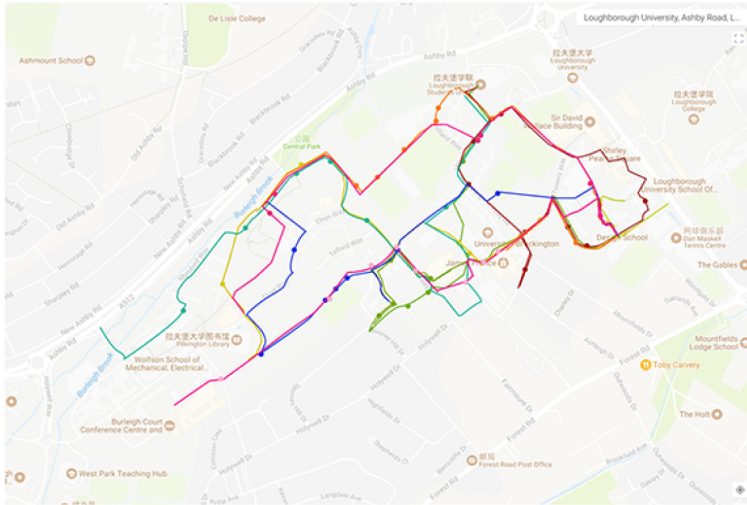


Research



- P1
- P2
- P3
- P4
- P5
- P6
- P7
- P8



Trees 1



Garden 4



Waterfall 4



Lawn 3



Door 2



Flowers 4



Tree in road 1



Special tree 1



Bee Hive



Zoo Campus



Fruit Route

Strengths

1. Hold activities every year
2. Visitors can interact with them
3. Professionals explain the process

Weaknesses

1. Time is too short to learn
2. People don't interact with others

Strengths

1. Various animals bring a lot of fun
2. Freely browse in the school
3. Can put an animal on your hand

Weaknesses

1. Time is flexible
2. Specific animals can be scary

Strengths

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

Weaknesses

1. People don't interact with others

77%



"People would like to stop when they meet something they are interested in." P2

67%



"If there is nothing special about particular plants or animals, then there would be no interaction for participants." P3,P4,P5,P8

56%



"Participants did not know about the school activity information, so they missed the chance to join the activity." P4

"There are some interesting plants but I even do not know there are here." P1

89%

"Most of participants, from the activity, get there with one or two friends."

67%

Insight: Through field research of behavior mapping and event attending, it is found that people turn a blind eye to the rich ecological diversity around them. Many people want to learn more about the plants around them but do not have a proper platform, or some people do not find it interesting, let alone participate in ecological diversity activities.