



Introduction

ANlwhere is a **waterfowl tracking mobile web app**.

Avian influenza damaged hen, duck, or turkey farm from winter 2014 to spring 2015 in Minnesota and Iowa. Waterfowls migration is presumed as a cause of spread of bird flu, so ANlwhere can help to monitor and expect AI traces.

Target Audiences

Primary

Employees who are engaged in poultry industry. Especially, around 120 companies that are subscribed in U.S.Poultry & Egg association are a target user group. The people who are played researching role and individual farmers are key target audiences.

Secondary

Professional photographers who are interested in migratory birds.

Personas

Primary

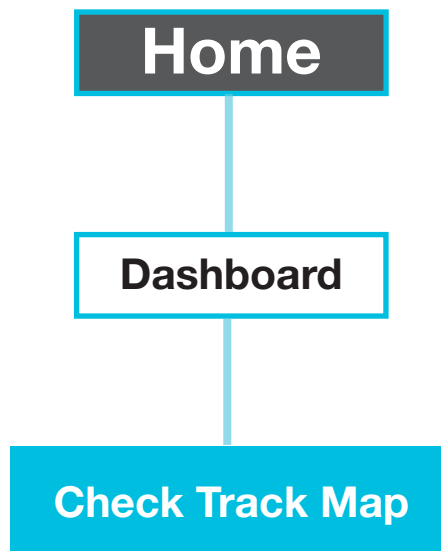
Duoglas Rodriquez (42 years old / Male)
Quality Control Manager, Hidden Villa Ranch
Fullerton, CA 92832
English, Spanish
iPhone4S user, Dell OptiPlex (7020) Desktop PC user,
Quite familiar with mobile apps

Secondary

Patrick Davis (37 year old / Male)
Photographer
San Jose, CA 95128
English
iPhone6 user, Macbook Pro, Nikon D810 Dslr,
Tech savvy

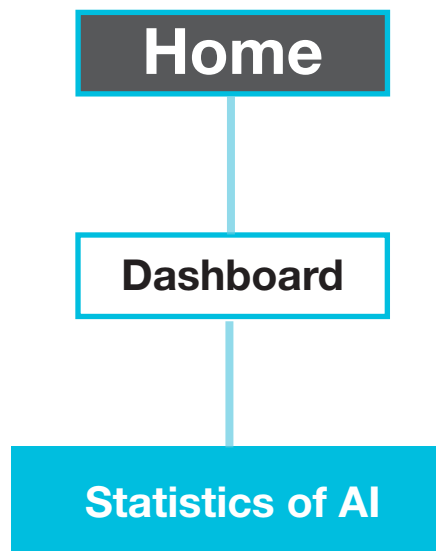


Task Flow 1



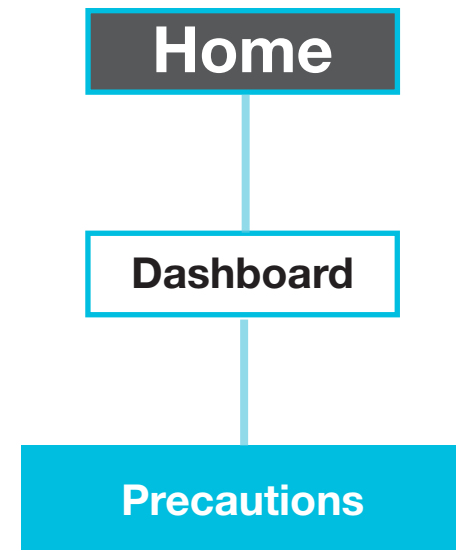
User can check the last three years flyway of waterfowls.
Sidebar or carousel interaction can be adopted.

Task Flow 2



Some helpful statistics provide user with interactive infographics.

Task Flow 3



CDC recommendations for the public will help the primary target user to notice useful information to his customer. Secondary user can prepare for securing himself for potential infection.



Thank you!

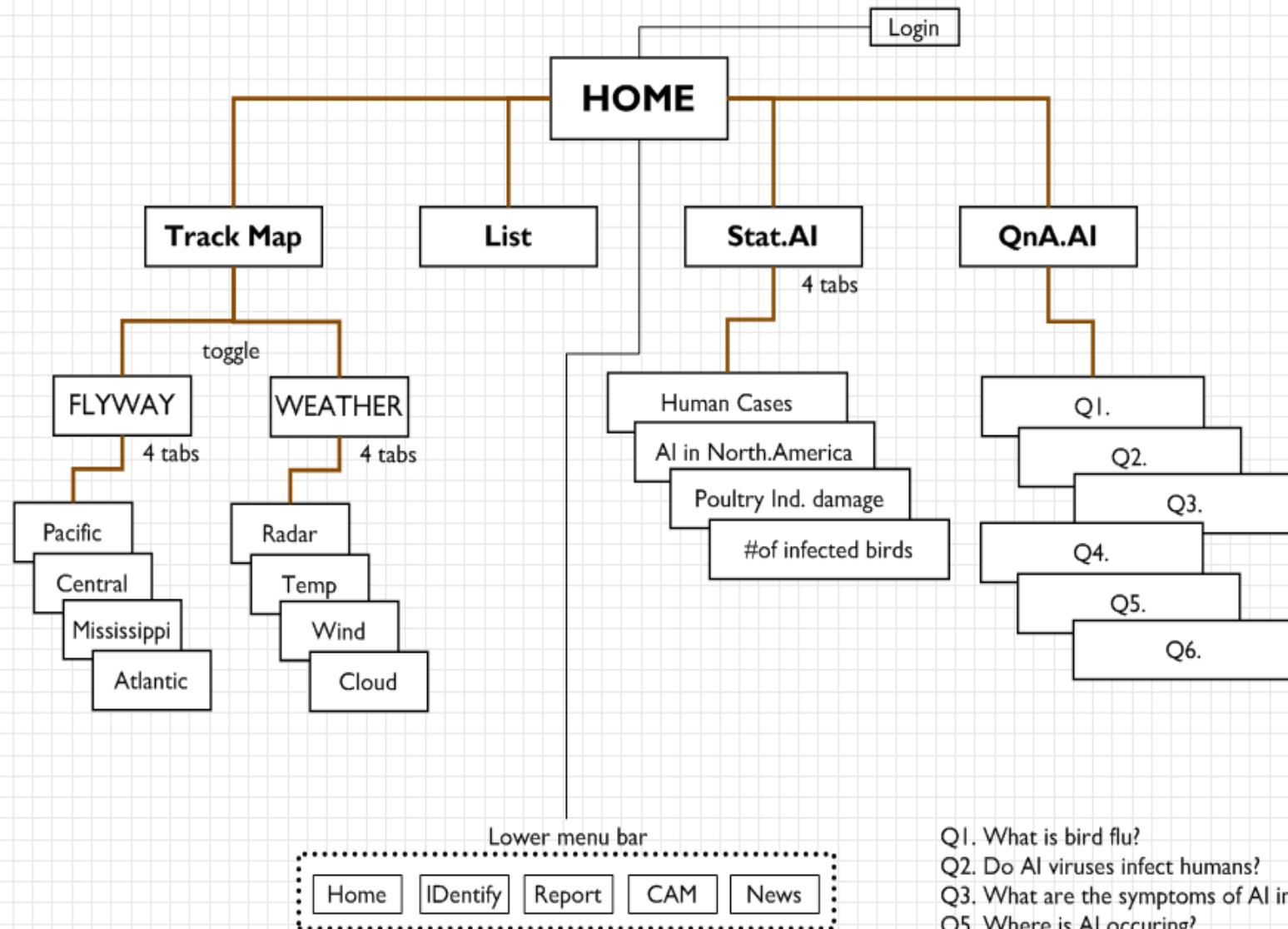
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Information Architecture + WireFrames



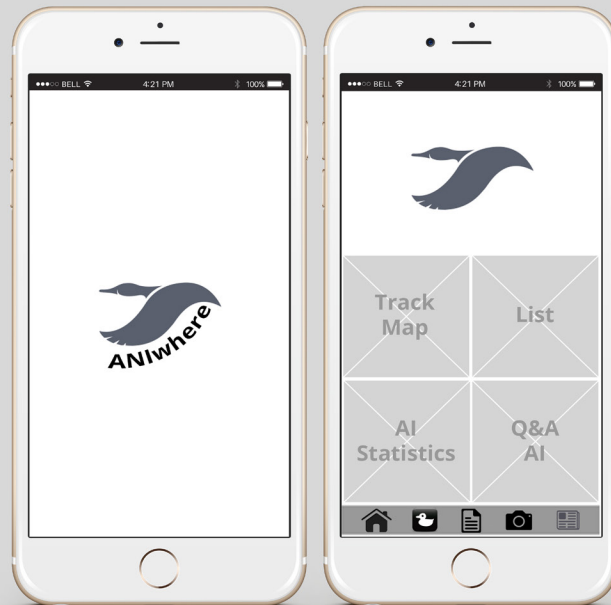
ANIwhere

Information Architecture



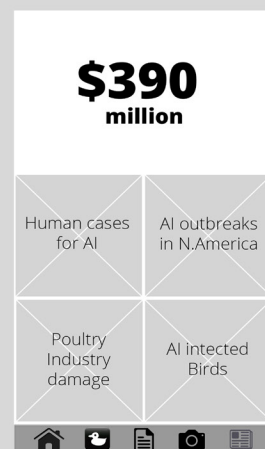
Q1. What is bird flu?
 Q2. Do AI viruses infect humans?
 Q3. What are the symptoms of AI in humans?
 Q5. Where is AI occurring?
 Q5. What can I do to protect myself?
 Q6. What should I do if I become sick?

Wireframe Waterfowl Tracker

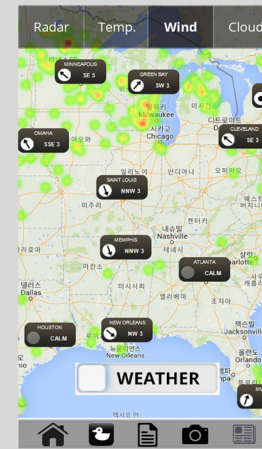
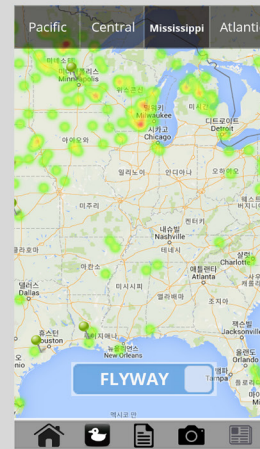


Home

Dashboard



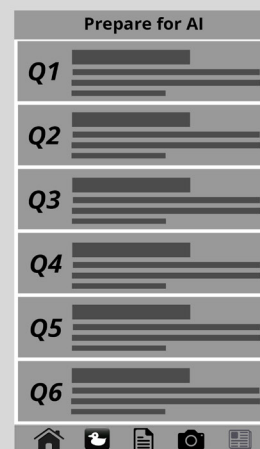
Statistics



Track Map (2 options)



List



Q & A

Mockup frame iPhone 6

Open Sans Light

Open Sans Regular

Open Sans Bold

Color & Logo undefined



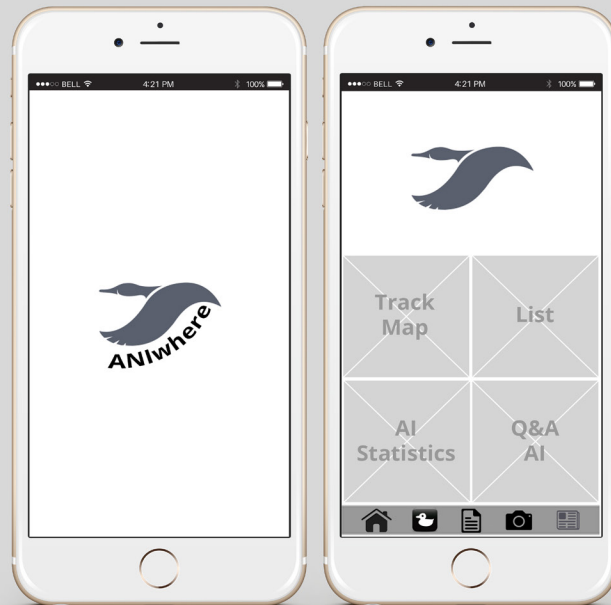
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WireFrames + High Fidelity Mockups

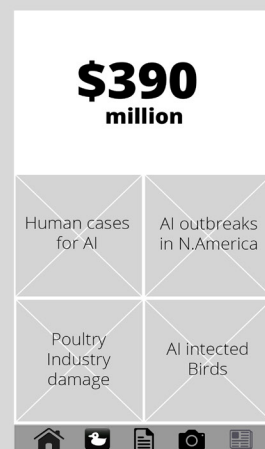


Wireframe Waterfowl Tracker

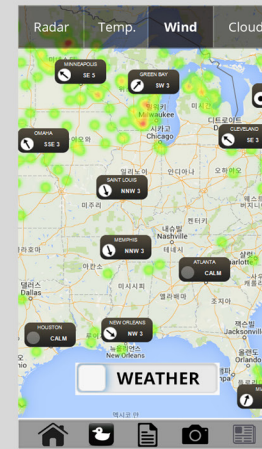
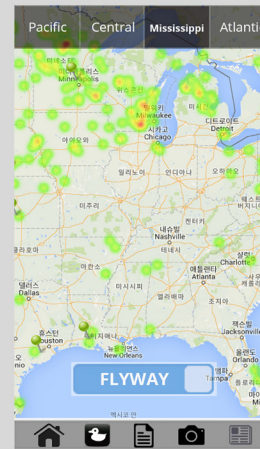


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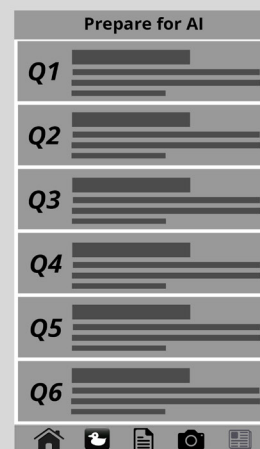
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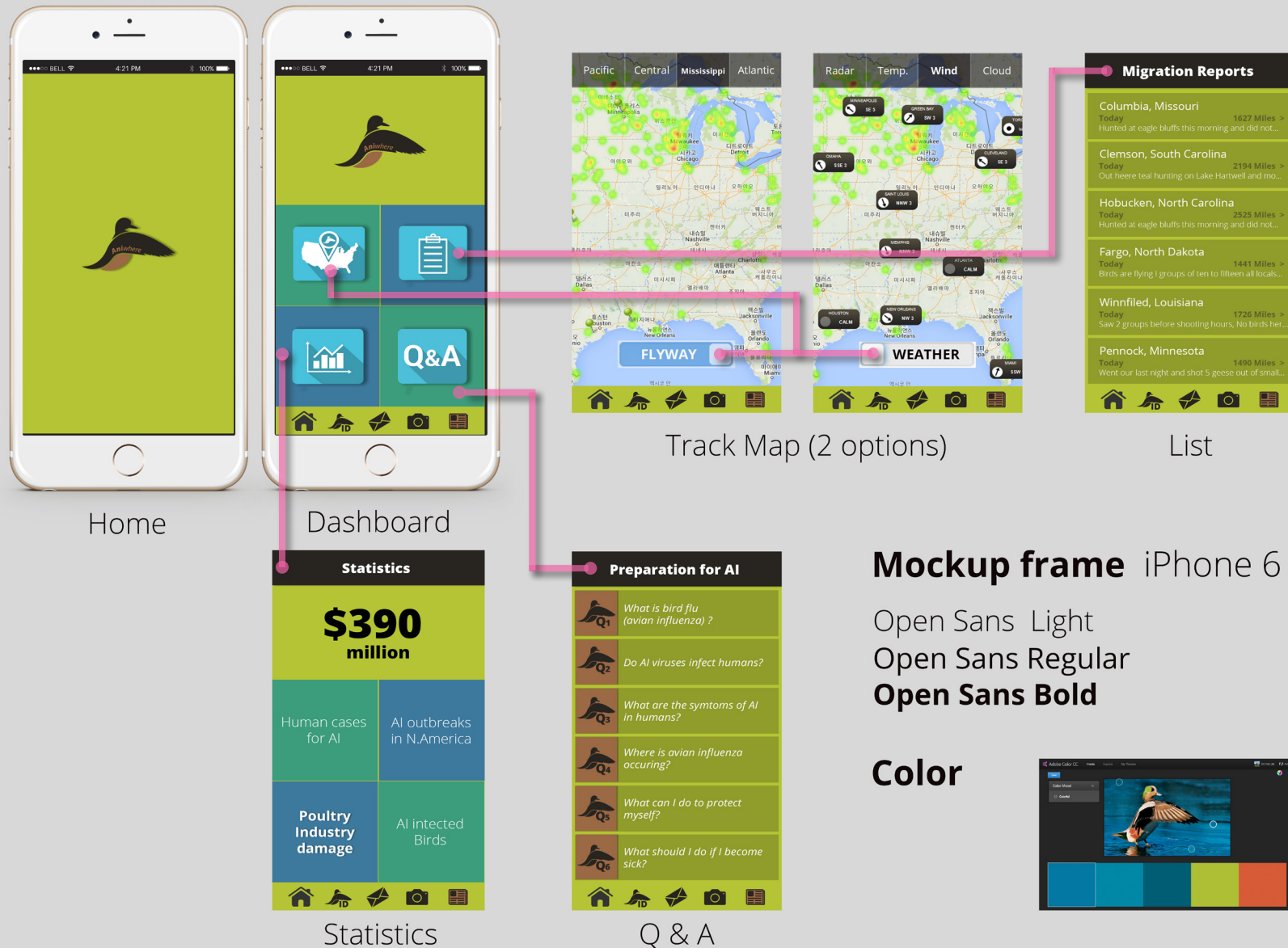
Open Sans Light

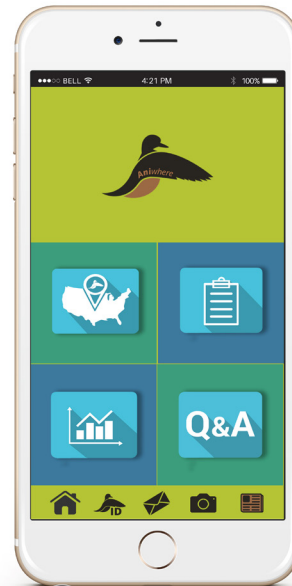
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Hi-fi mockup Waterfowl Tracker





Thank you!

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