My project focused on creating a map of all the farmers' markets in New York City, making it easy for people to find fresh produce in one place.

One of the main challenges was the lack of a single platform where users could easily find all the farmers' markets. I knew this was a problem not just for me, but for many New Yorkers trying to locate these markets.

During my presentation, I talked about the problem I ran into and how I came up with the project idea. I was always trying to find markets and fresh produce nearby, but Google Maps couldn't give me the results I needed. Online searches were a mess, with missing info, broken links, incomplete maps, and outdated PDFs.

For my project, I utilized a mix of PDFs, niche market websites, and open data from NYC farmers' markets to create a comprehensive map of available farmers' markets and green spaces. I went into my research question and outlined the methodologies needed to collect the necessary data. My research question guided me: How can I build a data repository and develop a website or product to help users find farmers' markets and fresh produce easily?

I knew I needed to include essential details like market names and locations. As I continued my research as a product designer, I found that existing websites often provided unreliable results or lacked user-friendly interfaces. I decided to use python to web scrape the necessary information, create csv's, and clean data. For web scraping I utilized libraries like BeautifulSoup to extract data from websites and PyPDF2 to extract information from static PDF's.

My goal as a data driven designer was to create an interactive and user-friendly map that consolidated all the farmers' market information into one accessible platform. Ultimately, my aim was to provide New Yorkers with a valuable resource for accessing fresh, locally grown produce in their city. I used arcgis online to create my basemap, and employed that on ArcGis Dashboards as an interactive web and mobile supported tool to find and locate farmers and green markets in NYC.