

# Southwood Design Proposal

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This project was supported by the Resilient Communities Project (RCP), a program at the University of Minnesota that convenes the wide-ranging expertise of U of M faculty and students to address strategic local projects that advance community resilience and sustainability. RCP is a program of the Center for Urban and Regional Affairs (CURA) and the Institute on the Environment.



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# Client Goals



- **Increase traffic to Southwood**
- **Educate youth**
- **Grow community support**

# P1 Research Findings



## Background

The purpose of this project is to gain empathy for the residents of North St. Paul and gain familiarity with Southwood Nature Reserve in order to better understand what the residents want and need out of Southwood. We will use this information to guide our design process, in which, our goals are to increase use of Southwood, educate the public on nature, and preserve(restore) the natural habitats of North St. Paul.

## Research Process

Our team went on-location to Southwood Nature Preserve four separate times. On the first trip, we went as a class to meet with the clients and take a walk through Southwood. On the second trip, our team went on a Wednesday evening to conduct indirect observations. We used fly-on-the wall observation methods at Southwood Nature Reserve, Downtown North St. Paul, and Casey Lake Park (which we saw as a main competitor for park traffic). On the third trip, we went on a Sunday afternoon and split up into two sub-teams in order to conduct observational interviews with residents. We had a team walk through Southwood and a team walk through the surrounding neighborhoods, these locations proved to have little success as there were not many residents “out and about.” Next we moved one team to the downtown area and the other to Casey Lake Park. At these locations we had much more success and got good feedback from our questions.

On the fourth trip, we went early in the afternoon on a Wednesday to conduct more observational interviews. Our goal for this trip was to interview a younger demographic (since the first set of interviews were mostly from older residents). This time of day proved to be very successful for interviewing younger residents since school was just getting out.

From these observational interviews and fly-on-the-wall observations we got good information to guide and strengthen our research.

## Interview Findings

As we interviewed people we found that we were getting a lot of, “What’s Southwood?” Most of the people we talked to- even the older residents- had never heard of the preserve. However, we found that the newer and younger residents we talked to were more receptive to the idea of going to Southwood.

# Target Audience

## Young families in North St. Paul and surrounding areas

The research we gathered in Project One informed our decision to target young families in North St. Paul and surrounding areas. We define young families as households with children in preschool to sixth grade

By reaching these young parents we will, in turn, be engaging their kids who, by interacting with the space at a young age, will develop an interest and want to go their on their own when they are older. Targeting this audience not only brings traffic into Southwood now but also ensures that there will be people who are invested in and want to take care of it in the future.

To help us understand our audience better, we created this persona.



### **CHRISTINE**

Age: 36

#### **Likes**

Jogging  
Baking

#### **Dislikes**

Being stuck indoors  
Litter

Christine moved to North St. Paul a year ago with her husband and two young children. They were drawn to the town because of it's short distance to the cities, where her husband works. They also love the friendly community and good schools. Since becoming a mother, health and education have become of great value to Christine. She hopes to instill these priorities in her children by being a fit and lifelong learner herself. She does her best to get her kids out and exposed to nature by taking trips to the parks a couple times a week and going on family camping trips in the summer. Although they are still new to the community, Christine and her husband are looking forward to getting involved and making many memories in North St. Paul.

#### Goals

- Teach her children to be healthy and curious
- Get involved in her new community

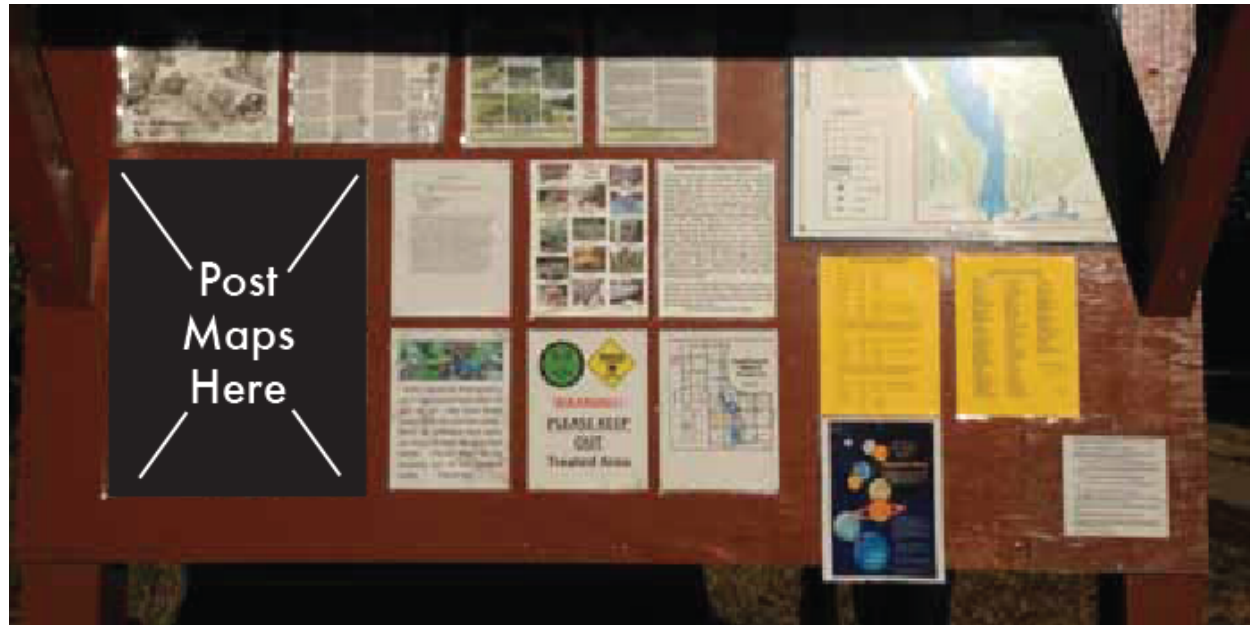
# Target Audience Goals

We understand that as young parents these people value family, education, and health. The following four goals are how those values relate to Southwood.

- Family Bonding Time
- Educating kids about nature
- Spending time outdoors and getting exercise
- Instilling eco-conscious and pro-nature values in their children



# Proposal: Scavenger Hunt



Based on our target audiences goals we have decided to propose a scavenger hunt that is both fun and educational. In order to keep required resources minimal the scavenger hunt will be in physical paper format. Paper maps will be posted on the bulletin board as you enter Southwood. These maps will include everything that one needs in order to fully participate in order to fully participate in the scavenger hunt.

Depending on available resources we would like to change the scavenger hunt throughout the year. At the start of each new scavenger hunt there will also be a kickoff event to help spread the word, raise funds, and grow community support.

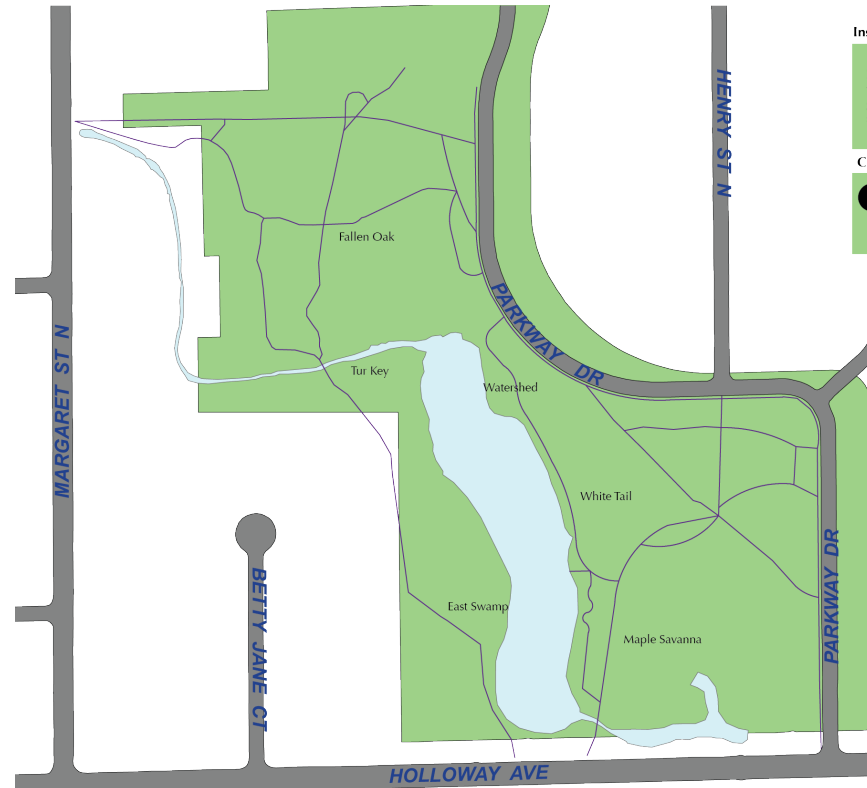


# Prototype

The scavenger hunt will be fairy tale themed in order to make it fun and imaginative for the user. The user will be searching for small houses that are nestled into natural features of Southwood such as trees. Inside these houses will be stickers to mark the corresponding location on their map in order to show which locations have been found.

Plant identification will be the educational part of the scavenger hunt. Users will need to identify various invasive species of plants in order to figure out where the houses are. Written descriptions and photos of the plants will be included on the map in order to guide the users on their quest.

There is potential for a template to be designed so that schools can create content for the scavenger hunt. This would create a self-sustaining system to keep creating a new scavenger hunts throughout the year.



### Instructions

In the Kingdom of Southwood there lies an ever-going struggle between good and evil. It is up to you to save the good people of the Kingdom from the invading evil spirits. Find the houses of the good people and save them from the evil spirits. Once you have saved all of the good people you will forever be the hero of the Kingdom of Southwood.

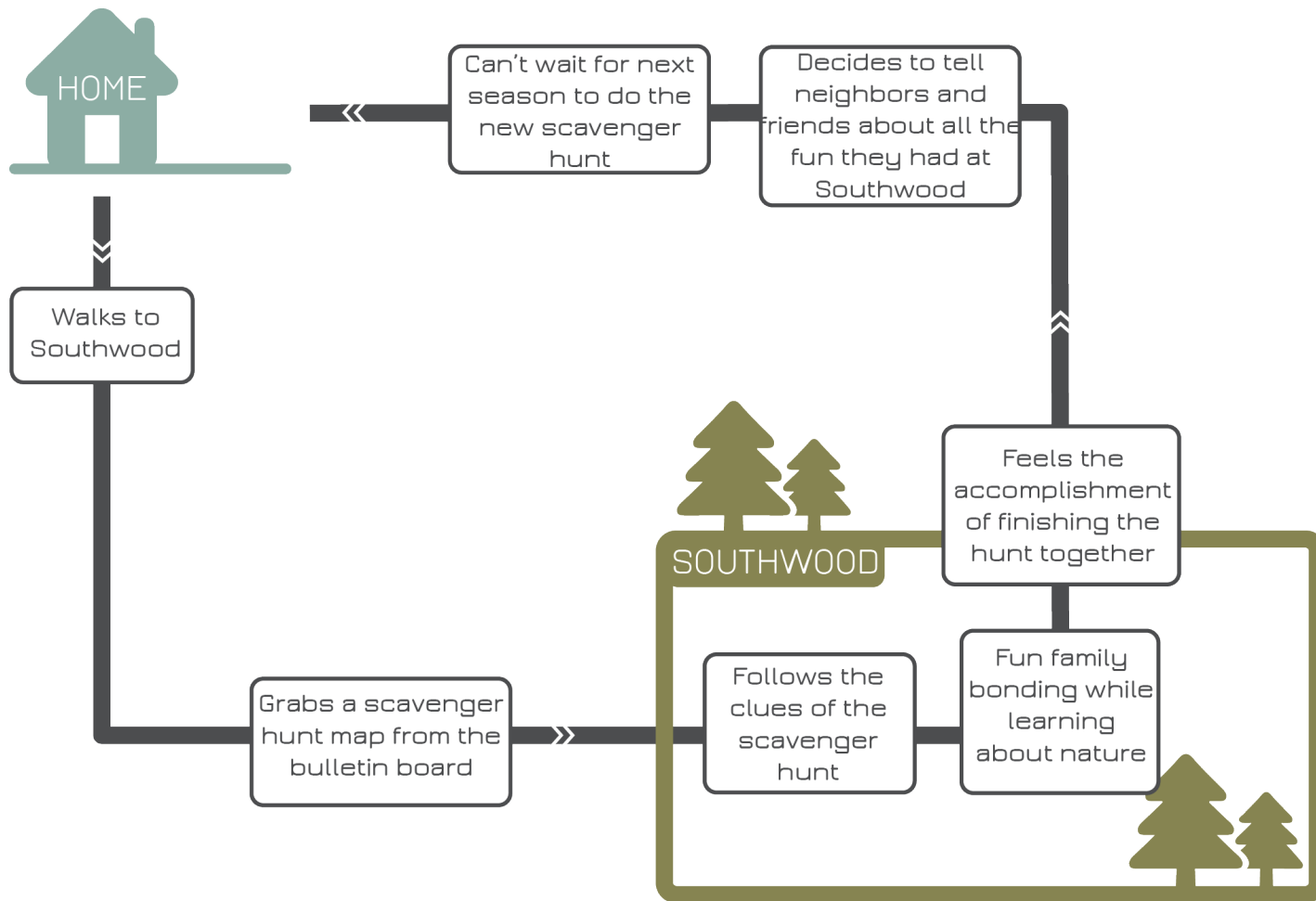
### Clues

- 1 A family near fallen oak needs your rescue! A tall black-fruit bearing monster called Buck Thorn is invading the families homestead. Their home can be found nestled in the roots of a fallen tree.



# User Journey Map

This user journey map illustrates our persona using our scavenger hunt system at Southwood nature preserve.



# Addressing Audience Goals

Parents and their kids can work together to solve the clues, allowing for family bonding time. Kids are sure to have fun on this mythical adventure, and with all of the underlying factual information about the plants and wildlife within Southwood, they will gain knowledge along the way. Having an enjoyable experience within the

preserve will have families wanting to come back for the next scavenger event, and even for a nice time without the hunt. It will build a connection with the space and people will strive for its continuous upkeep. They also may tell their friends and neighbors about their great experience, which will drive even more people to Southwood.

# Audience Feedback

Part of making sure that anything we implement within the space will be successful is testing our ideas with our audience. We went back to North St. Paul in search of target audience members to show our prototype to. We found one woman at the Community Center who matched our target pretty well (married with two young kids, living in North St. Paul). She thought that her kids would have fun

with the activity and she would love to do it with them. Her suggestions to improve the prototype were to make the instructions simpler so that kids could understand them better on their own, and to add pictures so that they know what to look for. She added that her kids love stickers, so that is a good cost-effective reward to keep them motivated to complete the scavenger hunt.

# Moving Forward

The next step in this project would be to revise the prototype based on our audience feedback, to make it more clear and simple. We would then do more user testing, such as setting up a trial run in the preserve, and have a real family run through it so that we could pinpoint any areas of confusion and figure out the best way to set everything up. We would reach out to teachers in the area to

have students create new scavenger hunts in their classes, as an easy way to get more people within the space and have it be continually updated. Ideally, the scavenger hunt would be updated twice to three times per year. We would promote the event on the North St. Paul website, in the school newsletter, and on posters around town.