**Instructions:  Click File / Make a Copy and Rename:** **DO NOT EDIT THIS DOC**

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| **Product / Project Planning** |

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| **Capstone Idea (Definition Statement):  I want to build an application that……**  I want to build an application that allows users to find charities of interest and to learn how to contribute financially or get involved as well as allowing users to connect with others that are involved with the same or similar charities of interest.  **Definition of Audience:  (Who will be using my application?)**  People of all ages who are interested in getting involved in charities.  **Outline of Content:**  What do I want on each page?  (text / pics / images / navigation)      On each page I would like navigation that easily takes users to other areas of the site such      as the page to search for local charities and a page to connect with others interested in getting involved in charities.  What do I want the functionality of each page to be?      I would like a homepage that can contain information on local charity news and events.      I would like a page in which you can search for local charities based on interests/causes      users would like to get involved in.      I would like a community page in which users can connect with others who want to get      Involved in the same/similar charities.  What is the purpose of my application?      To provide a way to find local charities by compiling them in one site and to allow users to connect with others who are interested in similar charities.  What business problem or real world problem am I going to be solving?       I think that this solves a real world problem of not only allowing users to find local charities/causes of interests but also allowing them to connect with and meet other individuals who are interested in charities that they might not have known about otherwise.  Color Palette:       Shades of Blue   <https://paletton.com/#uid=13F0u0kmDvecXLEikBHrYtitTmI>  Images: found a lot of public images on pexels for possible use such as <https://images.pexels.com/photos/6646918/pexels-photo-6646918.jpeg?auto=compress&cs=tinysrgb&w=800>  Fonts: <https://fonts.google.com/specimen/Arimo>  Logos: Possible Logo  <https://www.canva.com/design/DAFJ_nlY9Kc/gdaFKWO6SR8E7oCV40-mZQ/edit?utm_content=DAFJ_nlY9Kc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>  Navigation: Hamburger bar to navigate between home/news page, search page, and community page  Possible API to use: <https://charityapi.orghunter.com/>  **Add Link to your User Story Map:**  <https://app.mural.co/t/savvycodersstudent3716/m/savvycodersstudent3716/1660872959994/f70fa125614cbfdecb5897bf16babb89c22e87f8?sender=u881ff28072fb576b917a5381>  **Research Applications Similar:**  List Applications Researched: (links to websites / applications) <https://blog.hubspot.com/marketing/outstanding-nonprofit-websites-charity-navigator-list>  Individual charity websites featured in hubspot blog  <https://www.volunteermatch.org>  List what you like about each site: I liked that the hubspot blog had examples of some of the best nonprofit websites which helped give me a better idea of how the individual charity websites look and function. I thought that gave me a better idea of what kind of information I would like my site to display such as descriptions of the charities that the users search for by type, cause, etc. as well as links to the individual charity websites to gain more information and get involved in the charity. I liked the volunteermatch website because it is a similar idea to what I had in mind and it gave me some ideas as to what things I might want to include in my site as well as an idea of how my site may be different because of other features I may want to include. I liked that the site had the capability to search based on different causes.  List what you do not like about each site: While I liked that the volunteermatch site made it easy to find specific volunteer opportunities, I thought that it was sort of limiting. I thought it was limiting because the specific volunteer opportunities may not be what the user would like to do or they may not feel they have the skillset for the opportunity. Whereas, I thought it would be beneficial for my site to allow users to find charities/organizations that they would like to help and then find out how they can help.  How my application will be different: I think that the volunteermatch website is similar in idea to what I had in mind for my application but I think that my idea would be different because that website seems to provide specific volunteer positions available. While I had in mind a site that would provide information on the local charities themselves instead of specific volunteer positions to allow users to gain more information about the charities and provide links to their websites to get involved. I also thought that mine could be different because I was wanting my application to have a social aspect to find and meet other individuals who are interested in getting involved in charities.  **Add Link to your User Flow:**  <https://drive.google.com/file/d/1XaHAnqo0QMFUAD8aqEOLeHUqTE4E3Vkl/view?usp=sharing>  **Add Link to your Wire Frames (one wireframe for each page with a min of 3 pages):**  <https://drive.google.com/file/d/1Vsy0BN2rFsBdlVo4GyX44HPQU34ZfIdw/view?usp=sharing>  <https://drive.google.com/file/d/1JSKsl9C6b1McSkiKrIuijmPq3vNEN9w6/view?usp=sharing>  <https://drive.google.com/file/d/1mw0KTJEI-Cdc1oU6n7UsyCbWXMrEQymx/view?usp=sharing> |

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| **SWOT Analysis For My Capstone (Application)** |

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| S  (Strengths)   * Desire to learn how to build a functioning web application * Creating a web application that I am passionate about | W  (Weaknesses)   * May be difficult to make a web application that compiles information from many charities as well as having a social feature where users can connect with others interested in helping charities * Lack of experience in planning a product like this and determining what features to include | O  (Opportunities)   * Not many other websites that compile data from numerous charities * I think that in today’s society there is a growing desire for people to get involved with charities/ causes they are passionate about (especially in younger age ranges) | T  (Threats)   * Lack of experience making web applications * There is a website that is somewhat similar to my idea (<https://www.volunteermatch.org>) |