

Executive Summary

Product Description/Objective

Introducing Cleveland Metroparks GO! An interactive and fun way to explore the parks. Cleveland Metroparks GO! at its heart is a scavenger hunt, built to encourage guests within the park to explore the wildlife, and capture images of them when they spot one of the “locals”. This mobile app is designed to capture the users GPS location within the park, the type of animal they spotted and an image of the animal to be share with the park staff. On the back-end, we couple that capture data with weather reports to make the data richer. The app will also provide “latest updates” on animal spotting near them based on other user’s capture data, thus increasing their chances to spot wildlife.

All of this is done to encourage people to explore the different parks in the area, and enjoy nature.

Target Audience

The target audience is primarily families who want to expose their children to nature, and see some animals in the wild. Other potential users would be animal-lovers, naturalists and overall general park goers.

Competition

There are currently no scavenger hunt apps in the app stores for mobile devices.

Risk/Opportunity

1. RISK: Privacy concerns; must ensure we are not capturing and PII within the app
2. RISK: Connectivity in the Parks; must ensure there is appropriate cellular coverage in the parks.
3. OPPORTUNITY: Data; the data captured, along with the weather data can help Cleveland Metropark Naturalists with animal behavior related questions
4. OPPORTUNITY: More people enjoying the parks and all they have to offer.

Conclusions

We feel that this app would help to encourage people to get outside and enjoy the Cleveland Metroparks by marrying technology with the wonder of the parks. In addition, the data collected would be extremely valuable to the Cleveland Metropark staff.