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Southwood Final Deliverables

By: Kerry Johnson, Russell Ahrens, Mengjia Guo
Interviews

We conducted brief interviews with potential users, outlining our idea, providing examples of signage and asking for their feedback.

Anne (35, mother of one)
“Very cool idea.”
“(Signs in the preserve are) not distracting, as long as it’s about the nature.”
“I’m looking for space where my son can move.”

Joe (31, father of two)
“If you can make learning about nature educational, that’s really exciting. My kids would get really into that.”

Kari (27, mother of 1)
“We’re always looking for ways to get Colin outside and in nature.”

Have you heard of Southwood?

- Yes: 55.6%
- Unsure: 27.8%
- No: 16.7%
The How

Stories
Creating a choose-your-own-adventure story is a little bit involved, but it’s not complicated. By partnering with local high schools, stories could be generated at little or no cost. This could be done one of two ways:

1. High school creative writing classes could create the stories as part of a creative writing assignment.
2. A contest could be held, either targeted at high schoolers or open to the community, in which those whose stories were chosen were given credit at the preserve and a small cash/gift card prize.

Signs
The physical structures will be relatively simple: A wooden post with a plexiglass cover for the signage. Many different designs are possible, but it certainly would not be difficult or expensive to make. Low cost partners for this could be the boy scouts or a high school shop class.

The graphic design for the signs need not be complicated. It could follow the layout provided in this report, or freedom could be given to the student designers to choose an appearance that supports their story, with guidance from their teachers.
The Smith family is full of energy, and always looking for fun new activities to do as a family. They love being outside exploring nature, and jump at any opportunity to learn in a fun way. Since they are constantly on the go, it’s hard for them to do things that take elaborate planning. The Smiths moved to North St. Paul a year ago. They were drawn to the town because of it’s short distance to the cities, and friendly community with good schools.
Wanna join us to Choose-Your-Own-Adventure?

Route 1: "Little Dragon" for kids from 4-7.
Route 2: "Weeds" for kids from 7-9
Route 3: "Batman" for kids from 9-11

Any information please click on our website
www.southwoodnaturepreserve.com

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Wooden Signs

Route 1 "Little Dragon"
4-7 years old.

Route 2 "Weeds"
7-9 years old.

Route 3 "Batman"
9-12 years old.
User Journey Map

Library

Get mail newsletter from school

School

Read descriptions of choose your own adventure in Southwood Nature Preserve

Home

Share the interesting adventure with neighbor.

Wonderful afternoon!

Try another adventure next time.

Try another adventure next time.

Southwood Nature Preserve

Where is the Southwood?

Beautiful fall leaves!

Parking by the road.

*Choose your own adventure* sign stands on the entrance of preserve

Great woods!

Signs visible right away.

Engaging, cute story.

Get rid of some invasive weeds.

Learned a lot of information about nature.
Hanging Sign

Nature Class

Bat in Southwood

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