WHAT IS THE ZOONIVERSE

The world's largest and most popular platform for **people-powered research.**

MANY PROJECT CATEGORIES

ARTS · CLIMATE · HISTORY · SPACE · NATURE · MEDICINE

ZOONIVERSE BY THE NUMBERS

1.7 million registered volunteers

11 years established 2007

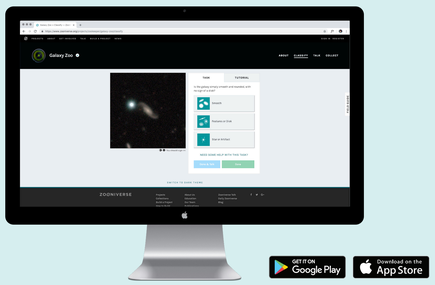
100,000 classifications per day

10,000 Talk board posts per day

188 published papers

90 launch-approved projects

zooniverse.org or on the app stores



The Zooniverse is a collaboration between the Adler Planetarium, the University of Oxford, the University of Minnesota, and the broader Citizen Science Alliance.

ZOONIVERSE

U!SCIENTIST

Engaging museum visitors in real science

Learning goals

1. Understanding that this activity is helping with **real science** rather than an exploratory interactive like many of the other exhibits in the Adler.
2. Encouraging guests to use evidence-based reasoning to **explain their choices** with family and friends.
3. Communicating that there is an **online version** of this project and that visitors can participate in this and many other citizen science projects at home or on a mobile device.

The project

U!Scientist is an in-gallery touch table adaptation of the popular online citizen science project **Galaxy Zoo**. Taking advantage of the social opportunities in a museum setting, the project aims not only to enhance visitors' science self-efficacy but also to encourage visitors to discuss their choices with friends and family.

The first version of the app is being developed on a 65" touch table at the **Adler Planetarium** (Chicago, Ill.), to be fully deployed fall 2019.

SLIDE DECK URL: **bit.ly/UScientist**

BASED ON: galaxyzoo.org, a Zooniverse project

TIMELINE: Spring 2018 – Fall 2019

WHERE: Adler Planetarium

TECH: Ideum Platform 65 touch table

Testing and iteration process

Using UI and prototyping tools, the team was able to quickly design, test, and iterate to create a fun, easy-to-use museum interactive. Sketch, Atomic, Principle, and InVision allowed the designer to test without waiting for completed code.

THE PROCESS

1. **Paper prototyping** to test user workflow, UX design.
2. Rough **InVision** prototype testing on an existing touch table in the Adler Space Visualization Lab.
3. High fidelity **Atomic** prototyping on the real touch table.
4. QA testing with **completed code**.

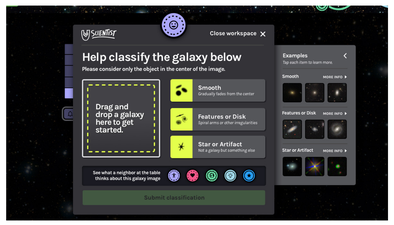
INTERVIEWING MUSEUM VISITORS

Visitor workflow

Knowing that visitor groups can vary in size and makeup, the project was designed to accommodate up to six disparate groups working synchronously or asynchronously.

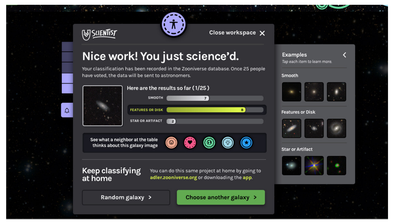
LANDING SCREEN

Fun colors and inviting messaging encourage visitors to approach the table. The only available action is "START!"



THE WORKSPACE

Game design principles, common UX patterns, and clear copy direct visitors without the need for a complicated tutorial.
Workspaces are oriented such that the table can be approached from any direction.



FINISHED MESSAGING

To reinforce the idea that visitors are participating in real science, messaging was key. Through user testing we knew that visitors may not read every word, so the message is repeated in multiple ways and locations throughout the process.