



Bird Apps



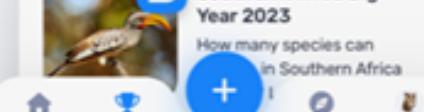
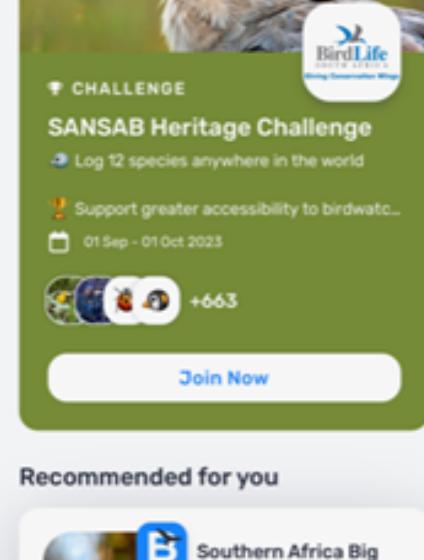
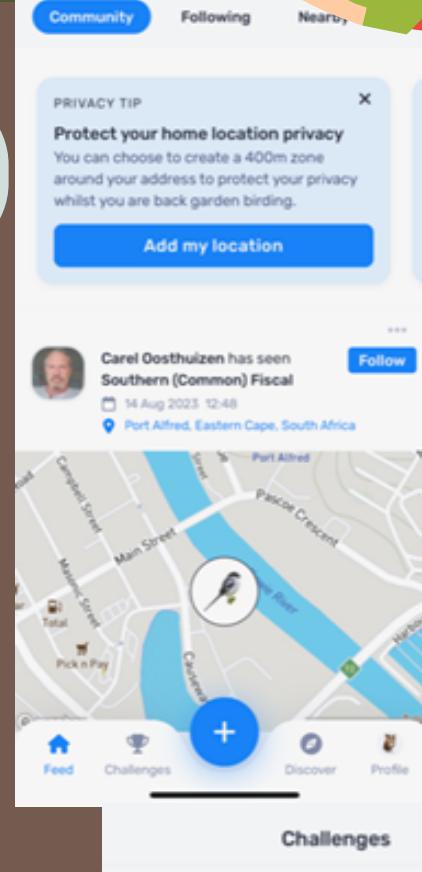
Detailed analysis of three leading bird apps. By studying their features and strategies, you can gain insights to shape your own innovative birding app. From AI-based identification to interactive guides,

discover key lessons for successful development.

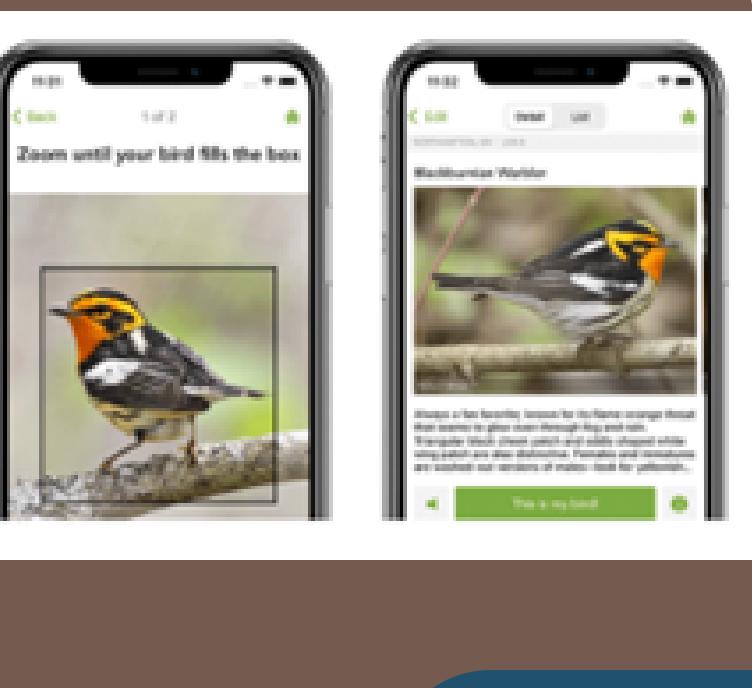


Birda

Birda is a all in one, bird watching application, it lets you track the birds you have seen and where you have seen them on a map, it also has a community page to view different bird watchers stats as well as any photos they submit. The app also contains in app events to keep you motivated(Chirp Birding, 2022)



Merlin Bird ID



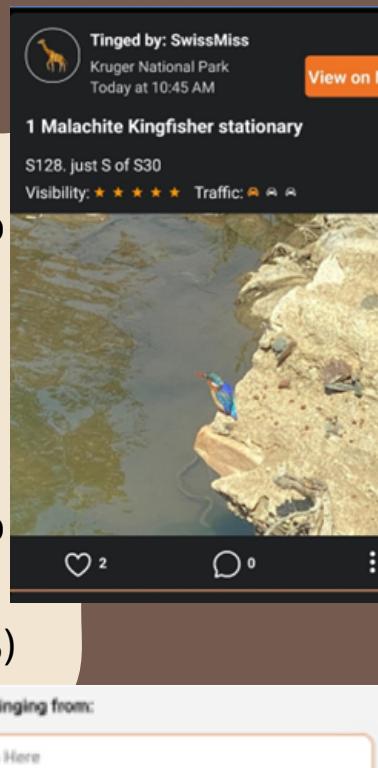
TheCornellLab states that Merlin Bird ID is a bird identification app developed by the Cornell Lab of Ornithology. It is designed to help both beginners and more experienced bird watchers identify and learn about birds. Users can provide simple observations such as size, colour, and behaviour, and the app will suggest potential matches. (TheCornellLab, 2023)

Merlin Bird ID's Android implementation prioritizes Material Design for a familiar UI, optimized performance, and compatibility across various devices and OS versions. It leverages Android features like camera integration and GPS for enhanced functionality.

Latest Sightings

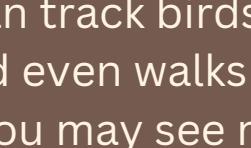
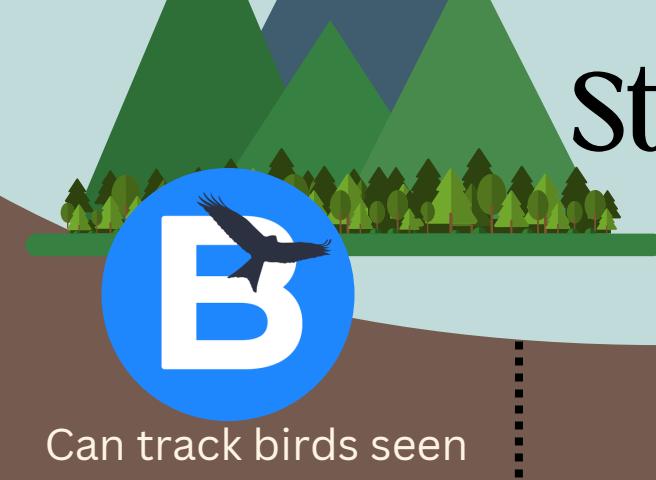


Lates Sightings is a mobile application designed for wildlife photographers, and nature enthusiasts. This app displays the report in real time as once user makes an entry and allows the details to be shared to the other user. This app will help to create a detailed/comprehensive database on wildlife occurrences. As users can use the app to make identification aids to help each other with their experience and contribute to preservation of natural treasures. (Latest Sightings, 2023)



Latest Sightings' Android development is centered around robust API integration, incorporating real-time bird sighting data from contributors. Google Maps API facilitates accurate geolocation mapping, while local databases enable offline access to crucial content. Push notifications and user authentication enhance engagement, and performance optimization techniques ensure smooth functionality across devices.

Strengths



Can track birds seen and even walks where you may see many different birds(Chirp Birding, 2022)

Has a very nice discover page to view different birds and areas to find new birds.
(Chirp Birding, 2022)

Has a safety feature to allow a radius around your home to not be seen by other bird watchers if you upload from your home(Chirp Birding, 2022)

Has different goals and achievements for you to complete for a sense of gamification to an otherwise mundane activity.
(Chirp Birding, 2022)

Extensive Database: The app covers thousands of bird species and includes a wealth of photos, songs, and calls for each bird. The database is backed by Cornell's comprehensive bird research.(Cornell Lab of Ornithology, 2023)

Bird Sounds: Merlin Bird ID provides audio clips of bird songs and calls, which is invaluable for identification.(Cornell Lab of Ornithology, 2023)

Photo ID: Users can upload a bird photo, and the app will provide suggestions for the bird's identity.(Cornell Lab of Ornithology, 2023)

Park Filter Option: On the Home Page the app offers a feature being able to filter the specific park that one would like to see sightings (Latest Sightings, 2023)

Community Help/Correction: When a user is looking for

through other sightings on the home page, by making use of the triple dot icon on the sighting

entry any other user can pull up "More Options" of which one of them is "Suggest Correct Species".

(Latest Sightings, 2023)

Accurate Tracking: On the application map (press globe icon) the user may see all sightings. (Latest Sightings, 2023)

Weaknesses

The layout at times feels lazy with a lot of scrolling and manoeuvring to get to where you want to go(Chirp Birding, 2022)

The app is more centred

around the social aspect rather than only bird watching.(Chirp Birding, 2022)

Can be difficult to identify unknown birds (Chirp Birding, 2022)

Has different goals and achievements for you to complete for a sense of gamification to an otherwise mundane activity.(Chirp Birding, 2022)

Limited by Range: While the regional packs are a strength, they can also be a limitation if a user is traveling to multiple areas. (Cornell Lab of Ornithology, 2023)

Dependence on Good Quality Photos: The Photo ID feature requires clear, high-quality images for accurate identification.

(Cornell Lab of Ornithology, 2023)

No Social Feature: Users cannot connect with other birders within the app or see recent sightings.

(Cornell Lab of Ornithology, 2023)

Sighting Pressure: As seen in above images sightings can have a traffic value which can apply in the moment the sighting is recorded(Latest Sightings, 2023)

Signal: Tracking a certain animal/sighting may be difficult while using the app on the move. This is because these areas may have very bad or no coverage of cell services. (Latest Sightings, 2023)

Relying on users for data collection enables collaboration, but external factors and inaccuracies can diminish data quality and app credibility.(Latest Sightings, 2023)

Similarities

Geolocation: All three apps utilize geolocation to enhance the user experience.

Species Identification: Both Merlin Bird ID and Birda offer species identification capabilities.

Educational Content: The apps offer educational content beyond species identification, such as bird calls and behavior insights.

Digital Field Guides: All three apps serve as comprehensive digital field guides, allowing users to access extensive information about different bird species.

Best Features to Use

Push Notifications: Enable push notifications to inform users about new sightings, updates, and relevant community activities, keeping them engaged and up-to-date. Push notifications keep users engaged and informed, prompting them to return to the app for new sightings, updates, and community interactions.

Integrating weather forecasts: Enhances the app by allowing users to plan optimal birdwatching times and stay prepared for changing conditions, fostering engagement and safety. It provides a comprehensive experience by considering both species identification and environmental factors that impact bird behaviour.

Offline Access: Provide users with the option to access essential content, such as field guides and past sightings, even when offline. This ensures that users can continue their birdwatching activities in areas with limited or no internet connectivity. Offline access ensures users can utilize the app in areas with poor connectivity, expanding its usability and making it reliable in various environments.

Educational Content: Offer additional educational resources such as bird calls, behaviour descriptions, and conservation information to enhance users' understanding and appreciation of the avian world. Educational resources enhance user understanding, creating a well-rounded birdwatching experience and fostering a deeper appreciation for birds.



In conclusion, examining Birda, Merlin Bird ID, and Latest Sightings reveals diverse strengths for aspiring birding app developers. Birda's interactive guides engage users, Merlin Bird ID offers AI-based identification, and Latest Sightings connects a global community. Developers can distill insights for innovative apps, enhancing bird enthusiasts' experiences worldwide.