CITY OF NORTH ST. PAUL
SOUTHWOOD NATURE PRESERVE
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Southwood is a beautiful nature preserve located in North St. Paul, MN. It currently lacks user engagement. Our goal is to increase that engagement by creating a self-sustaining system that is feasible and affordable. A self-sustaining system will attract users to the preserve and have them coming back frequently. Before coming up with prototypes, we did some research on the space and our users, which will be addressed in the next few pages.
USER RESEARCH

Following initial observations, we were able to interact with residents of the community through interviews and at an event in North St. Paul. Some of the most important interviews we did were with elementary school teachers. They gave us a good understanding of the role of Southwood in the community.

CURRENT USERS
(1) residents within perimeter of Southwood
(2) dog walkers
(3) runners

POTENTIAL USERS
(1) school groups
(2) new residents
(3) long-term residents

Observation and Direct Research
Our research allowed us to narrow down our target audience to children, parents and schools/teachers. After getting the chance to talk with Dave the Naturalists we learned that was important for the preserves future to engage students/children in maintenance. If the children take ownership of the park they can maintain the presence in the community. However, there needs to be a secondary user since children cannot get to Southwood on their own.
With the children distinguished as the primary audience in our prototyping for Southwood we knew we didn’t want to completely eliminate parents and schools/teachers from our implementation. Parents are important part of how children get to Southwood outside of school and unfortunately, through talking to teachers we learned that time and proximity are a major issue in involving the schools and teachers with a new Southwood system. Parents were then distinguished as our secondary audience.
We knew that our primary and secondary users, children and parents, were reliant on one another in their experience with Southwood. We then combined the two users to create an over-arching user that we titled “family”. The family has a dynamic role in our prototyping and later creates our persona for further development and testing.
Lexie is fairly new to North St. Paul. Her family moved to North St. Paul a year ago. She has a four-year-old boy, Jamie, who loves to explore and solve puzzles and never seems to be out of energy. Jamie's older sister, Courtney, is six years old and very much a girly-girl. She loves to paint and play with her mothers' clothes and make up and has just started dance classes. Lexie's husband is Jack and he is a IT tech they have been married for almost 8 years and love to make time to try new and exciting things as a couple as well as with their kids. Lexie is a cosmetologist and recently got her own chair at Hairstyles Unlimited on 7th Ave. Lexie loves being active even though she is on her feet most of the day. She encourages her kids to be active as well and loves to find new and fun things to do with them. Lexie is also very tech savvy and loves staying up to date with all the new hype. She is still trying to convince Jack to get on Facebook, but he stubbornly refuses. Facebook is a great way for her to keep in touch with friends and family.

By creating our persona, we are able to find out what the user's goals are. Knowing the user's goals is crucial to creating prototypes because we want the prototypes to satisfy their needs.
After examining our user goals, we came up with several prototypes that would meet those goals. We then looked back at the client goals to narrow down our options. We finally decided on the Choose Your Journey prototype because it met both client and user goals.
The Choose Your Journey brochures are targeted towards children in elementary and middle school. They can get these brochures from school. Completing a journey will help them earn extra credit or a badge. When they get the brochure from school, they bring it home and show it to their parents. The parents will accompany their children to Southwood assist their journeys. The goal of the prototype is to bring the entire family to Southwood.
As you arrive at Southwood Nature Preserve, the Choose Your Journey brochures can be found at the kiosk at the entrance. There are brochures with different themes to choose from – this caters to children with different interests. There will be a map on the kiosk and in the brochure that details how long each 'journey' is (distance and time). The kiosk will indicate new journeys that are changed according to the season. Southwood can also use Facebook to get feedback from their users. Visitors can post ideas or vote for journeys they would like to see. The next page is an example of what the User Journey brochure could look like.
We hope you enjoyed your adventure! For more information visit our Facebook page: www.facebook.com/SouthwoodPreserve Come back soon!
Can you find me?

1. Mallard Duck
2. Blue Wing Teal Duck
3. Wood Duck
4. Great Egrets
5. Green Heron
6. Wild Turkey
7. Bluebird
8. Great Horned Owl

Where was I?
Put the number of the corresponding bird on the trail where you spotted it.
After Lexie visits Southwood with her family over the weekend, she finds a URL for the Facebook site on the brochure to learn more about the next journeys the preserve will offer. This is an easy, convenient way for parents to continuously learn about the happenings of Southwood and could bring their families back in the future.
Rewarding the Johnson children for their successful trip to Southwood would create a positive experience. Thus, forming a feedback loop to make children eager to return to Southwood. The children would take their Choose your Journey brochure back to school and their teacher will reward them with badges specific to their journey. The more journeys the complete, the more badges they can collect. This is similar to boy-scouts. They can also earn badges for volunteering. Collectible will encourage children, along with their parents, to come back to Southwood frequently.
Choose your journey would successfully fulfill the needs of clients and users by engaging children of all ages, keeping families connected with communities as well as with each other and give the clients their need to increase community involvement with Southwood, build a self-sustaining system and create a feasible and affordable prototype. The journey program could be implemented and sponsored by a community group looking to become more engaged and increase volunteer hours.