



Society's Disconnect from Nature

mömo

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Serena

Help others find community
warrant a bad human
human agency/ nature
w/ life

Encouragement

make people
want to share
their personal
experiences
encourage them

make people
want to share
their personal
experiences
encourage them

make people
want to share
their personal
experiences
encourage them

Impact

can't agree
→ 1. make people
want to share
their personal
experiences
encourage them

can't agree
→ 1. make people
want to share
their personal
experiences
encourage them

can't agree
→ 1. make people
want to share
their personal
experiences
encourage them

Endangered

can't agree
→ 1. make people
want to share
their personal
experiences
encourage them

can't agree
→ 1. make people
want to share
their personal
experiences
encourage them

can't agree
→ 1. make people
want to share
their personal
experiences
encourage them

Animal learning

make people
want to share
their personal
experiences
encourage them

make people
want to share
their personal
experiences
encourage them

make people
want to share
their personal
experiences
encourage them

Fe

make people
want to share
their personal
experiences
encourage them

make people
want to share
their personal
experiences
encourage them

make people
want to share
their personal
experiences
encourage them

POV + HMW Generation



POV 1



We met... Serena, a 21 year old Stanford undergrad who doesn't enjoy the outdoors

We were amazed to realize... she changed her behavior after visiting a turtle rehabilitation center (started using metal straws knowing that plastic straws are harmful to turtles)

It would be game changing if... we could help Serena feel intimately worried about harmful human impacts on other endangered species too



HMW...

foster personal connections between
humans and wildlife as closely as
humans with their pets?

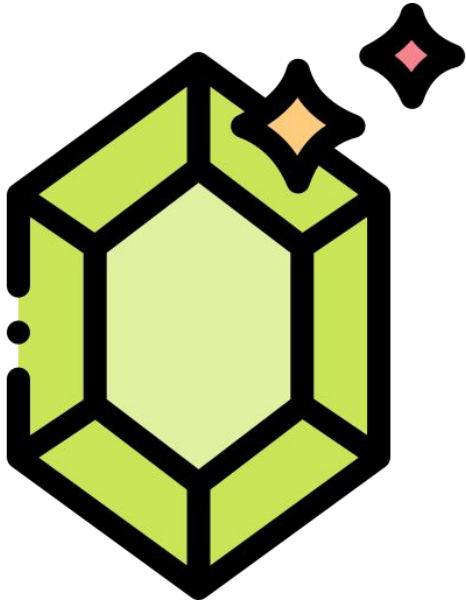
POV 2



We met... Ronja, a 23 year old, Swedish graduate student in Science in Media Technology and Engineering

We were amazed to realize... that even though she doesn't go into nature that often, she has found ways to feel connected to nature in her everyday life. For example, she consumes content on social media about animal life on a daily basis and crafts as well as paints with elements from nature.

It would be game changing if...we could help people take "micropauses" for nature in their daily life, allowing them to see the small wonders of nature in their few minutes outside.



HMW...

help people notice hidden gems of nature in their everyday lives?

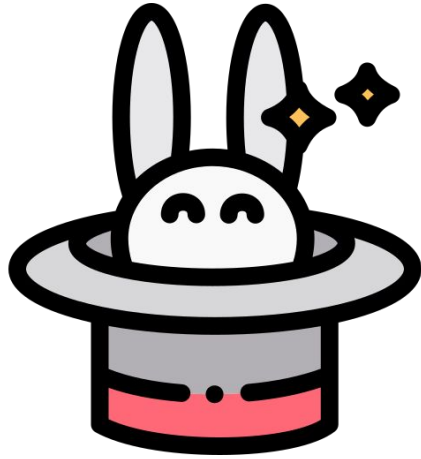
POV 3



We met... Susanne, a 30 year old who works at Media Lab of *Institute For The Future in Palo Alto*

We were amazed to realize... that she would be enthusiastic about making radical changes in her behavior, such as cutting out meat from her diet or driving less if political regulations were made regarding these changes.

It would be game changing if... individuals can feel obligated to act environmentally responsible about their carbon emissions without government policy



HMW...

trick/guilt consumers into thinking that a higher authority about their personal environmental practices exists?

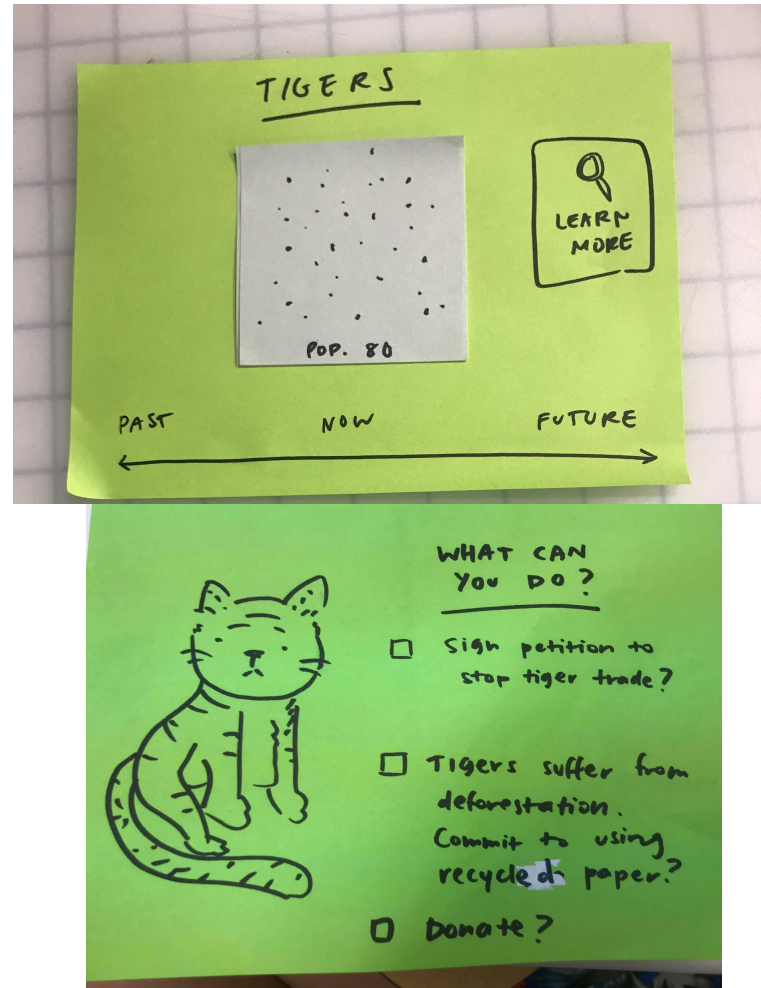
The background features several decorative elements: a large light green circle in the top left, a smaller light green circle in the top right, a large light green circle in the bottom left, and a large light green circle in the bottom right. There are also several green leaves of different sizes and orientations, some with detailed vein patterns and others as solid green shapes.

3 Experience Prototypes

Prototype 1

Assumption:

Seeing the shrinking population of an endangered species will motivate people to act in a game and in real life.



Takeaways:

- Assumption proved
- Initial disinterest, but later gave passionate speech about deforestation
 - “We can stop it and also replenish what is lost”
- Emphasized interdependency of humans, animals, and vegetation



“If [tigers] are endangered, it also means we are too.”

Prototype 2

Assumption:

If we make logging less text-heavy and more visual, people will feel more inclined to incorporate logging in their routine.



Takeaways:

- Assumption proved:
 - Aesthetics as incentive
- Color was an important motivator
- Prefers text for more detail, but thought this would be easy to fit into her busy schedule

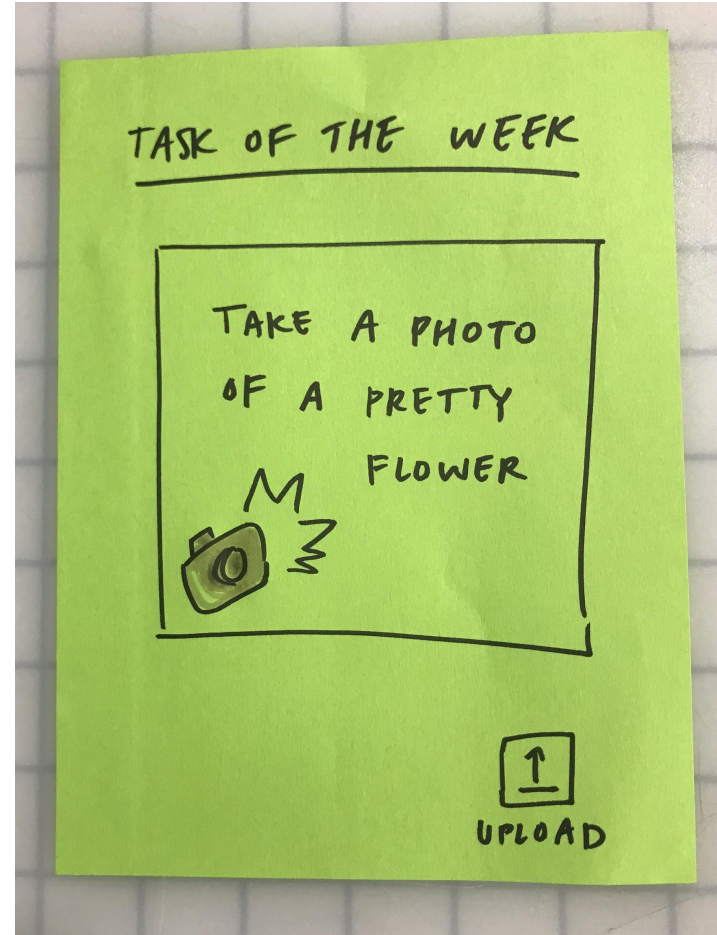


**“I don’t want a
grey tree.”**

Prototype 3

Assumption:

People have both a curiosity about their surroundings and spare time to perform a nature-related task during their walks to class/work.



Takeaways:

- Assumption disproved
 - Prefers to spend free time self-reflecting
- Appreciated stopping & gaining a clear memory of location
 - “I looked for a flower - something I haven’t done in a very long time.”



“ I’m not sure what the bigger focus of this challenge was.”