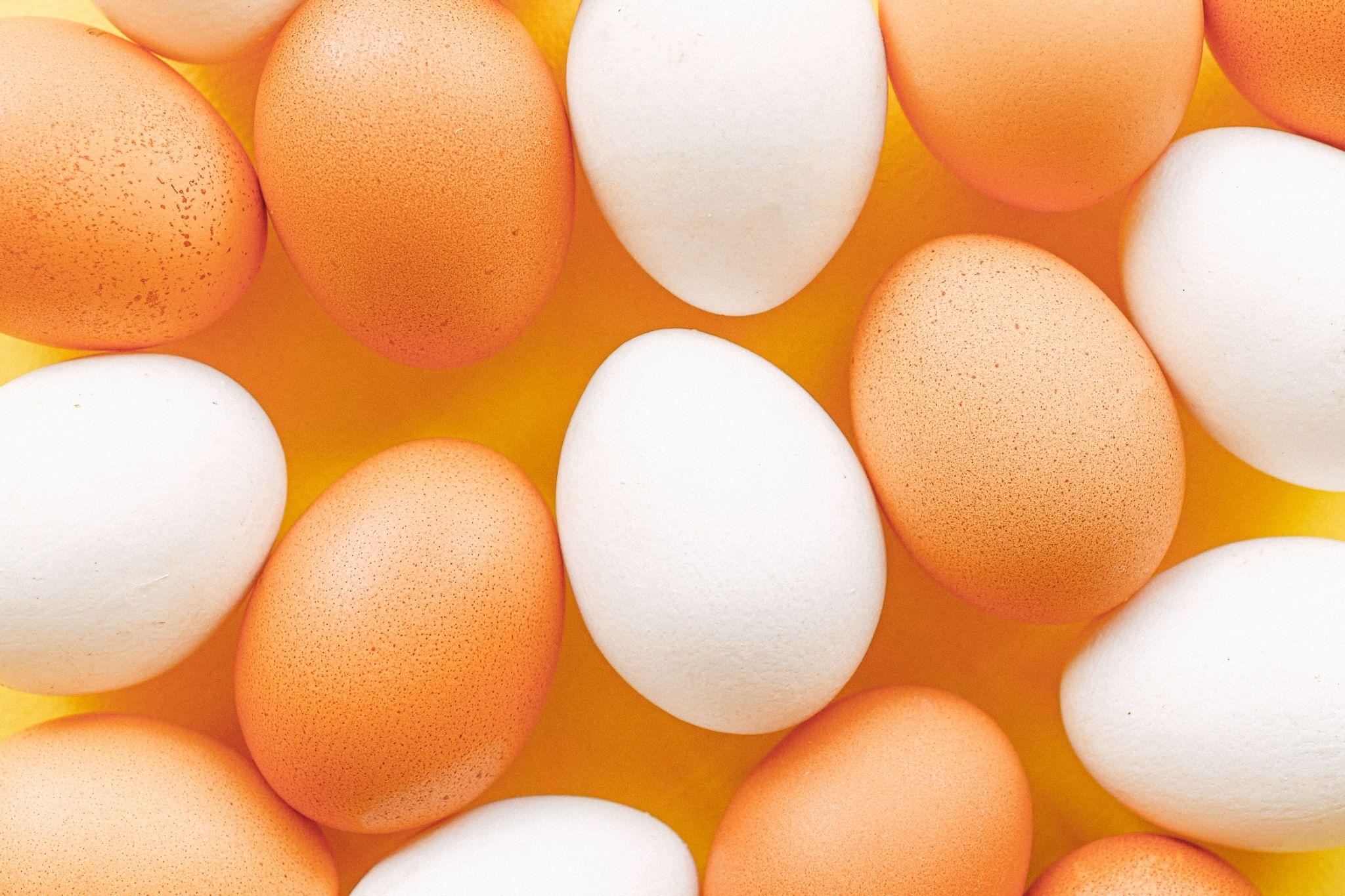
## horizontal line



EggBuddy

June 2023

**─**

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March 2023 Cohort

Capstone Project

# Definition Statement

I want to create a web application that finds eggs for shoppers at the best price, close to the shopper’s location via zip code search. Results will be delivered on a map and on a list, with location, availability and price per dozen.

# Definition of Audience

The targeted audience for EggBuddy is anyone looking to purchase eggs on the open market, mostly grocery shoppers and egg lovers.

# Outline of Content

**Home Page:** Picture of eggs (see title page) Title “EggBuddy” in logo fashion. Links to other pages (About, Contact Us). Box to input zip code and Submit Button

**Search/Results Page:** Results shown on a map, with pins and names of stores selling eggs. List form shown below map with eggs/price breakdown. Clicking on link will offer store contact info and option for directions.

**About Page:** Place filler for “About” EggBuddy. Buttons for Home, Contact Us

**Contact Page:** Input box for customer’s email, and submit button. Buttons for Home, About

**Colors:** Orange background (#FF5800) behind picture of eggs, white page background and black font color.

**Font:** Open Sans (google fonts) medium 500

**Link to Story Map in Mural:** [EggBuddy StoryMap](https://app.mural.co/invitation/mural/savvycoders8548/1679674386841?sender=u2533a6ffdcc4cc6632b18623&key=96f614b2-d040-408f-8730-be33516a466a)

# Research

[eggfinder.ca](http://eggfinder.ca/) (search term used '**egg finder**')  
**Likes:**

* Color palate is nice, shows colorful eggs.
* Simple design, four pages just like our capstones must be

**Dislikes:**

* relies on egg sellers to give address in order to be part of the group
* not updated automatically
* only for farm fresh eggs, not eggs sold in stores

**How mine will be different**:

My EggBuddy app will take a zip code and shoot it out (via some soon to be determined method/API)  to find eggs/prices within a specific radius and show the results on a map

Search term '**egg locator**' fielded no significant results. Search term '**where can i buy eggs near me'**resulted in google bringing up their various local grocery stores such as Walmart, Safeway, and Fry's (Kroger), and: [localharvst.org/tucson-az/eggs](http://localharvst.org/tucson-az/eggs) which brought up local farmers markets in the area.

**Likes:**

* tailored to customers who want to source their eggs locally versus just finding them in the chain grocery stores.
* brought up a small map with icons for Farms, Farmer's markets, Restaurants, Grocery and Other, with a list below.

**Dislikes:**

* Too many ads.
* No mention of just finding eggs and their prices.

# [Wire Frames & User Flow](https://github.com/zulujumper/Capstone/blob/master/EggBuddy_FlowGuide_WireDiagrams.pdf)

# SWOT Analysis

**Strengths**

1. Willingness to succeed
2. Mandatory requirement for graduation (or pay back $7500!)
3. Fellow cohorts to help along the way

**Weaknesses**

1. First time web developer
2. Unknown on the market
3. Time

**Opportunities**

1. High demand for eggs at reasonable prices
2. No other website out there that specifically finds eggs near shoppers
3. Ease of use

**Threats**

1. Google or other search engines
2. Lack of eggs
3. The economy