



trees & toes

• come, connect to nature •

— A Service Design Documentation —

Guide Faculty

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Team

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Course

New Service Design and Development

Discipline

Strategic Design Management

Batch

2018

Week

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National Institute of Design



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Weeks of Research & Planning



Days of Running Prototype



Nature Journeys crafted



32 people now closer to nature

LEARNINGS

PROCESS

LEARNING

Research

1. Carrying out a research process to find the user need. Identification of latent need.
2. Then carrying out research to find how to fulfill that need
3. Ideating around the latent needs

Planning

1. Curating activities to meet the requirements of people identified through research process
2. Finding the right external agent and communicating with them to get tasks done for the service prototype (collaboration).

Budgeting

1. Planning the budget for the service launch.
2. Optimising the cost incurred to launch the service
3. Collaborating with team members to reach a decision.
4. Setting the price for the service.

Back-end Process

1. Seamless integration of back-end processes for an easy, effortless experience for the users.
2. Constant discussion with team members and mentor for efficient learning. Also taking feedback from fellow batchmates helped us in iteration process of our service prototype.

Execution

1. Handling unforeseen circumstances without disturbing the flow of service
2. Multitasking (Updating users via social media, messages, etc), Learning and performing roles of other agents whenever needed.
3. Being supportive and encouraging other team members when things don't go as planned while delivering service.
4. Iterating and re-iterating based on feedback received.

Post-Service

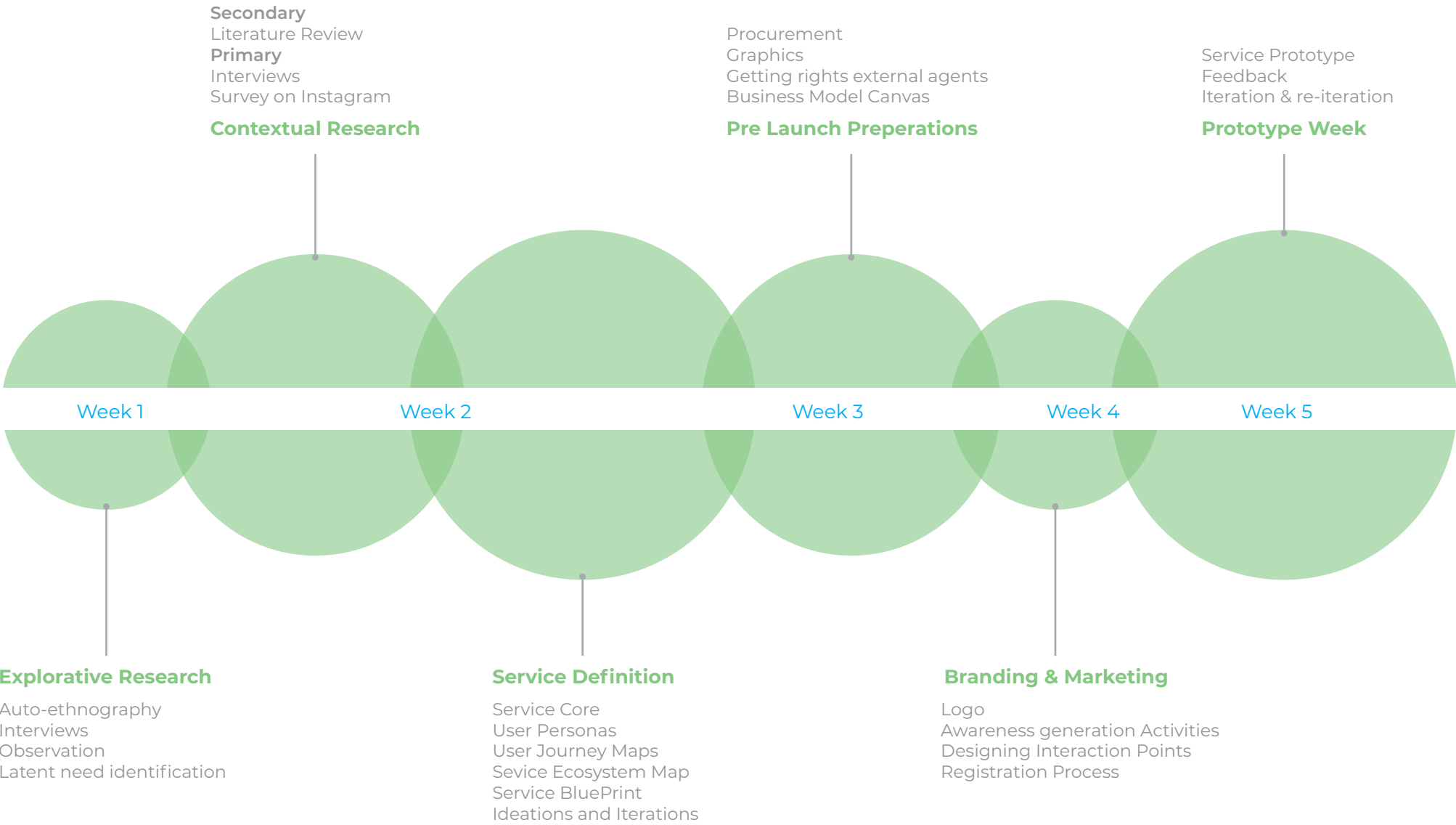
1. When we analysed of the received feedback, reflection and re-iterated our service, we noticed different behavior patterns, sometimes it worked in favour for us, sometimes not.
2. Ensuring post-service connection through social media, personal messages, etc. helped us stay connected to our users and acted as a great marketing tool.

The team started the research by trying to **find a gap in the day-to-day life of students of NID, Gandhinagar campus and people in close vicinity of the campus, such as small business owners, students from other campuses**, faculties, kids, IT company workers, housewives, etc.

During the research, multiple elements came into spotlight that had a scope of service being designed around it. The three prominent keywords that the Trees & Toes team selected were **Open Air Something, Interaction with Nature and Literacy**.

A context was then defined as **Promoting interaction with nature and enriching the users by providing nature literacy**. A constantly hectic life and growing urban civilization has led all of us on the path of being disconnected with nature and not even being aware of it. Through this service, we aimed at ENRICHING our users by serving them through nature-oriented activities that helped them **Engage** with, **Learn** from and get **Closer to Nature**.

TIMELINE



DETAILED PROCESS



INTERVIEW GUIDE

1. Do you like spending time outdoors? y/n ; why?
2. What is your definition of outdoor? What activities does it involve?
3. What do you associate nature with?
4. How do you feel in nature?
5. What do you like about nature?
6. What is your definition of a break?
7. What do you do when bored/lonely?
8. Favourite outdoor activities as a kid?
9. Why don't you interact with nature more?
10. Where do you like going for vacations? Why?
11. Take on current lifestyle of people and association with nature
12. Why do you think people are disconnected to nature?

USER INTERVIEW

USER 1

What do they associate nature with?

Wildlife, Insects

How do you feel in nature?

Relaxed, free, energetic, De-stressed, Light, Laid-back

What do they like about nature?

Unobstructed view, Watching sunset and sunrise

What do they do when bored/lonely?

Sleep, go out (away from known people), Riding, Shopping, Eating, Laptop, Gym

Favourite outdoor activities as a kid?

Hide-n-seek, Football, Cricket

Favourite place in campus?

Hammock, Amphitheatre, Khopcha green pathway

Why don't they interact with nature more?

Hectic schedule, Less time, Does not consider campus as nature
Distance is a problem when wanting to avail nature camps
Want the weather to be pleasant

Where do they like going for vacations?

Mountains, Beaches

Why do they like going to these places for vacation?

Excitement, Desire for exotic things, Break from mundane activities, Refreshing, Healing (emotionally), Feels like everything is reset when they come back, Unwinding, Sound

USER 2

What do u do when you feel lonely?

Star gazing, smoking cigarette in room, with nature for peace

What is your definition of outdoor? What activities does it involve?

Cycling, Hangout with friends, Daily chores, buying stuff

Do you like spending time outdoor?

Depends. When there is no work like strolling in evening.

When there is work time flies, get time on Sat-Sun, but that also spent in room, no work, laziness, when i get what i need in my room then why should i get out

Nature k saath khaali dimaag se baitho toh accha hota hai.

Nature helps to enhance our senses. It cannot help in building our skills

Which game do you like? Do you play any outdoor games

Badminton, Football, Frisbee. Used to play but left it because of back-pain and lack of time

What is the best thing that you like about nature? Why?

Nature is mysterious. Nature is always changing. It is not static. There is no pattern in nature. A bird won't drink water in the same way. The sun's shades always keeps on changing. Shape of cloud is not fixed. Every moment is revelation

What is your take on current lifestyle of people and their association with nature?

Sabka apna tarika hota hai. Experiences har kisi k alag hai aur behavior usi se shape hote hain.

Organic- not everyone knows about it. Who have read about it only know

Where do you travel for vacation? Why?

Hill station- peace, shaanti, door door tak dikhta hai, love to see. Would like to touch and hold snow

What do you like about nature?

Nature ke saamne aadmi ko apni aukaat dikhti hai

Nature is always changing. It is not static. There is no pattern in nature. A bird won't drink water in the same way. The sun's shades always keeps on changing. Shape of cloud is not fixed. Every moment is revelation

What would u like in as a nature service?

Organic
Birds/Pond/Trees
Bada Area
Ayurveda
Mini ecosystem

USER 3

What do you do when you feel lonely?

like to walk but don't have time, strolling in park,
nature: peace and calm, under a tree very peaceful and calm
sit for hours and have conversation
spending time with myself.

Why are you not able to spend time with nature?

Surrounded by nature is not necessity bt I like it. I have accepted my current lifestyle. but if there is an opportunity then I would love to spend time with nature

Life is already occupied so taking out leisure for nature is difficult also there is no access to parks or something like that parks have become place for couples to do their thing and few kids enjoying.

Idea of hanging out and coolness has changed, hanging out means clubbing and that sort of thing

Finding a companion is also difficult these days, I want to go out with someone....any friend....but it becomes difficult. I am not a loner.

What do you like about nature?

nature is clean, not corrupted, u don't have to invest in it, its natural, I don't have to do anything

Why do people feel disconnected to nature?

present day parks like indoor or Swarnima....is not engaging, I don't find much to do in it

technology overdose is one reason,

we are not environmentally conscious being

course on sustainability, so many plastics and paper used

life span is short so people are not very responsible

access to nature is difficult, most of the times it is artificial, our mind has forgotten of its availability

exposure to nature in childhood make people more literate about nature

What would you like in a service that is nature inspired?

nature is silent companion, shades wind bird, no complain

people want technology of today with elements of childhood(nature, plastic trees in backyard)

USER 4

What is nature for you?

for me everything is nature. buildings, technology....all is nature...part of evolution

What do you like about nature?

like to be in contact with nature....when happy....even when in tension he sees no difference in tech and nature...everything is nature tare dekhne ka shauk, aasmann dekhne ka shauk

What do you do when you feel connected to nature?

ask many question while seeing....many inquiries...about himself and about the universe

Do like alone time aur community gathering time when in contact with nature?

likes companionship with selected few
like being in room alone, walking alone
Do you do nature photography?
Stopped doing nature photography
ab maze nhi aata nature photography me
field is saturated in nature photography

Why did you do nature photography earlier?

visually appeal ki wajah se nature photography ki

Do you feel people are disconnected to nature?

jo bhai hona hai hga. koi nature ko rok nhi sakta
we just speculate...nothing is fixed

Do you name of the trees around you?

doesn't know name of trees
not interest and also doesn't feel need to learn those things

Do you feel nature enhances creativity?

inspiration from nature is best because design and structure of nature is best and stable therefore inspired design would also be stable

USER 5

Words that you associate with nature?

nature= inspiration, relation, connection, thought

Do you like spending time with nature?

loves nature....but also depends....depends on place, view, adventure

Perception about nature?

sometimes nature is scary...because u don't know what is next...it is uncertain, nature is away from crowd

Alone time or community gathering?

might like companionship but also alone time
alone= appreciate it, roam here and there
he is a wanderer but also can't be alone so hangs out with 2-3 people

Do you do nature photography?

nature photography has been reduced...because of the course structure everyone is photographing nature,,, same things getting repeated how to do something different with nature

Would you like study time with nature?

can read and ideate in silence

Do you wake up early?

he wants to wake up early but work is his priority, agar karma karte karte late ho gaya rant me too such nhi ugh paaunga raat me nind Shi aati....vo problem hai
log apne kaam me involve ho gaye hain...log anjaane me nature se door ho rahe hain...process of evolution
people in IT is so frustrated doing 9-5 job that sat sun they also go out closer to nature

Do you feel people are disconnected with nature?

log apne kaam me involve ho gaye hain...log anjaane me nature se door ho rahe hain...process of evolution
people in IT is so frustrated doing 9-5 job that sat sun they also go out closer to nature

Can you name the trees around you?

can identify some common names like bamboo, mango, peepul etc
childhood: his mother did gardening....so he knows vegetable and all

GROUP INTERVIEW

Do you like spending time outdoors? yes/no. Why?

- Yes, not adventure, enjoying time with friends, Pushkar
- Yes, i dont do it often. Feel suffocated after a point indoors. Need view
- Yes, refreshing. Trees. Connect with nature
- Yes. feel nice. Independent, freedom. Control on what you doing. Break from monotonous life.

What is your definition of outdoor? What activities does it involve?

- Walks, runs
- No roof, amphitheatre
- UNO game, food, cooking
- Depends on situation. Nid - not able to escape. Pramukh - see sky, stars. Trees. No hindrance to vision. More like Almora trip, but still need comfort. Traces of human existence.
- Going to nature. Bangalore - parks. Air quality, sound. Trees around
- Greenery necessary. Open - fresh air. Flowers and plants even better. Prefer silence. Able to see space and spend some time looking at it.

What do they associate nature with?

- Wildlife, Insects
- Nostalgia
- Open air
- Love green
- Particular amount of light, Greenery, Open area

How do you feel in nature?

- Relaxed, free, energetic,
- De-stressed, Light, Laid-back
- Freedom, Challenging, Exploration
- Feels better physically (Headache reduced when he stepped out)
- Rustling leaves, raindrops, etc. helps relieve mental stress
- Refreshing
- Happy
- Connected
- Refreshed might be a word. Feels like all stress is gone. You feel small, like your issues are nothing. Relaxed+scared at same time.

Greenery?

- That's must. Greenery+ water body. Water -vast expanse, sound of sea calming. Wind. some sight of interest. When i go home, visit beach at least once

What do they like about nature?

- Unobstructed view
- Watching sunset and sunrise
- Likes spending time outside when the weather is moderate
- Trippy without substances
- Star-gazing
- Rainy season
- Vastness, which makes me feel small.

What do they associate nature with?

- Wildlife, Insects
- Nostalgia
- Open air
- Love green
- Particular amount of light, Greenery, Open area

What do they do when bored/lonely?

- Sleep, go out (away from known people)
- Riding, Shopping, Eating
- Laptop, Gym, Music, Books
- Never alone, want to spend time alone; dont feel lonely generally
- Like to spend time with oneself; meditate

Favourite outdoor activities as a kid?

- Hide-n-seek, Football, Cricket
- Cricket, Badminton, Football (Played in dedicated grounds so doesn't associate outdoors with trees, etc)

Favourite place in campus?

- Hammock, Amphitheatre, Khopcha green pathway

Why don't they interact with nature more?

- Hectic schedule, Less time, Does not consider campus as nature
- Distance is a problem when wanting to avail nature camps
- Want the weather to be pleasant
- Gets conscious of people seeing him
- Money constraints, family restrictions (vacations)
- Access

Where do they like going for vacations? Why?

- Mountains, Beaches
- Exotic locations (Maximize excitement)
- Jungle, Riverside
- Warm places, not too cold
- Sea
- Beaches. Like water around
- Beaches. Kodai, chikmangalur. the people matter.
- Not a beach person mountain person. Would like to live in mountains. Village. Ideal - Andretta - studio, kitchen garden. Wooden home.
- Idea of vacation around food and culture. Morocco, turkey. Food items to eat rather than places to see.

Why do they like going to these places for vacation?

- Excitement, Desire for exotic things, Break from mundane activities, Refreshing, Healing (emotionally), Feels like everything is reset when they come back, Unwinding

Take on current lifestyle of people and association with nature

- Trend moving toward bike rides, etc and getting connected with nature
- Reducing. Nature is not just a break. The knowledge about nature is going down.
- People who want to be close with nature, do it. The passionate ones find a way.

Why are people disconnected to nature?

- People are more adapted to this lifestyle. Workaholics. Artificial race.
- Because they are addicted to devices. Relaxation - prefer sensory application.
- Way of life. Pressure to work, sustain life. Artificial way of living.

What is Break for you?

- Movement
- A time when i needn't have to think of work. Pause. Guilt free. Shouldnt think of work. Difficult to strike a balance.
- Sleeping is a break. Office - going out. Friends home. Movie. Bike ride. Go out of campus. Greenary - sit- no- why? Need organic.
- Nighttime is a break. Visual monotony should break. room/ lying down at lawn. Sleeping (cant sleep if noise around)

QUANTITATIVE DATA



54.13%

would want to explore & create when outdoor



45.87%

would want to relax outdoor when outdoor



52.69%

Work life stops them from spending time in Nature



16.21%

Technology stops them from spending time in Nature



13.51%

Availability & Accessibility stops them from spending time in Nature



09.45%

Laziness stops them from spending time in Nature



08.10%

Nothing stops them from spending time in Nature



96.16%

positive word association with nature



03.84%

negative word association with nature

AFFINITY MAPPING

How does nature make you feel?

Realisation	Calm- 15	Peaceful-10	Soothing- 3	Energetic	Happy- 7	Real	Moving away from chaos
Recharged	Ready to deal with what is out there	Gets my senses in rhythm	Purest form of Existence	Connection to Almighty	Feel Free- 4	Grateful- 2	Blessed
Polluted	Lively- 2	Comfortable- 2	Satisfying	Stressfree	Alive- 7	Mature	Pleasant
Soulful	Sublime	Human	Stable	Small figment of entire Universe	It's time to take a moment from Rat Race	Relaxation-3	Refreshed- 7
Soulful	Sublime	Human	Stable	Small figment of entire Universe	It's time to take a moment from Rat Race	Relaxation-3	Refreshed- 7

Curious

Blissful- 2

Cool

Small

Complete

Positive- 2

Mindful

Part of
Universe

Content- 2

Emotional

Boundless

Overwhelming

At rest

Love with
myself

Rooted

Good

Observant

Sharp

Blissful

Awake

One word that you associate with Nature

Real-5

Serene - 6

Above all

Soothing

Cheater

Peace- 10

Nurture

Assuring

Polluted

Serene - 6

Heal

Sea

Love

Mysterious

Calm- 4

Recharge

Pure- 2

Rich

Life

Home

Solitude

Music- 2

Water

Balance

Green

Wild

Home

Free

Beauty- 6

Magic

Breathe- 3

Comforting

Primitive

Self- sustaining

Forgiving

Wonder

Delightful

Tranquility

Rejuvenation

Sensational

Mountains

Life

Instinctive

God

Euphoria

Conscience

Bliss

Lost

Constant

Existence

Ecosystem

Sunlight

What stops you from spending time in Nature?

Nomadic life	Sleep	Reality of life- 3	Work- 18	Office- 6	Sunlight heat	Cold	Accessibility- 4
Availability of such space- 6	Responsibilities- 5	Technology- 4	Rat race to achieve Materialistic things	Time- 3	Alreasy have a lot of other things to do	I do spend time with nature	Money
Instagram	Lazy- 4	Plethora	Nothing has stopped me, reduced as I have grown up	Excuses	People	Poorly organised routine	Digital Dependency
Hustle	Busy Schedule- 2	Nothing stopped me as such, I am just going with the flow	Urbanisation and development	Life	Phone -3	Academic & social responsibilities-2	Sleep
Insects & Bugs	Weed	Nothing I often go in Nature	City life- 2	I, me, myself- 3	Infrastructure of Class	Extreme Climates	Priorities

AFFINITY CLUSTERS

Like to spend time with one-self; mediatate	Outdoor: Walks, runs	Water -vast expanse, sound of sea calming	Riding, Shopping, Eating Time on laptop, Gym	Depends on situation. Nid - not able to escape. Pramukh - see sky, stars. Trees. No hindrance to vision. More like Almora trip, but still need comfort. Traces of human existence.	Trippy without substances	Nature helps to enhance our senses. It cannot help in building our skills	Nature is mysterious. Nature is always changing. It is not static. There is no pattern in nature. A bird won't drink water in the same way. The sun's shades always keeps on changing.
UNO game, food, cooking	ACTIVITIES	Greenary+ water body	Need organic	for me everything is nature. buildings, technology... all is nature...part of evolution	THOUGHTS	parks have become place for couples to do their thing and few kids enjoying.	Nature ke saamne aadmi ko apni aukaat dikhti hai
Watching sunset and sunrise	Hide-n-seek, Football, Cricket- 2	Rustling leaves, raindrops, etc. helps relieve mental stress	smoking cigarette in room	Nature k saath khaali dimaag se baitho toh accha hota hai.	Trend moving toward bke rides, etc and getting connected with nature	Reducing. Nature is not just a break. The knowledge about nature is going down.	People who want to be close with nature, do it. The passionate ones find a way.
also there is no access to parks or something like that	ACCESSIBILITY	Distance is a problem when wanting to avail nature camps	idea of hanging out and coolness has changed, hanging out means clubbing and that sort of thing	technology overdose is one reason	TECHNOLOGY	people want technology of today with elements of childhood	

Break from mundane activities, Refreshing, Healing (emotionally), Feels like everything is reset when they come back, Unwinding

with nature for peace

nature= inspiration, relation, connection, thought

nature is clean, not corrupted, u don't have to invest in it, its natural, I don't have to do anything

Feels better physically (Headache reduced when he stepped out)

Warm places, not too cold

loves nature.... but also depends....depends on place, view, adventure

Hammock, Amphitheatre, Khopcha green pathway

Relaxation - prefer sensory application.

FEELINGS

You feel small, like your issues are nothing. Relaxed+s-cared at same time.

sometimes nature is scary...because u don't know what is next...it is uncertain

Feel suffocated after a point indoors. Need view

Mountains, Beaches

LOCATION

Village. Ideal

feel nice. Independent, freedom, control on what you doing. Break from monotonous life

Refreshing
Happy
Connected

Relaxed, free, energetic, Destressed, Light, Laid-back

peace and calm, under a tree very peaceful and calm

Vastness, which makes me feel small.

Unobstructed view
Watching sunset and sunrise

Exotic locations

No roof, amphitheatre

VACATION

INSPIRED

ENGAGEMENT

AVAILABILITY

WEATHER

AWARENESS

Idea of vacation around food and culture

Inspiration from nature is best because design and structure of nature is best and stable therefore inspired design would also be stable

present day parks like indoor or Swarnima....is not engaging, I don't find much to do in it

our mind has forgotten of its availability

Likes spending time outside when the weather is moderate

Organic- not everyone knows about it. Who have read about it only know



Sleep, go out
(away from
known people)

nature is silent
companion

enjoying time
with friends

like being in
room alone

COMPANIONSHIP

nature is away
from crowd

finding a companion
is also difficult these
days, I want to go
out with someone...
any friend...but it
becomes difficult. I
am not a loner.

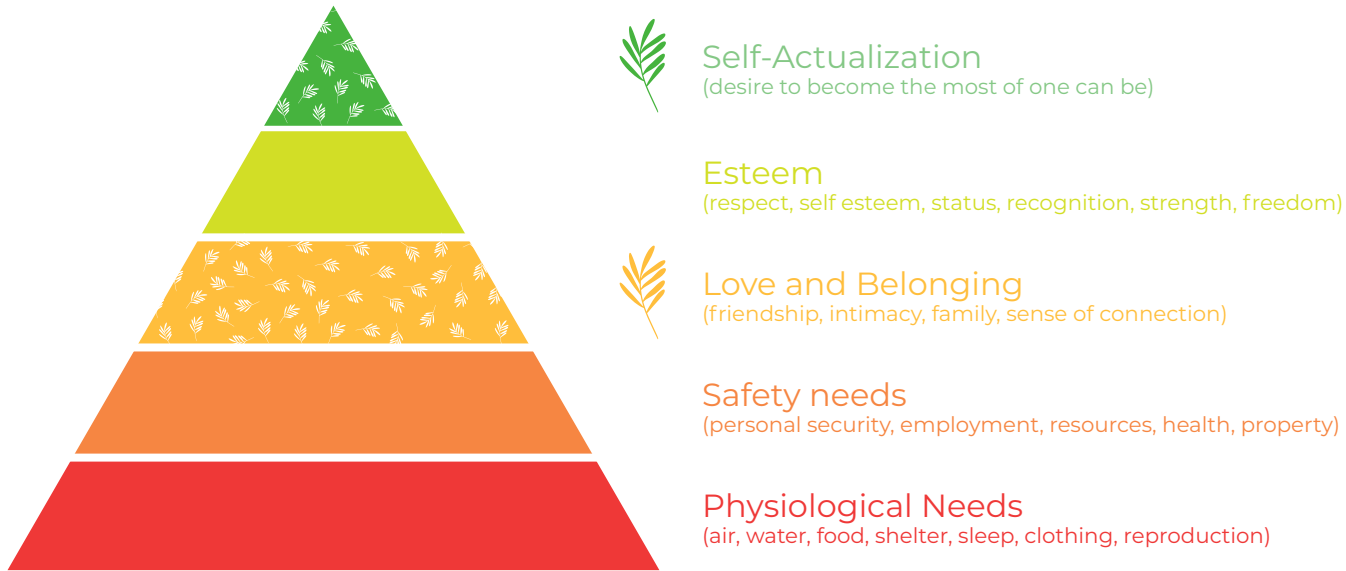
Gets conscious
of people seeing
him

life is already
occupied
so taking
out leisure
for nature is
difficult

TIME

lack of time

MASLOW HIERARCHY



The need that we were trying to cater lies at the top of Maslow's Hierarchy that is Self-Actualization. & Love and Belonging

This needs is not immediate, it is a growth needs rather than deficiency needs.

Realizing personal potential, self-fulfillment, seeking **personal growth and peak experiences** is the aim of this need.

NEED IDENTIFICATION

The **disconnection with nature is a latent need**, ie a problem that a user or consumer doesn't realise they have. It has been proven that spending time in nature helps people feel happier and more connected, and being both happy and connected makes people feel healthier.

■ need to connect with nature

■ need to spend time in nature

■ need to break from chaotic/mundane life

■ need to break from technology

■ need to feel inspired from nature

■ need to lead a healthy life

■ need to go back to childhood days

■ need to gain knowledge

■ need to explore nature

■ need to create in nature



Drive to bond



Drive to learn



Drive to feel

DEFINING CONTEXT/BOUNDARY



Once the team discovered that had a scope of service intervention for the enrichment of users, the context was defined as a **'Nature-based service for the students, visitors, faculties and their families of the NID, Gandhinagar campus'**.

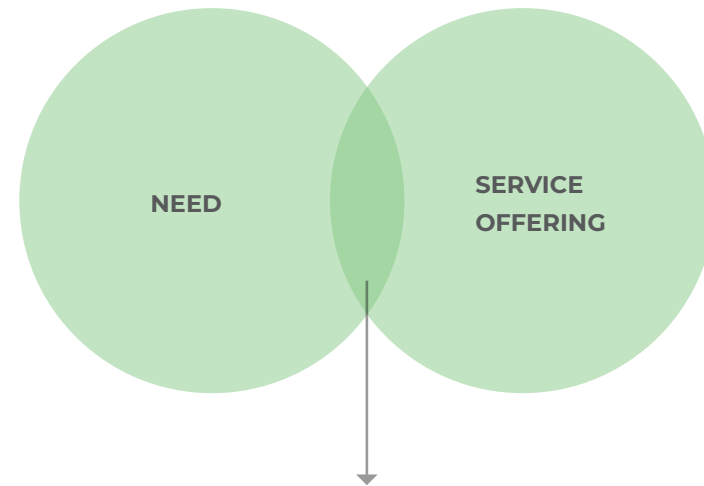
VALUE PROPOSITION

To provide with an **engaging and enriching experience** in the heart of nature.

NATURE OF SERVICE

Nature inspired activities in outdoors to provide an experience that lies between Museum and Planetarium.

SERVICE OVERLAP



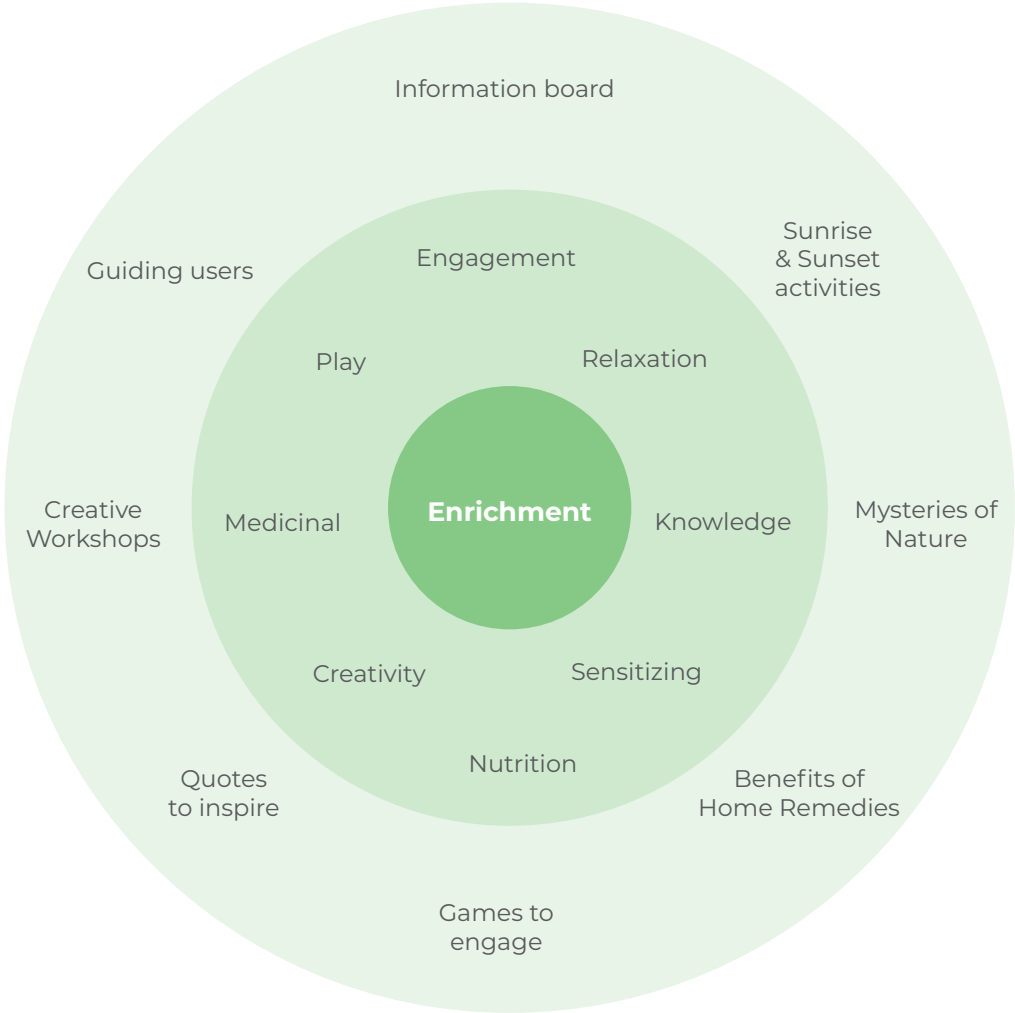
Users can **engage with and experience nature through interesting activities and learn more about nature through curated information** about their immediate environment

VALUE PERCEPTION

- Awareness about nature
- Benefits of spending time in nature
- A nature walk
- Activities to help draw inspiration from nature, thus helping them apply the creativity in their work

DEFINING CORE

“Enrichment through access to nature”



■ Core

■ Periphery

■ Magic

USER PERSONAS

🔍 Explorer

🚶 Wanderer

✗ NA



WORKHOLIC

“ Would like to spend time but has work pressure and no time.

Personality

Silent | Introvert

Background

He is an IT guy who has 9-5 job. He also has to go back and spend time with family and friends. Often reminiscence about his childhood days where he used to do gardening with his mother and play with his friends.

Goals

- ◆ To give a **stable and healthy life** to his family and himself.
- ◆ Take out time for his own **physical and mental wellness**

Needs

- ◆ **Access to space** where he can spend time with himself. Just stroll around in a park and enjoy time with himself.
- ◆ To be able **enjoy with his friends in a park** rather than clubs.

Challenges & Frustrations

- ◆ **Work load, no time** for himself
- ◆ No availability of spaces like this in vicinity.
- ◆ **Consumed by technology.**
- ◆ **Rat race** to achieve materialistic things.

Motivation

- ◆ A **healthier lifestyle.**
- ◆ **Closeness** to nature.
- ◆ **Mental peace.**
- ◆ **Hangout space** with friends.



NATURE LOVER

“ Regularly Spends time and feels good in nature.

Personality

Philanthropist | Nature Lover | Spiritual

Background

She is a deep thinker. Loves to do philanthropic work. Spends time strolling in parks. Often goes out to new places on solo trips. Approach to life is "Go with the flow".

Goals

- ◆ Wants **mental peace and stability.**
- ◆ **Some alone time** gazing the beauty of nature.

Needs

- ◆ **A space** that appreciates the beauty of nature along with some **knowledge** to enhance her way of life.

Challenges & Frustrations

- ◆ People getting away from nature due to **technological** intervention.

Motivation

- ◆ Closeness to nature brings her **closer to God.**
- ◆ Self- reflection gives her **intrinsic strength** to live a joyful life.





ENGAGEMENT SEEKER



“ Want spaces in nature to be more engaging

Personality

Energetic | Outgoing | Extrovert | Explorer

Background

A college going student, sometimes goes to nature park to spend time with herself. Other times to hangout with friends for picnic. Wants to enjoy her life to fullest. She is an energetic personality and loves to explore. Promotes organic products and lifestyle.

Goals

- ◆ Wants to **spend time with friends in an engaging manner.**
- ◆ Loves to enjoy the beauty to nature and **explore new places.**
- ◆ Is into **healthy lifestyle.**

Needs

- ◆ Needs an **access** to an open air space which is not monotonous but **engaging yet affordable.**
- ◆ Likes to find more about nature and the **healthier way to life.**

Challenges & Frustrations

- ◆ **No space** for engagement in nature (parks).
- ◆ **No availability** of open spaces.
- ◆ **Weather conditions.**
- ◆ Poorly organised **routine.**
- ◆ **No companion**

Motivation

- ◆ Healthier way to life
- ◆ Getting her **hands dirty in exploring** nature
- ◆ Nature for **inspiration**
- ◆ Nature for **peace**



VACATIONIST



“ Is only close to nature when on a vacation

Personality

Outgoing | Nature Lover | Adventurous

Background

He is an office going Guy. He is dedicated and works hard for the weekdays but wants to spend time on the outskirts of a city away from city life. Closeness to nature is only felt by him on vacations. Occasionally indulges in adventurous activities

Goals

- ◆ To **get away** from city life.
- ◆ Try out **sport activities.**
- ◆ Wants to **relish the beauty and expanse** of nature for enlightenment.

Needs

- ◆ A place away from city life that gives him **vacation like feeling in close vicinity** where he can spend time frequently.

Challenges & Frustrations

- ◆ Has his **priorities** set.
- ◆ Already has lot to do so **taking out time is difficult** for him.

Motivation

- ◆ To **meet new people** who share same interests.
- ◆ A place **nearer** to him.
- ◆ Finding **peace and serenity.**



INDIFFERENT TO NATURE



“ Does not feel the need to know more about nature

Personality

Workholic | Low environmental Consciousness | High Acceptance Level

Background

He is a college going student who has a different take on life. Feels that nature can be found even in your room. It is just to be felt. Believes technology and building are all part of nature. It is a part of evolution. It is not important to know name of trees or plant. It depends on interest and he has no interest.

Goals

- ◆ Wants to make a **good career and be successful.**

Needs

- ◆ **Alone time for self reflection.** Can be anywhere in room or outdoors.
- ◆ Motivation: **For inspiration** he can take walk in greens.

Challenges & Frustrations

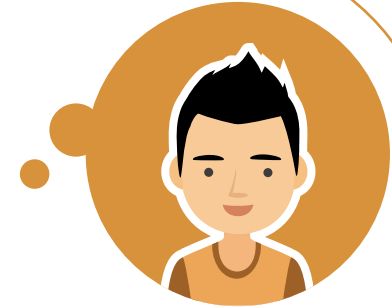
- ◆ **Busy and hectic work life.**

Motivation

- ◆ **For inspiration** he can take walk in greens.



LOST IN CITY



“ Has always spent a city life amongst buildings more than trees and plants

Personality

Extrovert | Curious | Healthy Lifestyle

Background

He comes from a family that has always lived in city amongst buildings more than greenery. He takes interest in organic products and healthier lifestyle.

Goals

- ◆ Maintain **good health.**
- ◆ Learn new ways to go **organic.**

Needs

- ◆ To be able to **experience the nature.**
- ◆ Find **peace and solitude** in nature.

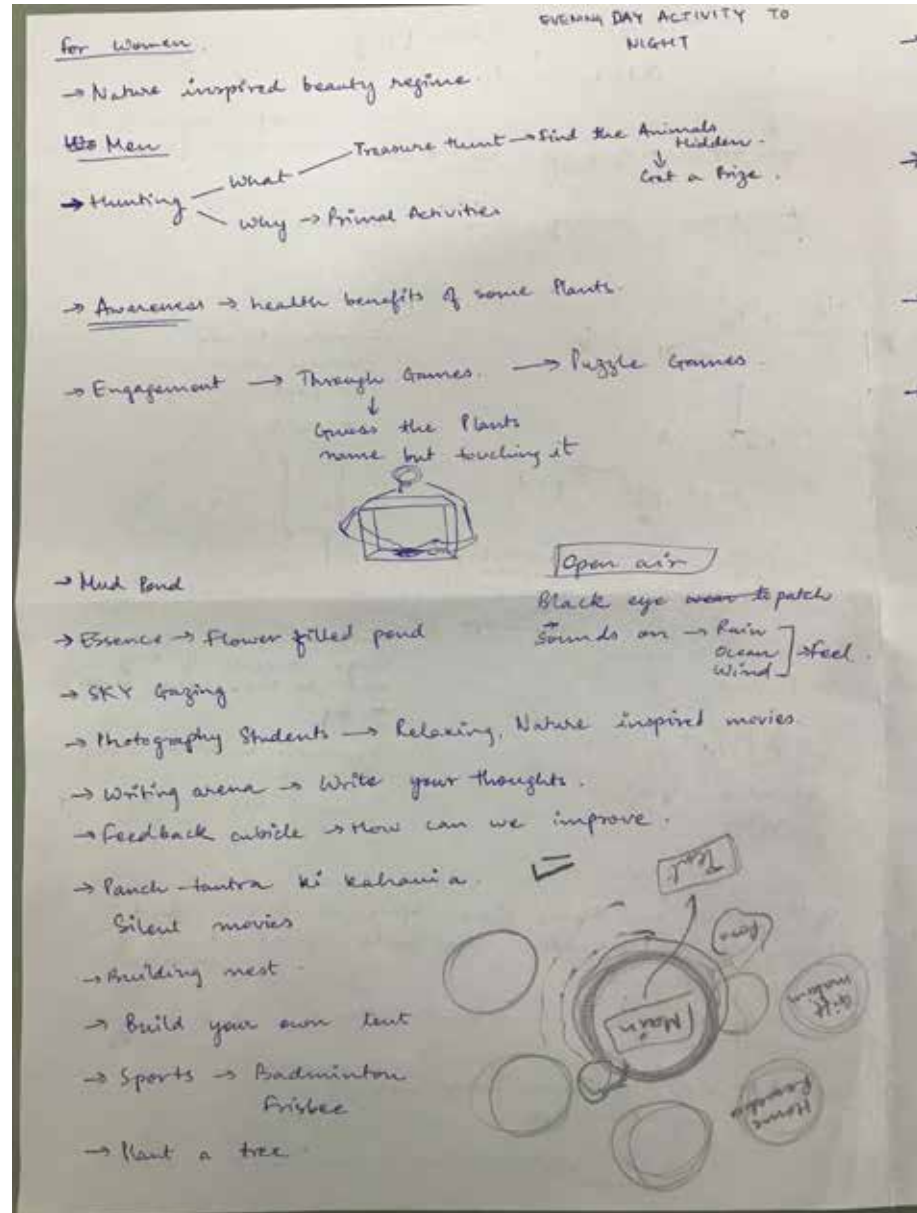
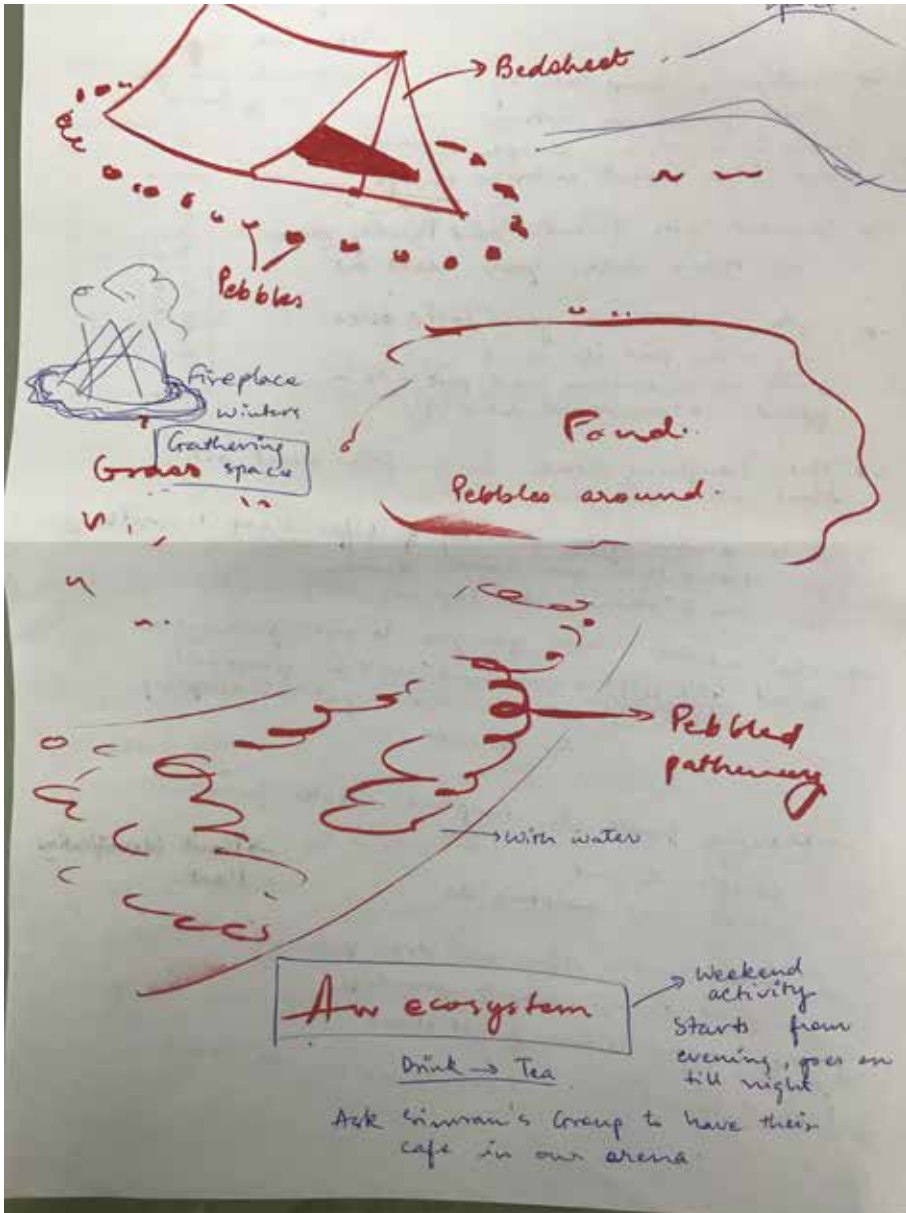
Challenges & Frustrations

- ◆ **Availability** of such places.
- ◆ **Tired of city life**

Motivation

- ◆ **Curiosity** about vastness and hidden treasures of nature.

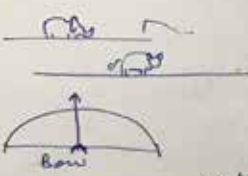
50 IDEAS

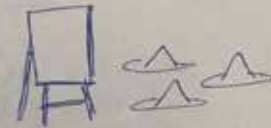




↓ How. Activity Oriented


↓ Open Air → Have open air theatre → Runs scientific documentaries on nature / stars, universe.

An Arena - Gaming arena. - CARNIVAL

①  Shoot to get gifts or stick nature inspired.

② Terrarium, Red sand Natural colours to paint ARTISTS 

③ Guess the name of Plants   Get nature inspired gifts

④ Write/Draw draw what you see through Kaleidoscope 

⑤ Contact Toy and Game design students if they want to have their stalls + gift

⑥ Simran's Nutrition Group

⑦ Give an Alone time Space - to see and relish Nature. - Have books around - Kindle if possible.

⑧ Give a space around bonfire / Pond. - community space.

TAKE AWAY → 22 Terrarium, Bottle Garden, Kaleidoscope

How nature balances, your mental & Physical Health.

→ Wealth through Nature → Savings earthen Gullak. Understanding Wealth. ↓ Let's see how much can you Save.

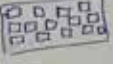
→ Creating a Group Activity where people can interact with each other in open air and talk about certain things.

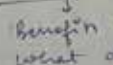
→ Connect with Friends and Family zone. Call them, talk your heart out

→ Write a letter to your loved ones. We will post it. Write an experience and post it to a friend. → Promotional Activity

→ The laughing Zone. Laugh your heart out. Along with open air music.

→ Write down your journey of life. Keep it with you. Paths that you have chosen. An share or not share (option)

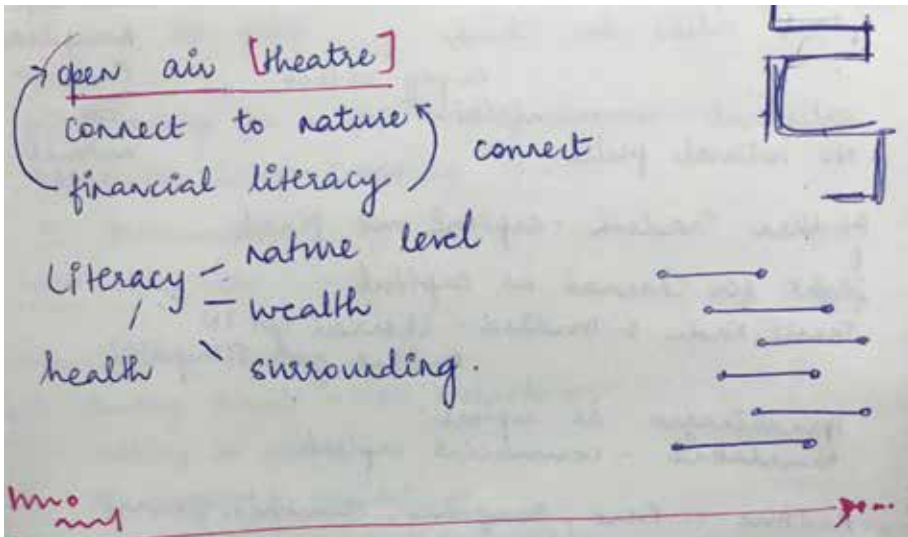
→ What advice would you give to next generation Board  → every board will be preserved, or digitized, put on display. An ARTWORK.

→ Making people do sculpture, create farm.  → Plant identification Plant.

→ Write down why you love yourself. 5 good things about your life. Be happy Never forget there

→ Races - Spoon Race, Sac Race, Beans etc etc. Race

TREAT YOURSELF RIGHT.



What is the nature of disturbance?
 Why people are disconnected from nature?
 Disconnect creating disturbance.

Physically & Emotionally } Dis-connect

More clarity Not proximity
 Not Frequency
 Degree of acceptance

Brainstorming for ideas connecting shortlisted points.

(Need) !?

Recreation as an effect, the need



ACKNOWLEDGEMENT

Natural Material Product-making Workshop

Gift-making workshop + Delivery Service

LETTER + PLANT
 all diff. types of plants
 writing
 create something

AMAZON SPHERES
 experiential
 hybrid market

Making nature-tourist collage + DISPLAY MOSAIC ART

Plants of campus
 INFO BOARDS
 Educating Informative

WRITE A LETTER/ SERVICE EXPERIENCE AND WE POST IT! TO YOUR FRIEND

PLANT A TREE

NATURE POETRY

ENLIGHTENMENT

TENTS AS PERSONAL SPACE

BAREFOOT WALKING ON GRASS

ALONE READING SPACE

Nature Date
 (More time + Books + Music + Snacks + Picnics / Campfires - (trails) - Rapid Fire, etc.)

Surprise - Sunset watching setup (Music + Beverages + Photos)

STAR SKY GAZING
 no visible tracks
 amplifier
 Phosphorescence
 sound

OPEN AIR MUSIC
 BLINDFOLDED LISTEN TO NATURE

Group-guided Meditation

CONNECT WITH FAMILY & FRIEND ZONE
 CALL THEM! TALK YOUR HEART OUT

Journey of Senses
 (Walk in the lawn + Smell flowers + See plants + Nature sounds + Natural beverages)
 Make survival map

JOURNEY OF LIFE. KEEP IT WITH YOU. WRITE

ENRICHMENT

WHAT ADVICE WOULD YOU GIVE TO NEXT GENERATION

Blindfold games (Tree identification)

Making tools from natural materials
 STONE AGE RECAP

FEED BACK CUBICLE

MAKING PEOPLE DO SCULPTURE. CREATE FORM BENEFIT OF MUD

IDENTIFY ANIMAL AND SHOOT

TREASURE HUNT

PANCH-TANTRA STORIES

WRITE WHY YOU LOVE YOURSELF 5 GOOD THINGS ABOUT YOUR LIFE

SOUNDS

NATURAL COLOUR ART

SILENT MOVIES

RACES - SPOON RACE, SAC RACE

Guess the name of PLANT.

BOTTLE GARDEN

BUILDING NEST

T-Shirt making with natural dye

NATURE INSPIRED BEAUTY REGIME

BUILD YOUR OWN TENT

Guess the animals (Sound) / Plants & Animals (Visuals)

Guess the PLANT without seeing it. TOUCHING ONLY

GIVING EARTHEN PIGGY BANK

How to make natural remedies? Workshop

WRITING ARENA - WRITE YOUR DAIRY

LAUGHING ZONE -

ENGAGEMENT

PEBBLED PATHWAY

PONDS WITH PEBBLES AROUND

COMMUNITY GATHERING AROUND FIREPLACE

ASK SIMRAN'S GROUP FOR FOOD & REFRESHMENT

OPEN AIR THEATRE

ENVIL - SCIENTIFIC DOCUMENTARIES ABOUT NATURE & STARS

MUD POND

FOOD COOKING

SANDELLION'S

VIABILITY

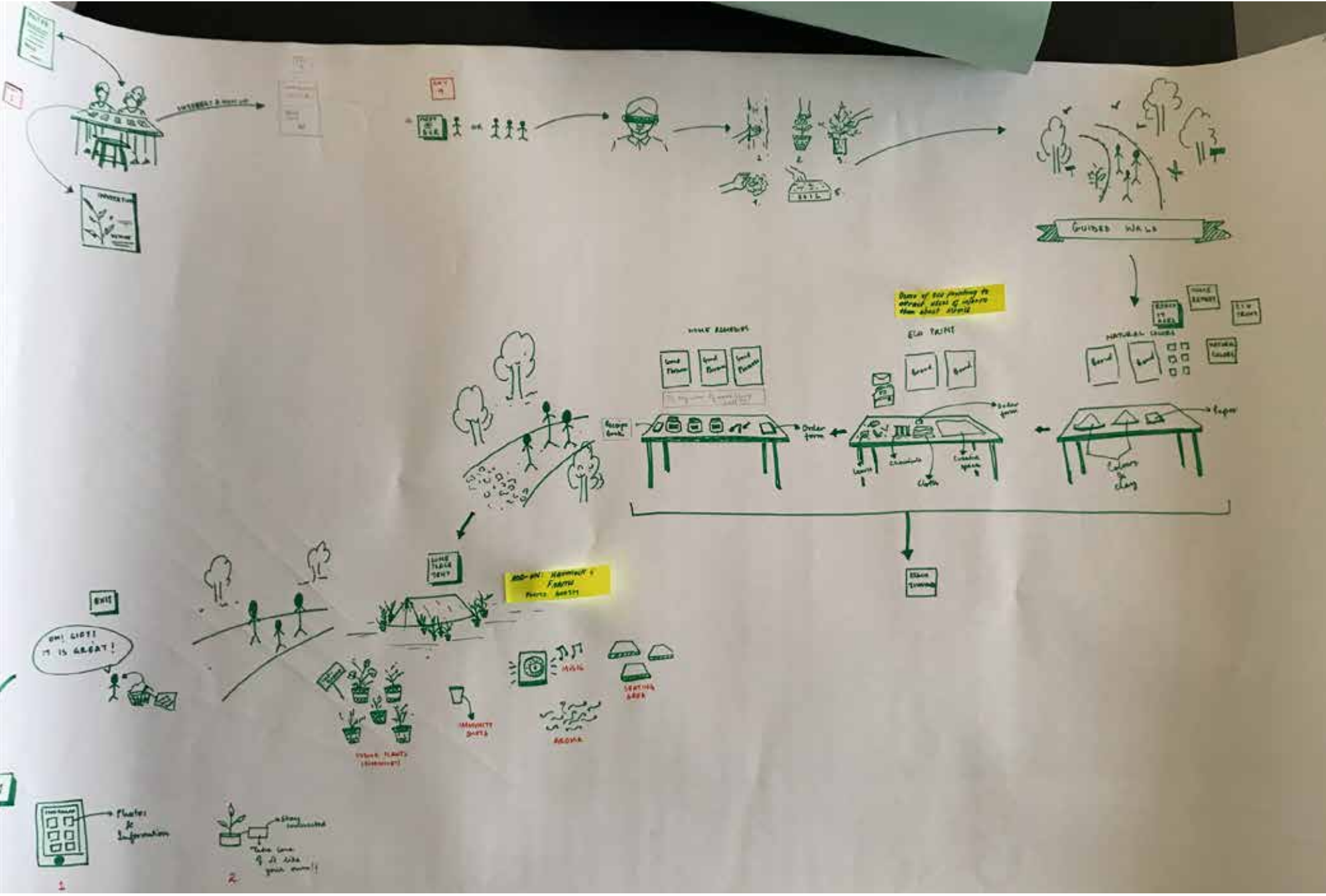
WRITE/DRAW WHAT YOU SEE THROUGH KALEIDOSCOPE

TOY & GAME DESIGN STUDENTS STALL

FLOWER FILLED POND (ESSENCE)

WEEKEND CAMPING - packs
 Move Camp scenery pic

SERVICE DESIGN FLOW ITERATIONS

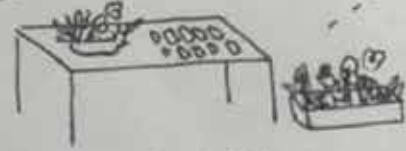


FLOW 1

START



BOTTLE GARDEN



Make your own bottle garden workshop

ECO-PRINT WORKSHOP

OPTION 1

CLAY WORKSHOP

OPTION 2

NATURAL LOOOR WORKSHOP

OPTIONS 3



NATURE AQUARIUM

- Did you know facts
- food & drinks



NATURE TENT

- to relax
- Exhibition



TIME WITH NATURE



HAPPY? PLANT A TREE

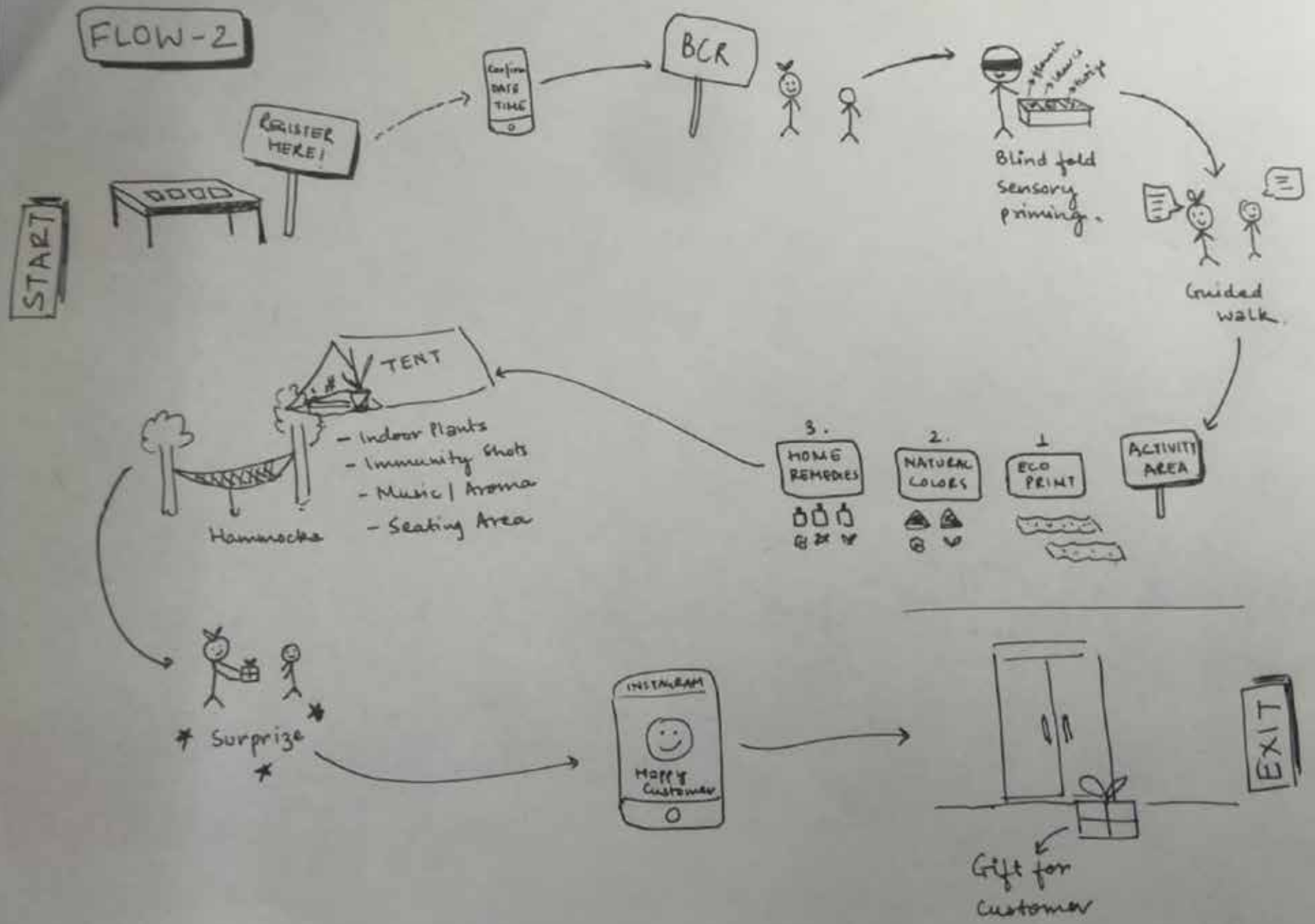
HOSTEL ROOM



HAMPER

END

FLOW-2

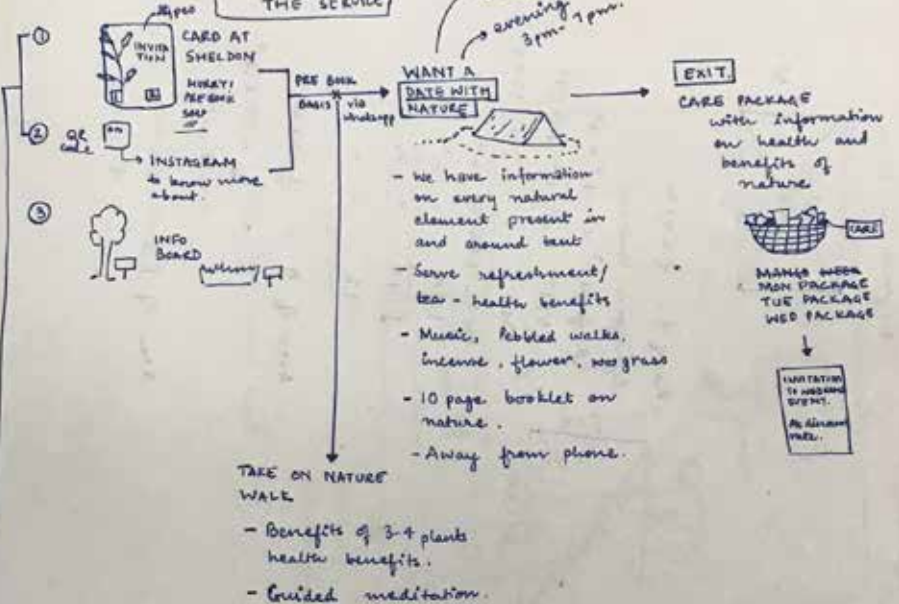


ITERATION 1

MARKETING
BRANDING

ENTRY INTO THE SERVICE

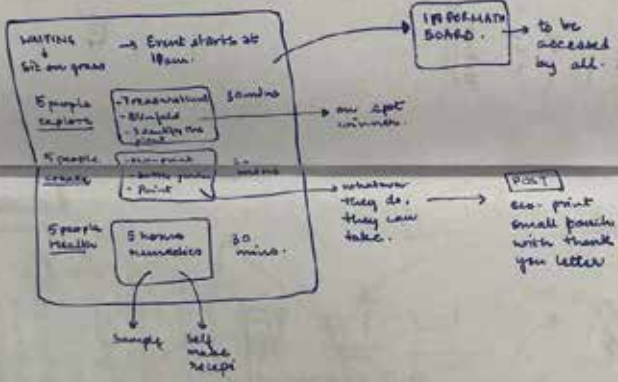
WEEKDAYS
evening 3pm - 7pm



TAKE ON NATURE WALK
- Benefits of 3-4 plants health benefits.
- Guided meditation.

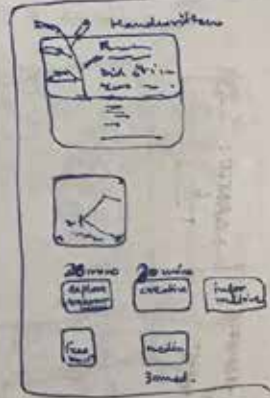
WEEKEND

PRE BOOK EVENT via whatsapp 18:00 - 5pm
2 hrs event 50 people at one time



EXPLORATORY } choose while booking to pay
CREATE }
HEALTH }

may also pay on spot if interested.



LOGO ITERATIONS



LOGO- FINAL



trees & toes

• come, connect to nature •

LOGO EXPLAINED

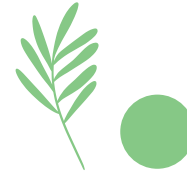


Form of a Leaf, signifying that the service has something to do with nature.

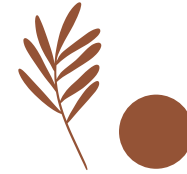
A form that looks like a Tree Trunk as well as a Foot.

trees & toes
• come, connect to nature •

COLOUR



#86c886



#945336



#6d6e70

FONT

trees & toes

Aglet Slab
(Semi Bold)

Brandon Grotesque (Medium)

• come, connect to nature •

Acumin Variable Concept (Light)

FONTS USED

HEADING FONT

I am Heading

Montserrat (Bold)

I am Heading too!

Montserrat (Semi-Bold)

BODYCOPY FONT

I am Bodyfont

Montserrat (Regular)

Montserrat (Medium)

OTHER FONTS

I am other font

Bradley Hand

I am other font too!

Montserrat Alternate (Regular)

Yes, me too!

Montserrat Alternate (Regular Italic)

DESIGNING APPLICATIONS

1. Service Boards for Different Activities

WELCOME



We have all lead of the times when man existed in harmony with nature. With time, we grew apart, built cities and went into our own cocoons. We have all fallen prey to the madness of fast paced lives. Somewhere along this led, once, it is important that we turn around and enjoy the view, realize where we come from. Be it a sunrise, a sunset, a dewdrop, a flower, nature always leaves subtle yet mesmerizing impressions on us.

Trees and Toes welcomes you on a journey to re-connect with nature. Let's gear ourselves up for an exciting adventure through the known and unknown.

"Adopt the pace of nature: her secret is patience."
RALPH WALDO EMERSON



Trees & Toes

SOULTREE

A still moment.

As you stand here, do nothing for a moment. Once you're ready, put on the headphones placed near you. Notice the details of nature that may have otherwise gone unnoticed. We will take you on a journey of quiet, beautiful indulgence in the beauty of nature.

Cur us once you have put the headphones on and we will start your journey.



DIY WITH NATURE



Have you ever been fascinated by natural, earthy, rustic artifacts and wished you could make them yourselves but didn't know how to?

Taking inspiration from nature, we bring to you easy, fun and affordable DIY's with nature. Our "Do it Yourself" activities will give you a chance to explore and experience nature closely while allowing you to create beautiful and useful products using all natural elements.

Go ahead, unleash your creativity!



HERBS AND HERNS



In this fast paced world, we rarely get time to take care of ourselves. Sickness often calls for doses of chemicals in the form of pills that sometimes do more harm than good. We bring to you a taste of good health with all natural remedies. We aim to help you boost your immune system and fight off sickness through age-old natural cures. We want to cut down your trip to doctors and ensure you are healthy naturally.

Trusted by generations, founded by tradition- **Welcome to Heal The Natural Way.**



MUSE: A Nature Exhibition



Sensitivity and creativity blossom best when we give ourselves the time to walk in nature. The combination of exercise, quiet and the beauty of the natural world can be incredibly calming and restorative. Often we forget to pay heed to all that nature offers us, in our everyday lives. Come to think of it, Nature also comes to the rescue of designers from time to time. Want to know how? You are at the right place.

Welcome to MUSE, a curated exhibition on the trees and fauna around us. But wait, that's not all, walk along to know more.



2. Exhibition Boards

TULSI

They don't a species of basil
 And they're not the Queen of the South
 Botanical Name: *Ocimum sanctum* (Tulsi)
 Common Name: Tulsi



Uses

- In Ayurvedic medicine, tulsi is used as a powerful antioxidant, anti-inflammatory, and immune booster.
- It also reduces the frequency and severity of asthma attacks, acts as an anti-bacterial, and promotes detoxification.
- It can modulate the immune system and protect the host from environmental toxins.

Fun Facts

They have a mind-blowing ability to purify the air around them. If you burn a small amount of tulsi leaves, it releases a natural mosquito-repellent effect, and it is also a great natural pest repellent for your garden.

They are a great source of honey, and you can also extract a natural essence of tulsi for your skin.

Care

They don't need a lot of water, but they do need a lot of sunlight. If you don't have a lot of sunlight, you can grow them in a pot on a balcony.

Always water them regularly, and make sure the soil is moist. If you don't water them regularly, they will die.



Plant in Campus Board

MOSQUITO TO CREATE NICER NEEDLES

Have you ever noticed mosquitoes bites that seemingly appeared out of nowhere? It turns out that the tip of the mosquito's mouth is composed of several moving parts that work into skin with the minimum of force and the maximum of pain.

By studying existing scientific research, the team found three ways that mosquitoes avoid inflicting pain when drawing blood. They secrete a salivary sheath that includes a protein which numbs feeling. The sheath, in part that draws blood, vibrates when piercing the skin, which reduces the force needed. And its serrated, which also counterintuitively, makes penetration easier.

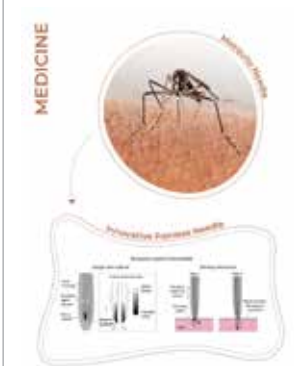

Researchers also found that the softer and more compliant tip may cause less pain when it pierces the skin because it deforms the skin less.

Key differentiators

Current needles are relatively smooth cylinders that present large amounts of surface area to nerves, causing pain to the human subject.

Challenges solved

Reduced pain for injecting or drawing blood samples, for biomedical devices, for instance used in diabetic patients to monitor blood-glucose levels.

Biomimicry around the World Board

WOODPECKER



Common Name: White-bellied Woodpecker
Scientific Name: *Dryobates passer*
Type: Bird
Average Weight: 105-140 gm
Average Length: 140-160 cm

Location: Found throughout forests of tropical Asia including the Indian subcontinent and Southeast Asia

Habitat: Found in evergreen forests of tropical Asia with varying tree densities.

Fun Facts

- Woodpeckers' tongues are usually about half the length of their bill so that they can reach far inside the holes they peck out.
- They're made to cling to bark. Woodpeckers have strong tail feathers that support the bird as it hangs dead on a tree trunk, and they use their tail to lean in to bark.
- Woodpeckers have hairy heads. Their heads are covered in feathers to keep them warm and dead on after they work.
- In the animal world, woodpeckers are the only creature to hang a sound with something other than a part of its body. They will stretch a variety of objects to conform to the sound, to attract mates, to locate food, or to signal with another bird.
- They live in the sunlight.
- When climbing down a tree, they stay upright and back with the tail flat. Other birds making their way down a tree, such as a crow, will usually turn a full 180 degrees to face the ground. They will also use their tail to support their body as they descend.

Bird in Campus Board

3. Quotes Board



4. Invitations



DESIGNING COLLATERALS



GUIDE BOOK



TAKE AWAY

Badges



Daily Quotes Desk Easel

MARKETING

1. Creating Awareness



We put up logo at different part of campus to create a buzz that something is coming up.

2. Information Boards



Then we had put up information boards in different parts of campus to create awareness amongst users about their immediate surrounding. Other aim of the board was to give away a jist of what our service is about.

3. Service Preposition Posters



We put up logo at different part of campus to create a buzz that something is coming up.

4. Registration Drive



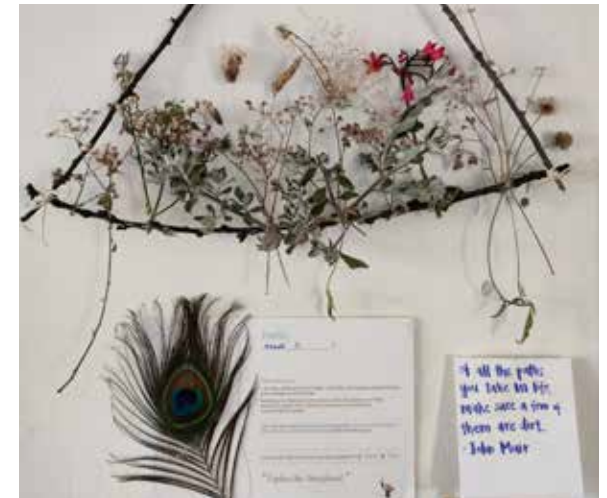
We put a registration stall a day before starting the service where the agents had one to one interacts with customers and gave them Invitation Cards that were informative.

5. Post Registration Poster



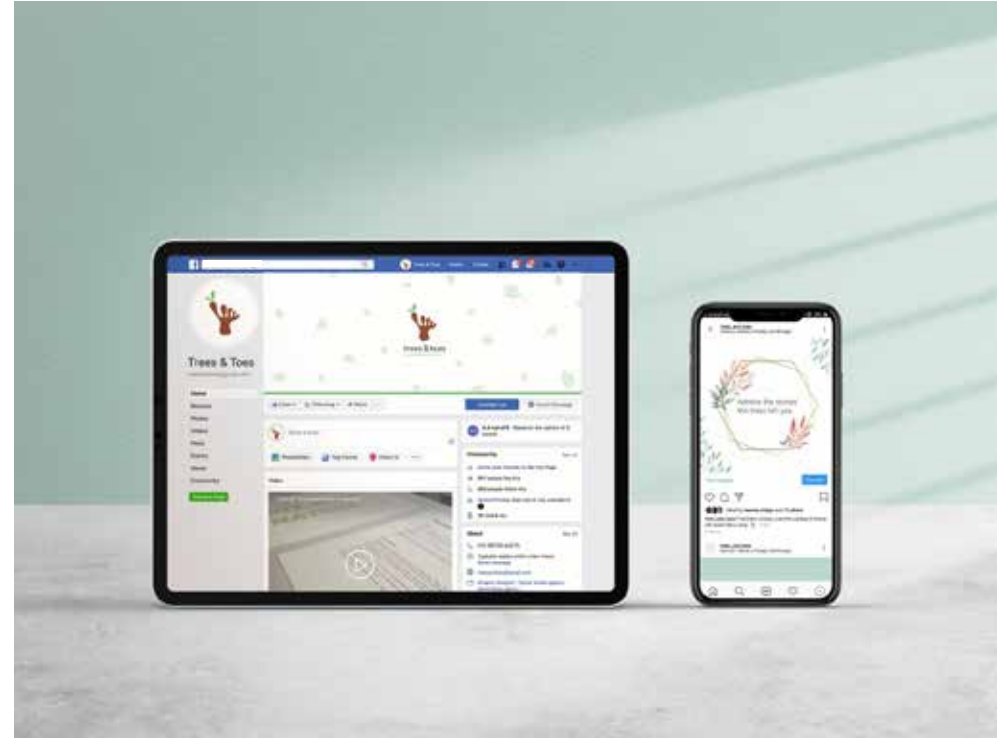
Post registration Stall, we had put up poster that informed the user on how to register for the service.

6. Word of Mouth



Word of Mouth became a power tool in selling our experience based intangible service.

6. Social Media



ACTIVITIES



User Activities

Introduction

Soultree

Blindfold Game

DIY

Herbs & Hens

Nature Bingo

Nature Date

Muse

Feedback

Photoshoot



Agent Activities

Setting up the space

Collecting fresh things for blindfold game

Collecting things from nature for DIY

Buy fevicol, thread, papers when required

Making badges when required

Making easel quote take away when required

Guiding user throughout journey

Filling water and fruits basket when empty

Printing artworks when required

Taking care of plants

Getting frames made

Taking help from expert for home remedies

Getting laser cut done for badges, easel

Giving slots for registered user

Branding & marketing

Taking photo

Getting frames made

Interest generation activities

Sending mails and whatsapp texts

Giving slots for registered user

Getting feedback

Continous research

Delivering of home remedies

Buy ingredients for home remedies

Synchronising with teammates

Accepting payment & maintaining accounts

Management & decision making

Getting new feedback book & stickers when required

Changing inserts of explorer and wanderer guide book

Making sure monkeys don't harm the tangibles

Buy essentials for setting up place like jar, mat, bottles & glasses, etc

Collaborating with gardener, utility staff, security staff & carpenter

Changing home remedies after few days based on the shelf life of home remedies

MAJOR USER ACTIVITIES

1. Soultree



A space designed to silently observe what is happening in nature. The height at which this artifact is gives a different perspective to user towards nature. It is nostalgic yet peaceful. A space where creativity can flourish.

2. Blind Sensory Game



A game design to test how sensitive are users to nature. This game allows user to guess the name of objects only by using senses, taste, touch, feel.

3. DIY



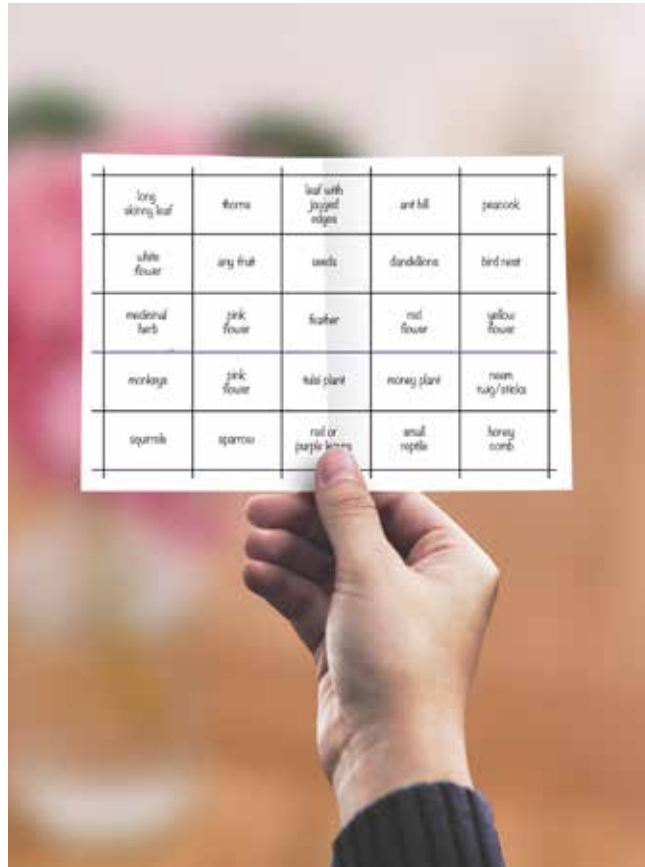
Next is the DIY section. Here you are free to explore with the objects collected from Nature. Ofcourse our agent was there to guide the users where-ever needed but the stress was given on the fact that it was the user who has to make interesting artifacts out of Nature and then gift it to someone they want to!

4. Herbs & Herbs



If talking about Nature, it was only fair if we told the medicinal value of Nature and Natural Products to our users. For the same reason we has an activity that was dedicated to educating people about Home Remedies.

5. Nature Bingo



This Bingo game was a Fun Activity that took users to parts of campus that might not have been explored by our users. Our users started to play the game fun but returned back with a sense of achievement and enlightenment.

6. Nature Date



Nature Date is a place where you sit down and relax and talk your heart out to nature. Sit down for a moment, get lost in the beauty of Nature, and write down your thoughts. What else would a Nature lover want?

7. Muse: Nature Museum



This an interesting concept that we came up with, a museum in midst of Nature. An informative walk through with the breadth of fresh air and soft chirping of bird.

SERVICE: ATTRIBUTES & FEATURES

Enrichment

Engaging

Relaxing

Spiritual

Managing Relationships

Explorative

Observation

Healing

Nourishment

Customisation

Wandering

Awareness

Journey

Undivided attention

Payment- cash or Digital

Informative

Sensitizing

Inspiring

Excitement

Creativity

Connection

Soothing

Calmness

Heart of Nature

Guiding

Richness

Peace of Mind

Greenery

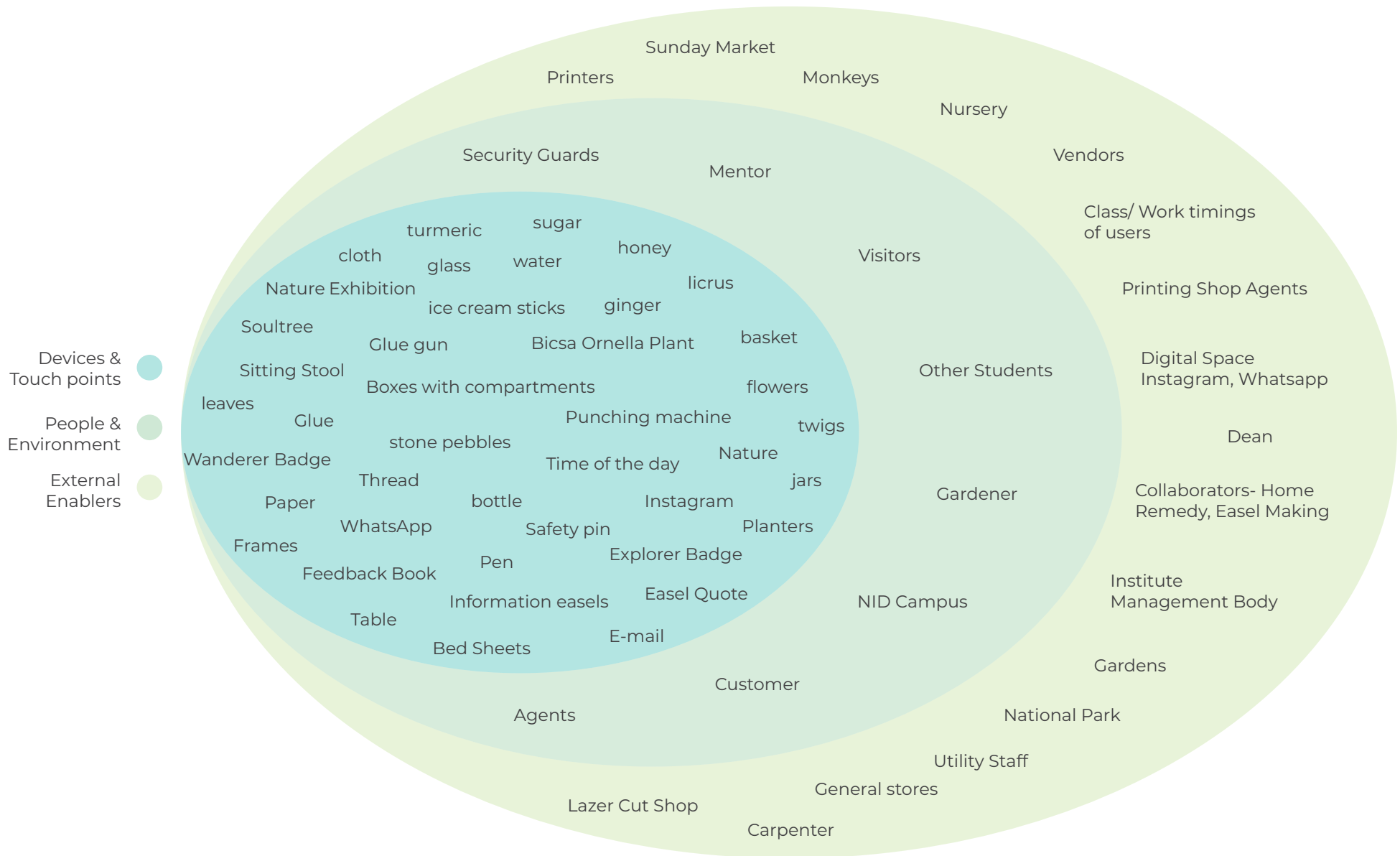
Pre booking slot

Enjoyment

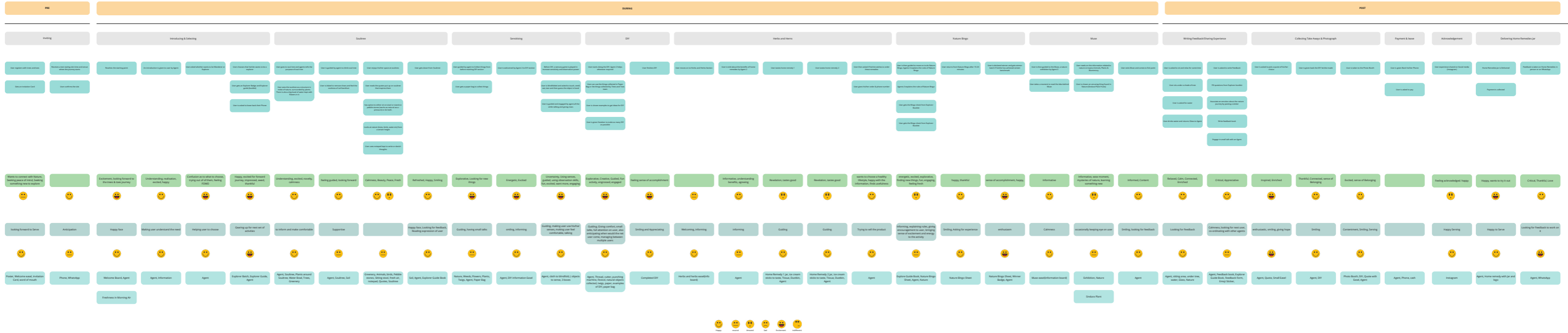
FEATURES

ATTRIBUTES

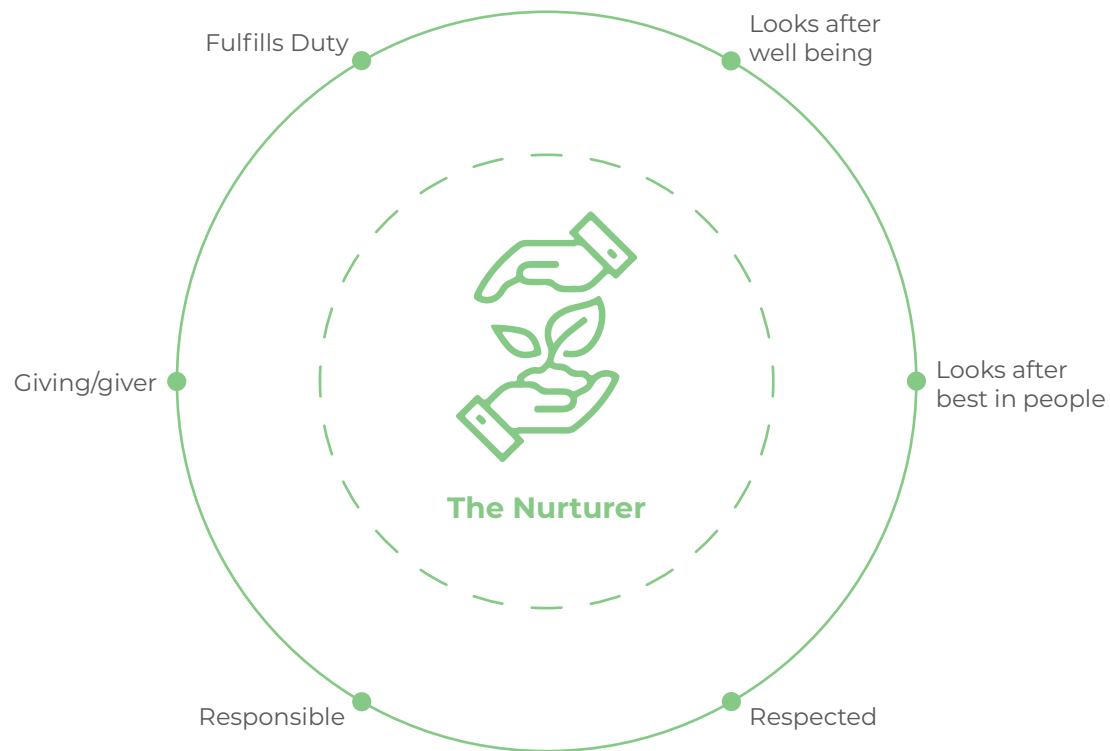
SERVICE ECOSYSTEM



USER JOURNEY- EXPLORER



SERVICE PERSONA



What?

Nurturing the need for

- access to nature
- knowledge/enrichment
- Creativity
- nourishment
- well-being

How?

Nurturing by providing








- knowledge of natural diversity around you.
- Creative space for exploration
- medicinal use of nature and natural products
- An insight on how nature and technology combine to solve design problems
- curated space in nature that aids to mental well being of a person
- enjoyment and fun via games and interactions with agents

Whom?

Nurturing people

- who want to connect with nature
- feel connected with nature and want to relish it
- genuinely want to learn more about nature's offering.

BUSINESS MODEL CANVAS

<p>Key Partners </p> <ul style="list-style-type: none"> • NID • Payment Gateways • Jaie Karve (home remedies) 	<p>Key Activities </p> <p>Providing a curated space that takes user closer and more enriched about the nature around them.</p> <p>Several Games and Self Exploratory Activities were curated.</p>	<p>Value Proposition </p> <p>To provide with an engaging and enriching experience in the heart of nature.</p> <p>To sensitize user to nature.</p> <p>To provide service that acts as a stress buster.</p> <p>A curated place that is something nature related and carries an experience of a Planetarium and a Museum.</p> <p>Enjoyment + Gaining Knowledge</p>	<p>Customer Relationship </p> <ul style="list-style-type: none"> • Feedback Book • Clicking photos at the end of user journey that they can take back • Posting user experience and journey on Social Media • Special Invites to customers who take our service 	<p>Customer Segment </p> <ul style="list-style-type: none"> • Students of NID and anyone who visits campus looking for <ul style="list-style-type: none"> - Break from monotonous work life - Enjoys being outdoor & cherishes the beauty of Nature - Is excited to know about the mysteries and magic of nature.
<p>Cost Structure </p> <ul style="list-style-type: none"> • Printing and Binding • Stationary Items • Buying artefacts 		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Providing Service via pre registration <ul style="list-style-type: none"> • Service charges for 1 person (Individual): 150 INR • Service charges for 2 person (Pair) : 120 INR each • Selling of Home Remedies- INR 120 per bottle 		



Flow of Activities

We tried multiple iterations in the flow of activities. Sequencing and resequencing was done during execution of prototype and we noted behavior change in the user- what they liked, what they didn't.

Initial Sequence



Iteration 1



Iteration 2



Takeaway

Why these changes?

1. To reduce logistics trouble.
2. To test the impact and interdependence of activities in terms of thoughts, feelings, reception of information, etc
3. For enabling the agents to manage without physical and cognitive strain
4. To make the journey less agent dependent
5. To enable agents to carry out multiple roles when required (such as performing other agents roles in unexpected situations, etc)
6. At times, to accommodate user requirements (Fear of peacocks so couldn't go yo Soultree as there were peacocks around, time constraints, daylight constraints, etc.)

How did it help?

1. It helped in establishing a more optimised flow of activities - It acted as a research technique to identify less time and effort consuming flow
2. It helped validate our primary idea of sequence of activities



Elimination/Addition of Activities

We took feedback from our users seriously and at the end of the discussed on what changes could be made for a seamless yet exciting experience. There were hence few elements that we included as well as eliminated from our service.

Elimination of activity

- Removing the element of headphones that played 8D nature audio from Soultree

Why?

We removed it based on feedback that people were open to enjoying natural sounds and visuals more during the artificial music.

- Removing guided walking nature based meditation from Wandering Walk

Why?

We felt that some user are not into meditation and hence it can be scrapped of from the journey. Instead the focus now became Nature in it's truest form.

- Elimination refreshments from Nature Date.

Why?

We took this step because there were constraints of watching over the refreshments while the agents were busy assisting users in the rest of the journey

Takeaway

How did it help?

1. It helped us refine and enhance the entire nature journey by giving more importance to elements of nature in its truest form.
2. It also made our service cost effective.



Changing narratives

Throughout the service we came up with various narratives to gain more clarity on the service offering to the users

Why was this done?

As per feedback and team analysis based on questions during registration process or activities.

How did it help?

To make the process/journey more informative and clear for users

Addition of activity

- We added more elements to the blind sensory game.

Why?

We were constantly getting feedback that people loved the game. The uncertainty and that feeling of revelation that game gave was something user enjoyed.

Tweaking of activity

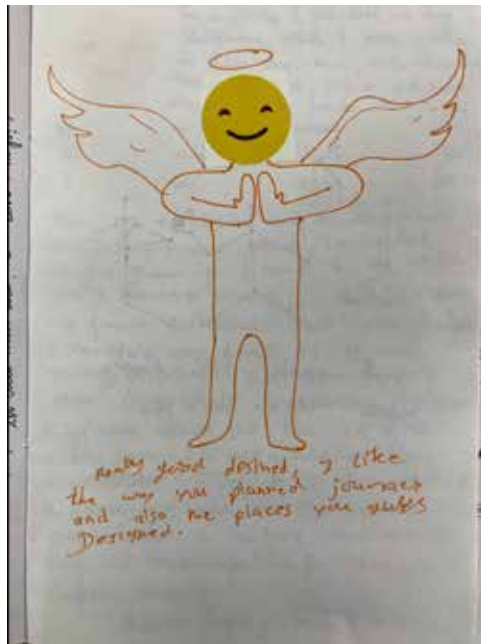
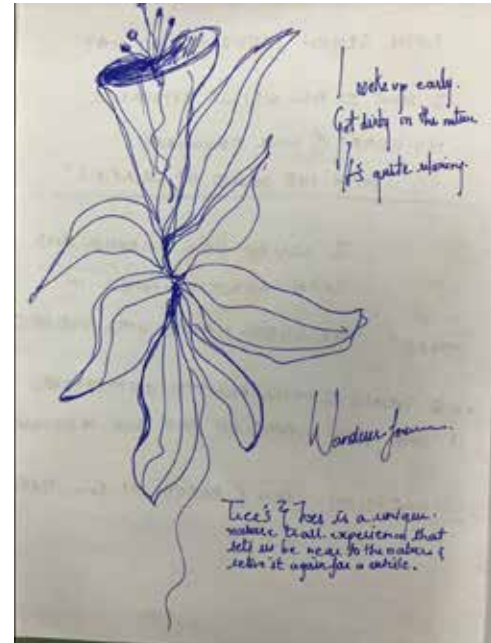
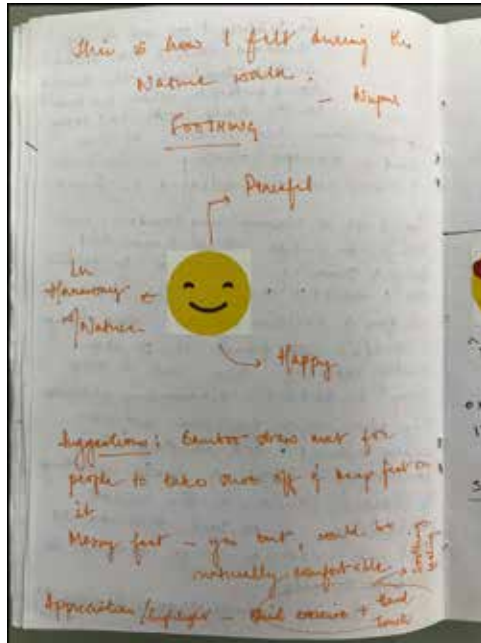
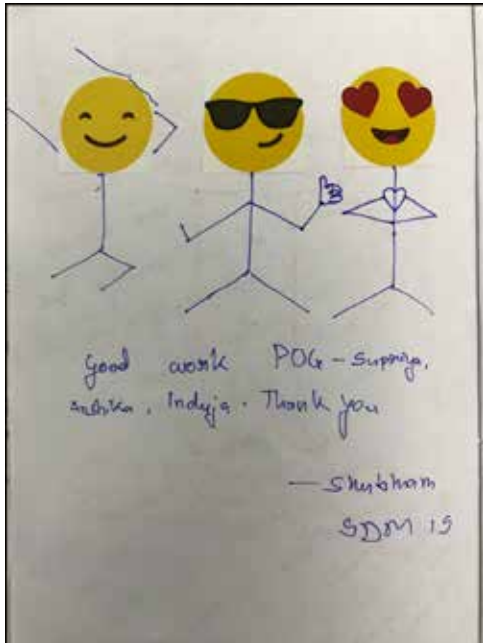
- We made the DIY section more explorative.

Why?

Instead of telling user you can make only bookmarks and photo frame, we asked user to be more explorative and be as wild and creative as they can get in this section.

Result

People made creative products like bird feeder, Wall hangings, wind direction teller, sculpture/artifacts etc. All from twigs, leaves and nature.



Kunal

“Crisp sound of hay
Lush green trees on my way
I saw it all whilst exploring
My heart and soul devoured
With the sound of chirping “

I loved how science and tech was mentioned in the “Muse”. The guess game was the best. One thing I will always remember is the red stamp of the Bixa Orellana.

Suggestion: pens and paper at SoulTree

Nimisha

I woke up early, Got dirty in the nature
It's quite relaxing

Wanderer forever

Trees and toes is a unique nature trail - experience that lets us be near to the nature and relive it again for a while.

Nupur

This is how I felt during the nature walk- soothing.
In harmony with nature, peaceful and happy.

Suggestions: bamboo straw mat for people to take shoe off and keep feet on it. Messy feet-yes but, could be naturally comfortable

Appreciation or highlight – blind exercise plus hand touch - soothing feeling.

Pranav

I found this to be a very involving experience. Thank you for making me experience this. It's really wonderful, everything is put together very well.

Honestly, I have become very lazy and laid back these days and I wanted some thing like this because, I go for a morning hike and a swim almost everyday when I'm home.

I found all the activities really interesting. I feel more informed after this experience and happier too :)

The home remedies are really yum!! I really felt grateful and merry here. Great job!!

The SoulTree should be here forever.

Mahon

It was a chance to explore the nature inside our campus which otherwise I would not have bothered. I quite like the SoulTree. It was nice to walk around and do activities. I just wished the ambient music moved slower and more natural. The ‘Muse’ was informative but there were some some small mistakes

Anchal

Dear trees and toes,

I am mesmerised by nature today. Thank you for taking me on this wonderful journey and making me again realise importance of trees, birds, wind around us. From dried grass to the greenest leaf, I never realised that there was so much to capture. Spell bounded by the journey! Thanks!

Priyank :

My Dear Friends
Thank you for identifying and Designing this entire experience, you have definitely set the tone for my day.

Connecting to nature is a need which I always miss and somehow always ignored in this campus life, but today I realise it was always at my doorstep. All I need is to look for it and engage hence connect.

Personally by going through the entire journey I felt like a child and a man at the same time.

Again
Thank you and well done

Ankita

Hey! Trees and toes,
You guys did a wonderful job. Hats off to all the efforts you have put to make it work. Amazing to see intangible turning into tangible stuff in a very beautiful way.

The idea thought process and all the hard work you guys have put is worth very moment.

Starting from the SoulTree (its really fun and lovely place) to all the spots I have been today, I really got a good and mesmerising experience.

You made my morning worth it. Also helped me connect one step more to the nature.

Thank you :)
And great job guys :))

Shrabani

I think everybody loves nature but as we grow, we forget or don't get time to observe nature for how she is.

I have never seen the campus as such a getaway before. The part I talk to reach Tilla was new. I saw baby peacocks/ peahens for the first time. I saw some new plants and collected feathers and dried ferns.

Making something out of giant leaves in phone so so amazing. We could make such Eco-friendly and price list things out of nothing!

Loved it

Thrishall

Great job at executing it. Can see the amount of efforts been put into curating a good walk. Going for the morning walk was the best part - with morning rays hitting your face :)

SoulTree gave a new dimension of the otherwise known - "junkyard" area

Never knew dried plants had such beauty with it. DIY - not to mention was something which I got to do for the first time with nature.

Maybe the experience could have been spread across the campus - though we were free to move about, since the tasks are placed nearby - I guess I didn't cross the limits.

Overall, a well thought oh and quite informative experience!!

I wish you could make more of the ginger jam!

Thanks for curating it for me!

Jayati

This was such a refreshing experience! I absolutely loved the tower at the start of the tour and I am definitely going to sit there more often.

The ginger honey was quite the treat to my senses and I would love keeping a bottle on my bedside.

The information at the exhibition was quite enlightening. I would have loved to be with someone in that process too. It would be nice to talk to someone during that.

I love the initiative! Got to see and learn so much about the campus I have been in for two years. Thanks.

Simran

To my dearest friends!
I am very happy with the activities that I was asked to do like the tree activity and nature bingo. It was actually like a bingo "I found something new".

About the information to part of this exploration I think it could be more interactive with shapes forms and colours.

Points to look into:

1. water feeling in first activity
2. pay for exploration task
3. Play with nature could help me with what more I could do with nature
4. Assistance can be increased

Never experienced a thing like this before.

Tejus

The idea of connecting people with nature is a much-needed one in today's fast paced life.

Something's that I liked were :

1. Making stuff with nature
2. Feeling the objects from nature and nature bingo

I felt slightly connected with nature.

Things I think can be considered are :

1. Involving more people so that there is a dialogue / conversation about nature.
2. The first part of experiencing nature through headphones can be improved - somewhere it felt artificial. Instead of that you could make people lie on grass

Tavleen

I think it's important to do something like this once in a few weeks and especially in the morning. It feels like a fresh start! :)

SoulTree and the space near the design Gallery were the best for me personally because there was no task between me and the nature. Also induced the feeling and emotion of gratitude.

Thank you and fresh pure thoughts - love you guys!

3 of you are such wonderful and honest people and all the good you do for others reflected in trees and toes.

Love * Hugs

Tanaya

Trees and toes,
Thank you for reminding me of all the beautiful picnics I have had and bringing back the childhood memories of being out there in nature. It's been a while since I spent so much time outdoors, in an adventurous setting, without even clicking pictures! Being in the campus with so much diversity and richness in Nature is such a novelty, and you guys have done a good job in making us appreciate it.

Just a few suggestions to make the journey more invigorating:
1.start with the adventure, end at SoulTree - that's when you need to calm down.

2. Explain the various activities that would be undertaken for which ever Badge we chose - don't want to miss out on the activity.

3. I know this is difficult and subjective, but BIRDS! I keep sporting really exotic species around and would have loved that to be a part of the experience.

4. The exhibition can have more info on the trees of the campus and birds.

Overall, a great thumbs up for the amazing experience and creative creation.

PS. I loved the DIY activity

Akash Maheshwari

"Enriching" achieved

Lakshmipriya

Dear trees and toes,
First of all, Kudos to your thoughts that have gone behind making this service super fun and rejuvenating. I must say that the treehouse took me back to my childhood days.

I should also thank you for helping me find more spots I could hide away from my peers from time to time to think of just to do my 'own' stuff. Today, I took off time to pluck some fruits of a tree that lets its seed fall off one after the other.

Like the generally say, a lot of inspiration can come from just the space around you. Your service has been a perfect example of it.

Thank you and good luck

Shashank

- at SoulTree half the floor could be covered with pebbles. Would have been nice to walk over them.

- making something tangible with natural elements was good to break away from routine

- ginger jam was nice. Might have bought it if it was winter

- bingo was fun for sure. Felt like I was back in school. Thank you!

- muse is well curated. A museum amidst nature. Nice concept.

All the best, team 'trees and toes'

- May be walking barefoot on grass could also be added

- I wasn't told this was a chargeable activity when I registered. But was worth it.

Anonymous

Really good designed, I like the way you planned journey and also the places you guys designed.

Anonymous

So initially I got lost in my childhood, while I was sitting in the tree house. The chirping sound of birds, which we hear on the daily basis, but today it had some significance. It was kind of therapy, healing my inside. I should have acknowledged this before.

Then, I got to observe very random and new things in nature, which I never did being a grown-up. I used to do all this till I was 14 to 15 years. Then, the DIY the was all fun and excitement part, even though I couldn't finish it. It was really exciting. Then, last and very very important, biomimicry exhibition: things with which we live, we never really bothered and acknowledge their importance. I got to learn new things of flora and fauna, and this overall experience is so good, that would keep me encouraged to go through and inspire oneself.

Thanks Supriya, Indu and Anshika :)

Aswathy

Thank you for taking me through this amazing experience. Helped me explore a lot of this campus, which I would have otherwise never done by myself.

Sitting in the treehouse was one of the best moments in NID so far!

Shifali

The whole experience was relaxing, the sitting (SoulTree) , collecting stuff, making things, Reading new tidbits (fun facts), wanderer space (new place to hangout and chill). Even listening to birds at this time. It makes you realise about our surrounding. Thanks :)

Kabya and Anuradha

Good work.

Now that you have cracked one part - keep thinking beyond... what next?

Good that you explored campus so well. Lovely initiative for service design.

SDMers loves things beyond they should love anticipating.

So all the best guys!
Love

Isha

It was fun experience. Enjoyed the DIY section a lot.

- having grass path in museum area would be great.
- a treasure hunt would be fun
- marketing would help more helpful.

All the best for future

FUTURE SCOPE

Elements of this service could be applied in **work spaces, offices, institutes, etc in urban areas.**



- 1 DIY and Blind Sensory Game** can be done in schools or residential areas **for kids** to sensitize them about nature from a young age



- 2 SoulTree** could be seen as an independent setup and could be used in offices to give employees some fresh breath of air, away from work and chaos.



- 3 Nature Based DIY workshops** could be organised for all age group where creative minds can come and explore.



- 4 The whole service set-up** could be used as Nature themed park, a place that enriches and relaxes through nature and wonders of nature.



**Workspaces &
Office Space**



**Nature
Parks**



**Residential
Spaces**



**Educational
Institutes**

TEAM MEMBERS



Induja J Menon



Anshika Chaurasia



Supriya Patil



PICTURE GALLERY





