From: Belinda James [mailto:Belinda@savethekoala.com]
Sent: Monday, 31 May 2010 10:45 AM
To: XXXXXX
Subject: Interactive map for koala sightings

Hello XXXXXX

The Australian Koala Foundation is looking to develop an interactive map for koala sightings. At this stage we are talking to developers to see what is possible. The following is a brief of what we are looking for.

Basically, we want to enable people to report koala sightings on a map, and view them on our website. We believe having this interactive map will empower local people and communities to save koala habitat. The following describes what we would like to see.
We envisage that users (the public) will be able to, via our existing website:
· 'Record a koala sighting' and or
· 'View mapped sightings'
To 'record a koala sighting' we would like to see:
· Users register with an email and optional information i.e. name, address
· Users then type in the address of the koala sighting and are zoomed into that location on a map, like Google Maps
· They can then place a marker where they have seen the koala. The further we can zoom in the better – being able to pinpoint the exact tree would be great!
· Providing an option to switch to a satellite view is also necessary to get a better idea of vegetation and landscape type
· For each sighting marked, the user needs to record the date of sighting
· There also needs to be the option to record the koala's health status (for example Alive, Injured (by car/ disease/dog etc) or Deceased (by car/disease/dog etc)), koala's sex (for example male/female/female with young), the tree species and additional comments
· It will not only be individual sightings recorded by the public. At times AKF will need to be able to record (as well as download for mapping purposes) large amounts (100s) of sightings, at a time. Will this be possible?
To 'view mapped sightings' we would like to see:
· A map of QLD, NSW, VIC and SA that shows the public all the pin pointed koala sightings
· Users can click on the pin points and view the recorded data
· Users can also click and zoom into an area to get a better view of individual sightings and recorded data
· There should also be an option to see a list of sightings (dead, injured and deceased), perhaps for each Federal electorate and Local Council.

It would also be useful to have clear instructions, for users to follow, in order to print their mapped koala sighting. If an individual or group is approaching Government in an effort to save koala habitat, they need maps indicating the area of their sightings. Currently, a great deal of our time is spent creating these maps for individuals/groups, who often need them quickly. Having an interactive map on our website that the community can use will assist them (and us) greatly.

I should emphasise that we have a number of supporters that are not necessary internet savvy, therefore the way our sightings map operates needs to be very user friendly and straight forward.
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We would like to see this project started as soon as possible. Please do not hesitate to contact me for any other details. I look forward to hearing from you.
Kind Regards,

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