

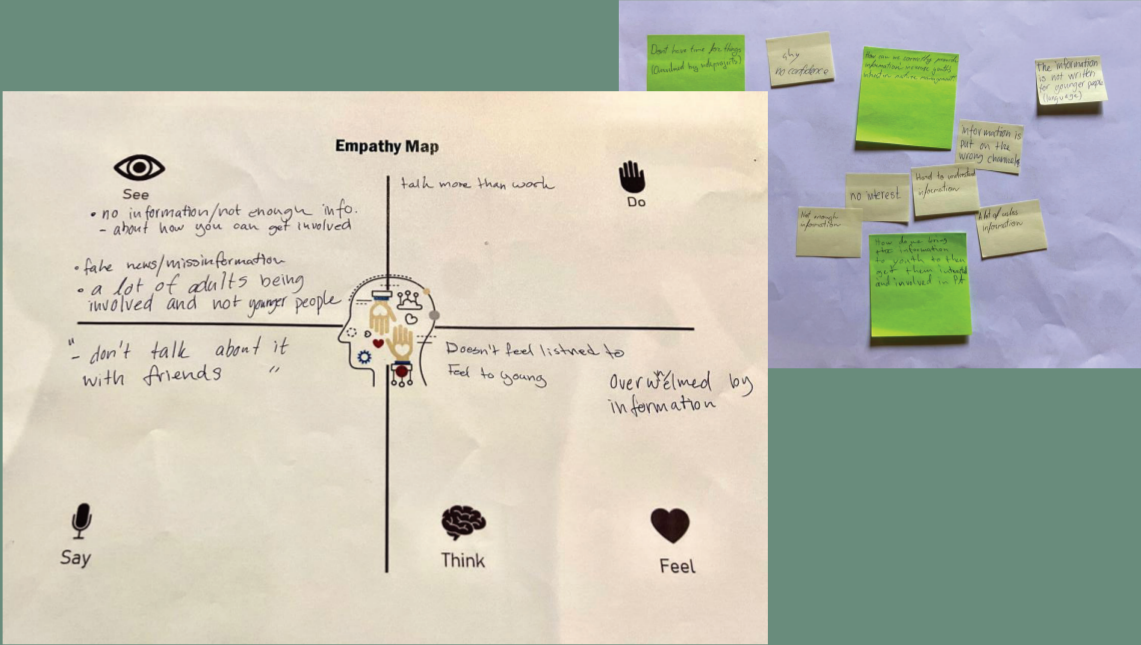
# Design Thinking Workshop

## Phase 1

Before we started with the workshop we had a small exercise where we learnt what empathizing means. During the exercise we had to draw 2 things: a vase and a place where you can enjoy flowers. After we put the first drawing on the whiteboard for everyone to see and compare them and saw how similar they were. But after we drew the second drawing we saw how different our drawings became, how our minds went to different directions.

### Empathize

At the start of the empathize phase we wrote an empathy map with things why we thought were the reasons why people don't choose to join nature management organisations (Junior Rangers/ Youth+/Nature Guides). After that we thought of questions to ask people from local areas, such as, about how much they know about Junior Ranger, Youth+ and Nature Guides. Following the interviews we found out that almost nobody knows about what Junior Rangers, Youth+, Nature Guides are due to lack of information.

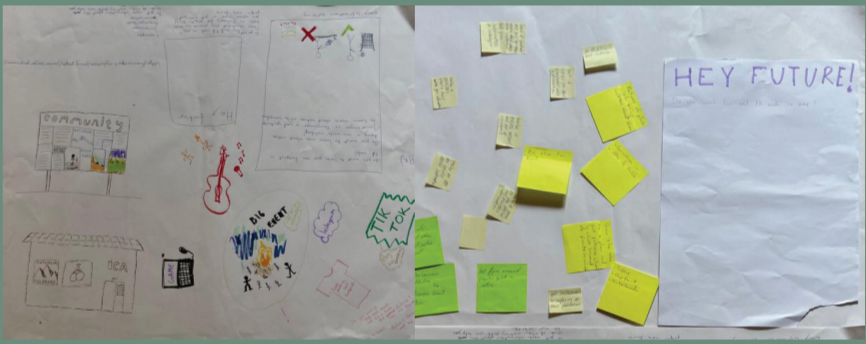


### Define

In this phase we asked ourselves the four "W's" (what, who, what, and why). What are we aiming for? Our answer was "How do we make sure youth get information about how to get involved in protected area management." Who?, Youth between ages 15 and 25 years old. What are the biggest problems that are holding youth back? The information provided is too complex, hard to find as well as mixed in with a lot of misinformation and distracting ads.

### Ideate

While working on the ideate phase we went back and looked at what we could find out during the empathize and define phase. Following the previous knowledge we started to write down ideas on sticky notes for ways on how to provide more information about nature management opportunities to youth. Whilst most of the ideas were written down, some were also drawn to show how or where we would put the information. We had ideas like a song, game, give out shirts or make posters where we would provide the youth with information about these programs. Like what are we doing and how to join.



### Prototype

We decided to place our posters on the middle of picnic tables in the nature reserve at Kullaberg as well as on shopfronts and on community boards. On this poster we needed to write a simple and easy message in order to attract youth. The places we choose to put up the posters are areas where tourists are most likely to be in the reserve. On the tables people are more likely to take time and read it while they are eating. The most interesting activities were highlighted through that the words were bolded on the poster in order to make youth see the fun you can have in nature. The title "hey future" is meant to the youth who will be the next generation taking care of nature.

### Testing

The next Youth+ group will take over this phase so we can't predict what will happen and how the youth will react to our poster.



### Participants

- Evelina Alm, Swedish - Nature guide
- Tilda Alm, Swedish - Nature guide
- Krišs Saberovs, Latvian- Youth+
- Andrin Bornatico, Swiss - Youth+

