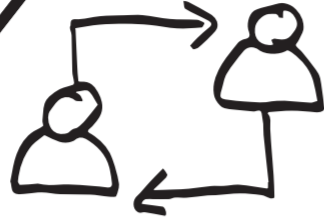


Design Thinking Workshop

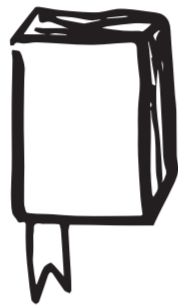
Phase 1

1 empathize



Firstly, we had to put ourselves in other people's (youth) shoes. We tried to write down the thoughts of youngsters about decision making in protected areas. We mostly concluded that they might think that nobody listens to them, that their opinions do not matter, that they have no time, that they might get judged by others, that they are not experienced enough and that they don't know why they should be involved. Then we created some interview questions to ask people in the area. Some of these questions are: What are your hobbies in your free time? Do you have any thoughts about nature and its protection? Have you heard of the Junior Ranger/Youth+ programs? After we created the questions we went out to the supermarket to find some public to interview. We only ended up interviewing three people due to time and the language barrier since Swedish inhabitants were not comfortable speaking English.

2 define



Secondly, we had to create the problem statement based on our findings from the interviews and the brainstorm. In creating the problem statement we made use of the 4 W's: who, what, where and why. We defined the 'who' as youth and their parents/adults. For the 'what' we concluded on the lack of information on which they need to base their decisions. Kullaberg, Sweden was the answer to the third W. Last but not least, the 'why' (why is it important to get the youth involved in decision making?) was defined by the following statement: youth is the future. To get to the final problem statement we had some help from Fie (the leader of the workshop) to help organize our thoughts. This led to the following problem statement: "How can we inform the youth about the opportunities to get involved in decision making related to protected areas?"

3 ideate

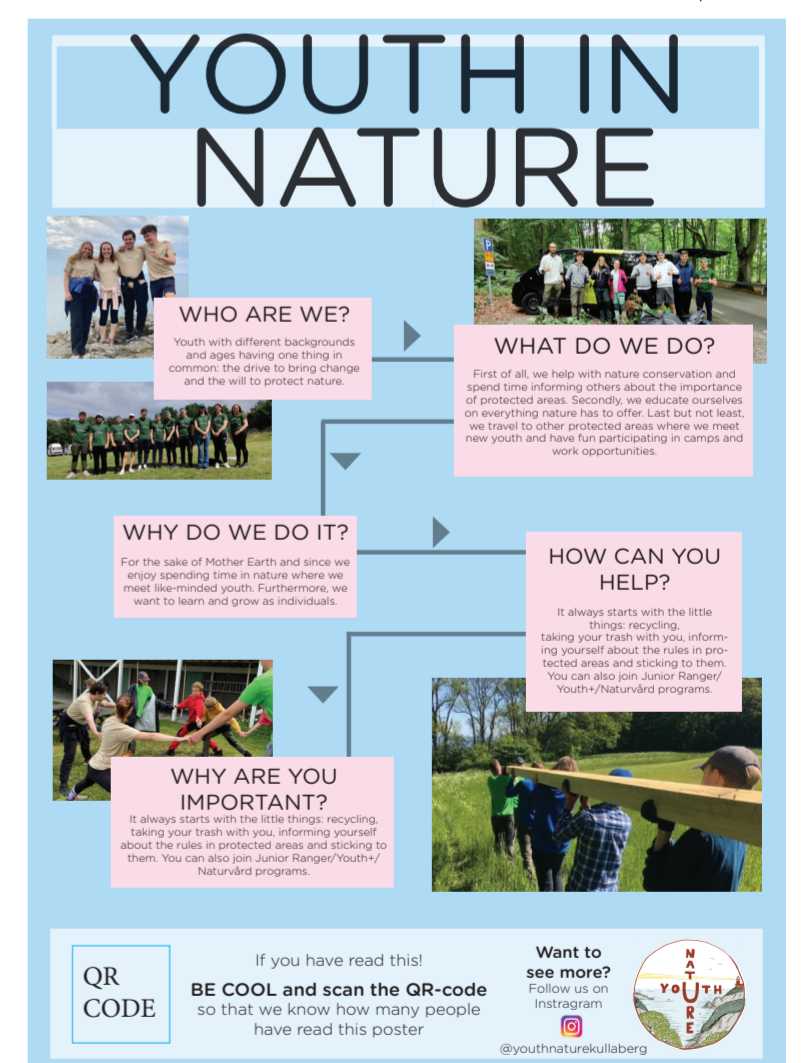


Furthermore, we needed to write down all the possible ideas for solutions to the problem no matter how crazy or odd they sounded. We started by blurting out ideas together in a group and writing them on post-its to stick on a big poster. We figured out soon enough we were blocking each other's thoughts and ended up in a black hole. To get the ideas flowing again we decided to individually write down some ideas in silence. This proved to be a more efficient approach. After we shared the ideas with one another we gave feedback while trying to focus on the positives and similarities. Some of the ideas we came up with are: creating social media accounts like Instagram and TikTok since they are the most used platforms for the youth, doing presentations about the opportunities to get involved in schools as face-to-face contact has a bigger impact, get help of friends and family to spread the word and lastly an idea was to organize family/neighborhood activities like picking up trash to get them more informed. One of the important conclusions we drew was that people, especially youth, want to benefit from the things they do.

4 prototype



For this phase we decided to go with a toilet poster. We chose to use this idea because we deemed it most effective since people have nothing to look at when they are on a toilet. When a poster would be put up, their eyes would immediately go towards it. We started to make the prototype by drawing out a poster and writing down what we wanted it to say. From this point onwards we got into a flow and many ideas were formed. On the poster we wanted to add links to social media platforms we would create like Instagram and TikTok. Moreover, we wanted to add a link to a website with more information, which would also be available in Swedish since the poster is in English. Then we got the idea to add a QR-code to the poster with some questions to make the poster more interactive for the public. Most importantly we wanted the poster to be attractive to the eye by using multiple colors and pictures as well as big text and spacing. On the poster we also wanted to add in a logo we created ourselves. Included in the logo is a slogan as well which reads: "Youth in nature". This logo would also be used for the social media profiles as the profile picture. For the social media we thought of some posts which would be nice for the public and for gaining a following. Some ideas we had for this are: a day in the life of a (nature guide, junior ranger, youth+) vlog, a post with general information about the opportunities available for involvement of youth, a picture of the newspaper article written about the eel release involving these three youth groups, the creation of this account and the workshop, a post about a meet up with the followers to see what we do and some more posts about general activities. Under these posts we would make use of multiple hashtags, like: #strongerwithyouth #thefutureisours #wearthefuture #youthinnature.



5 test



This part of the design thinking process was left to the second group to carry out.



Participants

- Evelina Alm**, Swedish - Nature guide
- Manja Jakopič**, Slovenian - Youth+
- Silke Peters**, Dutch - Youth+
- Tua Salovuo**, Swedish - Nature guide

