



Pawsitively

POSITIVE CHANGE STARTS WITH FUN

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1

Introduction

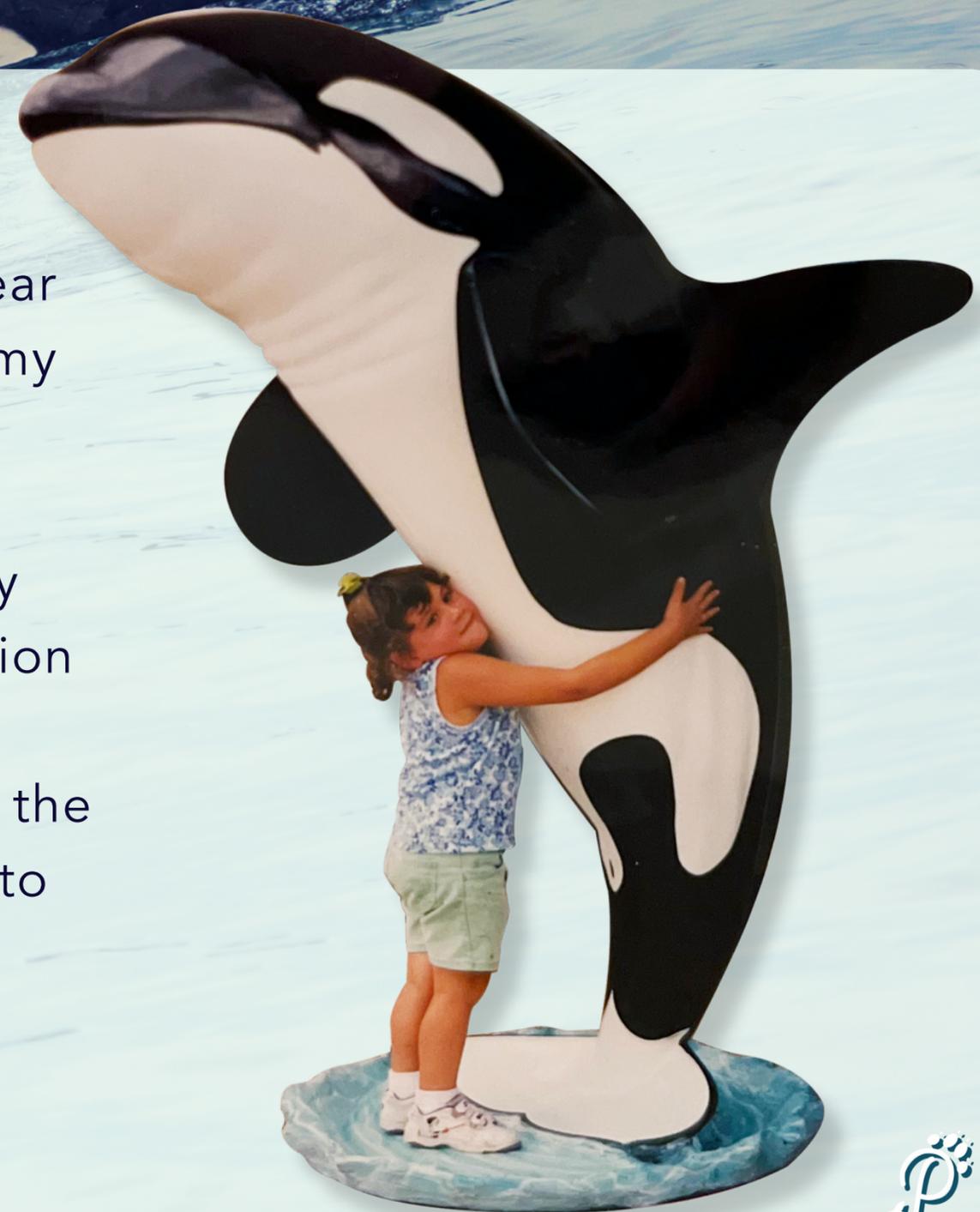


The Story

At the enthusiastic age of five I declared I was going to be a marine biologist and wanted to dedicate my life to saving the whales. That year my parents "adopted" a whale in my name and thus I participated in my very first conservation act.

Fast forward to 2018 when I'm working as a junior UX designer and my boss slides a project proposal on my desk to entice the AZA (Association of Zoos and Aquariums) to partner with our company to help raise awareness in conservation efforts and to change the old beliefs about the establishments they represent. Though my company ultimately chose to not pursue the project, my desire to see this concept through never faltered.

This is where our story begins.





AZA

ASSOCIATION OF ZOOS & AQUARIUMS

Who are they

The Association of Zoos and Aquariums (AZA) is a 501(c)3 non-profit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. AZA represents more than 235 facilities in the United States and overseas, which collectively draw more than 200 million visitors every year. AZA-accredited zoos and aquariums meet the highest standards in animal care and welfare and provide a fun, safe, and educational family experience. In addition, they dedicate millions of dollars annually to support scientific research, conservation, and education programs.

Standards of Welfare

AZA is the independent accrediting organization for the best zoos and the best aquariums in America and the world, assuring the public that when they visit an AZA-accredited facility, it meets the highest standards for animal care and welfare. Less than 10 percent of the 2,800 wildlife exhibitors licensed by the United States Department of Agriculture under the Animal Welfare Act meet the more comprehensive standards of AZA accreditation. The highly trained professionals at AZA-accredited zoos and aquariums provide excellent care for more than 800,000 animals, making them the leading experts in animal care and welfare.

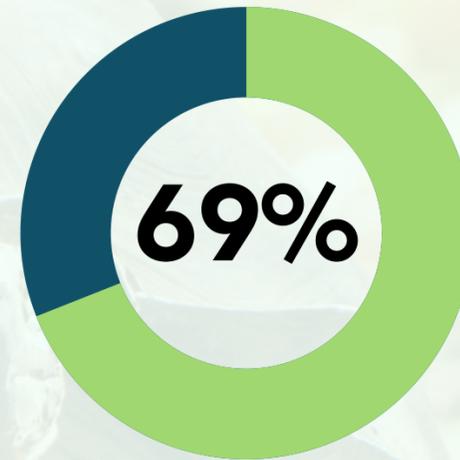


Background

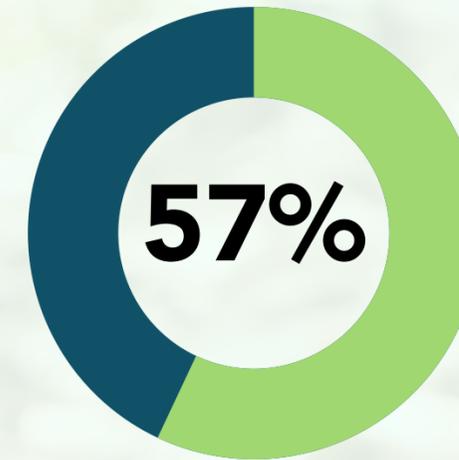
Visiting a Zoo or Aquarium is one of the most popular family activities in the US and the world. In fact, nearly 10% of the world's population will visit these establishments each year. Research shows that 69% of these visitors are parties with children. 57% are children age 11 and under and 32% are adults ages 21-34.

Research conducted by the AZA shows that these visitors share some very strong opinions. 93% agree that their families enjoy seeing animals up close at a zoo or aquarium. 94% feel that zoos and aquariums teach children about how people can protect animals and the habitats they depend on. 66% are more likely to buy products and services from companies/establishments that support wildlife conservation

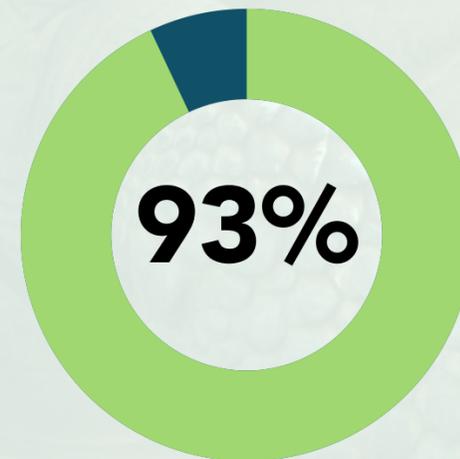
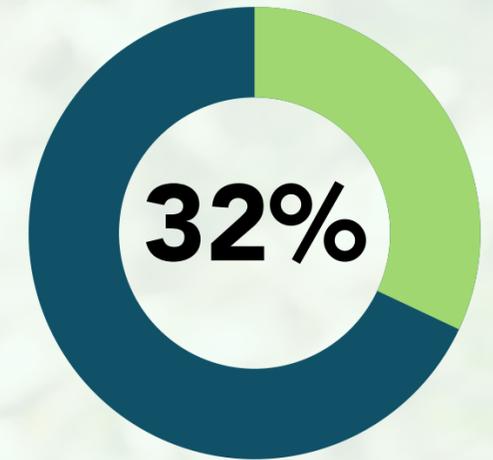
Visitors with Children



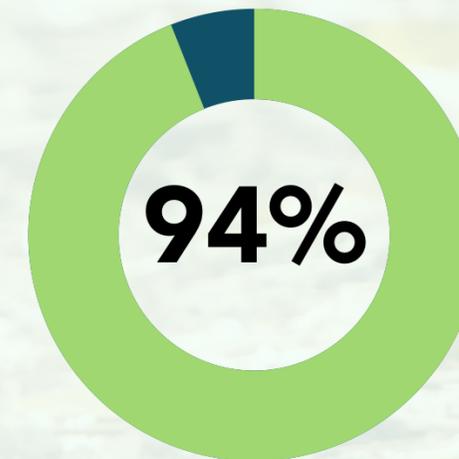
Children 11 and Under



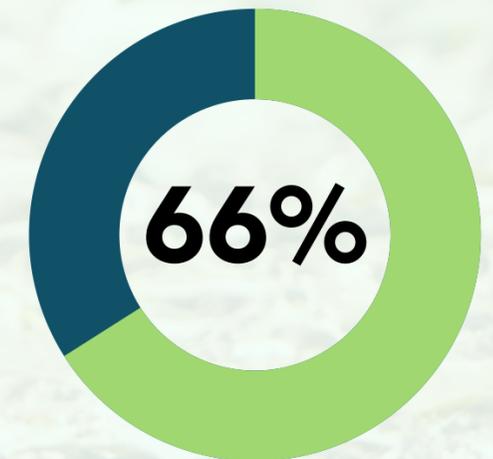
Adults aged 21-34



Enjoy seeing animals up-close



Feel educated on protecting animals and habitats from their visits



Are more likely to support companies associated with conservation

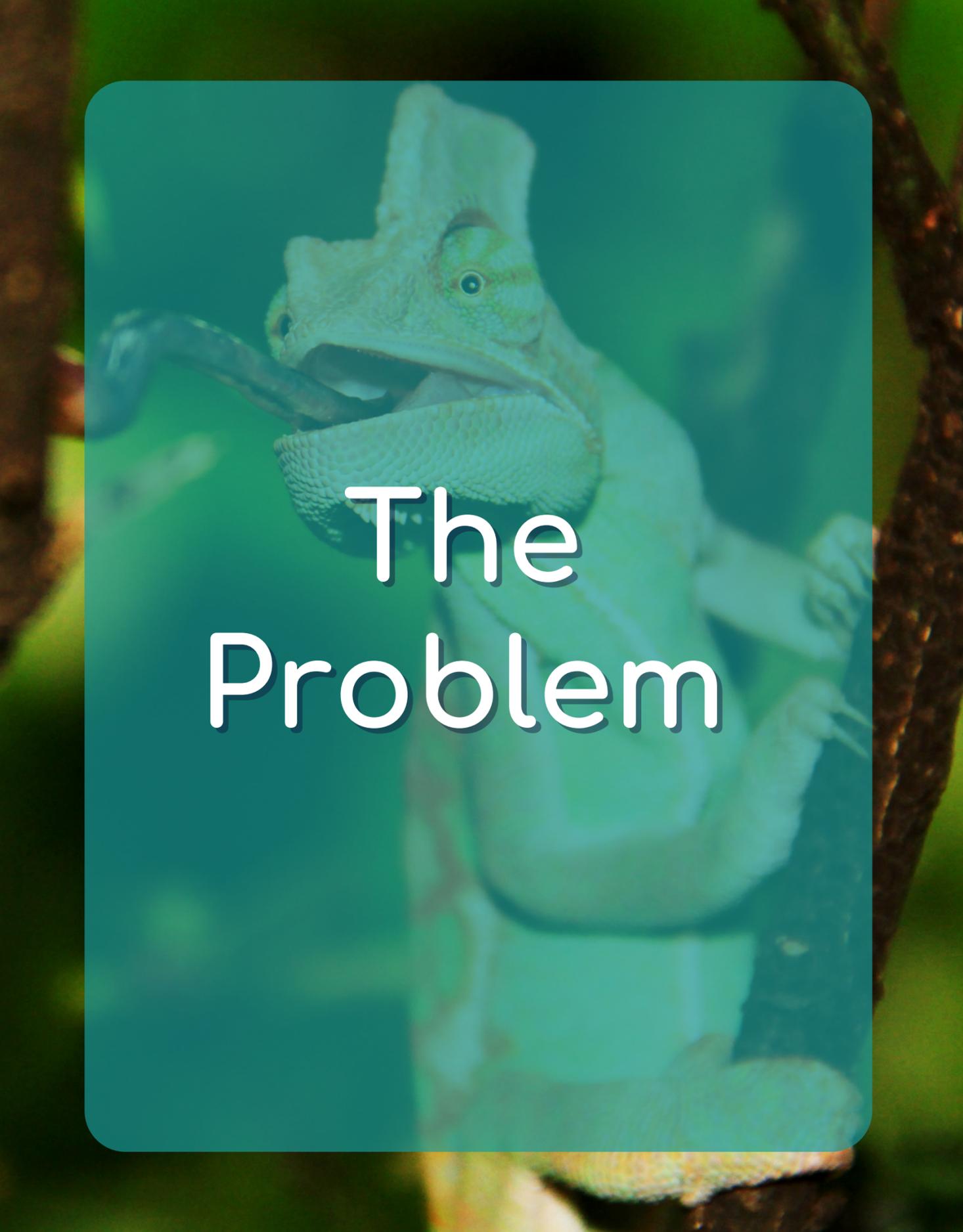
+183 MILLION annual visitors to Zoos and Aquariums in the US - more visitors than NFL, NBA, NHL, and MLB annual attendance combined.



Background Continued

- Conservation efforts find that education is the most effective driver to participation.
- Education has to come in the right context in the right atmosphere in order to drive effective participation (At point of contact).
- Audiences are more likely to support a hopeful message than they are to respond to something that sounds doomed. (ie. Manatees are Making a come back vs. The Oceans are dying).
- People respond to "flagship" species as they would a brand.
- "Flagship" Species can also be used to put a face on environmental/habitat issues.
- "Flagship" species can often overshadow lesser known, more in-need species.
- People resonate more with species that have a "patriotic" name over a negative sounding name. (ie. American Eagle vs. Sheep-Eating Eagle).
- Conservation efforts are DEEPLY rooted in politics and law
- Anthropomorphism allows the average person to care more about an issue even if it's not 100% scientifically accurate.
- The average age children start using a Smart phone is 11/12





The Problem

For Users...

Can engaging and fun education, at the point of contact, drive users to participate in more conservation awareness and efforts?

And as a side effect...

Can these new experiences reshape the reputations of Zoos and Aquariums into something more modern, and beneficial for both humans and animals alike?





How
might we...

**ENGAGE OUR AUDIENCE IN
EDUTAINMENT*?**

**MAKE CONSERVATION PARTICIPATION
MORE ACCESSIBLE?**

**CREATE AN EDUCATIONAL EXPERIENCE FOR
ADULTS AND CHILDREN ALIKE?**

*Edutainment is the combination of education and entertainment with the end goal of making learning fun.



Target Audience

While there are several ways to approach our problem statement, Pawsitively is focusing on the user experience for current Zoo and Aquarium Visitors. For this phase of the product we will be looking to enhance the visiting experience of our guests with minimal alterations to the physical locations.

Another approach considered includes creating a platform format for Zoos and Aquariums to customize their animal engagement for self-produced content. Examples of this can be enhancing their physical displays, and/or providing a digital community that hosts location specific information.

Primary User

The current audience that is visiting zoos and aquariums -- Employed families likely with children at the age of 11 and under.

Value

- Already enthusiastic about supporting and learning about animals
- Allows for a deeper multi-factor edutainment experience





Strategy

Considering that this project has taken residence in my head space since 2018, I've considered many iterations of possible solutions. Ultimately I was inspired by The Fun Theory - if you want to get people to change their behavior, make what you want them to do novel and fun.

Augmented Reality Opportunity

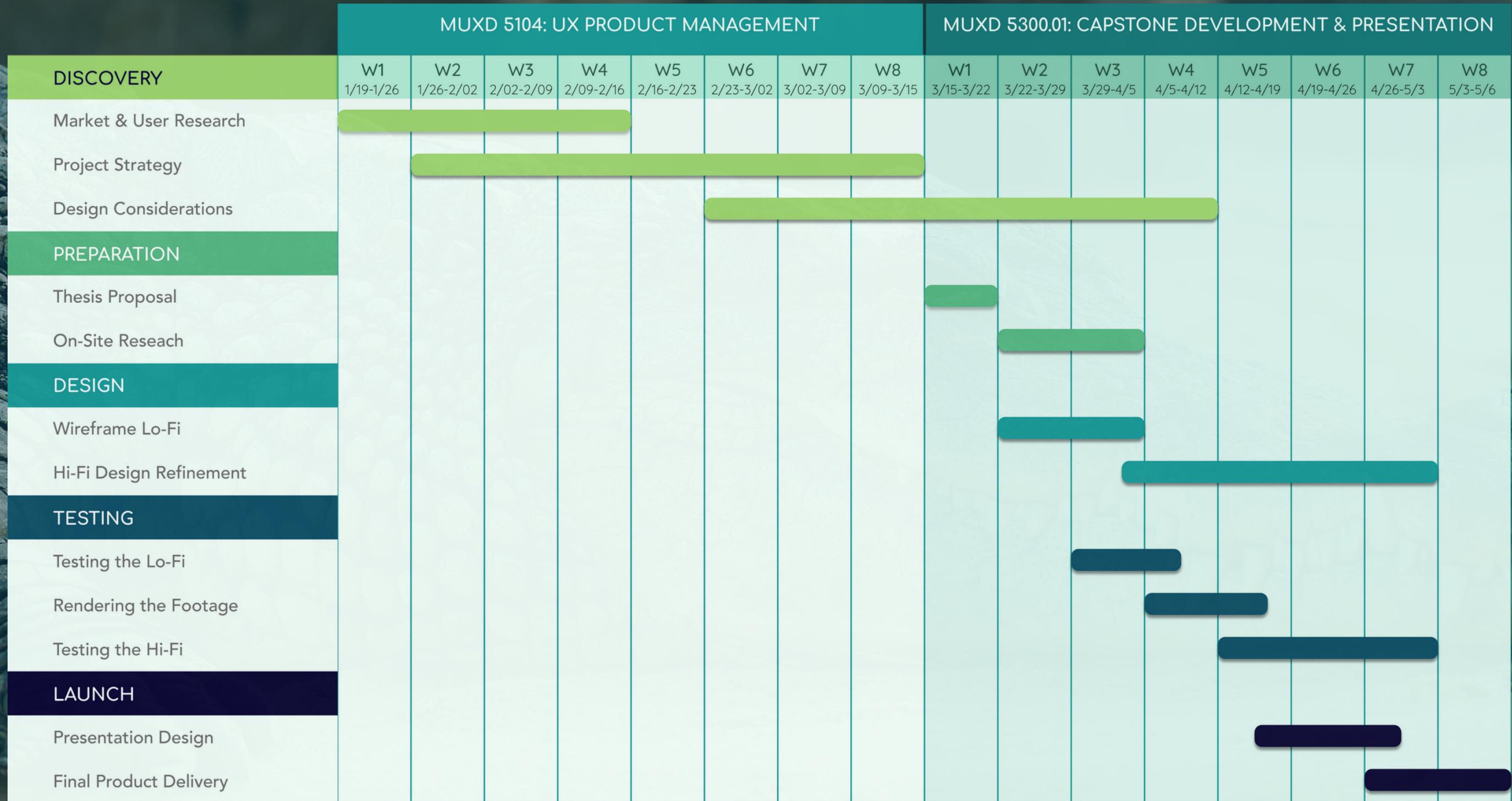
Apps like PokémonGo, Snapchat, TikTok, and Instagram have made AR experiences part of the mainstream media that our communities interact with on a regular basis.

Many effective conservation campaigns choose flagship species as their emotional champions, the ultimate goal is to create a discovery based gamification of identifying species/habitats in need.

By proposing an augmented reality powered experience I am trying to tap into some of the magic of seeing and interacting with animals well outside of our norms.



Project Timeline





2

Research



Assumptions

What I want to learn

- Does providing a digital experience alongside of the physical experience at a zoo/aquarium encourage people to participate in conservation?
- What kind of digital "edutainment" experience will resonate with our audience?
- How can we produce the best experience for the least amount of financial strain on an establishment? What does that experience look like?

What I think I know

- People are excited by AR experiences
- Direct interaction is the key to a memorable experience
- We need an experience that is appropriate for both adults and children
- Having an easy access list of reputable conservation programs will increase engagement
- Providing alternate forms of conservation engagement will increase participation
- Offering an emotional connection to the animals will drive increased engagement

How I could be wrong

- Zoos and Aquariums could already have an internal experience they do not want to add an outside product
- Execution of our product concept could be less than the desired outcome
- Despite having access to the information, it still might not be enough to get people to participate in an effort
- Leveraging 3rd party technology gives us an outside dependency that could fail
- People don't want to be on their phones while they're at these establishments



Macro Forces

DEMOGRAPHIC

- Families
 - Children under the age of 11
- Employed
- Pet Owners

ECONOMIC

- Global Pandemic
- Foreign Conflicts
- Economic Destabilization
- Cost of Operation

SOCIO-CULTURAL

- Desires to see animals we consider exotic
- Evolution of zoos from the menageries they were to the educational fonts they are today
- "Edutainment"

ECOLOGICAL

- Are the habitats big enough?
- Does supporting the consumerism of gift shops contribute to more waste and pollution?

TECHNOLOGICAL

- Growth from physical signage
- Interactive displays
- Hand held augmented experiences

POLITICAL

- The AZA employs a full team to investigate and organize geopolitical issues
- Conservation efforts are DEEPLY rooted in politics and law
- 85% of voters believe conservation to be a bi-partisan issue



Research Methods



POLLING AND INTERVIEWS

Talking to our Audience



USER TESTING

Prototypes



ON-SITE

Investigate establishments



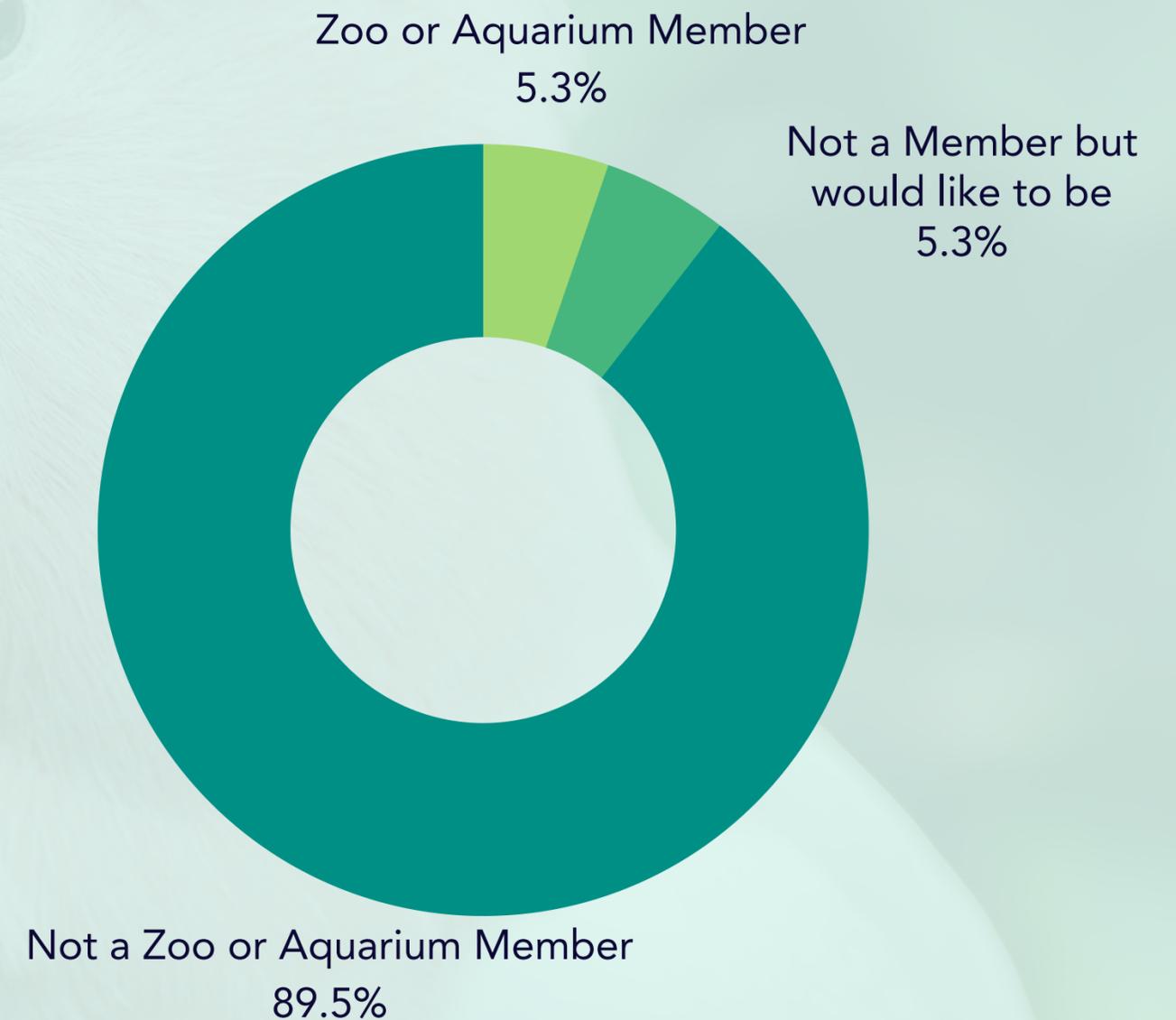
User Polling & Interviews

Who are they?

POLLING A GENERAL AUDIENCE

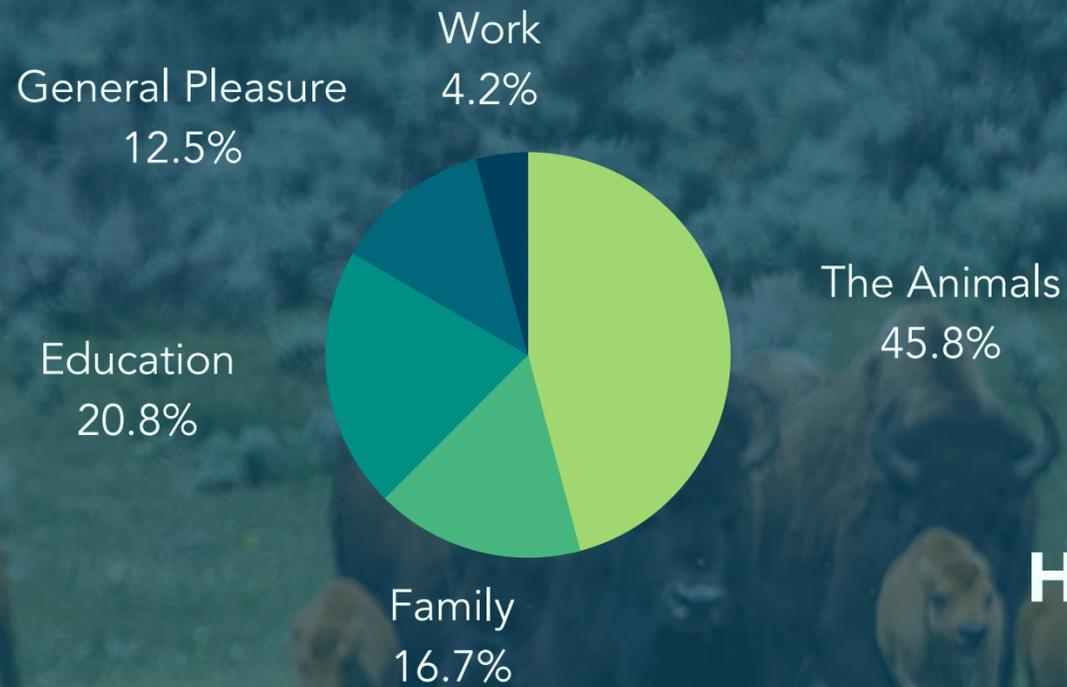
An open anonymous survey was distributed on social media to collect target users

19 RESPONSES COLLECTED

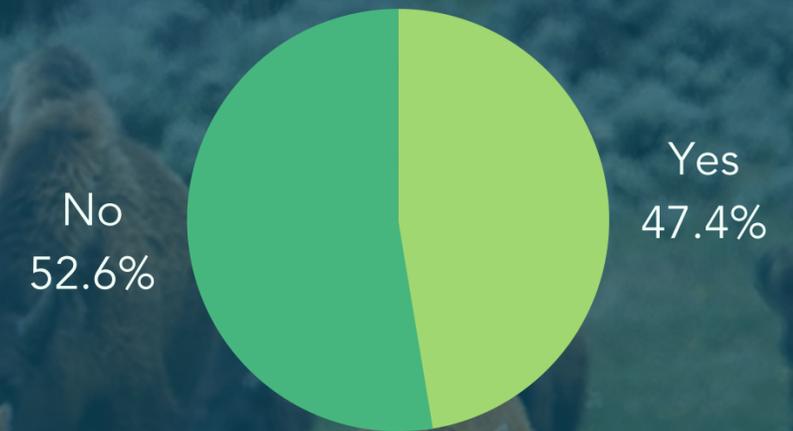


The Experience

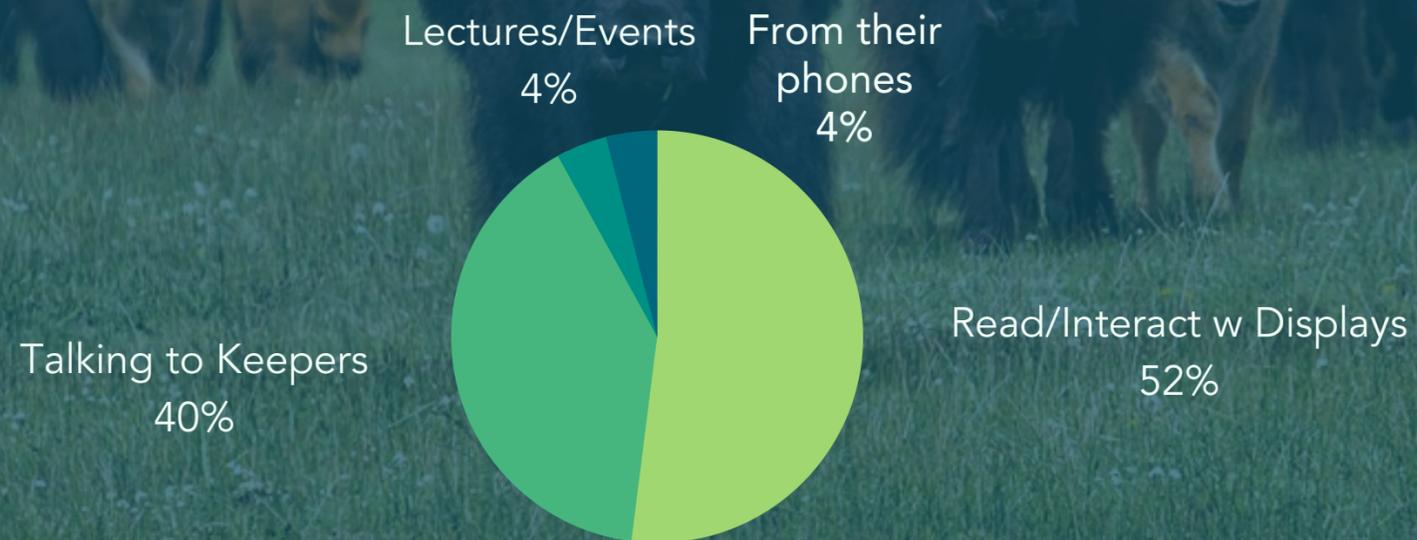
REASONS FOR VISITS



PARTICIPATING IN CONSERVATION



HOW THEY'RE LEARNING

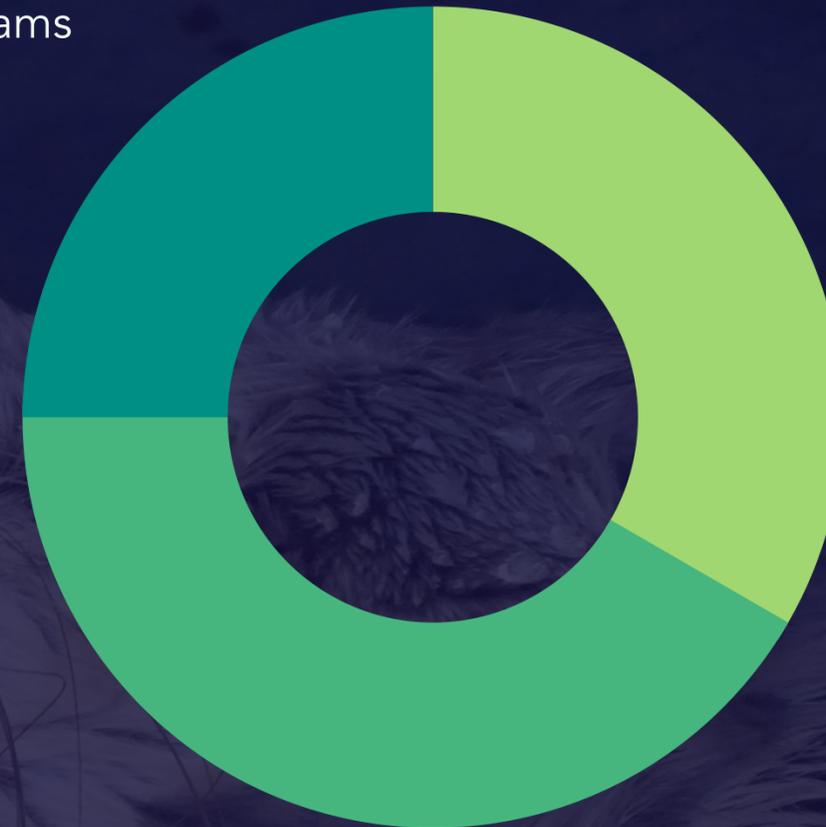


Conservation

WHY AREN'T PEOPLE PARTICIPATING?

Reasons respondents gave for their lack of participation in conservation efforts

Not aware of Programs
25%

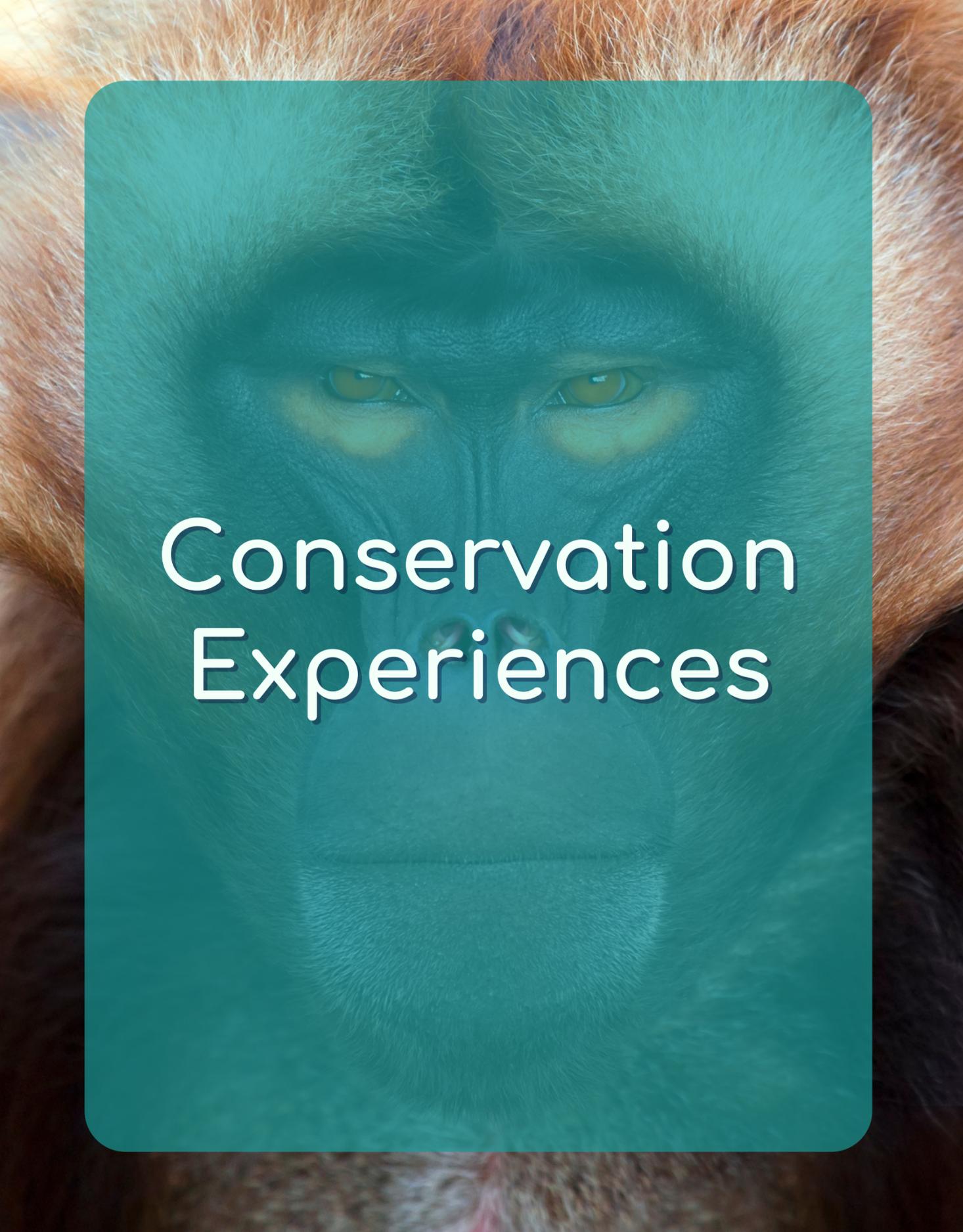


Could not give a Reason
33.3%

Too Busy
41.7%

10 RESPONSES COLLECTED





Conservation Experiences

PROGRAM AWARENESS

Not just about being aware of efforts in general, but also the way donations are being used, if there are local efforts, other ways to help besides money.

INTERACTION

Participation through learning guides, visual media, follow ups on program updates/newsletters.

LESS GUILT

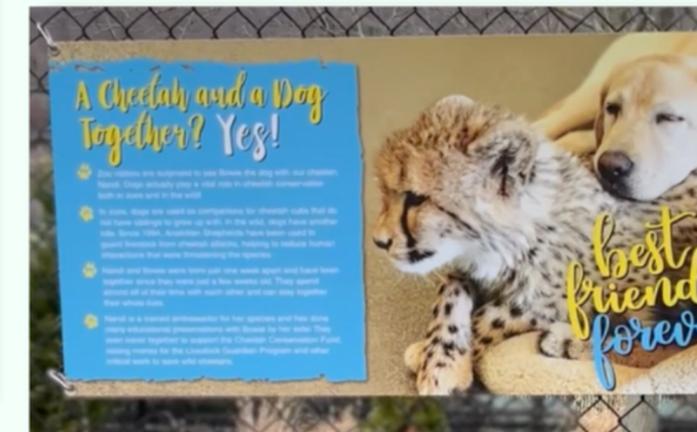
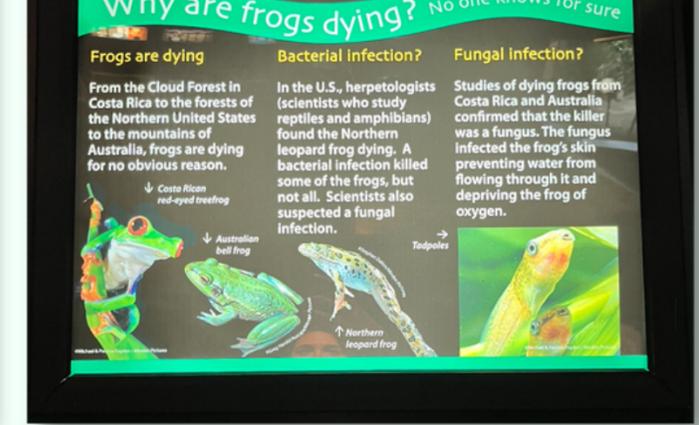
Respondents don't like to "feel bad" or give money to less than reputable organizations. They want the comfort of knowing they're doing the right thing for the right reasons.



Field Research

In April of 2022 I visited the Turtle Back Zoo in New Jersey, an AZA accredited establishment. During this on-site I documented how this Zoo maintained their educational displays and interviewed several docents (a person who acts as a guide, typically on a voluntary basis, in a museum, art gallery, or zoo).

- When animals aren't in exhibits they post paper signs alerting guests
- When animals are being moved between exhibits they often do not maintain the contextual displays for which animal is present
- Zoos avoid naming animals, emotional connections can lead to some serious consequences; such as promoting the pet trade and upsetting guests that bond with the animals



Risk Assessment



Risk	Risk Category	Risk Trigger	Mitigation Strategy	Impact	Owner	Impact Rating
Performance issues due to asset sizes	Tecnological	Product fails to load and run key features as well as slow down response times	Roll out assets over time so as not to overload the system. Test incrementally adding locations.	All users effected and breakdown of the fundamental experience	My team (Development/ Design)	
Failure to integrate with required services (dependence on outside technology)	Tecnological	Unable to implement vinyl sticker targets, geofencing targets, or physical display targets	Test with phases of hardware for the system, custom AR targets vs. pre canned experiences. Backup plan for AR features to be de-scoped and put additional information in reliable sources like web based.	Hardware may not function and the onsite experience would be less engaging or at worst, compromise the AR experience.	My team (Research)	
Ongoing global events draw visitors away from attending zoos and aquariums	External	Pandemic surges, violent conflict between countries, economic collapse, natural disasters	Fortify the at home experience to continually provide product value outside of the location based services	Though not the ideal experience there would still be inherent value and it would descope the financial needs of the product while allowing for more time to iterate with user experience.	Environment	
Failure to secure partnership with AZA	Organizational/ Reputation	AZA refuses partnerships between their initiatives and name	Additional research into AZA partnerships, or other avenues of accreditation of programs	Loss of strong reputation and access to partnerships with credible conservation efforts	My team (Research)	
Failure to secure establishment approval for hardware installation	Organizational/ Financial	Establishment refusal to buy and install hardware	Low cost options are rolled out first such as the high value, low risk vinyl stickers, however an AR free experience can be developed.	Experiences can still be developed though they will not contain the higher impact of interactivity	Establishment Stakeholders	
Failure to make accurate estimations and financial planning	Project Management	Estimations are inaccurate	This is a school project and risks in this area are a learning experience not yet in the market costing stakeholders.	Opportunities for growth and lessons learned before a real world application	Myself	



Success Metrics

DIRECT SUCCESS

- Engagement with Conservation efforts increases
 - Supported efforts see increases in any of the following:
 - Traffic to websites
 - Higher frequency of donations
 - Higher awareness of affected habitats and/or flagship species
 - Higher engagement with legislature
 - Higher attendance of events
- Number of key users downloading/using the product
 - Initial Sign Ups
 - Continued/active interaction with Spotlights, Voting, and Reward collecting
- Number of Zoo and Aquarium Establishments adopting the product
 - Interest and financial support to install on location hardware
 - Interest in being a spotlighted establishment
 - Desire to populate animal specific information in the back-end
- Reviews and Ratings





Success Metrics

INDIRECT SUCCESS

- Positive word of mouth and praise for the product
- Trending in social media and use of integrated features
 - Snapchat/Instagram/TikTok filter usage
 - Hashtag trends and viral opportunities
- Desire for increasing opportunity for education and awareness of rarer at-risk species and habitats
- Increase in the establishment of more modern upscale experiences with focus on engaging other learning styles

FUTURE OPPORTUNITY

- Number of inquiries from new potential partner establishments
- Engagement of user and establishment requests for functionality and assets
- Desire for more permanent hardware installation on location to build and support a greater feature set



Competitors - Direct

WHO ARE WE UP AGAINST?

	Mobile AR INDE	Revivre	Nat Geo Society	WWF Free Rivers
What is it?	High resolution 3D models displaying storytelling and animated education	Using hololens technology museums are bringing extinct species back to life	Using science, exploration, education, and storytelling to illuminate and protect the wonders of our world	Interactive storytelling experience, learn how wildlife, people and entire landscapes depend on healthy, flowing river environment
Who is it for?	The biggest and best clientele in retail, entertainment, sports and more	The French National Museum of History	Anyone that pays for the National Geographic Membership and opts into Nat Geo Society	Everyone!
What worked?	Since 2011, INDE has developed award-winning AR for a huge variety of clients in Major League US Sports, Premier League soccer alongside working with the largest retail companies and brands on earth.	Creates an interactive experience that brings extinct animals back to life and educates both on preserving biodiversity and emphasizes environmental preservation.	The National Geographic Society invests in innovative leaders in science, exploration, education and storytelling to illuminate and protect the wonder of our world.	AR interactive landscapes that show just how vital our water cycle and pollution habits can effect our natural environment.
What failed?	Top of the line prices	Requires a HoloLens 2 headset	Not an AR experience, pay wall	Wow factor quickly fades and has very little return-ability to the experience.



Competitors - Indirect

WHO CAN WE LEARN FROM?

	Snapchat / Tik Tok	Lightning Labels	AR Stickers - Google	Pokémon Go
What is it?	Social Media apps that have made major trends in the use of AR filters and effects	High quality custom labels and custom sticker printing services for businesses of all sizes with AR capabilities	Playground AR stickers in the Google Camera app on Pixel devices lets you spice up your photos and videos with animated "Playmoji". The mode brings up a separate interface on the app which features a sticker button that brings up a list of available sticker packs.	A free smartphone app that combines gaming with the real world. The game uses location tracking and mapping technology to create an 'augmented reality' where players catch and train Pokémon characters in real locations.
Who is it for?	Everyone	Paying Clients that hire their services	Pixel device users	Everyone!
What worked?	On the forefront of open source AR filters and community interaction	Innovative physical target images leading to robust digital displays on a personal device	Fun and applicable AR features that could drive revenue	Use of AR and Location specific events Also has a great return user business model for revenue



3

Process



TARGET AUDIENCE

Who will Benefit? Who will Use it?

- Used by - Zoo & Aquarium Guests
- families - children
 - members - Adults
 - (Possibly Staff)

- Beneficiaries - Zoos & Aquariums
- Conservationists
 - Educators



Goals & Outcomes

- Increased awareness/engagement w/ conservation efforts.
- Increased educational information at location during and after experience
- Continued shift to Zoo/Aquarium having a positive reputation
- Increased visitor engagement leading to increased revenue.

Key Stakeholders

- AZA - Association of Zoos and Aquariums.
- Accredited Zoos and Aquariums - Board of Trustees
- Conservationists/Educators
- Membership Holders.

The PROBLEM:

Despite changes and efforts Zoos and Aquariums still have less than favorable reputations due to old stigmas. They want to change this impression for the better and drive support and awareness towards conservation efforts.

Assumptions: ???

- People want to help the animals - People want to learn - People like to collect things.
- People like being rewarded for doing something good.
- Creating an interactive experience with the physical displays at location will lead to better knowledge transfer, creating awareness.
- Having both physical & digital experience will promote long term usage.
- Using AR camera filters/collectible models we can create an exciting memorable & marketable campaign.
- People will be more willing to make In-App purchases if they know the money goes to conservation efforts.
- We can encourage users to visit in person to scan displays w/ exclusives.
- Zoos/Aquariums want to modernize their educational displays.

Story Boarding:



Overview

The methods used in concept ideation and the data structure included initial brainstorming doodle sessions, mind mapping, Crazy 8's, sticky notes for usability test results, sketches of key wireframe features, and pages of notes organizing my research discoveries. The Crazy 8's exercise proved to be extremely effective in honing the direction of the project and discovering the key feature set.



Ideation - Crazy 8s



One step in evolving the concept has been shown here in a Crazy 8s exercise. Of these concepts specific ideas and flows will be translated into the prototype wireframe phase. One of the self-imposed requirements is an experience that enhances an on-site visit and still excites the user when not on location.

Social Feed Concept

- Connect with establishments
- Share photos/filters
- Video/stream
- Conservation Spotlights

- Hook into currently established accounts
- trending hashtags/current events

"Pokémon GO" Concept

- "Random"/event based animal encounter
- Info on the animal you "research"
- Direct links to conservation

"Zoo Tycoon" Concept

- Unlock/purchase animals to "care for"
- Research the animal's facts and conservation history

- Keep track of your favorite species
- donate to the conservation efforts that help these species.

Onsite Experience Concept

- Scan code
- get model
- see info

Guided Journey Concept

- Scannable labels/stickers
- maybe geofencing

- follow preset animals on their educational and conservation journey specific to this establishment.

Specific Animals on Location Story Concept

- information added by establish
- gives digital "reward"

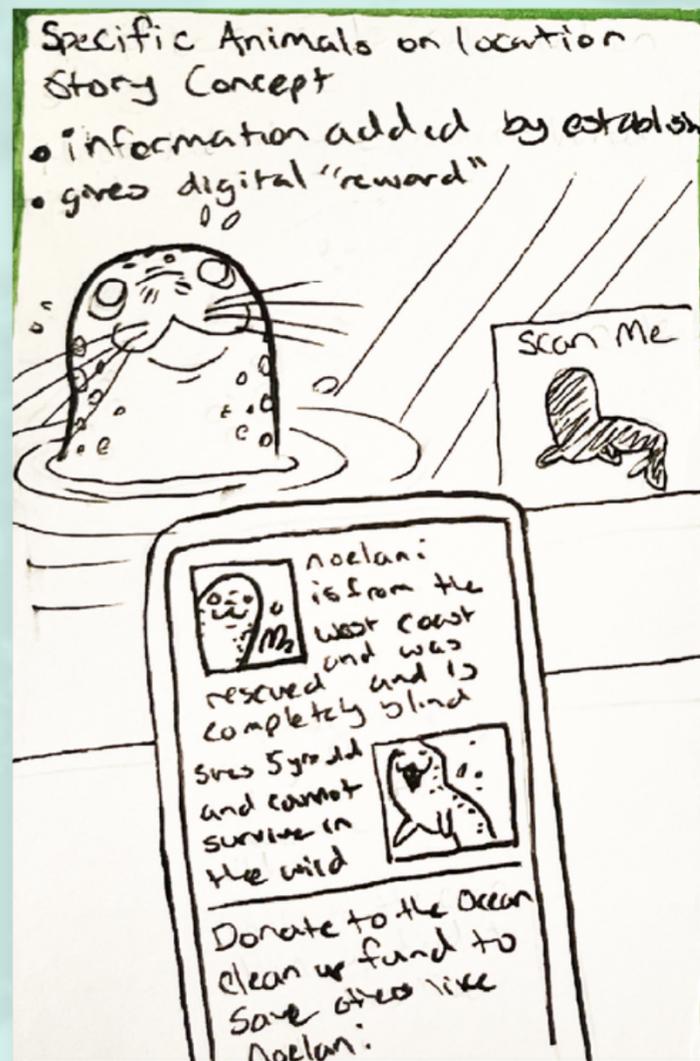
Animal "vision" Concept

- Use AR to "see" hidden messages from the animals in certain locations
- night vision
- color vision
- habitat growth "watch Rainforest" grow
- historic species "time lapse"

Relationship Tree/web Concept

- Uncover "flagship" species
- see/donate to habitat status
- see related species that may need help
- Search via species
- Search via location / see local needs

Concept Pivot!



Originally I had held the assumption that establishments would want to tell the specific journeys of their animals for a deeper emotional connections. I thought that knowing the names of these animals, their health history, their journeys, would be a powerful drive for users to donate to conservation efforts. However, the field research I conducted uncovered hidden pain points.

Naming the animals does in fact make them very easy to bond with, but these locations have fears that guests will become too invested and blame the establishment if nature were to take its course (a vast majority of animals in captivity have health issues that impact their long-term survival). The other major concern is that giving these animals names takes the "wild" out of the guests perception. Thus promoting the desire to keep these creatures as pets and contributing to the illegal pet trade

With this in mind I chose to abandon the specific animal story concept for this project.



Feature Set

PHASE I

BASIC ACCOUNT FUNCTIONALITY

- Username & Password Account Management (Sign Up, Log-in/Out)
- Email and Notifications Set up (Possible integration with Google, Facebook, etc.)
- Age (Birthday)
- Camera Access

AT HOME

- Collected Animal Library
 - View and revisit animal pages like a glossary of species you've learned about
- Animal Spotlights
 - Collect new species you may not encounter at an establishment
- Establishment Spotlights
 - Learn about specific establishments and events
- Effort Spotlights
 - Who are they?
 - What are they trying to achieve?
 - Where in the world are they affecting?
 - How can YOU help?

PHYSICAL NEEDS

On location the use of vinyl stickers with AR targets will provide a low cost and rapid adaptation for digital experiences.

CAMERA

- AR Filters
- 3D Models
- AR Education
 - Likely direct connections to webpages or video
- Integration with Social Media

ON LOCATION

- Animal Biography Pages
 - Templated for easier establishment integration
 - Visually Organized by Biome for habitat awareness



Feature Set

PHASE II - FUTURE

PURCHASES INFORMATION

- Camera Filters/Rewards
- Direct Donations to Conservation efforts
- Location Discounts (ex. Groupon, internal advertising)
- Added account security

BASE SET+ FEATURES

- Establishment Social Media Integrations
 - Live Cams
 - Twitter Feeds
 - Instagram
 - Websites
 - Etc.
- Depth of Education in AR
 - Interactive 3D models
 - On screen educational information and clickable targets (ex. Angle degree of how wide an American alligator can open it's mouth)
 - "Fun Facts" Pop ups
- Suggest a Species
 - Voting polls on which species gets a spotlight, new 3D models and filters

CONSERVATION EFFORTS

- Introduce new ways to participate
 - Donations
 - Pumping a hashtag/Building awareness
 - Signing Petitions
 - Physical events (Clean ups, drives, lectures, etc.)
 - Location specific events (Local)
- Integrate with establishment supported efforts
 - "Did you know your local zoo is funding research on...)

ON LOCATION

- Location Check-ins
 - Access to specific location information
 - rewards specific to a location
 - Perks at site gift shops?



Feature Set

—
PHASE III - FUTURE +

GEOFENCING EXPERIENCES ON LOCATION

Hardware would need to be installed on location software would need to support for multiple locations.

- Potential to become a story driven narrative to guide users through the establishment with an AR discovery journey
- "Animals" come to the user not just the user to the animals
- Potential for introductions of lesser known, at risk species or efforts.

IN LIEU OF GEOFENCING

- Psuedo-Guided tours through the eyes of
 - A zoo keeper
 - A scientist/Conservationist
 - An Animal
- Could be pre-canned where the user clicks through or physical target based.

AT HOME

Location services would need to be accessed for these features

- The "Pokemon Go" experience of running into at risk species in the "wild"
- Opportunities to see more local needs
 - Watershed programs
 - At risk/endangeredspecies collection



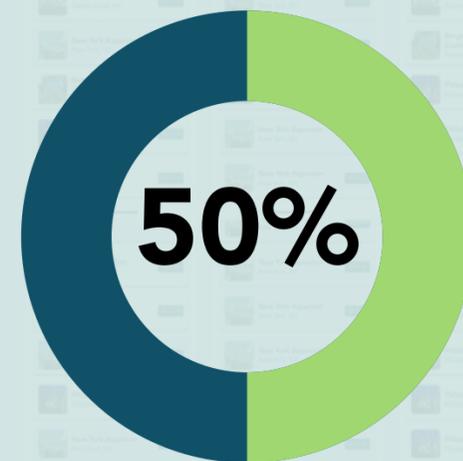
User Testing

From past experience with prototype testing I made an effort to make my mid-fidelity prototype as functional as possible in order to focus the feedback on the ease of functionality and whether my starting feature set was robust enough. I met with 6 participants; of these people 2 were recent parents, 1 was a grandparent, 3 were in their late 20s and early 30s. All of these participants had visited an AZA accredited Zoo within the last 6 months. 50% had taken part in some form of conservation effort in their lifetime. These testing sessions were conducted in person on an iPhone and a laptop. All participants were invited to re-test the high fidelity prototype for continued feedback.

Takeaways

- Big walls of text are literal walls to user engagement
- Users care to know the background information especially when it's about credibility
- There is no limit to the amount of fun people want, and that fun gets people excited to participate in something more
- Users wanted ways to track specific animals/habitats that they loved most

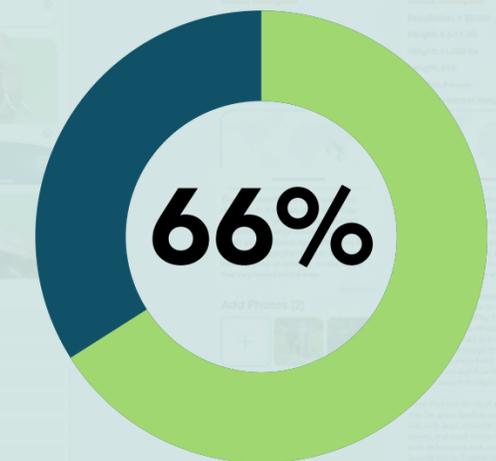
Parents/Grandparents



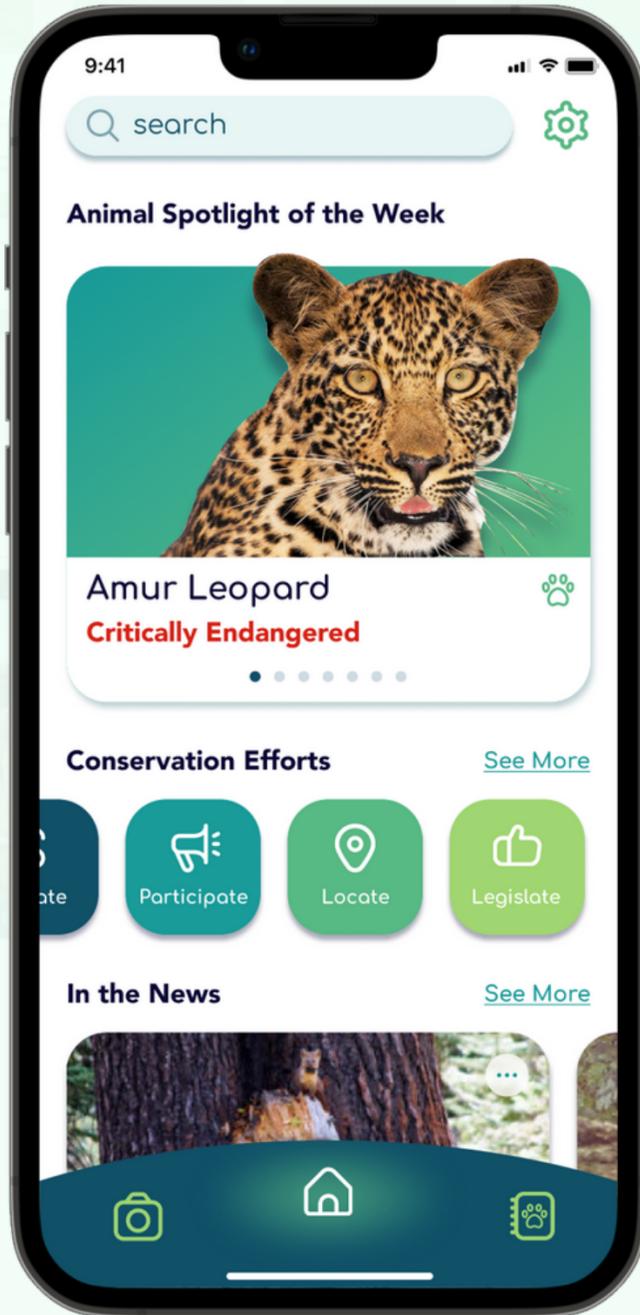
Visited an AZA accredited location



Participated in conservation efforts

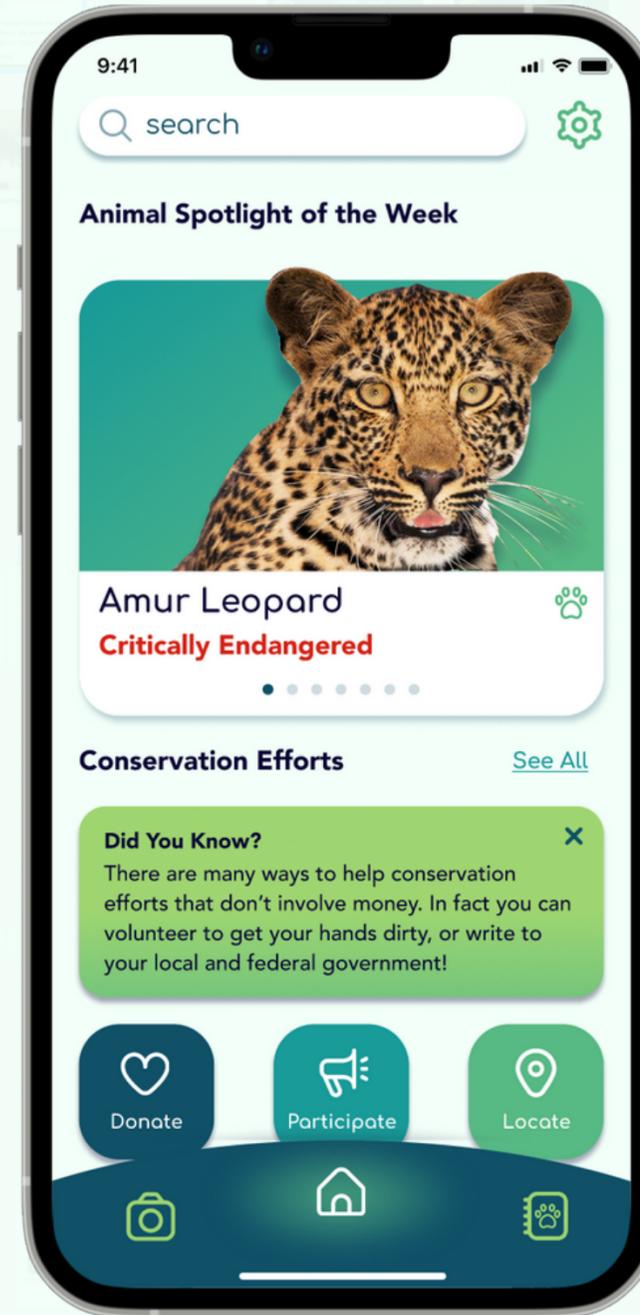


Usability Testing - Home



ROUND 1

- "What does Legislate mean?"
- "It's too white" - "Does this have dark mode?"
- "Does the dollar sign mean I'm going to spend money here?"



ROUND 2

- Removed Legislate in lieu of a dismissible message explaining that there are more ways than money to help a conservation effort.
- Tinted the background a light green to help with contrast.
- Changed Donate icon from a dollar sign to a heart.



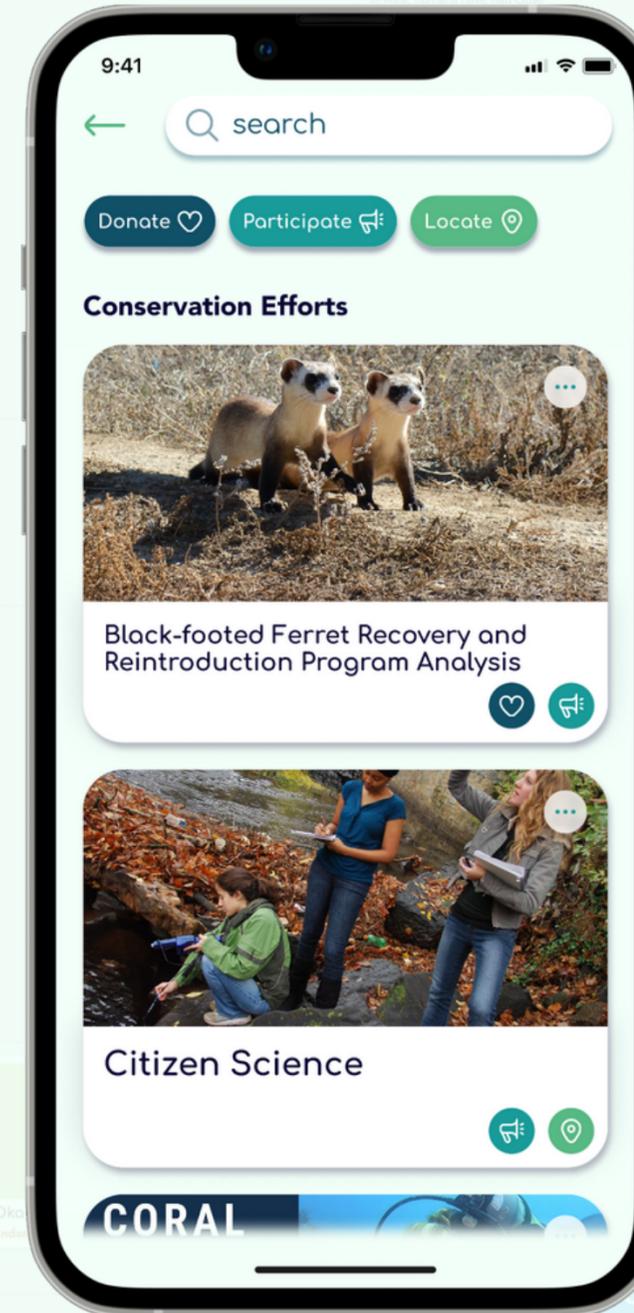
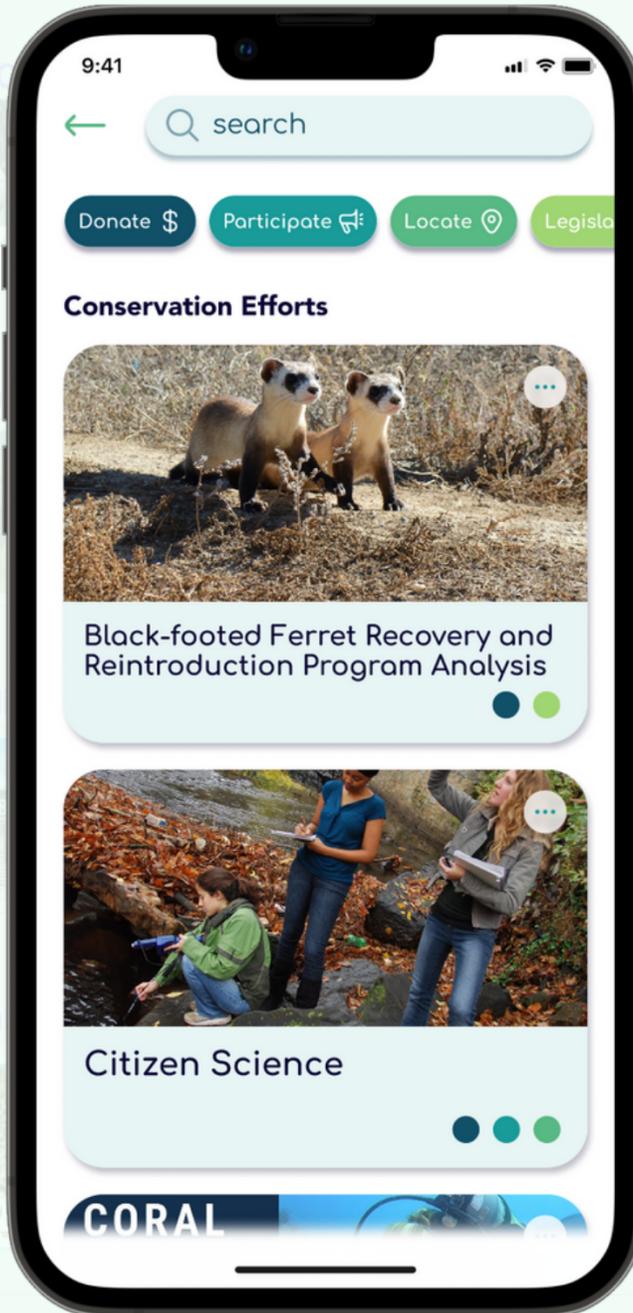
Usability Testing - Find Efforts

ROUND 1

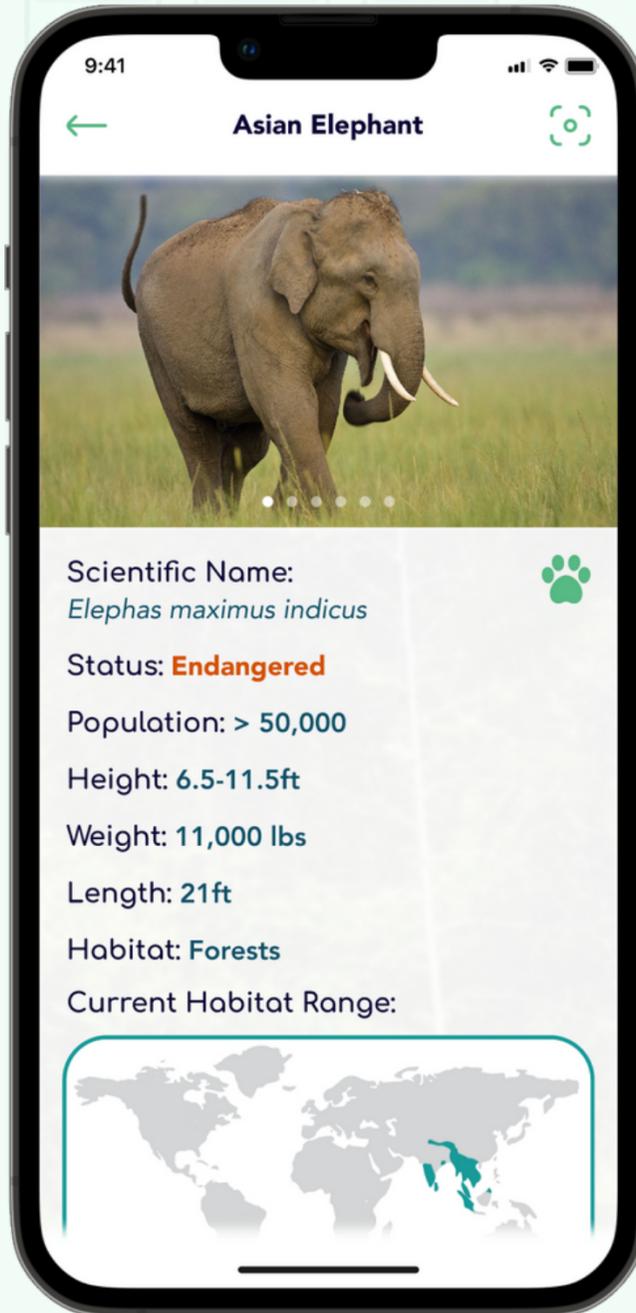
- "The colored dots really don't mean anything to me."
- "Is this supposed to filter?"

ROUND 2

- Added icons to the color indicators on the card to strengthen the filtering relationships.

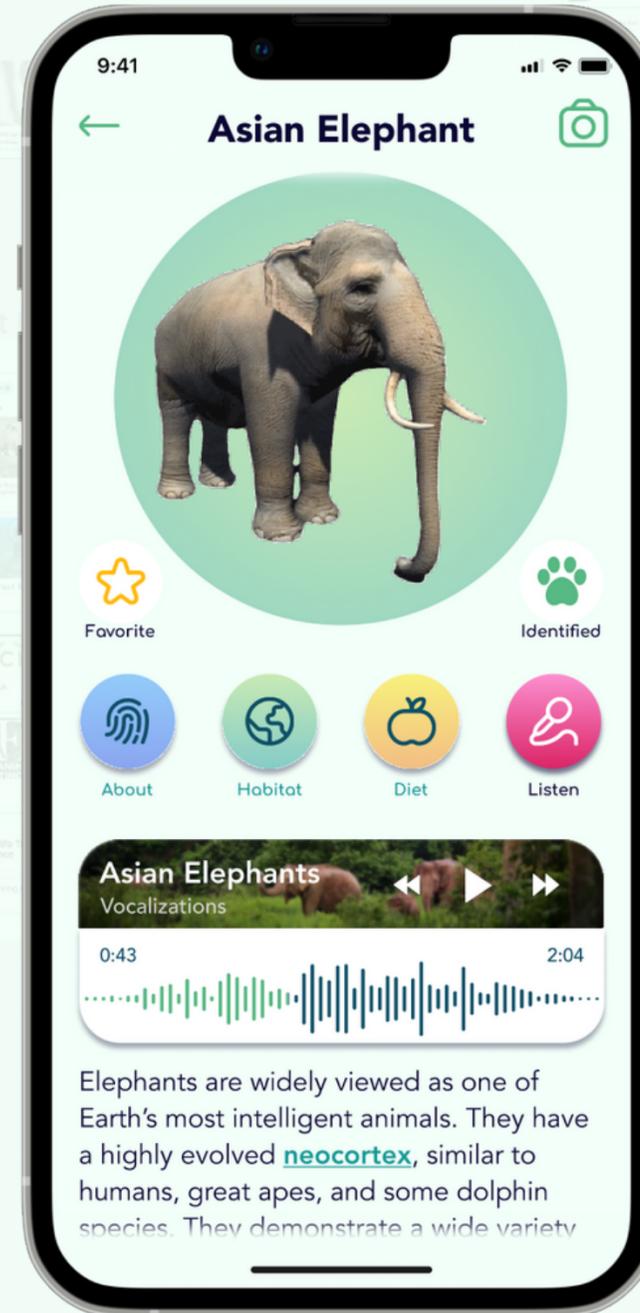


Usability Testing - Animal Pages



ROUND 1

- "It's a lot of information I don't think I'd want to read it all."
- "Can I add the elephant as my favorite animal?"
- "There's a lot of words here even I don't know, this is supposed to be for kids too?"
- "What does the Paw print mean?"



ROUND 2

- Added more fun and interactivity to make this page more interesting, including animal animations, video, audio, and fun facts.
- Added favorite button.
- Added labels to clickable buttons to encourage more interaction.
- Highlighted "Big words" on the page will give definitions when tapped.



Hi-Fidelity Prototyping

User feedback was gathered on pen and paper and I made notes of any comments repeated by several users in order to track priority. When exposed to the high fidelity prototype ALL participants enjoyed the experience and were excited to pitch additional feature injection.

Certain animations had to be developed in Adobe After Effects and then go through a series of specific conversion steps in order to be playable as a gif in the Figma prototype.

Utilizing Figma's interactive component sets allowed for easily programmable features with smooth functionality.

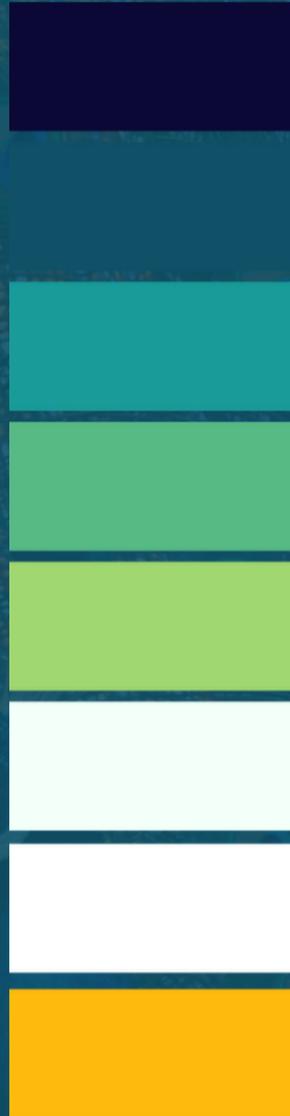


Branding

Pawsitively is an obvious animal- based play on words for Positively. Referring to how the goal is to get users to to enjoy making positive changes for animal education and conservation. It also refers to the shift of moving the reputations of Zoos and Aquariums in a more positive direction.

Branding research was conducted via anonymous survey for which there were 3 product names and tag lines pitched alongside a description of the app's functionality and a handful of screen examples. "Pawsitively - Positive Change starts with fun." received the majority vote.

Color Palette



Logo



App Icon



Typography

H1 - Comfortaa - Bold - 24px

H2 - Comfortaa - Bold - 18px

H3 - Comfortaa - Bold - 14px

H4 - Comfortaa - Bold - 12px

H5 - Avenir - Black - 28px

H6 - Avenir - Black - 20px

H7 - Avenir - Book - 20px





4

Outcome





Reflection

CHALLENGES

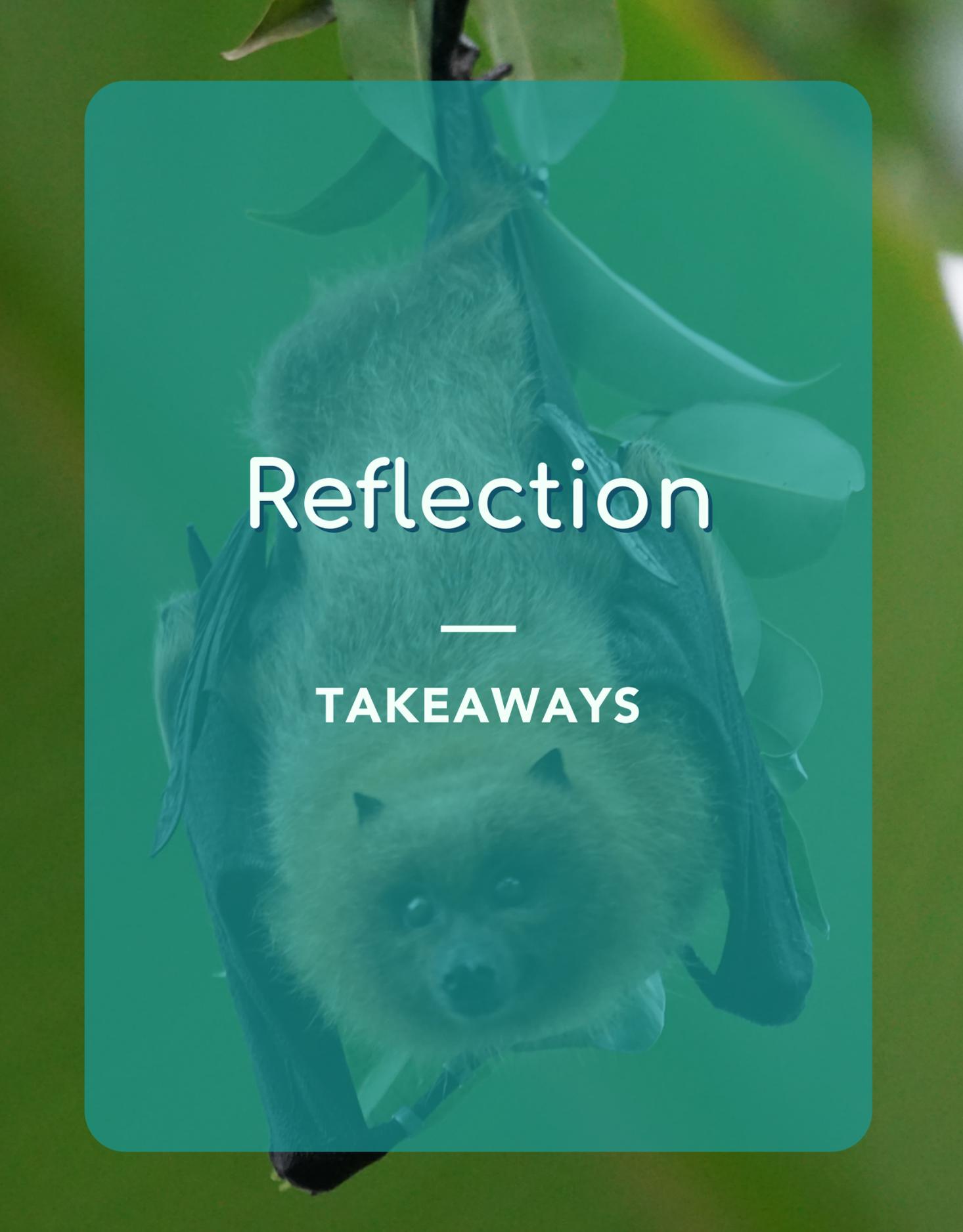
CHALLENGES

There were 2 major challenges in this process.

The first challenge was Scope Creep. Due to the age of the original pitch I had many ideas of my own when it came to how this project would look and narrowing that down was difficult. On top of that my audience also pitched me ideas and functionality I hadn't begun to consider and have since tracked as next steps for consideration.

The second challenge was prototyping the AR functionality. In order for users to understand the AR portion of the project I had to give them a more realistic feel to the animated animals. Getting that to work within Figma's limited prototyping was certainly a learning experience. The video file required processing through 3 different video editing softwares just to retain its transparency. On top of that I went so far as to fully animate an entire experience from start to finish only to find out the prototype couldn't handle any gif looping longer than 4 seconds. In the end I had to settle for an animation overlay, but the audience response was still overwhelmingly positive.





Reflection

TAKEAWAYS

TAKEAWAYS

Despite my edits to the prototype there were still concerns about whether or not children age 11+ would be interested in long term or returning use. I would like to try and test the experience with children, but the current logistics of running a study with minors is outside of my scope.

I do feel that my field research on site was one of the most important moments in the entire process. This was where I had my first real test of my assumptions. Although I only visited one location with direct questions, I have visited other AZA accredited locations and have noticed differences in protocol.

Ultimately the lynch pin of this project is getting the AZA to approve the partnership with Pawsitively. Without their support of their reputation Pawsitively doesn't have the same level of credibility.



Next Steps

FUTURE FEATURES

Although I've already outlined a phase 2 and 3 feature set in this case study. Other features arose from the user testing that have since become a higher priorities. These features include:

- Conservation Engagement Bar - to track when users have donated or participated and reward them for doing so.
- Personal Priorities Features - allow users to set preferences and alerts to their favorite species.
- Wander Mode - Much like Pokémon Go, a continued experience outside of the zoo where users can discover new and local animals in need
- Location Specific Animal Guides - See a total of how many animals a location may have to discover and how many you already know.
- Storytelling at Location - By partnering with a specific establishment a user could take a guided discovery journey that unlocks an animal story the more they scan codes.
- Social Media Integration - A hook into platforms for sharing their best photos or photos taken in the Pawsitively Network. This also includes adding a selfie filter to wear animal prints or masks as an AR filter.





Pawsitively

THANK YOU

Sources

- AZA - <https://www.aza.org>
- Conservation Marketing - <https://reader.elsevier.com/reader/sd/pii/S0964569115001829?token=D18DF9143C40A7E7FA9A1FBF4058BAD8E0F3ACE9C9A1453D0435D3A986DDEA41732818153D315738888C965EC54D6C3A&originRegion=us-east-1&originCreation=20220211155201>
- Macro Forces Research links - <https://www.humansandnature.org>
- <https://www.humansandnature.org/how-can-zoos-and-aquariums-foster-cultures-of-care-and-conservation#all-responses>
- <https://www.humansandnature.org/fostering-resilient-relationships-between-people-and-wildlife>
- <https://www.humansandnature.org/from-exhibit-to-classroom-transitioning-zoos-and-aquariums-for-the-twenty-first-century>
- Conservation in Law - <https://www.fws.gov/international/laws-treaties-agreements/us-conservation-laws/>
- <https://awionline.org/press-releases/america-competes-act-passes-house-big-wins-animals>
- <http://www.azwild.org/resources/report-2016-politics-of-conservation.pdf>
- Conservation News Aggregator - <https://wildlife.org>
- Mobile AR INDE - <https://www.industry.com/blog/5-killer-augmented-reality-features-for-museums-and-education>
- Revire - <https://www.jardindesplantesdeparis.fr/fr/programme/galleries-jardins-zoo-bibliotheques/revivre-animaux-disparus-realite-augmentee-4077>
- Nat Geo Society - <https://www.nationalgeographic.org/society/our-story/>
- WWF Free Rivers - <https://www.worldwildlife.org/pages/explore-wwf-free-rivers-a-new-augmented-reality-app>
- Snapchat - <https://ar.snap.com/?lang=en-US>
- TikTok - <https://www.tiktok.com/about?lang=en>
- Lightning Labels - <https://www.lightninglabels.com/augmented-reality-labels/>
- Century Label - <https://www.centurylabel.com/custom-augmented-reality-labels>
- AR Stickers - <https://www.theverge.com/2018/4/12/17228888/google-ar-stickers-foodmoji-text-play-store>
- Pokémon Go - <https://pokemongolive.com/en/>

Links

- Final Design File - <https://www.figma.com/file/vNyyFfK41ANPDZxHgb0CnL/Pawsitively-Hi-Fi-Flow?node-id=0%3A1>
- High Fidelity Prototype - <https://www.figma.com/proto/vNyyFfK41ANPDZxHgb0CnL/Pawsitively-Hi-Fi-Flow?page-id=0%3A1&node-id=9%3A72&starting-point-node-id=6%3A11&scaling=scale-down>
- Mid-Fidelity Prototype - <https://www.figma.com/proto/uORS6HJUeRpDpZhStXI2Be/Pawsitively-mid-Fi-Flow?page-id=0%3A1&node-id=6%3A77&starting-point-node-id=6%3A11>
- User Testing Script - https://docs.google.com/document/d/1p4CZo-8sptiNn-AldKMuYueDAg7EGoqUvSlxpw-TK_E/edit?usp=sharing
- Mindmap - <https://mm.tt/map/2164911558?t=FR6jhhrLLC>