

Every Animal Has a Story. Most Visitors Never Hear It.

What BarkLogue Does for Zoos, Sanctuaries and Wildlife Facilities

By Herb Locke, Founder of BarkLogue

The Problem

Most people spend 40 seconds in front of an enclosure.

They look. They take a photo. They move on.

Not because they do not care. Because nothing in that 40 seconds gave them a reason to stay.

The information board tells them the species, the habitat, the conservation status. All important. None of it personal.

"Most people spend about 40 seconds here. They look, they take a photo, they move on. They have no idea she has been painting for three years."

— Keeper at Vancouver Zoo

What the board does not tell visitors is that Nila reaches for yellow first every single morning before touching any other color. That she paints for exactly two hours and then puts the brush down. That she brings finished paintings to her keeper and waits for a reaction before starting the next one.

That detail would stop most people for ten minutes, not forty seconds. It would make them donate before they left. It would make them come back.

What BarkLogue Does

BarkLogue gives every animal in your facility an individual voice that works while your team focuses on everything else.

A keeper spends 10 to 15 minutes entering personality details about an animal. The habits, the preferences, the quirks that the team knows after years of daily contact but that never make it onto any public-facing material.

BarkLogue turns those details into a warm natural character that can hold a real conversation with any visitor who engages with it on your website, on a dedicated animal profile page, or embedded into your facility's digital experience.

A visitor who just watched Nila paint can pull out their phone, open a chat, and hear from Nila directly.

- What she likes and what she does not
- What her morning routine looks like
- What her relationship with her keeper feels like

That visitor is now emotionally connected to one specific animal in a way that a placard on a wall could never produce.

Why This Matters for Zoos and Sanctuaries

Donor conversion increases

Research into donation psychology consistently shows that people give to individuals, not species. A visitor who knows Nila's name and painting habit is significantly more likely to donate than a visitor who read that chimpanzees are endangered.

Repeat visits increase

A visitor who connected with a specific animal wants to know what happened next. BarkLogue makes it possible to follow an animal's story over time, creating a relationship that extends far beyond the day of the visit.

Education deepens

Facts presented on a board are processed and forgotten. A conversation about those same facts, delivered through the animal's own perspective, is retained and shared.

What It Requires From Your Team

Setup takes 10 to 15 minutes per animal.

After that it runs without ongoing management from your team. No content creation schedule. No social media commitment. No technical maintenance.

Your team provides the knowledge they already have. BarkLogue carries that knowledge to every visitor who wants it.

Ready to give your animals a voice?

Book a free 30-minute call at calendly.com/blang-barklogue/30min

No pitch. No pressure. I will show you how BarkLogue works on a real animal profile and answer every question you have, including the ones that might lead you to decide it is not the right fit.