

HCI 440 A5: Conceptual Design	Your team number: 2
Project Name: Chicago Botanical Gardens Application	Submission date: 11/06/2023

System Concept Statement

Our system's name is the Chicago Botanic Garden App, abbreviated as CBG App moving forward. We have two primary system user groups that we are focusing on with this system: (1) Local Visitors: Users local to the Chicagoland area, who are likely to have visited before; and (2) Tourist Visitors: users who are visiting from out of town and who are likely will be for the first time.

Our system is focused on helping users get to the garden, providing users with information on plants present, guiding users with route planning and interactive maps, letting users know of activities and events taking place, purchasing tickets ahead of time, allowing users to capture photos, and scan QR codes to learn more about what they are seeing.

During the interview process, we had many participants mention a distinct lack of information (particularly about the plants present) at botanic gardens they have visited (including the Chicago Botanic Garden) which is a major problem that the CBG app will aim to solve. Along with a lack of information, interview participants also frequently mentioned having issues navigating gardens they went to, wanting to take part in events/classes at gardens and capture and share their experiences. Our application aims to address these problems as well.

The design vision for our system is to improve the visitors' time at the garden by facilitating easy movement within the garden, providing access to the information they expect and desire, and enabling interactive engagement with the garden. We want our users to come away from their visit to the Chicago Botanic Garden feeling that they have not wasted their time, but rather found it educational, satisfying, and more than anything, enjoyable.

Conceptual Task Scenarios

Task Scenario 1

Persona: Will

Title/Scenario: Getting directions to the garden (Before - Research/Anticipation)

Platform: Web (Computer)

Requirement: As a local/tourist visitor, I want to be able to find the quickest methods to

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get to the garden using public transportation so that I can save time.

Will wants to visit the Chicago Botanical Garden this weekend. He is interested in looking at the variety of plants offered at the CBG and takes some time to research what plants are available using the CBG app. He looks up the directions to the garden and decides that he will drive rather than take public transportation to decrease traveling time.

Task Scenario 2

Persona: Will

Title/Scenario: Scanning QR Code / Learning about plant (During - Visit/Event)

Platform: CBG app on smartphone

Requirement: As a local visitor, I want information on plants that I am seeing, so that I can learn about them.

Will has been walking around the garden for a little while and has come across a plant that is particularly interesting to him as he hasn't seen it before. Using his phone's camera and the CBG app, Will scans the QR code present on the plaque/sign in front of the plant and is taken to the information page for that particular plant. As Will is interested in starting a home garden and having more plants around his place, he is happy to learn that this plant is local to the area and relatively easy to take care of. Will bookmarks this plant's info page and learns about where to source it .

Task Scenario 3

Persona: Will

Title/Scenario: After - Share pictures with the Gallery

Platform: CBG app on smartphone

Scenario:

After a serene visit to the Chicago Botanical Garden, Will is back home, reflecting on the experience. He opens the Chicago Botanical Garden App on his smartphone, eager to reminisce and relive the moments he captured during his visit.

Using the app, Will navigates to his "My Gallery" section, where he finds all the photos he took during his visit neatly organized. As he scrolls through the images, he recalls the vibrant colors of the flowers, the serene beauty of the Japanese Garden, and the fascinating plant species he encountered. With a satisfied smile, he selects a few of his favorite photos to share with his friends and family.

He notices the "Share" button, which allows him to post his photos on social media or send them directly to his nature-loving friends. Will decides to share a stunning picture of a rare orchid he discovered during his visit on his Instagram, along with a caption expressing his love for nature and the Chicago Botanical Garden.

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Task Scenario 4

Persona: Lisa

Title/Scenario: (Before - Research/Anticipation) “Planning a Perfect Visit”

Platform: CBG app on smartphone

Scenario:

Lisa is excited about her upcoming visit to the Chicago Botanical Garden with her family. Before the visit, she opens the Chicago Botanical Garden app to do some research and anticipation. She wants to ensure everything goes smoothly and her family has a fantastic experience.

Lisa is using the Chicago Botanical Garden app to research and plan her visit. She checks the weather forecast to make sure they choose a day with pleasant weather. Then she explores the event calendar of the garden to see if there is any specific event on that day. Then she considers scheduling a guided tour to optimize their time and learn more from a knowledgeable tour leader.

Task Scenario 5

Persona: Lisa

Title/Scenario: (During - Visit/Event) “Exploring the Garden using planned route”

Platform: CBG app on smartphone

Scenario:

Lisa and her family arrive at the Chicago Botanical Gardens and are overwhelmed with the amount of sights and exhibits to see. Everyone has a specific plant they would like to see today. Lisa opens the CBG app and pulls up the guided map feature. There she is able to see where each sight is located and is able to plan the best route for her family and herself.

The map allows her and her family to easily maneuver back to the main route when they detoured to view the bonsai exhibit. The map also recommends popular exhibits and sights based on their preferences, which they can customize ahead of time.

Task Scenario 6

Persona: Lisa

Title/Scenario: After - Write a Review

Platform: CBG app on smartphone

Scenario:

Lisa and her family go back home. Lisa wants to leave a review of her visit on the map.

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She opens the CBG App and clicks on the Review page. On the review page, Lisa creates a new review entry. She writes down a paragraph of her impression of the plants and her willingness to visit again. She posts the review in the app and also forwards it to her Instagram.

Focus Scenarios and Personas

Focus Scenarios and Personas 1

Persona Name: Will (Local Visitor)

Brief Description: Task Scenario (2) Scanning QR Code / Learning about plant (During - Visit/Event)

Rationale: Wanting to learn about the plants present at the garden and a lack of information about them were the two of the most common themes that came up in our initial research. For this reason, we are focusing on the scenario in which a user can get the information they want.

Focus Scenarios and Personas 2

Persona Name: Lisa (Tourist Visitor)

Brief Description: Task Scenario (5) Exploring the Garden using planned route

Rationale: Another common theme that popped up in our research was concern about getting around a botanical garden, particularly when visiting with others who may have mobility or language limitations. We believe what can help set this system apart from other solutions would be allowing the user to plan a route that matches their capabilities and have a better experience while visiting.

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Interface Metaphor(s)

Map, Calendar, Gallery, Diary, Bookmark

Rationale: The metaphors we have selected above offer users a sense of familiarity and can enhance efficiency when users learn to use them. Most will be familiar with the concepts having seen them across multiple platforms and applications over the years.

Interaction Type(s)

Instructing:

- Information about plants comes up after the user selects it.
- User reserve parking space.
- Users purchase a ticket in the app.
- Users purchase a plant in the shopping feature of the app.
- Users can view gallery pictures.
- User writes notes in a virtual diary.
- Users leave reviews under specific exhibits.
- Users are notified if their booked time is forecasted with bad weather.

Conversing:

- Users use the search function to find plants.
- CBG recommends best routes that encompass all desired sights.

Manipulating:

- Users bookmark certain exhibits.
- Users upload pictures to the gallery.

~~Direct manipulation [not on mobile]:~~

- ~~• User writes notes in a virtual diary. Instructing~~
- ~~• Users leave reviews under specific exhibits. Instructing~~

Exploring:

- ~~• User moves through the CBG.~~
- User scans QR codes in CBG.
- Users use map features to plan routes through CBG.
- ~~• CBG recommends best routes that encompass all desired sights. (Exploring)~~

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Process Retrospective

What went right in the conceptual design process

- Concept Analysis in A4 helped a lot of us to write scenarios in A5.
- Good collaboration in taking charge of different sections and revising together.

What went wrong in the conceptual design process

- Our group should have clarified the definition of interface types and metaphors, especially in regards to our specifics.
- Our group had to re-write task-scenarios.

What changes our team would make if you were to do the process again, say, in the next (hypothetical) iteration.

- More task-focused scenarios that will directly apply to wireframes.

Team Member Contributions

Team Member Name	Email Address	Specific Contributions
Parisa	parbab@depaul.edu	Wrote 4 task scenarios, and contribute in revising the documents, Focus statement parts, rationale for interface metaphors.
Alfred	alangen3@deapaul.edu	System Concept Statement, Task Scenario 2, Focus Statements & Personas
Jackelyn	jcasta33@depaul.edu	Wrote focus statements and personas, Task scenario 2, and contributed to interaction types. Created meeting notes for 11/3.
Alex	adinh2@depaul.edu	Wrote interface metaphors, Co-wrote interaction types. Contributed to writing tasks/scenarios.
Qianhui	qtian3@depaul.edu	Organized the information and outlined the system concept statement. Identified areas to revise after we have an initial draft. Revised 2 task scenarios. Wrote the rationale for interface metaphors. Made a clean draft.

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