



"SEAMLESS SUPPORT, SAVING ARCTIC TREASURES"

Jiang Wanting 2023.8-2023.9

ArcticGuardians | Volunteer Service Platform

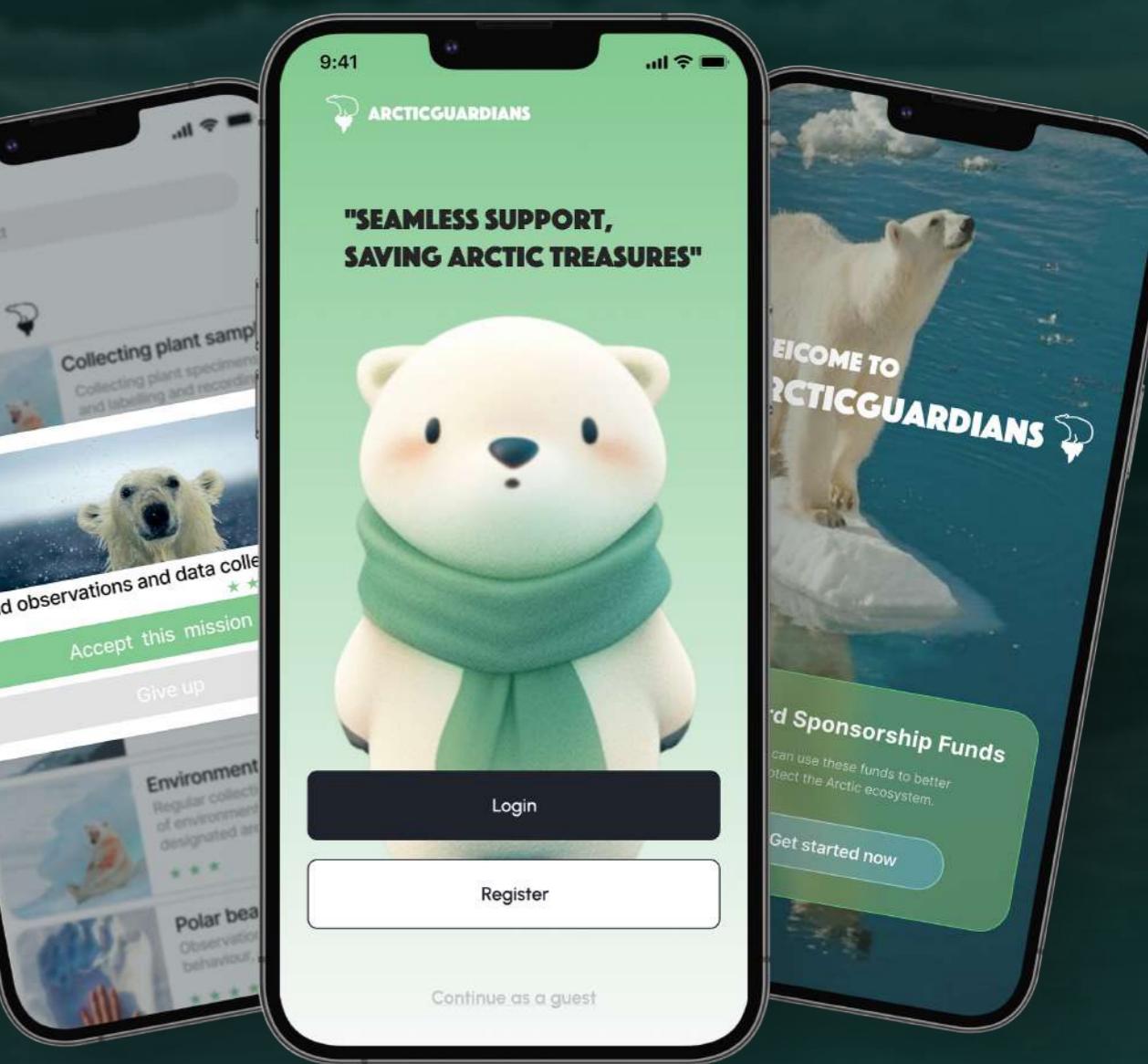
Service System Design Branding Service Design User Service Design

Introduction:

Our Project Empowers Passionate Polar Bear Conservation Volunteers To Make A Real Impact. We Connect Them With Opportunities And Support, From Training To Post-Service Engagement.

Purpose:

Create A Comprehensive Platform Offering Training, Guidance, And Streamlined Processes. Nurture A Community Of Advocates Equipped To Protect Polar Bears And Their Environment.



▪ BACKGROUND

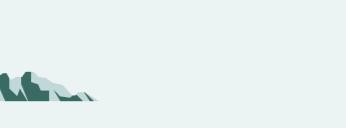
Human– Polar Bear Conflicts Increasing As Sea Ice Declines

Today, warming in the Arctic is changing this beautiful and fragile land at an alarming rate. Sea ice is melting, taking polar bears' homes with it and redrawing the delicate relationship between humans and wildlife. The gradual decline of sea ice relentlessly charts a worrying trend: as polar bears come into more frequent contact with humans, interactions and conflicts escalate.

Behind these statistics is a warning of a collapsing ecological balance. As a service designer, I will

*Sea Ice Area Is Decreasing

There are 2.18 million square kilometres



loss which equal to



6.9 million

4.72 million

Summer Arctic sea ice shrinks by an average of 13% every 10 years

1979

2021

▪ DESK RESEARCH

Human&Polar Bear Conflict Due To Communication Barriers.

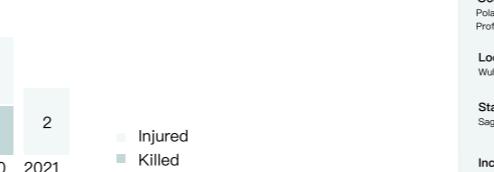
120 polar bears killed in 2020–2021



Number of polar bears killed in conflicts with humans in 2020



Humans injured or killed by polar bears from 2018–2021



Insight1: Human negligence of such issue in polar bear habitat has led to escalating conflict.

The Dwindling Polar Bear Numbers Pose Grave Threats To Both Human Existence And The Natural World.

Threaten	Effects on people	Impact
Increase in seal population	Unstable fishery resources	Leads to disruption of the food chain and disruption of the ecological balance
Decline in environmental change indicator species	Environmental monitoring and climate change research difficulties	This could lead to wider destruction, loss of life and economic damage.
Aboriginal cultural image takes a hit	Impact on tourism and cultural heritage	Impact on related industries, employment and local economic growth
Reduction in the number of research references	Obstruction of scientific research	Influence the judgement of policymakers, leading to increased uncertainty and risk in decision-making.
Changes in the structure and dynamics of marine food webs	Impacts on human food supply and economic benefits	Affects the reproduction and distribution of multiple species

Polar Bear Population 1980 to 2020

Insight2: The decline in the polar bear population could have very serious consequences.

▪ FIELD RESEARCH

Who is willing to do something for change that?



Li Melhua has loved nature and wildlife since childhood, and the beauty of the Arctic region and the unique charm of polar bears have deeply attracted her. Her original intention is to protect polar bears and their habitats through her actions and the environment through her own efforts and influence, and encourage more people to join the environmental protection action. She hopes her photography will serve as a catalyst for action, while also calling on governments and the international community to do more to protect polar bears and their habitat.

Meihua Li

Age	28
Occupation	Polar bear lovers and Professional photographer
Locations	Wuhan, China
Star sign	Sagittarius
Income	\$30,000 a year
Hobby	Photography, mountaineering, skiing

Painpoint

Environmental Impact	
sense of adventure	
financial ability	
Climate resilience	
Feeling lonely due to separation from home	

Target

Environmental education and guidance	
Professional Photography Enhancement	
Expansion of international influence	
Policy Advocacy Impact	

Jason

Age	50
Occupation	Local restaurateur
Locations	Churchill Estuary, Manitoba
Star sign	Virgo
Income	\$180,000 a year
Hobby	Food tasting, reading, fishing.

Painpoint

Environmental Impact	
sense of adventure	
financial ability	
Climate resilience	
Feeling lonely due to separation from home	

Target

Interpersonal Relationships Expansion	
Restaurant Brand Impact Enhancement	
Creative Culinary Development	
Social recognition and influence	
Policy Advocacy Impact	

Mike

Age	45
Occupation	National Polar Research Institute
Locations	The town of Churchill, Canada
Star sign	Aries
Income	\$120,000 a year
Hobby	Photography, mountaineering, skiing

Painpoint

Environmental Impact	
sense of adventure	
financial ability	
Climate resilience	
Feeling lonely due to separation from home	

Target

More efficient animal protection measures	
Research capacity enhancement	
Expansion of international influence	
Policy Advocacy Impact	

Expert Interview

Insight: Innovative Tools For Sustainable Energy And Carbon Reduction Can Protect Polar Bear Habitats By Minimizing Human–Bear Interactions.



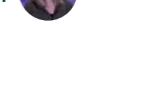
Long-term: sustainable energy, carbon reduction to curb sea ice loss. Short-term: innovative tools to reduce human–bear conflicts, safeguard polar bears.

–PBI Organization



Protective houses, dog patrols, non-harmful defense tools for humans to coexist safely with polar bears in their habitat.

–Maarten Loonen

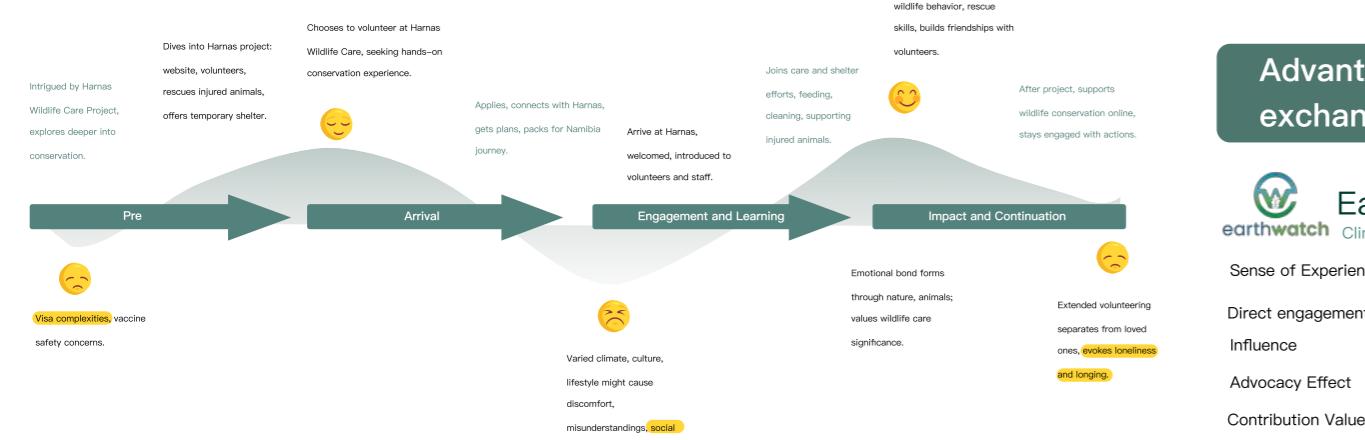


Maarten Loonen
Arctic Researcher
Arctic Centre, Groningen University

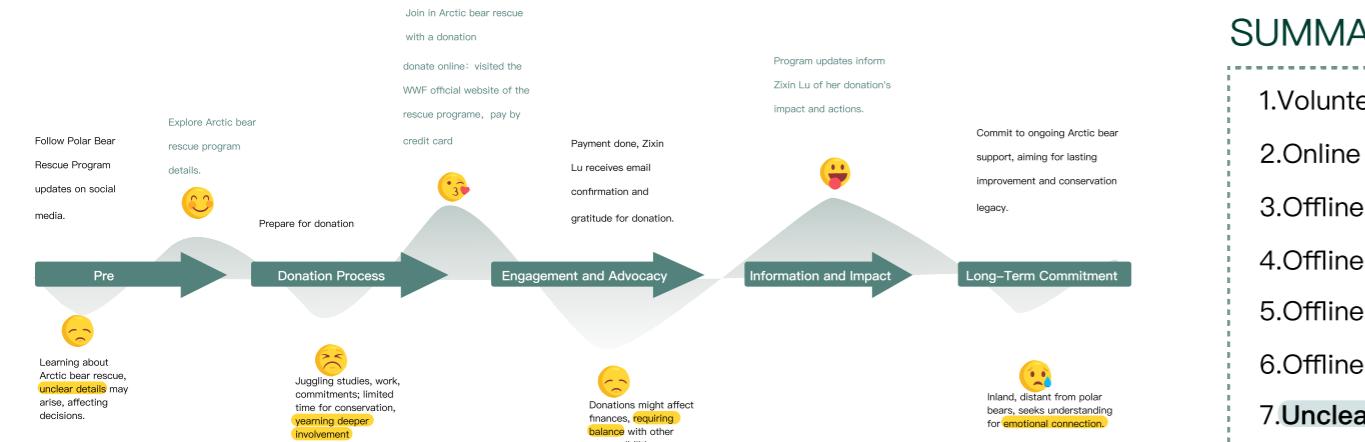
▪ USER RESEARCH

Researched user journeys for Polar Bear Conservation: offline Wildlife Conservation & online cloud donations. Mapped journey of 10 interviewed Polar bear lovers on Little Red Book platform.

Xiaobin Tian, Recent graduates
United States of America 22 USC media students 0 year
Wildlife enthusiasts

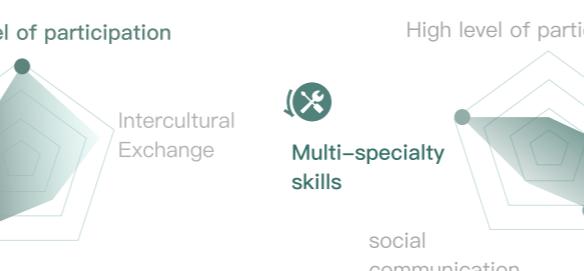


Zixin Lu, Internet worker
Shanghai, China 27 USA 4 years
Wildlife enthusiasts



▪ COMPETITOR RESEARCH

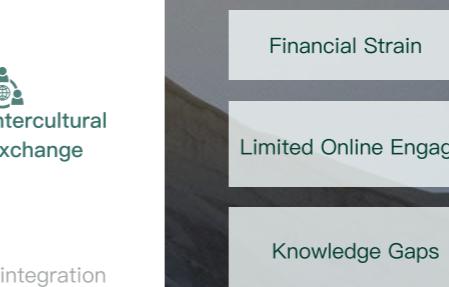
World Volunteer Organisation



Professional Research Team

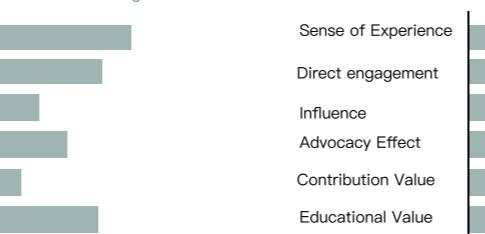


NGO

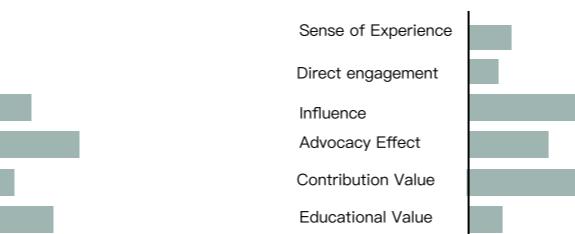


Advantages of Volunteers of the World: global participation, diverse skills, cross-cultural exchange, resource integration, and innovative perspectives.

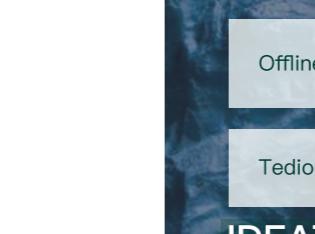
Earthwatch Institute
Climate Change at the Arctic's Edge



Polar Bears International
Polar Bear Advocacy Toolkit



Arctic Wildlife Foundation
Conservation station volunteer



Insight: Various World Volunteer Organizations for Arctic Animal Protection (WVPA) exhibit distinct pros and cons.

SUMMARY

- Volunteers are **financially burdened** and need to balance with other expenses.
- Online polar bear conservationists do not have a strong sense of **engagement**.
- Offline volunteers have difficulty **balancing their time and interests** between school, work and rescue work.
- Offline volunteers are new to a foreign country and are not accustomed to the **new environment and culture**.
- Offline volunteers face complex procedures and **uncertain vaccination** and **safety measures** before participation.
- Offline volunteers will **be lonely** if they volunteer for a long period of time away from their hometowns.
- Unclear details** in the process of learning polar bear rescue knowledge by volunteers.

DESIGN THINKING

Painpoint

Financial Strain

HMW reduce volunteer expenses ?

- Online volunteering with micro-donations, shared expenses.

Limited Online Engagement

HMW engage online advocates to prevent human-bear conflicts?

- VR, online platforms for immersive experience.

Knowledge Gaps

HMW streamline the learning process for Arctic bear rescue knowledge?

- Comprehensive rescue education plan, online training.

Cultural Adjustment

HMW streamline learning for bear rescue knowledge, enhancing prevention?

- Cultural Training for Adaptation

Homesickness

HMW address homesickness for long-term offline volunteers?

- Social events, support networks for offline volunteers.

Offline Commitment

HMW balance education, work, and bear rescue for offline volunteers?

- Provide flexible schedules to balance study, work, and rescue.

Tedious Process

HMW simplify pre-participation procedures for offline volunteers?

- One-stop online registration, health checks.

IDEATION

* I put the 21 conclusions from brainstorming into the feasibility measurements and ended up with 3 options that could be implemented in the safe zone.

Cost

Offer VR and online immersive experiences.

Flexible scheduling for work-study-rescue balance.

Offer one-stop online registration and health checks, simplifying the process.

Develop a comprehensive rescue education plan, offer online training.

Deliver cultural adaptation training for offline volunteers.

Arrange social gatherings, build support networks, combat isolation.

Safety Area

Value

▪ STORYBOARD

This storyboard streamlines the journey of passionate polar bear conservation volunteers. It covers everything from initial interest to post-service support. The focus is on training, guidance, and emotional well-being, ensuring volunteers have a fulfilling and impactful experience while supporting polar bear conservation.



▪ TARGET USER- PERSONA



DEMOGRAPHIC

23
Aquarius
London, England
Bachelor
Master (Rhodes Scholar)

PASSION

- Passion for nature
- Educational mission
- Adventurous spirit

MISSION

- Protection of polar bears
- Education and dissemination
- Participation and contribution

STRENGTH

Knowledge
Mobility
Network Impact
Communication
Devotion

NEED

- Educational And Training
- Meaning And Belonging
- Opportunities For Hands-On Involvement
- Social Connections



“Nature, and the doors of nature conservation, are always open!”

DESIGN STRATEGY

Our Mission Is

- We are Trying to Protect Polar bears through training more Professional Volunteers with powerful third agency.

Our Vision Is

- Empowering Professional Volunteers To Work For The Harmonious Coexistence Of People And Bears.

Our Value Is

- Human-Bear Coexistence

Raise Awareness
Reducing human-bear conflict

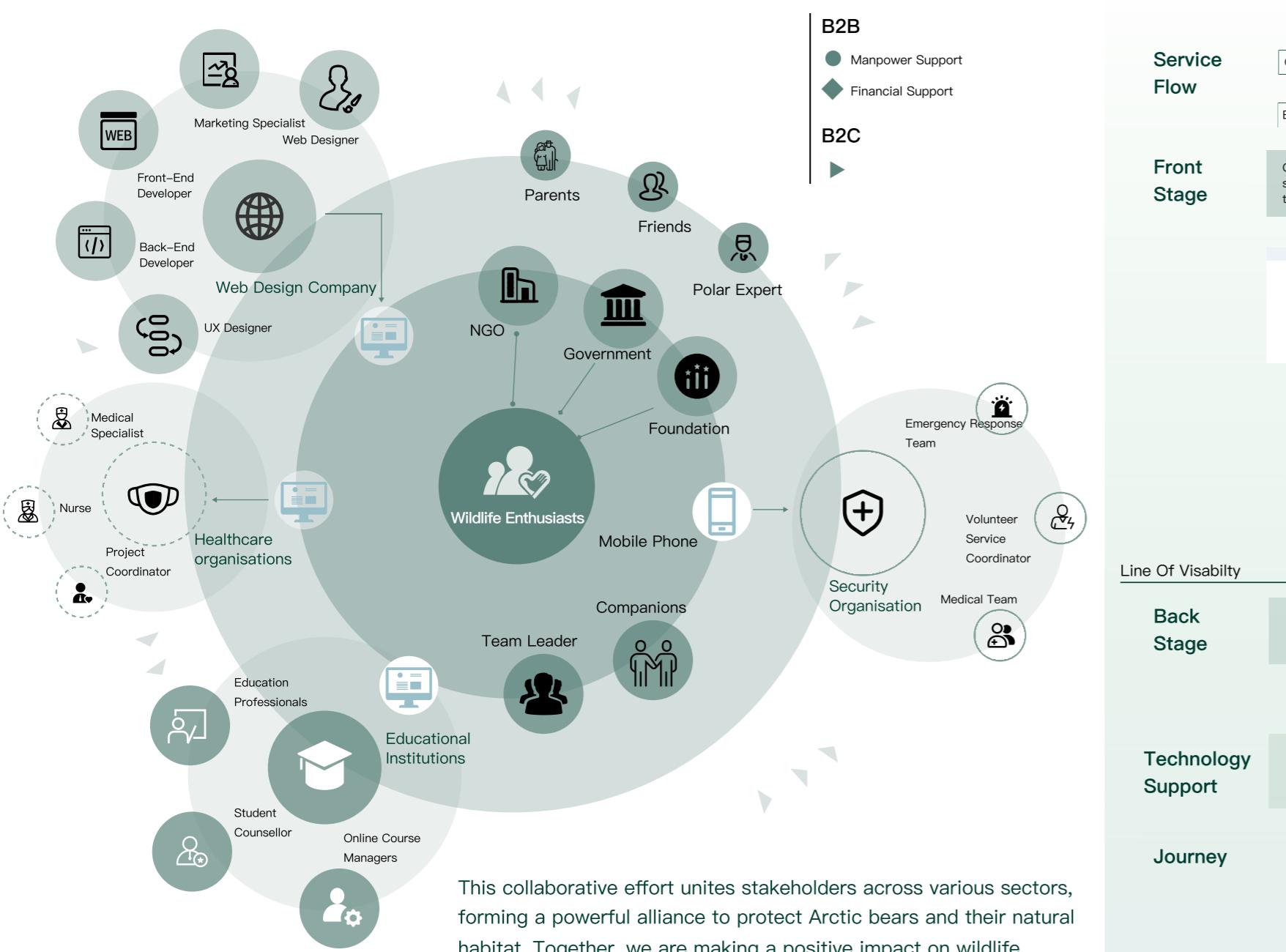
- Ecological Balance

Maintaining Arctic ecology

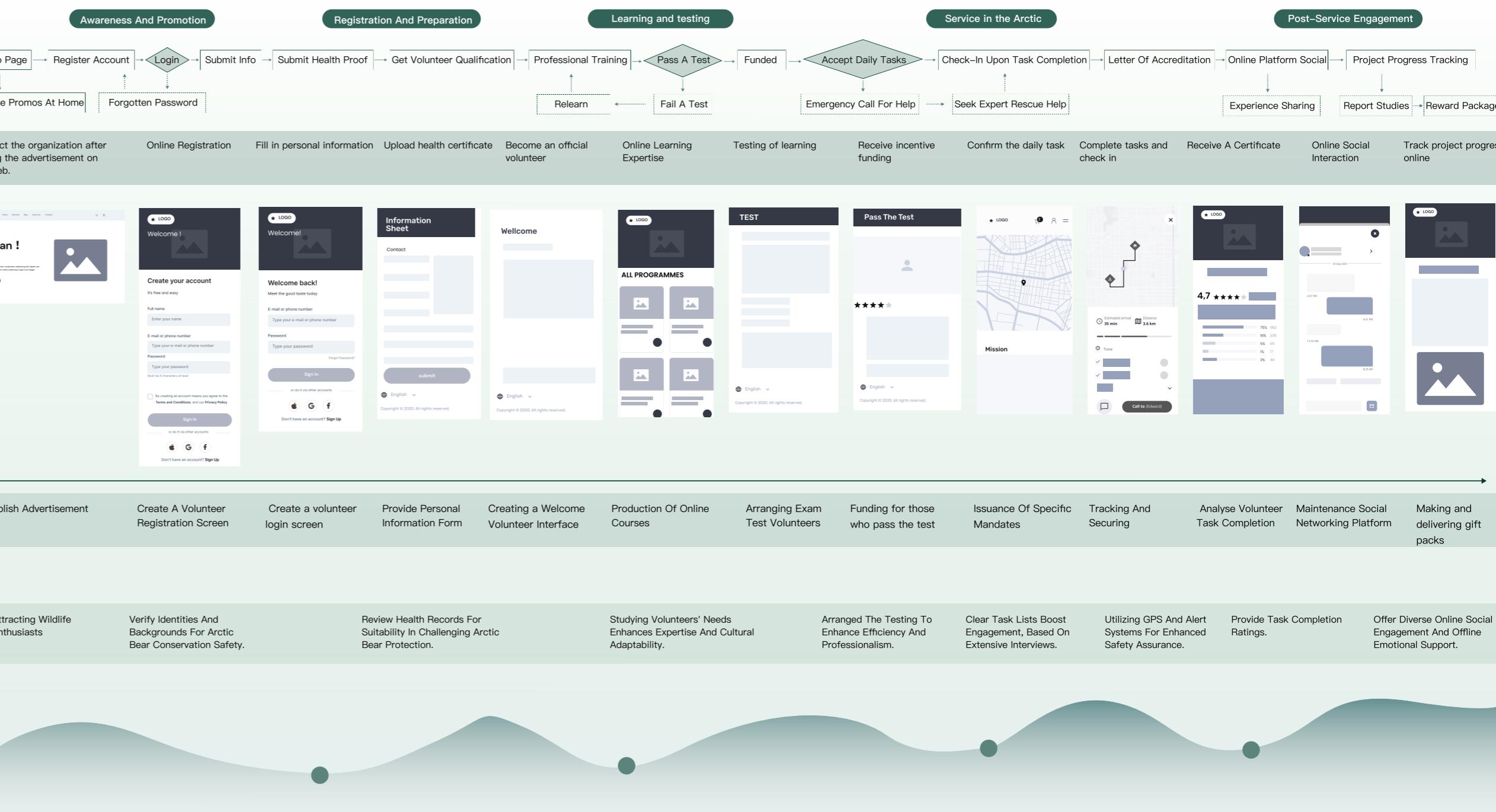
- Empowering The Power Of Volunteers

Making the power of passionate people visible to a wider audience

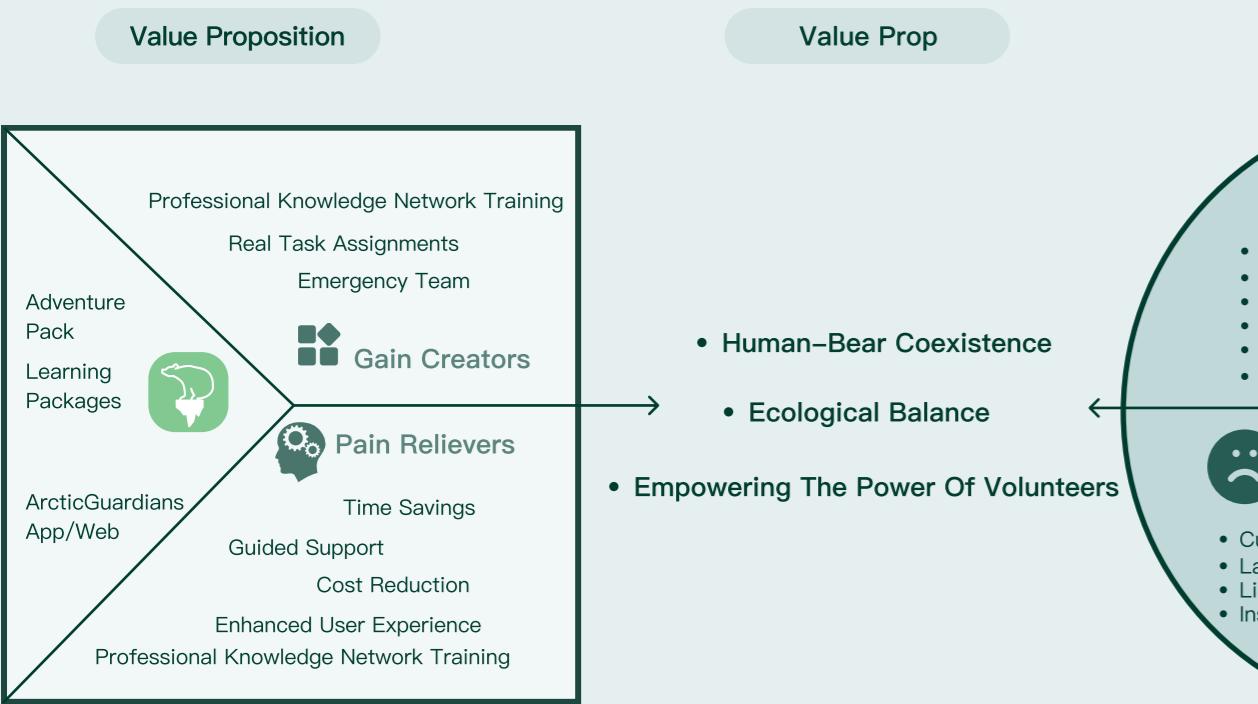
■ STAKEHOLDER MAP



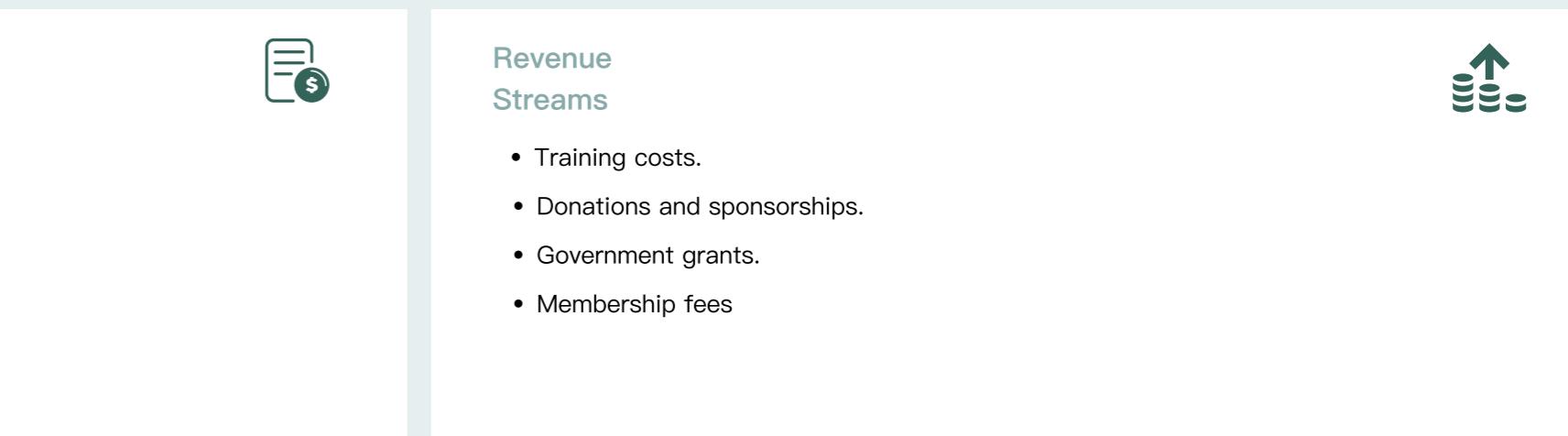
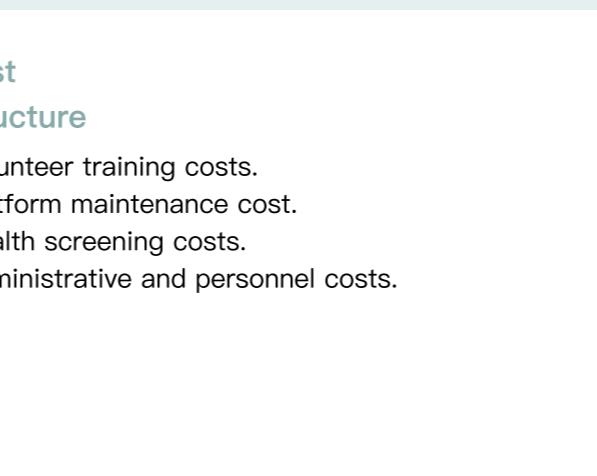
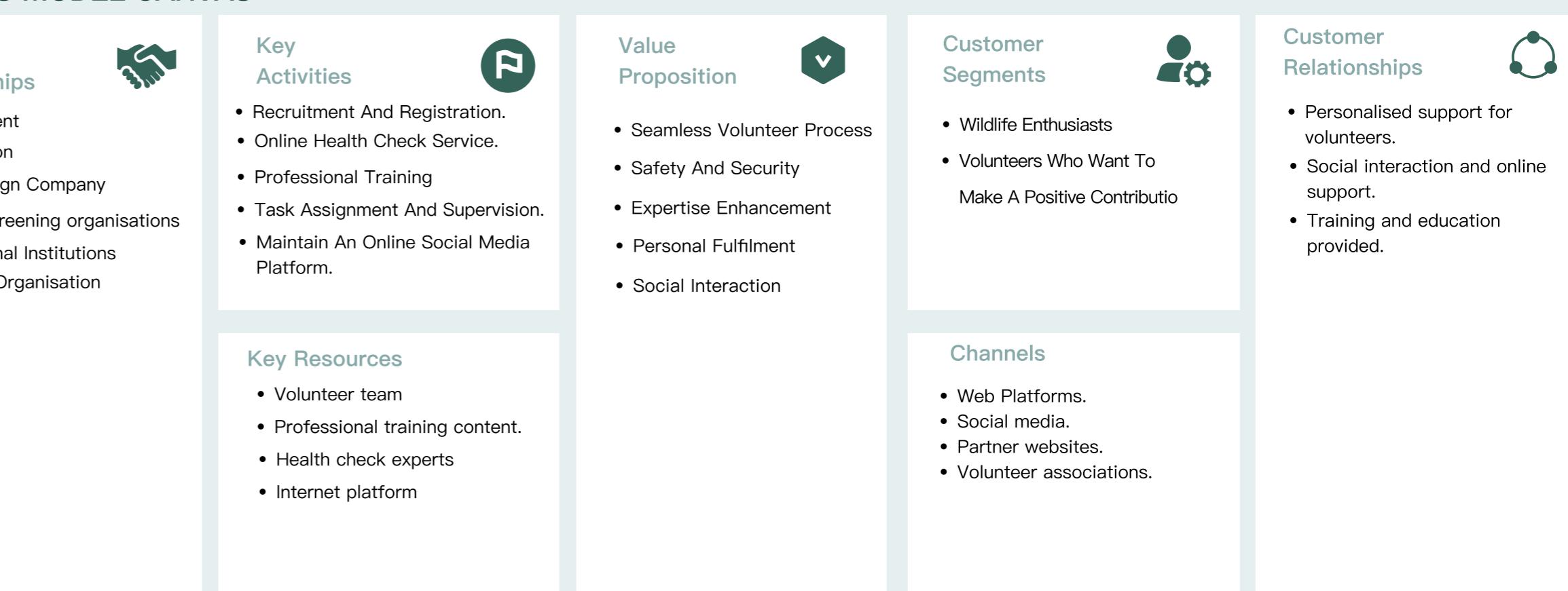
■ SERVICE BLUE PRINT



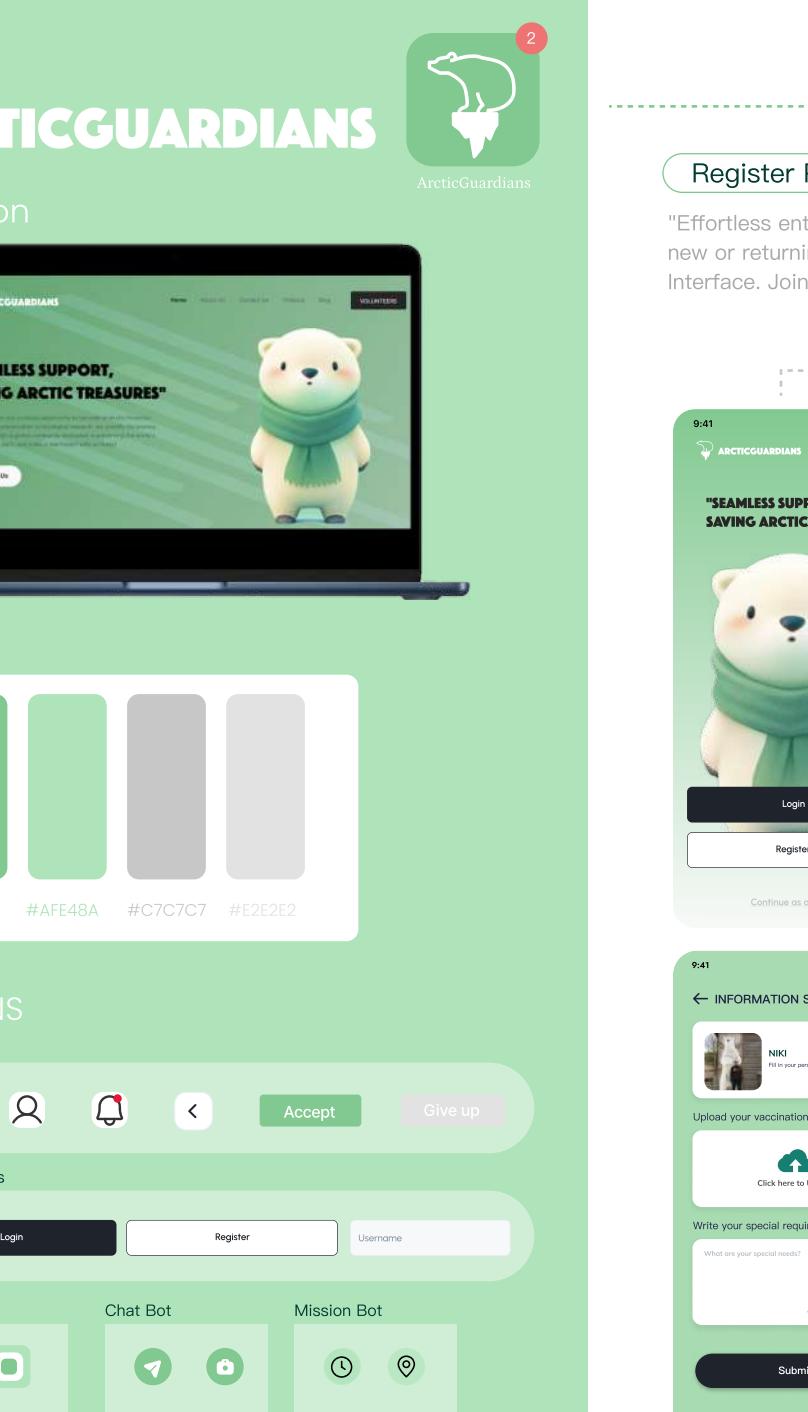
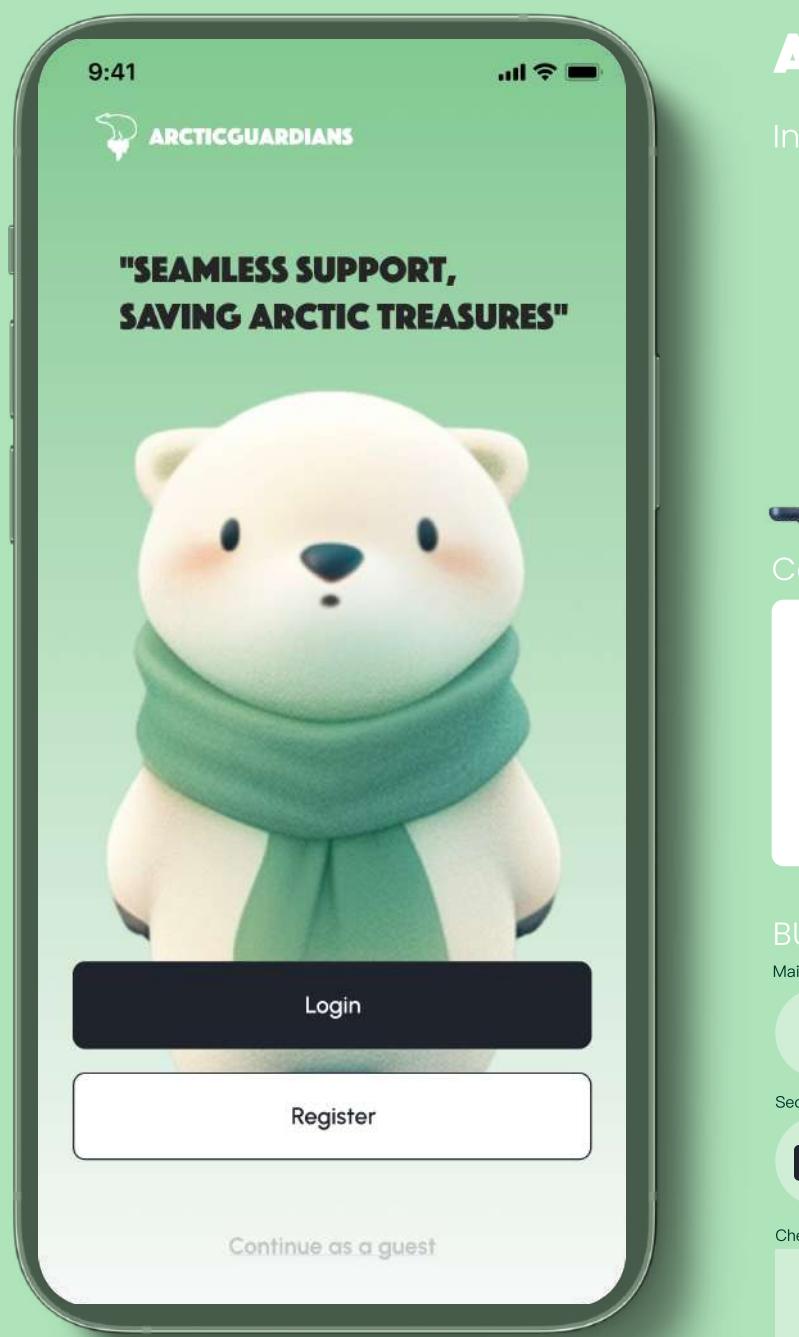
VALUE PROPOSITION



BUSINESS MODEL CANVAS



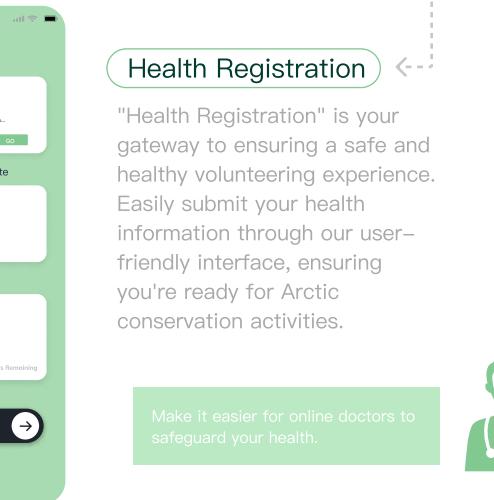
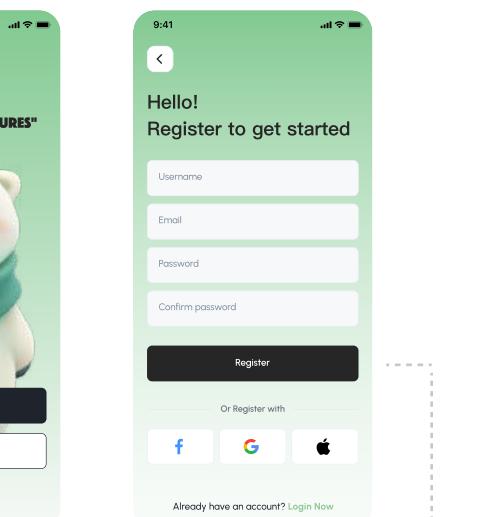
DELIVERY



BOARDING

Register Personal Information

"Effortless entry for polar bear conservation volunteers, new or returning, in our Login and Registration UX Interface. Join us in protecting Arctic wildlife."



E-Learning

"Boost polar bear conservation knowledge with user-friendly online courses. Learn and protect Arctic wildlife with ease."



Health Registration

"Health Registration" is your gateway to ensuring a safe and healthy volunteering experience. Easily submit your health information through our user-friendly interface, ensuring you're ready for Arctic conservation activities.

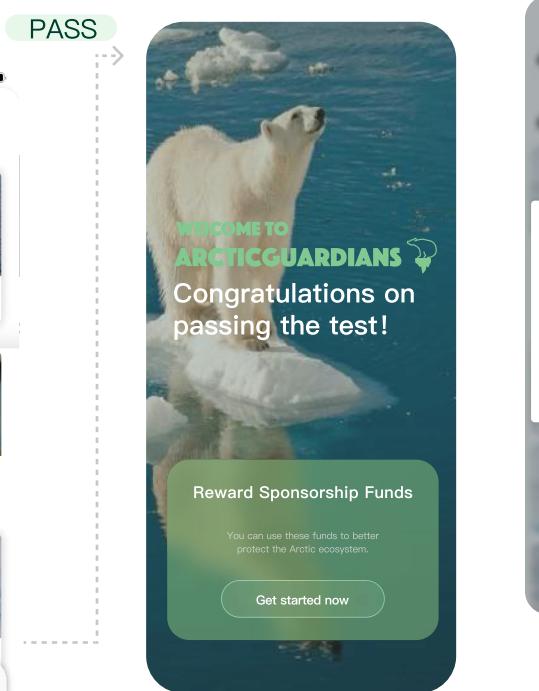


LEARNING

LEARNING

PASS

→



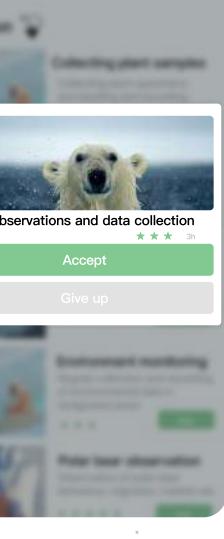
Learning Packages

"Explore the Arctic with ease! Seamlessly access tasks and map locations in our user-friendly UX interface during volunteer explorations."



ENGAGING

ENGAGING



Mandate Acceptance And Security

"Explore the Arctic with ease! Seamlessly access tasks and map locations in our user-friendly UX interface during volunteer explorations."



Real-Time Positioning

"Professionals Track Your Movements In Real Time To Prevent Getting Lost. Emergency Team Professionals Track Your Movements In Real Time To Prevent Getting Lost."



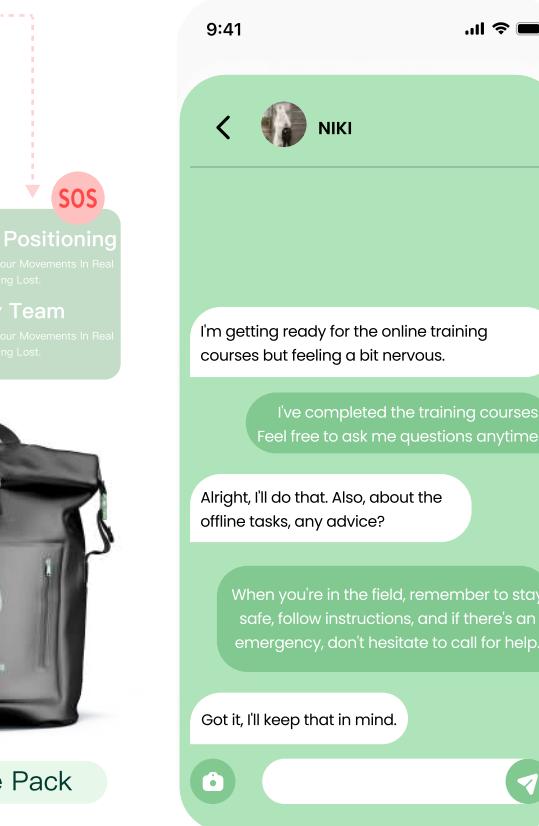
AFTER JOURNEY

AFTER JOURNEY



"Stay engaged post-service! Foster connections and share experiences with fellow volunteers using our user-friendly interface."

Online Engagement



BRAND PROMOTION



Value Proposition

Seamless Volunteer Process

provide a simple, high-quality volunteer experience that enhances volunteer engagement and satisfaction.

Expertise Enhancement

enhance volunteers' expertise through online training to make them more capable of participating in polar bear conservation efforts.

Social Interaction

encourage volunteers to communicate with each other, build connections and share experiences on the project's internal social platform.

Safety And Security

provide safety and security for volunteers through GPS and alarm systems to increase their confidence.

Personal Fulfilment

provide task completion scores and rewards to enhance volunteers' sense of self-achievement.

Brand Image



Goal

"Engage More Volunteers For Arctic Bear Conservation."

"Enhance Volunteer Expertise For Effective Polar Bear Protection."

"Safeguarding Polar Bears And Their Habitats With Skilled Volunteers."

My Name: Snowball Bear

Symbolism: Peaceful Coexistence

Friendship And Courage

Provoke Sympathy

Value Keywords

- #Seamless Services
- #Volunteer Empowerment
- #Arctic Conservation

Vision

Empowering Professional Volunteers To Work For The Harmonious Coexistence Of People And Bears.

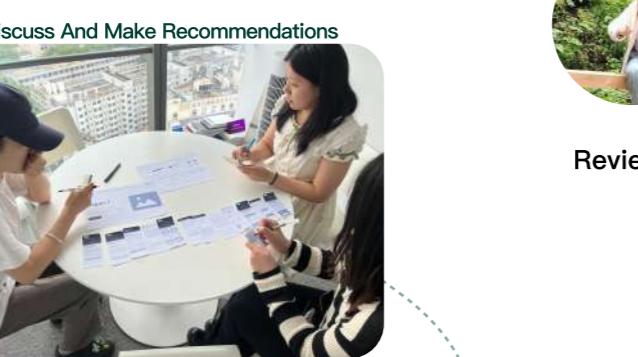
VALIDATE

Testing&Feedback

I found some wildlife enthusiasts as my evaluator to help me test the flow of my service and provide me with a lot of modifications.



Understand Each Step Of The Process



Discuss And Make Recommendations



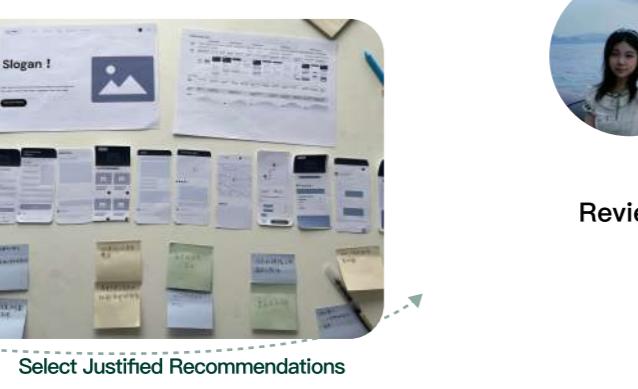
Revise Opinions



User Ratings



Display And Exchange Of Views



Select Justified Recommendations

Product Satisfaction



Evaluator: **Huizhong**

Rating: ★ ★ ★ ★ ☆

Review: I think it is important to increase online social activities, such as volunteer gatherings or discussion groups.



Evaluator: **Shuya**

Rating: ★ ★ ★ ★ ☆

Review: I would suggest adding some interactive learning elements such as quizzes or discussion boards to increase learning engagement.



Evaluator: **Jinrong**

Rating: ★ ★ ★ ★ ☆

Review: I think it is important to increase online social activities, such as volunteer gatherings or discussion groups, in order to facilitate contact and interaction between volunteers.

The Value Evaluation



Design Opportunity That Can Be Improved



Volunteer Side



Goverment Side



Ethical Wildlife Side



Environmental Assessment Side



Sustainable Tourism Side

Feedback Mechanism

Establish a robust feedback system that allows volunteers to provide suggestions and report issues easily.

Strengthen Collaboration

Develop Strategies To Foster Stronger Community Engagement In Polar Bear Conservation Efforts. This Can Include Organizing Community Events, Educational Programs, Or Involving Local Residents In Monitoring And Protection Activities.

Ensure That The Project Adheres To Ethical Wildlife Conservation Practices, Emphasizing Non-Invasive Research Methods, Respecting Animal Welfare, And Minimizing Disturbances To Polar Bear Habitats.

Conduct Thorough Environmental Impact Assessments To Understand And Minimize The Project's Ecological Footprint. Foundations Often Support Projects That Prioritize Sustainability.

Explore Opportunities To Promote Sustainable Eco-Tourism In Polar Bear Habitats, Which Can Generate Revenue For Conservation Efforts While Adhering To Ethical Wildlife Viewing Practices.