Zoo IIT

Partner: Brookfield Zoo
Speakers: Aya Eid, Taylor Dreher, Anthony Alesia, Romit Girdhar
Faculty: Cindy & Dennis Hood

Team Members:

Anthony Alesia    Qiaoqiao Chen    Aya Eid
Taylor Dreher    David Dziuba    Jiang Lan
Romit Girdhar    Suliman Ibrahim    Jianqi Xing
Albert Hutchful    Justo Moraga    Mitsuru Chiba
Matthew Miller    Adam Winterbauer    Jennifer Puzewski
Natalie Szulyk
• Brookfield Zoo

➤ Opened 1934

➤ Recently created exhibits

➤ Mission:

    “...to inspire conservation leadership by connecting people with wildlife and nature.”
• Similar Applications
  - Do not have Guided Inquiry
  - Do not have interactive map

• Integration of all these different specialties into our application.
  - Trip Planner
  - Magnetic Compass.
• Animal Classification
  ➢ Guided Inquiry

• iPhone Application Development
  ➢ User-friendly
During your visit today did you hear any zoo staff member talk about animals or their habitats?

Percent “Yes”

Non-Members

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>74.1%</td>
<td>72.1%</td>
<td>73.8%</td>
<td>74.4%</td>
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</tbody>
</table>
| Members

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75.6%</td>
<td>75.8%</td>
<td>71.6%</td>
<td>73.7%</td>
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</tbody>
</table>
Motivation

- Zoo Survey on Experience
  - Interact with Zoo Staff Member
  - Enhance Overall Experience
  - Rated High on Zoo Survey
  - Satisfied by their visit.
Main Focus

- Gathering and processing information from zoo
- Determining user needs
- Classification schemes
Main Focus

- Animal phenotypes
- User-accessibility
- Identification method

Colors

Skin Type

Skin Pattern
Brookfield Zoo

G.I. [Guided Inquiry]

Z.E. [Zoo Experience]

Faculty
Cindy Hood
Dennis Hood

U.I. [User Interface]

iCap [iPhone Capabilities]
Main Focus

• General layout and maps
• Guided Inquiry functionality
• Compared features from other apps
• Utilized prior work
Brookfield Zoo

G.I. [Guided Inquiry]

Z.E. [Zoo Experience]

Faculty
Cindy Hood
Dennis Hood

U.I. [User Interface]

iCap [iPhone Capabilities]
Main Focus

- Home Page Design
- “Jungle Safari” theme
- Simplicity and visual clarity
Guided Inquiry Demo Video

Click to Play
• Animal Information
  ➢ Gather information for the Zoo
  ➢ Determine preferred information to show user

• Guided Inquiry
  ➢ Case study: Fragile Kingdom
  ➢ Create scenarios for those animals
• Application

➢ Guided Inquiry functionality

➢ Trip planner
• Narrowing down the scope
  ➢ Time
  ➢ Ability
  ➢ Priority

• Challenges
  ➢ Ethical Concerns

• Simplicity and usability

• Foundation for future work
• Expand
  ➢ Zoo
  ➢ Global

• More Efficient Identification Scheme

• Including GPS features
  ➢ Live compass
  ➢ ‘Locate Me’ Feature
• Other platforms

• Additional Features
  ➢ Games
  ➢ Live Events