Arouse people's concern for the environment and nature, fostering awareness of caring for plants and protecting the environment.

1 Problem Definition 2 Behavioral Mapping 3 Field Research 4 Brainstorm 5 Storyboard 6 Design and iteration

Background

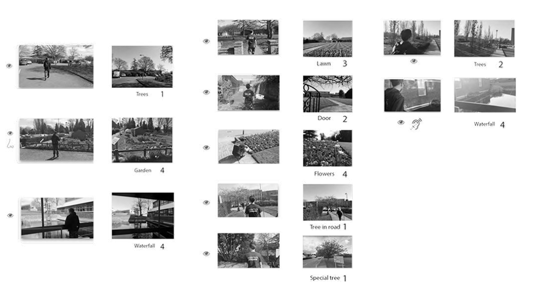
Loughborough University has many kinds of trees and plants on the campus. In addition, there are some biodiversity activities in school, However, many people do not really notice them much or they might have interest in them but do not have related information. **So, this is where the concept starts.**

Current Situation

- Information is not attractive
- Location is not clear
- People lack activity infomation

Field Research

Behavioral maps are used to observe the interaction between the participants and the plants around the area. In addition, through the records of different people's surveys, we can find out what attracts participants on surrounding.



Experience Map

	BEFORE		PROCESSING				AFTER	
Stages	Awareness	Discover	Identify	Adopt	Watering	Events	Exchange	Share
Touchpoints	Email	Tagged plants	AR and Picture Recognition	Smartphone	Smartphone	Event friends	Social media Talk to friends	Plant store staff
Doing	Receive invitation email from App before going to the area	Pass by some special areas and receive notification	Use camera to scan the plants and AR to see the plants change	Adopt the different kinds of plants,frequently and get tips from that	Take part in different biodiversity activities. Make friends.	Share the adopted plants on the social media and talk to friends.	Use the credit to exchange the real plants.	Share the experience to the friend circle.
Thinking	What is nearby environment look like? Is it an App advertisement? Does anyone else use it? Is it useful forliving on surrounding? Should I go to the area to have a look?		Could AR bring interesting things? Can it recognise the plant correctly? How many kinds of plant could I adopt? I want to know how others see this plant? I would like to share the plant with my friends.		It is good to get planting and living tips of school. Looks interesting, i wanna adopt more. I would like to know more and see other poeple's adpoted plants. Make friends is a good way to exclude loneliness.		I would like to exchange a plant with good looking. I would like to know more about exchangeable plants. I want to tell more friends and let them bring up a plant with me.	
Feeling								
Emotional Experience								
Opportunity	Give people more information about area and app	Tag more plants	Make the exploring progress interesting	Make the adopt progress and check it later easy	Let users get useful tips for watering	Let users attend and invite people easy, make some task get users together	Make the excahnge progress easy to understand	Make the excahnge progress easy and one key to share to social media

Field Research

Bee Hive

Strengths
1. Hold activities every year
2. Complete process and system Visitors can interact with them
3. Professionals who will explain the process

Weaknesses
1. Time is too short to learn
2. People don't interact much with each other

Zoo Campus

Strengths
1. Different kinds of animals bring a lot of fun
2. Freely browse in the area
3. You can put an animal on your hand

Weaknesses
1. Time is flexible
2. Some people are afraid to touch animals

Fruit Route

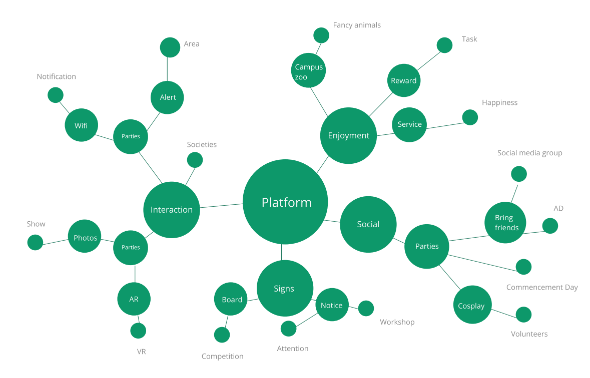
Strengths
1. Get to know the whole area
2. Learned the names of many plants
3. Explain in detail

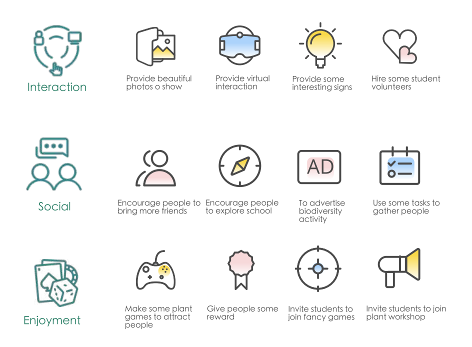
Weaknesses
1. People don't interact much with each other

Interview Finding

- 77% "People would like to stop when they meet something they are interested in." P2
- 89% "There are some interesting plants but I even do not know there are here." P1
- 67% "If there is nothing special about particular plants or animals, then there would be no interaction for participants ." P3.P4.P5.P8
- 67% "Most of participants, from the activity, get there with one or two friends."
- 56% "Participants did not know about the school activity information, so they missed the chance to join the activity." P4

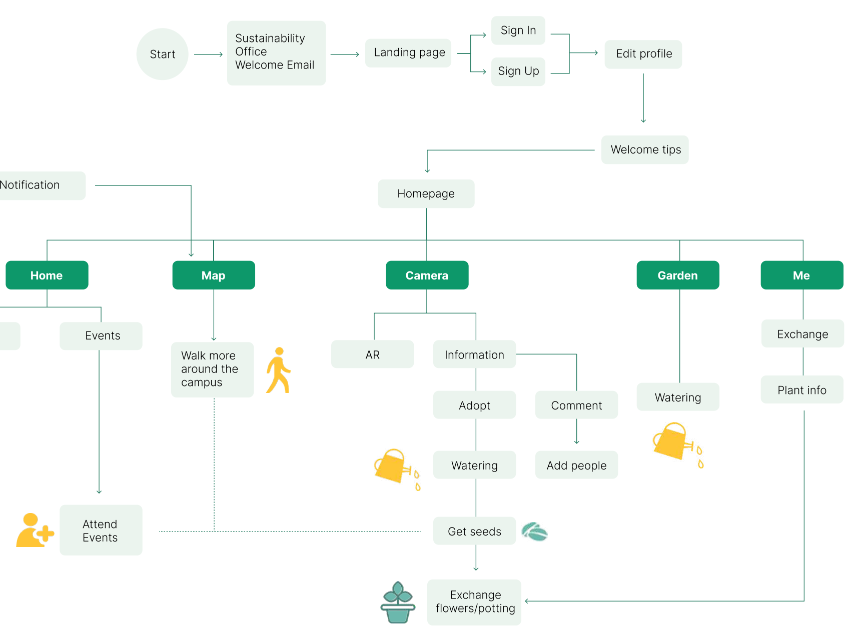
Brainstorm



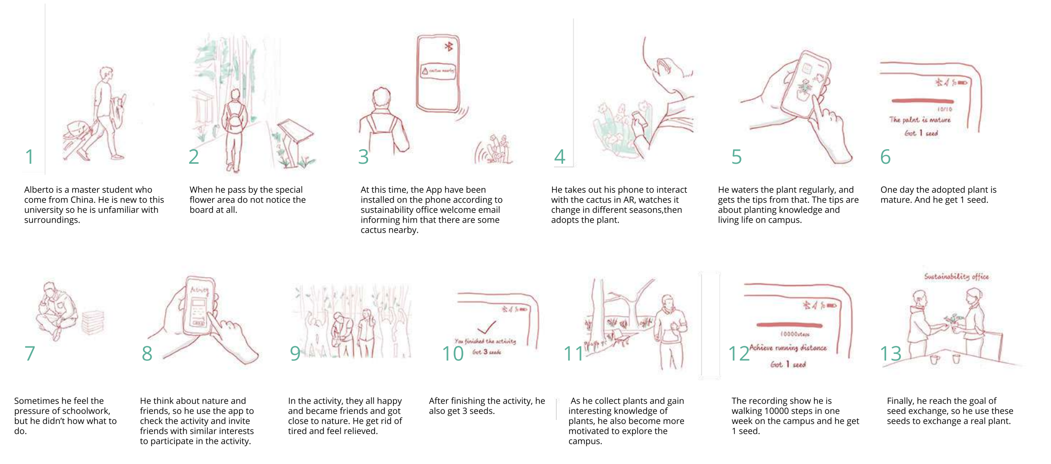


Persona

Flow Chart

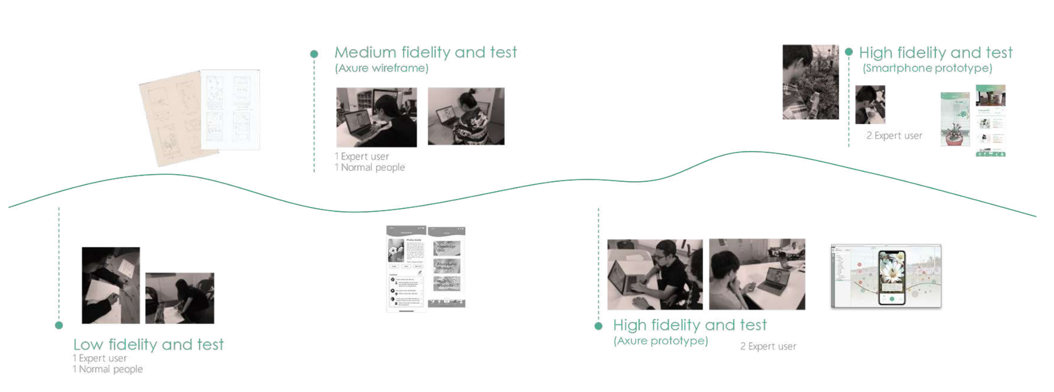


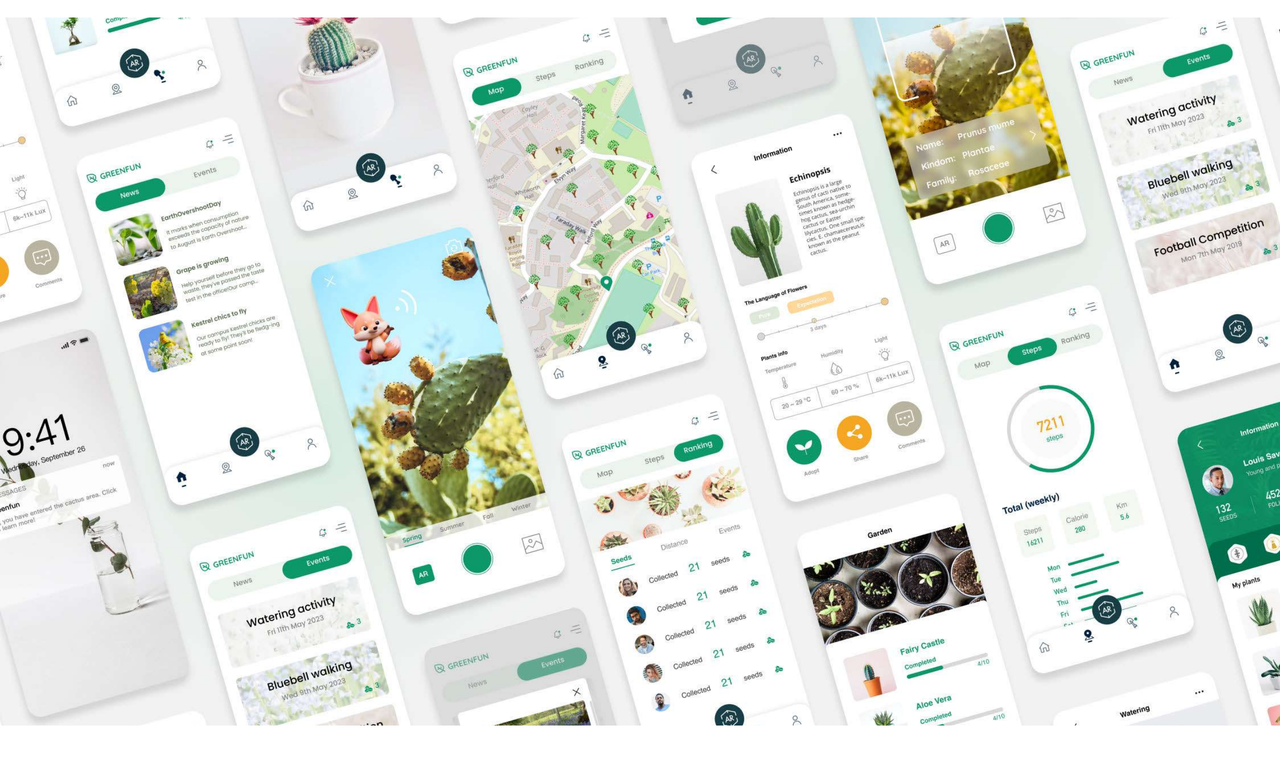
Storyboard



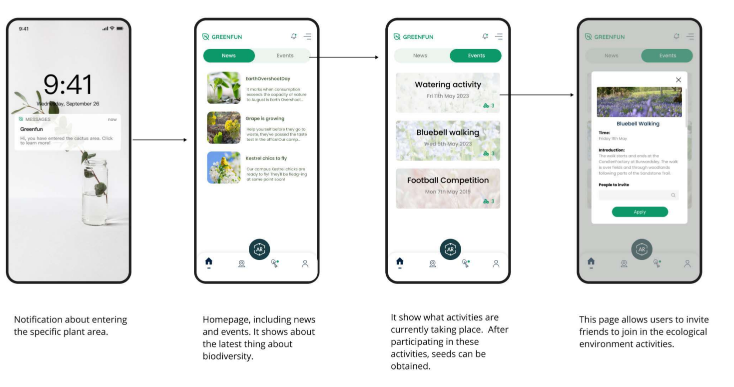
1. Alberto is a master student who come from China. He is new to this university so he is unfamiliar with surroundings.
2. When he pass by the special flower area do not notice the board at all.
3. At this time, the App have been installed on the phone according to sustainability office welcome email informing him that there are some cactus nearby.
4. He takes out his phone to interact with the cactus in AR, watches it change in different seasons,then adopts the plant.
5. He waters the plant regularly, and gets the tips from that. The tips are about planting knowledge and living life on campus.
6. One day the adopted plant is mature. And he get 1 seed.
7. Sometimes he feel the pressure of schoolwork, but he didn't how what to do.
8. He think about nature and friends, so he use the app to check the activity and invite friends with similar interests to participate in the activity.
9. In the activity, they all happy and became friends and got close to nature. He get rid of tired and feel relieved.
10. After finishing the activity, he also get 3 seeds.
11. As he collect plants and gain interesting knowledge of plants, he also become more motivated to explore the campus.
12. The recording show he is walking 10000 steps in one week on the campus and he get 1 seed.
13. Finally, he reach the goal of seed exchange, so he use these seeds to exchange a real plant.

Design Evaluation

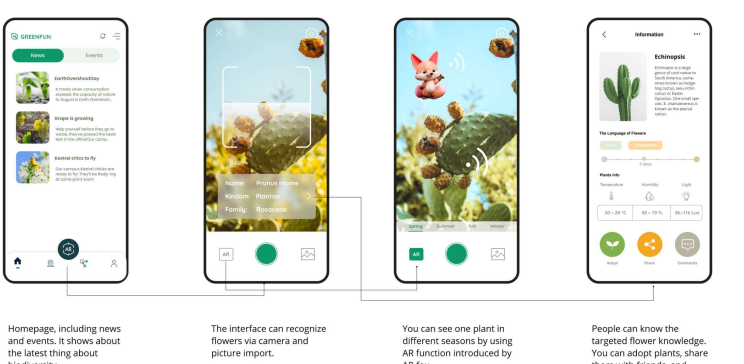




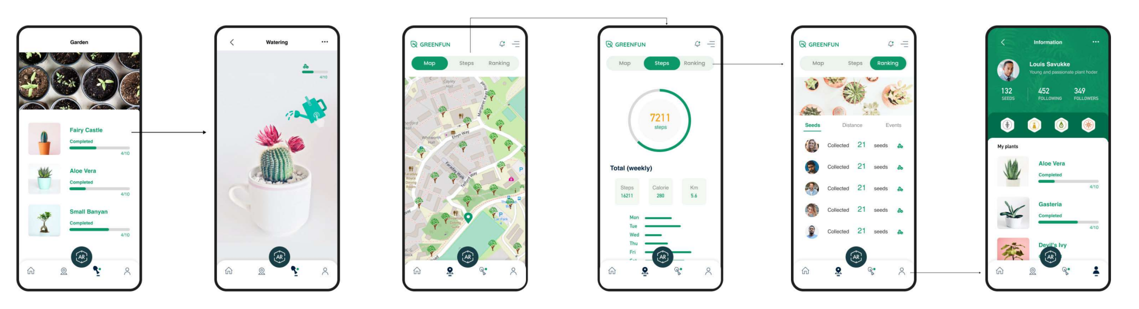
High Fidelity



- Notification about entering the specific plant area.
- Homepage, including news and events. It shows about the latest thing about biodiversity.
- It show what activities are currently taking place. After participating in these activities, seeds can be obtained.
- This page allows users to invite friends to join in the ecological environment activities.



- Homepage, including news and events. It shows about the latest thing about biodiversity.
- The interface can recognize flowers via camera and picture import.
- You can see one plant in different seasons by using AR function introduced by AR fox
- People can know the targeted flower knowledge. You can adopt plants, share them with friends, and comment on these types of plants.



- The Garden page shows all of the adopted plants, and you can see their maturity.
- You can water the flowers by clicking on the kettle. Every time it grow, there is a tip about planting or school.
- Map information about plants locations. Just like Pokeman, people can explore the campus and collect them.
- Steps keep track steps of users take during the week, and get seeds if they reach specific Steps. It also shows calories and km.
- The ranking can help people know how other people get seeds, distance and events they join, which can encourage users to be competitive.
- The Me page display the seed number, and the pictures they take. The seeds they have are in there, and they can look at them easily.