



barefoot

one step at a time

problem

lack of environmental education, exposure to nature, and care towards nature makes it difficult for individuals to take action to live sustainably.

solution

help people foster a deeper connection with the outdoors by immersing them in nature with contextual learning to promote individuals to adopt sustainable habits.

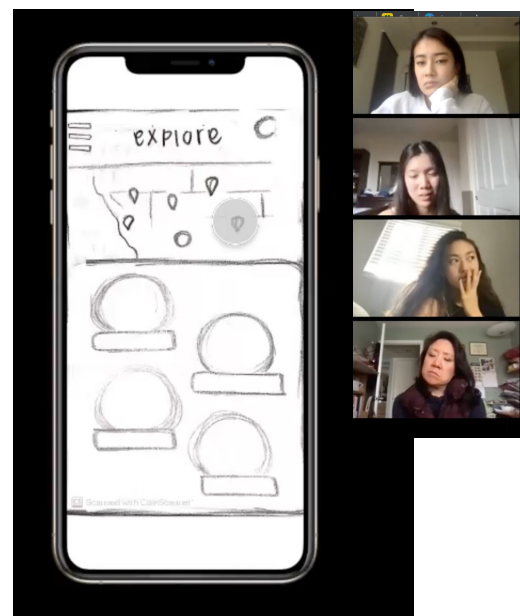
the process



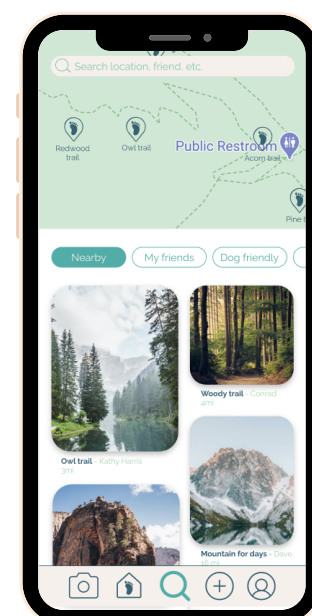
needfinding



low-fi prototype



usability testing



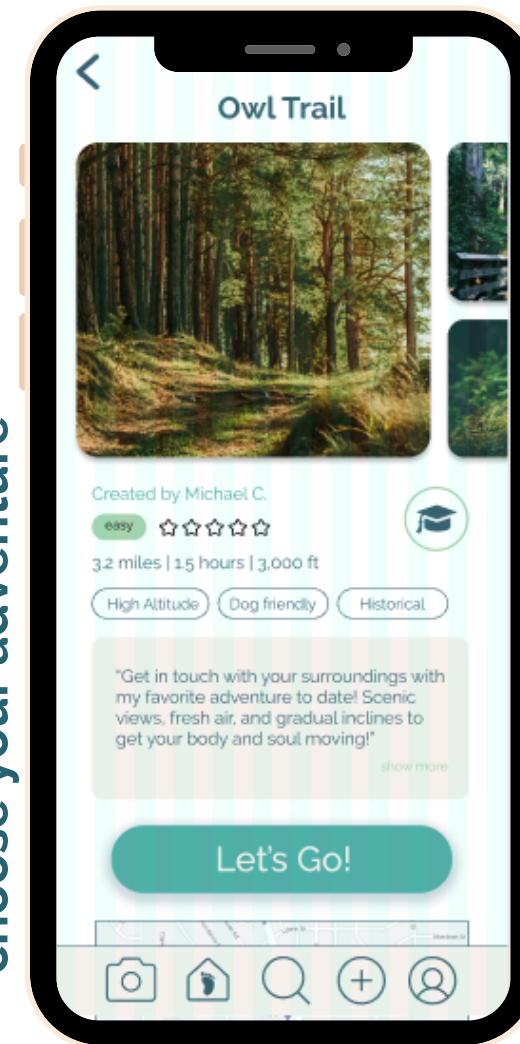
med-fi prototype

key features



browse your feed

explore your friend's recent activity on the feed page



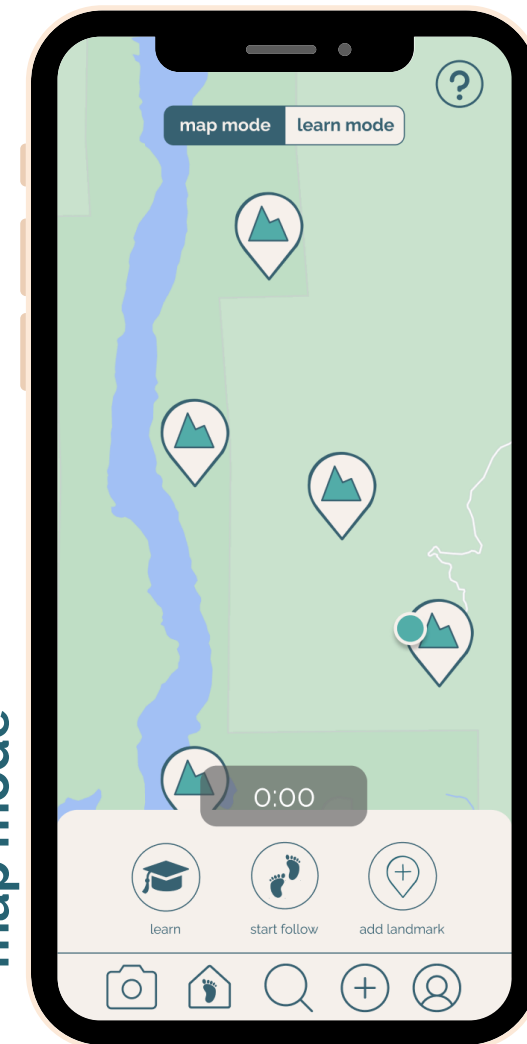
choose your adventure

discover details about the adventure you're interested in



learn mode

read facts and tips without the distraction of the map



map mode

use GPS navigation while following an adventure