

CUSTOMER EXPERIENCE

IN THE PARK

IN THE PARK

IN THE PARK



THE VANCOUVER SUN

Joined TV's Biggest Loser. # B9

ING NEWS | VANCOUVERSUN.COM

SERIOUSLY WESTCOAST SINCE 1912

MONDAY, SEPTEMBER 8, 2014 | FINAL EDITION

A DIVISION OF POSTMEDIA NETWORK INC



More parks, bigger babies

Neighbourhoods with more green space more likely to yield full-term babies: Vancouver study

RANDY SHORE
VANCOUVER SUN

Mothers who live in Metro Vancouver's greenest neighbourhoods tend to deliver bigger babies and are more likely carry a baby to term than those who live in less green parts of

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Not a trend site but a “museum”

2.5 million unique readers per month

8 million views for most-popular articles

210,000 newsletter subscribers

304,200 Twitter followers

80,500 Facebook fans



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DESIGN

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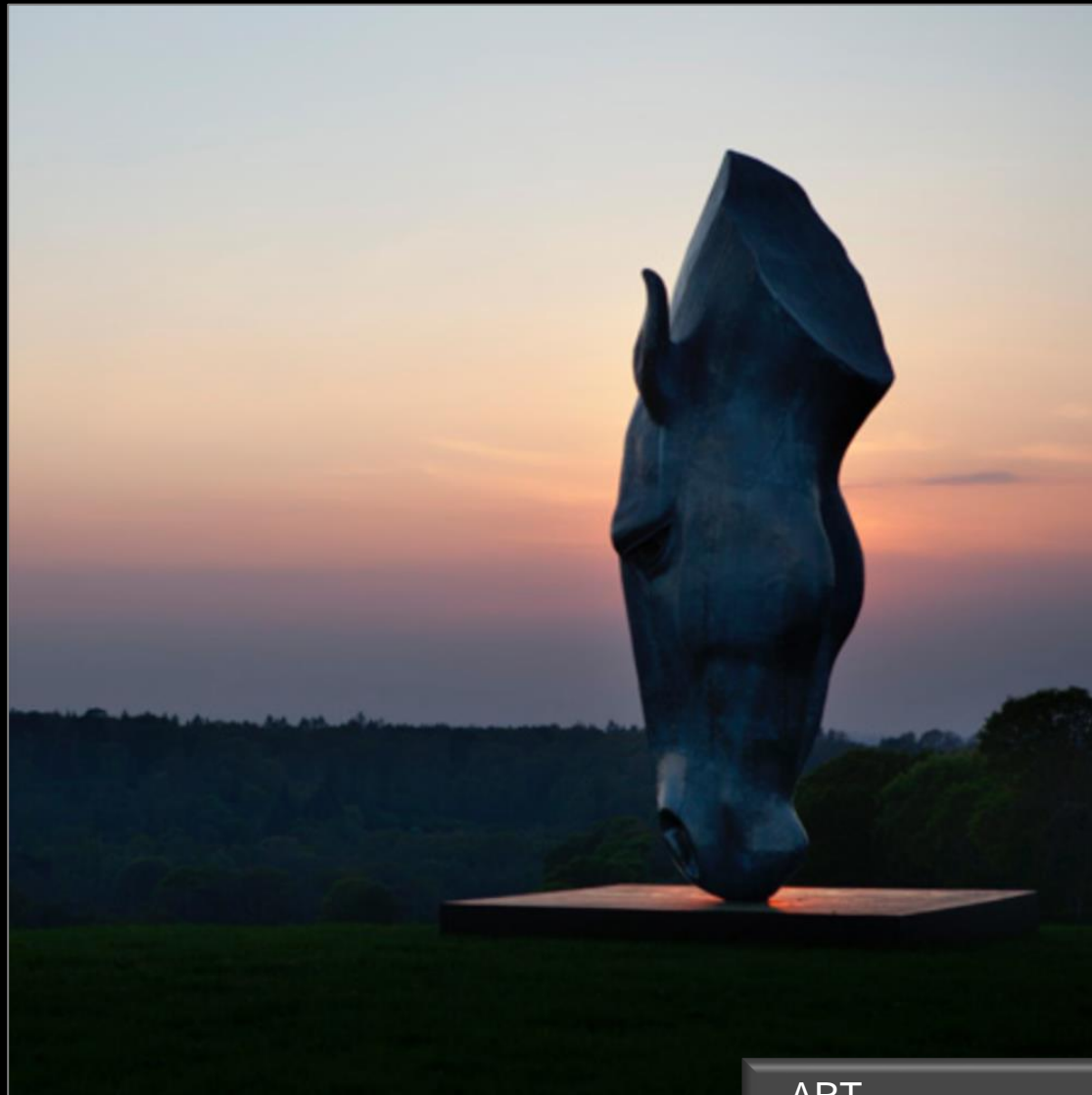
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ART

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TRAVEL

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Why?

Info overload

Visual overload

Distrust

Insecurity

Help

Aspiration

Tribe



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Favourite places

Disneyland Park

Anaheim, CA



Disneyland,
Anaheim
1955



Walt Disney
World,
Orlando
1971



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Favourite places

Pacific Rim National Park

Tofino, BC







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Favourite quotes



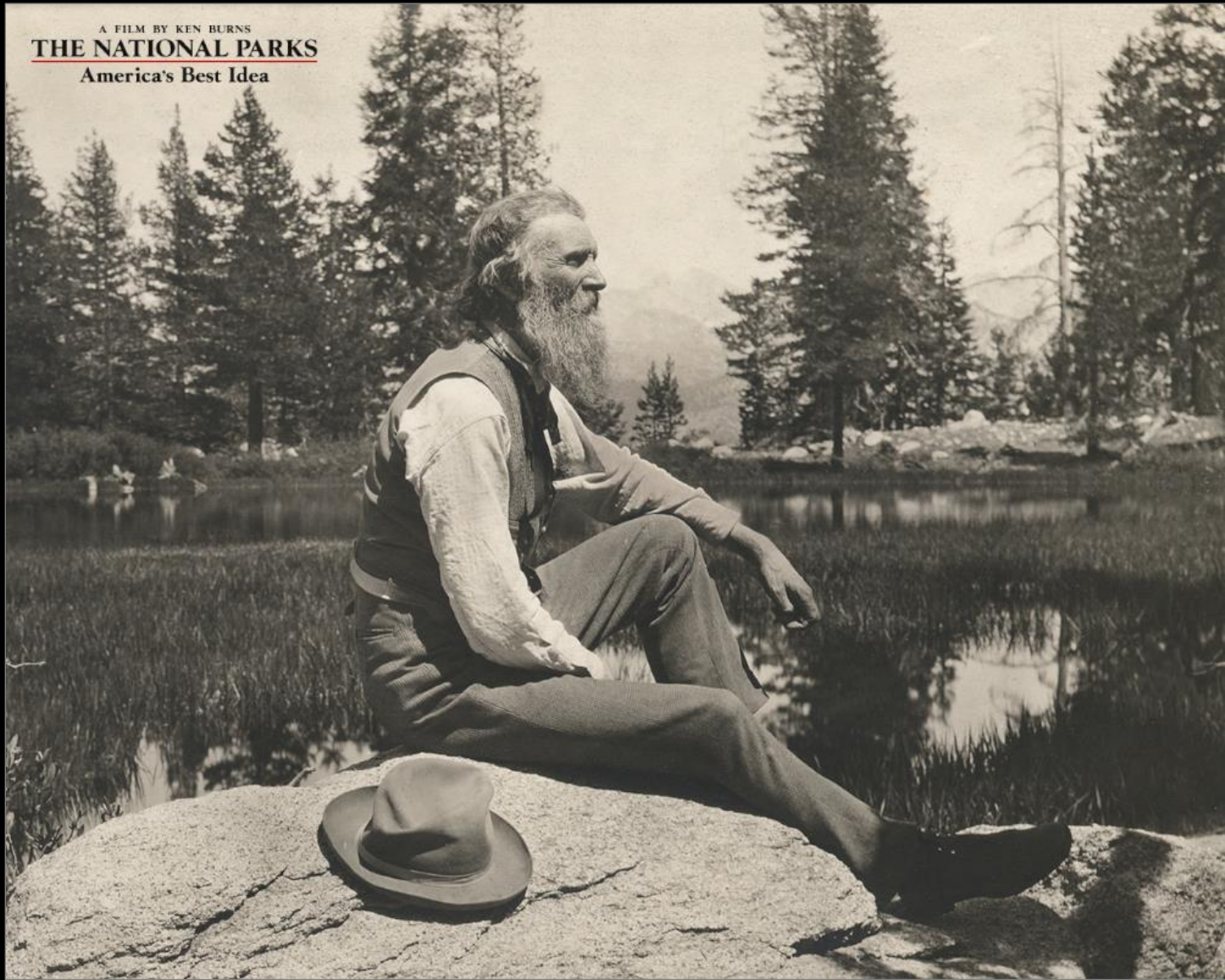


“Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike.”

John Muir, The Yosemite (1912)



A FILM BY KEN BURNS
THE NATIONAL PARKS
America's Best Idea



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WALT DISNEY



... Laughter is timeless. Imagination has no age. And dreams are forever.



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“Give them more than they
can see, and they will keep coming
back time and again”

Walt Disney’s design philosophy





ADAPT

Focus on the most
important



Loss of trust

Overload

Emptiness

Hopelessness



Who needs it most?

WHO NEEDS IT MOST?

- ME KAIKKI
- LUONNOSSA LIIKKUVAT
= LUONTORIIPPUVAISET
- NE, Jotka EIVÄT OLE VIEKÄ
TALUHEET, ETÄ LUONTO ON HEIL
TARKEÄ
- ELÄMÄN MURROSVAIHESSA OLEVAT

Tupajumit ULOS!

Luonnosta vieraantuneet,
stressaantuneet, kiireiset ihmiset

Me, joille luonto on jo nyt tärkeä

Lapset + Vanhemmat, Nuoret

"Sielun tyytetyksi" kaipaat

Sairaast + Liikuntarajotteiset

KAIKKI

KUKA TARVIITSEE

- KAIKKI
- ne kenellä on vähiten
- Lapset
 - luontosuhte
 - avoimia (vasta)
- ne kenellä on ongelmia
- laiskat ja välinpitämättömät
- Seniorit
- LP:n työntekijät = ME? Ammatin tyytyväisyys

WHO NEED IT MOST?

- Nykyiset & tulevat sukupolvet
- Nuoret

KESKUSTELUA:

- Voiko elän omellisen elämän ilmiä luontoa?
- Lähtöluonto!
- Informaatiota on, aiotit, tarve, elämäntarpeet



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Answers:

People who:

- Have the least
- Have problems
- Need their souls nurtured
- Have become distanced from nature
- Don't yet know that nature is important to them



Answers:

- Stressed, busy people
- Couch potatoes
- Children, parents, youth, seniors
- Those who already spend time in nature

All of us





21,840 unique memories
per year



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