



RIT NATURE TRAILS

Jenna Hebler | Adriana Flux | Eve Qiao | Emily Fang

What is it?

Course through the woods of RIT's campus
that features a diversity of nature and different trails.

Main purpose:

- Provide paths to run through or walk on while people enjoy the outdoors
- Be a peaceful and nice place to hang out or do activities

Negative points:

- Littering
- People used to do illegal activities
- What is it?
- Course through the woods of RIT's campus
- Features a diversity of nature and different trails

Our main objective:

- Promote the trails as a positive feature of the campus
- Use this site as a guide to enhance their time spent on the trail

How we want to achieve this:

- Showing students new possible routes
- Teaching them about the surrounding nature and the proper use of the trails
- Creating a visual and organized system to help people identify the trails
and be more informed about each of them.

Target Audience

Primarily

Students of RIT

- Use the trails regularly
- Sometimes use improperly
- Don't know about trails and never used them

Secondly

RIT faculty and staff

- Local community around RIT's campus

Elevator Pitch:

We would like to promote RIT's Nature Trails by informing students of the proper use, surrounding nature and possible routes of the nature trail through clean and sophisticated design well incorporating nature's atmosphere.

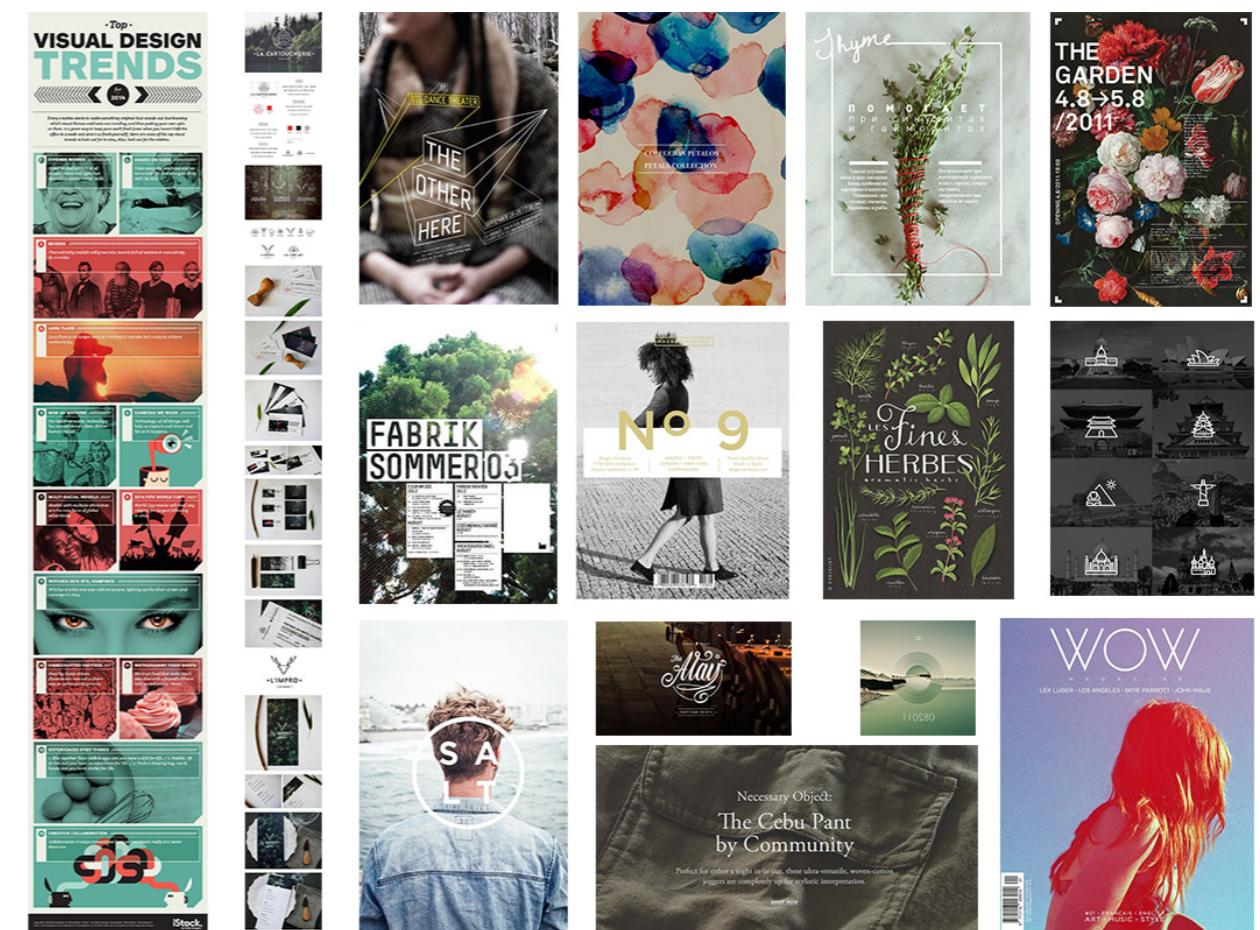
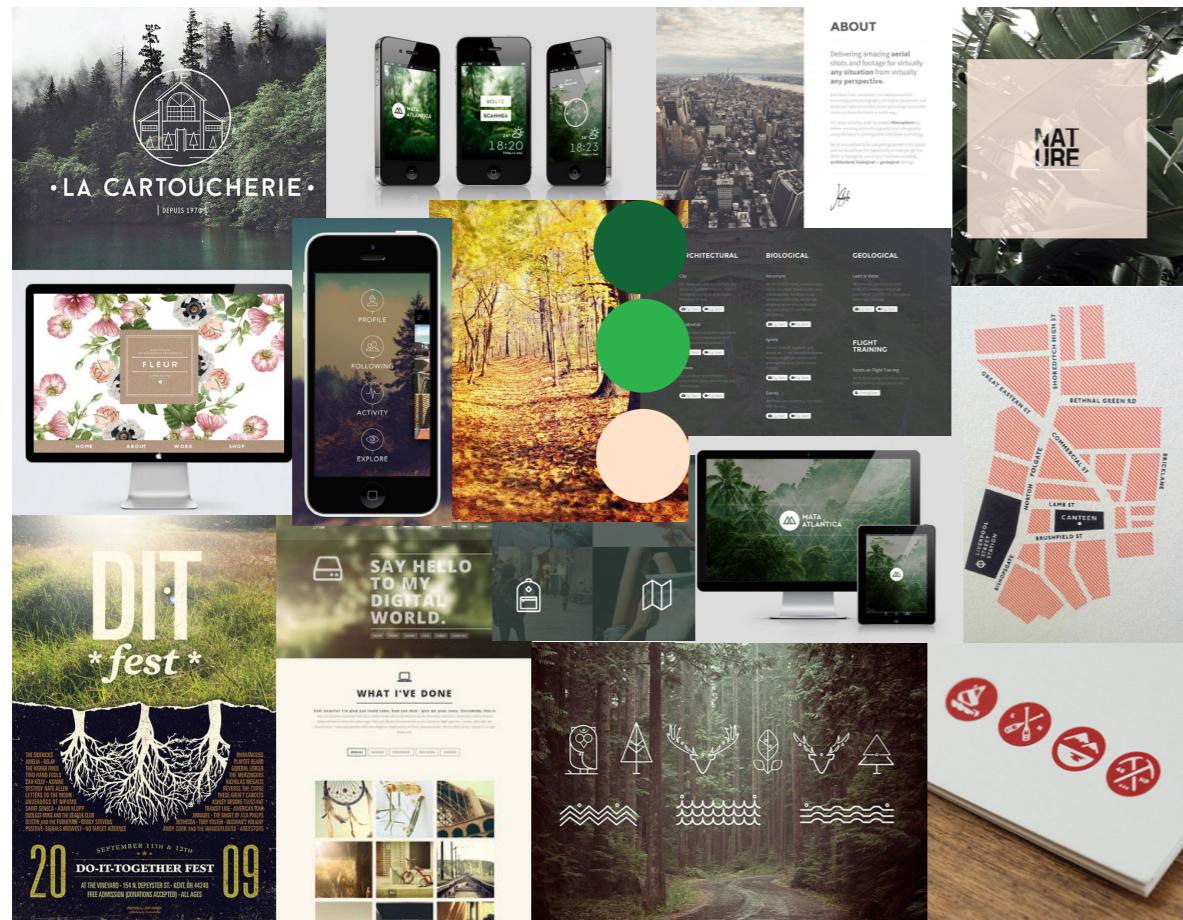
As part of this project we had to choose two post-its with random words written by students from class on them. We than had to incorporate these two words in our project weather it be through concept, ideation or actually incorporated in our design.

Our words:

Vegemite: We want our site to have the colors of nature that brings a relaxing, but also energized feeling to the users. Our interface will have smooth transitions to bring a sense of satisfaction when using our website and App.

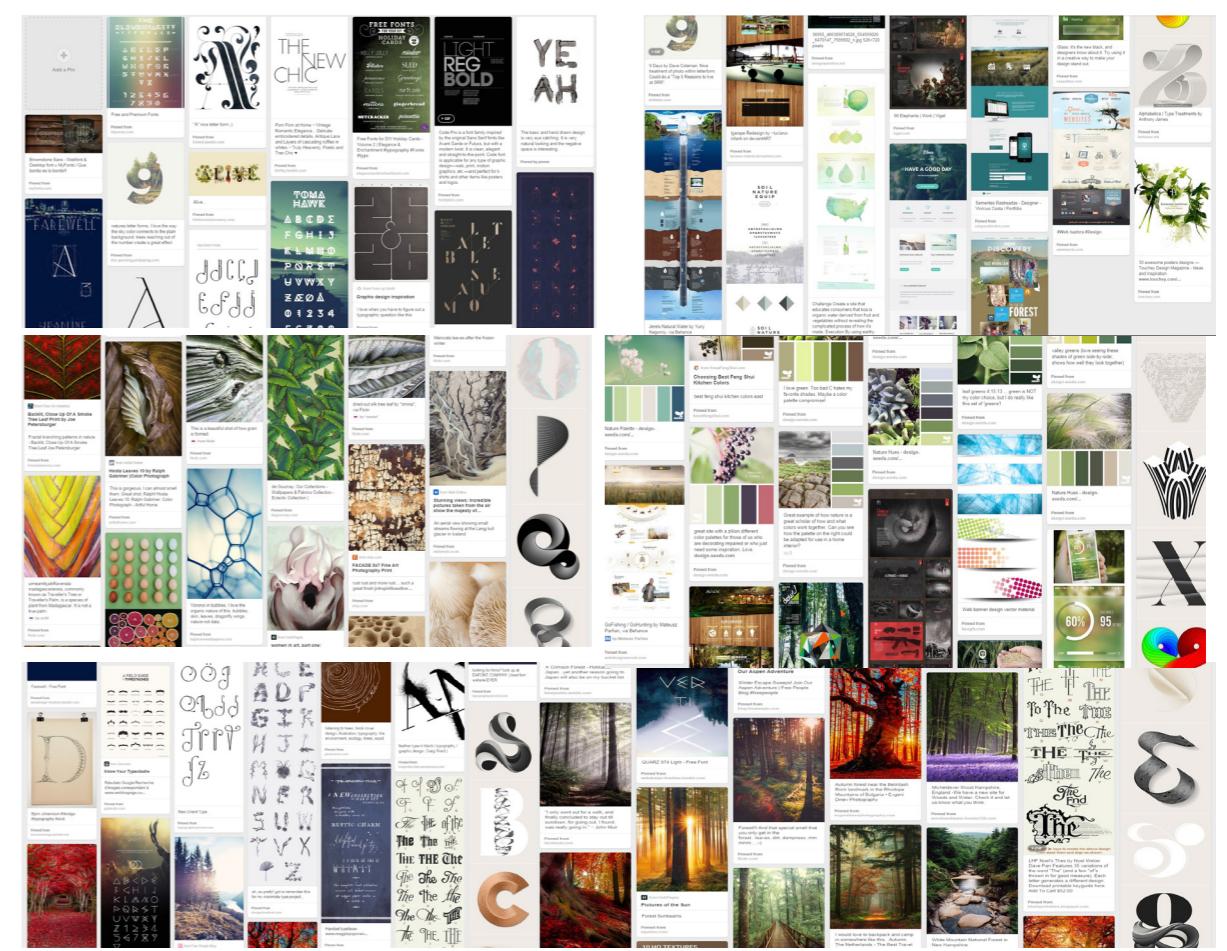
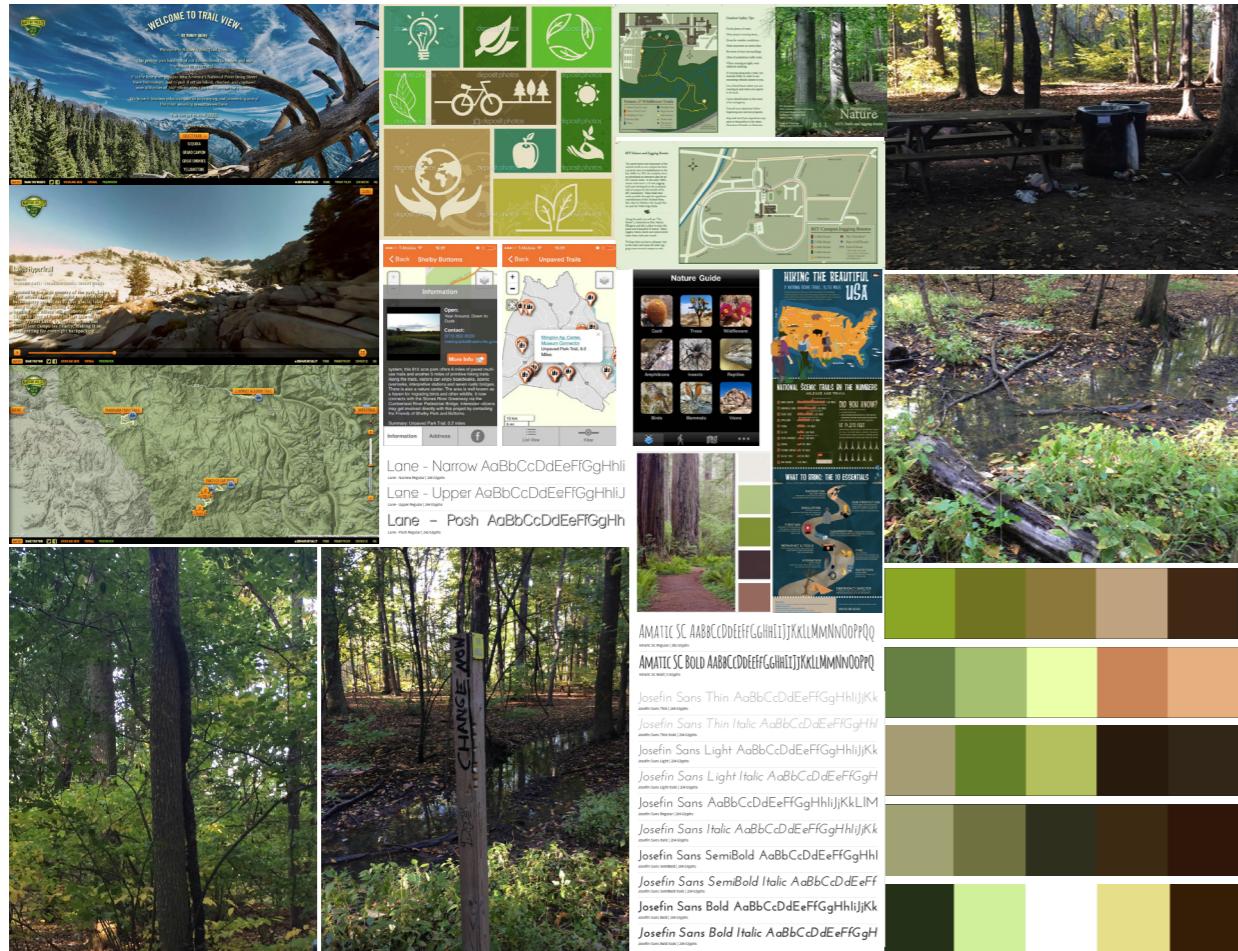
Luxurious: We want our site to be luxurious through the design and user experience. The experience must be comfortable and enjoyable for all users in order for the user experience to be luxurious. The Design must be elegant through the use of clean sharp design.

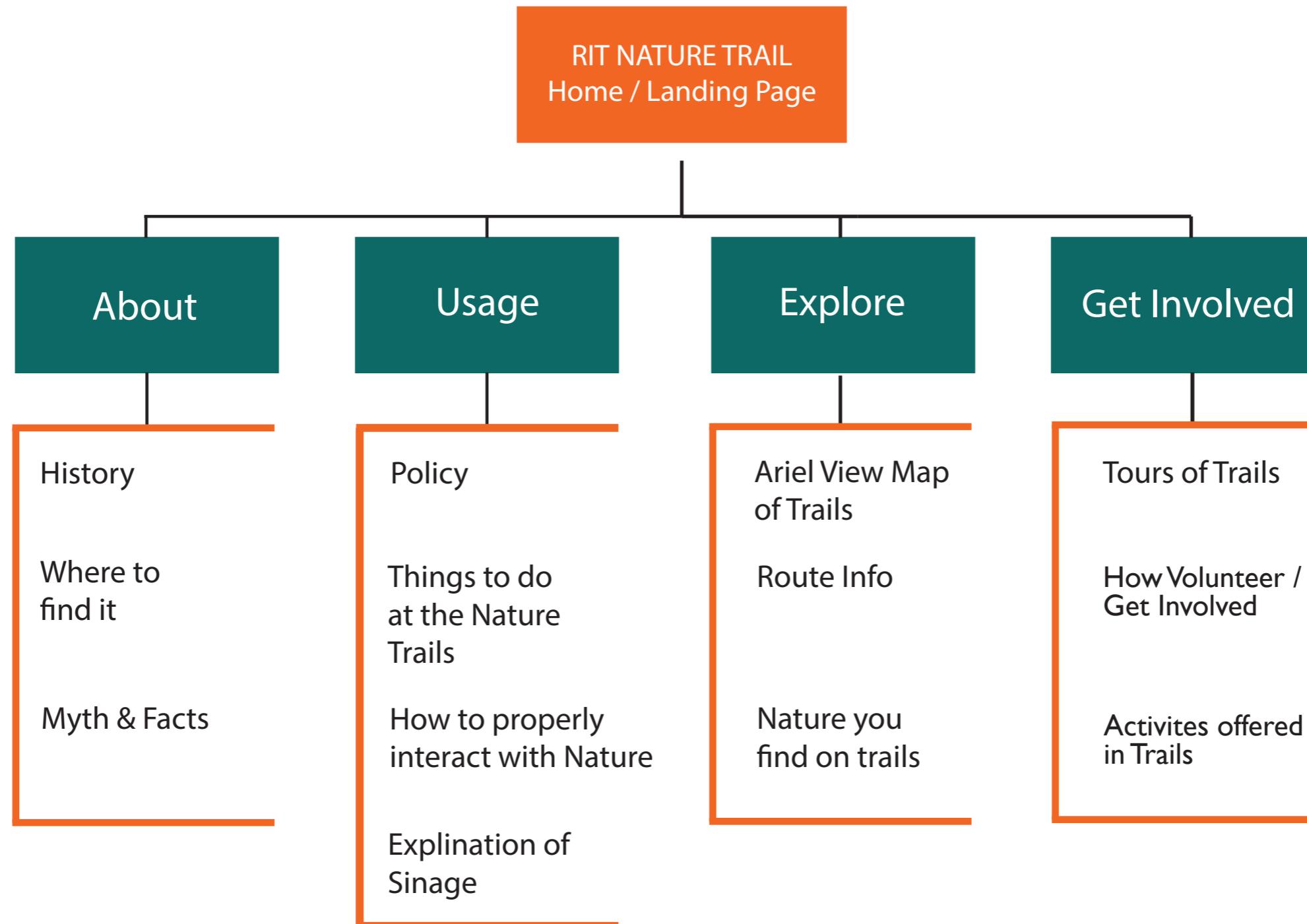
Mood Boards



RIT NATURE TRAILS

Mood Boards





Content Strategy

ABOUT

History

The preservation and enjoyment of the natural world on our campus has been a priority since its establishment in the late 1960's. In 1975, the Audubon Society developed an extensive plan for an RIT nature center. In the early 1980's, nature trails and a 1.25 mile jogging trail were developed on the southeast side of campus for the benefit of the RIT community. These trails were made possible through the significant contributions of Mrs. Richard Ross, Mrs. Marvin Welcher, Mr. Joseph Harris, and the Wells Fargo Bank.

Where to find it

The RIT Nature trails are found on the South side of campus.
There are entrances near Gracies as well as near the RIT Tennis Courts.

Myths vs. Facts

The Nature Trail is a place to go to hide from security. myth Security will regularly walk through the trails to check them. truth The Nature Trails is scary and has mean animals. Myth The animals are more likely to be scared of you than come near you or harm you, the nature trails are very safe. truth

USAGE

Policy

No Littering, No Bonfires, Stay on the Trails... etc.

Things to Do

Run, Walk, Bike, Read a Book, Relieve stress, enjoy nature...etc

How to Interact with nature

Dont litter it will ruin the soil and plants on the trail, dont carve in the trees it solely kills the outside of the trees,

Explanation of signage

yellow circle is trail one orange triangle trail 2 red square trail 3 blue hexagon caution green star poison ivy

EXPLORE

Trail Info

Mileage of each trail, difficulty, rating and what each trail is marked

Nature

Specific facts about the nature that is found on that trail specifically.. all facts instead told us

GET INVOLVED

Tours

Tours are about an hour long they go over how to properly use the trails, show you what to watch out for and show you the routes of the trail. They happen every Tuesday Thursday from 10-11, 4-5

Volunteer

Constantly looking for volunteers to help maintain and clean up trails, volunteer hours are held Wednesday from 4-6

Activities

Some wellness classes are offered on the trails like maple syrup class as well as group runs are held once a week check schedule for more info!

Logo



Color scheme



Typefaces

myths and facts

Here are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form.

By injected humour, or randomised words which don't look even slightly believable.

Lane - Narrow

0123456789
abcdefABCDEF

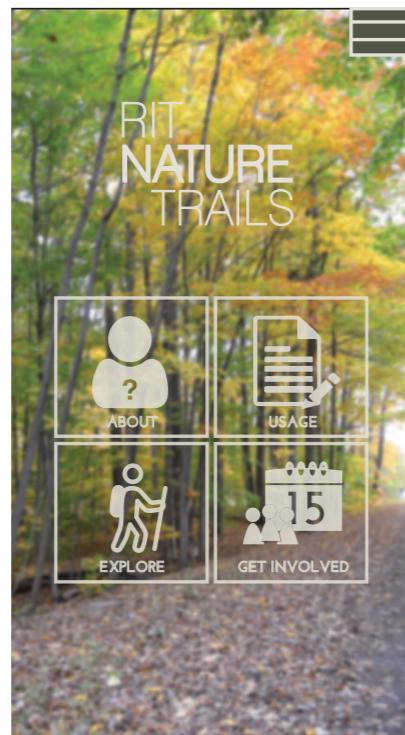
Gill Sans Light

0123456789
abcdefABCDEF

Filters



First Round Comps



ABOUT

History

Aliquam placerat eu ante sed convallis. Aenean eget mollis tortor, id laoreet ligula. Nam et condimentum leo. Integer sagittis tortor ultrices nisi mattis viverra. In id ante quis turpis tincidunt aliquet quis sit amet dui. Ut ut sapien at magna interdum aliquet id vel ex. Donec ac consectetur magna, quis maximus nisi. Sed vel magna a tortor iaculis pulvinar non eu nibh.

Myths & Facts

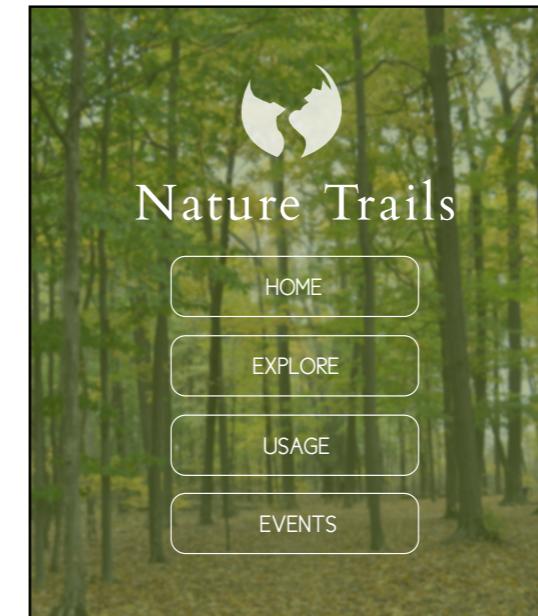
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NIT

Visual Comp: Mobile and tablet

Home



Trail Overview



Trail 1

Miles: 1.2 Mi Difficulty: Medium

Rated: ★★★☆☆ Marked: ★

Click to Start

Trail 2

Miles: .5 Mi Difficulty: Easy

Rated: ★★★☆☆ Marked: ★

Click to Start

Second Round Comps



PERSONA

ADRIANA FUX



Profile

Name: Lucas Smith

Age: 24

Gender: Male

Major: Game Design

Uses of Trail

He had heard about it, but has never been there. Since he is curious, he would be interested in learning more about the trails and decide whether he would like to go there.

Frequency

Has never been there.

Technology (Habits and Needs)

He likes to play games on his computer and uses his smartphone for browsing the web and uses apps. He also owns a tablet and reads e-books.

Interests

Reading about several subjects, from novels to philosophical treatises. He likes to listen to Jazz and Classical music. Likes to keep himself informed and updated with the current world events, so he reads newspapers, researches topics on the web and tries to learn new things every day. His other big hobby is that he likes to write stories and they are usually based on subjects that interest him.

Personality

He is curious in general, and likes to have debates on any subject. He is calm and level headed, and it's very rare for him to lose his temper. Some people say in some way he is a bit cold. He likes to preserve and defend his privacy and liberty, and doesn't like people telling him what to do.

Motivation and Behavior

Sometimes he has difficulties finding motivation to do work that does not interest him or engages him in a way he likes. But after the initial hurdle, he tends to be very concentrated on whatever he is doing.

Persona

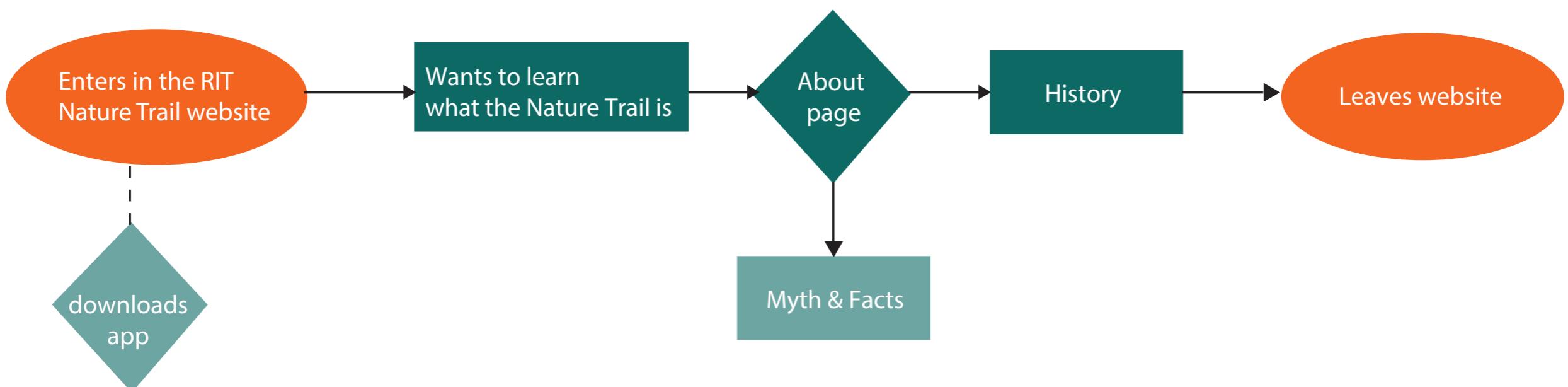
Lucas Smith

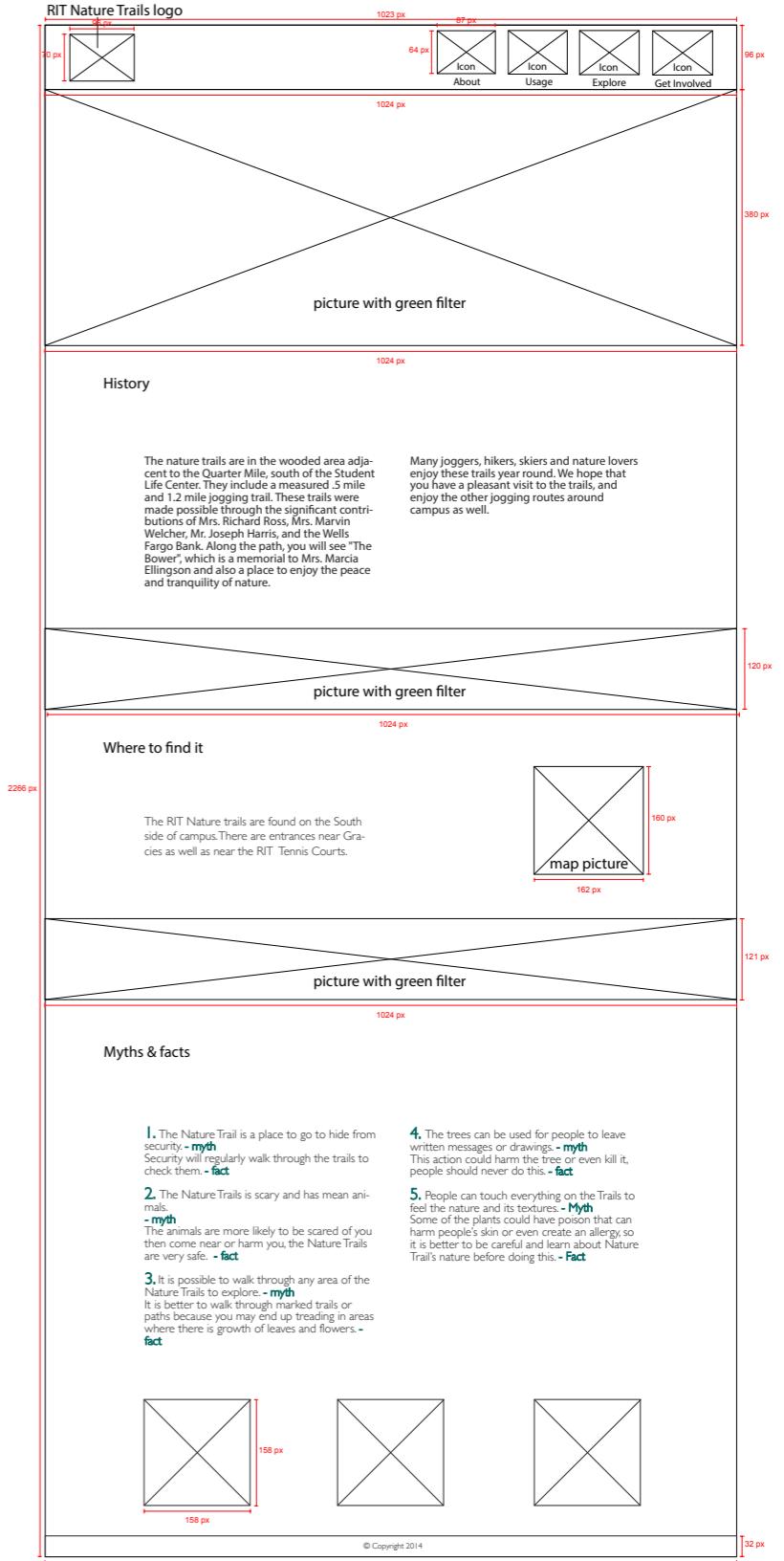
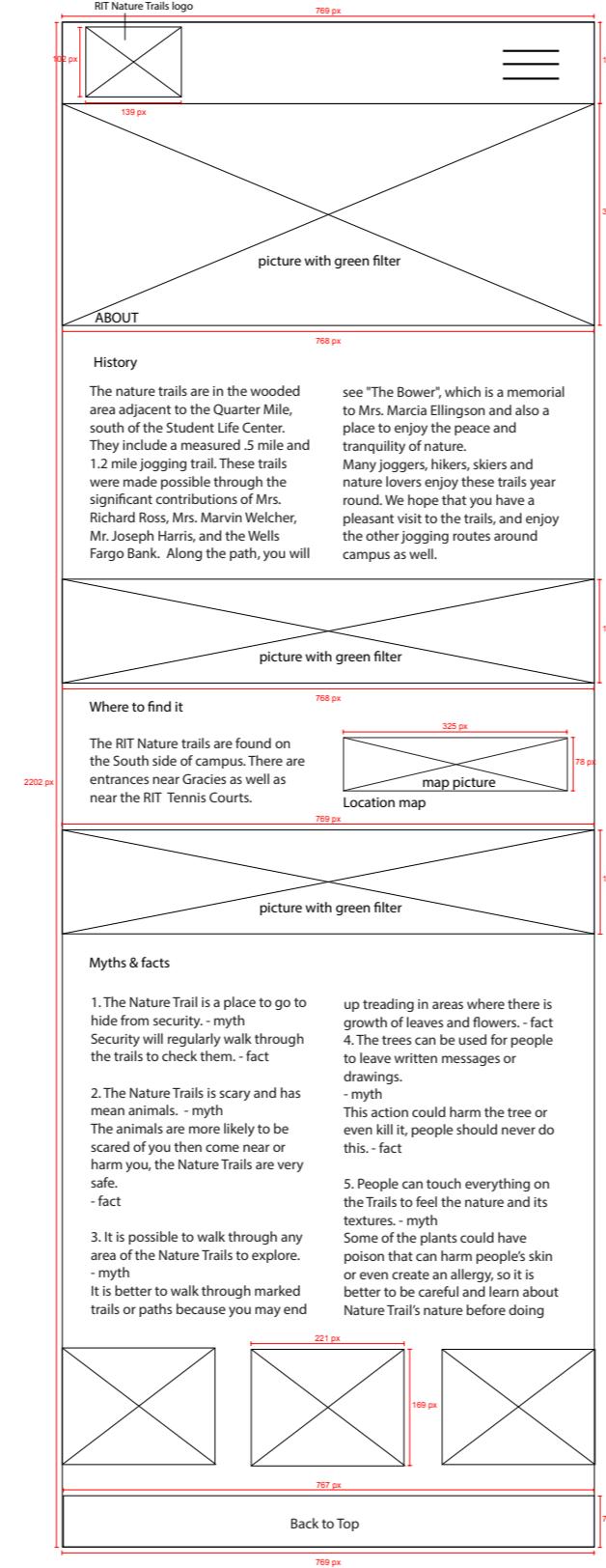
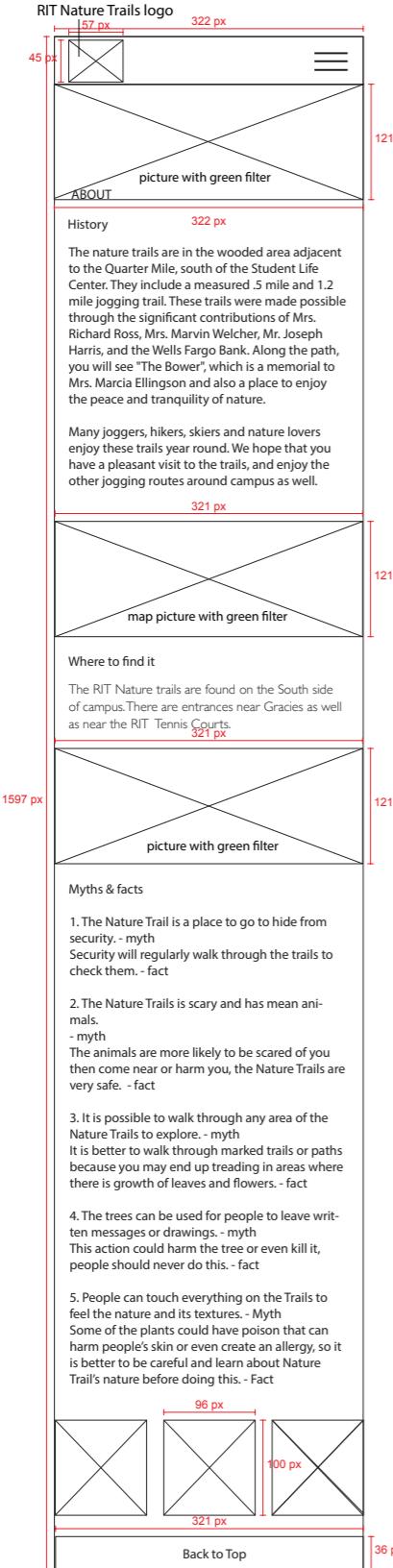
Highlights:

- 24 years old RIT student
- Very used to technology
- Interested in reading, writing stories, music and world news
- Curious, calm and level headed person
- Needs to have his privacy and liberty sometimes
- Never went to the trails, his curiosity would encourage him to search for more information about it
- Maybe it would be a nice and quiet place to read his books or even write stories

User Flow

Desktop/Tablet Flow Chart: User is at home







History

The nature trails are in the wooded area adjacent to the Quarter Mile, south of the Student Life Center. They include a measured .5 mile and 1.2 mile jogging trail. These trails were made possible through the significant contributions of Mrs. Richard Ross, Mrs. Marvin Welcher, Mr. Joseph Harris, and the Wells Fargo Bank. Along the path, you will see "The Bower", which is a memorial to Mrs. Marcia Ellingson and also a place to enjoy the peace and tranquility of nature.



Where to find it

The RIT Nature trails are found on the South side of campus. There are entrances near Gracies as well as near the RIT Tennis Courts.



Myths & facts

1. The Nature Trail is a place to go to hide from security. - **myth**
Security will regularly walk through the trails to check them. - **fact**

2. The Nature Trails is scary and has mean animals. - **myth**

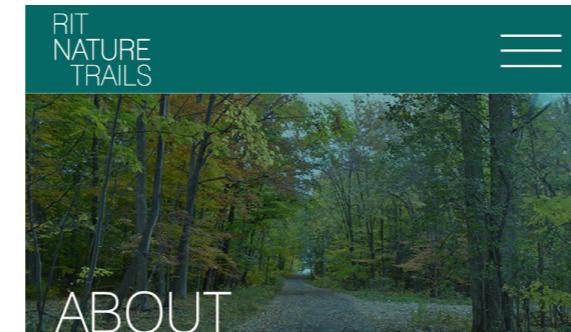
The animals are more likely to be scared of you than come near or harm you, the Nature Trails are very safe. - **fact**

3. It is possible to walk through any area of the Nature Trails to explore. - **myth**
It is better to walk through marked trails or paths because you may end up treading in areas where there is growth of leaves and flowers. - **fact**

4. The trees can be used for people to leave written messages or drawings. - **myth**
This action could harm the tree or even kill it, people should never do this. - **fact**



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Many joggers, hikers, skiers and nature lovers enjoy these trails year round. We hope that you have a pleasant visit to the trails, and enjoy the other jogging routes around campus as well.



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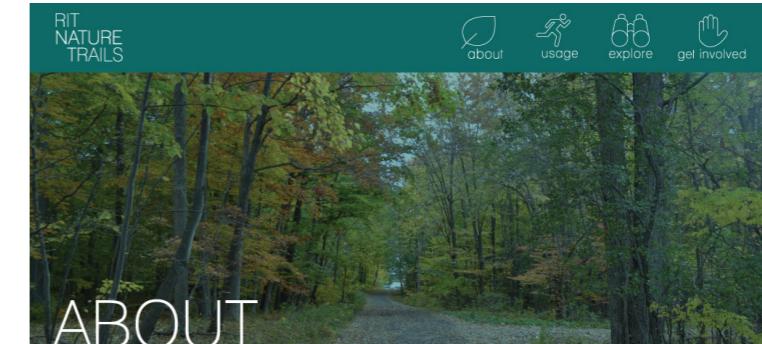
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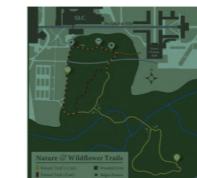
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4. The trees can be used for people to leave written messages or drawings. - **myth**
This action could harm the tree or even kill it, people should never do this. - **fact**

5. People can touch everything on the Trails to feel the nature and its textures. - **myth**
Some of the plants could have poison that can harm people's skin or even cause allergies, so it is better to be careful and learn about Nature Trail's nature before doing this. - **fact**

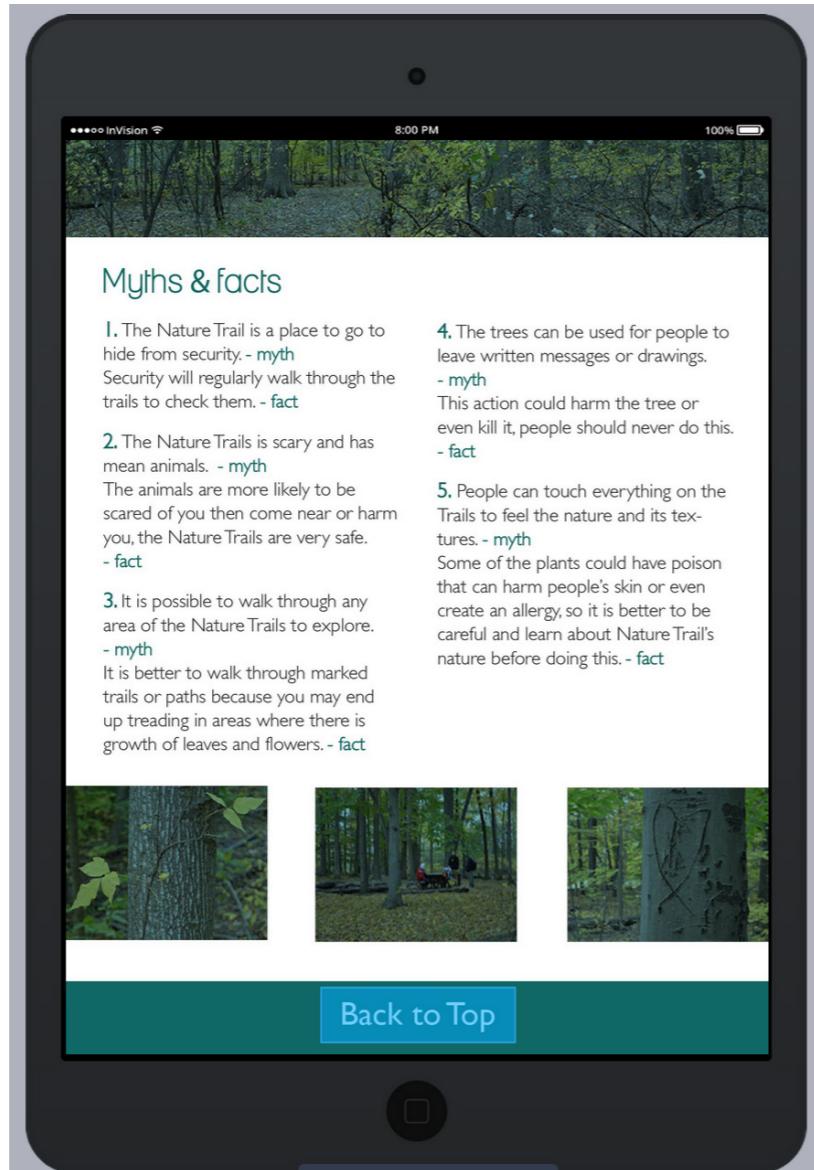
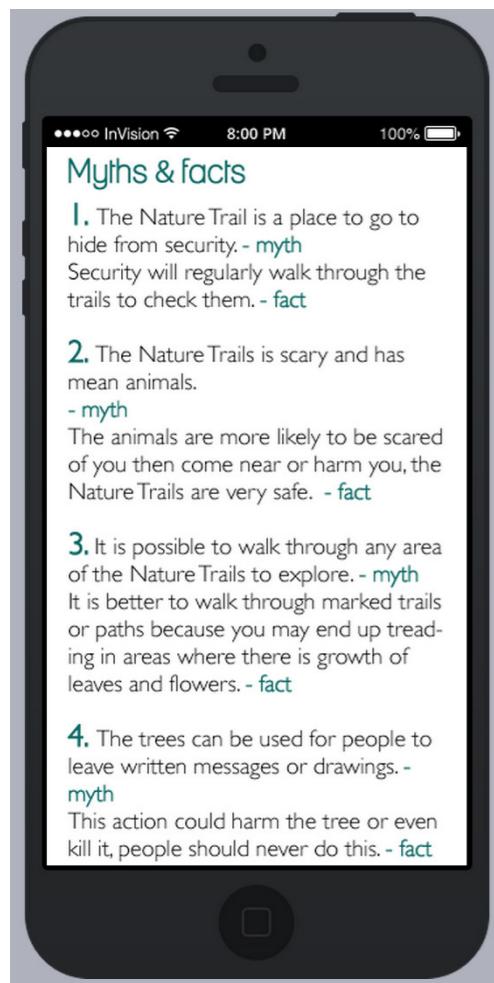
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Screen Shots



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PERSONA

JENNA HEBELER



Profile

Name: Emily Johnson

Age: 21

Gender: Female

Major: BioMed

Uses of Trail

She has been to the trails a few times. She mostly uses it to get from dorm side to academic side on her bike. She has ran a couple times on the paths when it was nice out. She is aware people uses the trail improperly from rumors.

Frequency

Goes there a few times.

Technology (Habits and Needs)

Emily uses the internet daily for homework and entertainment purposes. She often uses the web to do research for her classes. Her schoolwork can be very stressful at times, so she likes to relax with a episode of Netflix now and then. She likes to browse through Pinterest during breaks. She is very into fitness and has many apps to track her progress. She also uses music apps to motivate her while at the gym. She likes being informed quickly because she doesn't have much time to spare.

Interests

Emily is really school focused and really wants to do her best in her classes. When not busy studying she likes to spend time trying new restaurants with friends and family on weekends. She also loves to stay fit and workout to relieve stress. Emily is always involved in on campus activities and likes to volunteer.

Personality

"I'm a really hard worker, I want to do my best all the time and succeed in the medical field. I'm constantly busy and don't have much time for relaxing, but when I do I love it!"

Motivation and Behavior

Hard worker because she wants to do well in school. Likes to be involved around campus. She enjoys reading, watching TV, and spending time with her family and friends.

Persona

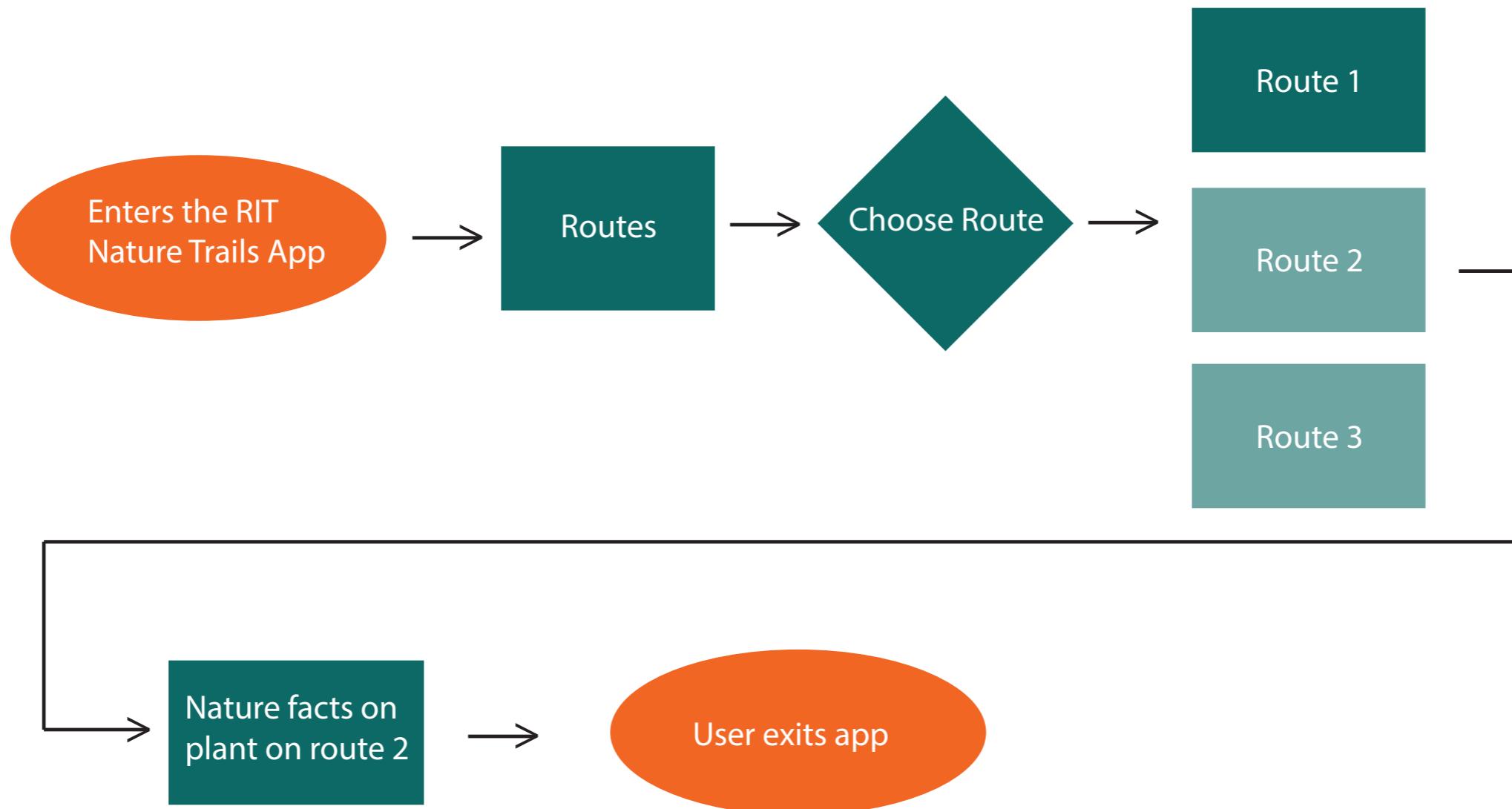
Emily Johnson

Highlights:

- 21 years old
- Very used to technology
- Have interests in doing well in school, working out, spending time with friends and volunteering
- Hardworking, Caring, Easily Stressed
- Likes to relieve stress through working out reading and spending time with friends
- Likes to get information quickly and easily because she's constantly busy
- Has ran on nature trail twice on warm days and rides her bike on trail to get across campus, want to get more involved and use trail more often

Mobile Flow Chart: User is at Nature Trails

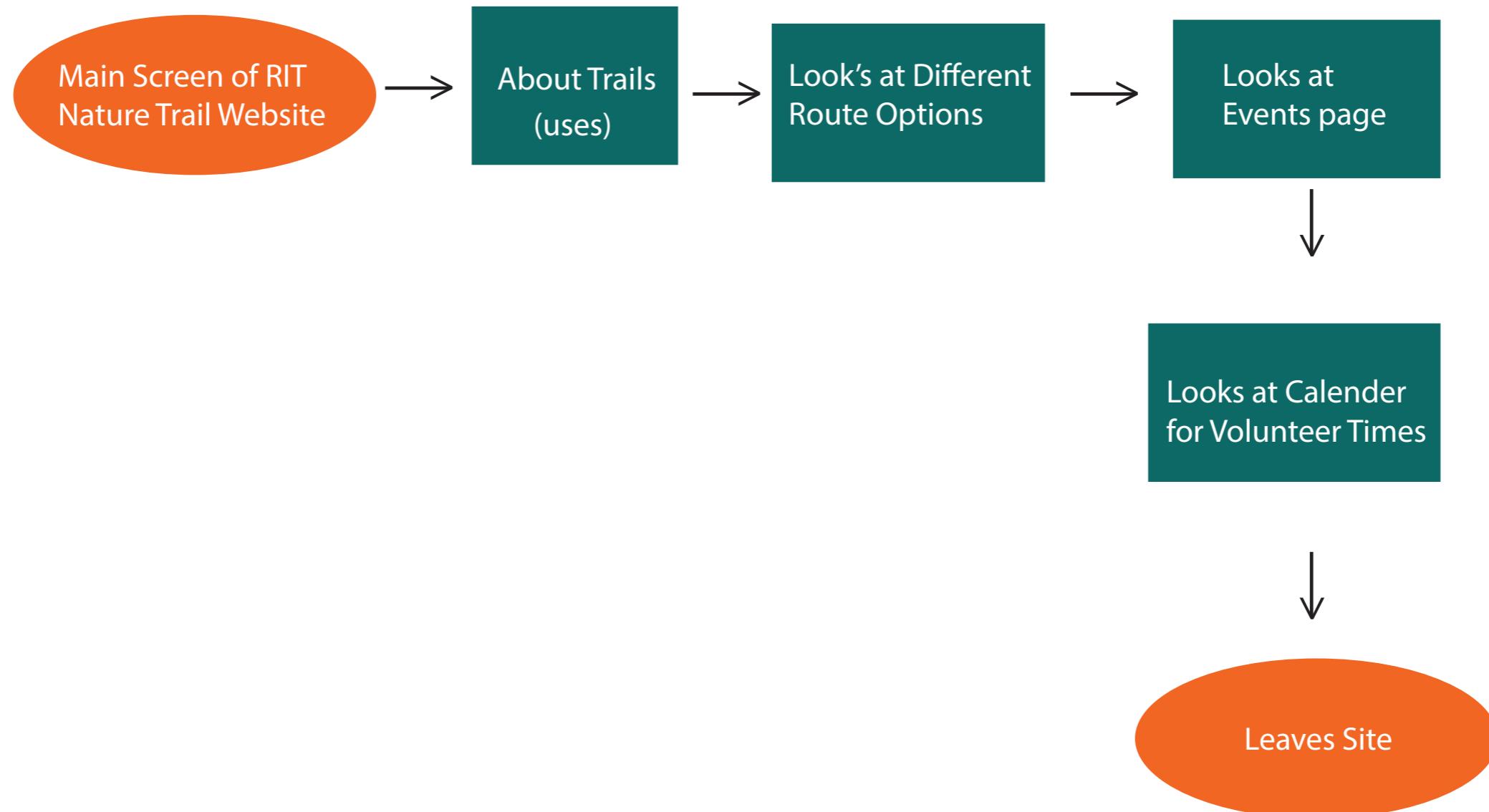
Persona: Emily Johnson



User Flow

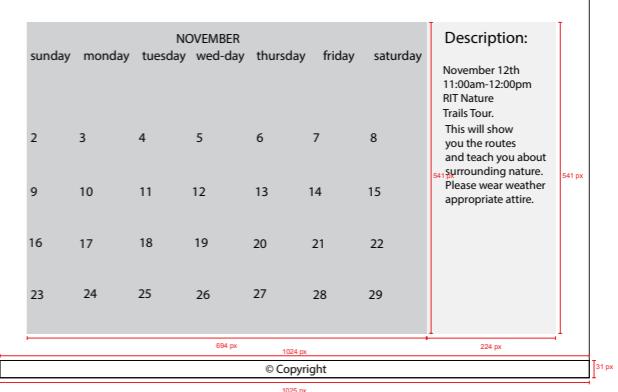
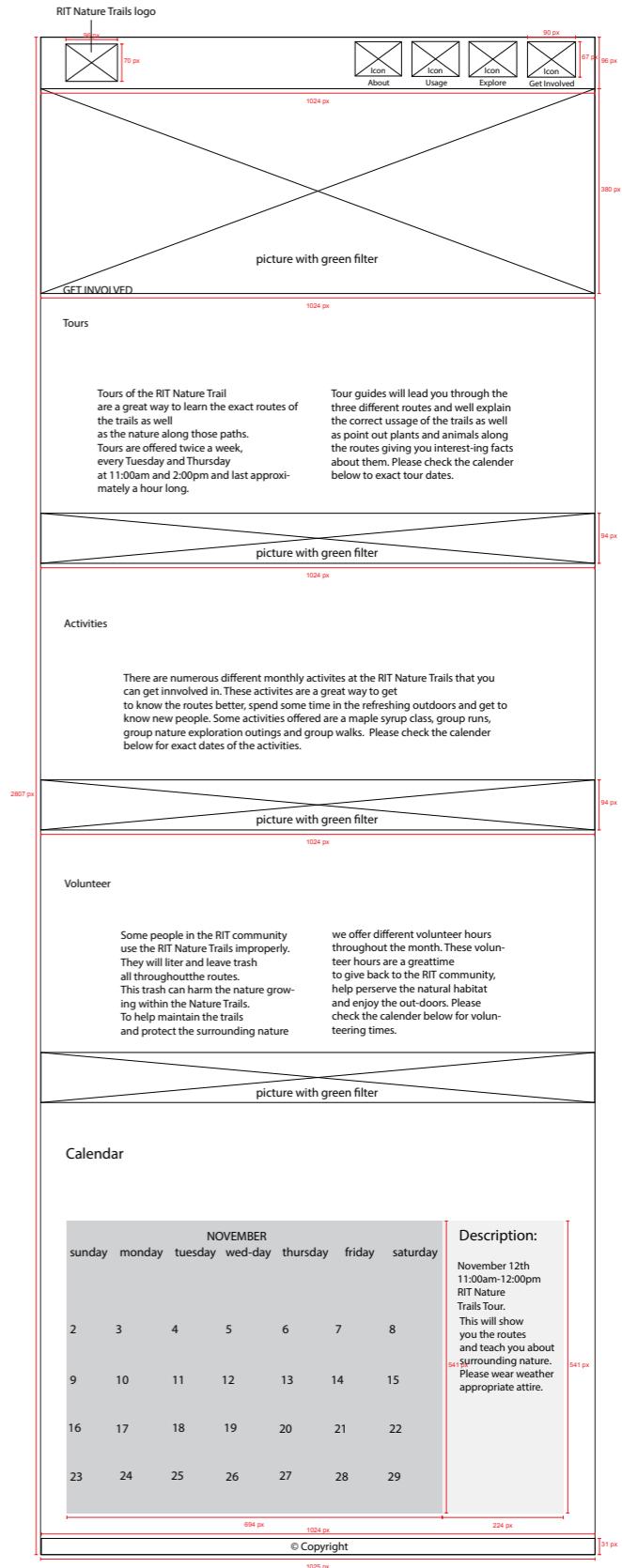
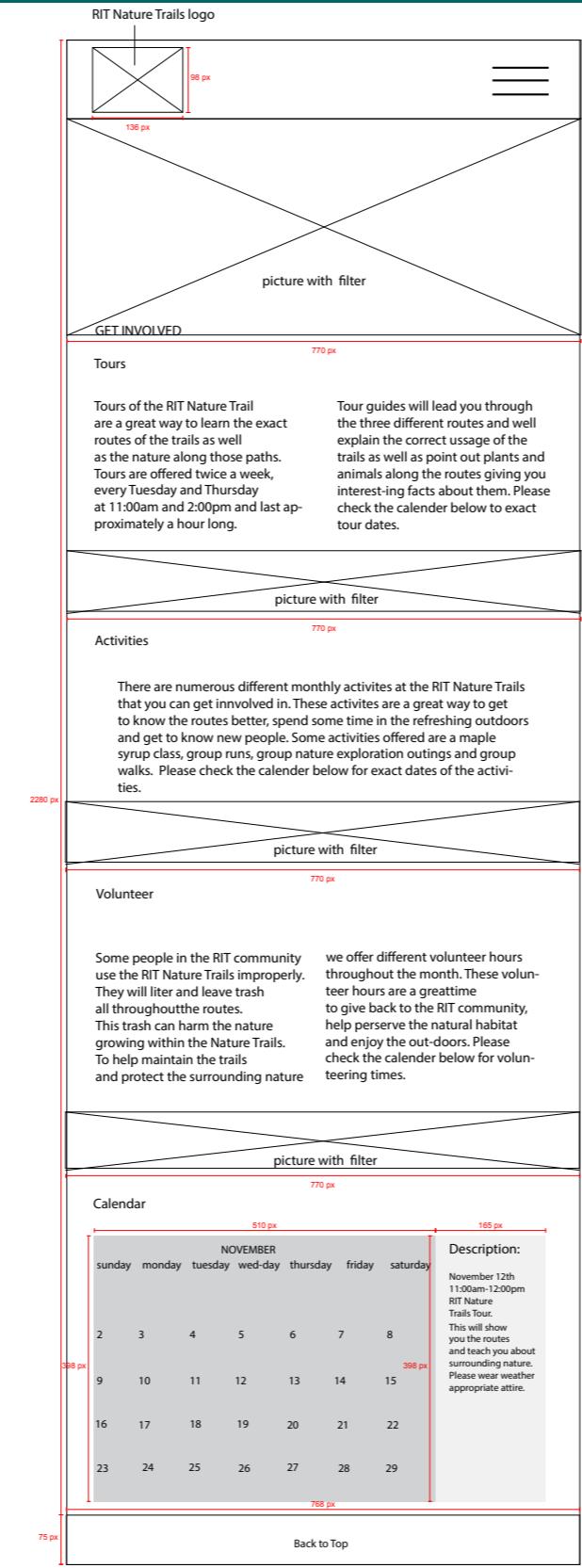
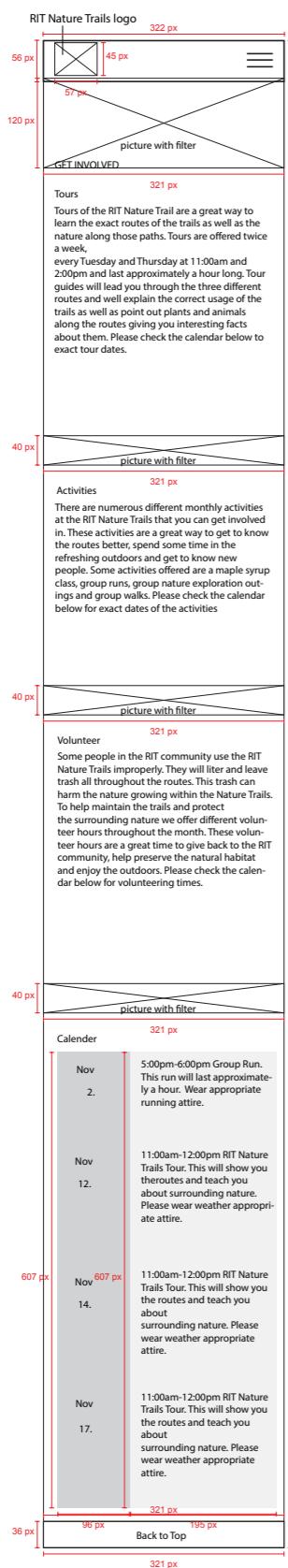
Desktop / Tablet Flow Chart: User is not at location.

Persona: Emily Johnson



RIT NATURE TRAILS

Wireframes



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GET INVOLVED

Tours

Tours of the RIT Nature Trail are a great way to learn the exact routes of the trails as well as the nature along those paths. Tours are offered twice a week, every Tuesday and Thursday at 11:00am and 2:00pm and last approximately a hour long. Tour guides will lead you through the three different routes and well explain the correct usage of the trails as well as point out plants and animals along the routes giving you interesting facts about them. Please check the calendar below to exact tour dates.

Activities

There are numerous different monthly activities at the RIT Nature Trails that you can get involved in. These activities are a great way to get to know the routes better, spend some time in the refreshing outdoors and get to know new people. Some activities offered are a maple syrup class, group runs, group nature exploration outings and group walks. Please check the calendar below for exact dates of the activities.

Volunteer

Some people in the RIT community use the RIT Nature Trails improperly. They will litter and leave trash all throughout the routes. This trash can harm the nature growing within the Nature Trails. To help maintain the trails and protect the surrounding nature we offer different volunteer hours throughout the month. These volunteer hours are a great time to give back to the RIT community, help preserve the natural habitat and enjoy the outdoors. Please check the calendar below for volunteering times.

Calender

Nov 2.	5:00pm-6:00pm Group Run. This run will last approximately a hour. Wear appropriate running attire.
Nov 12.	11:00am-12:00pm RIT Nature Trails Tour: This will show you the routes and teach you about surrounding nature. Please wear weather appropriate attire.
Nov 14.	11:00am-12:00pm RIT Nature Trails Tour: This will show you the routes and teach you about surrounding nature. Please wear weather appropriate attire.
Nov 17.	11:00am-12:00pm RIT Nature Trails Tour: This will show you the routes and teach you about surrounding nature. Please wear weather appropriate attire.

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NOVEMBER

sunday	monday	tuesday	wed-day	thursday	friday	saturday
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Description:

November 2nd 5:00pm-6:00pm Group Run. This run will last approximately a hour. Wear appropriate running attire.

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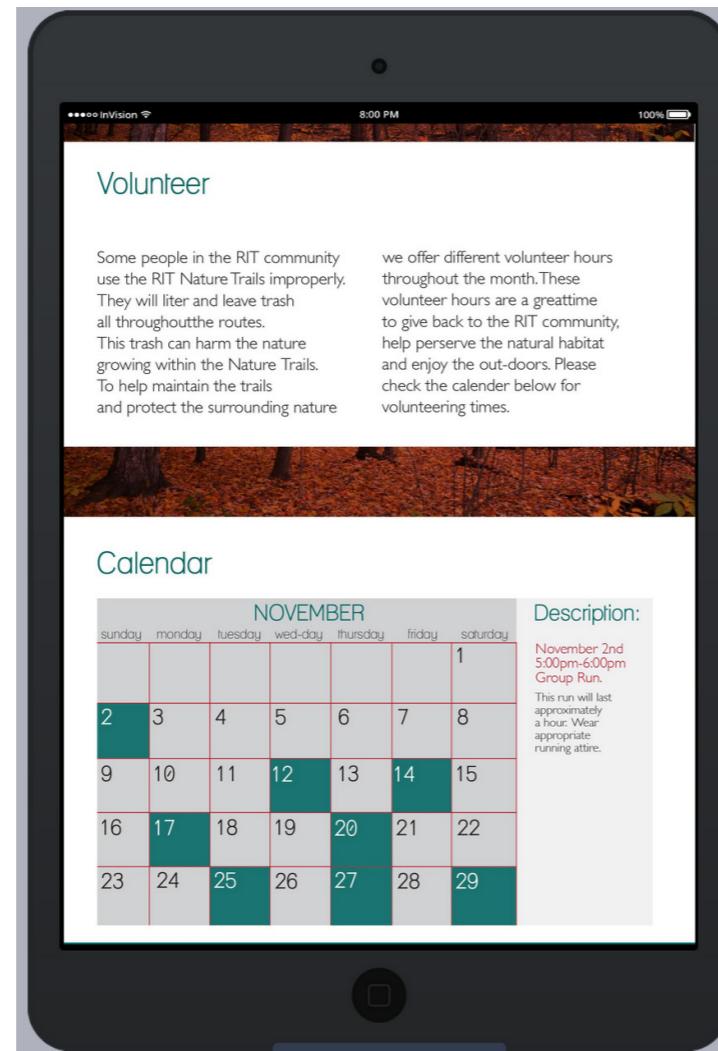
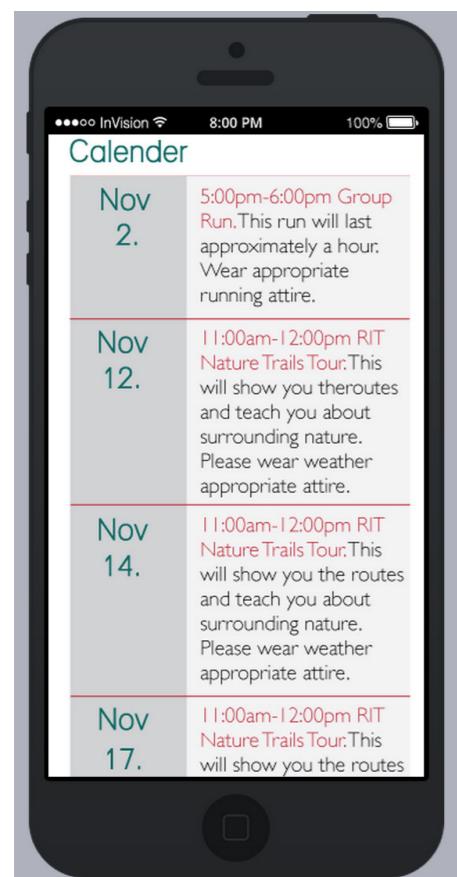
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Description:

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Screen Shots



Calendar

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sunday	monday	tuesday	wed-day	thursday	friday	saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
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23	24	25	26	27	28	29

Description:

November 12th 11:00am-12:00pm RIT Nature Trails Tour. This will show you the routes and teach you about surrounding nature. Please wear weather appropriate attire.

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PERSONA

EVE QIAO



Profile

Name: Sarah Tungate

Age: 20

Gender: Female

Major: Computer Science

Uses of Trail

Uses it to get from dorm site to academic side a couple times and play games with friends a few times

Frequency

Been there a few times, but doesn't use it often.

Technology (Habits and Needs)

She's very comfortable with technology and uses it daily to do homework and surf the web to relax. Owns a android smartphone and is technological savvy.

Interests

She likes to playing video games, watch tv shows and anime, dancing, reading books, drawing, web surfing, photography

Personality

Likes to interact with people, but can be shy at first. Likes to try new things, stay indoors, change of pace once in a while, spontaneous, and curious.

Motivation and Behavior

She's on the go, and need to get from point a to b quickl. She likes to take on a challenge, and solving problems is rewarding for her. Like things that are efficient and clear, works hard during the week, so she can relax on weekends. Since she stays indoor most of the time, she would like to go out and enjoy the outside/nature.

Persona

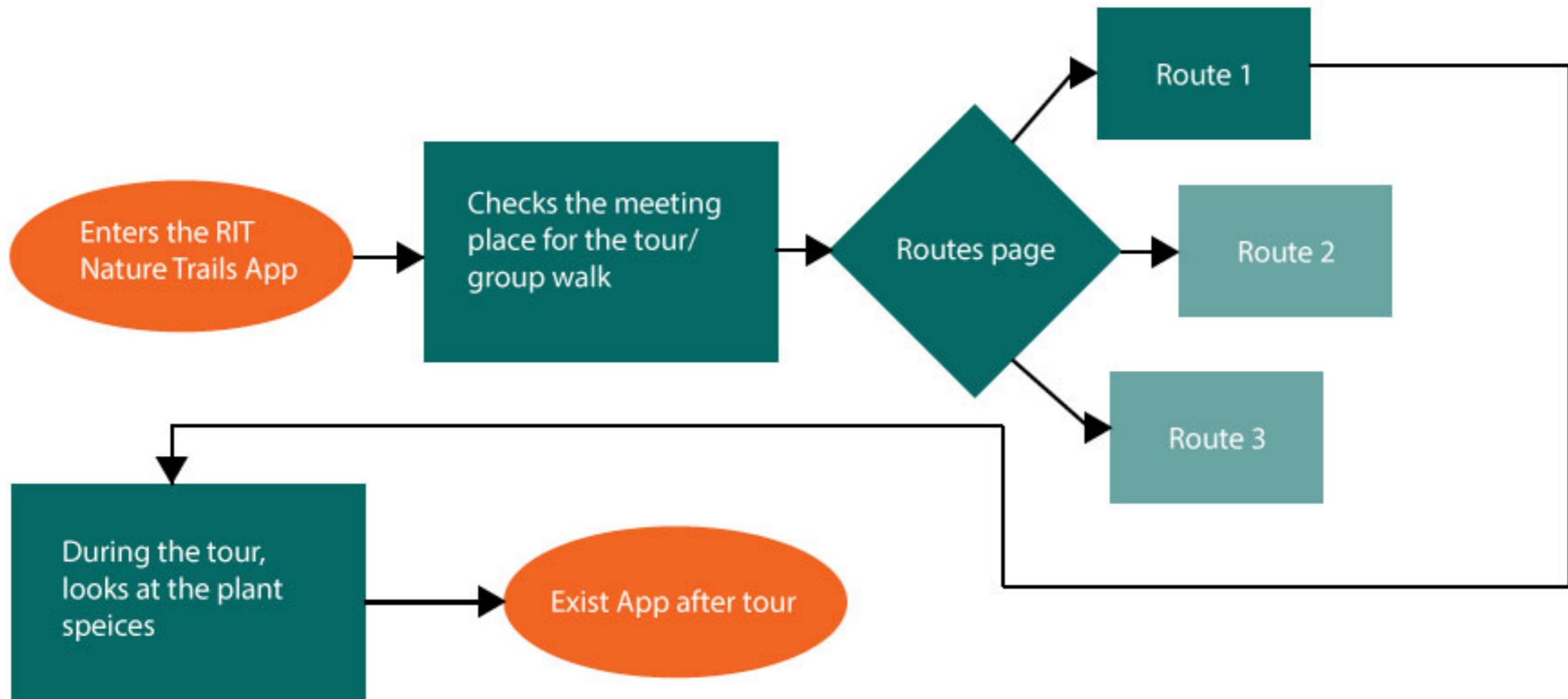
Sarah Tungate

Highlights:

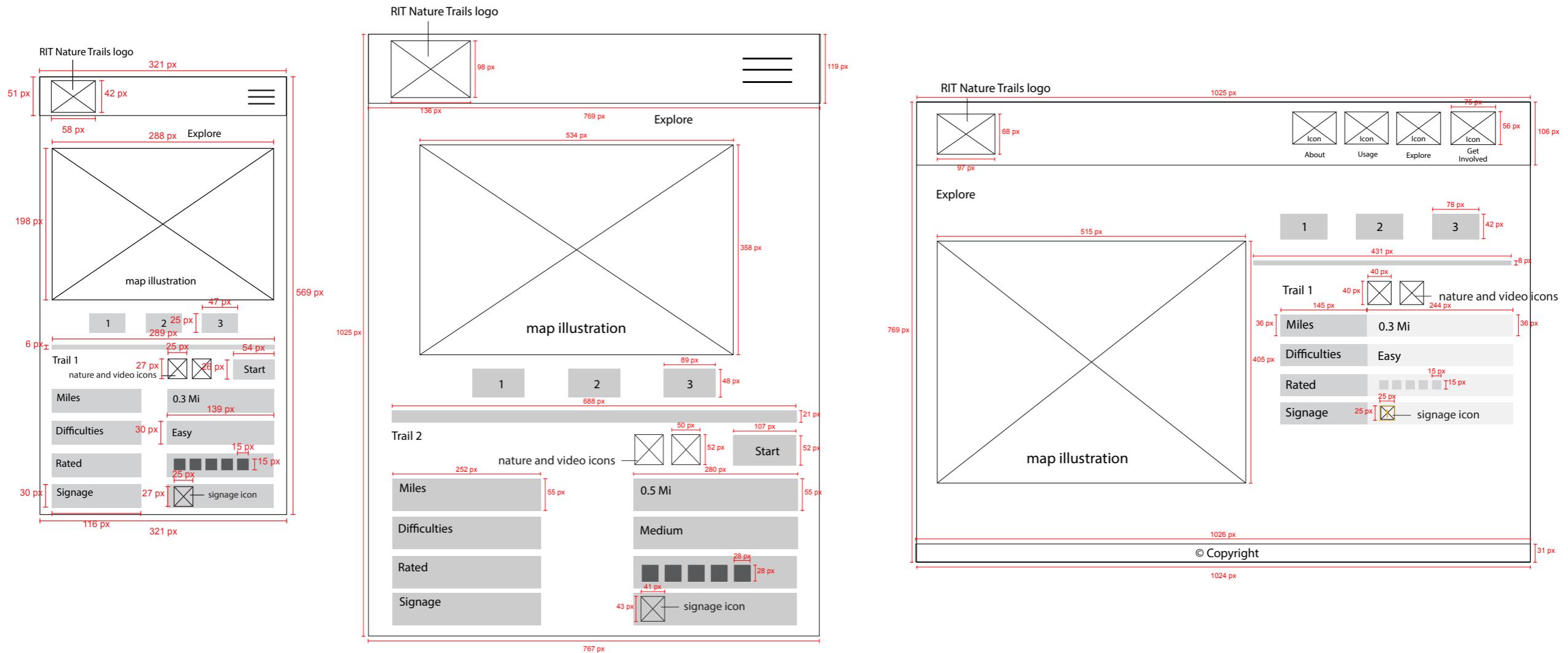
- 20 year old RIT student
- Uses computers and smart phones everyday
- Is interested in video games, TV shows, books, and dancing
- Shy, but talkative once you get to know her
- On the go and like to get info fast
- Get work done early so she can relax later (work hard, play hard)
- Uses the trail a few times to get to class and play games.

Mobile Flowchart: user is at the site

Persona: Junquil



Wireframes



Design Comps

The image displays three wireframe designs for a mobile application interface, likely for a nature trails app. Each design includes a header with the "RIT NATURE TRAILS" logo and a menu icon, followed by a map view and a detailed trail card.

Header: RIT NATURE TRAILS, menu icon

Map View: Shows a trail network with a yellow line indicating the path. Labels include "SLC", "The Quarter Mile", "Groce's", and "Start". Below the map are three numbered boxes (1, 2, 3).

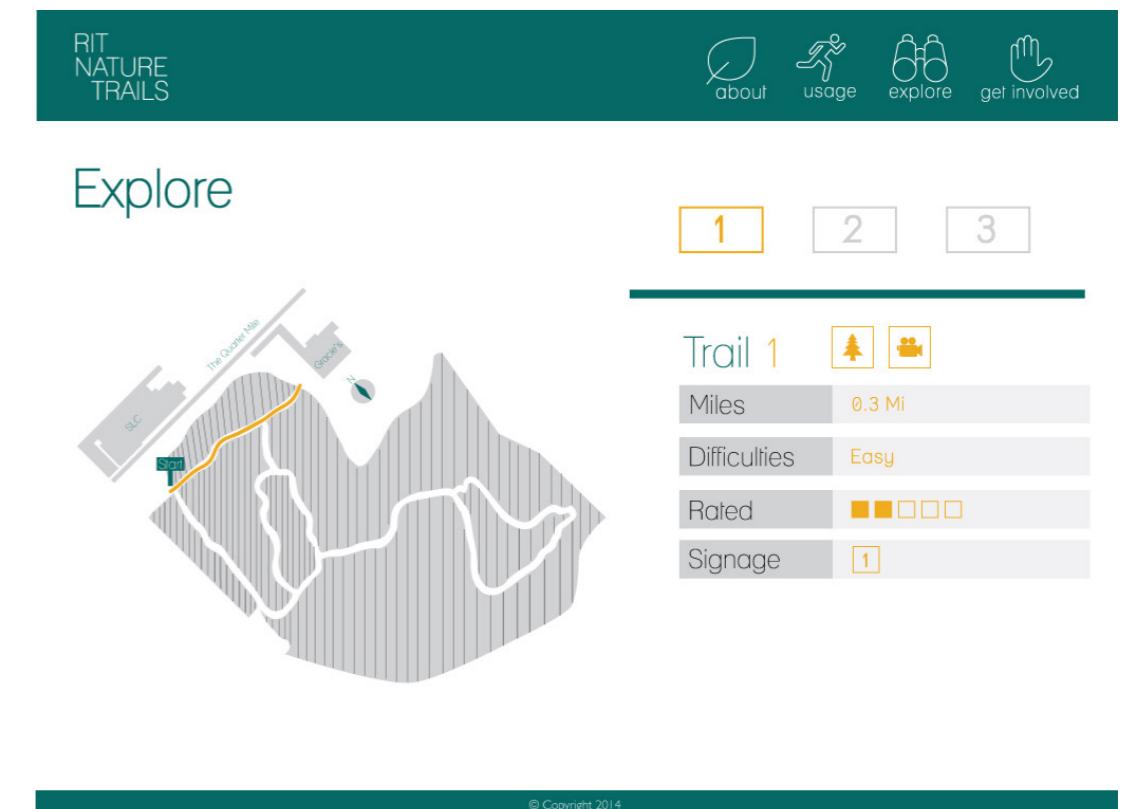
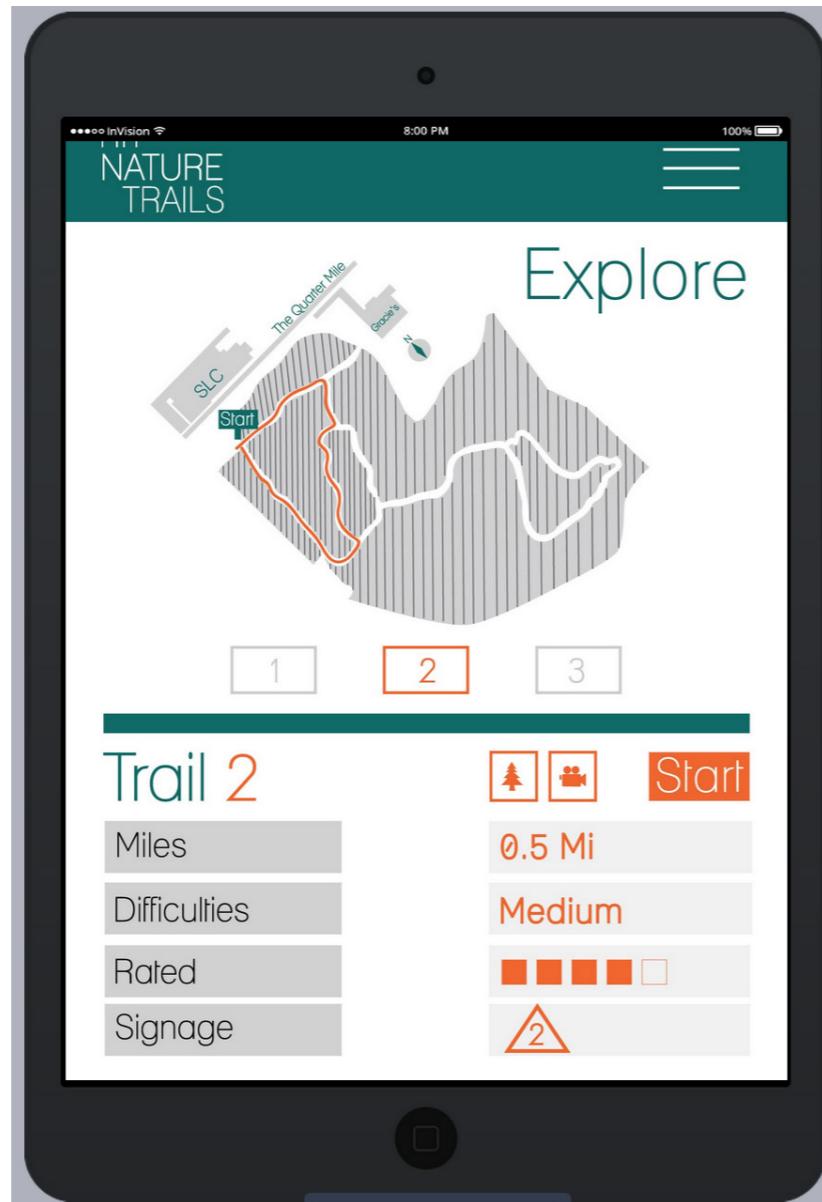
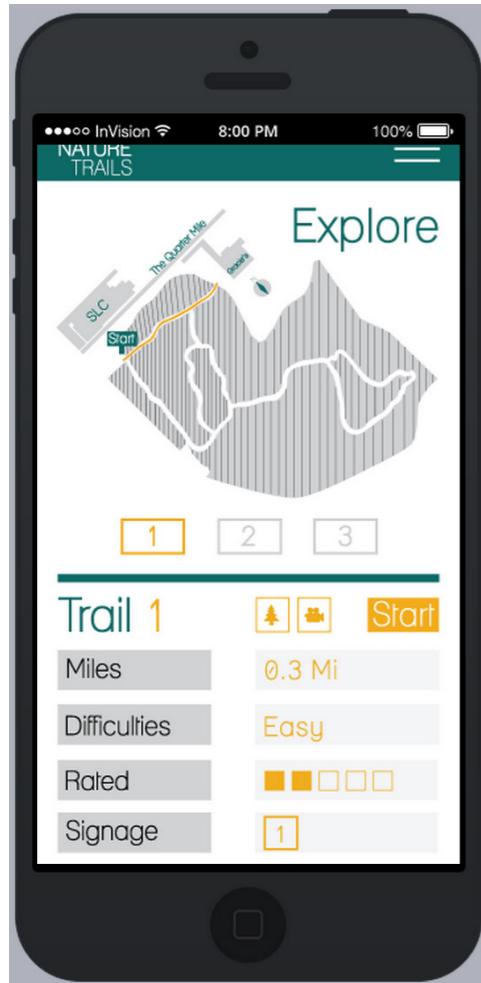
Trail Card: Displays Trail 1 details.

	Trail 1
Miles	0.3 Mi
Difficulties	Easy
Rated	■ ■ □ □ □
Signage	1

Icons: A legend on the right side shows icons for trail types (orange box), video (camera icon), start (orange box), miles (gray box), difficulty (orange box), rating (orange box), and signage (orange box).

Footer: © Copyright 2014

Screen Shots



PERSONA

EMILIE FANG



Profile

Name: Joe Garafolo

Age: 20

Gender: Male

Major: Math

Uses of Trail

Joe goes to the trails to just take in the atmosphere. He has confessed to having bonfires, and has had barbeques in there. He has littered on the trails, but did not know about the environmental impacts.

Frequency

Goes there on weekdays, about twice a week.

Technology (Habits and Needs)

Joe uses the computer daily to do his homework, and uses social networks such as Facebook and Twitter. He also uses YouTube often to watch videos of extreme sports. Joe is on the go a lot, on his longboard or driving around in his Jeep, so he needs websites that are mobile-friendly. He wants something that will quickly tell him what he needs to know without any hassle or he will give up.

Interests

Joe likes to explore places that have lots of nature surrounding him. He also likes being outdoors in general, no matter what kind of weather. He likes to longboard, mountain bike, and snowboard. On the weekends, he'll take his Jeep to the woods and drive around in the terrain.

Personality

"I'm pretty laid back. I don't get too frustrated when things don't go my way, but if something is not useful to me, then I won't use it. I like to help people out if they ask for it, and I don't mind accepting a challenge when I see one."

Motivation and Behavior

Is really passionate about the outdoors and "extreme" lifestyle. Goes to do one of his outdoor interests every chance he gets.

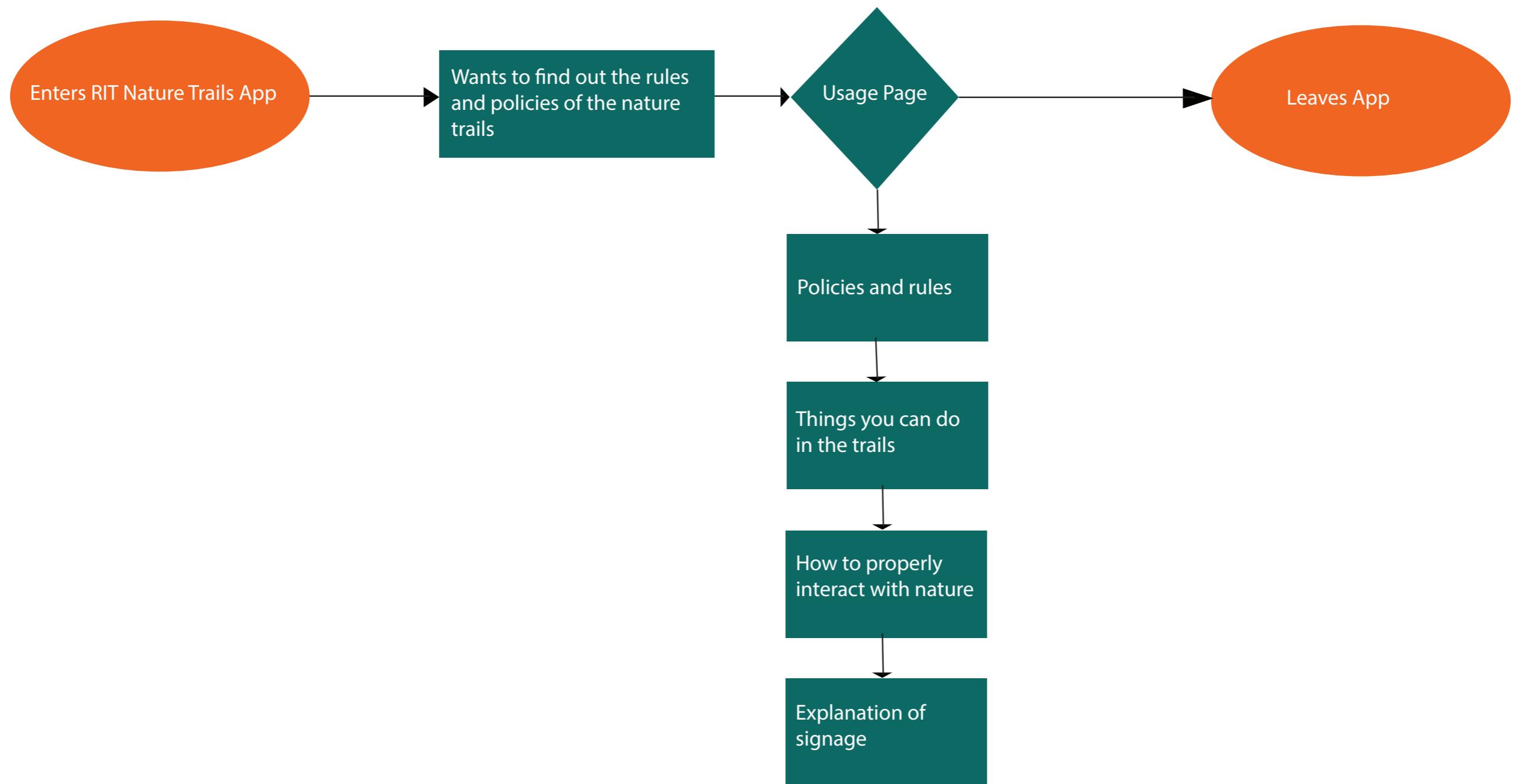
Persona

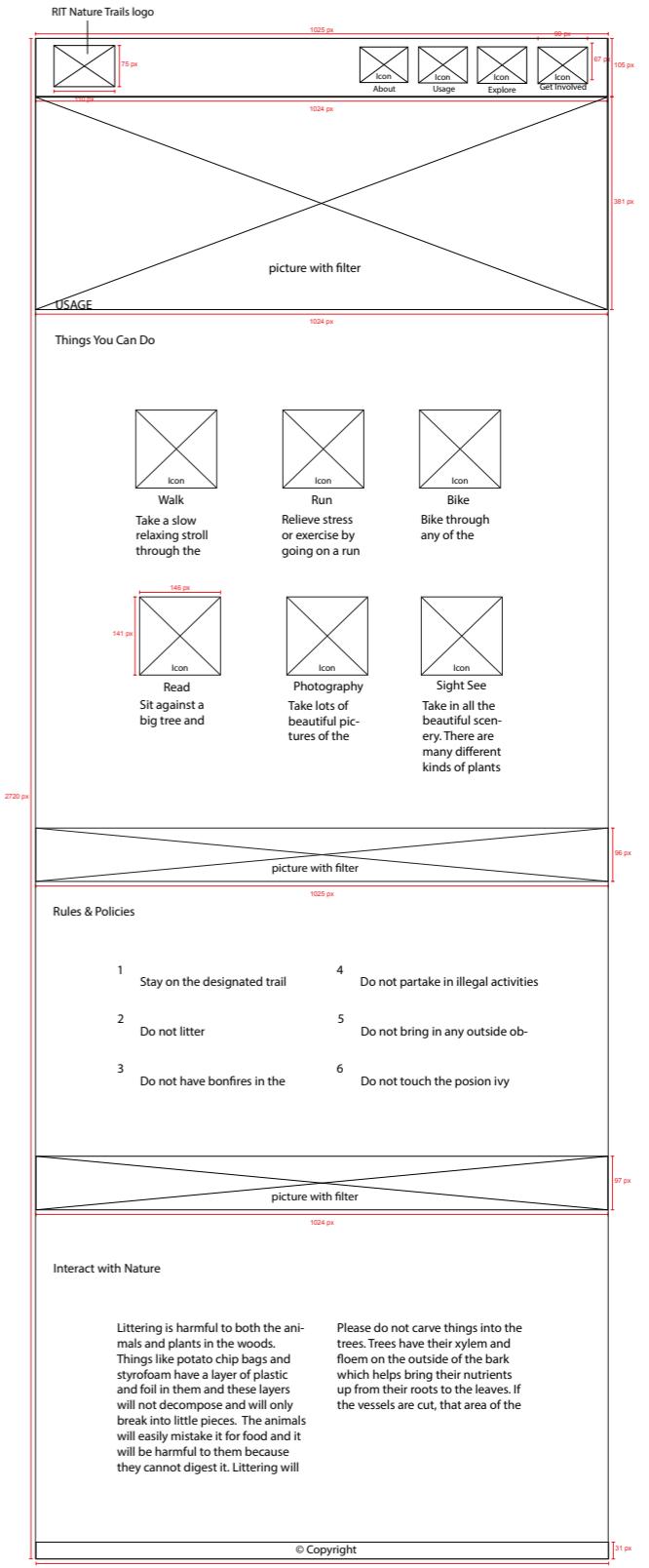
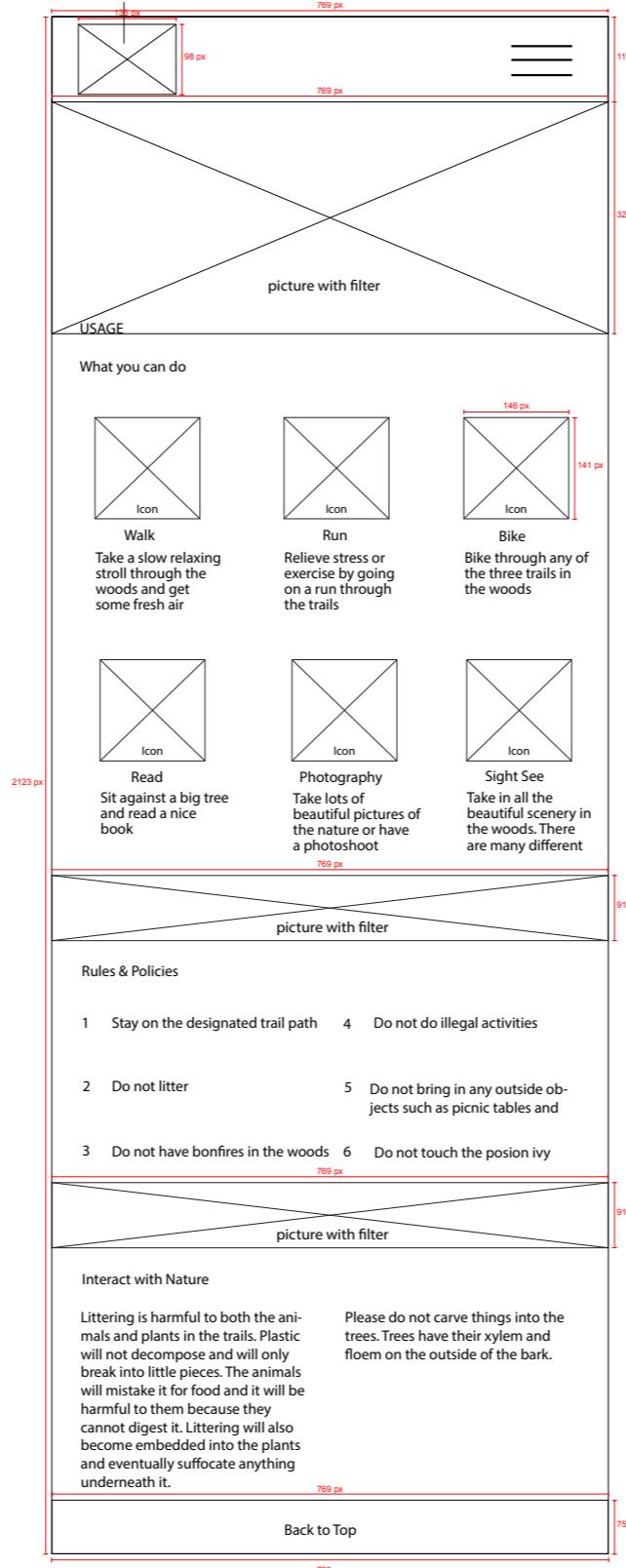
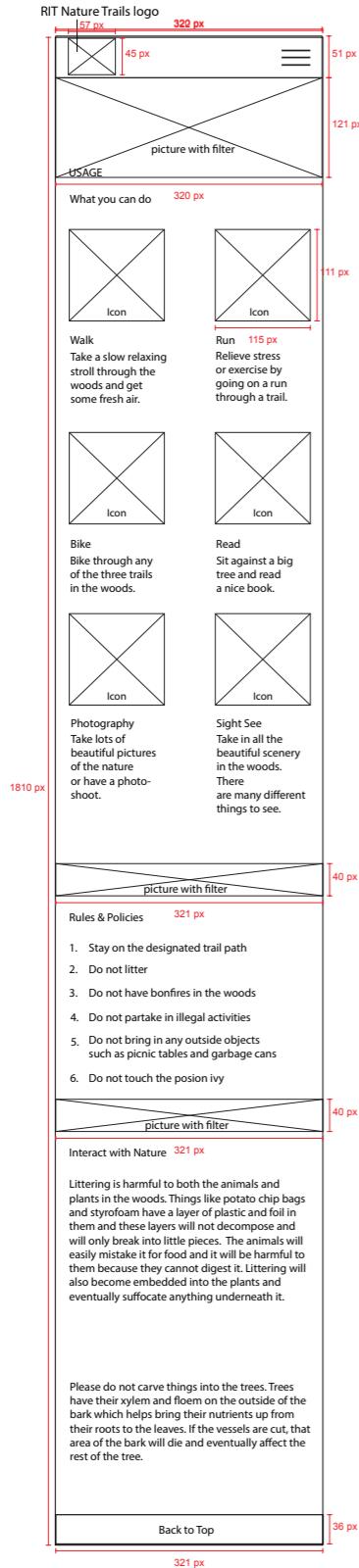
Joe Garafolo

Highlights

- 20 year old RIT student
- uses computers and a smartphone daily
- very interested in nature and being outdoors
- relieves stress by being outdoors and likes doing extreme sports
- outgoing and laid back person
- has been to the trails multiple times
- has used the trails for bonfires (improper use) and to enjoy the nature

User Flow





USAGE

What you can do

- Walk**
Take a slow relaxing stroll through the woods and get some fresh air.
- Run**
Relieve stress or exercise by going on a run through a trail.
- Bike**
Bike through any of the three trails in the woods.
- Photography**
Take lots of beautiful pictures of the nature or have a photoshoot.
- Read**
Sit against a big tree and read a nice book.
- Sight See**
Take in all the beautiful scenery in the woods. There are many different things to see.

Rules & Policies

1. Stay on the designated trail path
2. Do not litter
3. Do not have bonfires in the woods
4. Do not partake in illegal activities
5. Do not bring in any outside objects such as picnic tables and garbage cans
6. Do not touch the poison ivy

Interact with Nature

Littering is harmful to both the animals and plants in the woods. Things like potato chip bags and styrofoam have a layer of plastic and foil in them and these layers will not decompose and will only break into little pieces. The animals will easily mistake it for food and it will be harmful to them because they cannot digest it. Littering will also become embedded into the plants and eventually suffocate anything underneath it.

Please do not carve things into the trees. Trees have their xylem and floem on the outside of the bark which helps bring their nutrients up from their roots to the leaves. If the vessels are cut, that area of the bark will die and eventually affect the rest of the tree.

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[Back to Top](#)

ABOUT **USAGE** **EXPLORE** **GIVE INVOLVED**

USAGE

Things You Can Do

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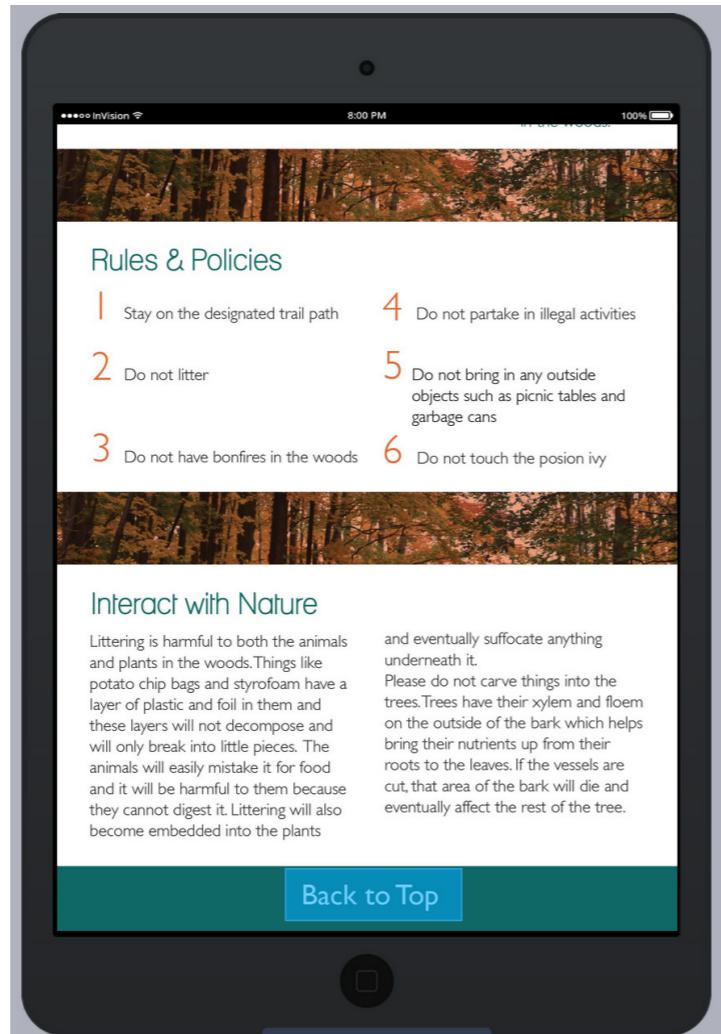
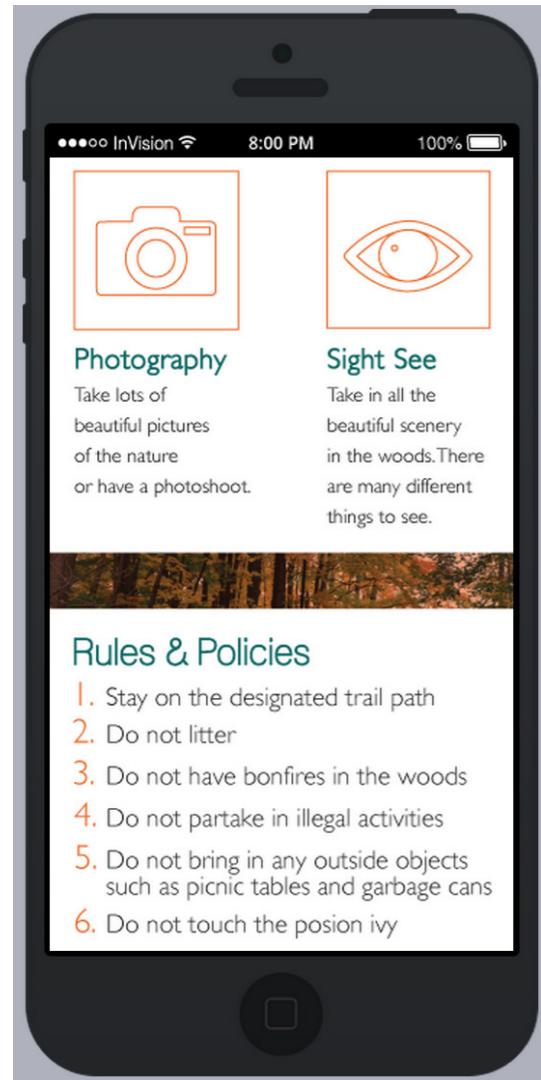
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Screen Shots



The screen shows a large image of a forest at the top. Below the image is a section titled 'Rules & Policies' with a numbered list of six items. To the right of the list are three cards: 'Read', 'Photography', and 'Sight See', each with an icon and a brief description.

Read
Sit against a big tree and read a book

Photography
Take lots of beautiful pictures of the nature or have a photoshoot

Sight See
Take in all the beautiful scenery. There are many different kinds of plants and animals in the woods!

Rules & Policies

- 1 Stay on the designated trail path
- 2 Do not litter
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- 4 Do not partake in illegal activities
- 5 Do not bring in any outside objects such as picnic tables and garbage cans
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Mobile Version

Tablet Version

Web Version