

PASSERINE

Backyard birding, made smart.



KATHERINE DAWSON

What's That Bird?

In today's highly digitized world, many people spend most of their time indoors, growing increasingly disconnected from the natural rhythms just outside their windows. Birds are often the most visible and accessible form of local wildlife, yet many people struggle to identify or engage with them.

This project offers an approachable way to learn bird identification from home, turning everyday bird visits into moments of curiosity, recognition, and connection.



Persona

Emily

Work-From-Home Parent

Emily spends most of her day working on a computer and unwinds at home. While she enjoys the idea of nature, her busy, indoor lifestyle limits her opportunities to engage with it.

GOALS:

- Feel more connected to nature without leaving home
- Learn to recognize and understand common backyard birds
- Incorporate small, calming moments of discovery into her daily routine

FRUSTRATIONS:

- Doesn't know where to start with bird identification
- Finds existing birding apps too time-consuming or technical
- Often notices birds but can't identify them in the moment

NEEDS:

- A simple, passive way to learn about birds
- Minimal effort, integrated into her daily environment
- An experience that is both educational and calming



Design Goals



01

The design should **facilitate users' learning** to identify local birds.

02

The design should **create a space of peacefulness**, making the experience pleasing and easy to engage with to any extent the user chooses.

03

The design should **foster a lasting connection and interest** in users surrounding birds.

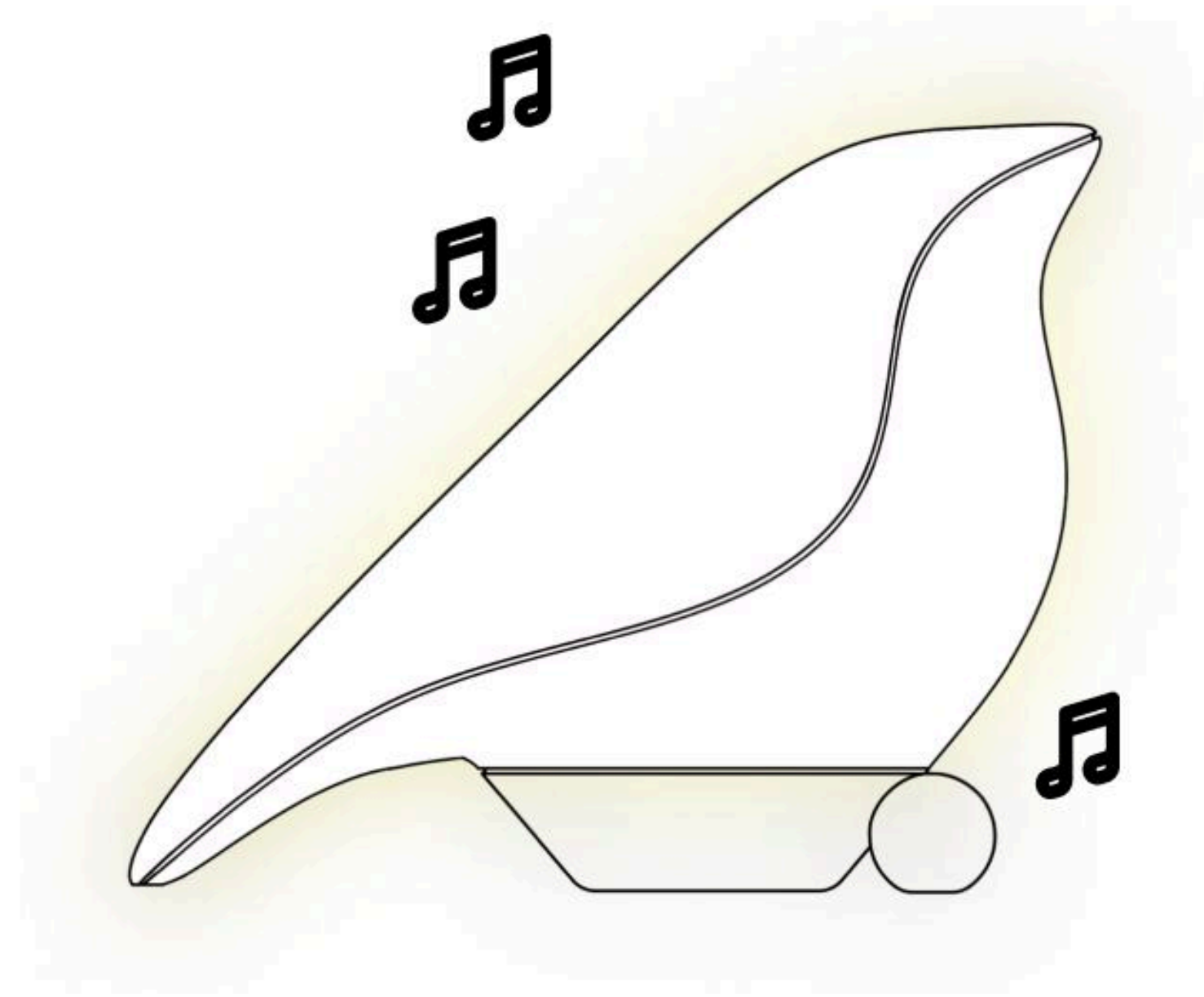
How might we provide a way for users to learn to identify birds through a meaningful connection to local species?

Introducing Passerine

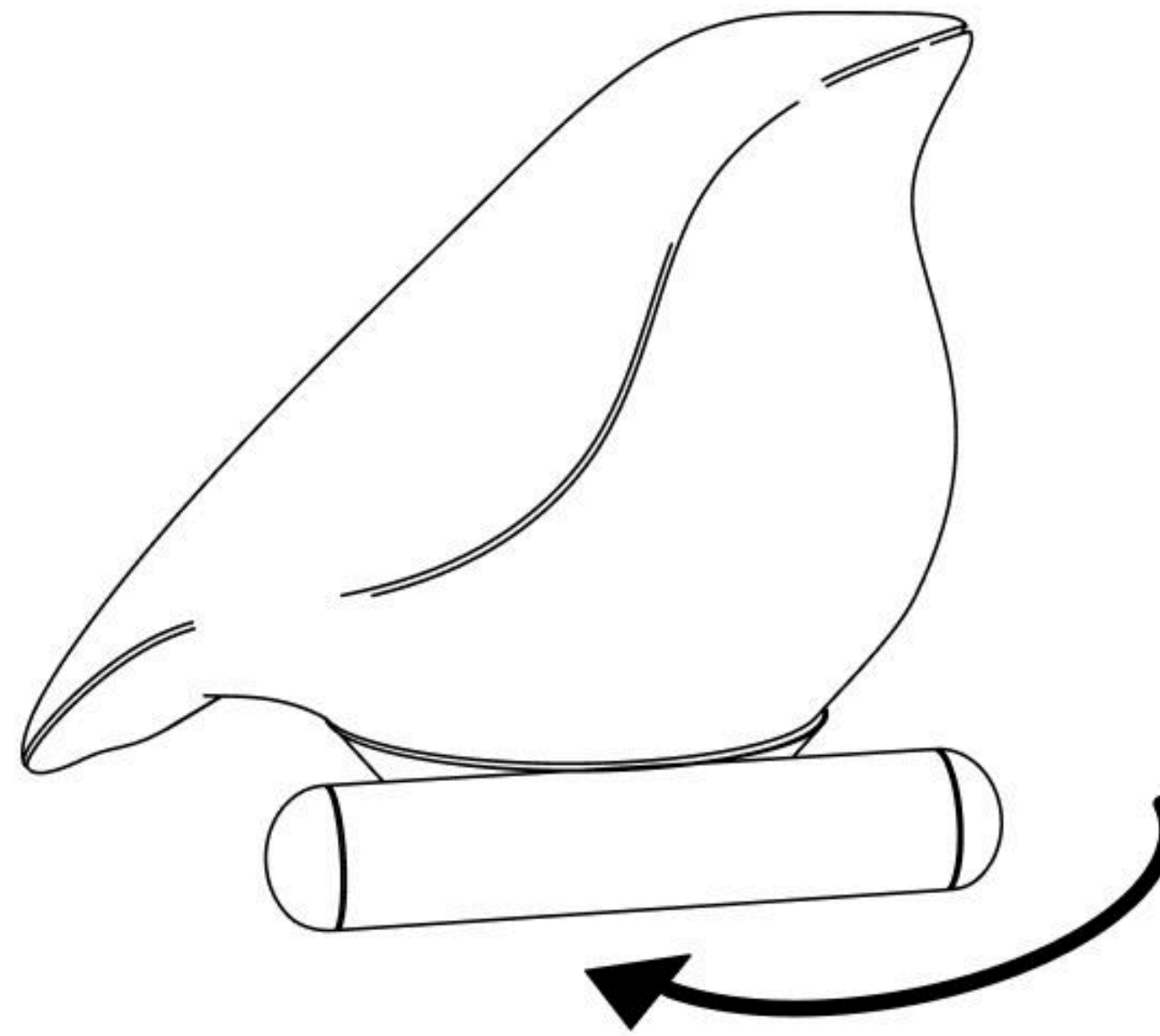


A birdfeeder and lamp pair to provide connection and education surrounding local birds.

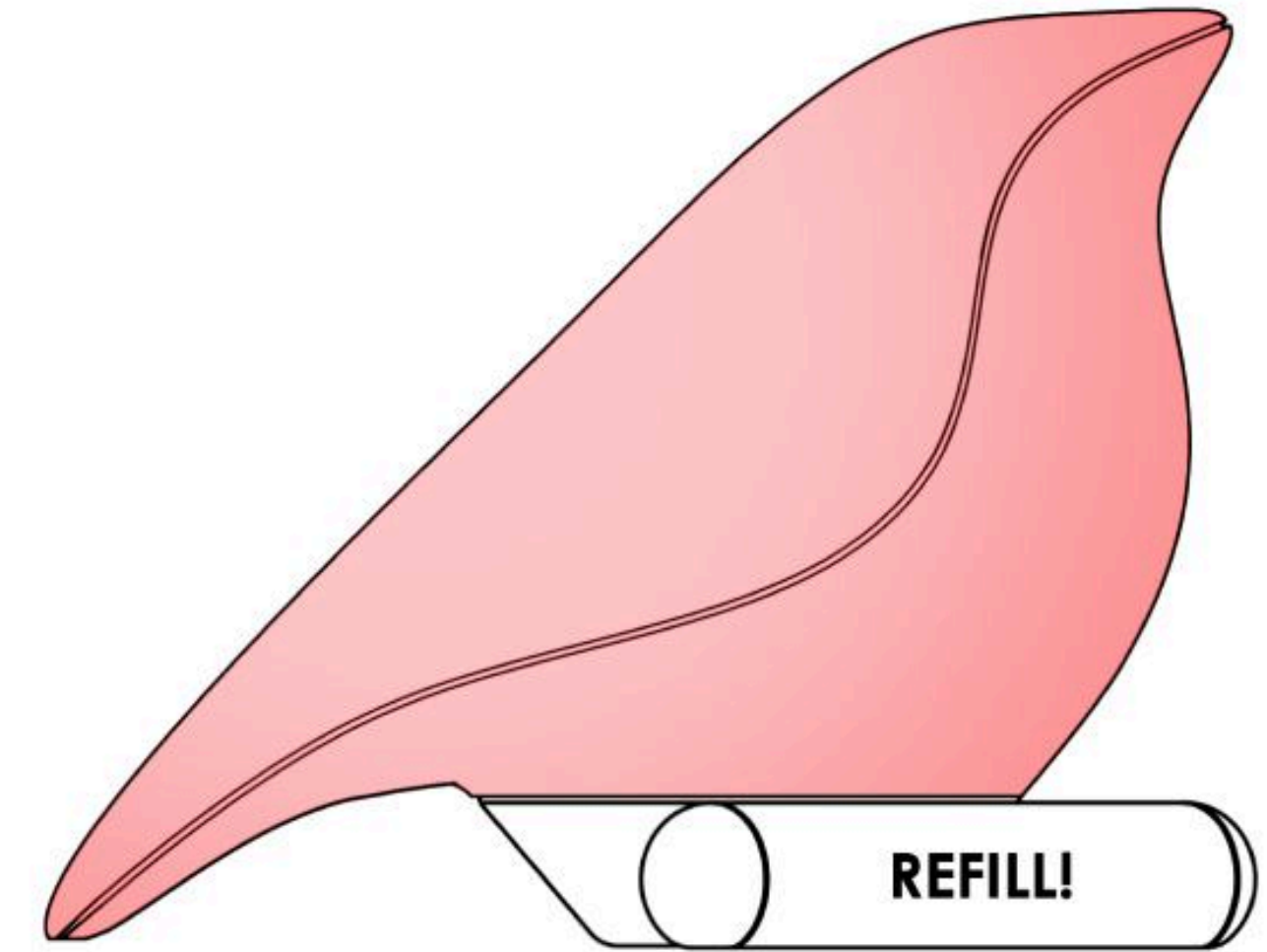
How it Works



When a bird visits the feeder outside, the central device will light up with that bird's colors and play their song.

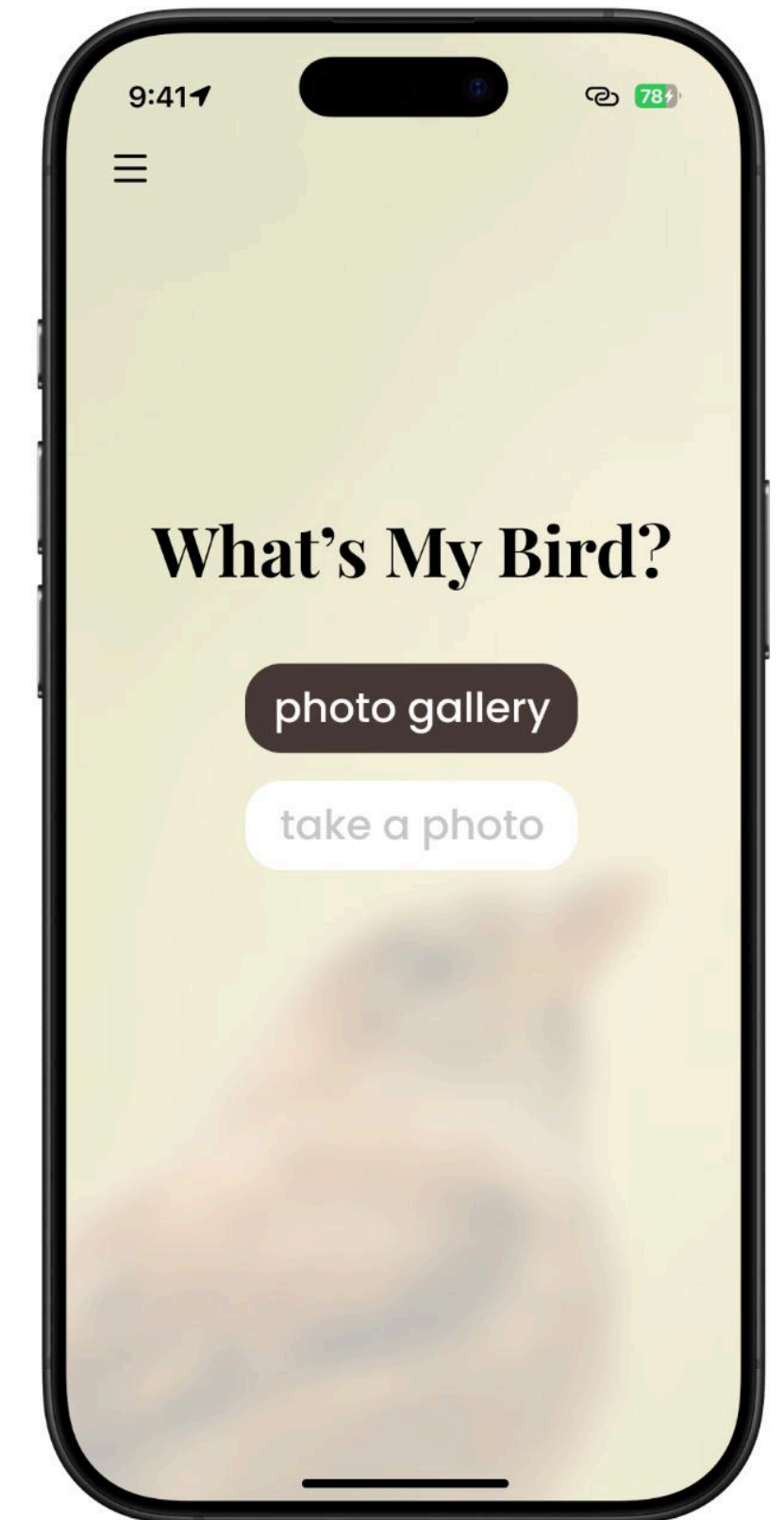
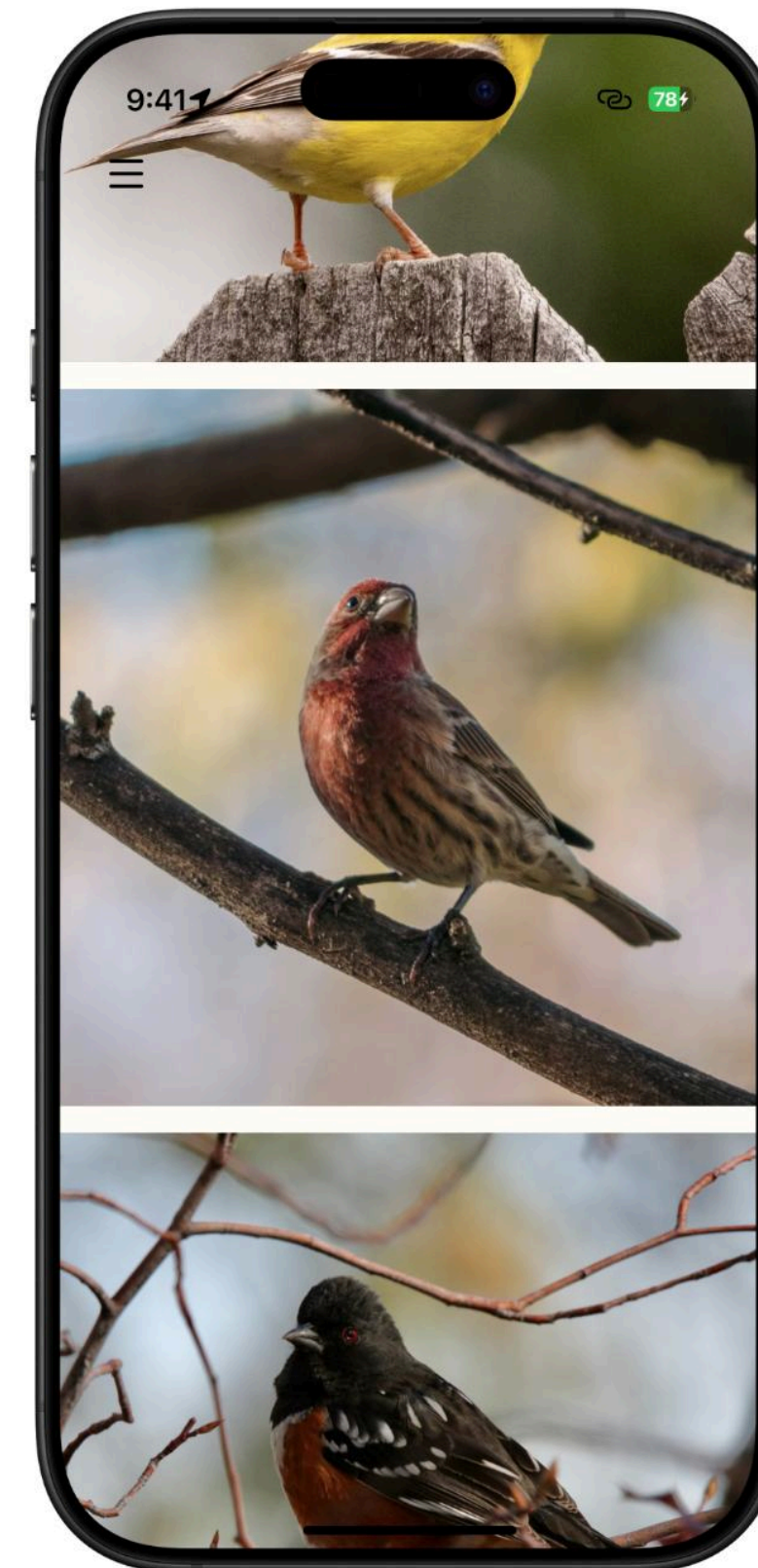
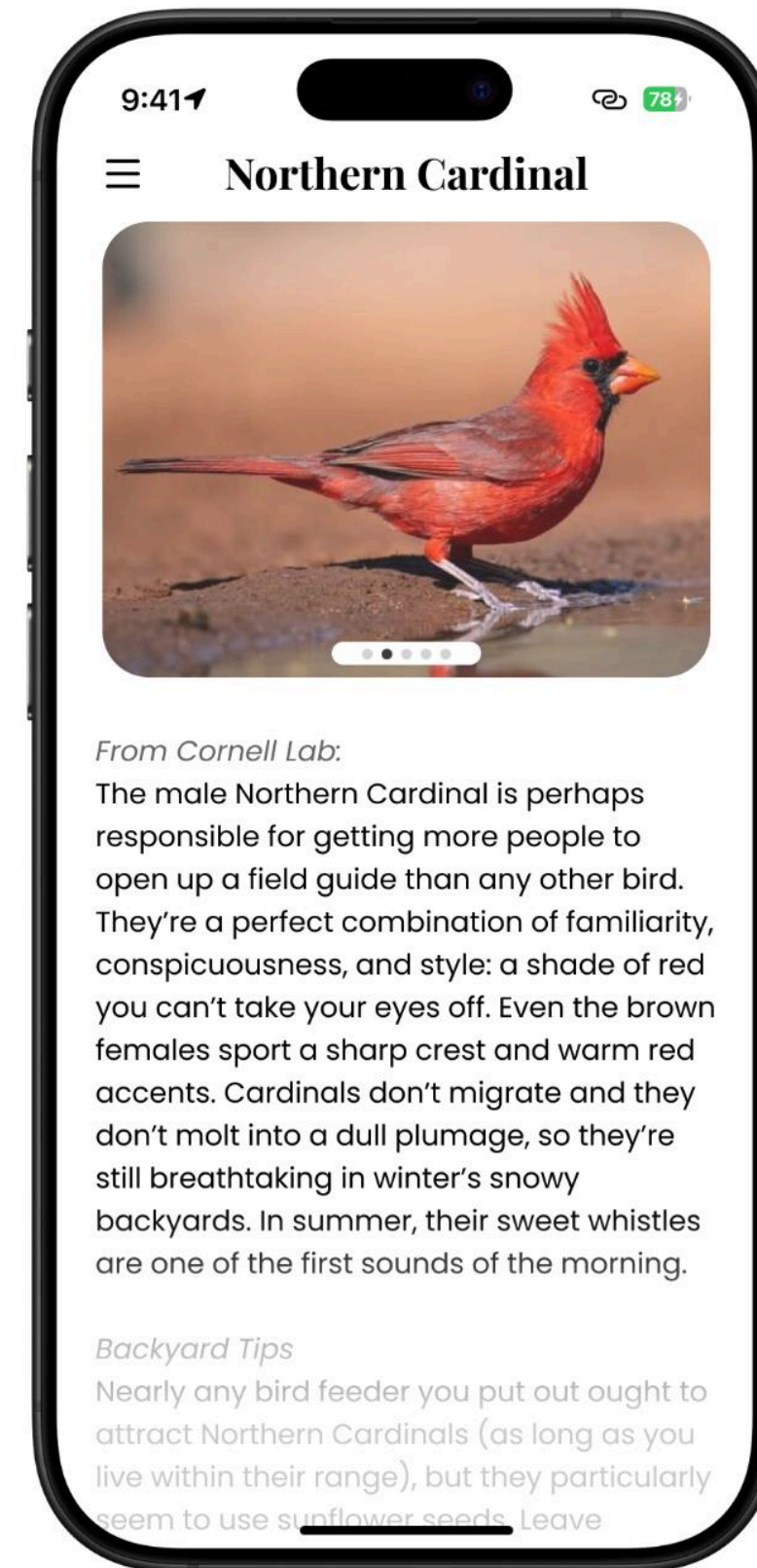
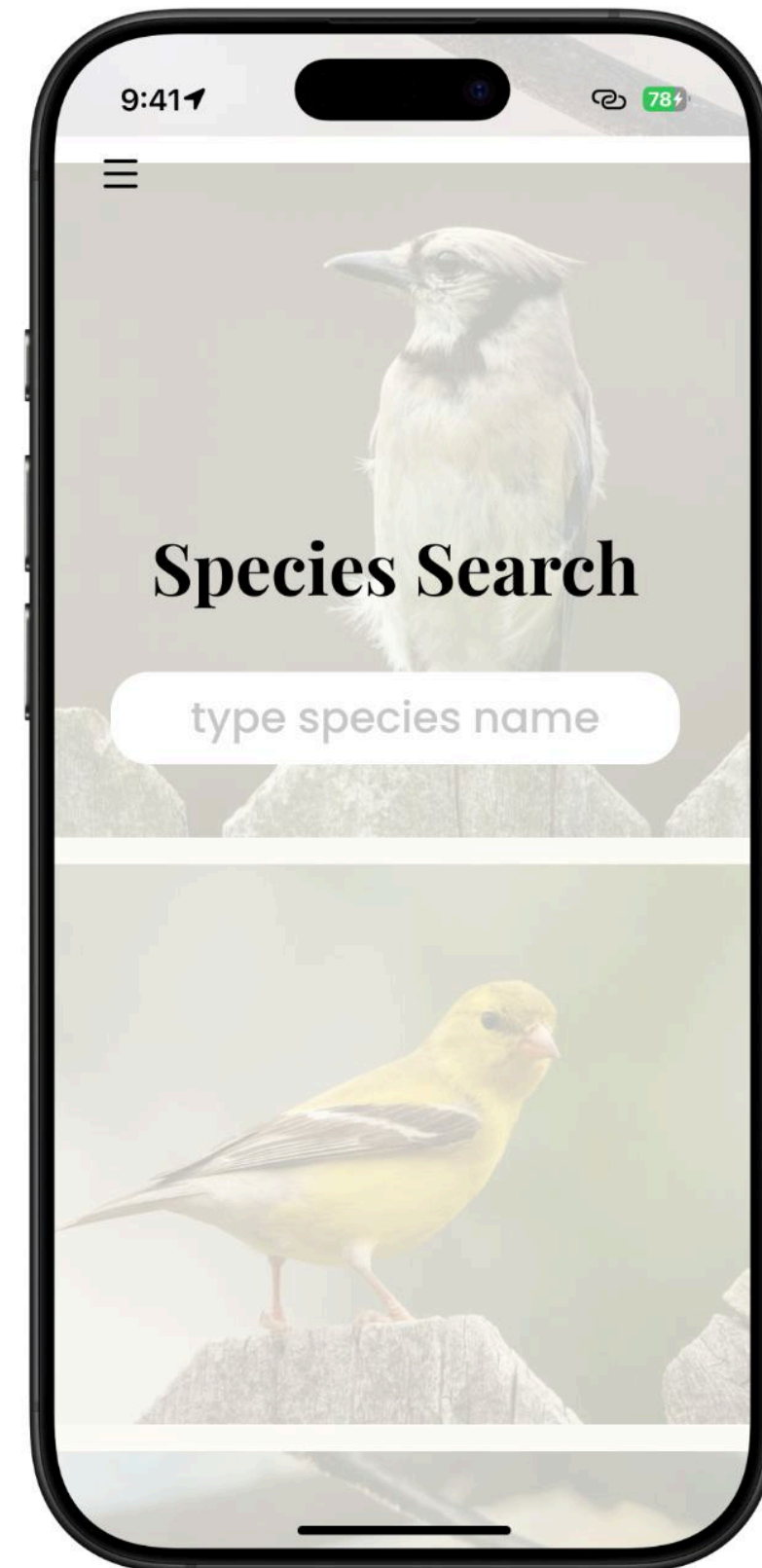
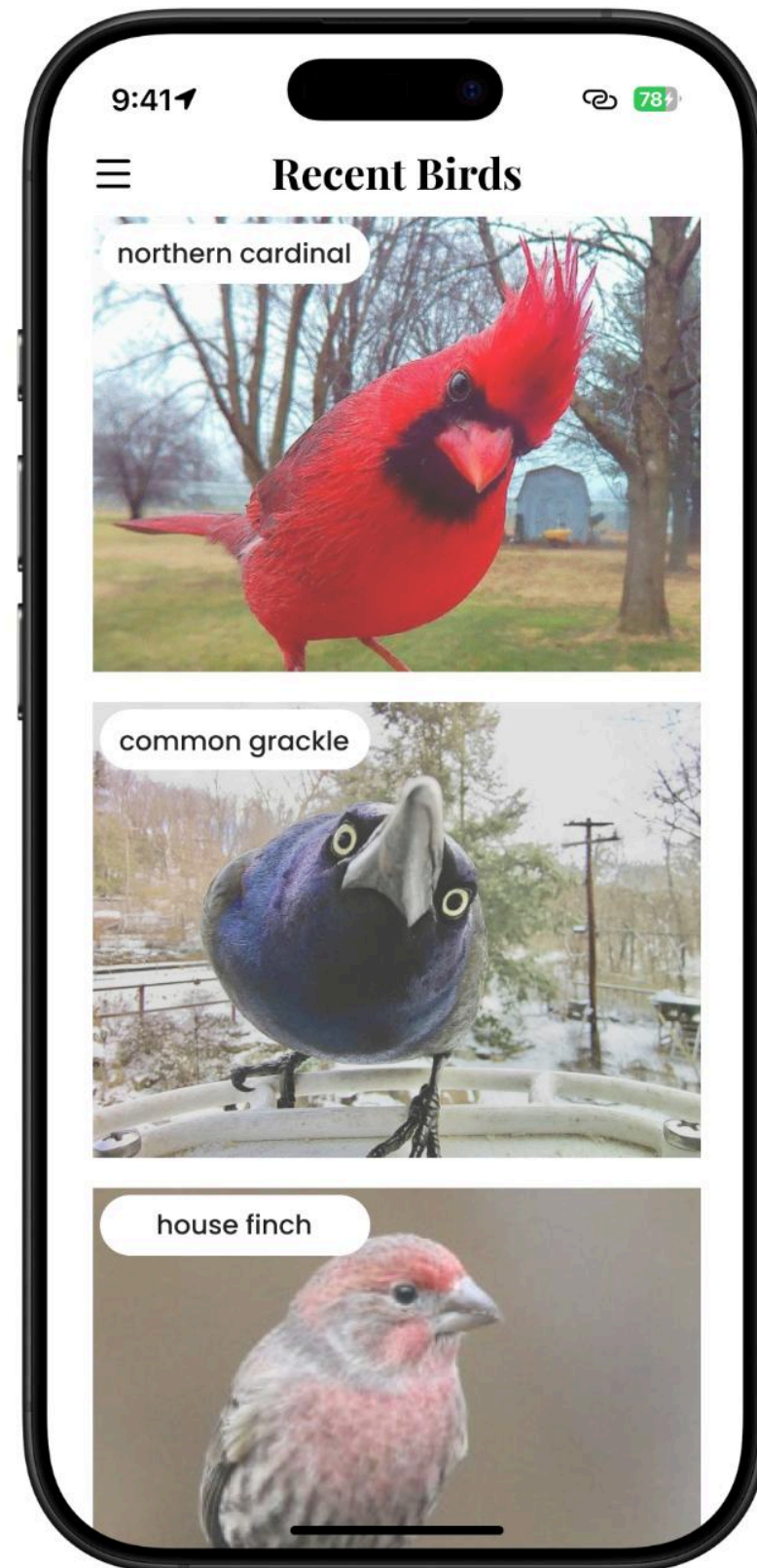


The rotating base allows for display and viewing at any angle.



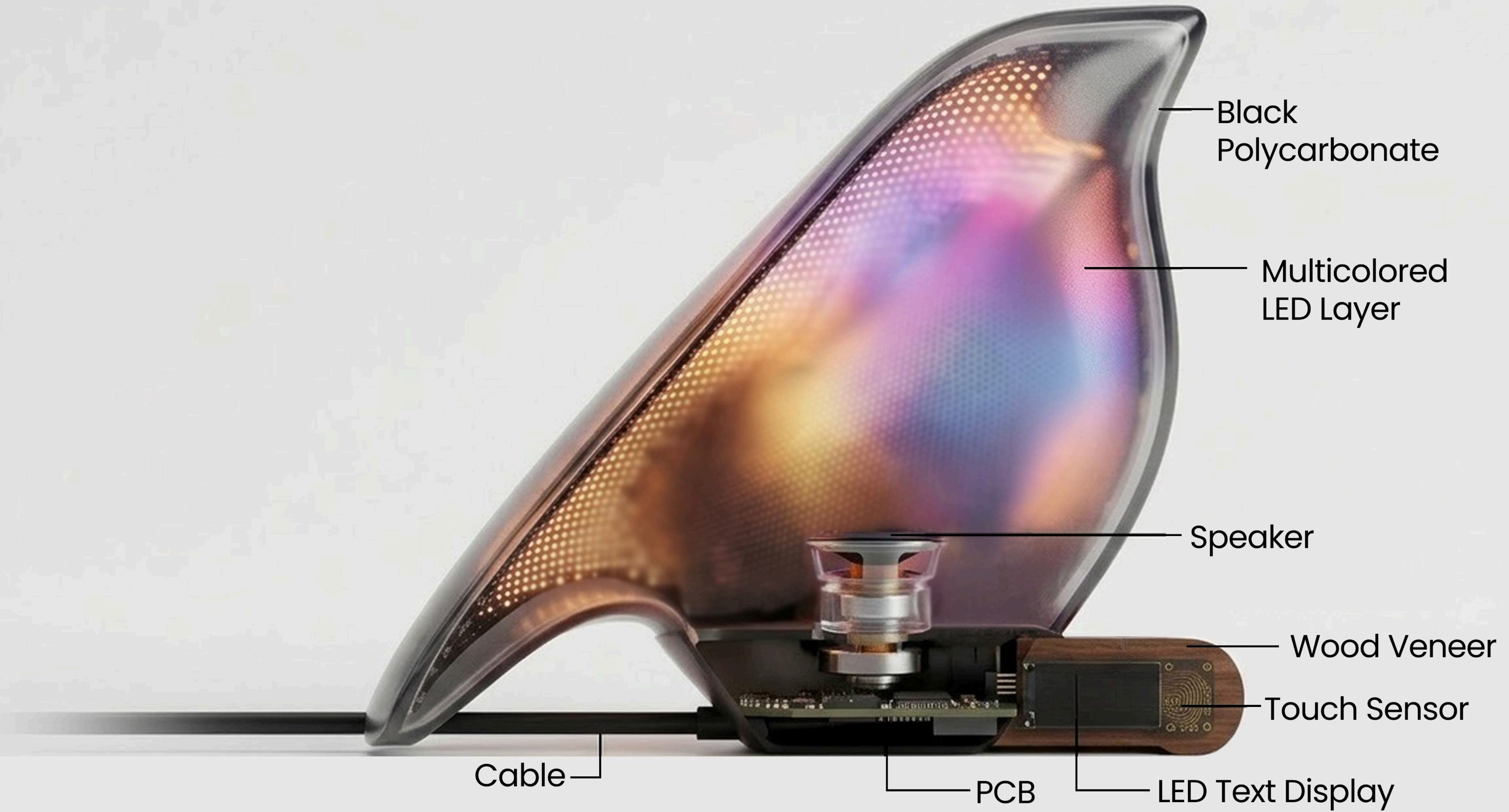
When feeder maintenance is required, the central device will let the user know.

App UI

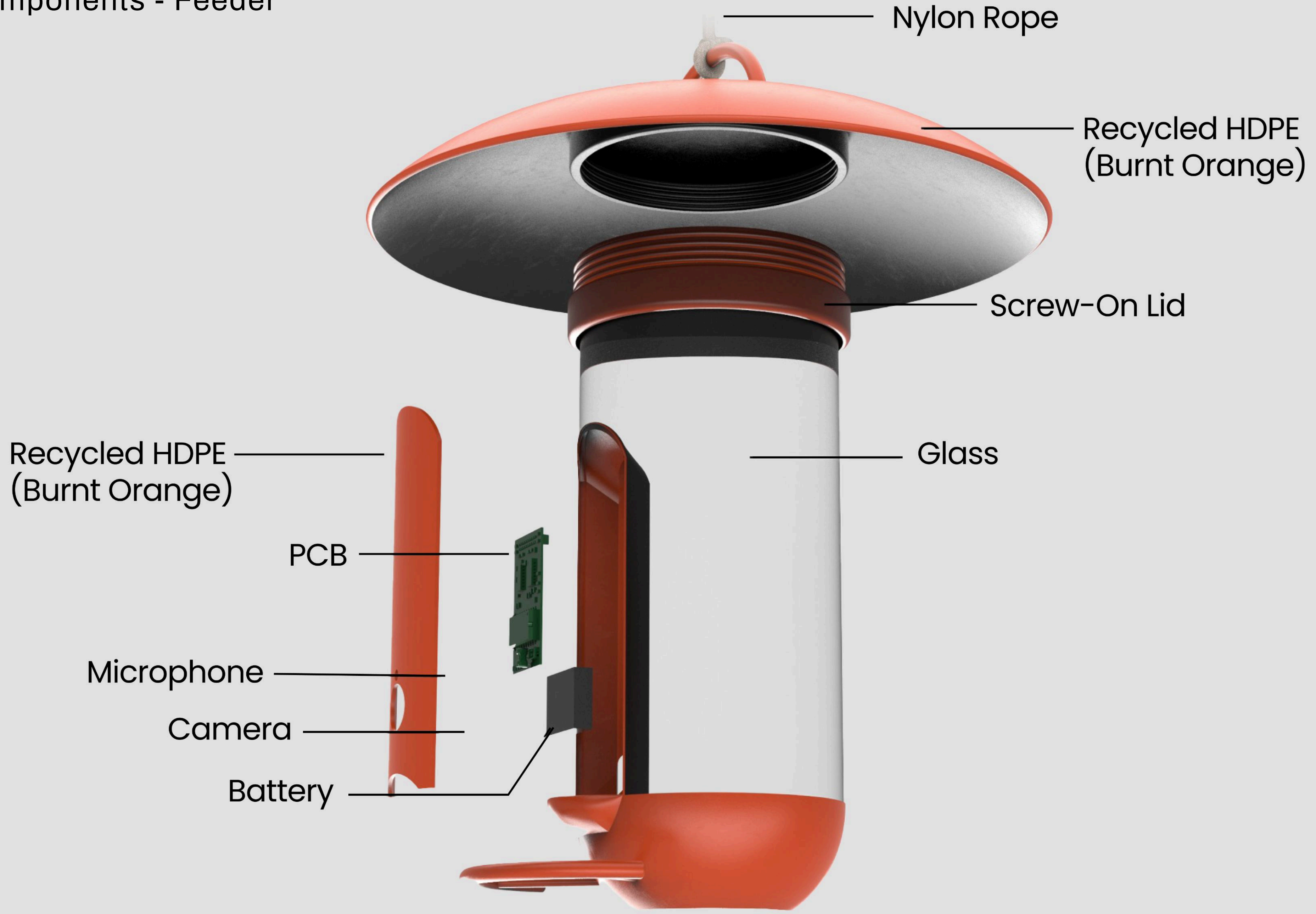


The accompanying Passerine app records photos of recent birds from the feeder, along with their identifications. Users can learn more about the birds, or search from their own photos.

Internal Components - Central Device



Internal Components - Feeder



Visiting birds are detected through the camera and microphone on the feeder. The information will be sent to the device inside the home, and quietly delivered to the app for later viewing.





Corresponding to the bird currently on the feeder outside, the central device will light up to display the bird's colors and name.



A rotating base allows for viewing text at any angle the user should choose to display it in their home.



The names of visiting birds as well as pertinent reminders for feeder care appear on the internal LED text display, hidden by a thin veneer when not in use.



Hidden speakers bring the bird's sounds from outside into to the home. When a bird visits the feeder, the speaker will automatically play their call for learning as well as an audible alert to their arrival.

Thank you for reading.

