

Small

Hannah Small :: Graphic Designer

Idea for a new mobile app outlined

THE ZOO APP (working title)

This app will supply curated stories and connect visitors with the animals near them via gps and deliver an interactive and educational experience, valuable to both youth and adults enriched with facts and games. This app can be used to enrich a visit to the zoo or be used to prep for a zoo visit and introduce highlights of a visit.

Features:

- Locate: find animals nearby
- Hear: recorded stories
- See: animals via cams and nest cams
- Play: learn fun facts through small games
- Share: take pictures and upload their experience

Business Model:

Freemium

The available version of the app will be free, making audio stories and location abilities available. For \$3.99 all other features will be unlocked: gamification of facts, animal cams and sharing pictures.

Next step: Research the potential

AZA (Association of Zoos and Aquariums)

222 accredited zoos and aquariums in 7 countries

USA: 212 in 47 states

Animals in AZA-Accredited Institutions

- 751,931 animals

-- 6,000 species

-- 1,000 threatened or endangered species

Economy

-- Accredited zoos and aquarium contribute \$16 billion to U.S. economy annually

-- Support 142,000 jobs

-- Serve 175 million annual visitors

Informal Science Education

-- **50 million** children visitors with families (annually)

-- **12 million** student learners on field trips (annually)

-- 400,000 teachers trained in informal science education methods over the last decade

Who is visiting the zoo?

Over 175 million annual visitors - more visitors than NFL, NBA, NHL, and MLB annual attendance combined

Visitors are primarily W: women / **mothers**

Age 25-35

HHI \$50,000 - \$75,000

Two out of three adults visits a zoo or aquarium with a child

Average visit is four hours

Paid memberships to AZA-accredited zoos and aquariums - 9.4 million members

Repeat visitors to zoos and aquariums - 3.6 million households

93% agree their family enjoys seeing animals up close at zoos and aquariums

94% feel that zoos and aquariums teach children about how people can protect animals and the habitats they depend on

79% feel better about companies that support wildlife conservation at zoos and aquariums

66% are more likely to buy products and services from those companies

Types of Visitors:

“Explorers” are curiosity-driven and seek to learn more about whatever they might encounter at the institution;

“Facilitators” are focused primarily on enabling the experience and learning of others in their accompanying social group;

“Professional/Hobbyists” feel a close tie between the institution’s content and their professional or hobbyist passions;

“Experience Seekers” primarily derive satisfaction from the fact of visiting this important site; and

“Spiritual Pilgrims” are primarily seeking a contemplative and/or restorative experience.

Visitors may see their visit as a nature experience; we can successfully **encourage them to explore and value nature.**

Implication: Other research has shown that **spending time in nature is critical** for the development of an environmental ethic and in promoting healthy children. For urban dwellers, we may be their best “nature experience” – a strong marketing point.

Conclusion: Kids. Love. Animals.

Examples of features

These apps are successful because they:

- Engage with rich graphics and hi-def images
- Educate on a topic of interest in digestible chunks
- Delight with gamification and interactivity

Pocket Zoo App (ipad)

Pocket Zoo™ with LIVE Animal Cams is a wonderfully wild **portable** zoo for kids & nature lovers.

Features:

- 30+ **Live Animal Cams**
- 150+ **Amazing wildlife videos!**
- 40+ Original illustrations, **beautiful** photos, **real** animal sounds and **fun facts!**



WWF Together App (ipad)

Experience the world's most amazing animals in one app — together. This interactive experience brings you closer to the stories of elephants, whales, rhinos and other fascinating species. New species stories are added regularly.

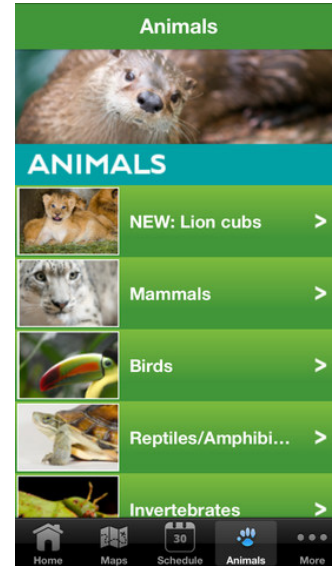
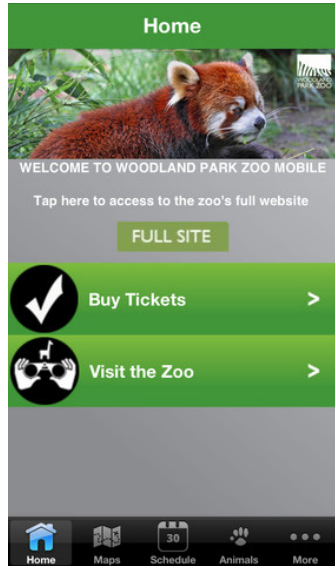
Features:

- In-depth, **interactive** stories of endangered animals
- Playful **interactive** elements that incorporate iPad's unique features.
- Origami of each animal that folds up, creating an animated video you can **share** with your friends and family
- 3D interactive globe - discover exactly how far away you are from 60 different animals around the world.
- Stunning **high-definition**, full-screen videos and image galleries
- **Cool** and unusual animal facts.



Competitive Analysis

Woodland Park Zoo App

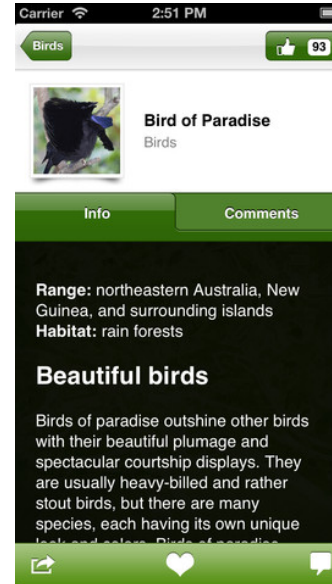
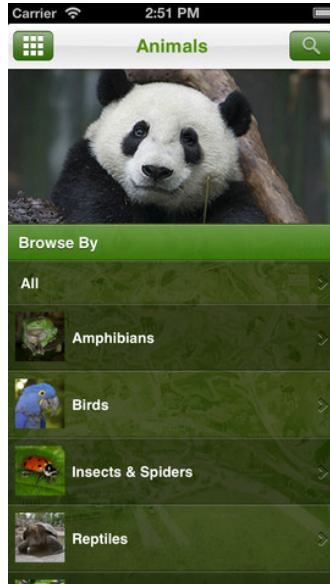
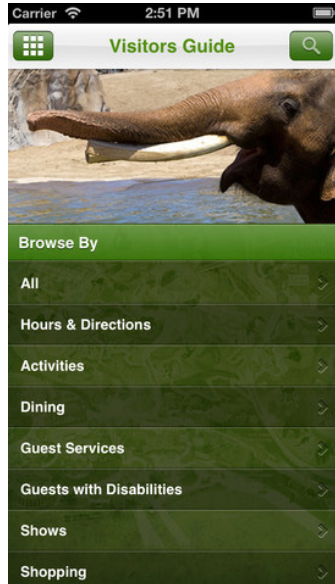


Room for improvement

Increase interactivity:
 Clickable map
 Gamify animal info w/
 interactive facts
 videos
 live cams
 games

Large Pictures
 Big buttons
 Slim down info chunks

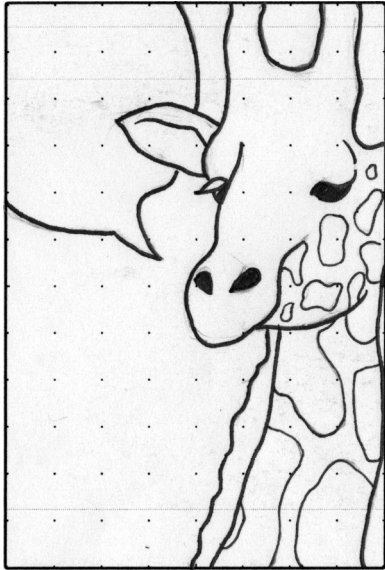
San Diego Zoo App



All will appeal to a
 younger audience

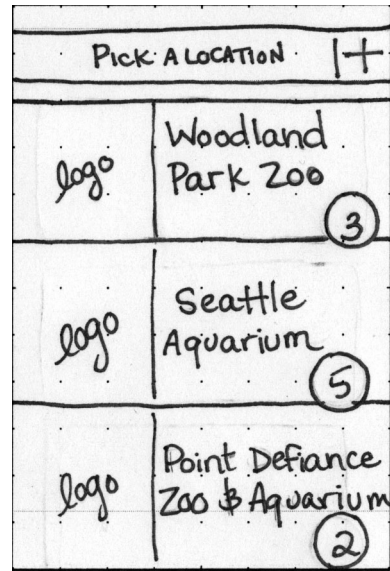
Screen Sketches

Load Screen



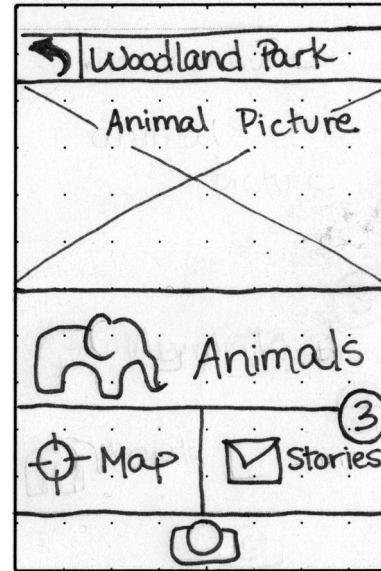
Put the animals front and center.

Pick a location



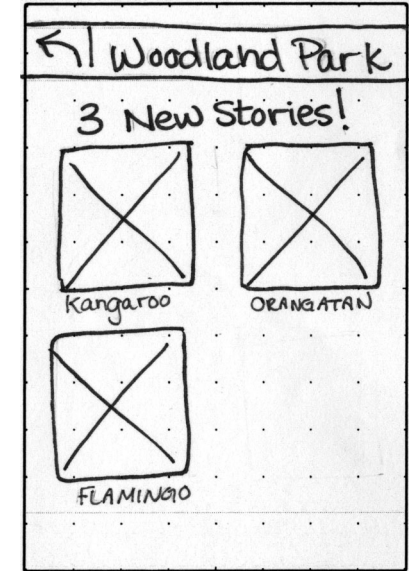
Multiple locations allowing for diverse experiences.

Welcome Screen



Key features easy to see and access.

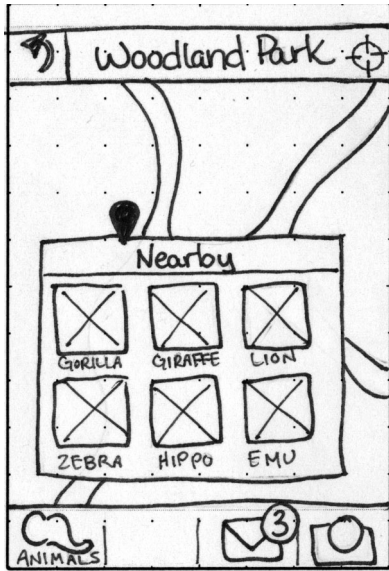
Zoo News



As new videos (the tales) are uploaded the user is notified.

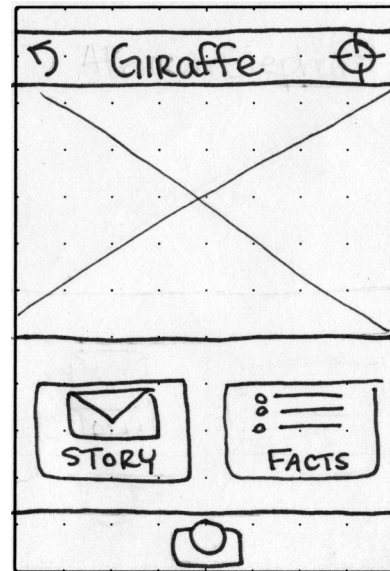
Screen Sketches continued

Zoo Map



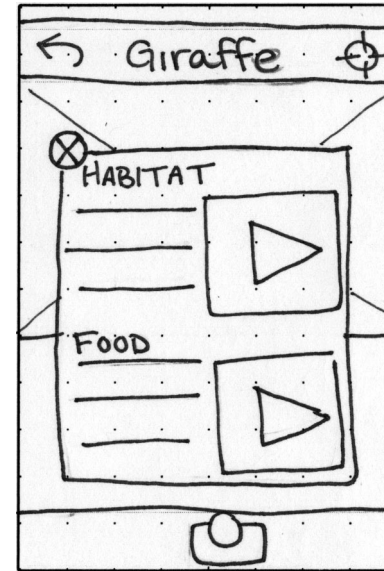
Interactive Map:
locate a nearby
animal and start
learning

Animal Profiles



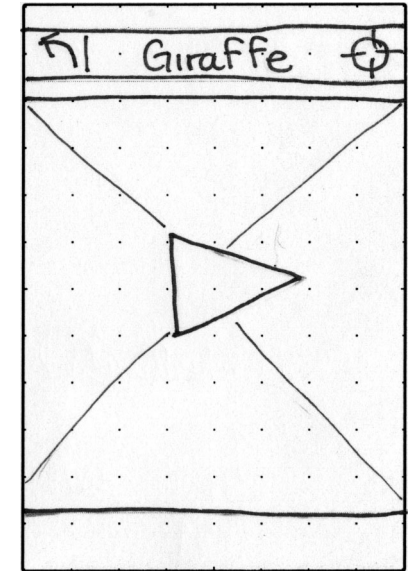
The learning begins!

Animal Facts



Facts and Videos:
Connecting the user
with the creature in
front of them

Animal Video



Is the Giraffe asleep?
Check out a cute vid.

Wireframes

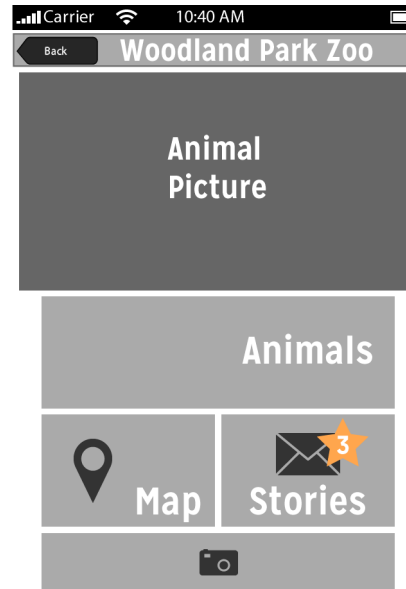
Load Screen



Pick a location



Welcome Screen

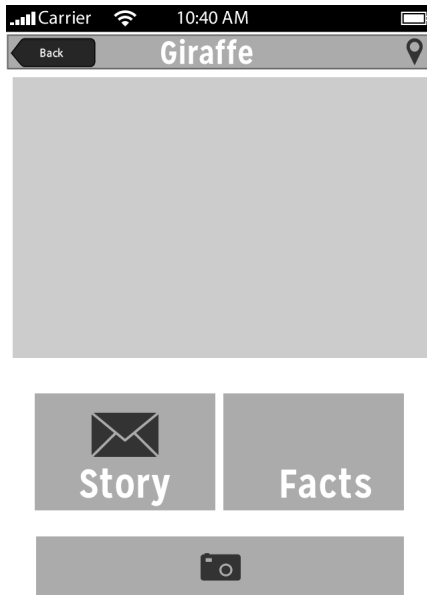


Zoo Map



Wireframes continued

Animal Profile



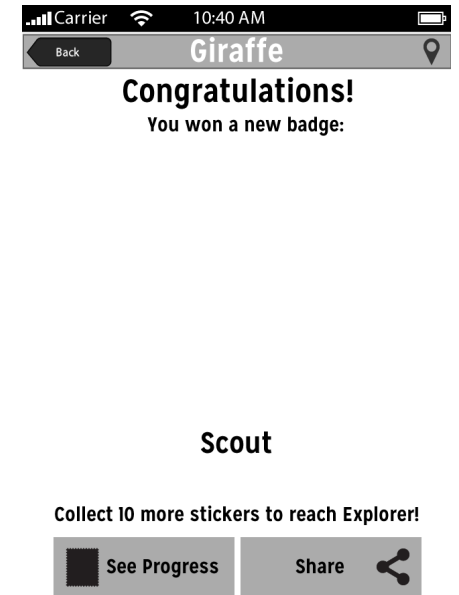
Animal Facts



Animal Sticker



Animal Badge



Gamification becomes visualized.

Learn about an animal, get a sticker.

Visit enough animals, get a badge.

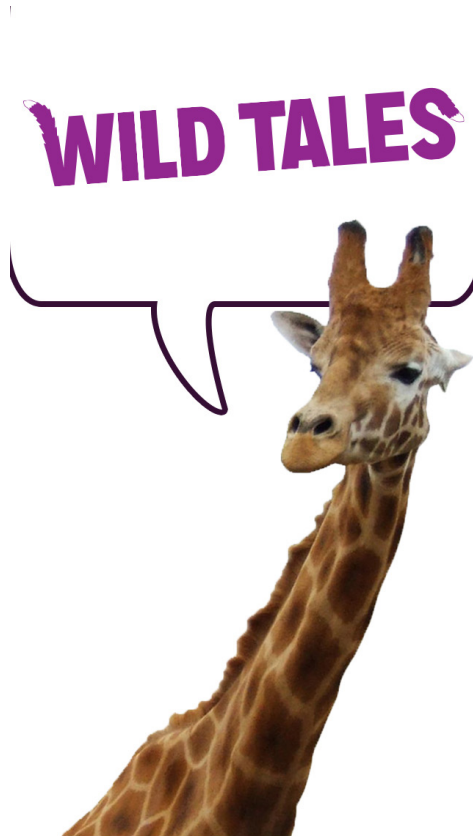
Share and save progress. Build and enrich each visit.

Final Comps

Logo



Load Screen



Pick a location



Welcome Screen

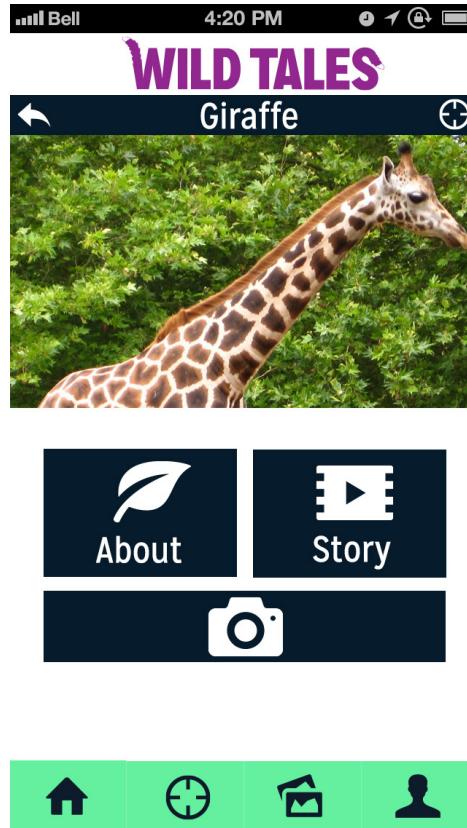


Final Comps continued

Zoo Map



Animal Profile



Animal Sticker



Animal Badge



Coming Soon!

Wild Tales App

Connect

Listen

Learn

Collect



Thank You

Small

Hannah Small :: Graphic Designer

206.455.4439 :: hannah.m.small@gmail.com