IPRO 318: ZooTech

Project Partner: Brookfield Zoo
Faculty: Professor Cindy and Dennis Hood
Project Manager: Taylor Dreher
Speakers: Kat Callas, Chinedu Azodoh, Jennifer Puzewski

Team Members:

- Azodoh, Chinedu
- Blosky, Mitchell
- Callas, Kat
- Chiba, Mitsuru
- Dreher, Taylor
- Jeffcoat, Brooke
- Kobayashi, Jonathan
- Mis, Ashlie
- Pauley, Erica
- Perez De Tejada, Antonio
- Puzewski, Jennifer
- Rojas, Catalina
- Schneider, Erick

Problem

- Crowds
- Visibility
- Paper Map

The Solution

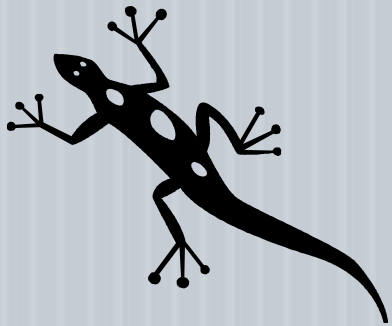
- Our goal: Produce an application for the iPhone to help enhance the Brookfield Zoo experience

Other Zoo Applications

- Houston Zoo
- Detroit Zoo
- Woodland Park Zoo
- Cincinnati Zoo
- Dallas Zoo

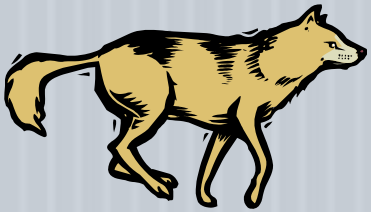
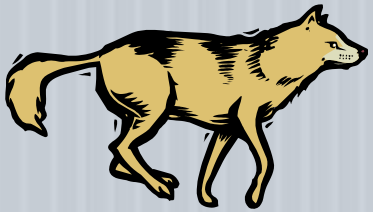
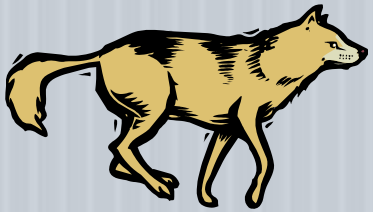
Previously…

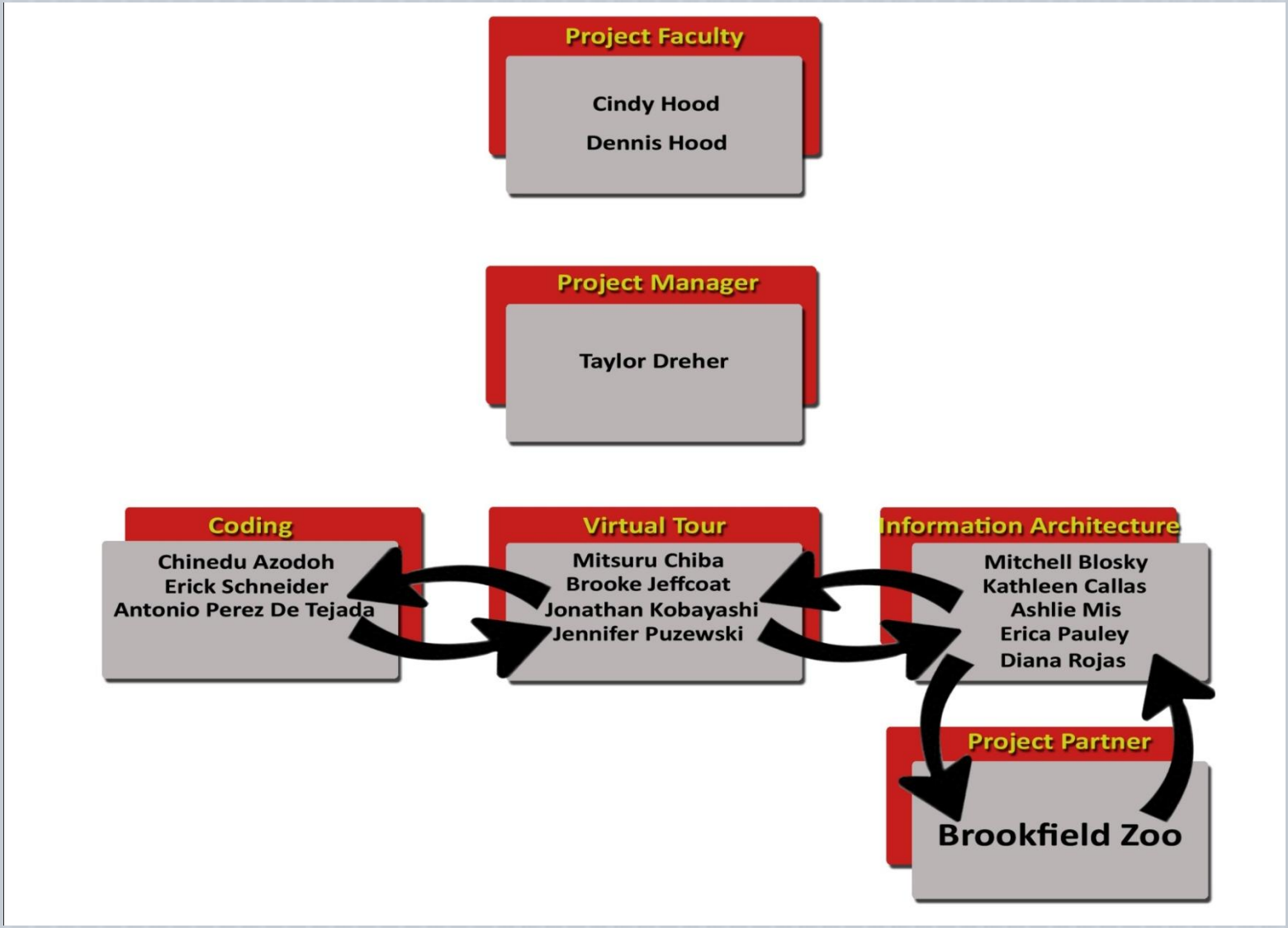
- Built a Framework
- Develop a Guided Inquiry Process
- Field Test



Organization and Approach

- **The Teams:**
  - Information Architecture Team
  - Virtual Tour Team
  - Software Development Team


Project Faculty
Cindy Hood
Dennis Hood
Project Manager
Taylor Dreher
Coding
Chinedu Azodoh
Erick Schneider
Antonio Perez De Tejada
Virtual Tour
Mitsuru Chiba
Brooke Jeffcoat
Jonathan Kobayashi
Jennifer Puzewski
Information Architecture
Mitchell Blosky
Kathleen Callas
Ashlie Mis
Erica Pauley
Diana Rojas
Project Partner
Brookfield Zoo

Information Architecture Team

Approach:
- Created and populated the animal database
- Gathered coordinates for GPS system.

Findings:
- Application can be a distraction for visitors at the zoo.
- Copyright of pictures when not from the zoo is an issue.
- Classifying animals by color is difficult for the guided inquiry

Accomplishments:
- Natural Flow
- Resolution
- Laid foundations for an audio tour

Virtual Tour Team

Approach:

- Performed usability tests with flow charts
- Maintained simplicity throughout the application.

Findings:

- It is better to avoid custom buttons in the application.

Accomplishments:

- New features such as camera and map were added
- More detailed Animal info page: world map view, animal personal info
- Enabling the user listen to information on the animal page
- My Zoo feature: Enable user keep track of already seen animals
- Enabling user to print pictures of the animal.
- Enable sending animal tile via email.
- Events button

Software Dev Team

Approach:
- Reviewed the old code for the app
- Virtually redeveloped the code from scratch to implement the new design

Findings:
- Apple API is most complete and helpful for the needs of the project
- Stack overflow is a huge and dependable resource

Accomplishments:
- Successfully integrated database
- Implemented GPS on the map
- Finalized the design

Zoo Considerations

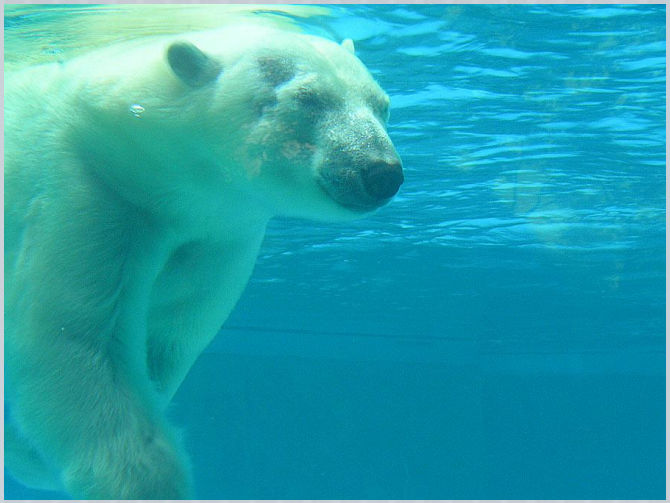
- My Zoo- “Collect” offensive
- Behaviorists- Personality Traits Not Applicable
- Identifying Animal by Number-Economical Solution

Ethical and Societal Considerations

- Privacy Concerns
  - User Agreement
  - Zoo Information
- Societal
  - Aid Staff/Volunteers
  - Not Staring at phone- Personal Virtual Tour Guide

Technical Considerations

- Expanding to fit iPhone 4
- Keeping functions natural to iPhone users
- Upkeep -New birthdays, Events
- Good documentation
  - Photoshop
- Usability tests
- Will zoo provide devices for visitors
- Animals traveling from different exhibits



Conclusion

- Connection to Animal
- Educate Users on Conservation Efforts
- Virtual Tour Guide- Personal Tour Guide- Audio
- Aid Zoo Staff With Commonly Asked Questions
- Structure of Application-Flow
- Great Skeleton for Future Development

Future Work

- Good Documentation
- Have All Animals Within Database
- Further Map Features
  - Cartoon Overlay
- Design
  - Backgrounds, Buttons
- My Zoo
- Field Testing
- More Games, Engaging, and Educational Features
- Other Platforms
- Become An Example For Other Zoo Application Designs

Coming To The App Store Soon…

Thank you☺