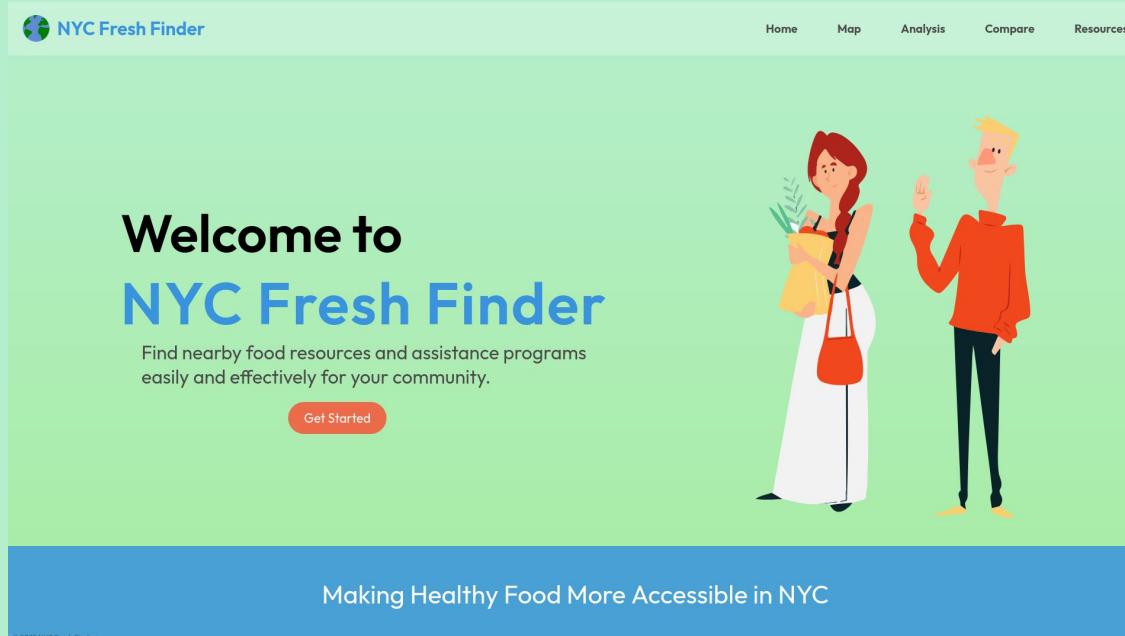
That's where **NYC Fresh Finder** comes in.

Our site helps to empower communities with real-time data on **food access, affordability**, and **resources**, making it easier to find healthy, affordable food options.

By highlighting **food deserts, price trends**, and **community programs**, this website helps people make better food choices and improve overall well-being.

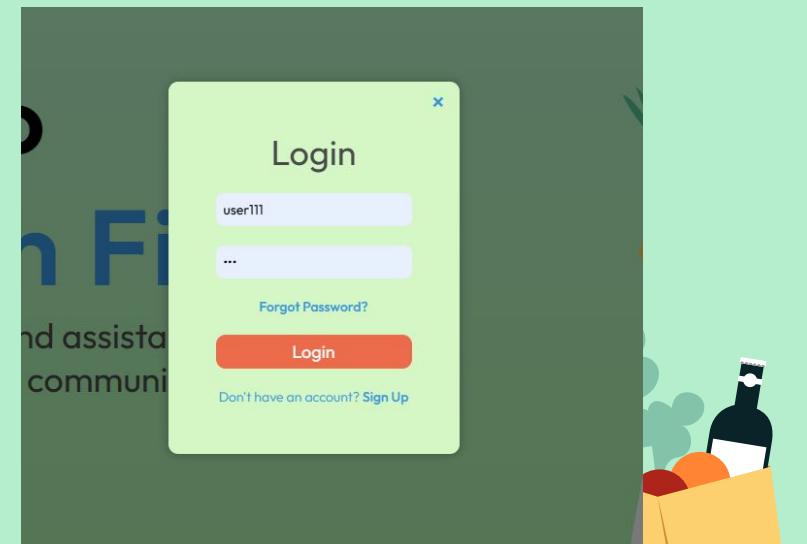
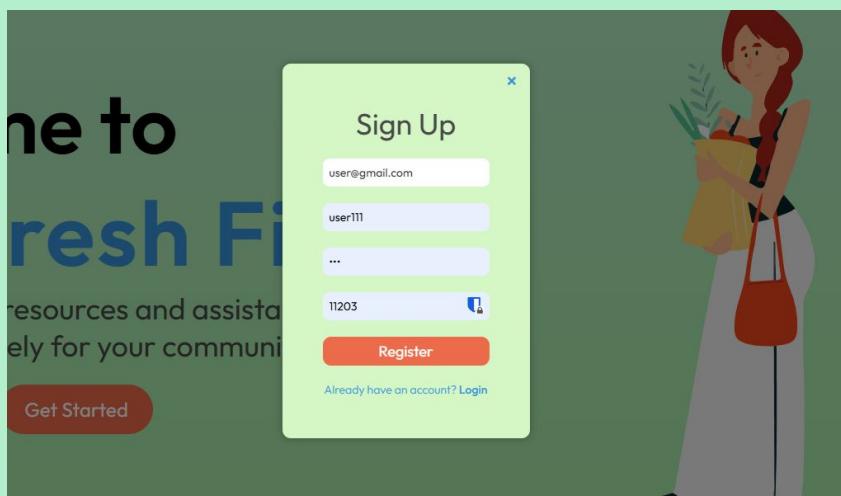
Project Walkthrough

<https://nycfreshfinder.com/>



The screenshot shows the homepage of the NYC Fresh Finder website. At the top, there is a navigation bar with a globe icon and the text "NYC Fresh Finder". To the right of the logo are five menu items: "Home", "Map", "Analysis", "Compare", and "Resources". The main content area has a light green background. On the left, there is a large "Welcome to NYC Fresh Finder" heading in bold black and blue text. Below it is a sub-headline: "Find nearby food resources and assistance programs easily and effectively for your community." A red "Get Started" button is located at the bottom of this section. On the right side, there is a cartoon illustration of a woman with red hair holding a yellow grocery bag filled with vegetables, and a man in an orange sweater and black pants standing next to her. At the very bottom of the page is a dark blue footer bar with the text "Making Healthy Food More Accessible in NYC". In the bottom left corner of the footer, there is a small, partially visible copyright notice: "© 2029 NYC Fresh Finder".

User Sign Up and Login



Map View + Reviews Page

Food Search

Discover nearby food resources and assistance programs such as pantries, farmers' markets, supermarkets, and more.

Just enter your Zip Code or Borough

Locations near 11222

PANTRY

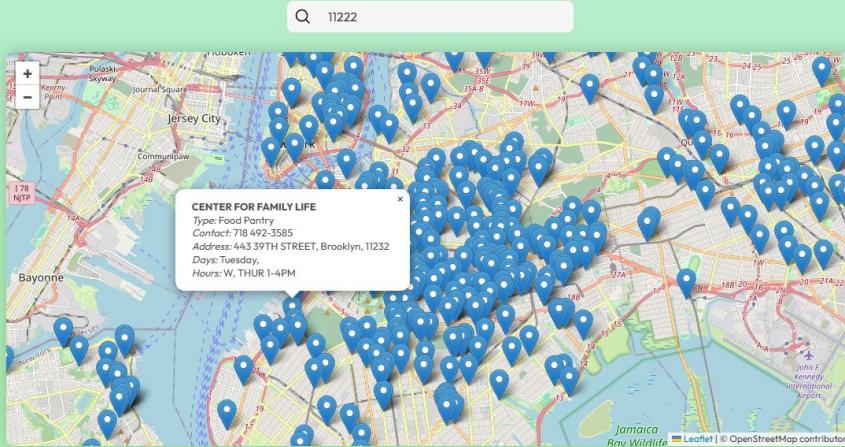
Address: 136 MILTON STREET, Brooklyn, 11222

Rating: ★★★★

McGolrick Park's Down to Earth Farmers Market

Address: Russell St. & Nassau Ave. (center of park), Brooklyn, 11222

Rating: ★★★★



CENTER FOR FAMILY LIFE

Reviews

Micheal

Price: ★★★★ Quality: ★★★★★

Very welcoming, great meal packages for families

11/16/2025

Create Review

Create Review

Your Name:

User

Price: ★★★★★

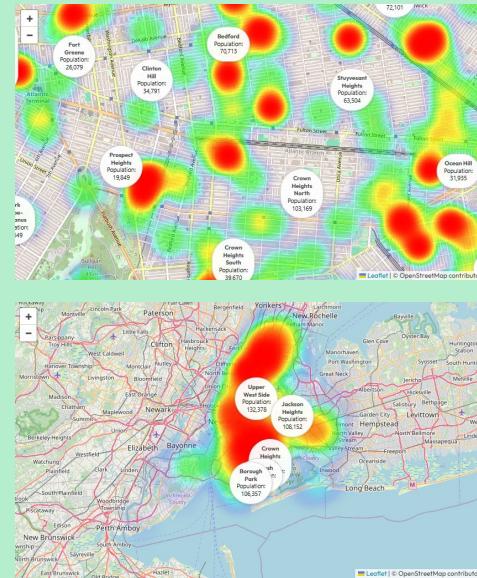
Quality: ★★★★★

Comments:

Submit Review



Interactive Heat Map Page



User Submitted Food Item Cards



Home Map Analysis Compare Resources

Search for a food item...

Min Price: \$0.00 Max Price: \$5.00

Add New Item

Apples

- Price: \$2.99
- Location: Whole Foods Market - Gowanus

Edit

Bread

- Price: \$3.50
- Location: Key Food - Park Slope

Edit

Greek Yogurt

- Price: \$2.99
- Location: Trader Joes - City Point BKLYN

Edit

Bananas

- Price: \$2.99
- Location: Trader Joes - City Point BKLYN

Edit

Milk (1 gal)

- Price: \$4.19
- Location: Key Food - Park Slope

Edit

Eggs (Dozen)

- Price: \$6.49
- Location: Whole Foods Market - Gowanus

Edit

Orange Juice

- Price: \$4.59
- Location: Cosco - Sunset Park

Edit

Rice (5 lb bag)

- Price: \$3.99
- Location: Trader Joes - City Point BKLYN

Edit

Add New Item

Omega-3 Eggs (Dozen)

5.29

Wegmans - Brooklyn Navy Yard

Add Item



Additional Resources Page



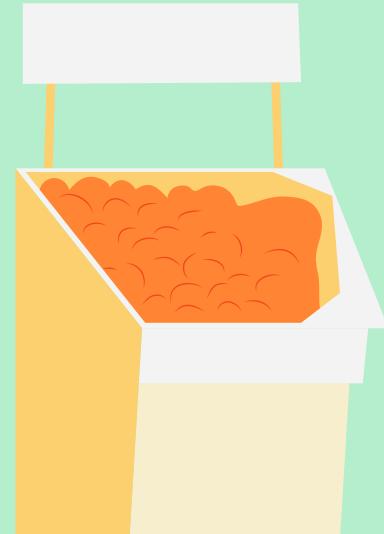
Home Map Analysis Compare Resources

Community Resources

Find local food initiatives and assistance programs (gardens, free-meal programs) to support your community's access to nutritious food options.

Links

Connect to essential food assistance programs like SNAP, WIC, and more.



Software Packages and Technologies

Front-End Technologies

HTML, CSS, JavaScript, Leaflet.js

- UI Development
- Responsive Design
- Interactive Map



Back-End Technologies

Node.js, Express.js, PostgreSQL

- API and Server-Side Logic
- Data Storage (Reviews, Locations, Users)
- User Authentication



Data-Analysis Technologies

Python (Pandas, NumPy, Geopandas)



- Price Comparison
- Heat map locating food deserts
- Highlight affordability based on income level



Ethical Considerations

- **Misinformation** - Item cards aren't verified, so information can be wrong
- **Data Security** - Data security so that user info is protected from malicious attacks
- **Accessibility** - Language support so that people who don't speak English are able access it



Work Distribution

Emily

Data Analysis/Front-Development, Project Lead

Sourced, cleaned, and formatted food data
Implemented Maps
Led project planning and team meetings

Michael

Back-End Development

Designed and built Database, Created API's, Built server side logic

Satyam

Front-End Development

Created original UI prototype design
Worked on front-end UI
Implemented front-end features (adding reviews, item cards)



Challenges and Lessons



❖ Time Management:

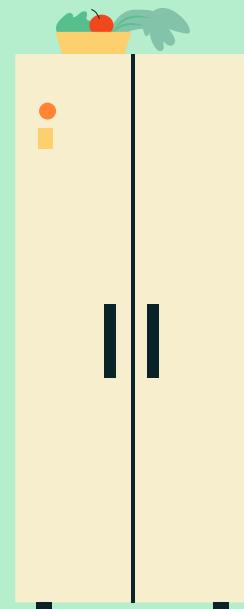
- We thought we had a lot more time than we actually did, so there was a time crunch in the last few weeks to implement remaining core features and fix any bugs.

❖ Issues with Data:

- We originally planned certain features with the assumption of having more data than what is actually available, so we had to spend extra time for a workaround.
- We were able to repurpose our planned features to work around not having certain data.

Next Features

- Further develop the compare page
- Add more security to the website
- Include more data to provide resources outside NYC





THANK YOU!