STAKEHOLDER ANALYSIS

ONION MODEL

- System
- Primary Stakeholders
    - Citizen scientists
    - Professional scientists and researchers
    - Middle/High school teachers
    - Middle/High school students
- Secondary Stakeholders
    - Herp Atlas staff
    - Sponsors of the Herp Atlas project
    - Browsers of the processed data:
        - Could also be the primary users as well
- Tertiary Stakeholders
    - Conservation groups in other states
    - Grant-providing agencies

STAKEHOLDERS' GOAL-INFLUENCE TABLE

Role	Goals	Influences
Primary Stakeholder	• Record observations	• The UX of the app
Secondary Stakeholder	• Use the aggregate data collected from the app • Ensure the app is being used and is easily accessible	• The data collected within the field app • The UX and distribution of the app • The platform(s) the app is available on
Tertiary Stakeholder	• Ensure the funds provided are being used well, effectively, and to create a good project • Use the data for their local conservation efforts	• The ability of the project to continue • The way the data will be reported

PERSONAS

PRIMARY PERSONA 1:

- Name: Miguel
- Attributes:
    - 8th grade life science student at a middle school in Detroit
- Description:
    - Miguel is taking a life science class this year and the current unit of the class is covering local wildlife. The class will be taking a field trip to a local wildlife preserve to see if they can find any of the wildlife they have been learning about. The class wants to use the Herp Atlas tool to collect observation data on any appropriate wildlife they encounter as part of the lesson on sustainability. Miguel is very handy with a phone and the class made their accounts during an in-class activity before going on the field trip, so he feels confident and ready to record any reptiles or amphibians he comes across.

PRIMARY PERSONAL 2:

- Name: Dr. Joseph Smith
- Attributes:
    - Associate Professor of Ecology at Michigan State University
- Description:
    - Dr. Smith, after earning tenure this semester, is planning on taking the summer off from teaching to do some field work. He is planning on doing a tour of the lower peninsula to collect field notes and observational data of the flora and fauna to prepare to write a popular science book on Michigan wildlife. While he is on his tour, he also wants to contribute these data to local-, state-, and national-level conservation groups. He's aware of the Herp Atlas project and figures it would be a great place to submit any amphibian and reptile data. He sees they've updated their app to be usable offline, which is good because he will often not have signal while out in the field. Since he also plans to occasionally camp out in the field, he's excited about the prospect of making these observations without needing to make satellite data arrangements.

SECONDARY PERSONA 1:

- Name: Mrs. Monica Hawkins
- Attributes:
    - Middle school science teacher in Detroit
- Description:
    - Mrs. Hawkins is teaching an 8th grade life science class and is currently on the unit talking about local wildlife. She has heard of a tool called Herp Atlas that lets you browse information about local reptiles and amphibians as well as record observations of the wildlife. She thinks this is a great thing to incorporate into her lessons, as she's been trying to introduce sustainability and conversation into her lessons to prepare her students to take AP Environmental Science when they hit high school next year. However, Mrs. Hawkins does not feel very comfortable with technology. She spent some time after school learning how to make an account and trying out the app on her

phone, but she struggled to fill out the form with all the data needed. She's hoping her students will be more handy with the tech, but she needs to be prepared to answer questions so she will have to try and make some test observations.

SECONDARY PERSONA 1:

- Name: Dr. Lucinda Jones
- Attributes:
    - Retired professor of veterinary medicine
- Description:
    - Dr. Jones has recently retired from her professorship at Ohio State University's College of Veterinary Medicine and has moved to Ann Arbor to be near her grandchildren. She is looking forward to spending her free time relaxing, going for walks along the Huron River, and exploring all the local parks she never had time to visit before. One day while walking along the river, she sees an oddly colored turtle. She has not seen a turtle with this type of coloring before, so she takes a picture to see if she can find any information once she gets home. Once she starts her search, she comes across a project called Herp Atlas Michigan. She reaches out with her picture and asks for help identifying the animal. They show her the online database and encourage her to submit an observation if she ever encounters it again. She's never made observations like this before, but it hoping her medical training and experience will help her be able to take an accurate observation and record good data.

HIERARCHICAL TASK ANALYSIS

1. Record an observation
    1.1. Create account
        1.1.1. Navigate to Herp Atlas website
        1.1.2. Create an account
        1.1.3. Return to app
    1.2. Log in to app
        1.2.1. Enter account information
        1.2.2. Be sent to homepage
    1.3. Take picture of the herptile
        1.3.1. Start an observation in the app
        1.3.2. Be taken to the device's camera
        1.3.3. Take a picture of the herptile
        1.3.4. Approve the picture
        1.3.5. Return to the app
    1.4. Gather observation data
        1.4.1. Ensure the date, time, and general location is correct
        1.4.2. For each desired data field, enter the relevant observation data
    1.5. Submit data
        1.5.1. Verify the data in the form
        1.5.2. Click the submit button on the form and ensure the form has been submitted

Plan 1: do 1.1 – 1.5

Plan 1.2: skip 1.1 if account is already created; repeat 1.2.1 if account information is incorrect

MEETING NOTES

- Meeting 01:
  - Two components: a field app for recording observations and a web dashboard for interacting with processed observation data
  - Previous app was shut down, now using a web-based app that's complicated and not offline friendly
  - Main goal for this team is to make a field app
  - Needs:
    - Offline friendly
    - Simplified UX/UI to make recording data easier
  - Wants multiple platform availability (not sure if possible within the scope of the class)
- Meeting 02:
  - Discussed single-platform availability for the scope of this class
  - Atlas team prefers a native app over a web app for offline friendliness
  - If only one choice is available, Atlas team prefers iOS over Android
    - Some talk of trying to emulator other systems, but that is not a viable option based on my experience as a mobile developer