



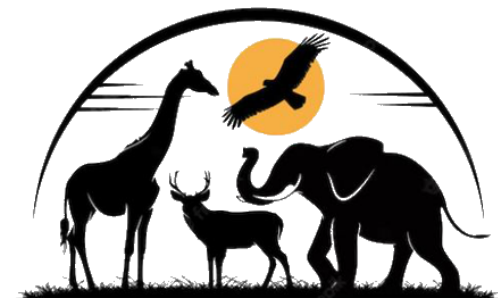
NOVA SCHOOL OF
SCIENCE & TECHNOLOGY

Interação Pessoa-Máquina

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Zoo Virtual Trip - Lisbon's Zoo Edition

Stage 1: Project Proposal



ZOO VIRTUAL TRIP
LISBON'S ZOO EDITION

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Project Description

Planning a trip to the zoo can be a hassle, especially if children are also visiting. Information about the animals is sometimes not accessible for children or too simple for adults.

Knowing what and where to visit can also be troublesome as people have limited time to visit the zoo or simply don't have interest in some of the animals. Planning the trip should be easy and interactive and switching between adult information and child information should be as simple as clicking a button.

Target Users

For our project we will consider two kinds of users, children and adults. This solution will give the user the possibility of interacting with our website in a better way based on the user's age.

The main reason for our approach is that we will have a small explanation of the animals available for visiting in the zoo, and believe that the explanations should vary based on the user being a child or an adult. These explanations are more complex and scientific for adults and more interactive and fun for children.

Project Goal

Our project goal is to make visiting the Lisbon Zoo's website more intuitive and interactive. We noticed that the prices for visiting the Lisbon zoo are quite high, and gathered that many people want to visit it and learn more about its animals, but can't afford it.

The goal of our website is to make learning about the zoo's animals in a fun and easy way for anyone without them having to leave their homes and spend money.

Competition

The most popular way to approach the idea of a Virtual Zoo is by installing a camera on the animals' enclosure and having a 24/7 live feed.

The Edinburgh Zoo took things a step further and developed an interactive map that allows users to click on an animal's pin to learn more about it. The layout is well thought out, colorful, and easy to use. The actual information, which is essentially limited to a few interesting facts, is very poor.

In contrast, the Zoo of Lisbon provides a lot of detailed information about each animal, although it can prove to be laborious to find the page of said animal.