For this companion app to the Indianapolis Zoo, it is pertinent to have participants be actual guests of this particular zoo. The Indianapolis Zoo does not have an app of any kind, therefore in order to better understand WHAT should be included in an app the logical solution is to start with ethnographic observations rather than interviews to ensure we meet the needs of users. In this particular case, nothing recruited users tell me will be more valuable than observations of current guests immersed in their experience. Through this method I can gain an overall understanding of what problem we are solving, and specifically the things that need to be included.

In order to quantify something abstract such as experience, I will be grouping observations into:

- Individuals or Groups
  - Number of people in group
  - Perceived relationship of group members
  - Perceived demographic information
  - Repeat visitor?
    - Yes- overheard a conversation about a previous visit or explicit mention of membership, etc
    - Likely- displays signs of familiarity that would suggest previous visits
    - Unlikely- displays signs of unfamiliarity that would suggest this is the first visit
    - No- overheard a conversation explicitly mentioning this being the first visit
  - Interaction Style
    - Photographer: Looking for opportunities or actively taking photos of animals, group members, or exhibits
    - Wanderer: Calmly moving about, reading/ watching most provided material around exhibits, observing slowly or methodically, meandering
    - Explorer: Moving rapidly, pointing out things of interest, speaking aloud and sharing thoughts/ information

Goal of observations:
- to better understand what is necessary in an app to expand upon moments of connection between guests and the Indianapolis Zoo to enhance the experience and ensure a positive educational experience
- to break down moments of connection and find measurable ways to enhance and encourage experiences through the use of an app