

# IPRO 318: ZOO TECH

**Partner: Brookfield Zoo**

**Faculty: Cindy and Dennis Hood**

**Speakers: Derrick Davis, Kat Callas, Syeda Ahmed**

## **Team Members**

**Amanda Potacki**

**Anastasia Madimenos**

**Catalina Rojas**

**Derrick Davis**

**Elaine Erwin**

**Howard Ferrari**

**Jason Chun**

**Kat Callas**

**Katherine Garczek**

**Natalie Szulyk**

**Ruth Morrison**

**Syeda Ahmed**





# Presentation Outline

- \* Team Organization
- \* Purpose
- \* Brookfield Zoo Info
- \* Project Goals
- \* Guided Inquiry
- \* Beyond Identification
- \* Coding/ User Interface
- \* Ethical Considerations
- \* Recommendations
- \* Conclusion
- \* Questions





# Team Organization

## **Guided Inquiry**

Amanda Potacki  
Elaine Erwin  
Kat Callas  
Natalie Szulyk

## **User Interface and Coding**

Derrick Davis  
Howard Ferrari  
Jason Chun  
Ruth Morrison

## **Beyond Identification**

Anastasia Madimenos  
Catalina Rojas  
Katherine Garczek  
Syeda Ahmed





# Brookfield Zoo & IPRO 318



“The mission of the Chicago Zoological Society is to inspire conservation leadership by connecting people with wildlife and nature”

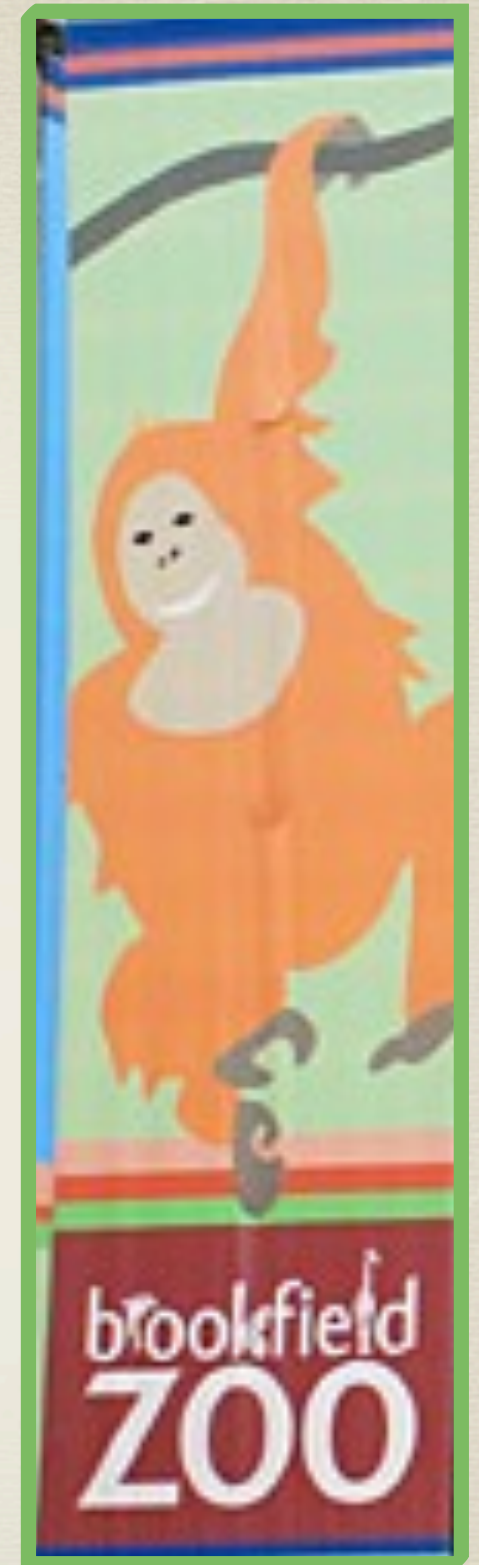
<http://www.czs.org/czs/About-CZS.aspx>





# Purpose

Work with Brookfield Zoo to enhance the overall visitor experience by providing them with an educational, interactive and fun tool using a mobile device named an iPhone.









# Brookfield Zoo Info

- \* More than 2 million visitors per year
- \* 216 acres divided up into 22 exhibits
- \* International role in animal breeding and conservation
- \* Fragile kingdom consist of 3 exhibits: Fragile Dessert, Fragile Rainforest and Fragile Hunters





# Project Goals

## Improve

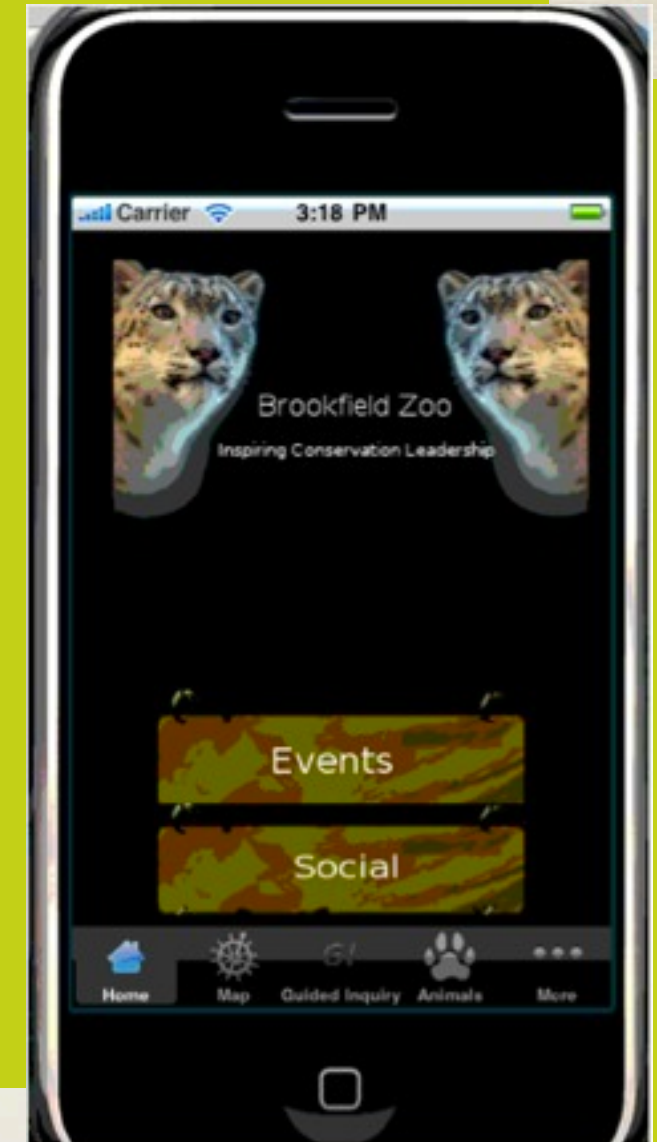
- Chance to have some fun
- Opportunity to learn something new
- Visibility of animals





# Project Goals

- \* Build upon previous semester IPRO prototype
- \* Provide fun facts and personal info about the zoo animals.
- \* Educate visitors about conservation issues and raise awareness.
- \* Enhance the overall experience at the zoo with an easy to use application.
- \* Focus is on Fragile kingdom.





# Guided Inquiry

## Goals

- \* Streamline guided inquiry process
- \* Refined animal categorization process

## Accomplishments

- \* Visited exhibits and tested data
- \* Reduced percent error in identifying animals by changing the questions
- \* Added animals (Australia House) to previous list





# Beyond Identification

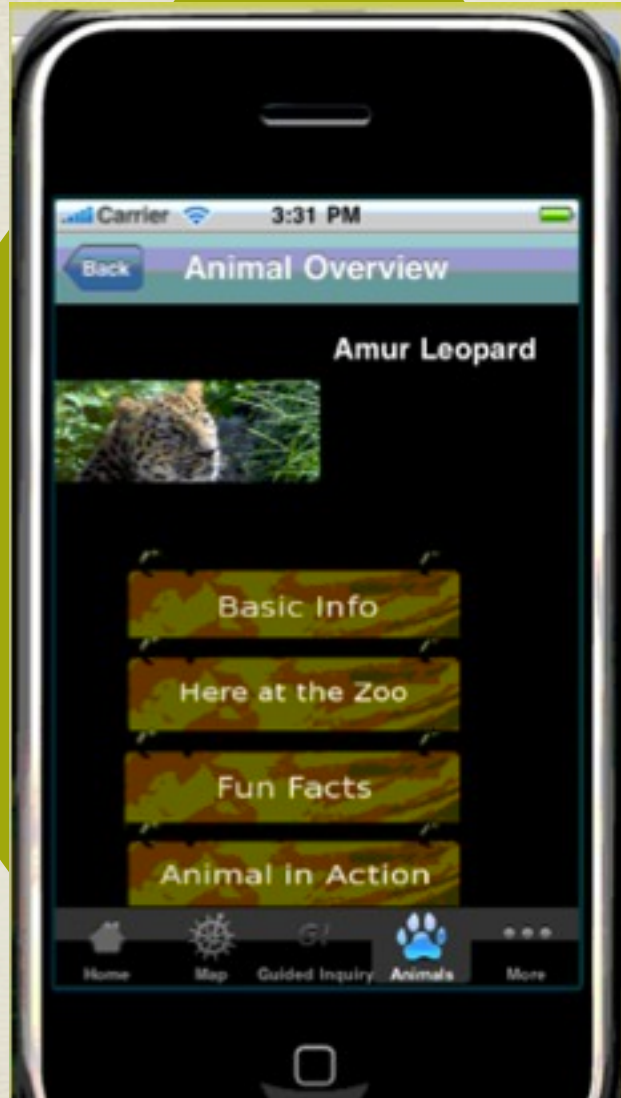
## Goals

- \* Understand the needs and wants of zoo visitors
- \* Provide animal information after guided inquiry is done
- \* Educate visitors and enhance their zoo experience
- \* Raise awareness of endangered species





# Beyond Identification



## Accomplishments

- \* Conducted surveys with zoo volunteers
- \* Observed visitors at the zoo
- \* Gathered information for the animals at Fragile Kingdom and condensed it to educating, personal and fun facts
- \* Took pictures and videos of the animals and edited them



# Coding/User Interface

## \* **Goals**

- \* Complete design of application
- \* Receive information in 3 clicks
- \* Develop animal database for zoo

## \* **Accomplishments**

- \* Sleeker design
- \* Improved Usability
- \* Developed database to access animal information





# Ethical Considerations

- \* Privacy issues regarding GPS
- \* Impact on zoo employment
- \* Protecting Brookfield Zoo's database





# Recommendations



- \* Individualize tours based on visitor's personal interests and the exhibit activity
- \* Enhance user interaction with the application and the exhibit
- \* Include other exhibits
- \* Include GPS features
- \* Implement Social Networking and games



# Conclusion

IPRO 318 has brought together individuals from a variety of majors to work with Brookfield Zoo in order to enhance the overall visitor experience. IPRO 318 has continued to lay a great foundation for future development of a guided inquiry process as well as other functions.





# Questions ?

