Lightning Talk 4

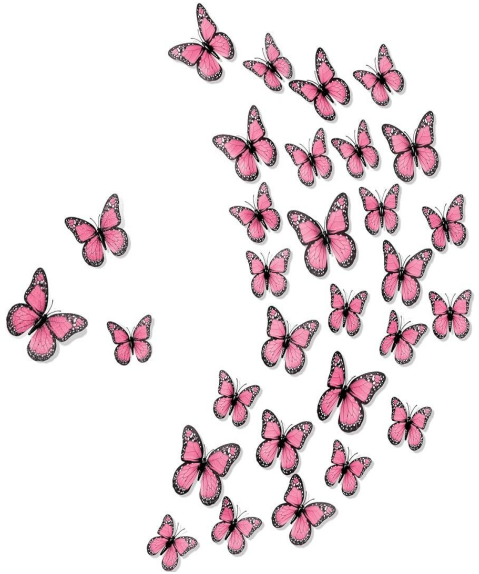
FLUTR - TEAM 11
Client: Nathan Brockman
Advisor: Dr. Rover

PROBLEM OVERVIEW

Flutr is an all-in-one web app for flight houses that aims to aid both flight house employees and visitors, each with their own goals.

For employees, Flutr will allow for easy tracking of both butterfly shipments as well as releases. As employees receive shipments and release butterflies into the pavilion, they will be able to mark off which butterfly was released, in order to keep consistent tracking of the butterflies they release. They will also be able to track which butterflies had a failed cocooning. Employees will have the ability to edit past data, and export tracked data to spreadsheets to report to the FDA.

For visitors, the tracked data will be taken and formatted into a user-friendly interface that allows for easy learning about the butterflies in the pavilion. The landing page will include statistics like butterfly locations, the rarest butterfly in the pavilion, a “butterfly of the day”, and more. Visitors will be able to learn about each butterfly they see, with the hopes of creating a more enjoyable user experience.



IDEATION

- As this project is a revamp of an old outdated project and the requirements are quite cut and dry. The final solution is already determined.
- The majority of our thought process was “How do we get to this point?” and a lot less time was dedicated to “What is the point?”
- Nathan wants the project to end up cool and modern, but wants us to use proven technologies that lead us to believe they will have some longevity in their support.
- Thinking about what failed before
  - The previous version was written in Go
  - 10+ year old version was built with essentially static html.
    - Fine at the time, but doesn’t cut it anymore

POTENTIAL SOLUTION

- Use the previous projects as inspiration, paying attention to what worked and what did not in the past
- Determine needs of our client through requirement meetings, going through the process of recording and releasing butterflies ourselves to understand needs
- Build a responsive, user friendly, secure website
- Design a database for long-term storage
- Communication between frontend and backend
- Administrative features
- Weather resistant kiosk

MARKET RESEARCH

- Market: Butterfly Pavilions World-Wide
  - Employees and Guests
- This app will work well in this market because it will include:
  - Butterfly Longevity (ie. Butterfly Lifespan)
    - This data can help pavilions track if any butterfly species are dying sooner than expected. Will reduce costs.
  - USDA
    - Pavilions must turn in shipment information to the USDA. This app can make that process simpler.
  - Guest Satisfaction
    - Will improve guest experience by making a pavilion more interactive (ex. A guest can log a butterfly they just saw)
  - Simplicity
    - Overall benefit of simplifying daily documentation

CONCLUSIONS

- To begin designing a product, we must understand the problem as a whole
- By understanding a problem, we can move into an ideation phase
  - What would a possible solution look like to the problem?
- Once we understand any solutions, we can narrow to a potential solution
  - What solution solves the most of our problem best?
- With this potential solution, we must learn about the market for that solution