

Written Report

Group 04-089

Project Canaliculus

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Abstract

Project Canaliculus is an integrated, user-friendly online platform which supplements Hwa Chong students of our age group with facts about the biodiversity in our very own waterways. Our simplistic, yet resourceful website includes examples of animals found, a description of them, as well as the damage we can cause should we continue littering the waterways. Apart from that, our website houses dozens of pictures of the organisms found around the area for convenience's sake. Through this, we hope to raise awareness and cut down on water pollution in rivers and canals. Besides, an Instagram page filled with interesting facts about the organisms have been created to further engage the target audience. With over a dozen posts on our Instagram page followed by over a hundred people, we are sure to have spread our message to a huge group of people. Lastly, a quick, 5-minute quiz has been created to allow students to put their newly-gained knowledge to a test, ensuring that they have learnt more about the wildlife in our waterways. With mobile devices being ubiquitous, an online resource package would no doubt be more convenient compared to having it printed in black and white.

1 Introduction

1.1 Rationale

There are many amazing and unique creatures that are found in Singapore's waterways and canals, but they are extremely underappreciated and ignored by the public, who are unaware of it, and thus may unintentionally cause harm to these biodiversity by littering. Other resources are also too wordy, and many people would not look at them, and will get tired reading such a long pieces of information, thus they may not be affected by these resources and may continue littering the canals, as they do not appreciate the biodiversity.

1.2 Objectives

We hope to raise awareness about the biodiversity in the waterways of Singapore and educate people about the impacts of littering in the canals, and hopefully through this, we can help protect the biodiversity in the canals.

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1.3 Target Audience

Our target audience is teenagers from age 13 to 16, because we can relate to them the most and most of them are ignorant about the biodiversity of canals in Singapore.

Furthermore, future efforts will need to rely on whether they want to make the effort to protect the biodiversity.

1.4 Resources

Our resource package includes a website, a quiz and an Instagram page. Our website comprises of images of organisms, a description of each of them, an engaging write-up of the canals as well as the location of each of them. Our Instagram page consists of additional facts to compliment our website.

2 Review

Other websites focuses on either how to protect the biodiversity in canals or only talks about the biodiversity in canals in general, while ours focuses on both of them. Other websites are too wordy and are not user-friendly and they usually do not provide pictures of the biodiversity they describe which makes it hard for readers to identify them. Teenagers may find long chunks of information boring, as they are easily distracted and thus, may not take the time to read the information.

3 Methodology

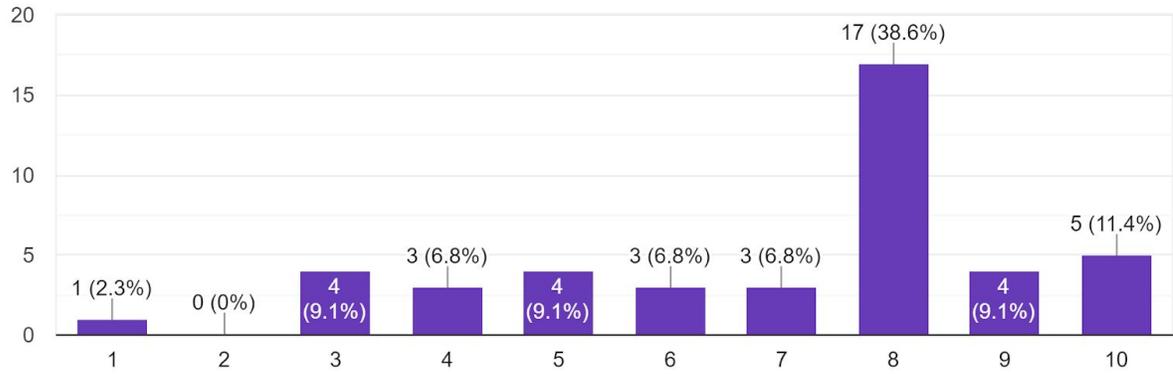
3.1 Needs Analysis

We conducted a needs analysis, in order to ascertain the relevance of this project. Firstly, a google form was created to establish the respondent's view on the biodiversity and pollution of canals. We collated 44 responses from teenagers, and it confirmed the feasibility of the project.

3.2 Survey Results

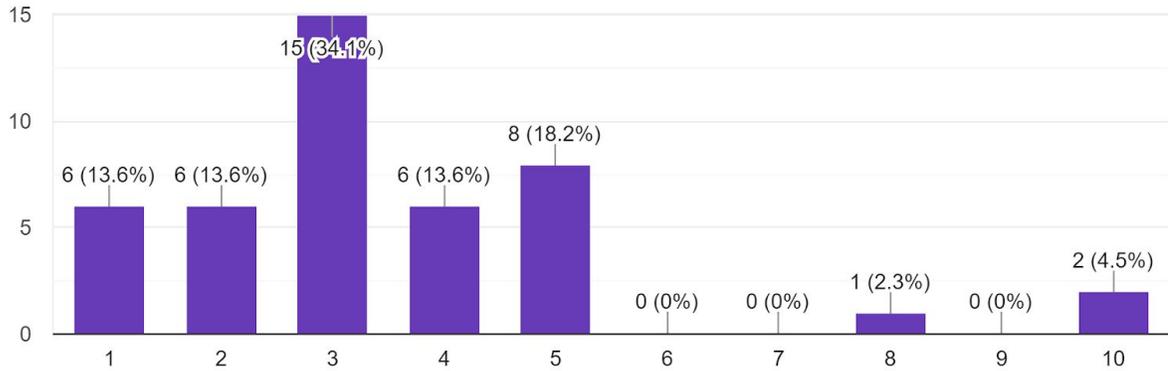
How important do you think canals is to Singaporeans' daily lives

44 responses



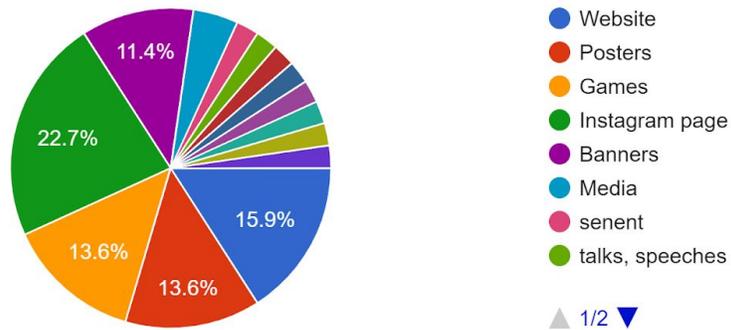
On a scale from 1 to 10, how much do you know about the biodiversity in canals in Singapore?

44 responses



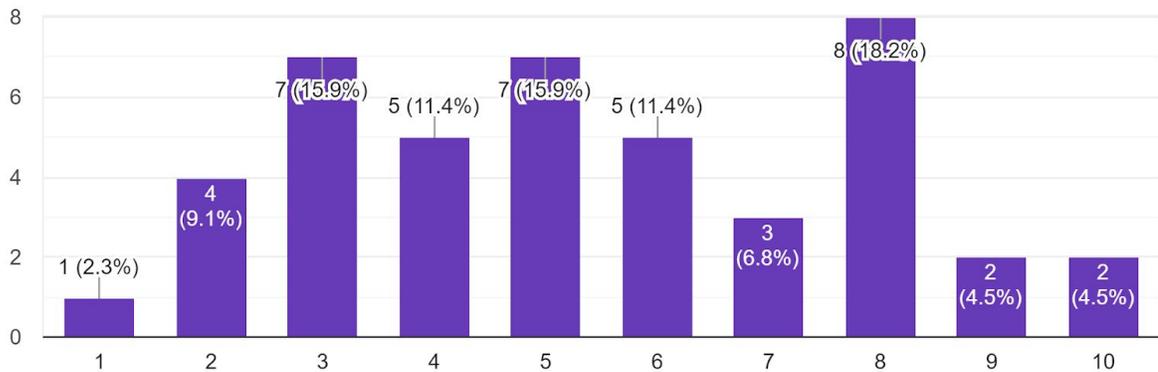
How do you think we can spread awareness of the importance of canals in Singapore?

44 responses



On a scale from 1 to 10, how polluted do you think Singapore's canals are

44 responses



3.3 Field Trip to the sites

We also visited canals in Singapore to investigate the wildlife and pollution of canals in Singapore, and we saw many wildlife in Punggol Waterway and in Sungei Kadut Canal, we found about how a polluted canal killed off many wildlife.

3.4 Development of Resources

We collated reviews from some websites such as Lee Kong Chian Natural History Museum and NTU nature blog that talks about the biodiversity of Singapore's canals and the effects of pollution on these biodiversity. We decided to collate all the information into a website, and presented it into a story-like format on our website, where we added photos of it from online. We also included facts about the organisms on the website, with a quiz to complement it, to test their knowledge.

3.5 Pilot Test

A pilot test was conducted on 2 July to 3 July and 6 August to 7 August where we went to interview people and asked them what they thought of our resource package. Many gave positive feedback and said that the website was easier to understand compared to many others out there. However, there were comments that said that adding a quiz to the website would be better and the layout and design could be better.

Great job! I really think that this website is really amazing in helping me learn about biodiversity in canal and i feel so grateful for such a resource

quite bagus

not bad

I really learnt so much about canals' biodiversity, and I certainly will take steps to prevent them from getting hurt by pollution!

I think the design and layout could be better

I think adding a quiz is the good idea to the website!

Really resourceful and interesting. I like the idea of creating a storyline to fully engage the readers.

It is very interesting and presents things in a new fashion rather than just stating facts about the animals

4 Outcome and Discussion

Overall, feedback given were generally positive. However, as a group, we decided that there are several areas we could improve on.

Limitations

Firstly, to make the resource more simple and more interactive, we may have missed out on several information about the biodiversity of canals, thus our list is not really complete compared to other websites

Secondly, our website is hosted on google sites, so it would take a long time for people to actually find our website, thus we would need to add a link to our website on our instagram page

Further developments

Firstly, we would like to improve the layout of the website. This will further attract our target audience as it would appear to be more aesthetically pleasing, making it less dull and boring. This includes the changing of background, adding animations as well as the changing of fonts.

Secondly, we would like to create animated videos to show the outcome of canal pollution and how it would impact us. This will definitely seem more attractive as compared to a whole paragraph of words and would help us capture the attention of our audience.

Lastly, we would like to focus on at least 1 more canal as we have only done 6 as of now. This will make our package more resourceful and also widen the area covered in Singapore, allowing more people to visit at least one of the few canals listed in our website.

5 Conclusion

This project had indeed been a rather challenging and hectic one. Throughout our journey, we encountered several obstacles and setbacks. This goes all the way back to before Proposal Evaluation, where countless hours have been spent redoing our whole project, and even after Mid-term Evaluation when our scores were unsatisfactory. However, through this project, we learnt to work as a team to overcome these problems.

Creative thinking and acceptance were extremely crucial in making this project a success, especially during the planning stage. Towards the end of the journey, it was perseverance and determination which drove us to complete this project.

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