

Restore/Restory:

An Audio Experience for the Cache Creek Nature Preserve



Process Manual
March 2012

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Project Overview

The Cache Creek Nature Preserve (managed by the Cache Creek Conservancy) boasts a delicate yet diverse environment of various plant species, migratory birds, and wetlands. Restore/Restory is a project that tells the complex history of the Preserve, a 130-acre parcel that was once home to Native American camps, later to ranches, then to gravel mines and, most recently, to an environmental education center.

An audio tour of the Preserve is planned, and will be available on the project website and on iPods available at the Preserve. The audio tour will feature a diverse group of narrators, each of whom will relate their experiences with the land at several different sites on the Preserve. What is needed is an interpretive marker/sign system to guide visitors between the audio stops and introduce the content. The team will work to package Cache Creek's audio tour in a manner maximumly pleasing to all patrons. Focus will be placed in the aspects of audience, site, and content, which will further manifest in the areas of audio management (drop off/pick-up/realization of audio technology), directional markers, and interpretive markers.

1. Analysis

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UC Davis Department of Design
Course 187

Client:
Cache Creek Conservancy
March 2012

We are excited to embark upon this project with the UC Davis Art of Regional Change in collaboration with the Cache Creek Conservancy. To begin the design process for our project, we will be analyzing the guests that will most likely visit the preserve site and audio tour. We want to know who the most frequent visitors will be because it is important to consider their needs when conceptualizing our design ideas. To be cohesive and encompassing, we will break down visitors into six main categories. These categories will be given a group name based on a related local animal (tentatively) to build each of the groups' unique identities.

The proposed guest audience categories are as follows:

1. Young Students, ages 5-12 (Rabbits)
2. Older Students 17-23 (River Otters)
3. Nature Observers (Egrets)
4. Experts (Owls)
5. Volunteers (Beavers)
6. Families (Black-Tailed Deer)

Having been given a tour of Cache Creek and its trails at the onset of the project, the team looked directly to the land itself for inspiration. The team needed to know what the audience would be seeing—what it was that kept people coming to the Cache Creek preserve.



Guest Audience Categories Pt 1: Young Students/Rabbits

Guest Profile

Who are they?

Identified as kids in school groups aged 5-12

What is their purpose here?

Generally arriving for a learning experience not of their own devising, given a guided tour

What are their needs?

Distracted and young: guidance and specific activity and/or hands on learning is necessary

Experience Enrichment

Give them hands on activities. Things to climb on, touch, look at, and games to play. Perhaps a scavenger hunt could be set up wherein the participants have to find clues and listen to the audio tour in order to get stamps/points to move on to the next round of play.

Guest Mock-up

"Hi! my name is Sophia. I am 10 years old and I am in the 5th grade. I really like studying science and math."



Assessment

Sophia and her classmates would be a good target audience for the Cache Creek Nature Preserve because they are starting to study biology and animal life cycles. It would be good for them to see animals in their habitat and possibly track them from their prints as well as wade in the wetland areas and interact with animals. Sophia would be a good example of the older end age group.

This particular audience member will likely have a hard time with the audio tour in its current state, though there are other low-cost ways to engage their attention.

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Guest Audience Categories Pt 2: Older Students/River Otters

Guest Profile

Who are they?

Identified as generally self-guided 17-23 year olds who have a passion for the work CCNP is involved in.

What is their purpose here?

They genuinely feel a love or concern for CCNP's purpose, and seek it out to fulfill both educational and (somewhat) altruistic desires.

What are their needs?

A purpose, a grasp on the history of the place, and some sort of managing entity.

Experience Enrichment

Let them know what is available for them to help out with and experience. Tell them about the audio tour, but also give them something tangible to work towards. What does the preserve need? How can those needs be met with these interested parties? This group and the volunteers overlap significantly.

Guest Mock-up

"My name is Rebecca. I am an environmental science major from UC Davis and I love to study the effects of harsh chemicals on the environment, as well as how we in the future can prevent slowly killing our planet."



Assessment

Rebecca would be a good target audience for this age group because she could study on the reserve and potentially volunteer. This would in turn be a benefit for the reserve, and her research on her passions and future sensibilities.

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Guest Audience Categories Pt 3: Nature Observers/Egrets

Guest Profile

Who are they?

Identified as generally self guided adults (30's, perhaps older) who consider nature observation and exploration a hobby.

What is their purpose here?

The wildlife/flora and fauna CCNP presents fascinates them. They are there to satisfy an intrigue with nature as hobbyists.

What are their needs?

An understanding of the area—where to find the creatures or plants they're looking for, perhaps a guide or a map.

Experience Enrichment

Mark trails, plants, and possible animal sighting spots clearly. Have information ready at the main desk, including when the best times to view these specimens are.

Guest Mock-up

Hi, my name is Ted Williams, and I'm a bird-watcher. "CC Nature Preserve is more to me than just a nature preserve. The flora and fauna in this place are a beautiful part of the community, and I come here to immerse myself in a natural experience that you just can't find anywhere else."



Assessment

Ted here is likely a decent candidate for the audio tour. He and his kind are probably repeat customers, seeking solace and enjoyment in the preserve. Getting to know a little bit more about his stomping grounds would likely be of interest to him.

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Guest Audience Categories Pt 4: Experts/Owls

Guest Profile

Who are they?

Identified as adults (older-30's and onward, likely 40's)

What is their purpose here?

Either researching the history of the place, or devoting research to the habitat.

What are their needs?

Like the previous guest profile, they will need someone to get them started and provide some cursory information.

Experience Enrichment

Almost identical to the previous page. Trail markers and general site information should be made readily available. This kind of individual will probably want to know what the site has to offer before attending to begin with; something like a newsletter, whether in print or email format, would likely be beneficial.

Guest Mock-up

"My name is Paul, and my life's work has been spent studying and writing geared towards understanding nature. CC Nature Preserve has both the inspiration and information I need. It's nice to get out from behind the books and see my studies come to life in such a beautiful environment."



Assessment

Paul and his kind are the perfect candidates for the audio tour. This is one of the demographics that needs pandering to; this individual should be made aware of the learning experience the audio tour can provide.

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Guest Audience Categories Pt 5: Volunteers/Beavers

Guest Profile

Who are they?

Likely these are either high-schoolers from the area or college students.

What is their purpose here?

Earning some kind of credit for applications somewhere, or genuinely seeking to help out a non-profit organization.

What are their needs?

A mentor and/or advisor. They will need direction and motivation.

Experience Enrichment

These individuals are likely already well cared for at CC Nature Preserve. For the organization's benefit, however, it might be wise to put out a call for increased staffers. There would likely be a resulting trickle-down effect that allows the location to increase hours and overall attention.

Guest Mock-up

"Our names are Kara and Linda! We're here because we love the Cache Creek Preserve, and devoting our time to a place like this satisfies us. We want to give to the community."



Assessment

Volunteers of all backgrounds and interests are contributing their time, talents and efforts at the Cache Creek Nature Preserve. They provide us with the opportunity to develop and enhance our programs even more.

By special arrangement, high school, college and university students may apply for much sought after internship positions at the CCNP. If qualified, students may receive educational credits and/or community service hours upon completion of the commitment.

Because the preserve has limited staff, volunteers are encouraged and welcome. These people will likely listen to the audio tour, but are not there specifically for it.

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Guest Audience Categories Pt 6: Families/Black-tailed Deer

Guest Profile

Who are they?

Families from the surrounding neighborhood, looking for a fun activity.

What is their purpose here?

These people are searching for something to both occupy their children, and provide the family with wholesome fun.

What are their needs?

Relaxing, quiet spaces for picnicking/eating, easy trails to walk and animals to see, and entertainment for the kids (play areas, etc).

Experience Enrichment

Have a go-to schedule for families like this. Perhaps the preserve could solicit the attention of small events/musicians/shows and host them to gather attention from the locals. Another enhancing maneuver would be to provide ample bench and bathroom facilities.

Guest Mock-up

"We're the Miller family! We want our kids to have educational fun, but we want to be part of that fun too. We're here to relax, learn, and bond with each other."



Assessment

Families can come to the preserve during the week when they find time available, but will probably find it easier to visit on the 3rd Saturday of the month.

Families can have a complete experience together in nature, with an educational purpose as well. The parents and adult figures will enjoy the content available on the self-guided tour, while the children and youths will enjoy the outdoors, nature and wildlife they may encounter when exploring the preserve. The adults may be interested in the audio tour, but they must be sure it will be worthwhile for the family unit.

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Concluding Thoughts

There are a number of things Cache Creek could do to create a market for new and continuing visitors. Several simple ideas this committee have come up with are as follows:

- Greater number of benches
- Community board where members can write about their unique Cache Creek experiences
- Playground/things to climb on for kids
- Pamphlets or online newsletters to distribute to the outlying community

These, however, do not address one of the larger points of interest, which is the audio tour. This group has identified elder users as the most likely candidates for interest in the audio tour—those users being the nature observers and experts. People do have it within themselves to be interested in Cache Creek, but they need to know that it's there, and that it's an important part of the local history. This group sees it as critical to market the audio tour in a broader way than the current confines of the preserve allow. Online newsletters and signage off-site come with high recommendations.

Some basic informational layout might come in the form of the figures to the right, identifying a group and appealing to their sensibilities regarding why Cache Creek might provide them with a desirable experience.

These would likely serve best in a pamphlet distributed to the community. Cache Creek needs to let the people know they're there—this audio tour is certainly a factor that could be used to their advantage.



Cache Creek is my adventure.

Ted Williams, 55
Birdwatcher Extraordinaire

"Cache Creek is more to me than just a nature preserve. The flora and fauna in this place are a beautiful part of the community, and I come here to immerse myself in a natural experience that you just can't find anywhere else."

While on your tour here, make sure to keep an eye out for special creatures and plants. The trail is marked



Cache Creek is my muse.

Paul Greyland, 42
Nature Specialist

"My life's work has been spent studying and writing geared towards nature. Cache Creek has both the inspiration and information I need. It's nice to get out from behind the books and see my studies come to life in such a beautiful environment."

Cache Creek is more than just a place for relaxation--it also supports an excellent learning environment. Follow our audio tour for a history of the area!

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Site Break-down

Size

- 180 acres - entire preserve
- Tour is much smaller - about a 30/40 minute walk, depending on pace
- A lot of room for potential access
- Difficult to get to - in a rural, random area
- Needs better signage to get to the site
- More signage once on site - where to begin, etc.

Community

- Publicity - most people do not know about the preserve
- What is near by?
- Place to eat? shop? explore? play? hold events?
- Learn about their own land

Pathways/Tour

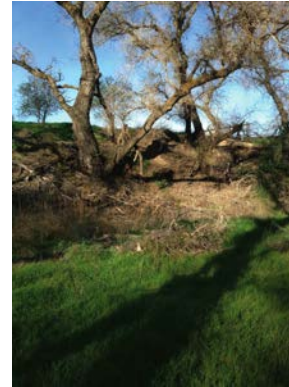
- Bugs!
- More places to sit - benches, rest areas, picnic area
- Fairly short walk - whole tour takes about an hour and a half with audio
- Pictures & information boards at stops - things to touch/see/play

Map

- Visuals & Minimal Words
- Landmarks
- More detailed
- Shows tour

Overall

- SIGNAGE
- maybe: elevation tower, garden, compost?
- Show preserve pre-mining, during mining and post-mining (now)



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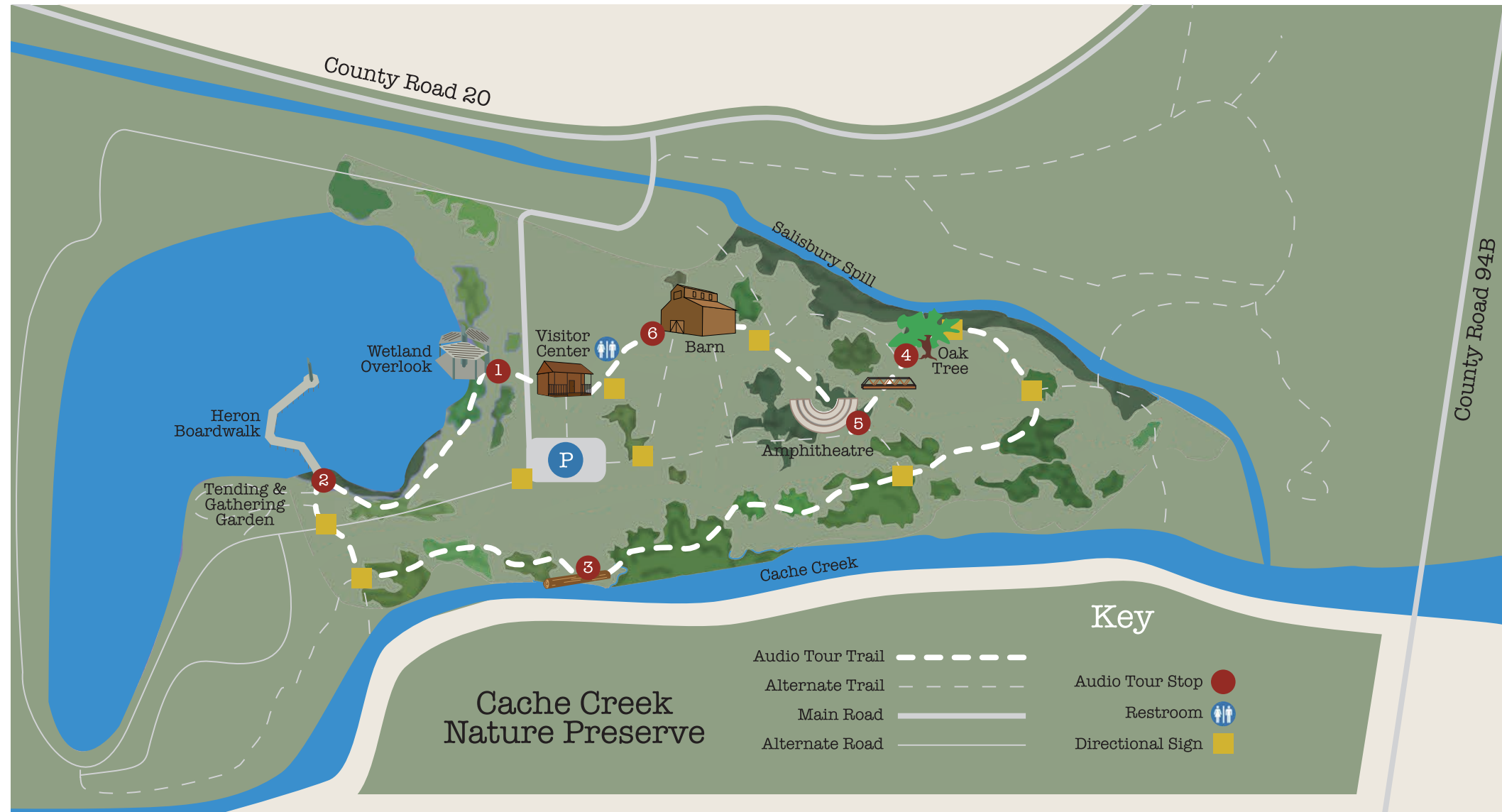
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In order to understand how to place the audio tour appropriately within its environment, it was necessary to go through the site itself in detail.

Site Map

For any type of tour, a map becomes a distinct necessity. The site analysis team proposes this layout for the most effective and easily interpreted method of travel.



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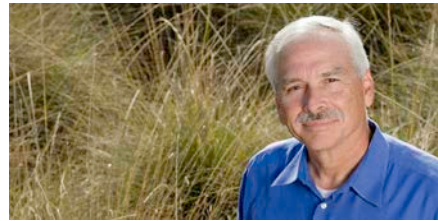
Out with the old, in with the new; the team has worked to create a map that supports easy readability.

Community Narratives on the Audio Tour



1. Marshall McKay

As chairman of the Yocha Dehe Wintun Nation, Marshall McKay would like the public to recognize the existence of his tribe and people. “Yocha Dehe” means “spring home” and their tribe now consists of only 65 people. Before the arrival of Europeans, the tribe had spanned from the Suisun Valley to the Trinity Alps. The San Francisco Bay and the Sacramento River provided the tribe with resources and means for commerce. However the tribe suffered the most decimation after the Gold Rush for this reason. Chairman McKay’s wish is to “remind people that we are still here.”



2. Wyatt Cline

Wyatt discusses his family, the Wintun tribal history and their role as farmers, and the Cache Creek legacy. He is a rancher and retired Fire Battalion Chief. He emphasizes the importance of recording history and how Cache Creek was and still is part of the community. It isn’t just a recreation resource, but a way of life for people of all backgrounds. Wyatt highlights the necessity of a healthy relationship with our environment by saying “if you take, you have to give back.”



3. Ben Adamo

Ben was a miner who started working at Cache Creek in 1974. His first impression of the site was that it was flat, full of gravel, had no machinery, and was overall a very bland site. He started out as a welder mechanic and eventually, it turned into a full fledged career. He rose through the ranks, moving up to various positions such as plant operator and ultimately plant foreman. There were lots of opportunities at Cache Creek, with positions such as front end loader, motor grater, paddle wheel scraper etc. available. Ben took pride in being able to work so many different types of machinery. He said that most people do not know that there was processing equipment at the wetlands at Cache Creek, even if they do know it used to be a mining site.



4. Lynnel Pollock

She is the current executive director of Cache Creek Conservancy—which deals with restoring and managing the Cache Creek—and as such, maintains crucial input in this project. She has been farming on the banks of Cache Creek for a number of years. The soil and climate in this area is wonderful and the abundant water is good for agriculture. Agricultural history at Cache Creek has started since 1840, when William Gordon settled here and started raising life stock, growing some grain crops as well.



5. Ann Brice

As the original founding executive director of the Cache Creek Conservancy, Ann has historically been an integral part to the organization. She holds a PhD in ecology and runs a nonprofit dedicated to wetland conservation and education. She has a passion for sharing her knowledge with younger generations and getting them excited about helping the environment. She was inspired to take part in the project when she was looking at the area after it had been mined. The desolate landscape gave her doubts, but an Osprey hunting in the creek inspired her to take the job.

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The team maps out who the voices behind the audio tour are. If we know their motivations and history, we can better categorize how their unique voices can be accommodated.

2. Design Concepts

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Design rationale responds to site, audience, and content analysis, and takes the following factors into consideration:

- Existing architecture and design features at Cache Creek Nature Preserve
- Established educational goals
- Audience engagement and participation
- Site topography & uniqueness
- Story narratives that existed on the site
- Ease of use and accessibility
- Positive visitor experience
- Legibility and Functionality
- Material Selection
- Ease of fabrication and longevity
- Cost effective
- Donor opportunities
- Connection to the community
- Stakeholders
- Goals and objectives for the Restore/Restory

Device Analysis

Device Option Ipod Touch

Downloading a special app, also compatible with
Androids
\$199

PROS

GPS system

Images

Familiar

Affordable

Easy to use

Interactive

Downloadable on your own

People can use their own iTouches

Can be remotely controlled

Multiuse

Customization

Better, bigger screen

CONS

Fragile, need a case

People will want to steal it

Device Option Acoustaguide

PROS

Two per person

Has a speaker

Durable

Designed for audio tours

Tried and tested (many museums use it)

Images

Less likely to get stolen -

Charging system has flexible display

CONS

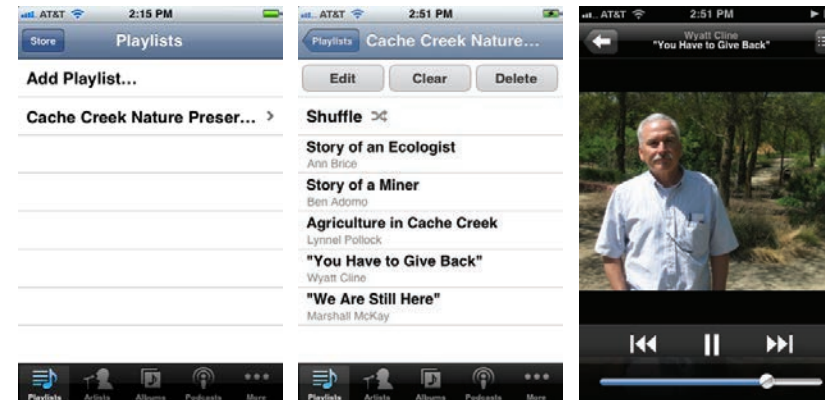
Unfamiliar

No GPS

Bulky Smaller screen

Less support if breaks

Runs on Windows only



iPod Touch

Acoustaguide

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2.1 Audio Pick-up/Drop-off

Device Analysis

Headset Options Earbuds

PROS
Cheap
Does not take up much space

CONS
Insanitary
Visitors may be hesitant to put them in
Fall out easily
Uncomfortable to wear for prolonged
period of time

Headset Options Headphones

PROS
Sanitary
More comfortable
Does not fall off as easily

CONS

Headphone Type

OVER THE HEAD
More familiar
Perhaps less confusion

BEHIND THE HEAD
Does not mess up hair
Earclip to prevent falling

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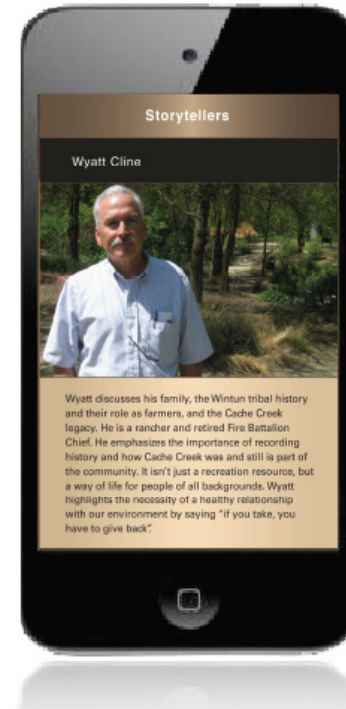
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Interface Mockups

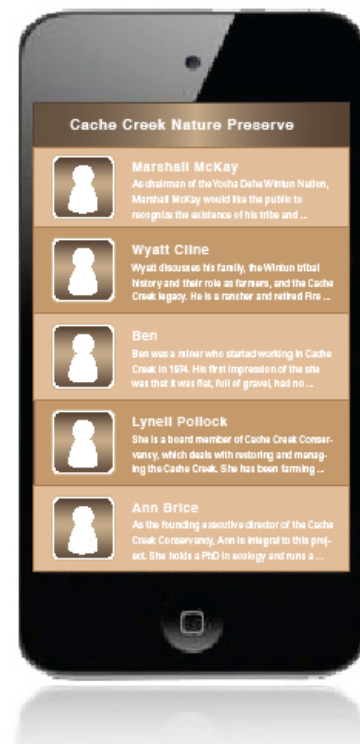
Main Menu



Storyteller Profile



Storyteller Overview



Site Map



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iPod Touch Case Options

Solid Gummy Cover
\$2



Silicon Skin
Gel Cove
\$1



Black Leather Cover
with Belt Clip
\$8



Adjustable Wrist
Armband Case
\$8



Belkin Grip Ergo
Case with Strap
\$3



We Suggest:
Belkin Ergo Silicone
Case with Strap
\$4



Griffin iClear Shell with
Belt Clip & Armband
\$7



Full Protection Case
with Belt Clip
\$15



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Pricing

Opus Units

5 – 25 units

With chargers, lanyards & optional headphones
\$413 per unit

25 – 200 units

With chargers, lanyards & optional headphones
\$393 per unit

Opus Content Management Software License

Purchase - \$1,500
Lease - \$500 per year

Possible Alternative

In House Application Development

Fees

Hosting on server
Design of app
Development
Apple will charge \$99 a year

Simple, table based app: \$1,000-4,000

You provide all the content, clear direction, and example apps of what you want it to do. If you know your way around Photoshop, you can probably supply the graphics which will cap this project at \$1,500. The additional costs are when you want to GPS locators, Social media integration or bells and whistles like that.

Database App: \$8,000-\$50,000

You provide all content, image, writing, sound, etc. The cost is going to come from creating the logic within the app and architecting all the usability and/or game play. The content will usually be dropped in and then parsed accordingly. These projects tend to be front heavy since the data is what's driving the entire game and the framework is so important.

Opus Content Management

Software License

Purchase - \$1,500
Lease - \$500 per year

Smartour Single Platform

iOS or Android

Set-up Fee: \$2,250

Two-Year License: \$1,750

Registration fee per month: \$60
4 month minimum

Additional Language: \$900
Addition of GPS: \$2,000 to set-up

Software Upgrades:
\$1,000 first hour
\$250 each additional hour

Smartour Both Platforms

iOS and Android

Set-up Fee: \$3,500

Two-Year License: \$2,500

Registration fee per month: \$60
4 month minimum

Additional Language: \$1600
Addition of GPS: \$2,000 to set-up fee

Software Upgrades
\$1,000 first hour
\$250 each additional hour

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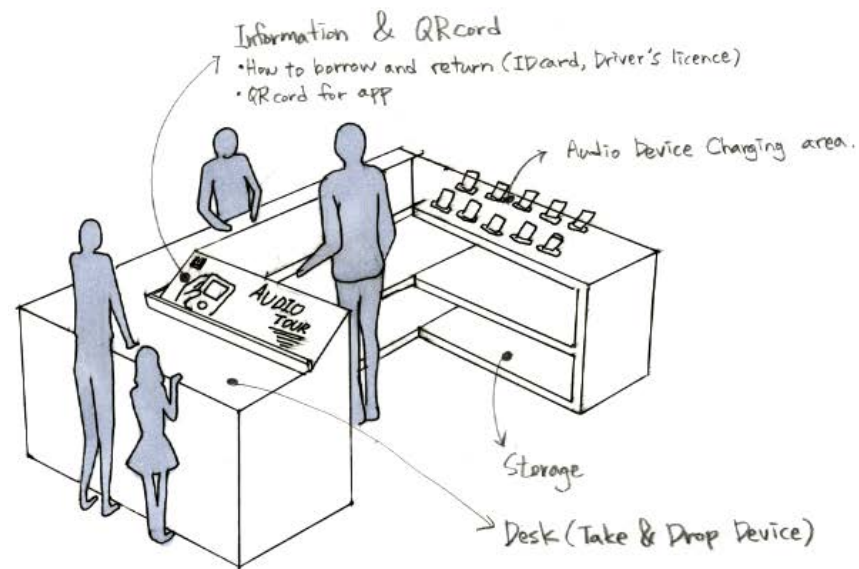
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Display and Renderings

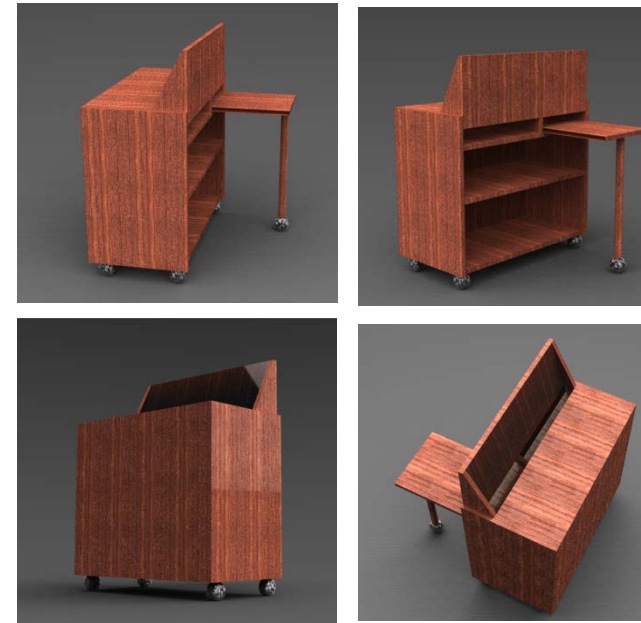
Display

Visitor Center

- Information about how to borrow and return
- Possible donation jar, proceeds go to maintenance
- One person at service desk should be sufficient
- Need to give ID to check out equipment
- Wireless internet to download app onto own device



Renderings



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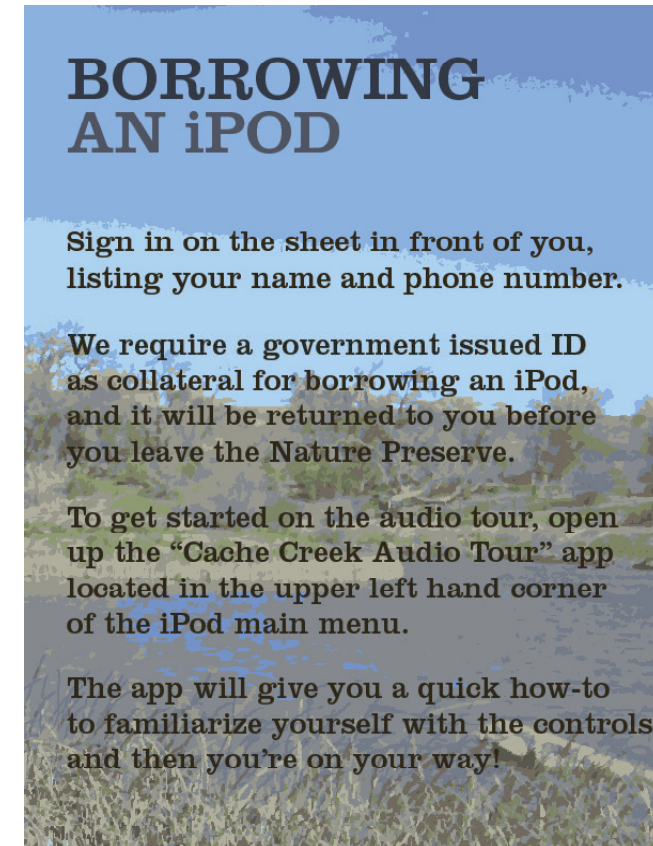
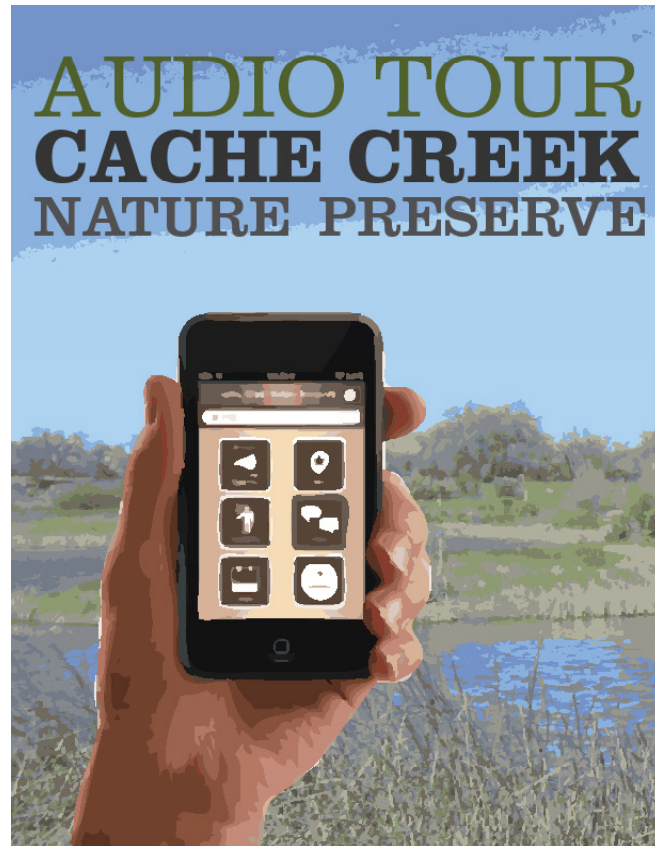
Visitor Center Signage

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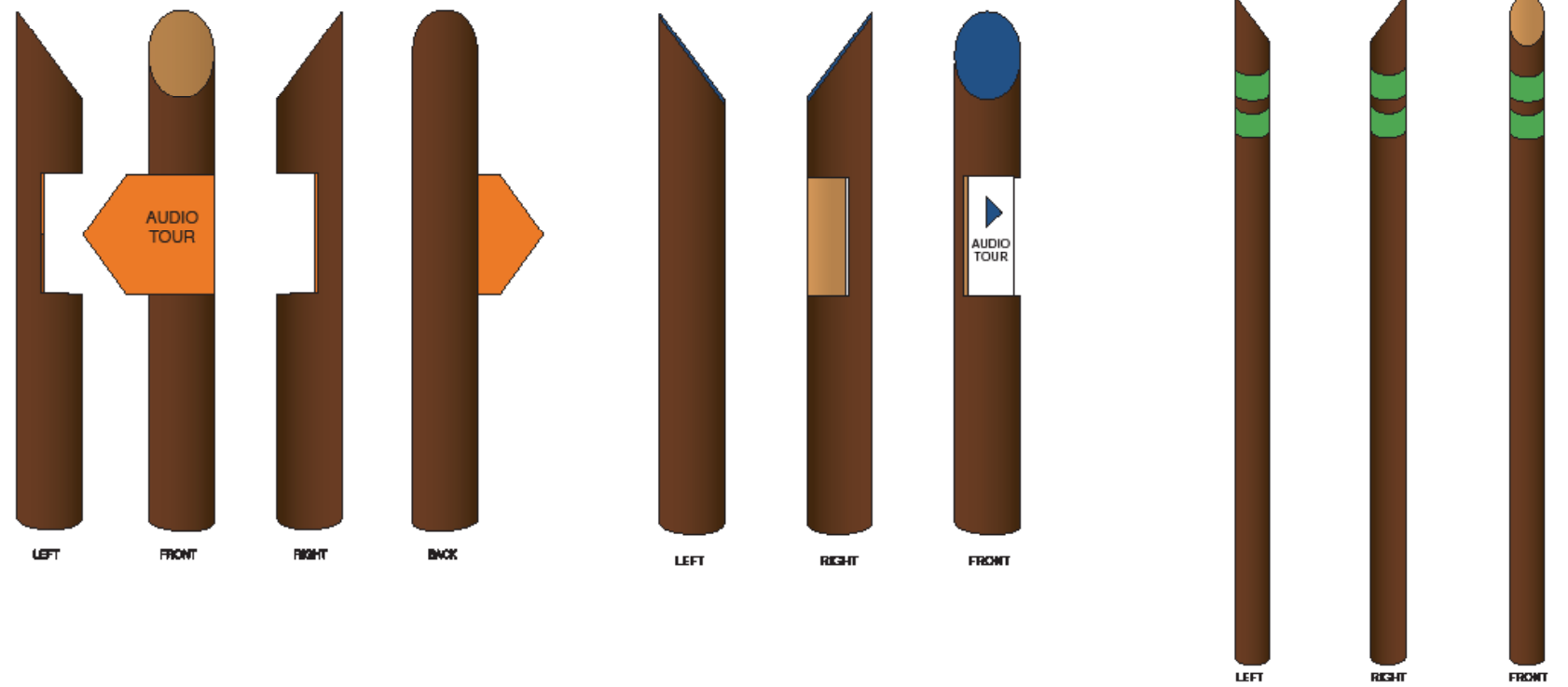
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Directional Marker Mock Ups

Directional Signpost Variations



Alternate Colors



Thought Process

The creation of the wayfinding signs was a multi-step process that began on the tour of the Cashe Creek Nature Preserve. Several members of our group noticed elements that would ultimately play a significant role in our two design's concepts.

The second step of the signage creation was sketching out possibilities. Of these, we took a aspects that we appreciated and combined them into computer mock-ups.

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Directional Marker Mock Ups

Alternative to Signpost



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Thought Process

to complement the signpost, our group wanted to create a secondary, less obvious solution. We decided to branch out from following established design trends already present on the Preserve, and after a second set of research and sketches, the shovel-sign became our chosen destination. The shovel-sign allows for the wayfinding signage to remain simple and efficient, while also allowing it to tie in with the mining, farming, and restoration history of the Preserve.

Best Practice Directional Markers

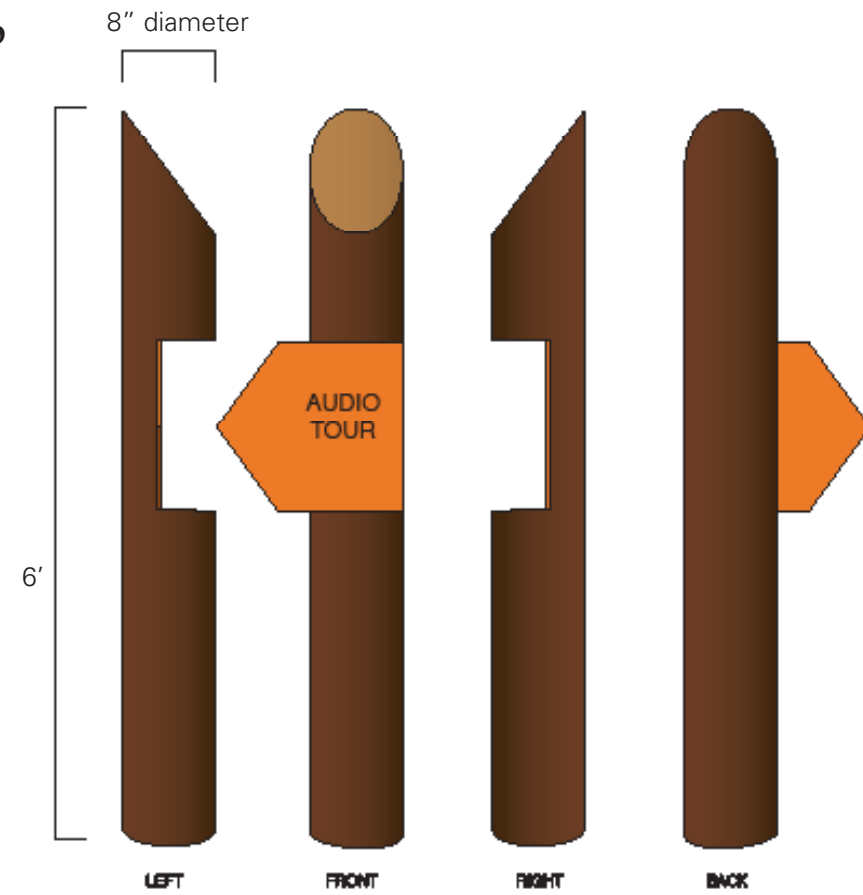
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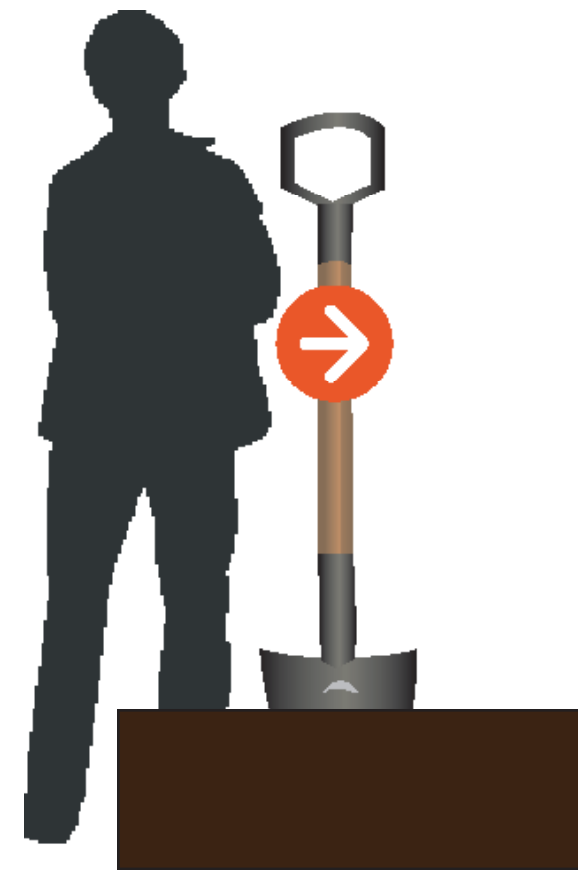
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Signpost Mock up



Shovel Mock up



Thought Process

The most successful designs are seen here. For the signpost, keeping design continuity with what is already on the preserve was extremely important. Specifically, the vertical posts, featuring angled tops, served as a guiding idea.

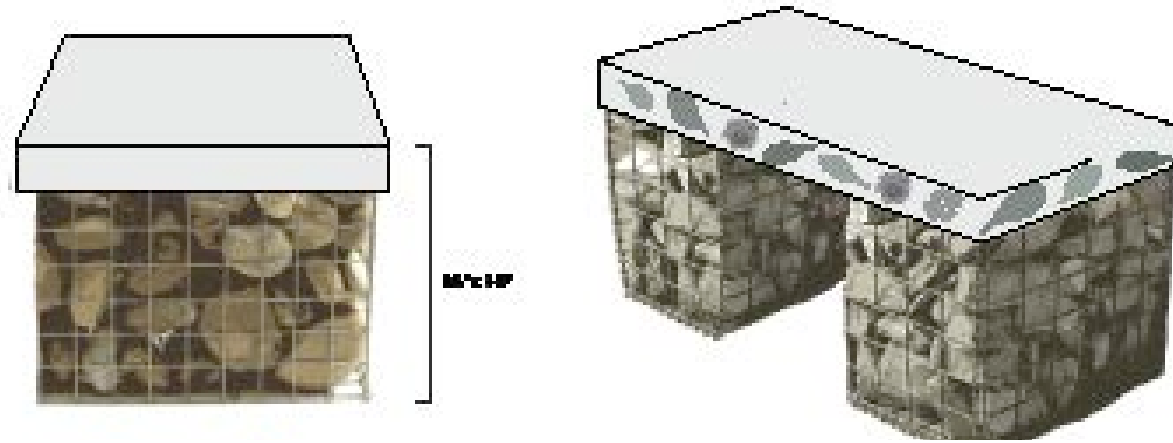
For the shovel, we wanted the marker to be simple, with no wording. The shovel will be mounted into a concrete block, which is then completely covered with dirt.

For both signs, we chose to use a red-orange color to attract attention in conjunction with a simple arrow to assist with wayfinding direction.

Bench Mock Ups

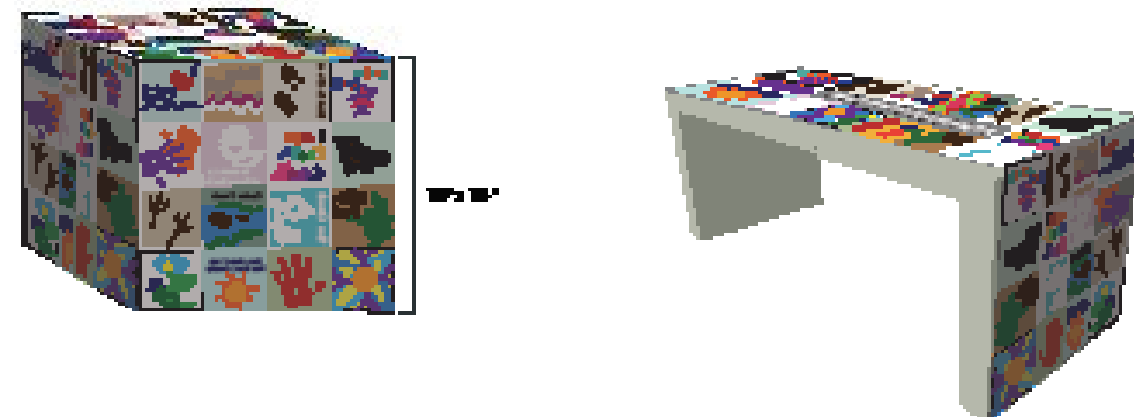
Garbion Benches

Wire cage baskets can be filled with a variety of objects besides stones. Each Stop could potentially hold mementos relating to the particular stories being told.



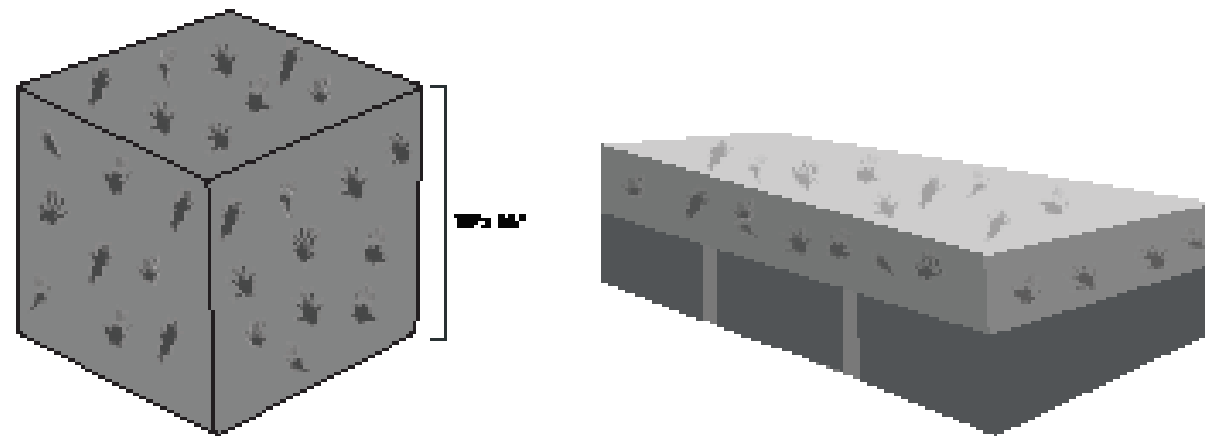
Tile Benches

Cement based benches can be decorated with a variety of tile types, such as those made by children, mementos, or even some with information or historical facts relating to the preserve. Could also be a great idea for community involvement or even fund raising & donations.



Cement Imprint Benches

Simple cement benches can be made with imprints that relate back to the preserve. Imprints such as animal and native plant prints, which would relate to the wildlife in the preserve. Prints of mining equipment or even basic weaving, which would then relate to the history of Cache Creek.



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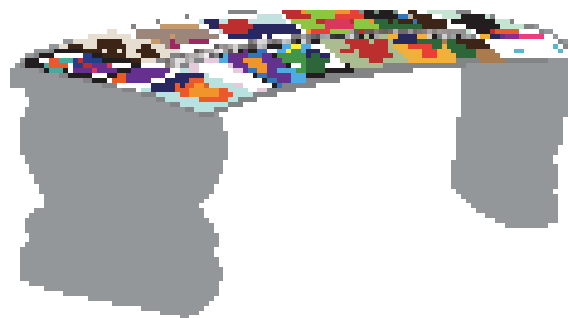
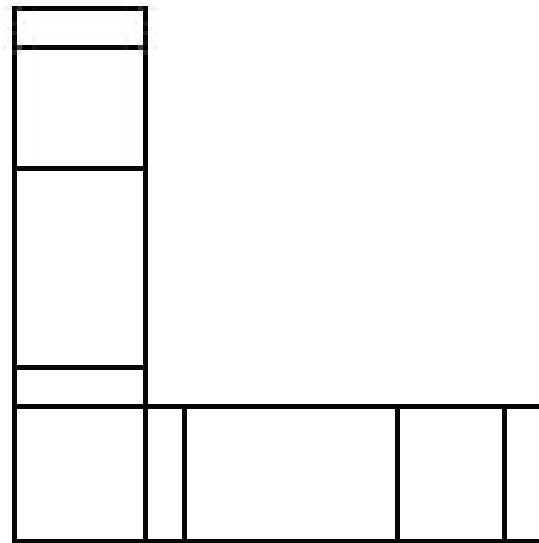
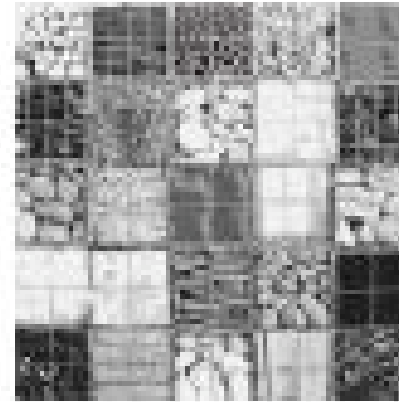
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Client:
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March 2012

Additional Ideas for Bench Style & Form

Seating Options



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3. Prototypes

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The Design Team

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