

Prototype 3

Functional Prototyping: Zoo

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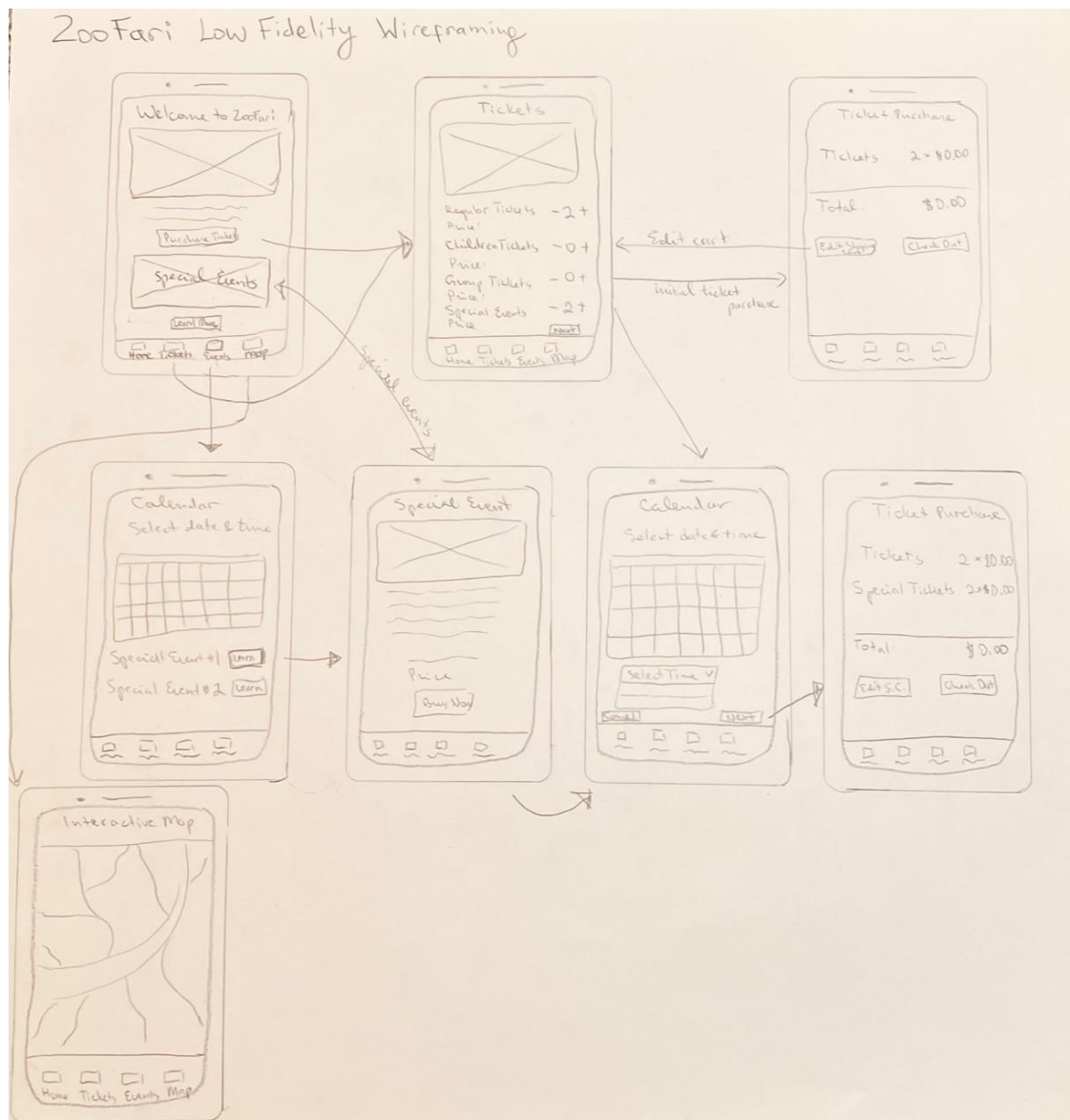
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Prototype 3: Functional Prototyping: ZooFari

Product Description

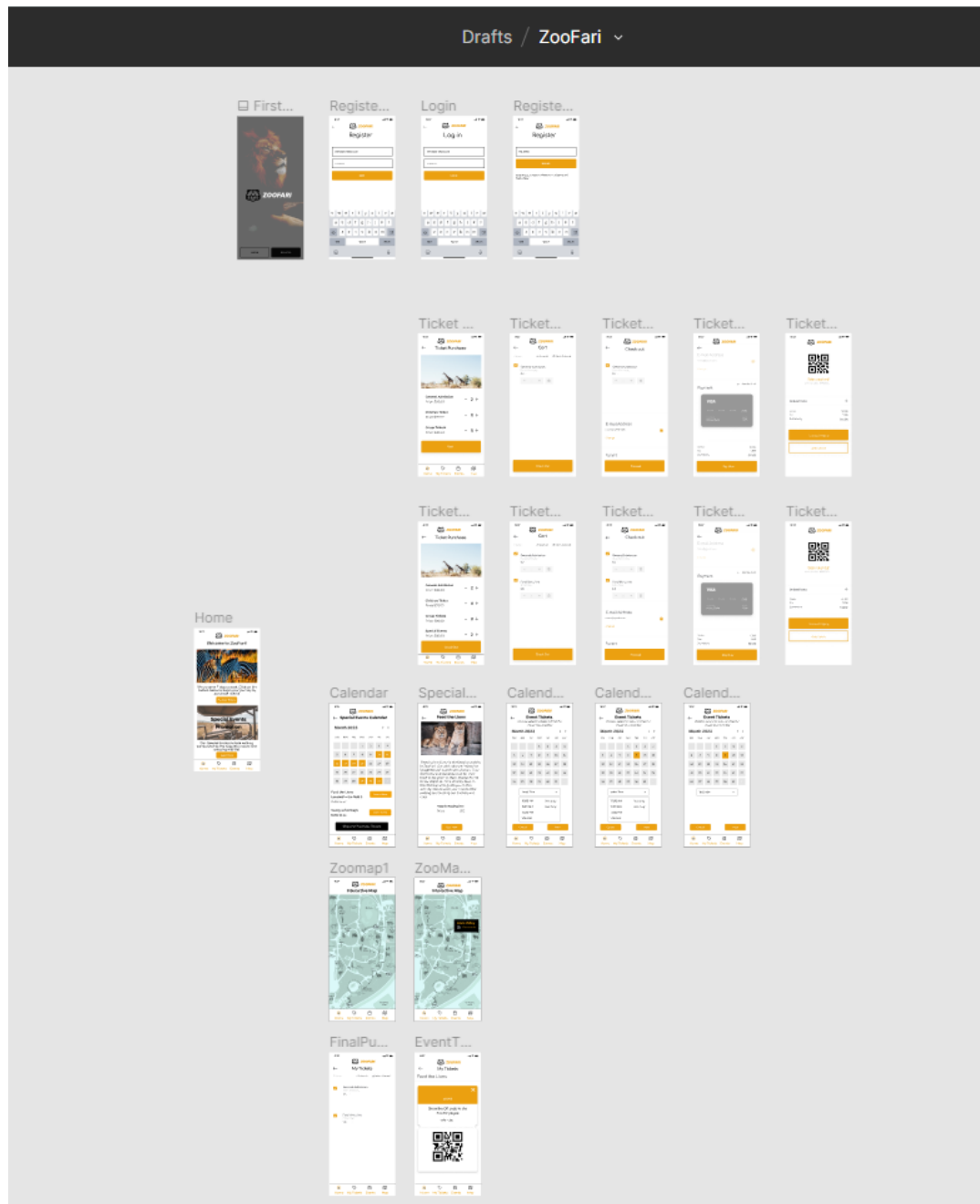
ZooFari is a special zoo that has wild animals live in specifically designed environments to match their origin and allow visitors to freely explore the grounds without fear. ZooFari is a mobile application that allows a user to book special zoo events and to purchase tickets with a few clicks. The application is designed for the user to select special events offered at a particular time and date. ZooFari provides a feature to interact with the zoo map as it guides through the grounds. Another feature of the application is to create an account for future ZooFari visits. The application is easy to use and has different ways to purchase tickets, one is at the bottom of the screen and another option is on the home page itself. ZooFari provides back arrow buttons as well for the user to navigate to the previous page. Overall, ZooFari product gives basic options for a quick access and an incredible experience.

Initial Wireframes



Clickable Prototype

ZooFari Link: [Click Here](#)



Feedback

Feedback of one potential user on the ZooFari clickable prototype:

- “Overall, I enjoyed ZooFari and would like using it. The checkout process is nice and quick. I really liked the QR code used in the application. I did like that there was always the bottom ribbon present to go back to the events or any other page.” Sergey
- “I would like to have such a Zoo experience mixed with safari. I like the app, I would like to see an animal selection option to search the animals and their location if possible. Maybe add more information on how to feed the animals as well and their origin. Other than that, love the checkout and the selection of the time showing less busy times. Very helpful.” Nataly

Comprehensive Design Justification

In the beginning of the functional prototyping, I was overwhelmed and overpowered with a thought of the amount of work I'd have to do on my own. My initial thoughts of what I knew about a Zoo were not as abundant as I expected. I allocated time to research many types of Zoos, hence, my initial research had to take place. I researched all the elements of ticket purchasing and what features an initial user might need in navigating through the application. Throughout my research journey, many ideas came to mind but very limited ideas fascinated me. After many hours of creative thinking and reflecting on what I would envision a perfect zoo I would attend, ZooFari application was born.

After Zoofari became a vision, I began planning out the functional design by wireframing through sketching the initial application and the flow I'd want it to follow. I realized that two flows for ticket purchasing should be created because many people purchase general admission tickets without additional events. The second flow was to design a page for the special events tickets to be added with the general tickets purchase as well. As I was working through the wireframing, I added a special events description page that allowed a user to read about the event before purchasing. I also added a 'Buy Now' button for the user to have the ability to purchase special event tickets without going back to the home page. A unique feature, an interactive map, was sketched to visualize the design for the functional prototype for users to have a guide through the grounds of the zoo. My initial wireframes covered the base work of the prototyping and the vision of the application.

As a result of the low-fidelity wireframes activity, the high-fidelity prototyping was a matter of the eye for a design and many hours of learning Figma platform. The platform has an incredible library of pictures and icons which I used to bring my application to life. Through designing of the application, I understood the importance of components that can be created in Figma which allowed me to use same part of the design over and over again. I admit that the only challenge in functional prototyping for me was patience with my learning curve. As I was designing each screen, I became apparent that it's a skill that can be learned and I was more eager to learn more through different tutorials of how to connect the flows to each feature. Figma made it possible for the vision of ZooFari to be a functional design for users to explore and experiment before putting any programming efforts for development.

In conclusion, ZooFari was a challenging prototype assignment for me due to lack of time and knowledge of the tools. In the beginning it felt as this project would not come to fruition, but the power

to overcome any challenge pushed me forward. As a result, I believe that ZooFari came out to be an amazing combination of a Zoo and Safari that was born as an idea. A vision to create a zoo that will allow visitors to feed the animals and to take pictures of them in their nature habitat. As the world changes, so will the Zoo environment have a chance to evolve into a unique place that will allow animals to be explored cage free.