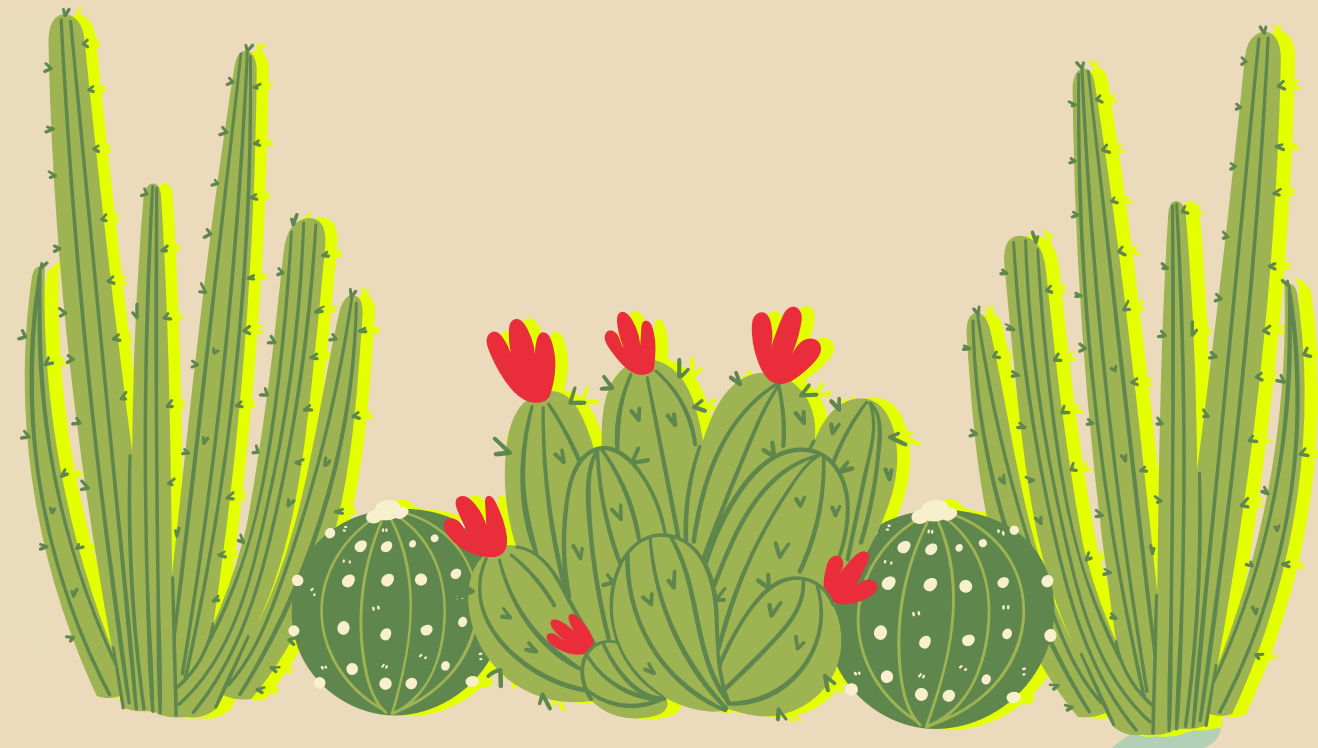




香港大學
THE UNIVERSITY OF HONG KONG

LU XIAORU
YEAR 3
SCHOOL OF ENGLISH, FACULTY OF ARTS
UNIVERSITY OF HONG KONG
MAKE_SENSE, MEXICO CITY



MEXICO CITY CLIMATE CHANGE AND ITS SOCIAL IMPACT

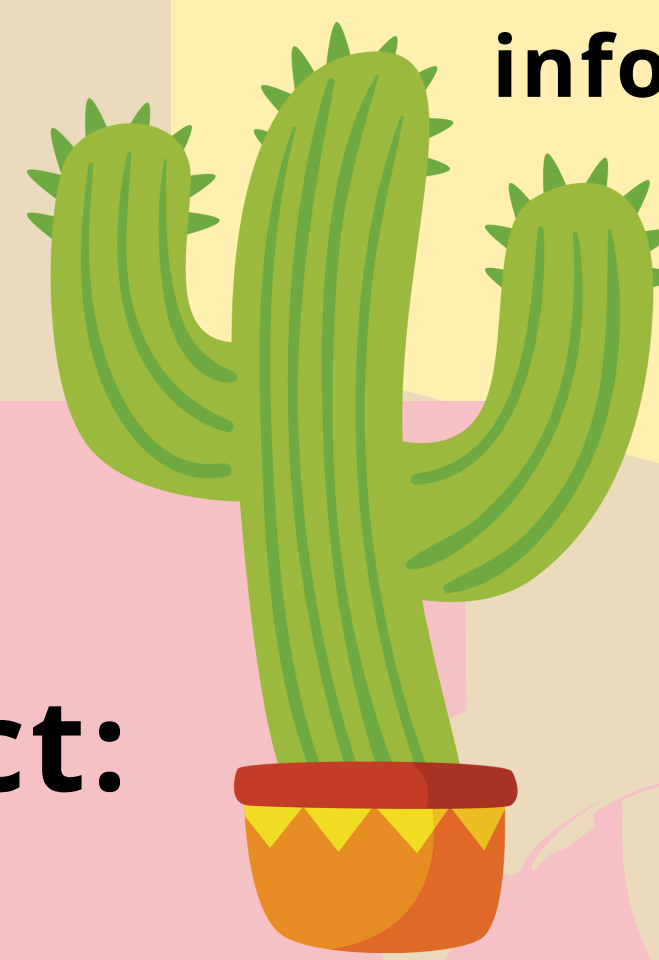
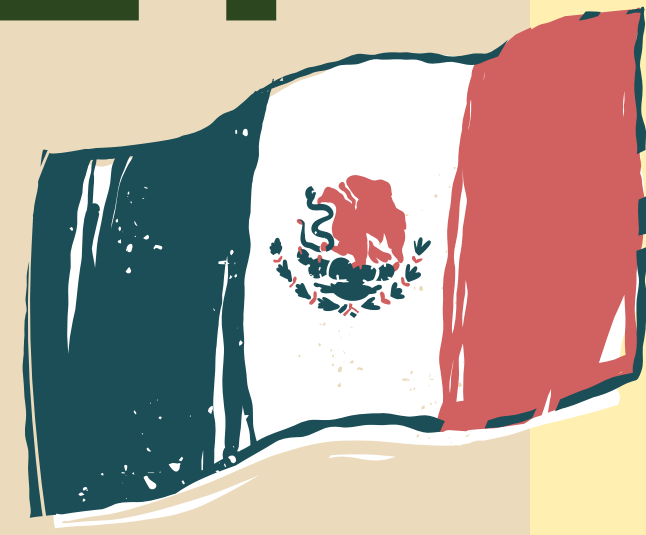
Objective: To Achieve Sustainability

- Collaboratively design the user experience for tours highlighting Huerto Roma as a center of urban resilience.
- Assist the organization in developing translated communication materials.
- Promote a sustainable lifestyle.
- Foster local engagement in the area.
- Gain insights from the experience to understand how the local organization successfully made a positive impact on the community.

Project Outline: Reaction for Impact

To improve the user experience, we conducted a user survey and practical research, created user profiles, focused on the significant visitor personae, and mapped the ideal customer journey. Defining the problems and objectives, we divided the project into three micro projects:

- (1) Creating a comprehensive guided tour script in both English and Spanish to assist visitors in comprehending the purpose and layout of Huerto Roma Verde;
- (2) Producing bilingual digital leaflet to encourage visitors to actively explore Huerto Roma Verde and learn about the history, art, and techniques;
- (3) Designing and making 12 Graphic Information Boards for the self-guided tour to improve access to information.



Learn from the Project: Future Plans

- Apply design thinking and teamwork skills to future academic development, working experience, and life.
- Contribute to more community-based social projects, focusing on developing sustainable lifestyles and creating regenerative impacts.
- Combine art and technology in eco-social action plans.
- Explore and actively engage in cultural exploration and experience.

