

**Team Prototype 3: Functional Prototyping:  
Click-Through Prototyping - Hartford Zoo**

**Matthew Lawrence Christy  
Aabha Huddar  
Kudzai Mushongahande  
Vandana Srinivasan**

**Drexel University: College of Computing and Informatics  
INFO-691-001: Spring 2021-2022 Term  
Dr. Timothy Gorichanaz  
6 June 2022**

[Prototype](#) Click the link and press play on the top right corner to explore. Enjoy!

## **INTRODUCTION:**

Functional Prototyping is usually the final step in product design and development. This prototype has features and graphics that are as close to the product as possible. For this assignment, we chose to create an application for a Zoo where the users could purchase tickets, view exhibits, and donate. We created an aesthetic keeping in mind what would attract potential customers, including parents and teenagers.

## **PRODUCT SPECIFICATIONS:**

For this assignment, we created a mobile app for the Hartford Zoo. After the app is downloaded, the user simply must launch it, as the app doesn't need to sign in to use any of its features. We chose a modern and fresh color palette using mostly sage green and soft cream.

The app has a conventional layout (like most eCommerce layouts) where the main page has four buttons, a hamburger button in the top left of the app, and a cart to the top right of the app. The app's main screen also has a carousel of photos highlighting the special events and giving the user a glimpse of what to expect while visiting the Zoo.

The first button, "Tickets," takes the user to the booking page, allowing the user to choose the date and time of their visit. They then continue to select the number of adults, children, and infants, finally taking the user to the payment process. This is the only step where the user must disclose personal financial information. Upon completing their purchase, the user receives a scan code that can be used later at the Zoo upon arrival. The home navigation buttons allow the user to navigate backward to check out more attractions before purchasing. There is also a confirmation page that shows up at the end of the purchase to assure the user if or not a purchase has been made.

The buttons for other features like maps and information are straightforward, giving clear instructions about significant information users would need before visiting the Zoo.

The attractions screen gives information on seasonal events and special features of this Zoo. This allows users to plan their activities ahead of time and ensures they have a complete experience at the Zoo.

Finally, the Hamburger button allows the users to explore further about the Zoo, displaying more information about how and where to donate money and navigating to other resources.

## **DESIGN JUSTIFICATION:**

- We chose not to include a sign-in feature initially, as we didn't want people who are just exploring the app to be discouraged. We felt this design decision makes the app more accessible to a wide range of users and potential visitors. We believe this would make the user more comfortable as it does not require one to disclose personal information.

- The cart button at the top right-hand side of the page was deliberately added to ensure that users can change their options before purchasing. The familiarity of the cart button makes it easy for users to know its function and is indicative of a possible purchase.
- The calendar in the 'Tickets' allows users to see what days are sold out and which are available. This enables users to view the entire month for optimal planning.
- The navigation bar at the bottom makes it easier for the user to quickly go back to the home screen to change any options they may desire.
- The color palette of the app reflects the conservation attempts made by the Zoo. Considering the current global crisis, the Zoo wants to stress that they care and wish to protect the environment and spread awareness about endangered species. Also, the colors are fresh and young, attracting the potential audience the Zoo intends to attract.
- Payment procedures can be stressful. The payment information is only at the end to make this process seamless. The app confirms to the user the purchase to notify the user of the completed transaction. The scan code at the back allows the user to check the tickets and enter the Zoo using this feature.
- The information section gives precise details about busy hours and holidays, including address (for Ubers and cabs), making this hassle-free for parents already managing many aspects of their lives and parenting.

## Zoo App:

### Defects

#### Good features

- Appealing
- Attractive
- Interactive
- Intuitive
- Informative

### Defects

- Navigation doesn't work (better navigation)
- side bar (Menu) is not hyperlinked
- Primal pics side navigation only button is required (slide is available)
- Logic for date selection is required (Previous date should not be selectable)

## **FEEDBACK**

For our feedback we chose Dhanashree Kelkar, a product manager for Johnson and Johnson who overlooks wireframing and works on product Interactivity.

### Positives -

1. Intuitive and interactive
2. The design elements are simple and cute.
3. Appealing and Attractive

### Negatives -

1. The navigation button doesn't work.
2. The carousel of photos needs to change on its own.
3. Logic is required for the date selection, the app needs to be smart to not let the user click on the date that has already passed to avoid errors.

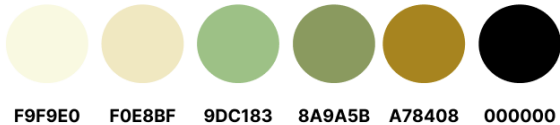
## APPENDIX A: Team Discussion: App Flow / UI Color and Font Elements

### Application Flow:

- Landing Screen (Menu)
  - Map
  - Attractions and Events
  - Tickets
  - Information
  - Hamburger Menu
    - About
      - Hours
      - Location
      - Parking Information
      - Map
    - Admissions
    - Attractions
    - Special Events
    - Support
      - Membership
      - Donations
      - Conservation

### Application Style Guide:

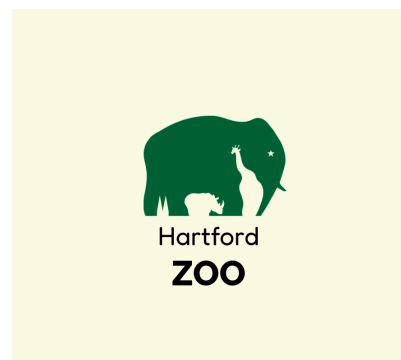
#### Color Palette



#### Fonts

Fredoka Medium - Headings

Raleway regular - body



Additional UI Elements: Cart Button (top right), navigation buttons, purchase/ticket scan code.

APPENDIX B: Wireframe Sketches

