

en·to·mol·o·gy

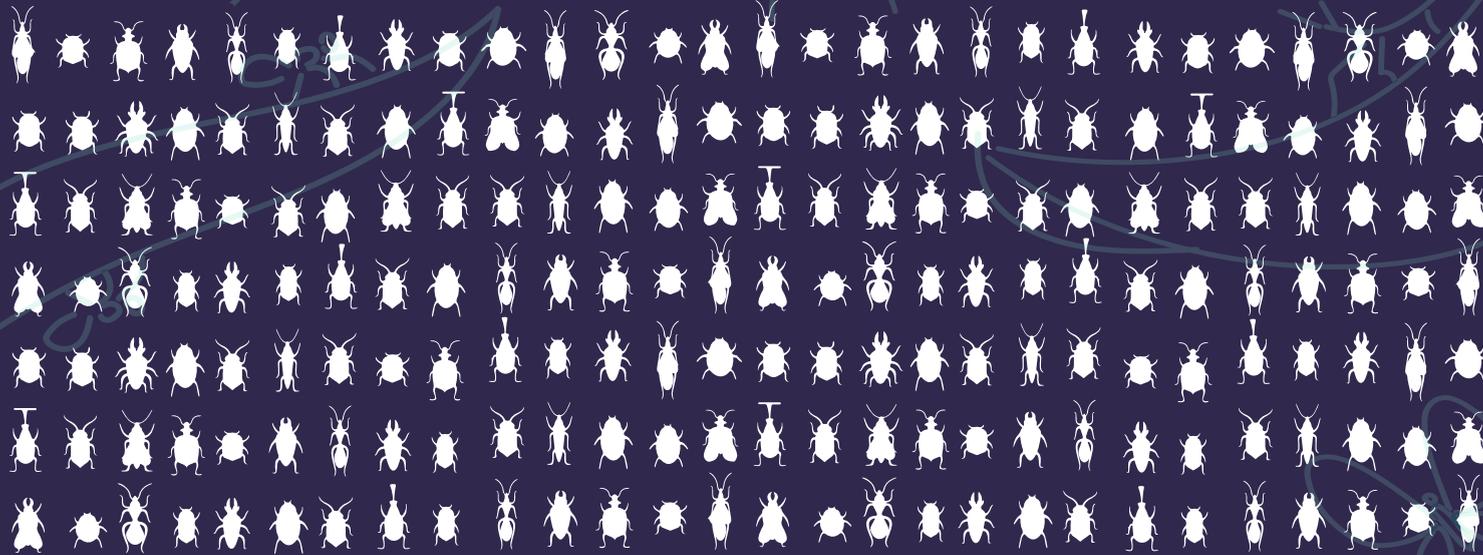
A branch of zoology that deals with insects

bug [entomologically]

any of an order (Hemiptera and especially its suborder Heteroptera) of insects (such as an assassin bug or chinch bug) that have sucking mouthparts, forewings thickened at the base, and incomplete metamorphosis and are often economic pests

Insect

Insect, (class Insecta or Hexapoda), any member of the largest class of the phylum Arthropoda, which is itself the largest of the animal phyla. Insects have segmented bodies, jointed legs, and external skeletons (exoskeletons). Insects are distinguished from other arthropods by their body, which is divided into three major regions: (1) the head, which bears the mouthparts, eyes, and a pair of antennae, (2) the three-segmented thorax, which usually has three pairs of legs (hence “Hexapoda”) in adults and usually one or two pairs of wings, and (3) the many-segmented abdomen, which contains the digestive, excretory, and reproductive organs.



900,000
KNOWN SPECIES

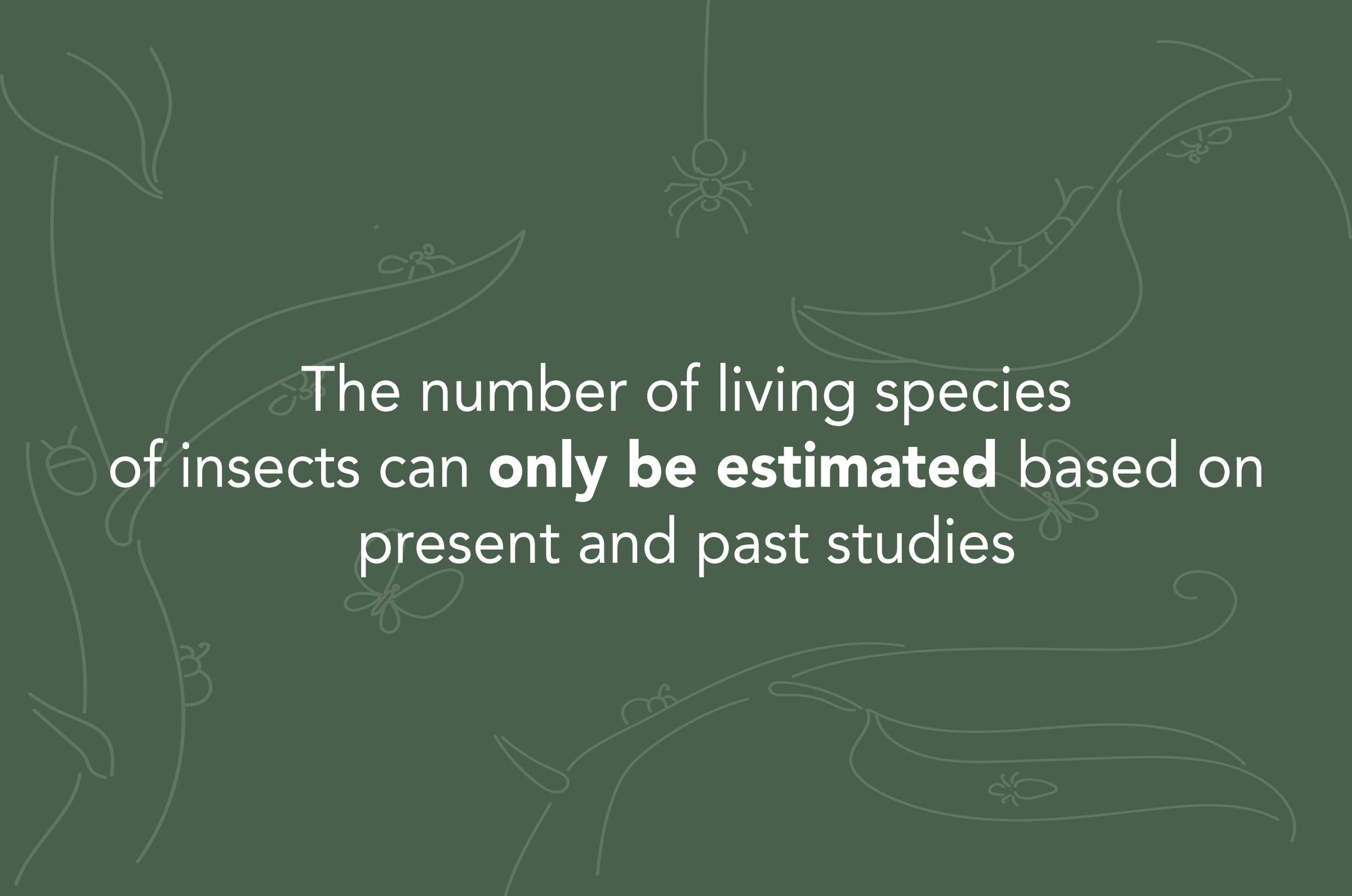


80%

of the worlds species are
INSECTS



THE TRUTH



The number of living species
of insects can **only be estimated** based on
present and past studies



THE PROBLEM



There is no easy and accessible way for the general public to quickly and sufficiently identify and learn about bugs

The background is a dark green color with faint, light green line art illustrations of a garden scene. At the top center, a spider hangs from a vertical line. To the right, a caterpillar is on a leaf. In the bottom right, a ladybug is on a leaf. The text is overlaid on this background.

Although there are a few sites that have a focus on identifying bugs, they are poorly designed and not well maintained or easy to use.

Many sites with facts about bugs will either be created by organizations focused on giving fun facts to young children, be very scientific and hard to navigate/understand or surprisingly be pest control websites



Bugs are a part of daily life and the environment around people, so the ability to identify and learn about them should be accessible to anyone and everyone

Bugology

Bugology is a resource of information to help seek, identify and view different species of bugs, that caters to the general public. Including people well versed in bugs and scientific terminology as well as uninformed persons who know little about entomology.

The site will be a platform that provides facts and information that could be useful to the general person's lifestyle and cater to anyone's interests.



ABOUT ONLINE EDUCATION

The massive open online course (MOOC)
market could be worth

\$25.33

BILLION by 2025

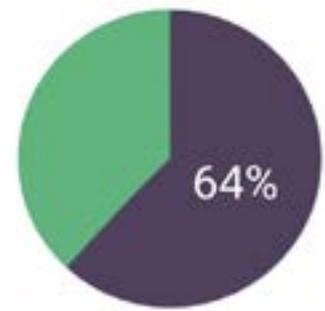
E-learning market
could grow by

\$12.81

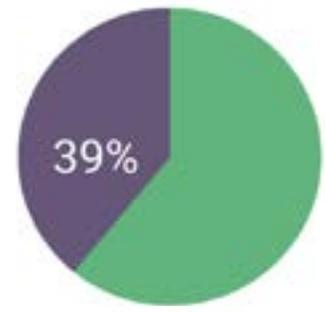
BILLION

between 2020 and 2024 in
The United States

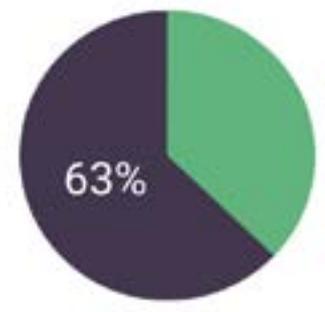
High school students



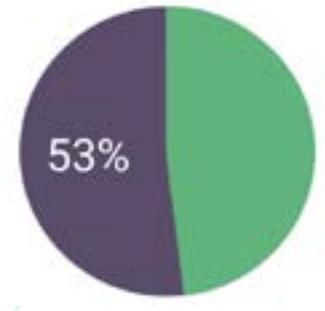
Middle schoolers



Graduates

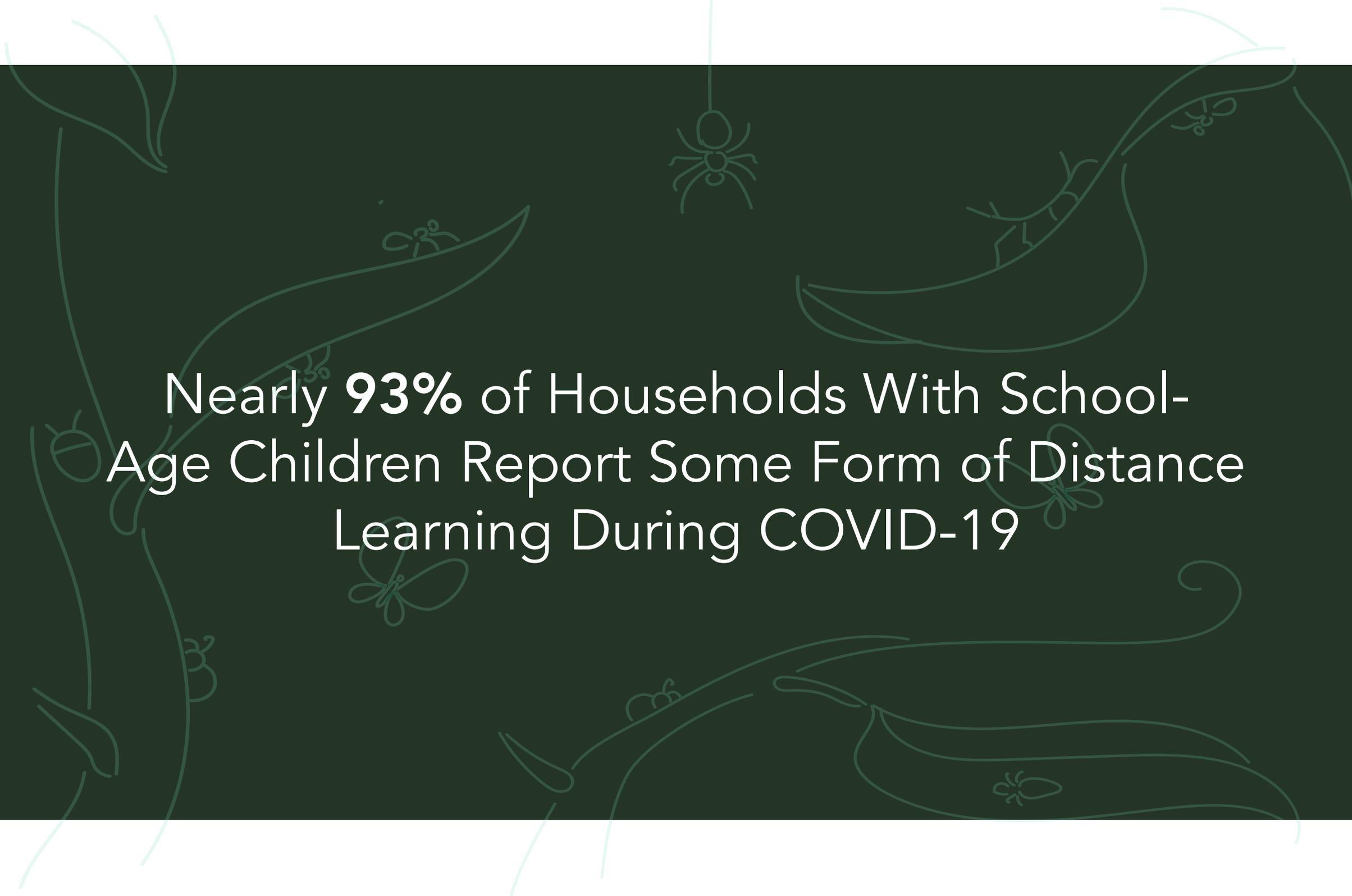


Undergraduates

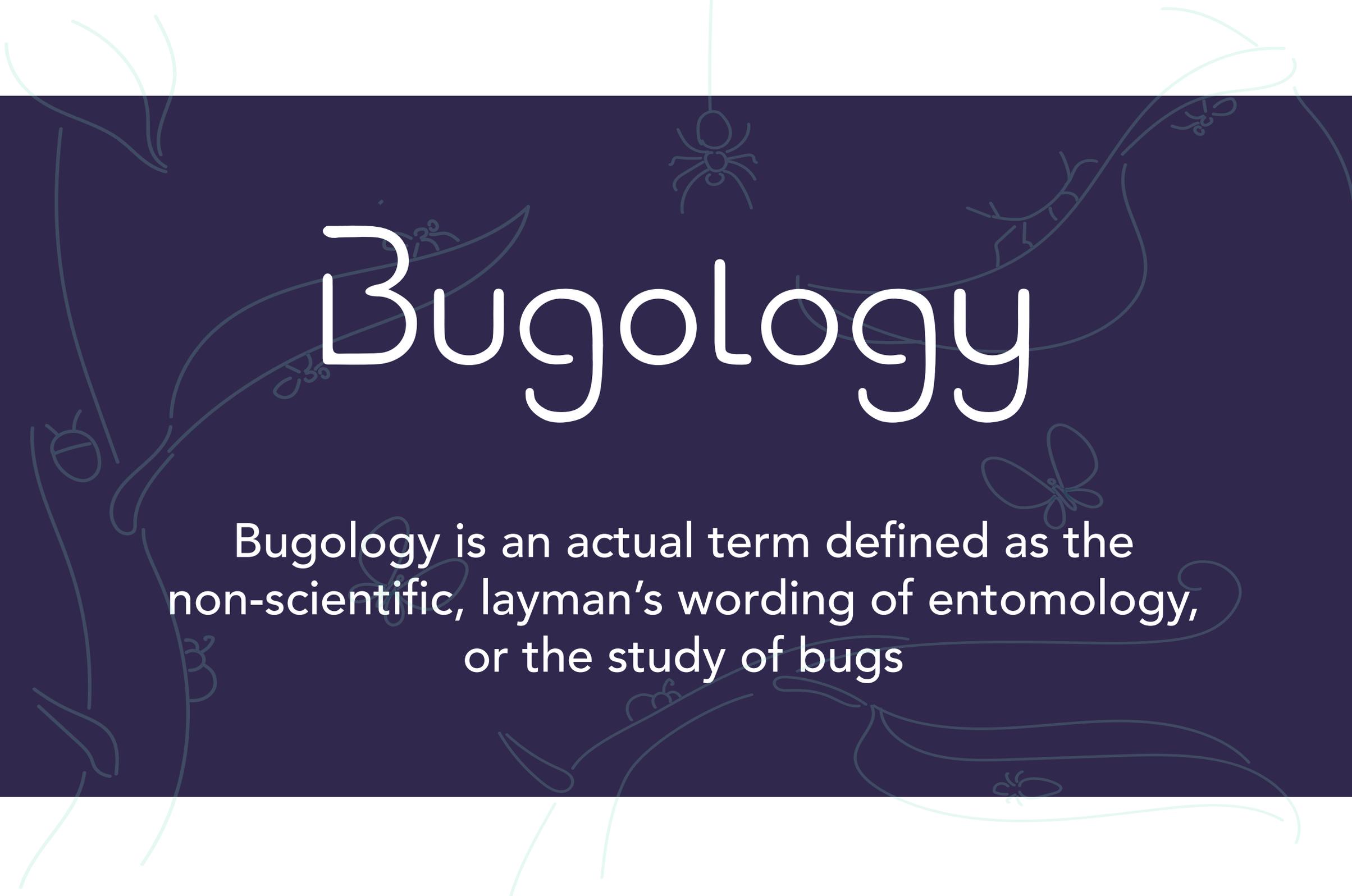




**AND THAT'S
PRE-COVID**



Nearly **93%** of Households With School-Age Children Report Some Form of Distance Learning During COVID-19



Bugology

Bugology is an actual term defined as the non-scientific, layman's wording of entomology, or the study of bugs

TYPEFACES

Keep Calm

ABCDEFGH
IJKLMNOPQR
STUVWXYZ

Abcdefg
hijklmnopqr
stuvwxyz

Helvetica Neue

ABCDEFGH
IJKLMNOPQR
STUVWXYZ

Abcdefg
hijklmnopqr
stuvwxyz

Noto Sans Javanese

ABCDEFGH
IJKLMNOPQR
STUVWXYZ

Abcdefg
hijklmnopqr
stuvwxyz

COLORS

614867

322c4d

252a38

52604f

2e382b

e9dfda

c89c8b

~~Bugology~~

Question Pg

- 24 part
- 1st part is text, image, video
- Top is the state/area
- 24 parts

Home Pg

Choose image or question

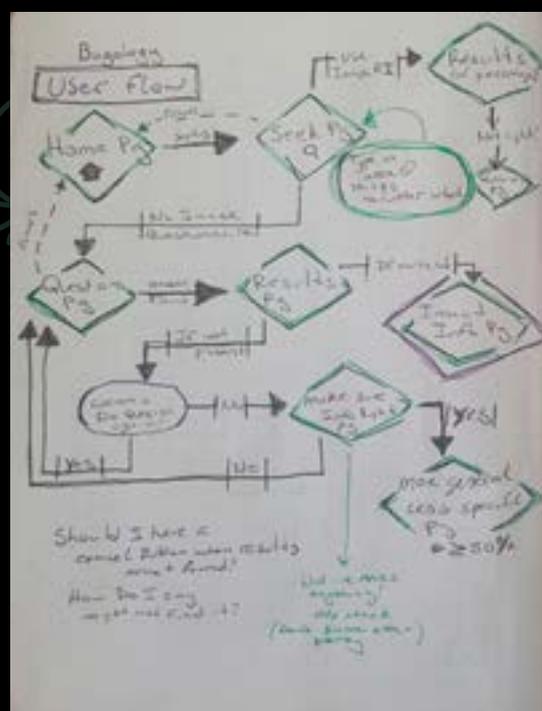
Should Area be an "own page" or check your area

Bugology wireframe

other questions | The Questions

Map, Pg. 1-100

Highlighted (category 2)



Insect Info Pg Wireframes

Result Pg

- Tracking (map)
- Size (compare & money)
- Description
- Name (scientific & common)
- How high as found
- Description (other data entry)
- Date
- Title (connected to the information)
- Add to collection
- Add image
- Add community profile
- Image

Not finding your Bug?

Did not find the

more general results





<https://xd.adobe.com/view/048c85a3-9f14-407b-b4da-b8b-9c09bb544-51df/?fullscreen>

Globe News Wire
Market Research

<https://www.census.gov/library/stories/2020/08/schooling-during-the-covid-19-pandemic.html>

<https://www.raid.com/en-us/bug-basics>

<https://www.bioadvanced.com/solution-finder/insect-identifier>

<https://nysipm.cornell.edu/whats-bugging-you/pest-identification-center/>

<https://www.amentsoc.org/insects/what-bug-is-this/adult-key.html>

<http://www.knowyourinsects.org/keystart1.html>

<http://www.uky.edu/Ag/CritterFiles/casefile/4Hent/stfairorder.pdf>



THANK YOU!