Solution

	BEFORE		PROCESSING				AFTER	
Stages	Awareness	DIscover	Identify	Adopt	Watering	Events	Exchange	Share
Touchpoints	Email and school offical website	I-Beacon	AR and Picture Recognition	Smartphone	Smartphone	Event friends	Social media Talk to friends	Sustainability staff
Doing	Receive invitation email from school before going to school	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 / Water the adopted 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 school' environment look like? Is it an App advertisement? Does anyone else use it? Is it useful for my living on campus? 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 new students more information about school and the App	Put more i-beacon devices and make it more accurate	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

Interaction — Provide beautiful photos o show / Provide virtual interaction / Provide some interesting signs / Hire some student volunteers

Social — Encourage people to bring more friends / Encourage people to explore school / To advertise biodiversity activity / Use some tasks to gather people

Enjoyment — Make some plant games to attract people / Give people some reward / Invite students to join fancy competition / Invite students to join plant workshop
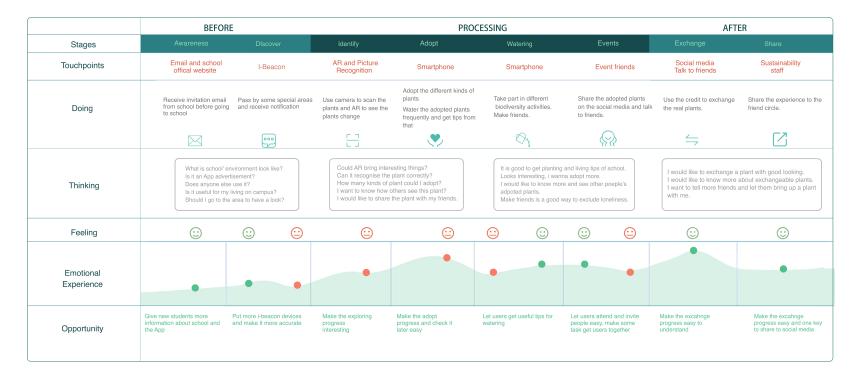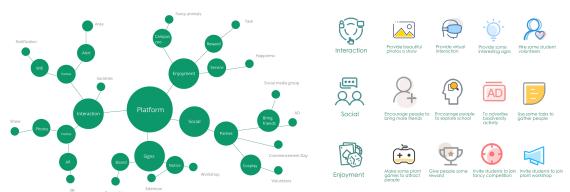
Solution: Based on the user journey and card sorting, a solution has been developed: creating a platform where people can learn about the plants around them in a timely manner. It aims to provide interesting ways to acquire relevant knowledge and invite companions to participate in related activities. Additionally, users can exchange credits for discounts on actual plant purchases.