

Global TIES Winter 2017 Birch Aquarium at Scripps



UC San Diego
Jacobs School of Engineering



Our Team:

- Daniel Florencio
- Chuan He
- Proud Heng
- Kaeny Ito-Cole
- Mercedes Luangamath
- Karen Ma
- Arthur Webb

Teaching Assistant:
Alan Duong

Faculty Advisors:
Dr. Dale Stokes
Dr. Nan Renner

Mission Statement

Our mission is to connect Birch Aquarium visitors to the rich history behind the Hall of Fishes and world-renowned research by the Scripps Institute of Oceanography.

To do so, we seek to create an interactive component to complement the exhibits within the Hall of Fishes that instead of drawing attention away from the fish, supplements the aquarium experience.

Possible Solutions

- Replace static information/ placards with an interactive component that will be continuously updated to the current number/type of creature
- Completely redesign the U/I of current kiosk residing in the Hall of Fishes to host as a marine creature fish bank



Partners



Birch Aquarium's Mission is to provide ocean science education, interpret Scripps Oceanography research, and promote ocean conservation.



The Scripps mission is to seek, teach, and communicate scientific understanding of the oceans, atmosphere, Earth, and other planets for the benefit of society and the environment.

Our Progress

From observing visitors in the aquarium and looking at visitor survey data, we noticed that:

- Current information on tanks are not updated of new marine creature currently inhabiting certain tanks
- We have to consider when installing interactive media components, that it will not harm or disrupt live creatures
- Content will appeal to various age groups, currently focus towards adolescents and adults (Future feature: multi-lingual)

Project Description	interactive tour	RFID 1-1	personalized tour	tag - register at kiosk	optimize tour by age interest	data: age, route	content - visitor centered - language options	
design kiosks	write code	spend time inputting info?						
Qualities	experience unique to aquarium	scientifically accurate	unique to individual emotional	educational	experience different planet unusual	social interaction	visual spatial intuitive	aesthetics
Concerns	spatial navigation	linear path	physical crowding	user experience	challenges implementing seamless	engagement time	educate people	enhance learning of information
	competition for attention	sensory overload	noise	multi-sensory	tactile hands-on	opportunity to create		