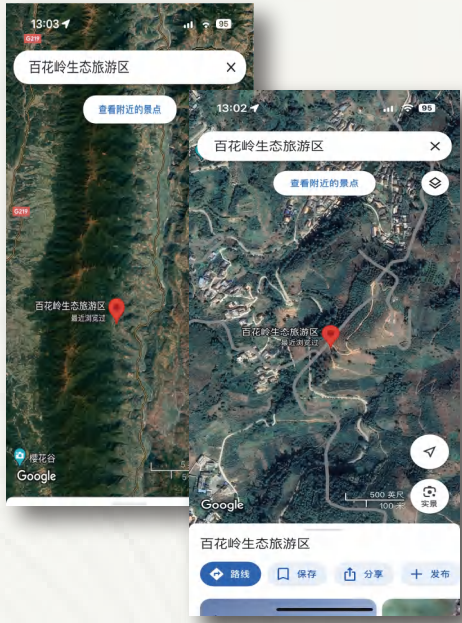


Birds' Haven 百鸟集

Service & APP Design

By analyzing and extracting the foundational data, we can identify key elements suitable for project development. I will design a bird-watching guide service app for visitors, enabling them to better learn and understand the local biodiversity, deeply appreciate the beauty of nature, and raise awareness about the harmonious coexistence between humans and nature. This initiative will also contribute to the village's development.

Research

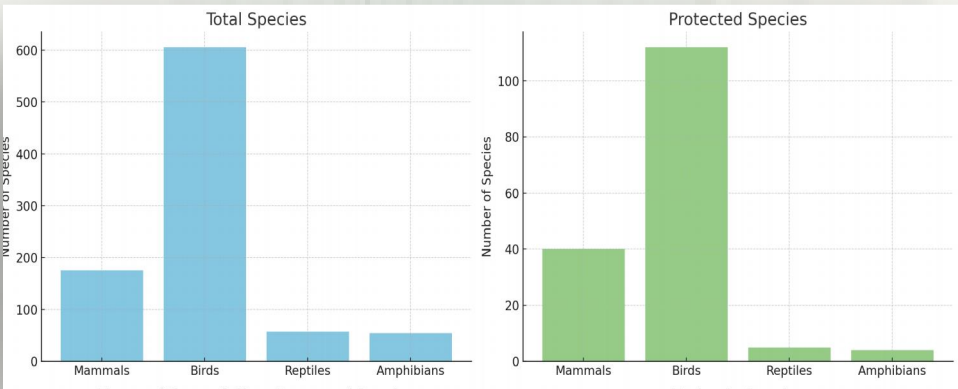
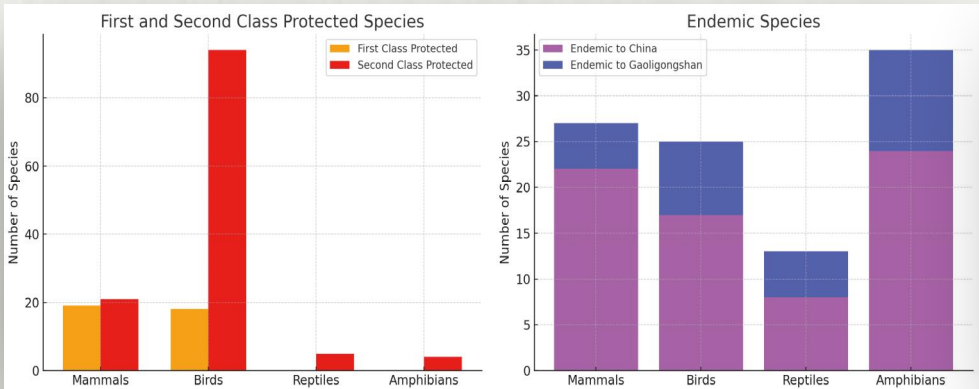


1. Baihualing Overview

Geography and History: Located in Baoshan, Yunnan, Baihualing Village was rebuilt after destruction in the Anti-Japanese War. Gaoligong Mountain, a cultural corridor, preserves rich historical landscapes and diverse ethnic heritage.

2. Natural Resources

Animal Diversity: Gaoligongshan National Park hosts 892 terrestrial vertebrate species, including 606 bird species, with many endemic to China and the region. Plant Diversity: The area features rich plant life, including tropical rainforest species and nationally protected plants, with Gaoligongshan known as the "cradle of East Asian flora."



3. Tourism and Industry

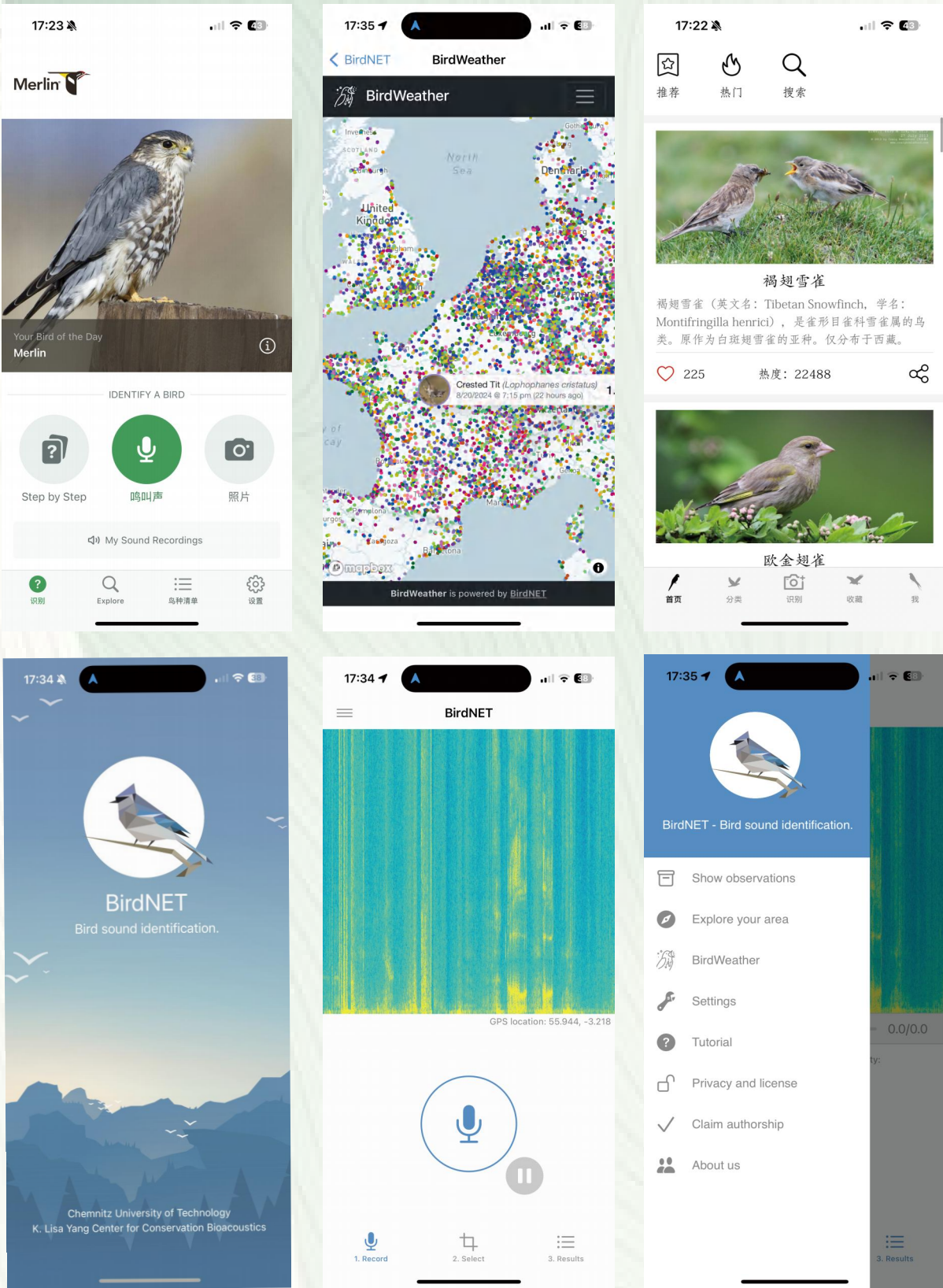
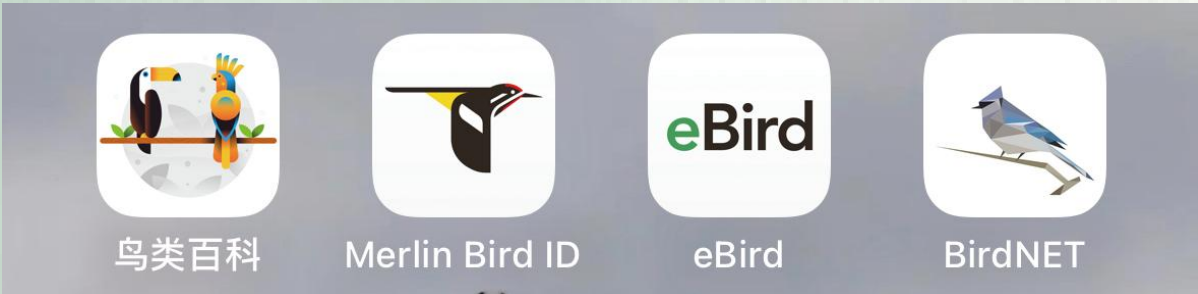
Main Industries: Tourism (birdwatching, hiking) and local specialties (coffee, honey) are key, attracting some young entrepreneurs back to the village. Ecotourism: Adjacent to the nature reserve, Baihualing offers diverse landscapes and outdoor activities, including birdwatching and hiking.

4. Ecosystem

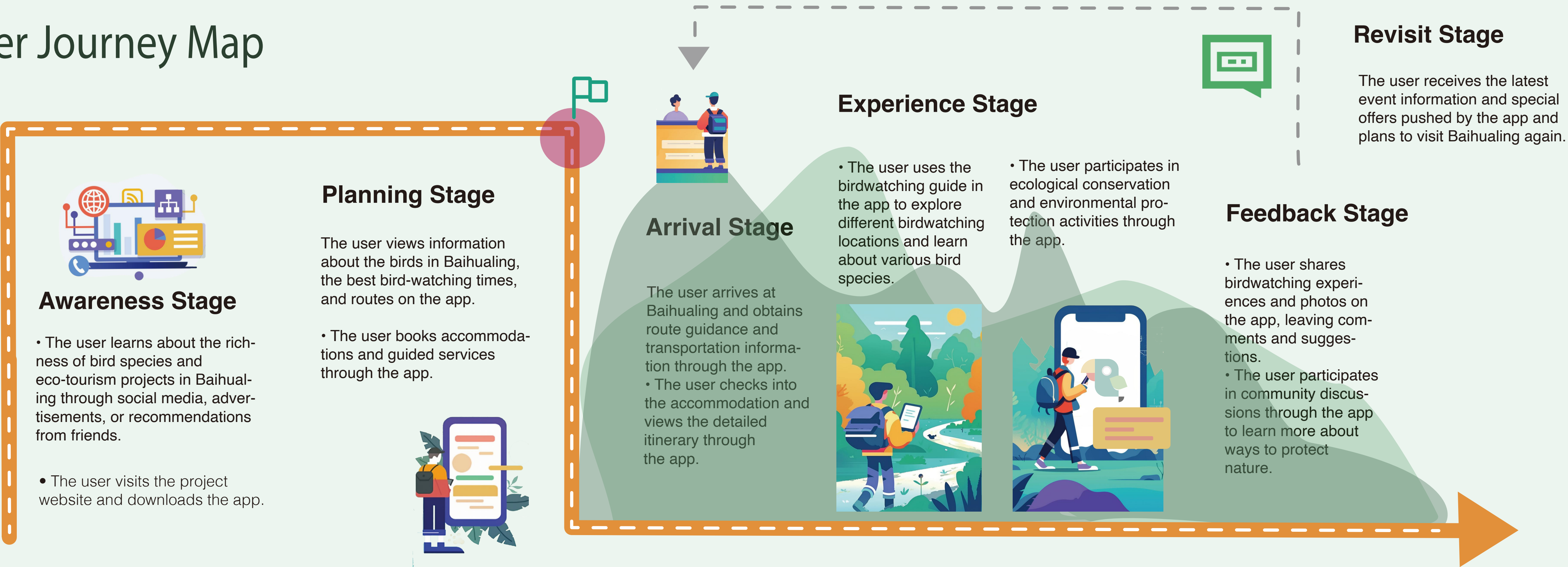
Diverse Ecosystem: Gaoligongshan features a wide range of natural landscapes, with a forest coverage rate of 93.67%, making it a globally rare ecological area.

Analyses of similar products

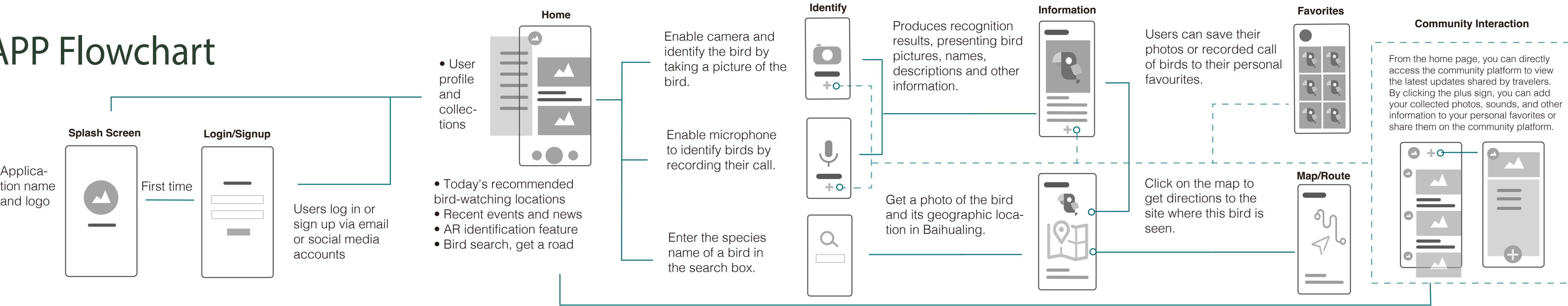
The strengths of similar products lie in their rich features, including bird identification, birdwatching location recommendations, AR identification, and community interaction, which cater to the needs of different birdwatchers. However, the drawbacks include less user-friendly experiences in some apps, higher learning curves, and insufficiently timely content updates, which may not fully cover the latest birdwatching information and resources.



User Journey Map



APP Flowchart



User Interface

Name

Birds

Gathering

百鸟集

Hundreds

From the name of the village in Chinese:

百花岭

BAI HUA LING

Colors

R: 95
G: 134
B: 108

R: 108
G: 138
B: 110

R: 156
G: 186
B: 158

R: 238
G: 238
B: 227

R: 245
G: 181
B: 25

App Icon


⌂ + 







Interface Design



Please Login

User Name

Password

GO

Result

User's nameLevel. 2



白尾梢虹雉

Mrs. Hume's Pheasant

Around 1078 in Baihualing

Mrs. Hume's Pheasant (Syrmaticus humiae), also known as Hume's Pheasant, is a rare and striking bird species native to the forests of Southeast Asia, particularly found in parts of Myanmar, China (including Yunnan province), and northern Thailand.

Physical Description:

Size 90 to 115 cm (35 to 45 inches) in length

S

S-M

M

M-L

L

My Favorites

S S-M M M-L L

Bird Photos



Streaked Spiderhunter

It is a striking bird species commonly found in the tropical and subtropical forests of South Asia and Southeast Asia. Recognizable by its



Arachnothera Magna

It is typically seen flitting through the forest canopy or clinging to flowers as it feeds on nectar, making it an important pollinator in its

Bird Calls



Red-tailed Laughingthrush

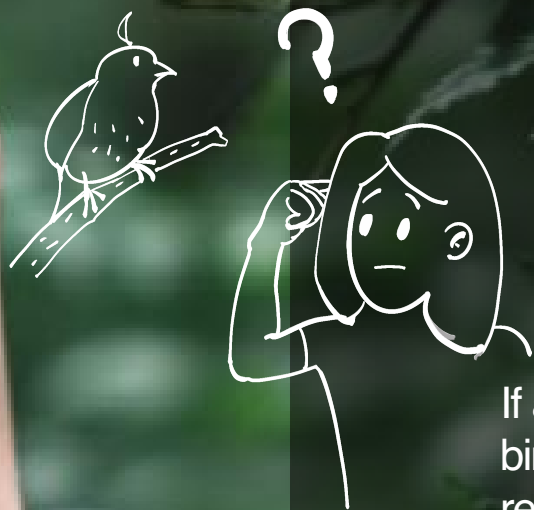
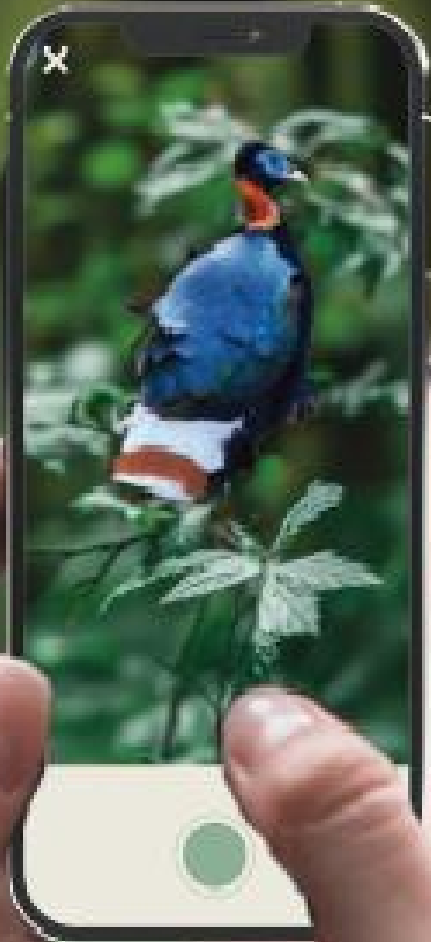


Robin



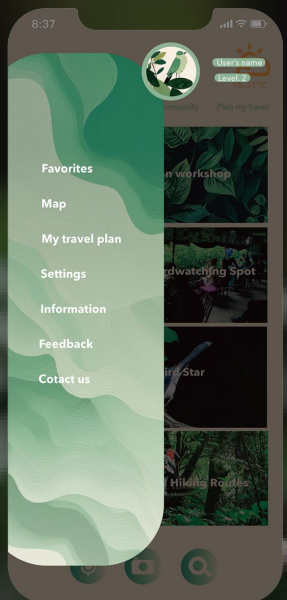
Kingfisher

Scenario



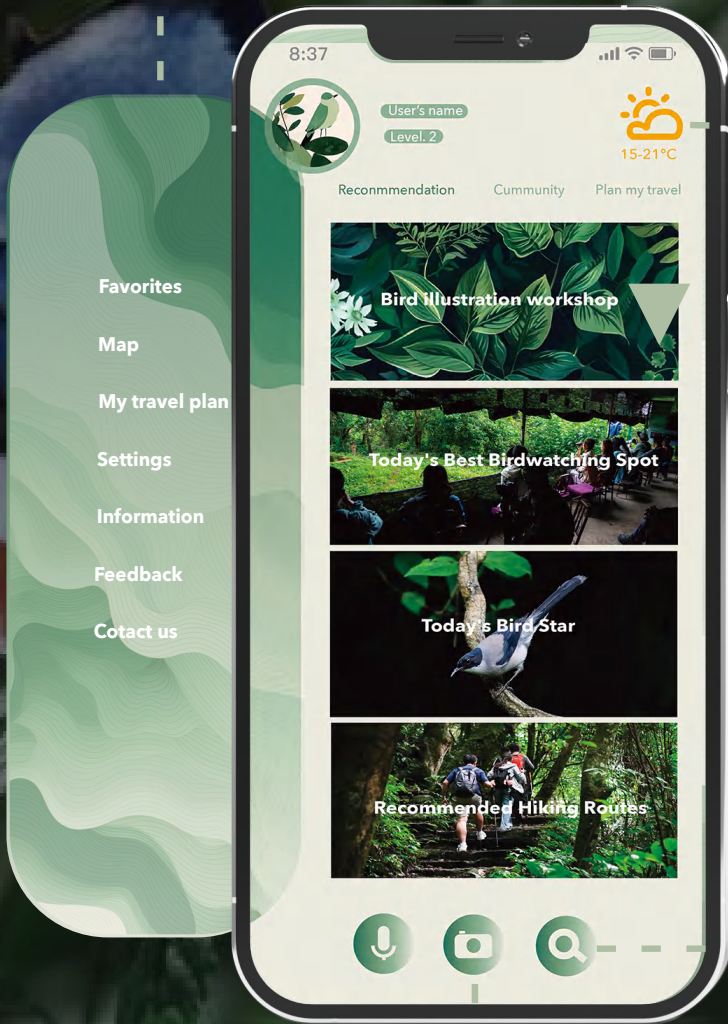
If a user spots an unknown bird, they can click the camera recognition button to take a photo of the bird.

The recognition results page will then pop up. The same applies to bird calls.



Pull-out effect of the left sidebar

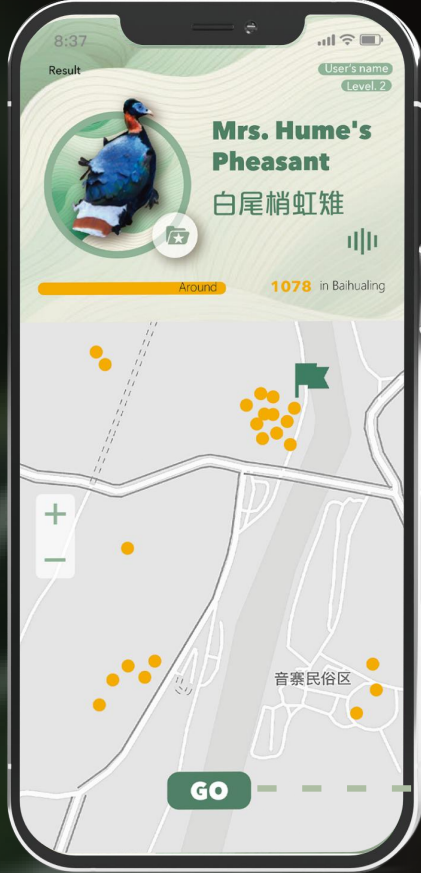
Home Page



If the user wants to search for a specific known bird species, they can enter the bird's name in the search box. Information about the bird's population, location.



Current Weather in Baihualing



Click, and more in Baihualing will appear.

Clicking on the map will initiate navigation, guiding the user to the best bird-watching spot for that species.



Users can click to add the photo or bird call to their favorites, or share in a community.

