



## Getting things Growing!

### The Meeting

This week our project was very productive and we had two important meetings. We had an advisory meeting where we pitched all of our ideas and discussed things our client might expect. Based on their feedback, we listed the pro/cons for each and decided on the four best concepts to talk to our client. On Friday, we had a skype meeting with our client where we presented our main concepts to them. They were impressed at two of our concepts, and also suggested us to combine the mission task of these ideas to offer visitors a much more fun experience in OgleBay.

### Concepts

#### 1. Natural Immerse Experience

A visitor will choose a creature as part of the environment, and the creature becomes the visitor's avatar. As the story progresses the visitor will be moving his character to complete tasks that teach the visitor about the natural world.



#### 2. Interactive Trail Guide

Visitors will be able to download app and use it as a companion while exploring the trails. Help markers can be placed through the area that can be a combination of information and a link to an app. The app will give them access to info on trails, database on animals and things happening at the center.



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*Inspiring the Imagination*

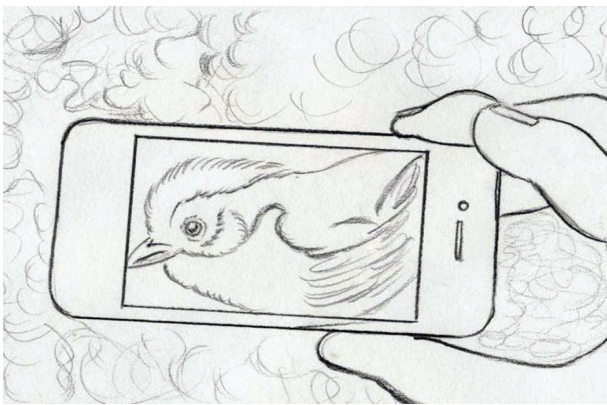




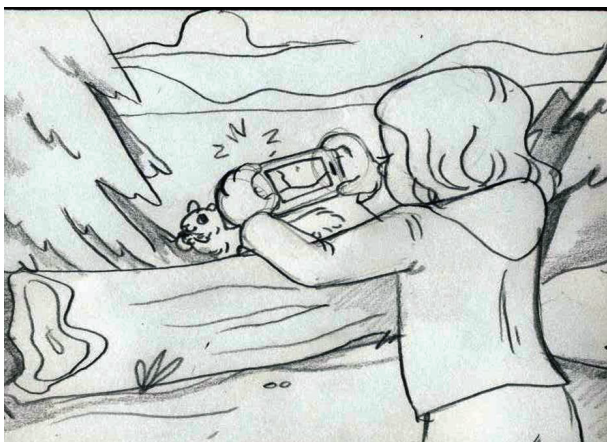
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### 3. A.R. Bird collector

Visitors will be able to download the app and use it on the nature trail. When they find markers they will be able to view hidden birds by scanning them with their camera. As they unlock hidden information in the area by the provided markers, they will also be able to unlock and collect different types of birds.



### 4. Nature Photo Book Adventure



The Photo Book app will start off with people being able to create their Jr. Naturalist profile. They will then be tasked with a mission and a helping map will be provided. They can go back to their journal and customize their entries, and they will also have the ability to tag the photos on a map.

### Conclusion

Our first concept, Natural Immerse Experience was picked up by our clients as the ideas which meet their goal. They would also ideally like a combination of the photo book adventure as well. This is so that the guest has an immersive experience both inside and outside.

### What's next

We are fleshing out our ideas to incorporate the best features from the natural immerse experience and the photo book adventure. We will also be researching our platform and the hardware we are going to use. We will be visiting OgleBay again in the coming one or two weeks to properly incorporate elements of the place into our proposed experience.

