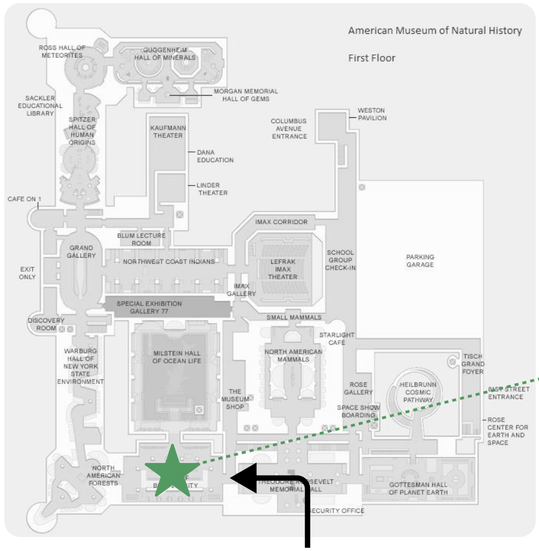
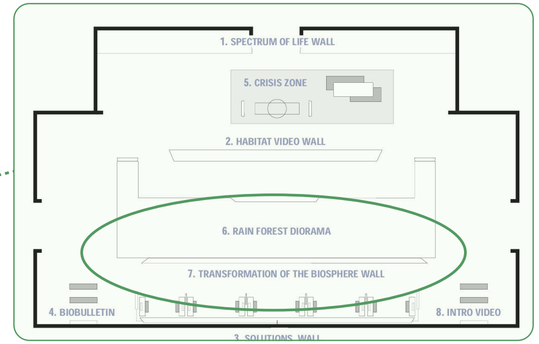
Project Context

Location-Based Mobile App

Forest Friends is designed specifically for the Dzanga-Sangha Forest diorama in the Hall of Biodiversity(American Museum of Natural History).

The Dzanga-Sangha Forest Diorama is illustrated by **a 2,500-square-foot forest diorama** that features **more than 160 species of flora and fauna**, educating visitors about biodiversity and the factors that threaten it.





Hall of Biodiversity - located on the left of the main entrance of the American Museum of Natural History.

The Dzanga-Sangha Forest Diorama - located in the center of the Hall of Biodiversity .

What is the problem?

Despite the abundant visitor traffic in the Hall of Biodiversity, our research shows that around **30% of visitors will explore the diorama**, and the average time they spend in exploring the exhibits and the educational pieces is **an 5 minutes**.

This results in inefficient use of museum resources and space, ultimately losing the opportunity for education and advocacy for environmental protection.

~30%

Visitors interact with any touch-points in the diorama

<5mins

Average time spent for visitors who explored the diorama