



# 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.

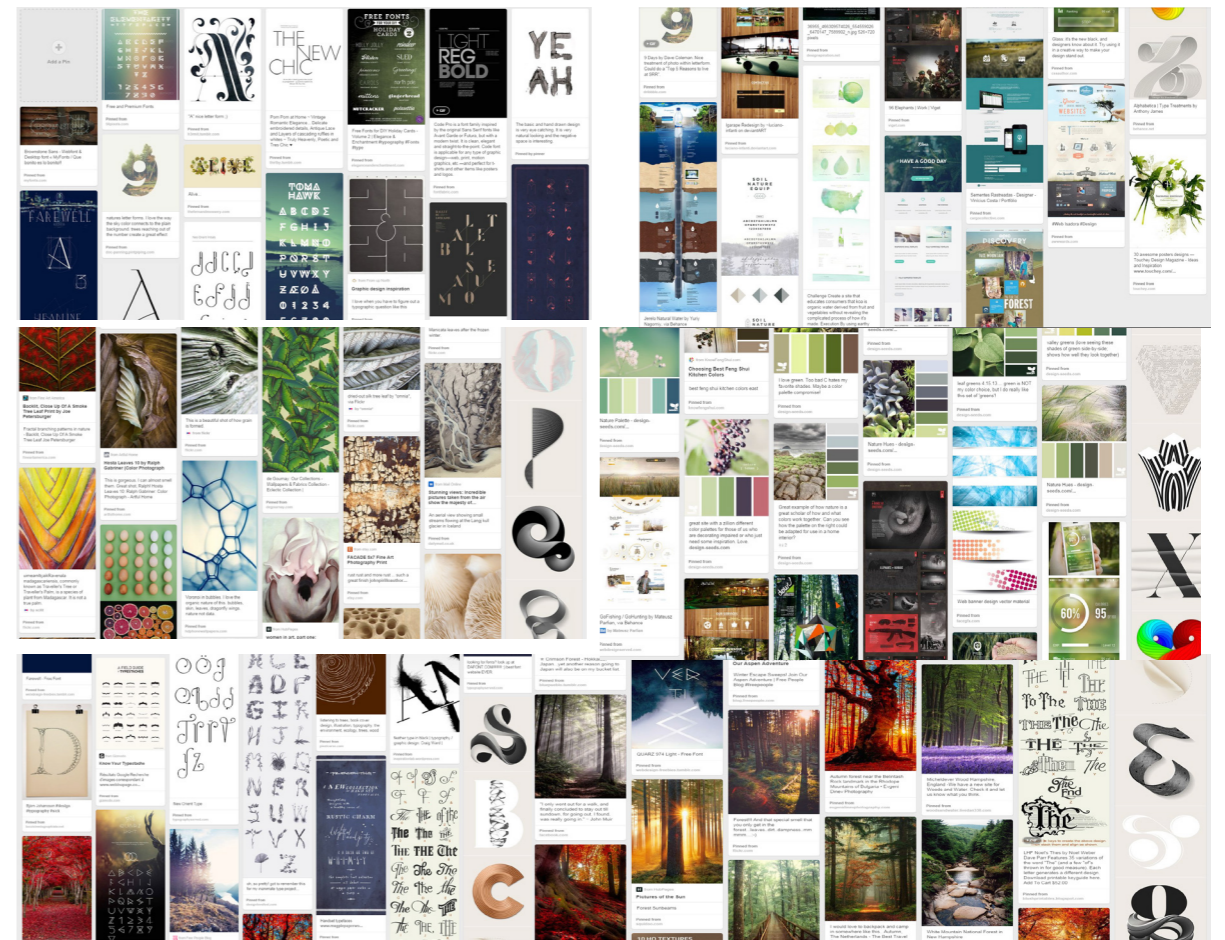
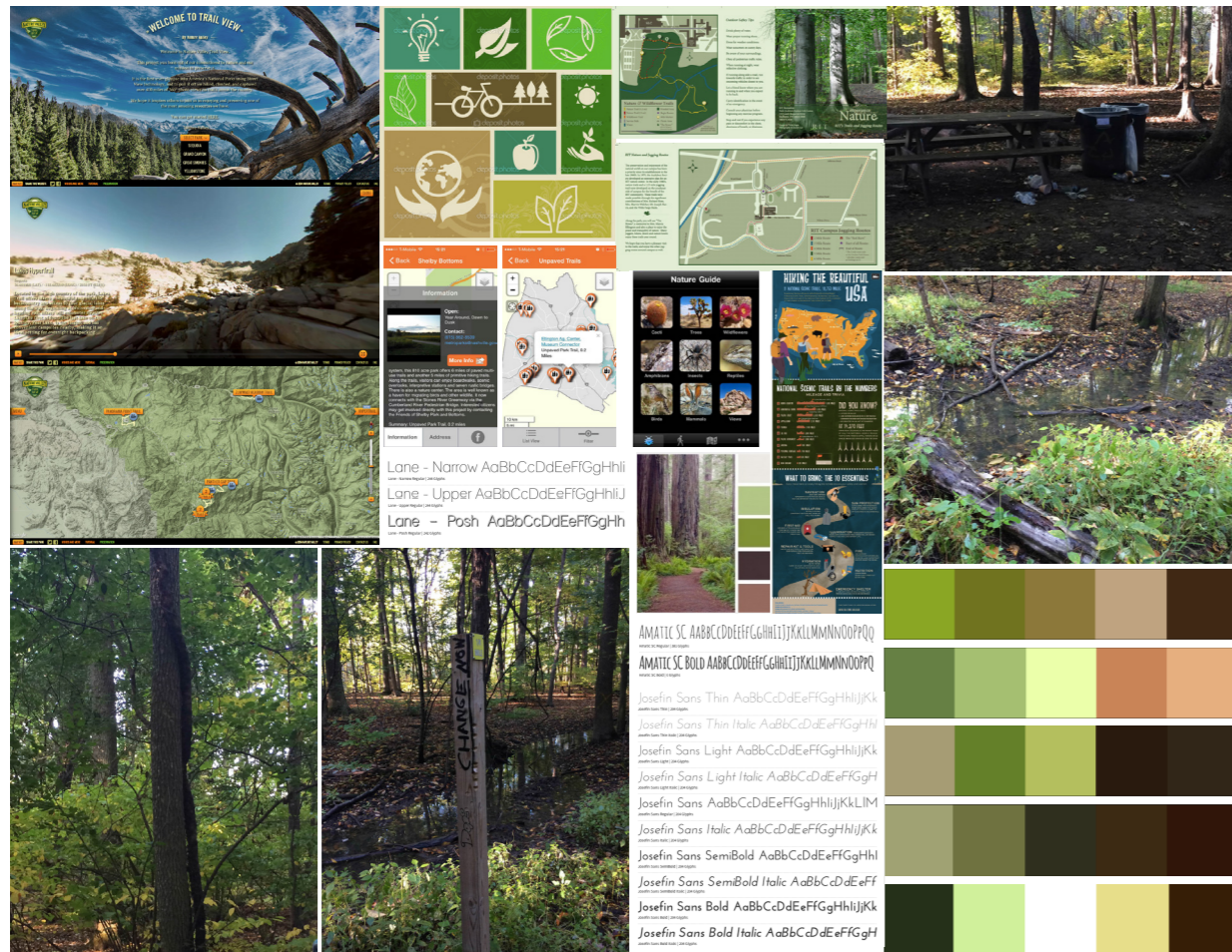
As part of this project we had to choose two post-its with random words written by students from class on them. We then had to incorporate these two words in our project whether it be through concept, ideation or actually incorporated in our design.

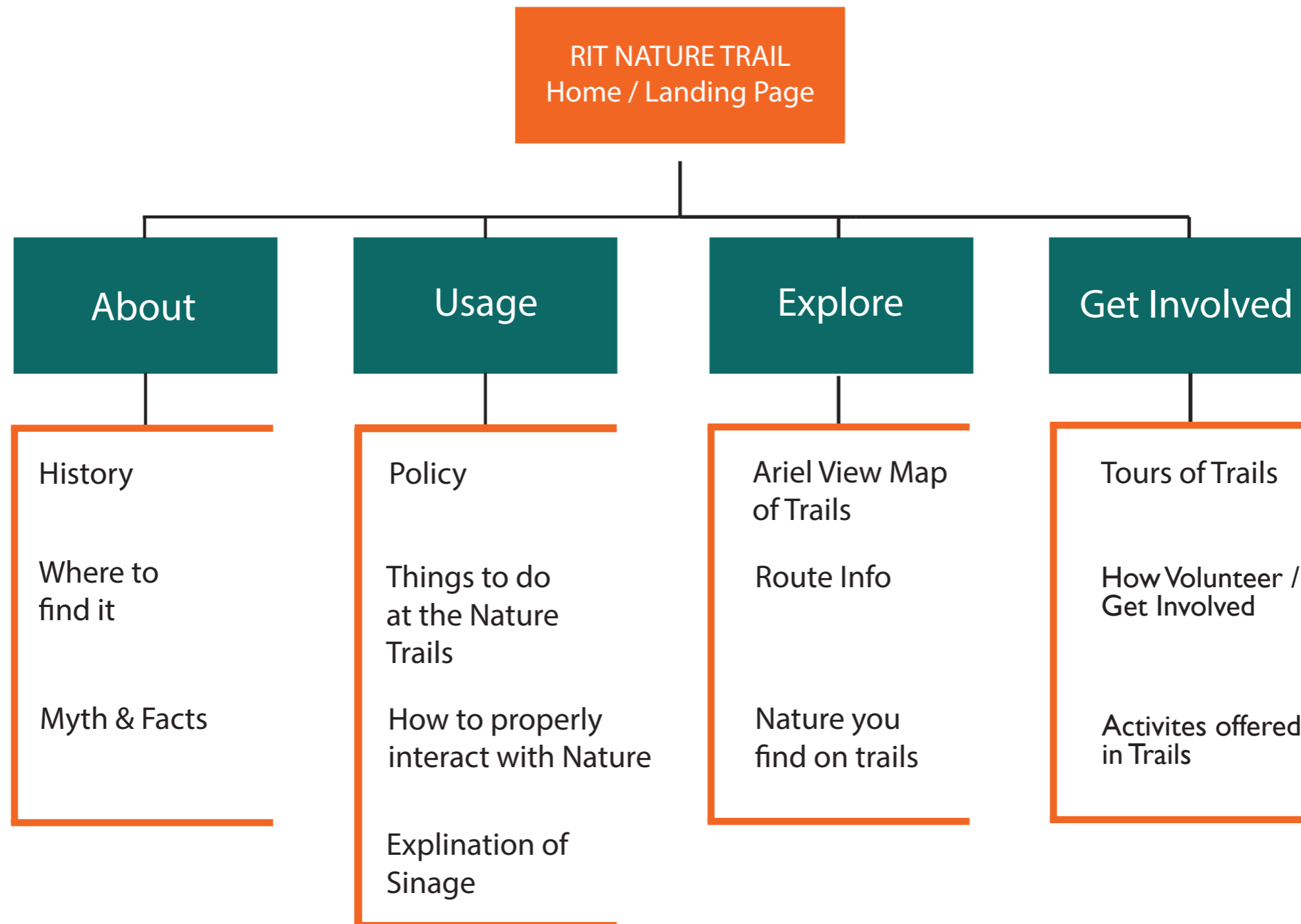
## Our words:

**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.







## 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 animal 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... ect.

Things to Do

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

How to Interact with nature

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

Explination of sinage

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

## EXPLORE

Trail Info

Milage 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 fact lnead 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

Activites

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.

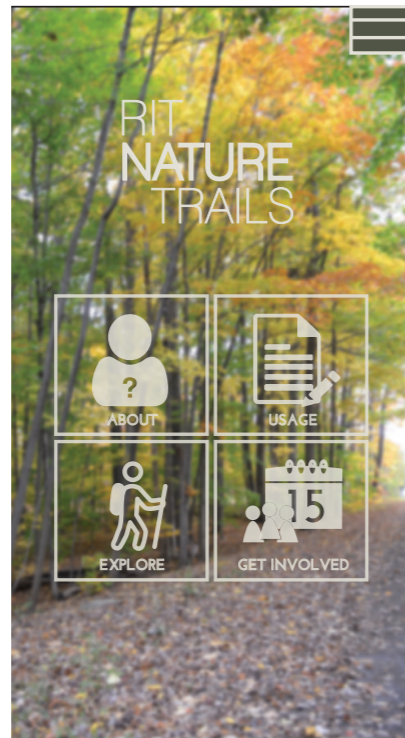
By injected humour, or randomised words which don't look even slightly believable.

Lane - Narrow  
0123456789  
abcdefABCDEF

Gill Sans Light  
0123456789  
abcdefABCDEF

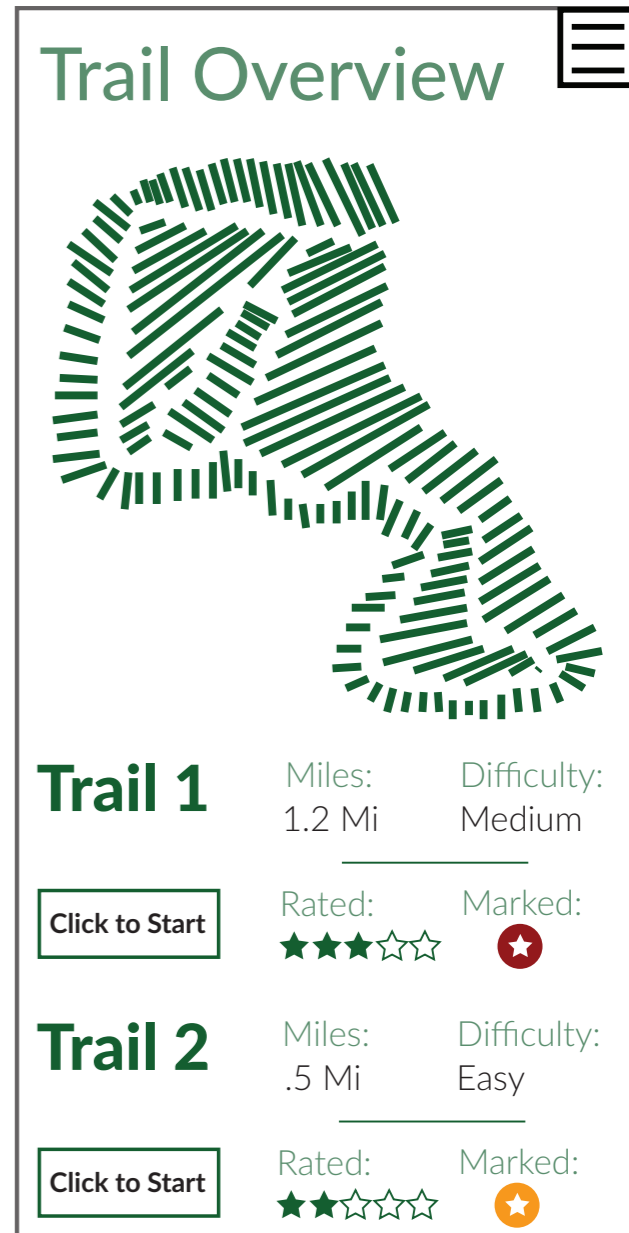
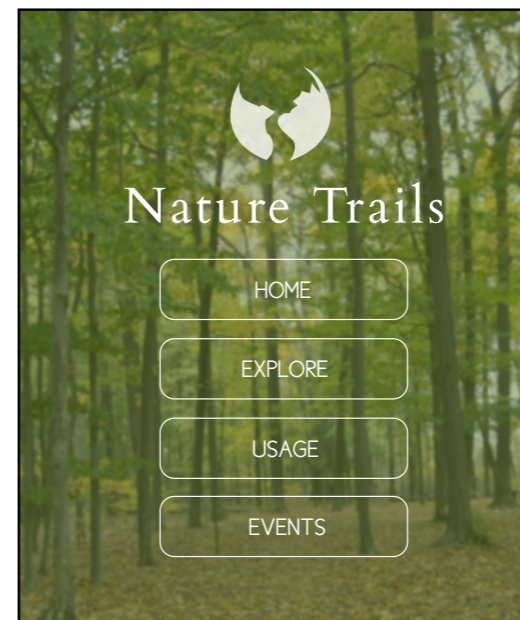
## Filters

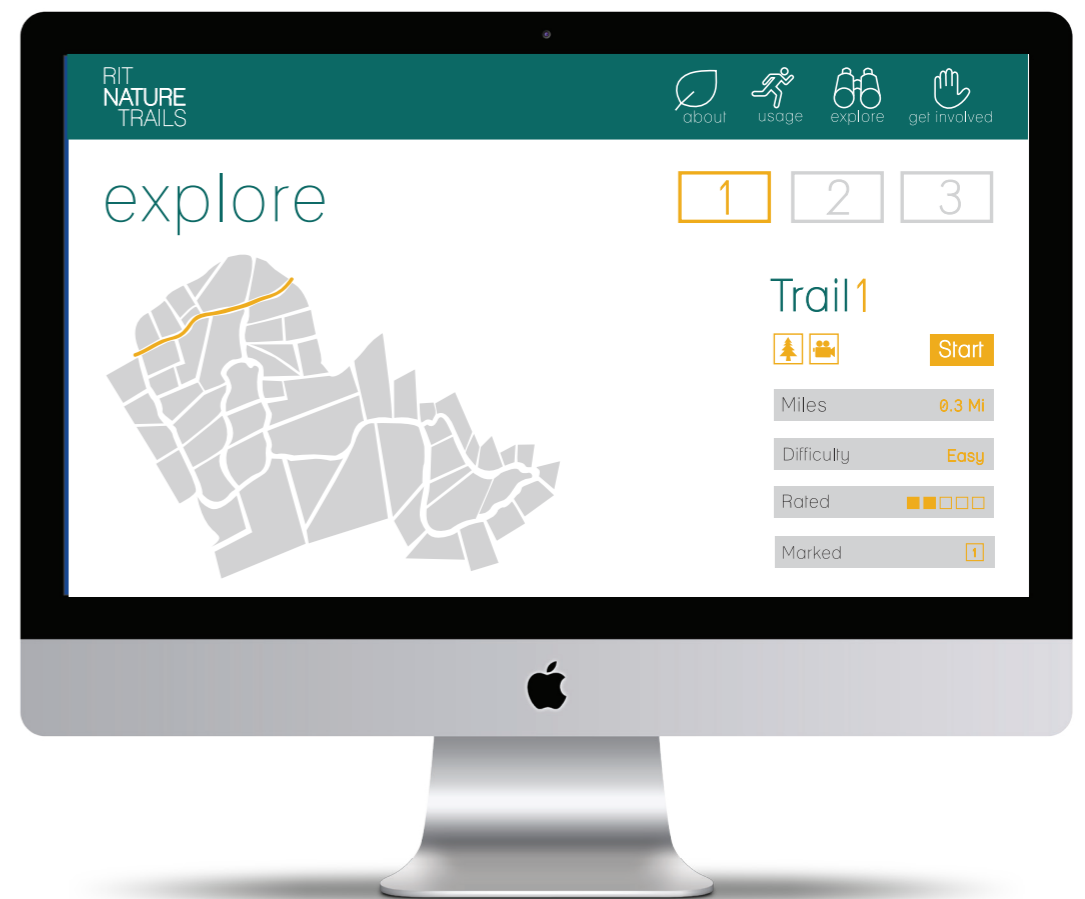
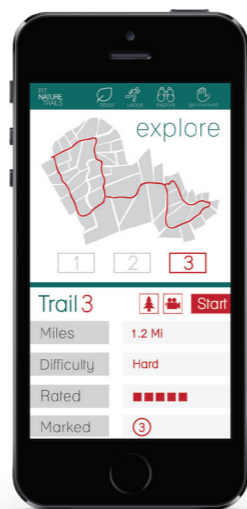
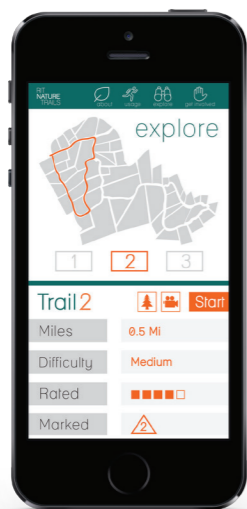
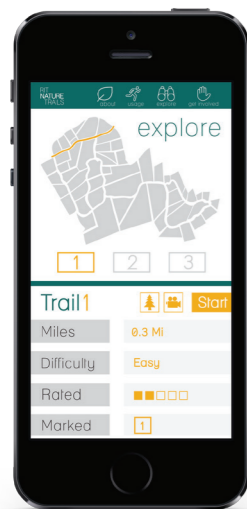




Visual Comp: Mobile and tablet

Home





## 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 read e-books.

### Interests

Reading about several subjects, from novel 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 try 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 interests him.

### Personality

He is curious in general, and like 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 don't like people telling him what to do.

### Motivation and Behavior

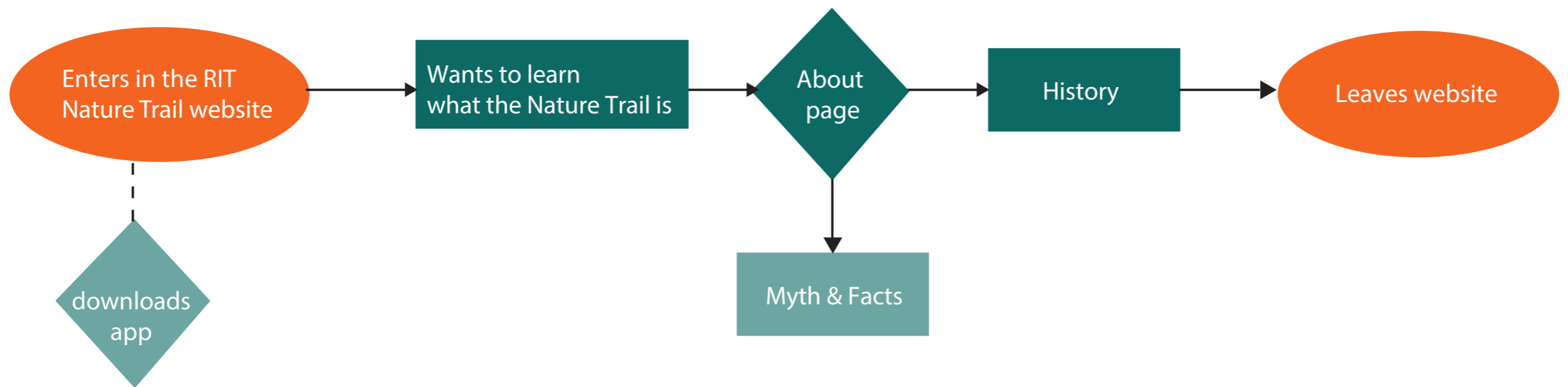
Sometimes he has difficulties finding motivation to do work that does not interests him or engages him in a way he likes. But after the passing the initial hurdle, he tends to very concentrated on whatever he is doing.

## Lucas Smith

### Highlights:

- 24 years old RIT student
- Very used to technology
- Have interested on 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 informations about it
- Maybe it would be a nice and quiet place to read his books or even write stories

Desktop/Tablet Flow Chart: User is at home



RIT Nature Trails logo

45 px

157 px

322 px

121 px

picture with green filter

ABOUT

History

322 px

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.

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.

321 px

121 px

map picture with green filter

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.

321 px

1597 px

121 px

picture with green filter

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 then 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

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 create an allergy, so it is better to be careful and learn about Nature Trail's nature before doing this. - Fact

96 px

100 px

321 px

Back to Top

36 px

RIT Nature Trails logo

68 px

769 px

119 px

139 px

picture with green filter

ABOUT

History

768 px

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.

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.

151 px

picture with green filter

Where to find it

768 px

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.

325 px

78 px

map picture

Location map

769 px

151 px

picture with green filter

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 then 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

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 create an allergy, so it is better to be careful and learn about Nature Trail's nature before doing this. - Fact

221 px

169 px

767 px

Back to Top

75 px

769 px

RIT Nature Trails logo

70 px

1023 px

87 px

64 px

Icon

Icon

Icon

Icon

About

Usage

Explore

Get Involved

96 px

1024 px

picture with green filter

History

1024 px

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.

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.

120 px

picture with green filter

Where to find it

1024 px

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.

180 px

map picture

162 px

121 px

picture with green filter

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 then 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

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 create an allergy, so it is better to be careful and learn about Nature Trail's nature before doing this. - Fact

158 px

158 px

158 px

© Copyright 2014

1024 px

32 px



## 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

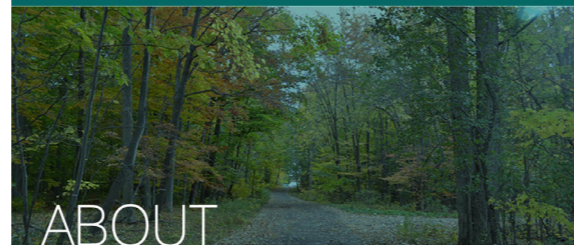


## Myths & facts

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**



[Back to Top](#)



## History

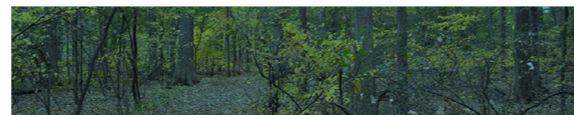
The nature trails are in the wooded area adjacent to the Quarter Mile, south of the Student Life Center. They include a measured .5 mile and 1.2 mile jogging trail. These trails were made possible through the significant contributions of Mrs. Richard Ross, Mrs. Marvin Welcher, Mr. Joseph Harris, and 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. 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.



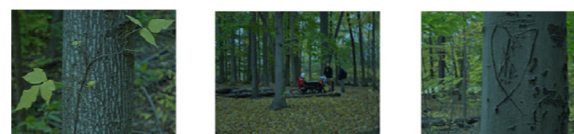
## Where to find it

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**
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 create an allergy, so it is better to be careful and learn about Nature Trail's nature before doing this. - **fact**



[Back to Top](#)



## History

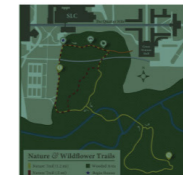
The nature trails are in the wooded area adjacent to the Quarter Mile, south of the Student Life Center. They include a measured .5 mile and 1.2 mile jogging trail. These trails were made possible through the significant contributions of Mrs. Richard Ross, Mrs. Marvin Welcher, Mr. Joseph Harris, and 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. 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.



## Where to find it

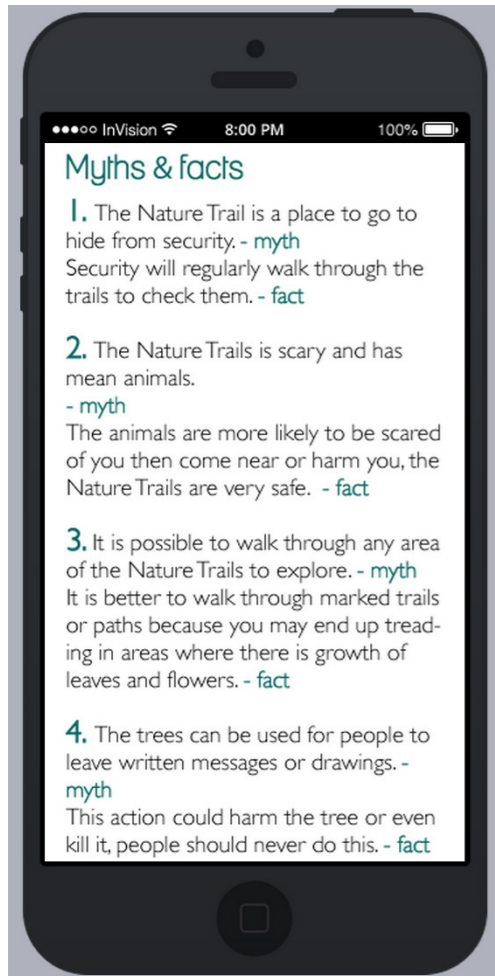
The RIT Nature trails are found on the South side of campus. There are entrances near Gracies as well as near the RIT Tennis Courts.



## 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**
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**





## 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**

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**



## 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 also 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 loes to stay fit and workout to relief stress. Emily is always involved in on campus activites 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 constatnly 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.

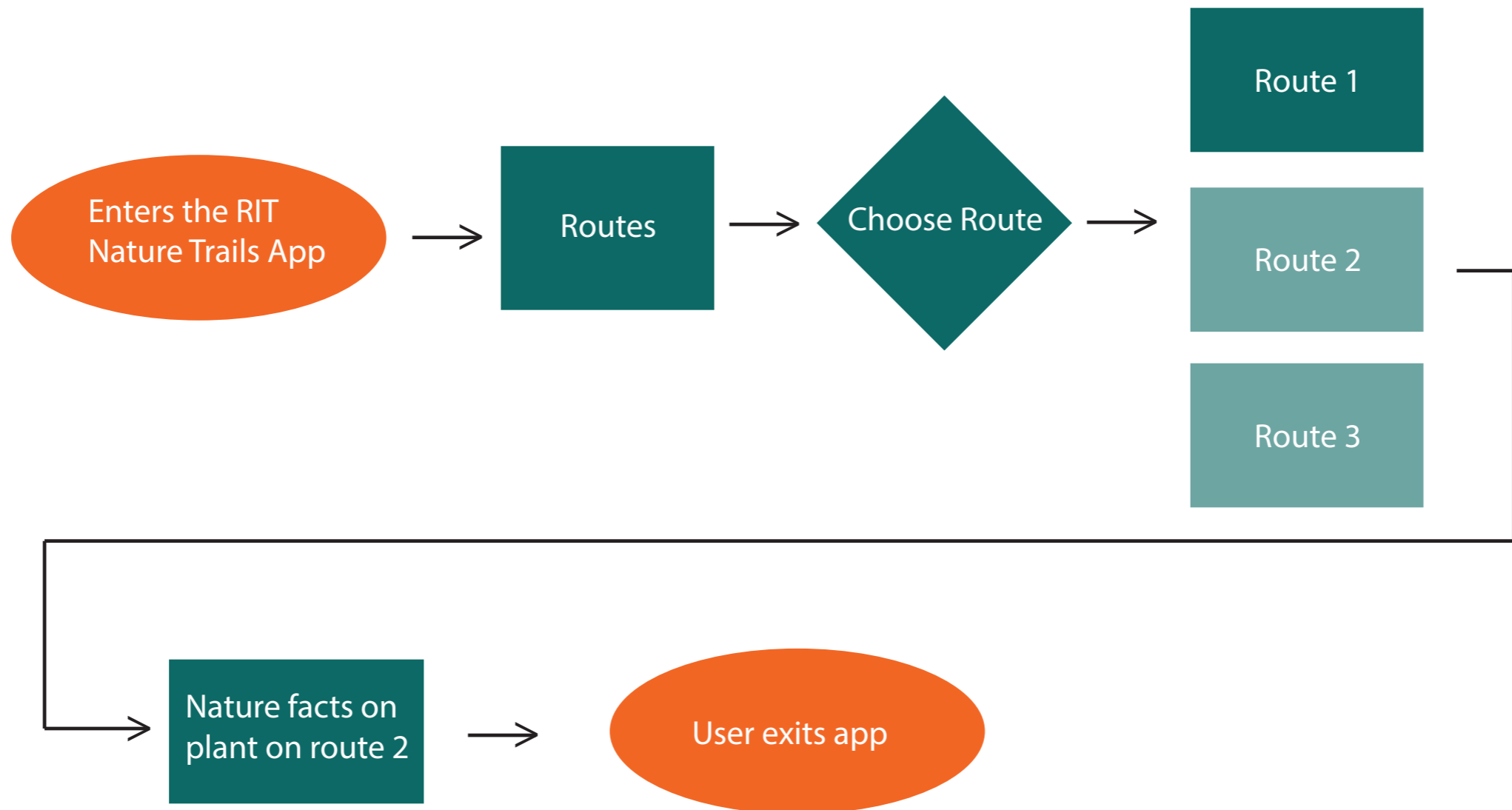
## Emily Johnson

### 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

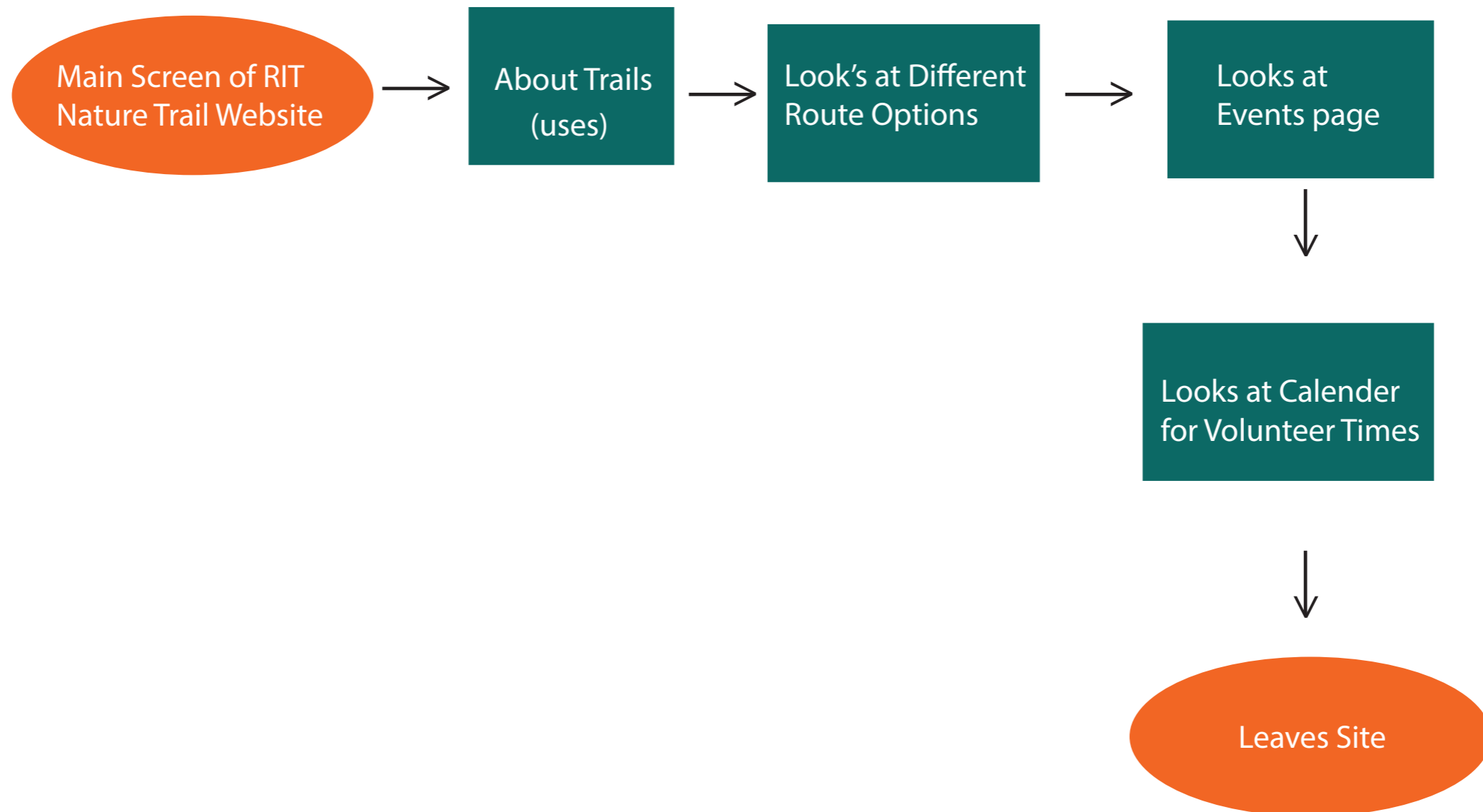
Mobile Flow Chart: User is at Nature Trails

Persona: Emily Johnson



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

Persona: Emily Johnson



RIT Nature Trails logo

56 px  
120 px  
322 px  
45 px  
57 px  
picture with filter  
GET INVOLVED  
321 px  
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.

40 px  
picture with filter  
321 px  
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

40 px  
picture with filter  
321 px  
Volunteer  
Some people in the RIT community use the RIT Nature Trails improperly. They will liter 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.

40 px  
picture with filter  
321 px  
Calendar  
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 theroutes 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.

36 px  
185 px  
190 px  
Back to Top  
321 px

2005 px

RIT Nature Trails logo

98 px  
136 px  
325 px  
picture with filter  
GET INVOLVED  
770 px  
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 interest-ing facts about them. Please check the calender below to exact tour dates.

95 px  
picture with filter  
770 px  
Activities  
There are numerous different monthly activites at the RIT Nature Trails that you can get innvolved in. These activites 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.

95 px  
picture with filter  
770 px  
Volunteer  
Some people in the RIT community use the RIT Nature Trails improperly. They will liter and leave trash all throughoutthe 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 greattime to give back to the RIT community, help preserve the natural habitat and enjoy the out-doors. Please check the calendar below for volunteering times.

86 px  
picture with filter  
770 px  
Calendar  
510 px  
165 px  
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.

| NOVEMBER |        |         |         |          |        |          |
|----------|--------|---------|---------|----------|--------|----------|
| sunday   | monday | tuesday | wed-day | thursday | friday | saturday |
| 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       |

368 px  
788 px  
75 px  
Back to Top  
767 px

RIT Nature Trails logo

90 px  
70 px  
1024 px  
1024 px  
picture with green filter  
GET INVOLVED  
1024 px  
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 interest-ing facts about them. Please check the calendar below to exact tour dates.

94 px  
picture with green filter  
1024 px  
Activities  
There are numerous different monthly activites at the RIT Nature Trails that you can get involved in. These activites 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.

94 px  
picture with green filter  
1024 px  
Volunteer  
Some people in the RIT community use the RIT Nature Trails improperly. They will liter and leave trash all throughoutthe 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 greattime to give back to the RIT community, help perserve the natural habitat and enjoy the out-doors. Please check the calendar below for volunteering times.

94 px  
picture with green filter  
1024 px  
Calendar  
694 px  
1024 px  
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.

| NOVEMBER |        |         |         |          |        |          |
|----------|--------|---------|---------|----------|--------|----------|
| sunday   | monday | tuesday | wed-day | thursday | friday | saturday |
| 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       |

641 px  
224 px  
© Copyright  
1025 px



## 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.



### Calendar

|         |   |
|---------|---|
| 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. |

[Back to Top](#)

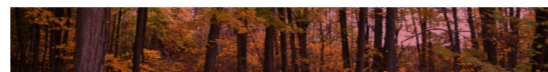


## GET INVOLVED

### Tours

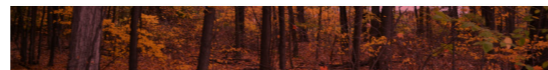
Tours of the RIT Nature Trail are a great way to learn the exact routes of the trails as well as the nature along those paths. Tours are offered twice a week, every Tuesday and Thursday at 11:00am and 2:00pm and last approximately a hour long.

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

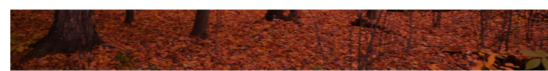
There are numerous different monthly activities at the RIT Nature Trails that you can get involved in. These activities are a great way to get to know the routes better, spend some time in the refreshing outdoors and get to know new people. Some activities offered are a maple syrup class, group runs, 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 out-doors. Please check the calendar below for volunteering times.



### Calendar

| NOVEMBER |        |         |         |          |        |          | Description:  |
|----------|--------|---------|---------|----------|--------|----------|---|
| sunday   | monday | tuesday | wed-day | thursday | friday | saturday |   |
|          |        |         |         |          |        | 1        | November 2nd 5:00pm-6:00pm Group Run. This run will last approximately a hour. Wear appropriate running attire. |
| 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       |   |

[Back to Top](#)

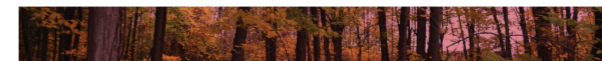


## GET INVOLVED

### Tours

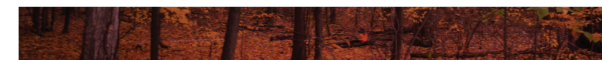
Tours of the RIT Nature Trail are a great way to learn the exact routes of the trails as well as the nature along those paths. Tours are offered twice a week, every Tuesday and Thursday at 11:00am and 2:00pm and last approximately a hour long.

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

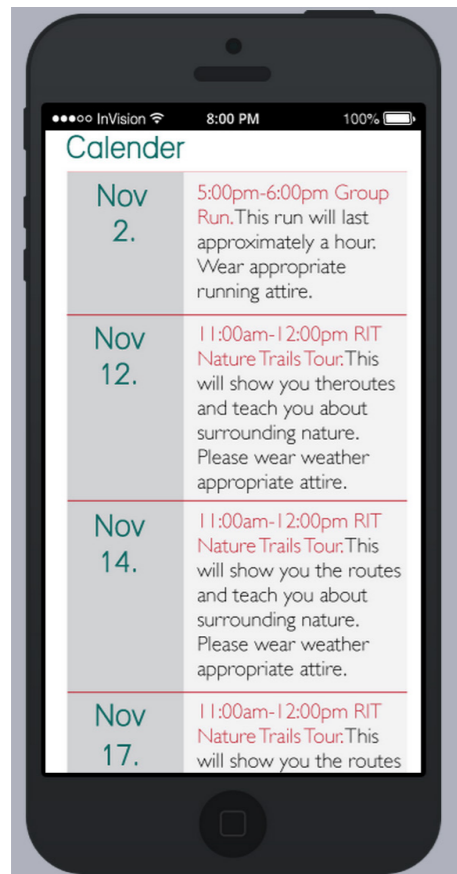
we offer different volunteer hours throughout the month. These volunteer hours are a great time to give back to the RIT community, help preserve the natural habitat and enjoy the outdoors. Please check the calendar below for volunteering times.



### Calendar

| NOVEMBER |        |         |         |          |        |          | Description:  |
|----------|--------|---------|---------|----------|--------|----------|---|
| sunday   | monday | tuesday | wed-day | thursday | friday | saturday |   |
|          |        |         |         |          |        | 1        | November 2nd 5:00pm-6:00pm Group Run. This run will last approximately a hour. Wear appropriate running attire. |
| 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       |   |

© Copyright 2014



## 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 an android smartphone and is technological savvy.

### Interests

She likes to play 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

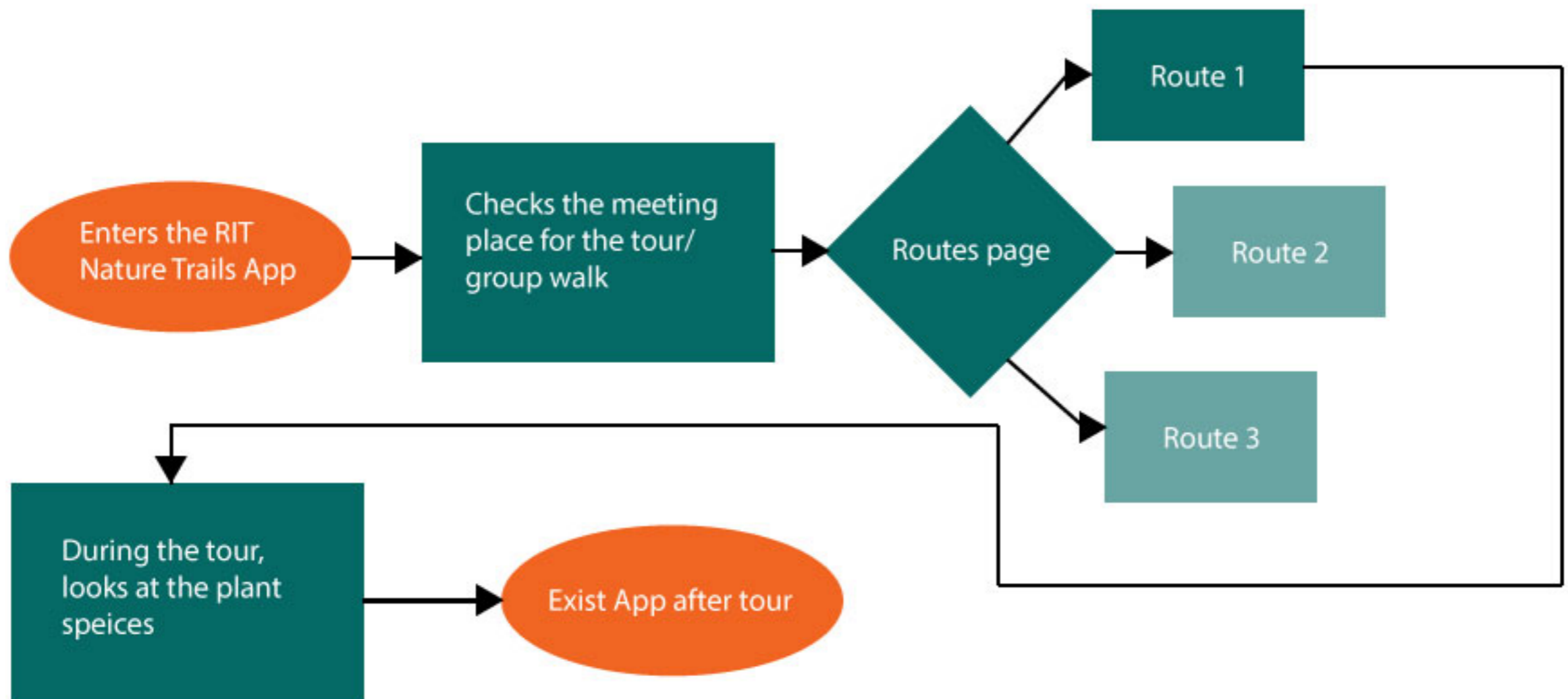
She's on the go, and needs to get from point a to b quickly. She likes to take on a challenge, and solving problems is rewarding for her. Likes things that are efficient and clear, works hard during the week, so she can relax on weekends. Since she stays indoors most of the time, she would like to go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

## Sarah Tungate

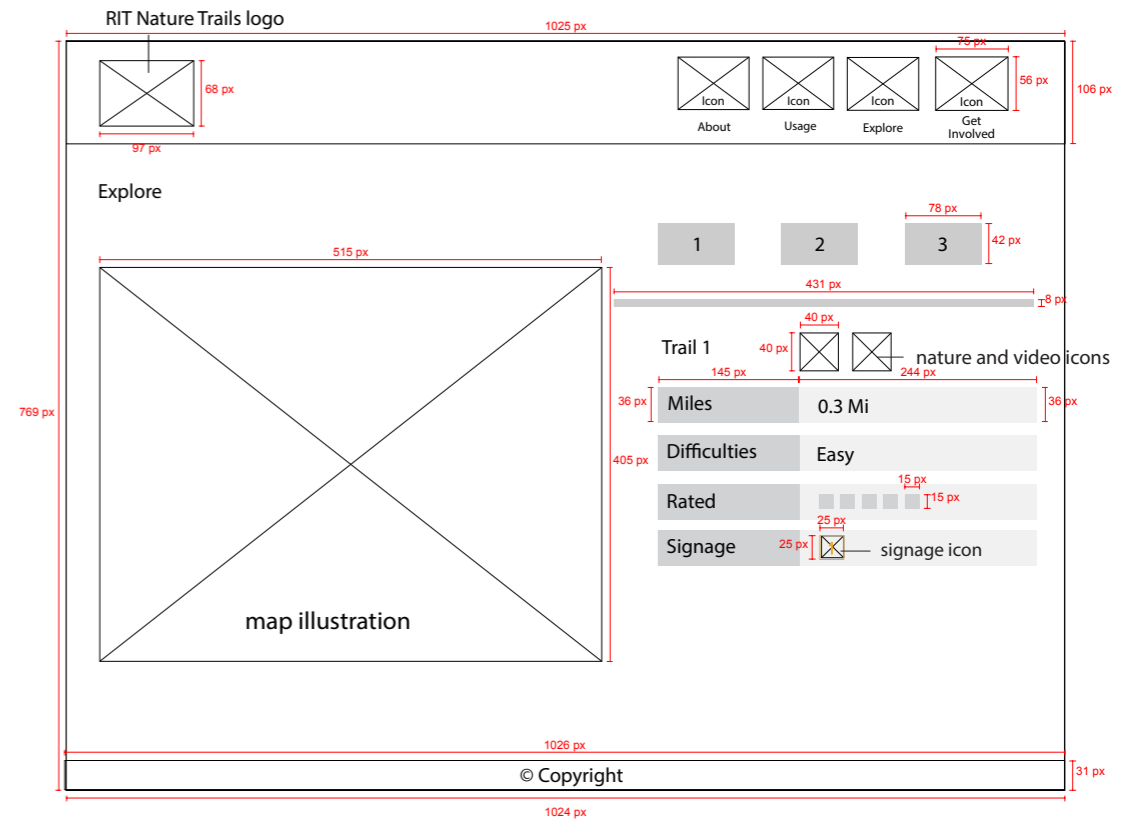
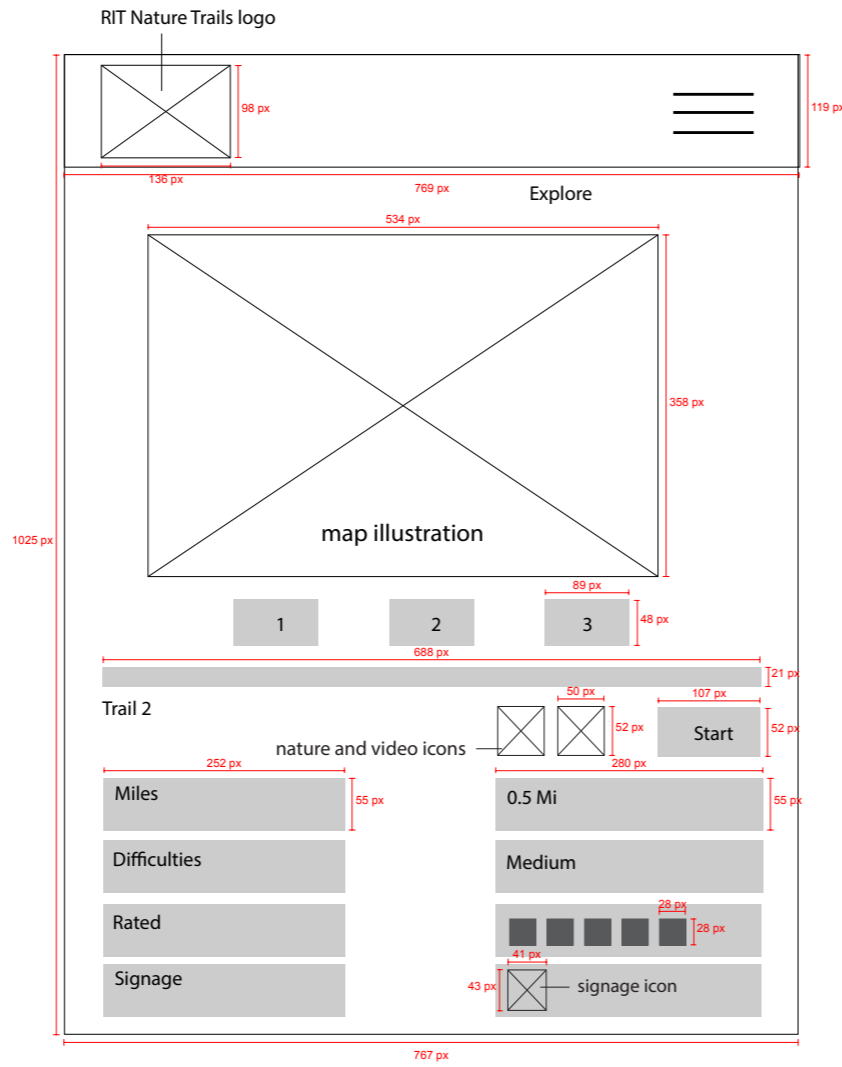
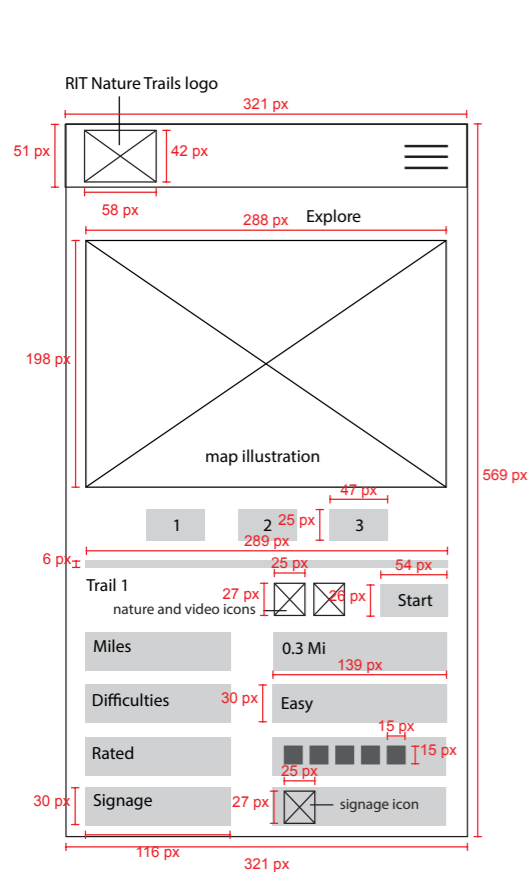
### Highlights:

- 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 likes 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







RIT NATURE TRAILS

## Explore

1 2 3

**Trail 1** **Start**

|              |           |
|--------------|-----------|
| Miles        | 0.3 Mi    |
| Difficulties | Easy      |
| Rated        | ■ ■ □ □ □ |
| Signage      | 1         |

RIT NATURE TRAILS

## Explore

1 2 3

**Trail 1** **Start**

|              |           |
|--------------|-----------|
| Miles        | 0.3 Mi    |
| Difficulties | Easy      |
| Rated        | ■ ■ □ □ □ |
| Signage      | 1         |

RIT NATURE TRAILS

about usage explore get involved

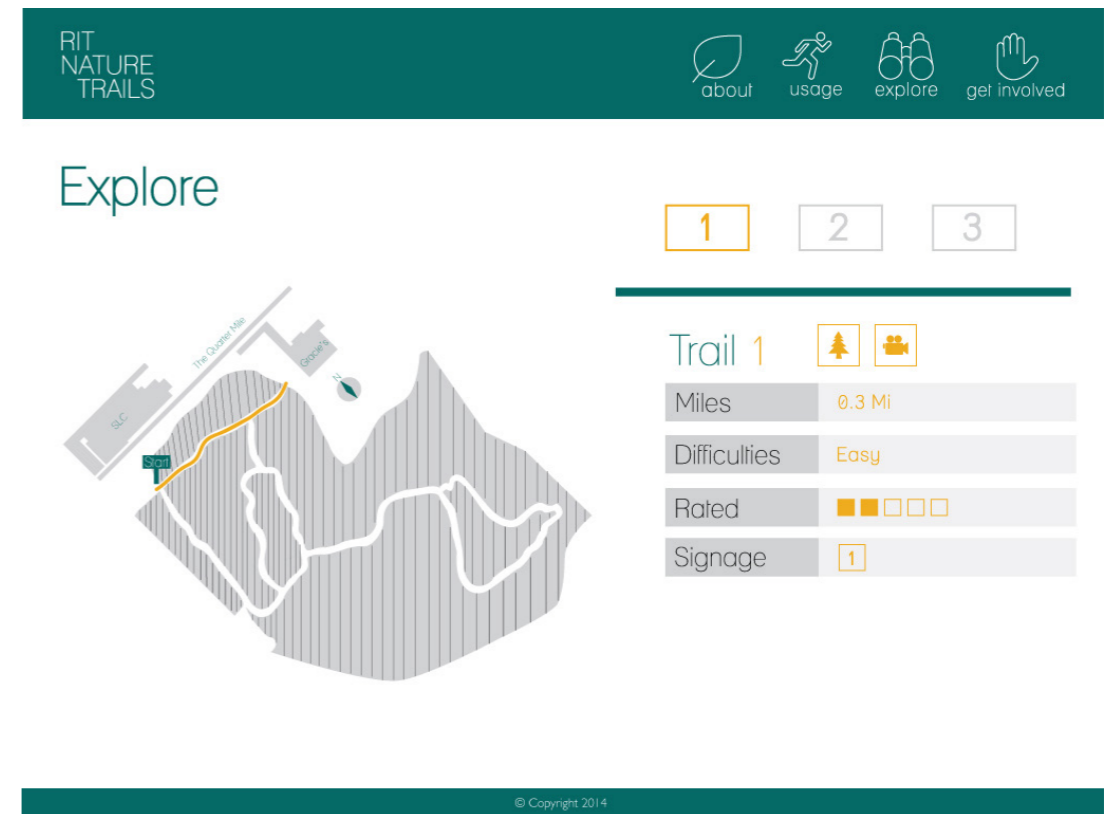
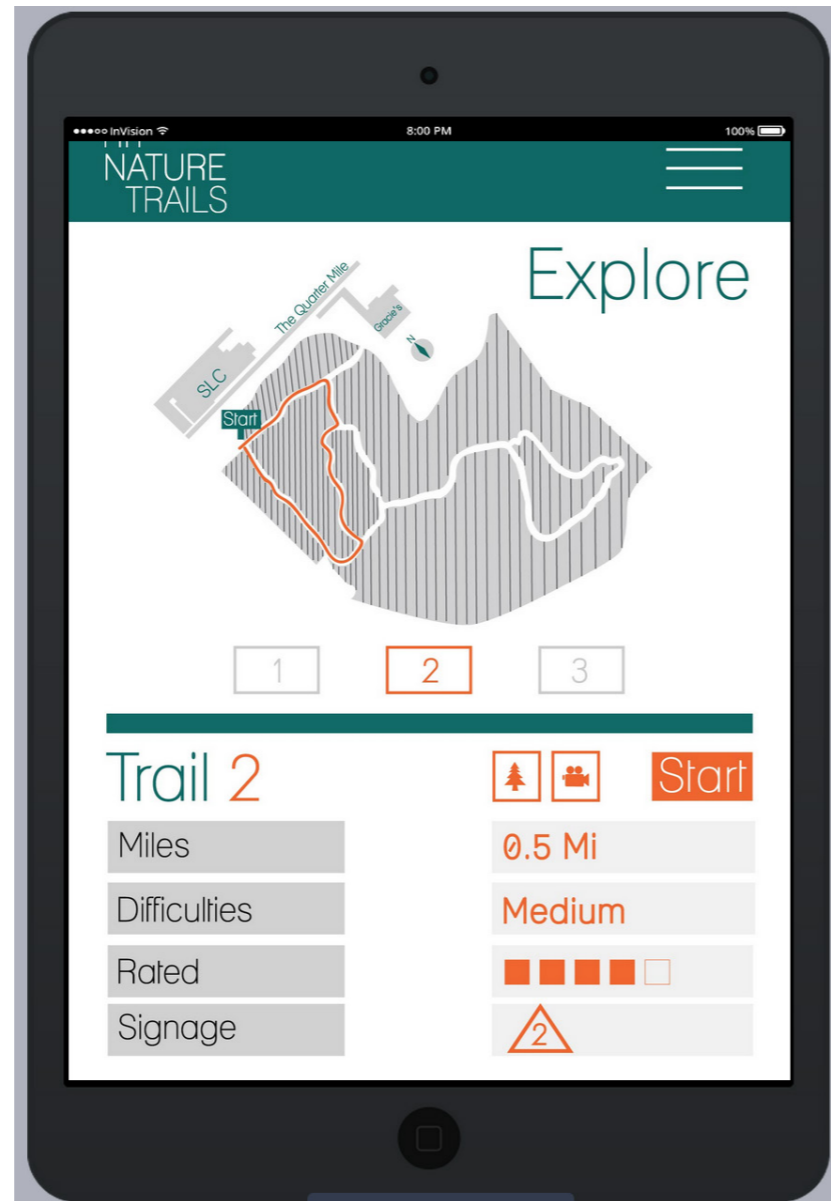
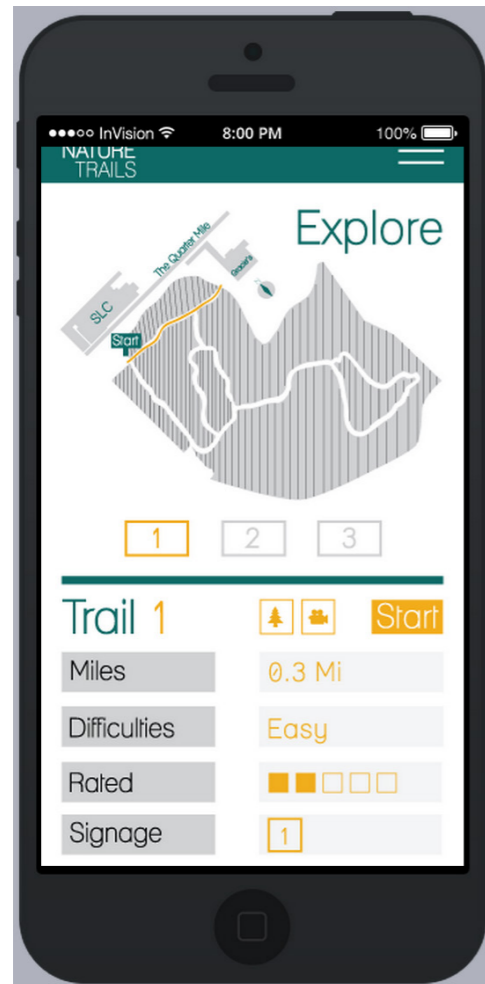
## Explore

1 2 3

**Trail 1**

|              |           |
|--------------|-----------|
| Miles        | 0.3 Mi    |
| Difficulties | Easy      |
| Rated        | ■ ■ □ □ □ |
| Signage      | 1         |

© Copyright 2014



## 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 barbecues 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."

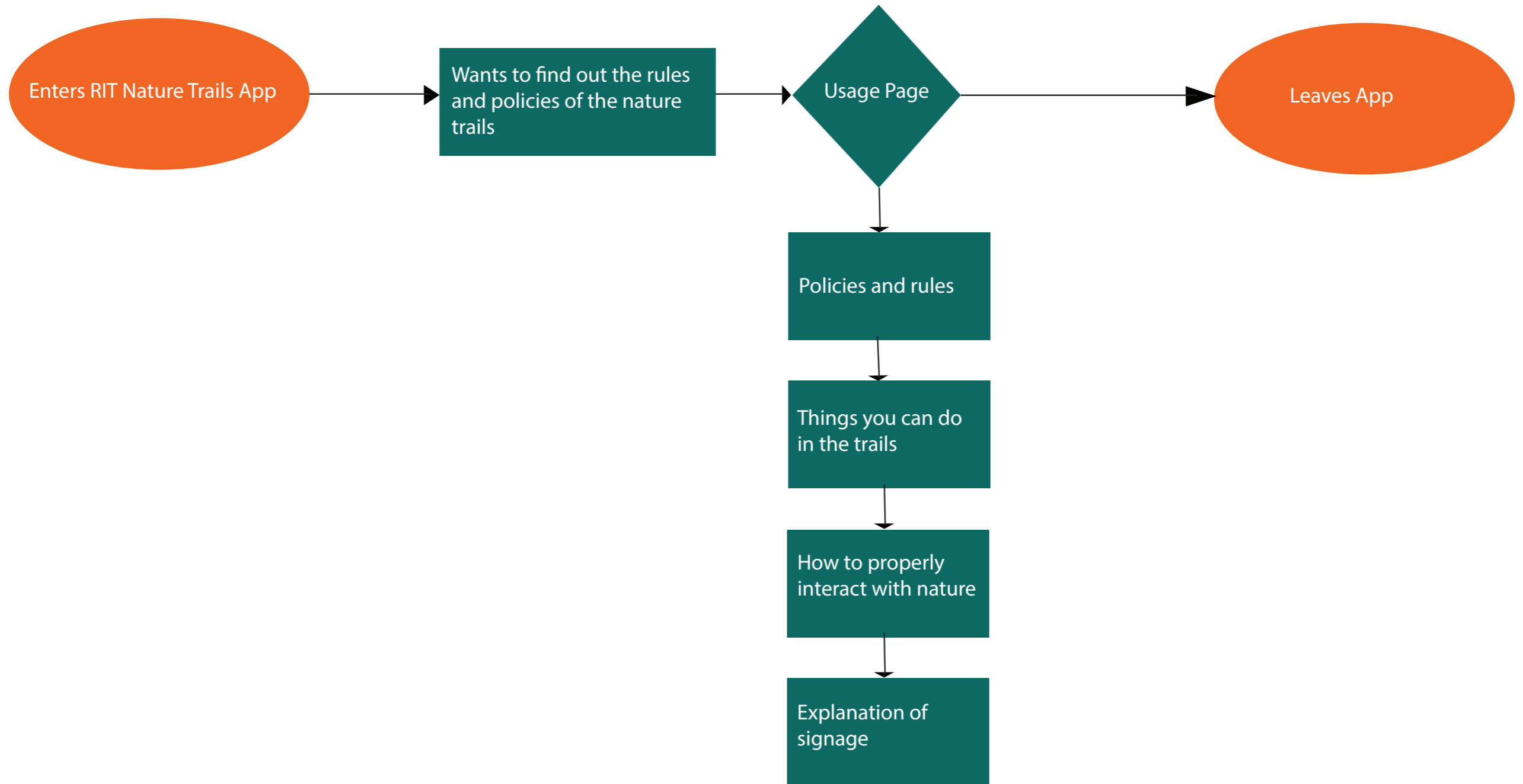
### Motivation and Behavior

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

## 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



RIT Nature Trails logo

57 px 320 px 45 px 51 px 121 px

picture with filter

USAGE

What you can do 320 px

11 px

Icon Icon

Walk 115 px  
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.

Icon Icon

Bike  
Bike through any of the three trails in the woods.

Read  
Sit against a big tree and read a nice book.

Icon Icon

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

Sight See  
Take in all the beautiful scenery in the woods. There are many different things to see.

Icon Icon

1810 px

picture with filter 40 px

Rules & Policies 321 px

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 posion ivy

picture with filter 40 px

Interact with Nature 321 px

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.

Back to Top 36 px

321 px

145 px 769 px 98 px 119 px 769 px 321 px

picture with filter

USAGE

What you can do

Icon Icon

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 the trails

Icon 146 px 141 px  
Bike  
Bike through any of the three trails in the woods

Icon Icon

Read  
Sit against a big tree and read a nice book

Icon Icon

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

Sight See  
Take in all the beautiful scenery in the woods. There are many different

Icon Icon

2123 px

picture with filter 91 px

Rules & Policies

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

769 px 91 px

picture with filter

Interact with Nature

Littering is harmful to both the animals and plants in the trails. Plastic will not decompose and will only break into little pieces. The animals will 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.

769 px 75 px

Back to Top

769 px

RIT Nature Trails logo

1025 px 98 px 107 px 106 px 1024 px 381 px

picture with filter

USAGE

Things You Can Do 1024 px

Icon Icon Icon

Walk  
Take a slow relaxing stroll through the

Run  
Relieve stress or exercise by going on a run

Icon Icon  
Bike  
Bike through any of the

Icon 146 px 141 px  
Read  
Sit against a big tree and

Icon Icon  
Photography  
Take lots of beautiful pictures of the

Icon Icon  
Sight See  
Take in all the beautiful scenery. There are many different kinds of plants

2720 px

picture with filter 96 px

Rules & Policies 1025 px

- 1 Stay on the designated trail
- 2 Do not litter
- 3 Do not have bonfires in the
- 4 Do not partake in illegal activities
- 5 Do not bring in any outside ob-
- 6 Do not touch the posion ivy

1024 px 91 px

picture with filter

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

© Copyright 1025 px 51 px



## 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.



#### Read

Sit against a big tree and read a nice book.



#### Photography

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



#### Sight See

Take in all the beautiful scenery in the woods. There are many different things to see.

### Rules & Policies

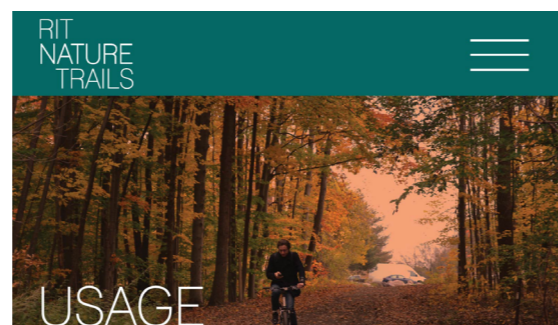
1. Stay on the designated trail path
2. Do not litter
3. Do not have bonfires in the woods
4. Do not partake in illegal activities
5. Do not bring in any outside objects such as picnic tables and garbage cans
6. Do not touch the poison ivy

### 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.

[Back to Top](#)



## 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 the trails



#### Bike

Bike through any of the three trails in the woods



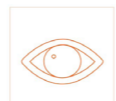
#### Read

Sit against a big tree and read a nice 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
- 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.

[Back to Top](#)



## USAGE

### Things 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 the trails



#### Bike

Bike through any of the three trails in the woods



#### 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!

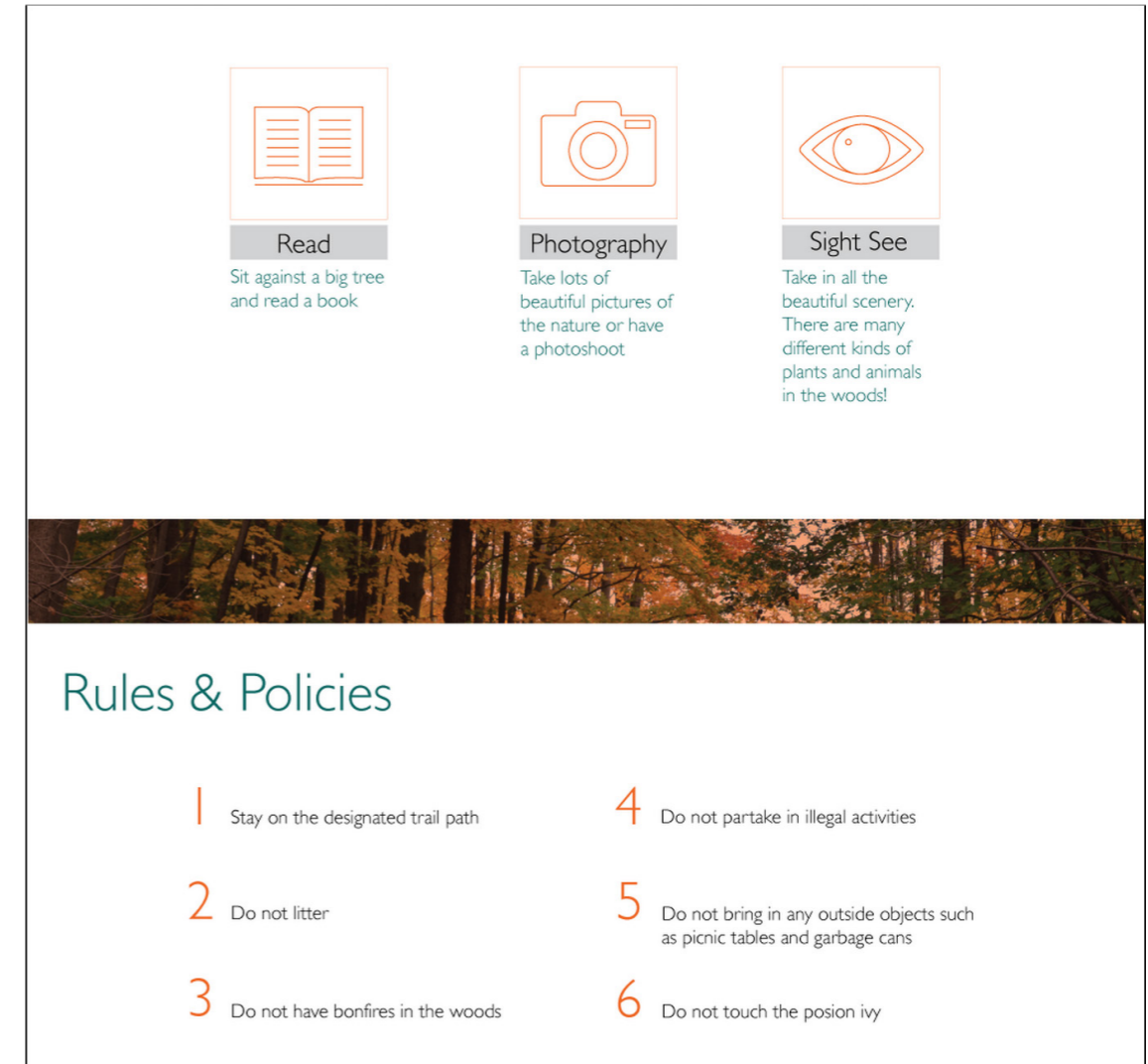
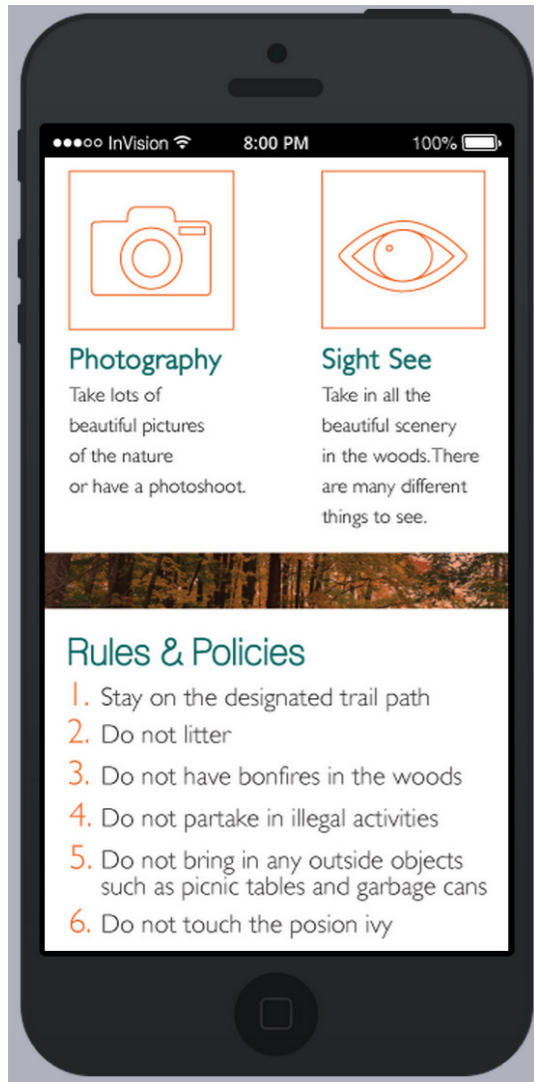
### Rules & Policies

- 1 Stay on the designated trail path
- 2 Do not litter
- 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.





**Mobile Version**

**Tablet Version**

**Web Version**