EggBuddy

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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

Research

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 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

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