

I PRO 318

Partner: Brookfield Zoo

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Team Members:



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Motivation

- Visitors to the Brookfield Zoo report talking to an employee/volunteer enhanced their experience
- Only about 70% of visitors have this opportunity
- Want all visitors to have the best possible experience – not plausible to have tour guides following everyone around





Statement of Problem

- How can we use a mobile device (iPhone) to educate visitors about animals and conservation efforts while still keeping users interacting with the zoo?



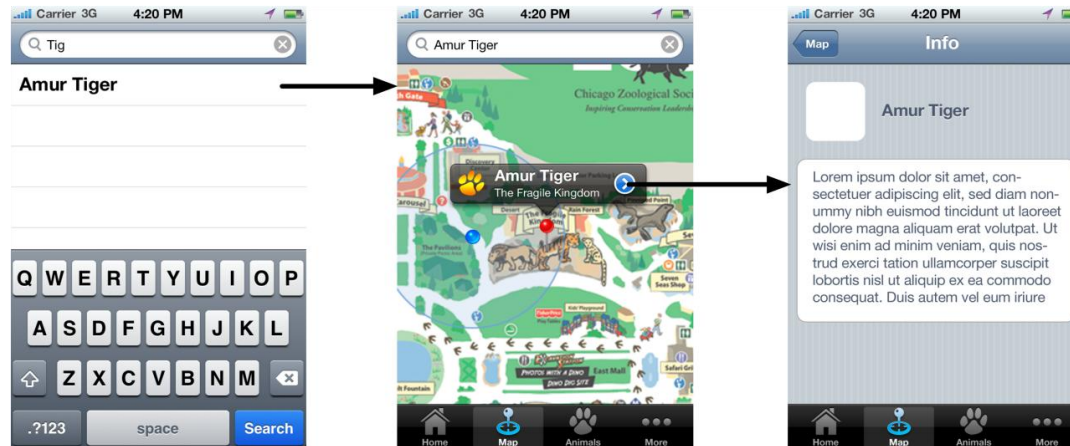
Background

Past Semesters (Spring & Summer 2010)

- Guided inquiry for Fragile Kingdom
- Crude database for guided inquiry
- Limited animal information

Current Semester (Fall 2010)

- Virtual tour guide (audio)
- Easily updatable database
- GPS system
- MyZoo



Goals

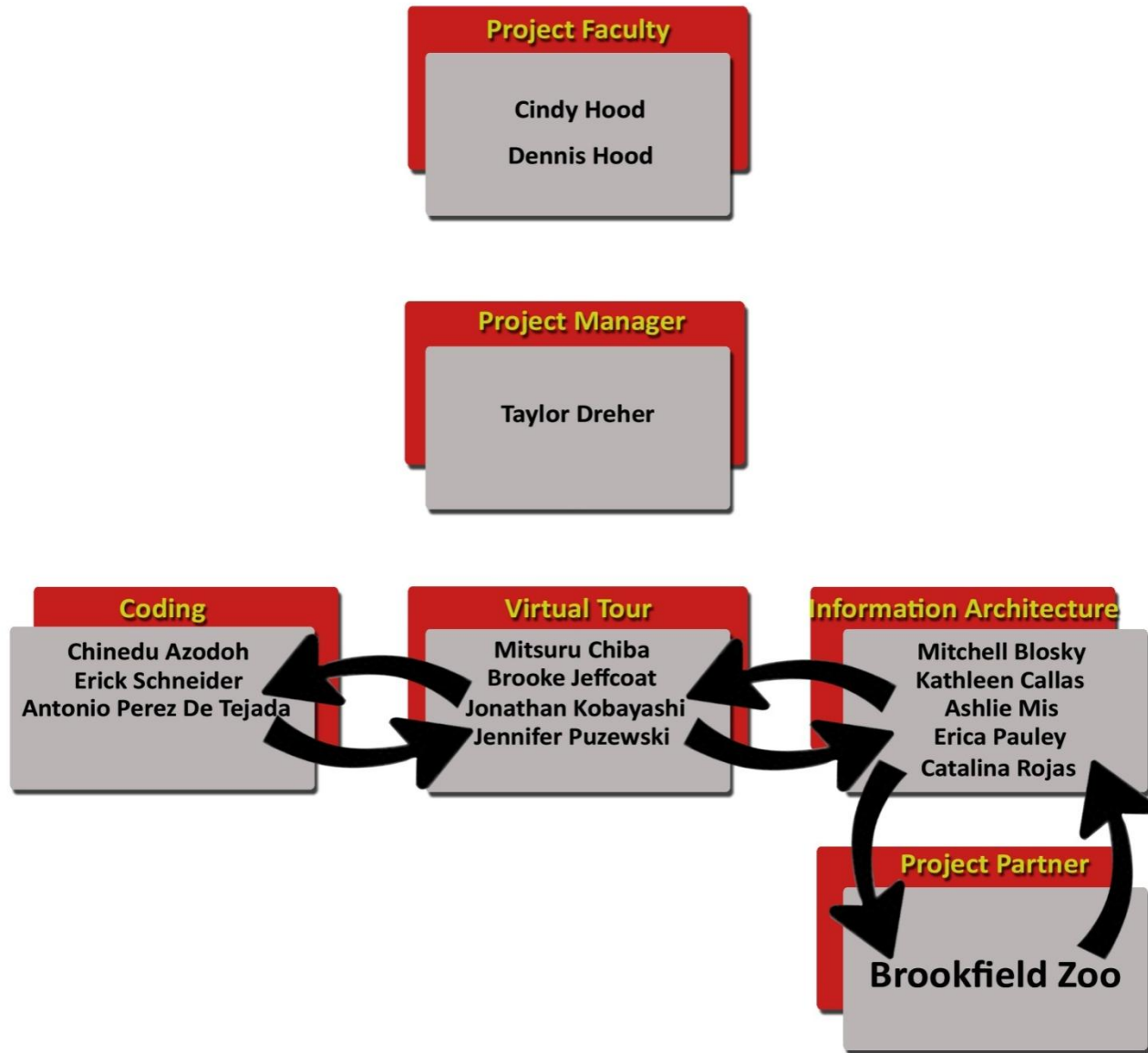
- Functional iPhone app
 - GPS System
 - Improve Database
 - Electronically Catalogue information on all Animals
 - Refine Animal Identification Process
 - Audio Tour



Goals

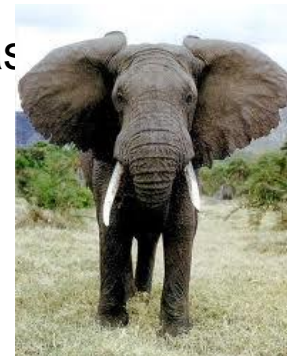
- User Experience
 - More Deeply Connect the User and Zoo
 - MyZoo System
 - Providing user with more Interesting Information





What has been accomplished

- Visited Brookfield Zoo
- Virtual Tour
 - Researched similar applications
 - Designed applications structure, flow, theme, and ease of use
 - Developed animal identification process
 - Search animals alphabetically, through guided inquiry, or through a number identification system
- Architecture Information
 - Determined desired data
 - Designed database
 - Populated database with animals in specific exhibits, as well as popular animals
- Coding
 - Integration of database into program
 - Fixed bugs





Encountered Challenges

- Structural design must be established first
- Assignment distribution
- Communication within group and with zoo employees



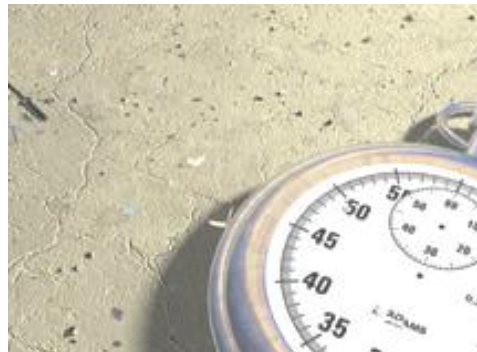
Anticipated Challenges

iPhone Application

- Meet the needs of all types of users (age, gender, interests)
- Limited to iPhone users
- iPhone 4.0 compatibility (960x640 vs. 480x320 resolution)
- Acquiring GPS coordinates

Team Challenges

- Information exchange and documentation
- Time constraints – Data acquisition and Testing





Thank You For Your Time