CS 352
1/16/2021

Fornacis Project Documents 1, 2, and 3

Part 1:

Team Name: Fornacis

Members: Ethan Hirsch, Joseph Tong, Kyle Folk-Freund, Nicholas Minton, Wyatt Whiting

Project: Birdwatching app called Wingtip

Part 2:

Project Description:

According to Wikipedia, there are about 10,000 species of birds. They are an extremely diverse group of animals, coming in a wide variety of shapes, sizes, and colors, each with their own unique songs. They are also one of very few groups of animals that can be found on all seven continents. Bird watching is a common hobby and a significant part of the ecotourism industry.

Our proposal is a birdwatching helper app. It would include various features such as a searchable encyclopedia of bird species; a list of species native to the user's current location, galleries of user-submitted images and videos sorted by species, live-updates of user sightings of each species, and a bird identifier capable of identifying bird species from a reference image.

Birdwatching has been a cherished pastime for ages, but communities have yet to adopt a social media platform dedicated to the hobby. Resources span the net, which can pose a problem for inexperienced individuals hoping to get into the hobby. In a similar vein, meeting fellow birdwatchers and sharing photos and resources happens across multiple platforms including twitter, facebook, reddit, twitter, etc. A centralized birdwatching platform can help to grow local birdwatching communities and globalize the birdwatching experience.

From a usability perspective, the proposed app seeks to benefit both new and experienced birdwatchers: For veterans of the hobby, the social networking and archival features will provide value through enabling them to meet like-minded users, maintain a library

of identified species, share worthwhile photos and contributions with others, and find new locations to visit and new birds to see. Inexperienced birdwatchers will appreciate the informative resources on where to spot specific species, popular watch spots, and community groups. The inbuilt species identification, native species index, and other tools provide convenient access to information so they can learn quickly.

There will be a great deal to consider from a design and user interaction perspective when designing this app. From the presentation of login/registration forms, to the availability of features when logged in versus not, how various features such as the bird identifier and interactive bird sighting maps interact with each other and how the user interacts with them, as well as what options and settings are available, how they are accessed, what what changes they create to the user experience. Additionally, decisions about how the user is able to interact with the app in general, such as the ability to resize or rotate the display or how the various features are accessed (clicking/tapping, voice commands, etc.), must also be made.

Target Users:

The types of users that Wingtip will be targeting include birdwatchers, individuals who are interested in pursuing the hobby of birdwatching, and people who study and research birds, such as ornithologists. Having an established base of active and experienced birdwatchers and ornithologists is essential, as this will ensure a steady flow of accurate and up-to-date sightings. Since there will be individuals utilizing the application who are inexperienced or completely new to birdwatching, it is crucial that the application is able to provide relevant information about species and sightings in a given area. The encyclopedia has the advantage of having a plethora of information about each species compiled in a central, user-friendly location. The ability to view species sightings in a particular geographical area will allow users to both share and gain knowledge about birds in their area.

Potential Users/Stakeholders:

Testers and consultants for the development of this bird watching app will include local birdwatchers of varying levels. Some may be serious or career birdwatchers/photographers,

while others may be hobbyists who would similarly benefit from this app. The app will serve a wider audience however, so we will be seeking input from online birdwatching forums and communities, as well as casual birdwatchers interested in the app for holidays and outings. Through the aggregation of insight from birdwatchers on both ends of the spectrum, we will be able to curate an optimized experience for the widest range of users.

Best team for WingTip?:

The best teams have a combination of effective communication, clear goals/roles/responsibilities and people who work well together and independently. Immediately after teams were announced we were able to set up a communication channel and a weekly time to meet. This channel allows for effortless communication and sharing of ideas. We quickly came up with a project idea and name. We have been able to communicate roles and responsibilities clearly. Then we have been able to figure out our stakeholders and target users. These early steps in being able to work together and communicate easily show that the bedrock of our project is strong. This shows that we will be able to work together and accomplish our project by the end of the term.

Part 3:

Predispositions:

What we know:

- The two largest sites dedicated to birdwatching are *birdwatchingdaily.com* and *birdwatching.com*.
- Birdwatching is a form of "citizen science"
- Birdwatchers tend to observe birds in their own localities, but will sometimes travel for the purpose of observing uncommon or novel species
- Inexperienced birdwatchers will not always know about the species of birds in their localities
- Birdwatchers often keep journals of their observations and thoughts

- Birdwatching can be a social activity, undertaken by groups of people concurrently. We should play into this aspect to some degree

What we don't know:

- We don't know the types of tools that birdwatchers will want to use
    - maps, pictures, audio recordings, tool recommendations…
- How birdwatching hobbyists go about choosing what types of birds they want to observe
- If there is any competitive aspect of birdwatching
- What groups and societies for birdwatching are in place
    - whether these groups collaborate with one another
- Popularity of birdwatching by demographic
- How users will want to seek information. We currently assume users will primarily want to find information about birds in their own region, but perhaps they want to seek information about other regions (say, for tourism locations and such).
- How users will want to share observations and information with one another
- Whether tools similar to this already exist, and what users like/dislike about them
- The context in which users will want to reference information
    - Will users want to reference info in the field? If so, what type?

Peer Evaluations:

Member Name	Role	Responsibilities & Assigned Tasks	Task Completeness Grade
Ethan Hirsch	User Research and Communication	Users/Stakeholders Usability Description	5
Joseph Tong	Writing/Deliverables	Introduction Feature Description	5
Kyle Folk-Freund	Visual Design/UX Design	Best Team for WingTip	5
Nicholas Minton	Visual Design/UX Design	Target Users	5
Wyatt Whiting	Leader/manager	Predispositions	5