

IPRO 318 ZOO TECH

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TEAM MEMBERS

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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.

ETHICAL 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."

GUIDED INQUIRY



APPLICATION STRUCTURE



CHALLENGES

Throughout the semester our IPRO encountered many 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, so we overcame this by narrowing our 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 easy to use for all age groups.

RECOMMENDATION

We suggest that future teams should consider the following

- 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

CONCLUSION

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.