

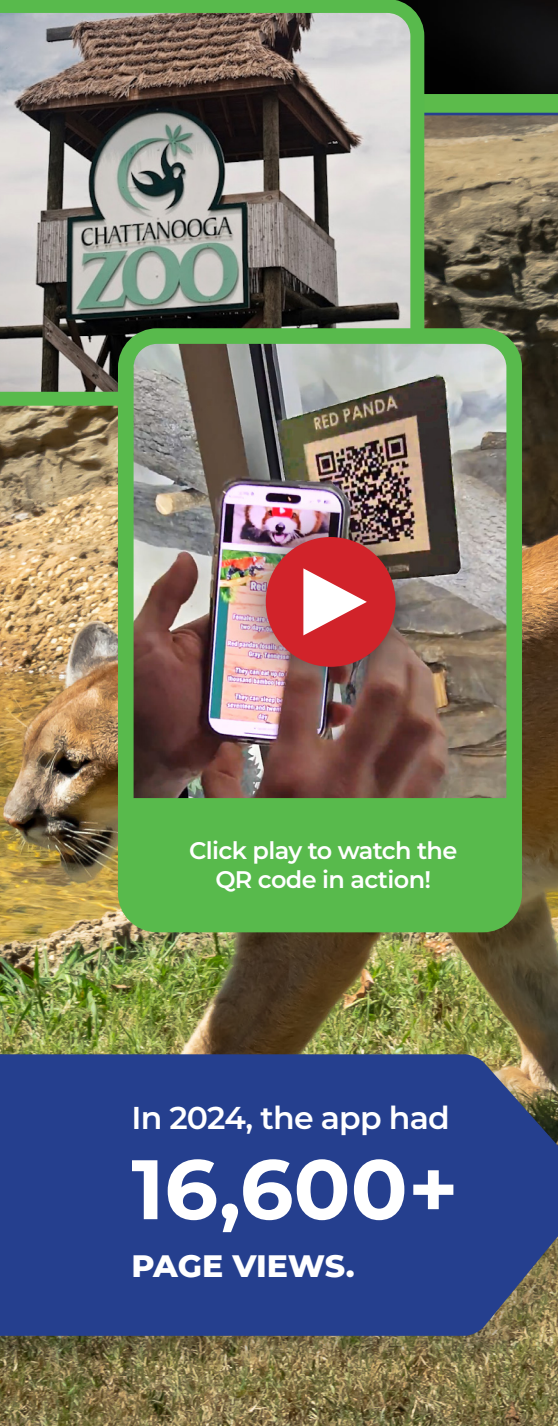


CASE STUDY

Chattanooga Zoo

QR Code and Web App

Diversifies Education Initiatives



Click play to watch the QR code in action!

In 2024, the app had

16,600+

PAGE VIEWS.

INTRODUCTION

The Chattanooga Zoo is committed to wildlife conservation and education. To enhance the visitor experience and deepen engagement with their mission, the zoo sought a solution that could provide more dynamic and accessible content than their on site signage could offer. Visitors feel a deeper connection to the animals through engaging stories and behind-the-scenes insights from zookeepers, but unfortunately, staff can't be everywhere all at once.

SOLUTION

Chattanooga Zoo partnered with Engage by Cell to implement a mobile web app using QR code technology. The app extends the zoo's educational mission by offering information accessible on any smartphone, even before or after the visit.

Director of Marketing and Communications Jake Cash took Engage by Cell on a tour of the Zoo, stopping at a QR code placed on the Red Panda exhibit. Cash explains, "We put these QR codes up all over the zoo to scan and learn more about the animals than you would on our signs. You get to hear directly from the keepers about fun facts and information that they wanted to share."

Simple QR code scanning makes accessing the app effortless for visitors of all ages and the app's mobile-friendly design ensures seamless usability on any device without requiring downloads or installations.

CONCLUSION

By combining cutting-edge technology with their dedication to wildlife education, the zoo has created a memorable and interactive experience that extends beyond the gates.

Click [here](#) to check out their app, or scan the QR code.

