Zoo IIT

Partner: Brookfield Zoo
Speakers: Aya Eid, Qiaoqiao Chen, Romit Girdhar, Adam Winterbauer
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
• Opened 1934
• Recently created exhibits
• Mission:
  “...to inspire conservation leadership by connecting people with wildlife and nature.”
• Similar Applications
  – Do not have animal identification
  – Do not have interactive map
• Educate Users
  – Develop iPhone Application
  – Animal Identification
During your visit today did you hear any zoo staff member talk about animals or their habitats?

*Percent “Yes”*

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-Members</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>74.1%</td>
<td>75.6%</td>
</tr>
<tr>
<td>2007</td>
<td>72.1%</td>
<td>75.8%</td>
</tr>
<tr>
<td>2008</td>
<td>73.8%</td>
<td>71.6%</td>
</tr>
<tr>
<td>2009</td>
<td>74.4%</td>
<td>73.7%</td>
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</tbody>
</table>
• Zoo Survey on Experience
  – Interact with Zoo Staff Member
  – Enhance Overall Experience
• Develop Application to Enhance Experience
  – Guided Inquiry
    • Identifying animals
    • Zoo Information
  – GPS/ Map Features
    • User Location
    • Nearest attraction
Accomplishments

- Organized project into groups
- Narrowing scope of goals
- Application Icon
- General Layout
- Established communication with Zoo
Zoo Experience
• Poor understanding of user’s needs

Guided Inquiry
• Classification scheme
• Keeping user engaged in environment

iCap
• Lack of experience in the programming language, Objective-C
Challenges and Strategies

• **Ethics**
  – Protecting the privacy of users and Brookfield Zoo

• **Programming**
  – Finding additional resources to aid in programming

• **Time**
  – Maintaining focus
  – Practical Approach
Questions?