

# IPRO 318 ZOO TECH

## Main Objectives

To build upon the previous semester's prototype of an iPhone application for the Brookfield Zoo to include an interactive map, interface design and an audio guided inquiry.

## Need

The Brookfield Zoo was in need of a device that would enhance their visitors' overall experience during staff shortages by developing an iPhone application with a virtual tour guide.

This application allows users to become more involved with the services that the zoo has to offer and helps develop a connection with the animals.

## 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 users through a privacy contract*

Our goal with the applicaion is to evoke public concern for the animals, protection of ecosystems, and other conservation efforts;

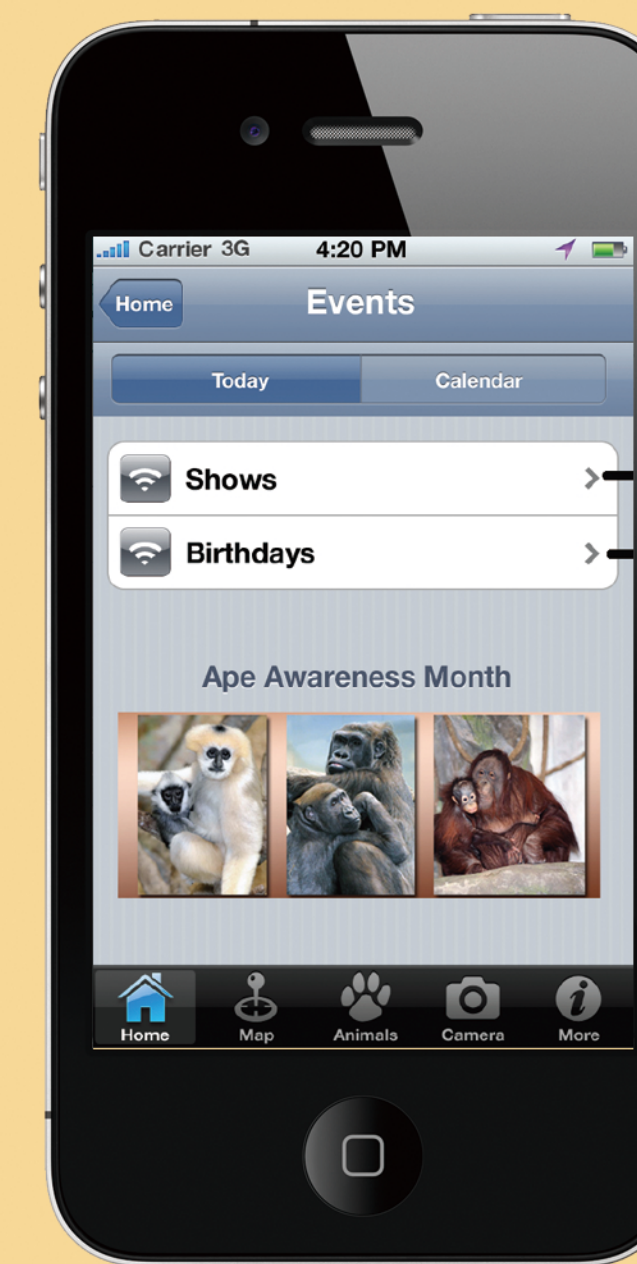
"...to inspire conservation leadership by connecting people with wildlife and nature."

## New Features



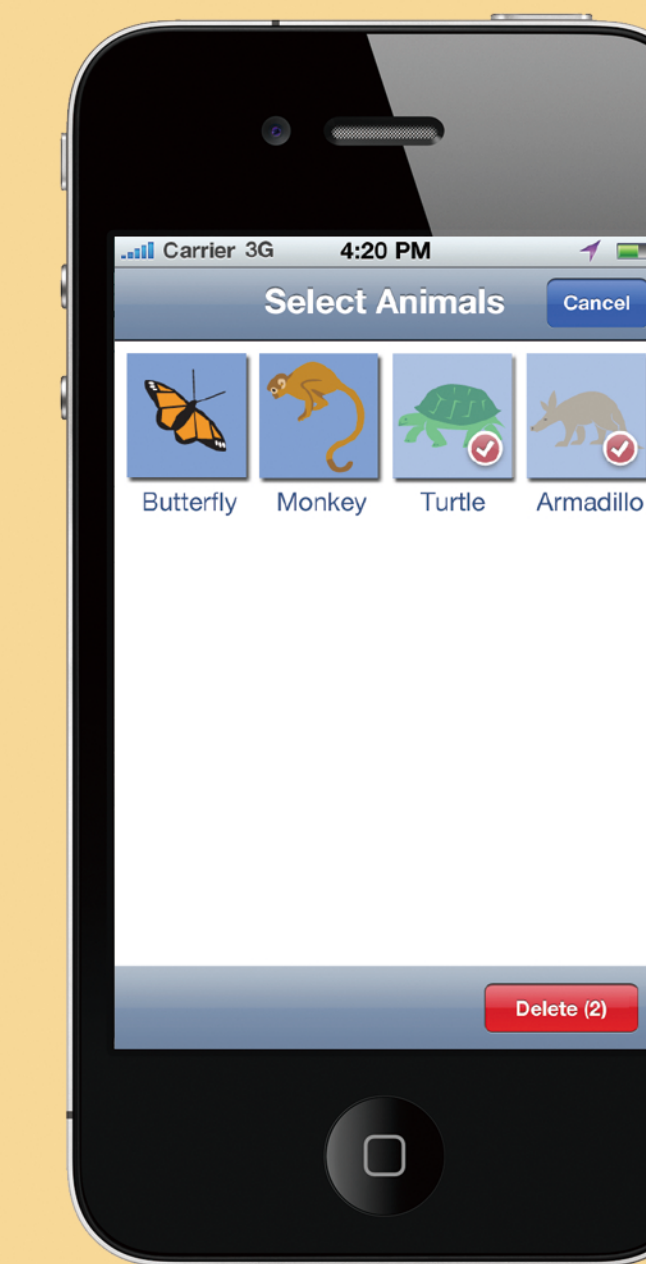
Zoo Map with GPS

This new map enables users to search and keep track of their location within the zoo. Upon finding the destination (animals, exhibits, restrooms, restaurants) a new pin drops on the screen informing the user of the destination. Follows the intuitive structure of google maps\*.



Events Page

The events page displays an easy to browse and interactable schedule of the Brookfield Zoo shows, birthdays and featured monthly event. The calendar tab under this page allows users to see past and future events for easy planning and links you to the Zoo website for additional information.



My Zoo

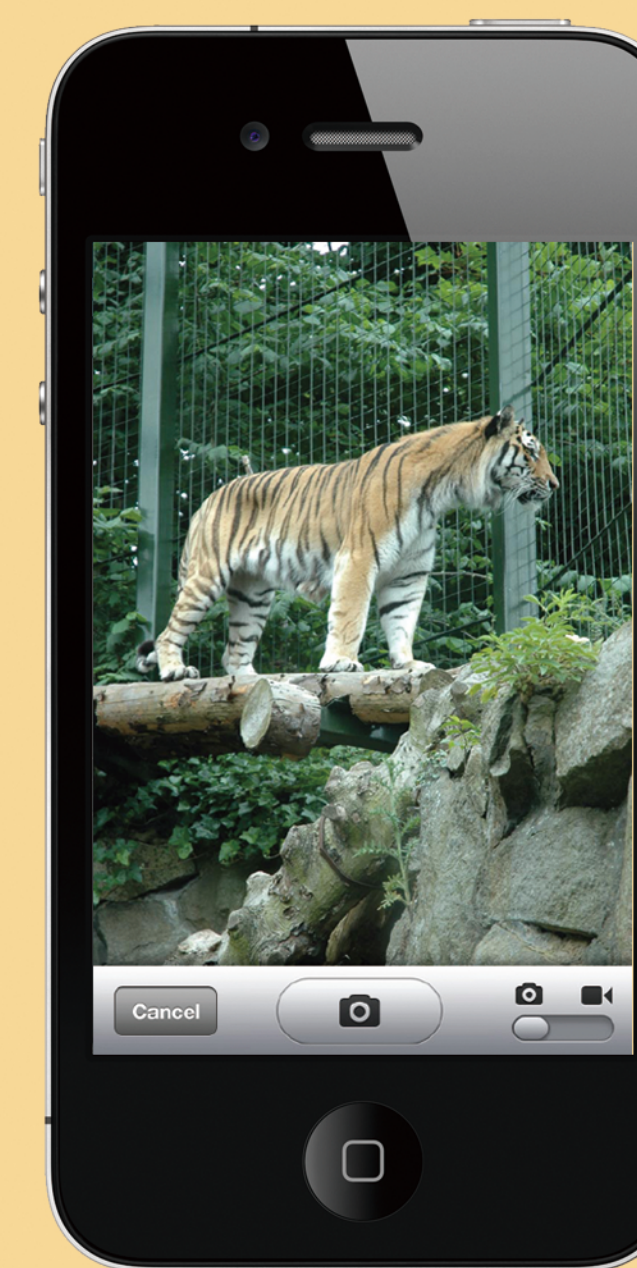
A new concept for keeping track of the exhibits you have visited at the zoo. With custom made tiles for each species of animal at Brookfield Zoo, visitors can share, keep track, delete, and access the animal information. These tiles are available once the visitor views the specific animal page and adds it.



Animal Information Page

Unlike other animal pages out there, this application stores information specific to the animals at your Zoo.

An audio feature lets you look up while visitors can focus on listening to a short but fun description of the animal that zoo guides often tell visitors.



Camera/Video Tab

Allows users to take the memorable pictures easily by adding the camera tab. Now anyone can photograph their favorites without exiting the application for quick access.



Exhibit ID

Punch in the numbers at each exhibit to find which animals are inside? In addition to the "Guided Inquiry Questions and A-Z list," this new number system will allow users to quickly access information regarding animals within the exhibit when they cannot be seen or the name is unknown.

## Challenges

Throughout the semester our IPRO encountered many challenges:

- \* Short time frame and limited experience for an iPhone application that can transition between iPhone 3GS and 4*
- \* The amount of data was very large, making it important to narrow our scope*
- \* Application should not take the user's attention from the zoo*
- \* Implementation of a design easy to use for all age groups*

## Recommendation

We recommend the following improvements for the future:

- \* Complete the animal database and information*
- \* Replace application pictures with custom-tailored zoo pictures*
- \* Fully implement audio feature for final release*
- \* Build on existing structure*
- \* Implement for iPad, Android, and Windows Phone 7*
- \* Other items: games, MyZoo, and an increase in detail for the map overlay.*

## Conclusion

The final prototype developed by our team is fully functional, and includes a revised guided inquiry function, built-in database, photobook, map with GPS, and a rebuilt design layout from previous semesters.