

CSCI 355

Homework Project #2

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White Page:

## Queens College Zoo Website Analysis

### a. Business Description:

The Queens College Zoo is an educational institution dedicated to wildlife conservation, research, and public engagement. Situated within the campus of Queens College, the zoo serves as a hub for experiential learning and community outreach.

### b. Business Ethos:

The Queens College Zoo prioritizes education, conservation, and community involvement. It aims to foster appreciation for wildlife, promote scientific inquiry, and inspire action towards environmental stewardship.

### c. Products/Services Offered:

The Queens College Zoo offers educational programs, research opportunities, public events, and exhibits featuring a diverse array of animal species. Additionally, it provides resources for students, educators, and wildlife enthusiasts.

### d. Target Audience:

The target audience includes students, faculty, local community members, school groups, and individuals interested in wildlife conservation, education, and research.

### e. Key Motivations and Attraction:

Visitors are motivated to visit the website to learn about upcoming events, educational programs, research initiatives, and exhibit information. The website attracts and motivates

people through engaging content, interactive learning experiences, and opportunities for involvement.

f. Information Needs:

Visitors may seek general information about the zoo, its mission, history, and ongoing projects. They may also require specific details such as event schedules, volunteer opportunities, and educational resources.

g. Familiarity with Service/Product:

While some visitors may be familiar with the concept of a college-affiliated zoo, others may need introduction to the unique offerings and initiatives of the Queens College Zoo.

h. Time Sensitivity:

Visitors may seek time-sensitive information such as registration deadlines for events, internship opportunities, or updates on ongoing research projects.

i. Product/Service Information:

Visitors may want detailed information about exhibits, educational programs, research facilities, and ways to get involved with the zoo's activities.

j. Contact Information:

Visitors may need to contact the zoo for inquiries, collaboration opportunities, or to schedule group visits. Contact options could include email, phone, or in-person meetings.

k. Familiarity with Brand:

While some visitors may be familiar with Queens College, others may need an introduction to the zoo's affiliation with the college and its mission-driven approach to wildlife conservation and education.

l. Background Information:

Visitors may require background information on specific animal species, ongoing research projects, conservation challenges, and the role of zoos in addressing these issues.

m. Important Features:

Key features include exhibit information, event calendars, educational resources, research updates, volunteer opportunities, and donation options.

n. Differentiation:

The Queens College Zoo differentiates itself through its integration with academia, emphasis on education and research, and its role as a community-centered institution.

o. Common Questions:

After achieving their initial goal, visitors may have common questions about internship opportunities, research partnerships, upcoming events, or ways to support the zoo's mission.

Analysis of Another Zoo Website: San Diego Zoo  
(<https://zoo.sandiegozoo.org/>)

The San Diego Zoo website sets a remarkable standard for online engagement within the zoo industry. Through a vibrant and user-friendly interface, it seamlessly integrates essential information such as exhibit details, animal facts, and ticket purchasing options. The site's visual hierarchy is well-established, guiding users to key features and content areas effortlessly. Grouping and similarity are effectively utilized, with consistent design elements and intuitive navigation menus ensuring a cohesive user experience. One notable aspect is the integration of multimedia content, including high-quality images and videos, enhancing user engagement and immersion. Overall, the San Diego Zoo website serves as an exemplary model for how zoos can effectively leverage their

online presence to educate, inspire, and connect with audiences worldwide.