A bird's eye view of Salisbury: A city on the move.

"No one will protect what they don't care about, and no one will care about what they have never experienced."

David Attenborough

REWILD Life

Contents

Executive Summary

In acknowledgment of the fact there has been an increase of traffic to the website (partly due to the C-19 pandemic isolation) and more interest in the life of Sally the Peregrine, we would like to create an opportunity for digital engagement with this project. This will be educational, for entertainment, for marketing and for social purposes. We are proposing to build a system that is accessed through a single page on the website that allows users to interact with Sally and learn more about her life, and through her learn about Salisbury's rich history and points of interest.

REWILD Life

We create meaningful connections between humans and nature using creativity, data and technology. We believe that stories within data have the potential to change minds, influence behaviours and enrich lives. Through awareness we can create empathy and through empathy we can create change.

Our Team

Creative Director - Chris Ralli
Technical Director - Rob Nicholls
Developer - Tom Watson
Developer - Marcus Tuke
UX Designer – Mika Georgelin

Supporting

Animal Behaviourist - Ed Drewitt
Conversation Designer - Aneil Fatania

Our Work Principles

Our work process is collaborative, user-centred and iterative: using an agile development framework. The collaborative nature of the way we work means that you can decide the level of your active involvement in the process, enabling you to guide the work we do to suit your specific needs.

Social Animals

Social Animals is our social media chat system that enables people to talk to those directly affected by the climate breakdown and on the front line of conservation: the animals themselves! These animals are brought to life by analysing GPS tracking data; knowledge of animal behaviour from professional zoologists; machine learning algorithms and storytelling using chatbot technology, so the user can follow and chat with them throughout their lifecycle.

We're giving a voice to those that can't speak.

We're creating a platform for those that can make change happen.

Proposal for 'Salisbury 2020: City on the move'

We envisage many ways in which we can add value. For now, we think we should start with what's immediately achievable and work in more complexity as time allows.

Hosted on the Cathedral's website, we can create a profile page for Sally that displays her details and statistics. Along with that there will be an animated data visualisation (on google earth for example) of Sally's journey through the years. As you go on the journey/flight path it will highlight key moments in her life (video content), this could be a passive (normal video) or interactive experience. This should then pique the interest for the user to want to talk to Sally via the integrated chat window.

The chat window brings Sally to life using our *Social Animals* chatbot system. The user can interact with her and ask questions about her life based on the GPS tracking data of her 3-year journey and it will use all the respective video content that is available to tell her story across different media and platforms.

The short time frame would suit an iterative process, with the initial objective of having a working page, with basic functionality, operating on the website by the time the eggs hatch in May. So that we can maximise engagement when there is a peak in visitors to the live web cam page.

Chatbot functionality

Phase 1
The facility to 'chat' to Sally using predetermined conversational elements: click on questions and get a pre-loaded 'response' from her based on her data. It will ask the user to subscribe by email, and we can then alert them when new features are added for them to use.
COST: £2,000-4,000 (fixed costs, excludes website traffic hosting)
TIMELINE: 2-3 weeks.

Phase 2
The chatbot will be programmed to respond to a mix of questions based on the 3 years of data already available. The data input will not be live; however, it will match up with the corresponding day of the year. We will utilise machine learning and natural language processing to bring the personality of the bird to life.
COST: £10,000-15,000 (upfront costs, excludes website traffic hosting)
TIMELINE: 2-4 months.

Phase 3
We will create machine learning algorithmic responses to more complex questions, with the potential to be connected to a real timeline and live data feed from a Peregrine. The system will use complex artificial intelligence to remember information about the user, respond to questions and make comments appropriately. This chatbot will be able to have more conversational, contextualised and personalised interaction with the user.
COST: £35,000-45,000 (upfront costs, excludes website traffic hosting)
TIMELINE: 6 months - 1 year.

*Costs for each phase are not accumulative

Conversational Topic Options

These could be guided heavily by you, or if you like left up to our conversation designers and zoologists. We can have Sally talk about her own experience of the places involved and perhaps when she was there and why she might have gone based on what the data and her behaviour tell us. Sally can provide people with a new and engaging way to interact with the Salisbury area and history, learn about its points of interest and raise awareness about issues facing her and her species.

1. Sally will talk about what goes on in her life and give more insight into her species.

2. She could also talk about the cathedral, the 800 years history of Salisbury, the Magna Carta, Stonehenge, Old Sarum, the other events in the festival.

3. As she flies over or near certain locations it would release exclusive content related to that location, could be related to an incident with Sally or even info on a historic landmark, famous resident, local business etc.