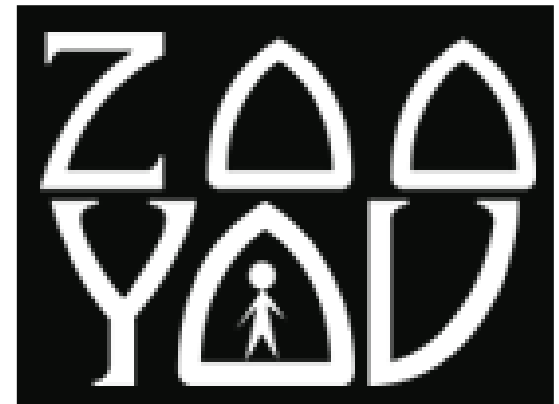#4dd6d8   #0c6e70   #14999b

ZOO
YOU

Haley Defeo
Chelsea Hepfl

Augmented Reality

Designing for New Media: Zoo You

Zoo You is designed for the use of patrons at your local zoo. To use the application you simply point your open app/camera phone at your targeted animal. The application then recognizes the animal and picks up on its collar signal and reveals to the user information about the specific animal. The user would learn the animal's specie, name, age, where it is from, where it lives in the wild, history on the specific animal and its kind, what is does on the daily, and more. This app also lets you see the animal in a new light. As you view the animal through your phone's camera, with the click of a button you will see the landscape transform and become its natural habitat.

What problems does this app solve?

I believe this application would make the user want to learn about the animal rather than just appreciate the animal in the cage. This could help with educating the public on conservation as well as teaching them that they should respect the animals and their lives.

What products have you seen that perform a similar task?

Most zoos have kiosks and informational stations that tell those interested about the animal. I feel an augmented reality app would make this seem more personal and easier for the patron since the will have the information at their fingertips rather than trying to fight through potential crowds just to read a bulletin board.

How do successful apps present information to users?

I believe the most successful apps present data in a pleasing, aesthetic way, is very interactive and customizable to the user, and has some kind of emotional draw.

How can you build on what works and make it unique?

We already know that using your phone to see things that are not there works and is still improving every day. I want to make it unique by creating a "virtual reality" mixed in with our own reality. This app will create scenes that would be unable to exist in different regions of the world, such as a sunny savannah plateau in the middle of New York City.

What value does your app bring to your audience?

From this app, I want my audience to learn the importance of conserving the living creatures that live side-by-side with us on our planet. That if they die, so do we. That they are all important in their own ways. This is my way of designing something that will help people value our animals.
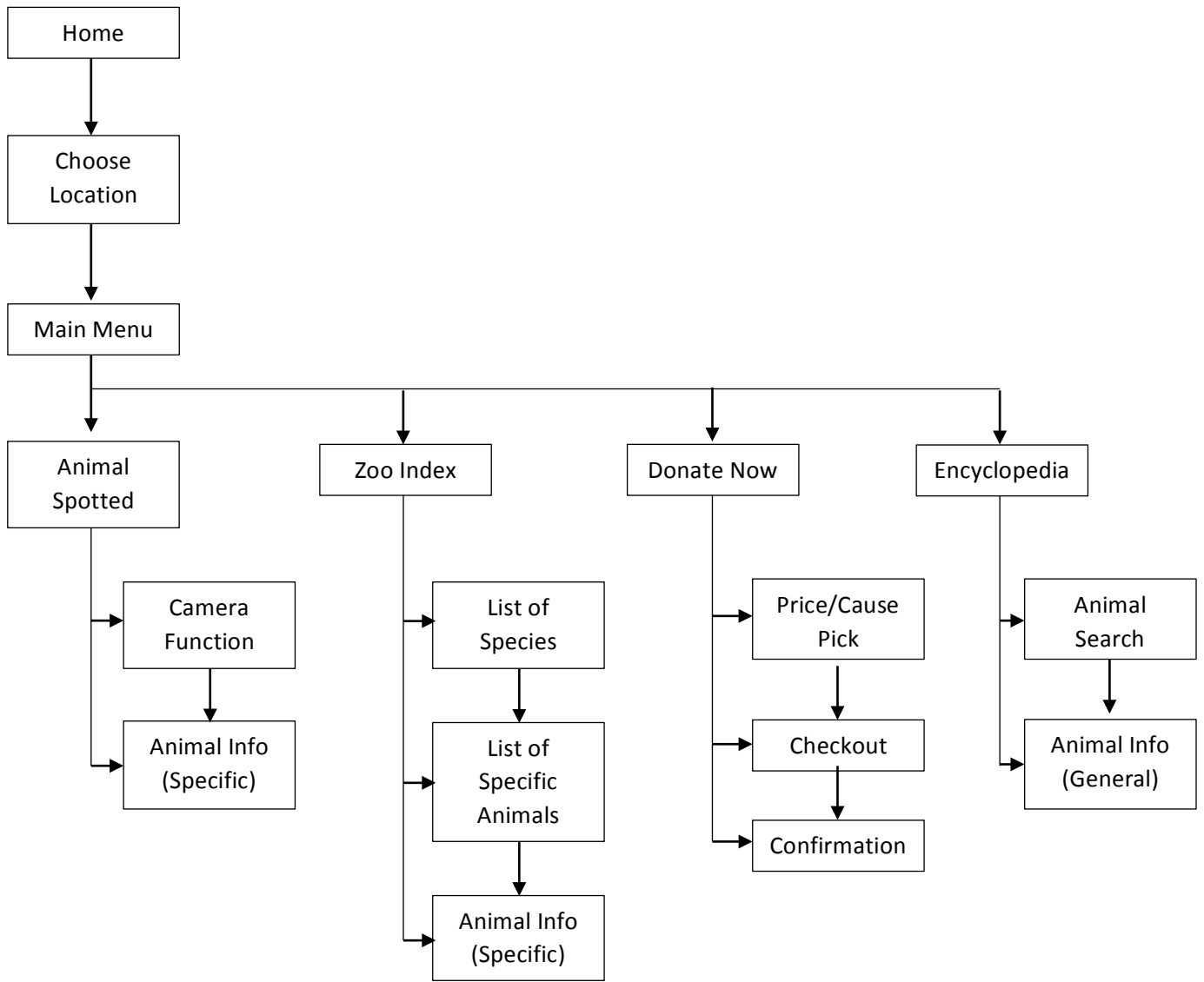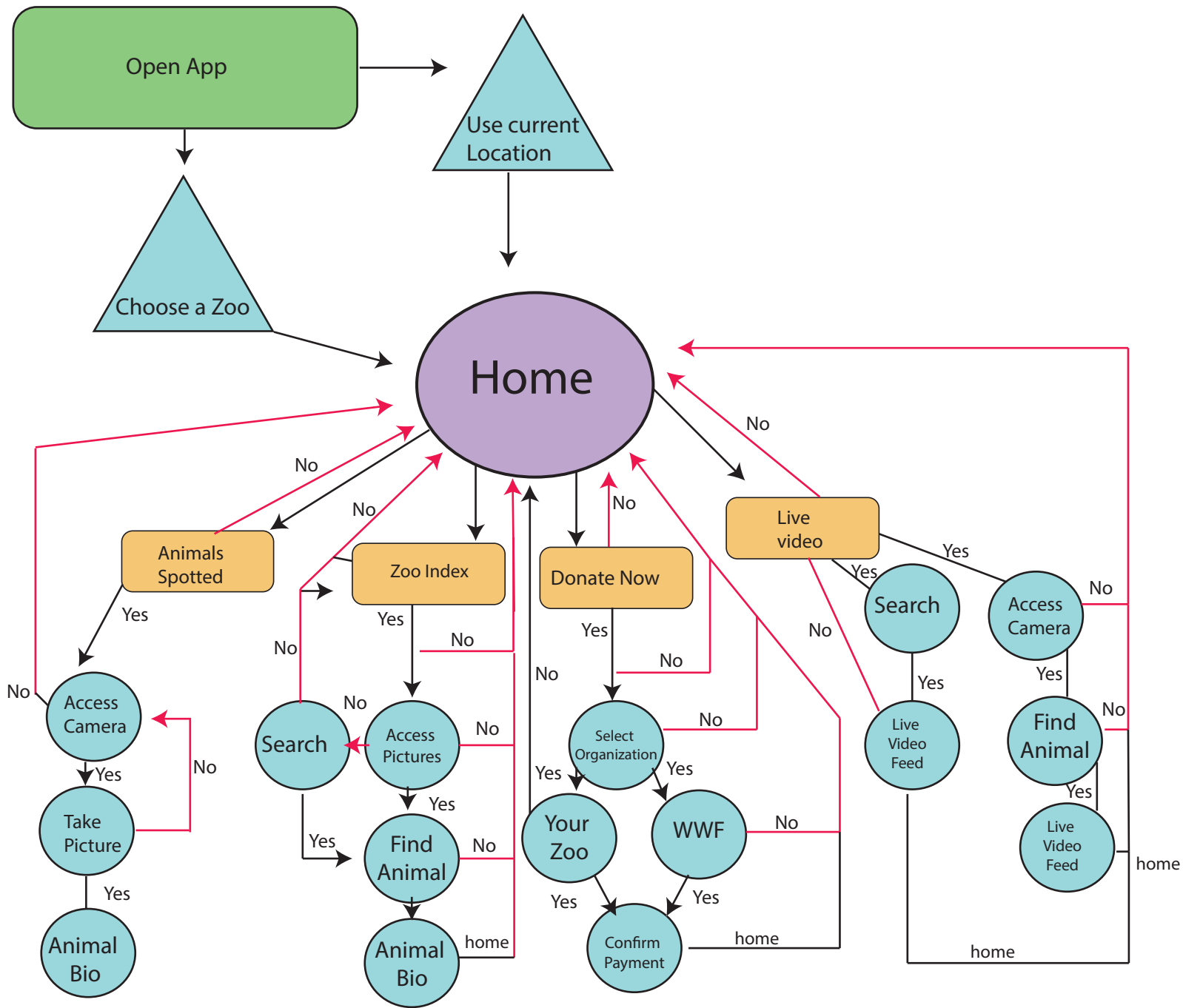
Strategy

In today's world we are seeing dramatic decreases in the number of species that live alongside us on our planet. Extinction is a natural occurrence, but in recent years there has been a terrifying sky rocket in numbers from losing 1 to 5 species per year to DOZENS of plants and animals daily. By using this app, I hope that we can make a difference and truly educate the public on the lives that are disappearing in the wild and how we can help stop this mass extinction. The purpose of this application is to educate the public on our friends at the zoo, allowing you to learn about specific animals, while also providing background information on them and their relatives potentially across the world. By being able to trace the life of any number of animals found at the zoo, I hope that the user would have a personal connection with the animal they choose to research and want to be able to assist in the conservation process, whether by word of mouth or by donating to a cause.

Scope

This app requires the use of many different functions to make it successful. The biggest feature is its ability to recognize and sense specific animals with the use of their specialized collars. Using your phone's camera, the app pinpoints the animal you wish to learn more about and sends out a signal via phone data that interacts with the collars signal which then sends back information to your phone. Not only does the camera help guide the signal, but it also uses recognition abilities to map out the area around the animal and create its own biome on the screen of your phone. If the animal is out of view, then QR codes are available at the animal's enclosure. On the "biome" screen, pop up boxes will appear to display information on the specific animal along with other information that can be browsed with simply swiping the screen. Other functions and features include a search bar that allows you to pick your zoo's location as well as an index on the zoo's own animals, an "encyclopedia" that helps you search for animals that may not be able to wear the collar device or are too numerous (such as insects and birds) to be accounted for (the camera function also assists in this, by taking a picture of the animal in question the app compares other photos and locates the animal in its database), an online database that carries all of the information on the animals (pulled from outside sources), and a "donate now" button that will be present on each page (then there is the option of "donate to the zoo" or "donate to *insert program here*"). In addition to the app, there is an online service offered to zoo where they enter their animals' information. Zoos will be invited intermittently to join the Zoo You family.

Skeleton Diagram

```
                    ┌──────────────┐
                    │     Home     │
                    └──────────────┘
                           │
                           ▼
                    ┌──────────────┐
                    │    Choose    │
                    │   Location   │
                    └──────────────┘
                           │
                           ▼
                    ┌──────────────┐
                    │  Main Menu   │
                    └──────────────┘
            │              │              │              │
            ▼              ▼              ▼              ▼
    ┌──────────┐   ┌──────────┐   ┌──────────┐   ┌──────────┐
    │  Animal  │   │ Zoo Index│   │Donate Now│   │Encyclopedia│
    │  Spotted │   │          │   │          │   │          │
    └──────────┘   └──────────┘   └──────────┘   └──────────┘
```

Animal Spotted	Zoo Index	Donate Now	Encyclopedia
Camera Function	List of Species	Price/Cause Pick	Animal Search
Animal Info (Specific)	List of Specific Animals	Checkout	Animal Info (General)
	Animal Info (Specific)	Confirmation	

ZOO

YOU

Animals spotted

Zoo Index

Donate Now!

Live Feed

Welcome to the Pittsburgh Zoo!

Animals Spotted

Access Camera

Previously Spotted

- Lion - Regenald
- Seal - Oscar

Amount ▼

Find a Zoo

WWF

Other Organization

Previously Spotted

Lion - Regenald

Seal - Oscar

Animal Index

Aardvark

Anteater

Basilisk

Black Bear

Camel

Previously Spotted

Lion - Regenald

Seal - Oscar

ZOO
YOU

Join the club at Zoo You,
access your zoo from
anywhere via mobile device

Search

Join Zoo You!

Zoo name

Zoo address

Web address

Submit

Zoo You, just, do you!

ZOO
YOU

Animals spotted

Zoo Index

Donate Now!

Live Feed

Welcome to the Pittsburgh Zoo!

L.T. Host
Age: *26*
Gender: *Female*
Location: *Colorado*
Occupation: *Senior Zoo Keeper*
Job Description: *Extensive amounts of animal care from cleaning enclosures to daily feedings for monitoring their well-being as well as giving tours and educating the public.*
Education and Training: *Years of hands-on experience with many different species of animals. Graduated with a BS in Biology and studied Animal Behavior.*
Positives: *Spends a lot of one-on-one time directly with the animals and is able to teach the public about the zoo and its animals.*
Frustrations: *Many people frequently ask the same questions about an animal like what species it is, what its name is, is it male or female and other rather uninteresting questions that do not pertain to the species as a whole.*

J.J. Blank
Age: *35*
Gender: *Male*
Location: *Pennsylvania*
Occupation: *Senior Zoo Keeper*
Job Description: *Works hand-in-hand with animals like making sure their dietary needs are met as well as overseeing the training of new/younger keepers.*
Education and Training: *Worked for a number of years as an animal trainer. Holds a BS in Animal Behavior.*
Positives: *Enjoys interacting with animals and being able to educate the population on the care and wellbeing of their animals.*
Frustrations: *Much of the public is unaware of just how dire the outlook for many of their animals are. He wants a way to encourage guests to educate themselves and feel a connection to their animals.*

R. C. Rogers
Age: *13*
Gender: *Male*
Location: *New York*
Occupation: *Student*
Positives: *Enjoys going to the zoo to catch a glimpse of the animals.*
Frustrations: *When visiting the zoo, it can be difficult to see the animals and he wishes he could interact with them all.*
How could they benefit from Zoo You?
With the help of Zoo You, this person could get the interaction he desires by learning about the specific animals he wants to meet as well as sneaking in extra information he may have been unaware of and otherwise would not have learned without the use of Zoo You.

A. J. White
Age: *40*
Gender: *Female*
Location: *Florida*
Occupation: *Teacher*
Positives: *Likes to take her students to the zoo to experience wild animals while also trying to provide an educational, structured experience.*
Frustrations: *Students do not always give their full attention to the enclosures and miss important information given by the tour guides and/or zoo keepers.*
How could they benefit from Zoo You?
With the help of Zoo You, students and teachers would have a way to create an interesting learning experience that was enriching and interactive.