

In collaboration with  The Woodland Trust

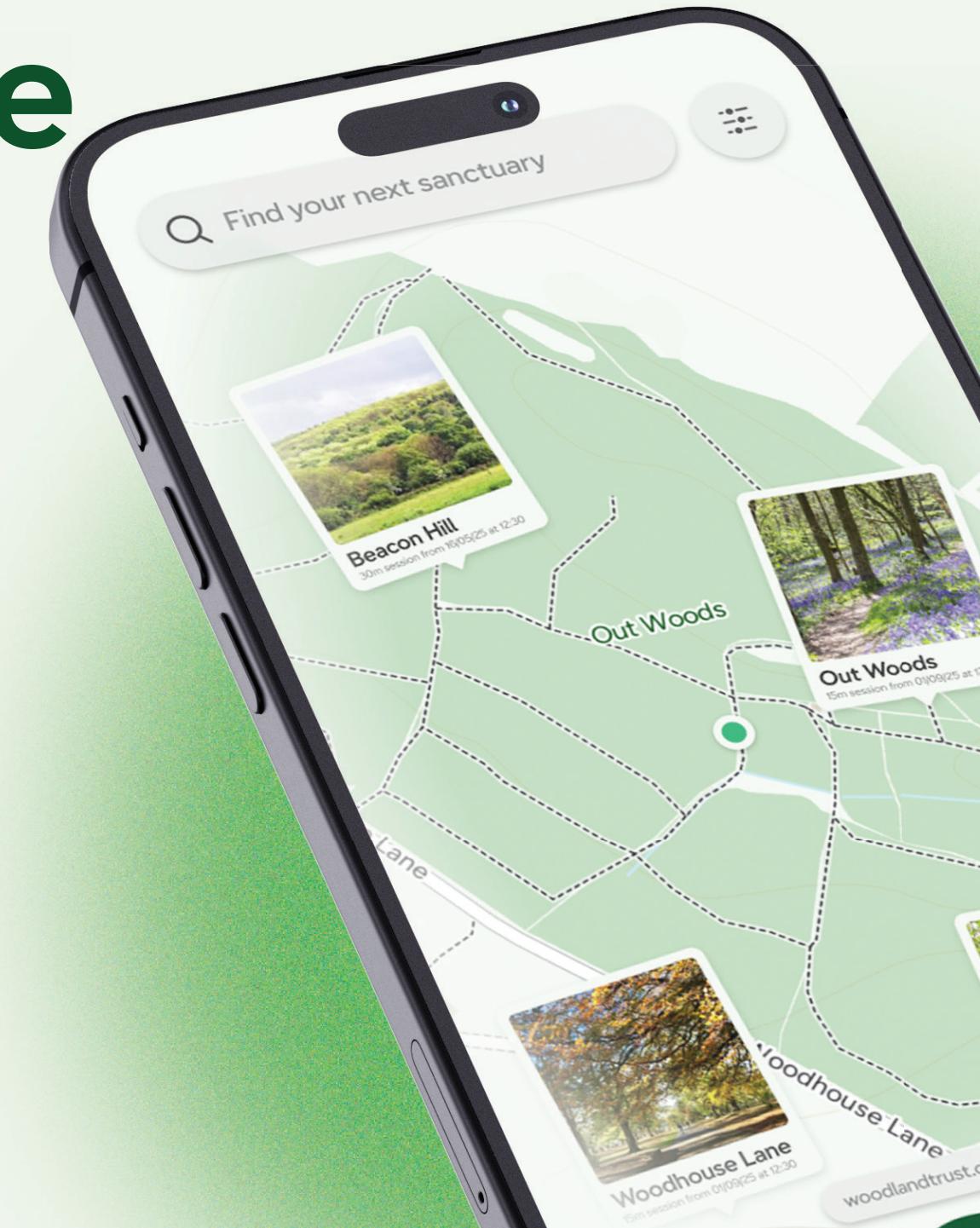


Resonance

This project was created to encourage environmental awareness by helping users slow down, listen, and reconnect with the natural world. With UK woodlands in decline and biodiversity falling sharply, the app turns complex statistics into something easier to understand and experience. It uses reflective interaction to inspire awareness and a sense of responsibility, showing how design can be both practical and purposeful. The main audience is women aged 18–30, a group more likely to face mental health challenges and benefit from mindfulness-based tools, though the app is open to anyone interested in nature and wellbeing.



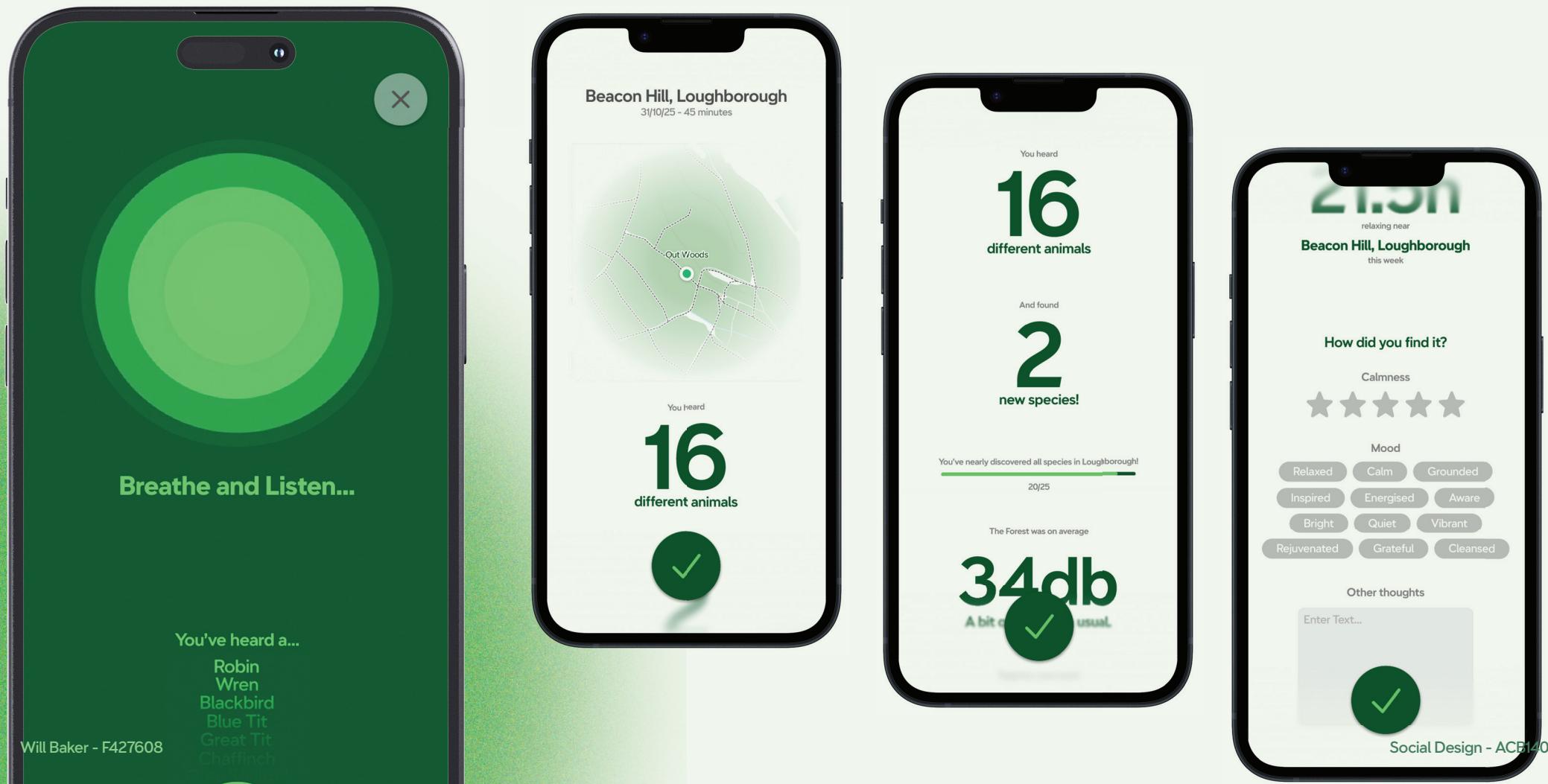
Will Baker - F427608



Meditation Pages

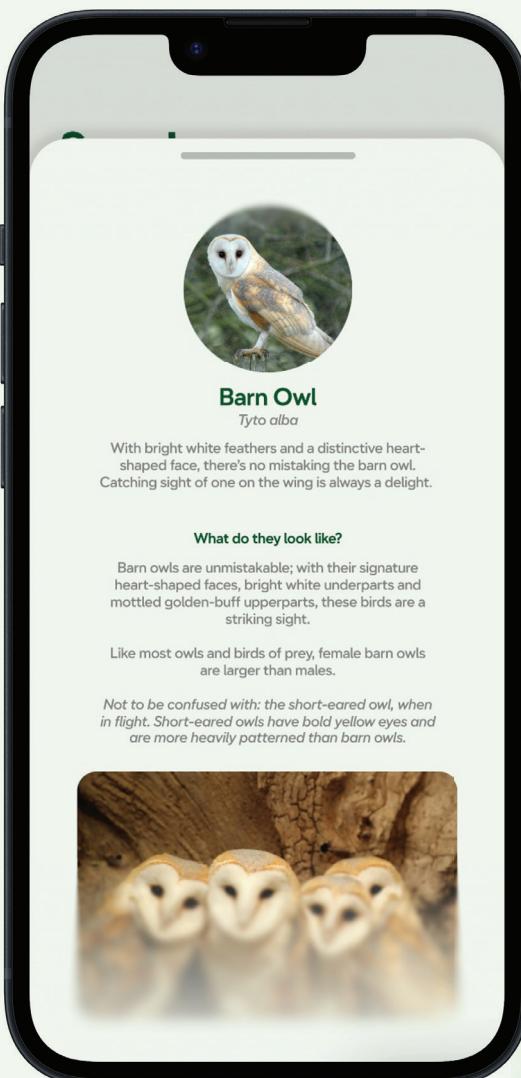
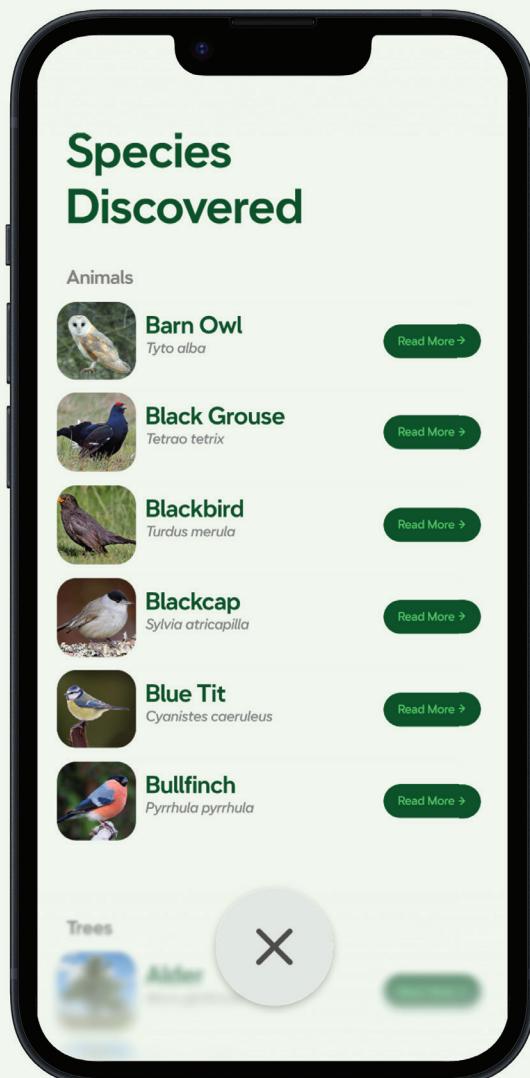
The app guides users through calm breathing while listening to woodland sounds, with species gently appearing on-screen as they are identified.

After each session, personalised summaries turn statistics into engaging narratives that highlight biodiversity trends and encourage reflection. The user is also asked to share their thoughts of the location, which is then shared on the local map.



Information Pages

The app includes a species library where the user can find animals and plants they've encountered in the woodlands. These pages highlight the local biodiversity and encourage curiosity. To build on this awareness, the app also includes a volunteering section, connecting users directly to conservation projects and community initiatives.





Link to Figma App

<https://www.figma.com/proto/zoy1G8tRW7efl8TelegEq/Social-Design>



Bibliography

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