During the Fall of 2013, students from the User Experience (UX) class at the University of Minnesota partnered up with Resilient Communities Project and the City of North St. Paul. The goal of the class was to learn and apply UX design principles, and to find new ways of increasing engagement at Southwood Nature Preserve. Students worked in teams throughout the entire semester and came up with different solutions to meet the client and users’ goals and needs.

1 **Research**

Students conducted research to understand Southwood Nature Preserve, North St. Paul, and its surroundings.

- Visit Southwood Nature Preserve
- Tour residential areas and businesses in North St. Paul
- Interview residents of the city and users of the preserve

2 **Analyze**

Through observation and interaction with the clients and residents of North St. Paul, students were able to identify their target audience.

- Conduct stakeholder analysis to identify key stakeholders
- Many teams identified teachers and families as their target user/audience
- Create user journey to understand how users interact with the preserve

3 **Prototype**

The next step was to come up with solutions that would meet the client and users’ goals.

- Brainstorm prototypes that would eventually become self-sustainable
- Present ideas to clients and users
- Revise ideas based on feedback

4 **Recommend**

After receiving feedback from clients and users, students refined their prototypes and presented their final solutions. The following are examples.

- Rebrand Southwood Nature Preserve
- Redesign City of North St. Paul’s website
- Use social media to engage users
- Build interactive signage at preserve
- Incorporate Southwood into educational programs
- Create customizable adventures and activities for children