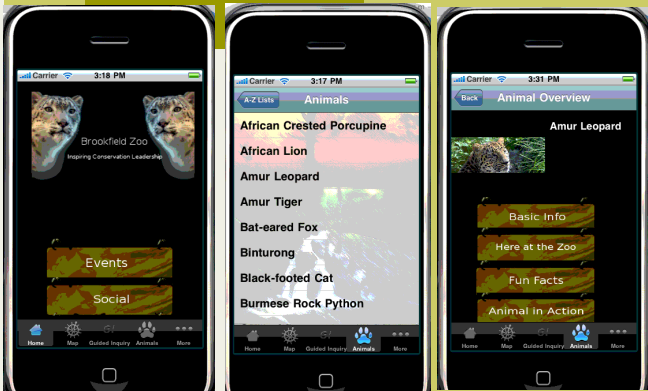## Need

Although there are short description plaques on each animal's exhibit, there is a persistent need to assist the zoo visitor in identifying animals and seeking further information.

Coding/ User Interface

Jason Chun

Derrick Davis

Howard Ferrari

Ruth Morrison

Guided Inquiry

Kat Callas

Elaine Erwim

Amanda Potacki

Natalie Szulyk

Beyond ID

Syeda Ahmed

Katherine Garczek

Anastasia Madimenos

Catalina Rojas

IPRO 318: ZOO TECH

Team Members

Syeda Ahmed	Katherine Garczek
Kathleen Callas	Anastasia Madimenos
Jason Chun	Ruth Morrison
Derrick Davis	Catalina Rojas
Elaine Erwin	Amanda Potacki
Howard Ferrari	Natalie Szulyk

IPRO 318

Project Partner: Brookfield Zoo

Faculty Advisors: : Cindy & Dennis Hood

Purpose

Our goal is to work with Brookfield Zoo and to enhance the over all visitor experience. We will aid zoo visitors through a mobile device, the iPhone.

Objectives

The primary objective is to build upon the previous semester's proto-type.

- To design a more aesthetically pleasing application interface.
- To fine tune the guided inquiry process by clarifying the identification questions.
- To determine the functions of the application that will enhance the zoo experience in addition to identifying animals.
- Implement a map feature capable of tracking the user (GPS).
- Transfer everything to a database driven system.

Chicago Zoological Society
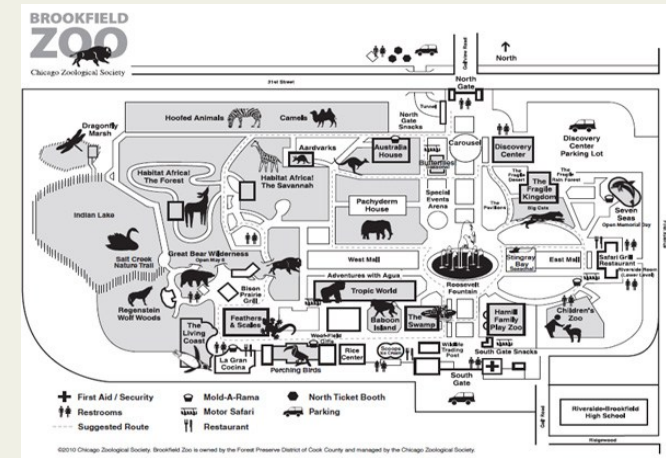*Inspiring Conservation Leadership*

Considerations

Privacy concerns involving the content provided by the zoo for use in the application turned out to be the largest source of ethical dilemma.

To protect both the zoo and user, a privacy contract is used to ensure the user understands the personal intended use of the content provided in the application by the zoo. However, we attempted to make this process as simple as possible, looking at things from a usability standpoint.

Our goal with the application is to evoke public concern for the animals, ecosystem protections, and other conservation efforts. Finally, we wish to align the application with the motto of the Brookfield Zoo, "To inspire conservation leadership by connecting people with wildlife and nature."

Recommendations

- Individualize tours based on visitor's personal interest and the exhibit activity

- Enhance user interaction with the application and the exhibit

- Explore other platforms besides iPhone

BROOKFIELD ZOO
Chicago Zoological Society

Conclusions

IPRO 318 has brought together individuals from a variety of majors. The collaboration between team members was successful. IPRO 318 has continued to lay a great foundation for future development of a Guided Inquiry process as well as other functions.

Accomplishments

- Coding/ User Interface

-Developed Database to access animal information

-Sleeker Design

-Improved Usability

- Beyond ID

-Made and edited videos of animals

-Personal information about animals

- Guided Inquiry

-Streamlined questions

-Refined animal categorization

-Added Australia House