

Strain of Thought

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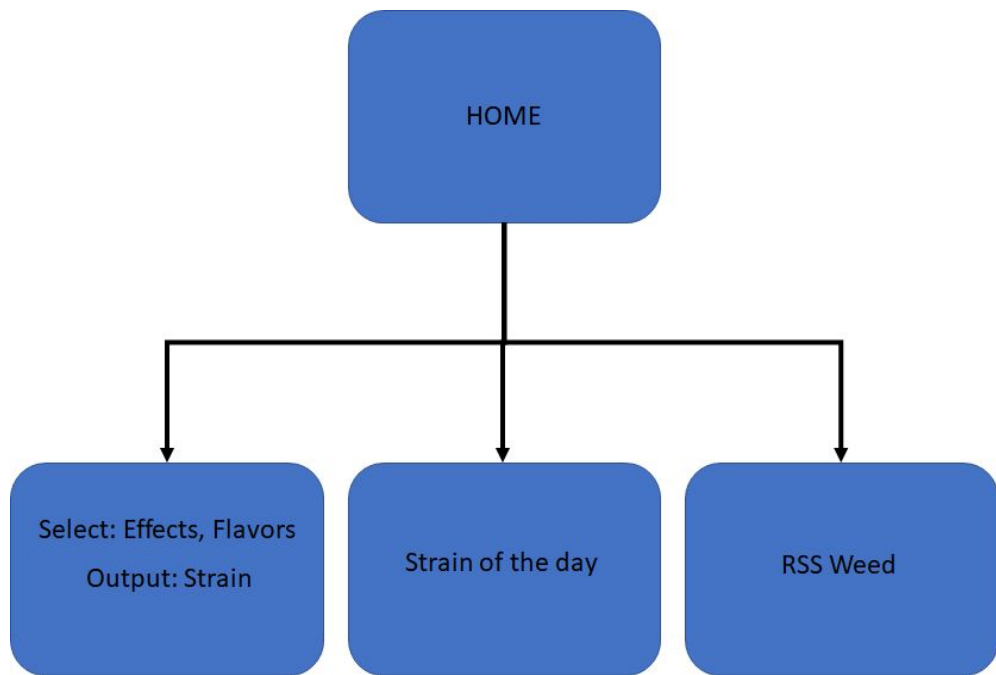
Our Idea

- Our website enables users to efficiently, conveniently, and easily search through thousands of cannabis strains
- As the industry grows, new marijuana users need to find strains that will make them happy.
- We make it easy for these users to find new strains.

APIs

- <http://strains.evanbusse.com/index.html>
- <https://www.reddit.com/dev/api/>

Block Highagram



Persona 1: Seizurely Sally



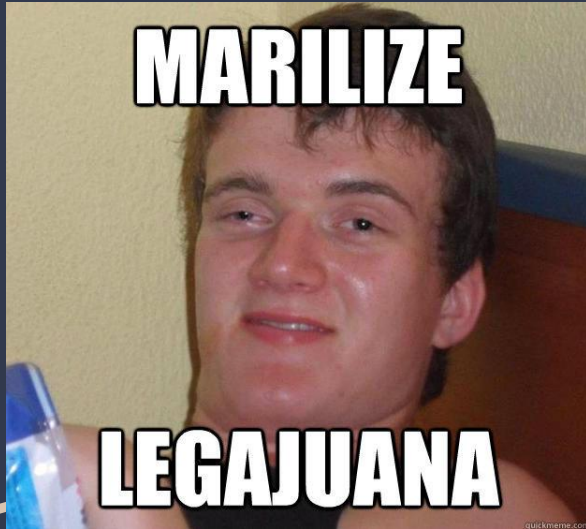
Sally is a 7 year old child that experiences over 300 seizures a day. About 10-20 seizures per hour. Her parents are totally against the American Pharmaceutical industry after trying out many different pills and methods without getting any further than they were when they initially began. They recently decided to try medical cannabis as a way to battle Sally's seizures. Sally recently got a prescription from her doctor for medical marijuana and her parents want to take every precaution in order to find the strains that work efficiently for their child. Sally is unable to look at screens, so her parents will be doing most of the researching for her. Since her parents are not so tech savvy, it will be in their best interest to access websites that are very simple and manageable.

Persona 2: Cannabisseur Carl



Carl is a young 24 year old American male that loves to indulge in the cannabis culture. Carl has been recreationally enjoying cannabis since he was thirteen years old and has sampled an arsenal's worth of this recreational/medical product. The goal for his life at the moment is to sample and take notes on as many different strains as possible and produce his own cannabis connoisseur book that will later be available for purchase. In order for Carl to be able to obtain his dream, he must search , research, and sample a wide variety of cannabis so that he can bestow his knowledge into plain text. Part of this process requires that he researches online and he will need to be using websites that incorporate cannabis information within them. He is a millennial which makes he is tech savvy, so websites that have simple and basic infrastructure will be easy to navigate for him.

Persona 3: First Time Freddie



First time Freddie is a 35 year old man who is on the verge of trying cannabis for the first time in his life. The reasons behind this are many. First of all, he just got laid off the job he had been doing for the past 15 years, so he is feeling very anxious about finding a new job and financially supporting his family during this time. Second, most of his best mates have been partaking in this kind of culture since they were in high school. Lastly, his wife Franchesca has not been sharing many hobbies with her husband. One of those hobbies was indulging in cannabis. The sharing of Cannabis is another way that Freddie can spice up his marriage of 12 years. Overall, Freddie wants to try cannabis, but does not want to partake in any heavy psychedelic effects and wants to be able to walk in the morning. The effects he is looking for are: laughing, relaxing, euphoria, and hunger. Freddie is not very tech savvy, so a simple website will be the best way to get this kind of information across to him.

#logo



Color Scheme



#008000



Beige

HEX #F5F5DC
RGB 245 245 220



#C3B091



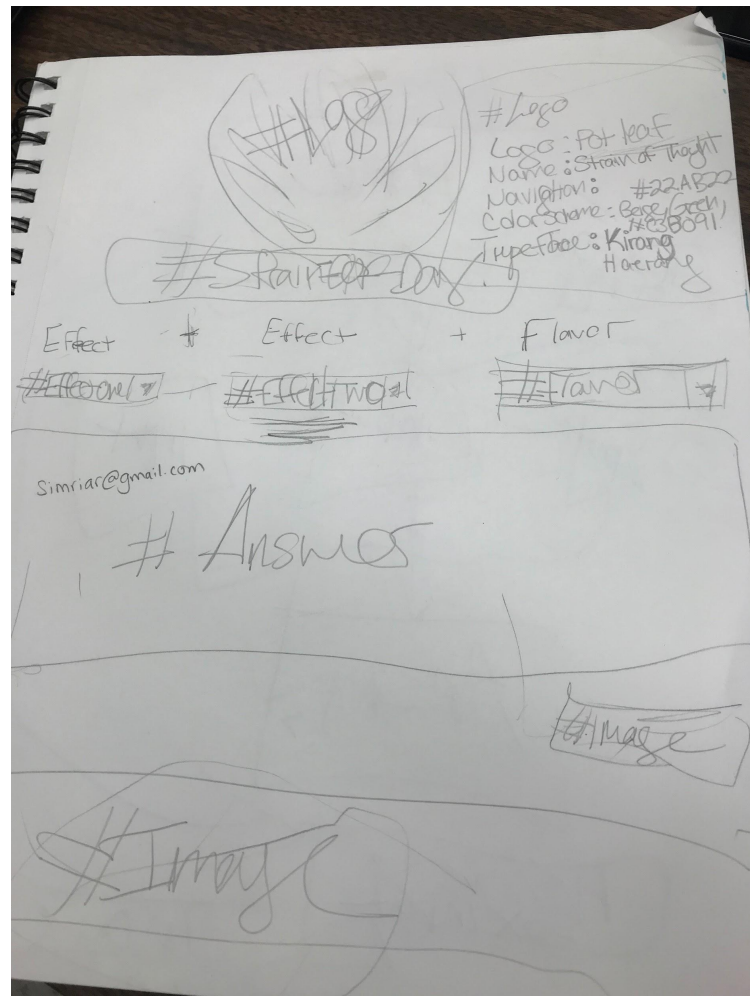
Typeface

KirangHaerangRegular

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Low Fidelity Wireframe



***High* Fidelity Wireframe**

Logo

Strain of Thought

Effect Dropdown

Effect Dropdown

Effect Dropdown

List of strains based on
user input above.

Strain of the Day

RSS Weed

News Feed – Twitter/Reddit