

## The Teams

### iPhone Capabilities (iCap)

**Leader:**Justo Moraga

**Members:** Anthony Alesia, Qiaoqiao Chen, Romit Girdhar

**Purpose:**Develop an application for the iPhone with fundamental capabilities to enhance the user/visitor experience at Brookfield Zoo.

### Guided Inquiry (GI)

**Leader:**Aya Eid

**Members:** Albert Hutchful, Suliman Ibrahim, Mitsuru Chiba

**Purpose:**Organize and prioritize information on both animals and users needs.

### Zoo Experience (ZE)

**Leader:**Adam Winterbauer

**Members:** Taylor Dreher, Matthew Miller, Natalie Szulyk, Jianqi Xing

**Purpose:**To focus on the needs and wants of the user as well as mediating between Brookfield Zoo and the IPRO.

### User Interface (UI)

**Leader:**Jennifer Puzewski

**Members:** David Dziuba, Jiang Lan

**Purpose:**To use the teams background in design to interpret ideas into visual form.

## Challenges:

Our team had a short time frame and limited experience in creating an iPhone application. We had many instances of miscommunication, we found it was difficult to manage and maintain communication between team members. Also our team tended to lose focus; we overcame this by narrowing scope. Eventually, we concentrated on what would be practical for the iPhone users. Our team noted that our application should not switch the user's attention from viewing the animals at the zoo to focusing on their iPhone. In addition, we designed our application to appeal and be used use for age groups.

## Recomendations:

- Enhance the inquiry system with GPS function and making it available outside the zoo
- Individualize tours based on visitor's personal interest and the exhibit availability
- Advanced booking and purchasing tickets online
- Enhance the user interaction with the application and the exhibit
- Explore other platforms other than the iPhone

## Conclusions:

IPRO 318 has brought together individuals from a variety of majors. The collaboration between team members was successful. IPRO 318 has set a great foundation for future development of a Guided Inquiry Process.

## ZOO TECH

**IPRO 318**



**Project Partner: Brookfield Zoo**  
Faculty Advisors: Cindy & Dennis Hood

### Team Members:

Anthony Alesia  
Qiaoqiao Chen  
Mitsuru Chiba  
Taylor Dreher  
David Dziuba  
Aya Eid  
Romit Girdhar  
Albert Hutchful

Suliman Ibrahim  
Jiang Lan  
Matthew Miller  
Justo Moraga  
Jennifer Puzewski  
Natalie Szulyk  
Adam Winterbauer  
Jianqi Xing



## Main Objective:

To integrate an intuitive animal identification process, known as guided inquiry, into an iPhone application for our partners at the Brookfield Zoo.

## Need:

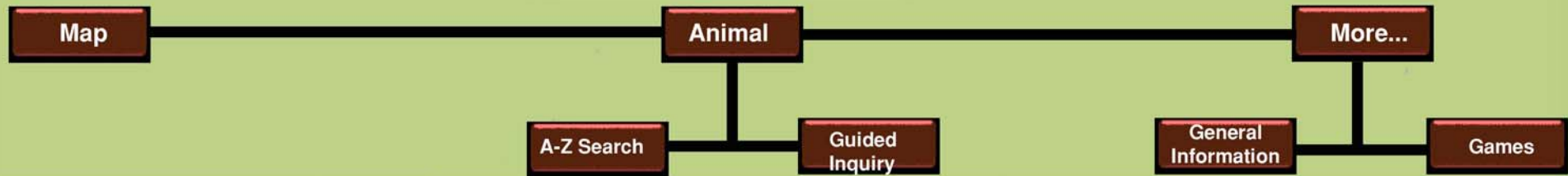
Although there are short description plaques on the animals at each exhibit, there is a persistent need to assist the zoo visitor in identifying the animals and seeking further information. This tool will enable animal identification in an interactive, educational, and fun iPhone application.

## Homepage\*



## 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 and to align the application with the motto of Brookfield Zoo, "to inspire conversation leadership by connecting people with wildlife and nature."



## What is it?

