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Everyday Use Scenario



Description of Users and Environment

Primary User

- James Anderson,
- 32 years old
- casual birdwatcher
- lives in California
- has an average understanding of smartphones
- wants to use the application to help scientist catalog bird mortality rates

Secondary User

- Dr. Smith
- 45 years old
- ecologist
- lives in upper Michigan
- veteran smartphone user
- wants to use the web application to compare bird mortality rates to other locations she's never been to

Use Scenario Description

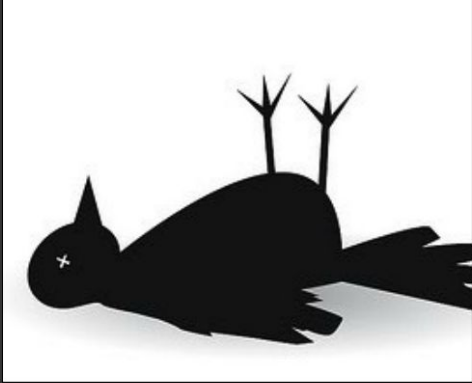
- The user is James, a non scientific young man who loves birds.
- While driving, he sees a dead bird on the side of the road, so he pulls over to look at it. He opens up his Dead Birds web application and logs in.
- Because he is not a scientist, James is immediately directed to the form where he can take a picture of the dead bird and fill out the information.
- He doesn't know the species of the bird, but he states that it's the afternoon and the weather is clear. He is able to peg his location with his GPS, and he can state that the road is straight with no swerves, and that the speed limit on the road is 55 MPH.
- Once he has filled out all the appropriate information, he uploads his submission to the database. Scientists can view the database and look at his submission.

Paper Prototype

- Form
- Would include information such as:
 - species
 - possible cause of death
 - nearby obstructions
 - road and weather conditions
 - location

☰ Dead Birds

N. 47° 7' 9.473" W. 88° 33' 4.935"



Species:
Cape Crow ▼

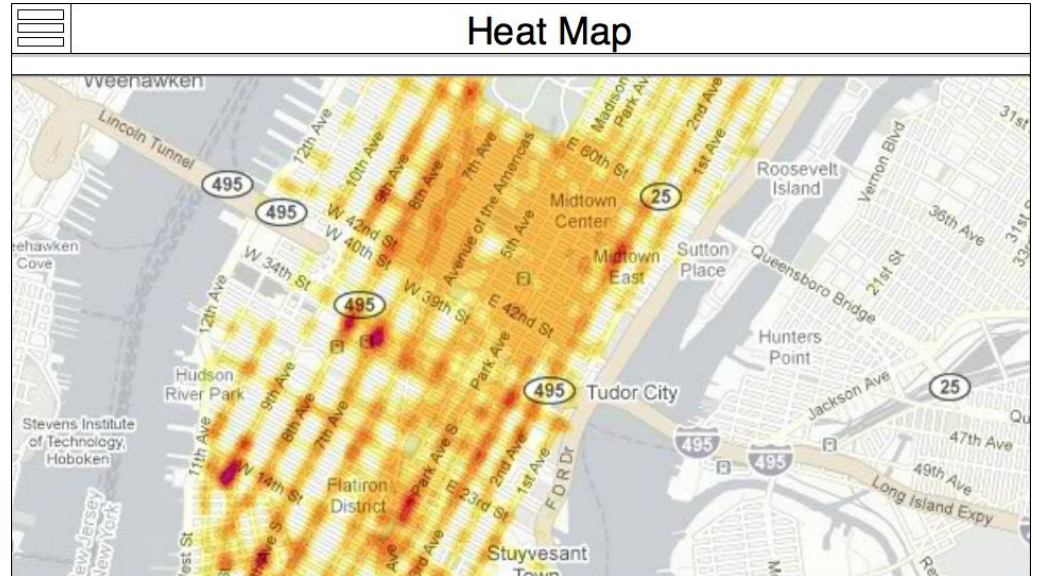
Nearby Obstructions:
Building ▼

Additional Info:
Bird looks like it hit a window pane.

Submit >

Paper Prototype

- heat map
 - can switch from heat map to regular map view



Paper Prototype

Data View				
Date	Species	Photo	Location	Weather
1997-12-05 22:57'34	Skylark	68b515e1903e6d629eeb.jpg	N: 47° 7' 9.743" W: 88° 33' 4.935"	Overcast
1997-12-05 22:57'34	Magpie	4edb2d15b8db5bf021b72.jpg	N: 47° 7' 9.743" W: 88° 33' 4.935"	Sunny
1997-12-05 22:57'34	Crow	9cccdbb77e00a04c314f0.jpg	N: 47° 7' 9.743" W: 88° 33' 4.935"	Rainy
1997-12-05 22:57'34	Robin	b4eb71306c2267a12979.jpg	N: 47° 7' 9.743" W: 88° 33' 4.935"	Sunny
1997-12-05 22:57'34	Red Tailed Hawk	8a24a1d9a25eea723a78.jpg	N: 47° 7' 9.743" W: 88° 33' 4.935"	Sunny

Usability Goals and Concerns

- users will be able to share their data with other users from every location
- scientists will be able to compare data points easily
- the app will be simple and easy to use, even for a first time user
- users might be overwhelmed with the heat map and information presented
 - can switch from heat map view to regular map view
- users might not know the species of bird, cause of death, or other information
 - make the information optional and allow just a picture to be uploaded

Questions?

