

Appendix No 2:

INDIVIDUAL USER: JOURNEY MAP



Piret lives in a private house with a medium-sized garden in Tallinn, Nõmme district. The garden has some flower beds, a few large trees and a hedge. She likes gardening but is not too educated about it. She has a young family and has recently started to care more about sustainability and environmental issues. Piret has heard about biodiversity and wants to learn and contribute more and create a better urban environment for her family and neighbourhood.



TIMELINE

before joining BioTa

one week later, for an hour

next day, for an hour

30 min

next day, 1 h

next day, for 30 min

next day, 30 min

two weeks

one week

one week later, two days

frequently

one week

15 min

week later

month later

next summer 2-3 weeks

frequently

annually

CUSTOMER JOURNEY STEPS

Tends to the garden, plants flowers, mows the lawn regularly

- Reads a post from BioTa blog, later sees an UGS with BioTa sign
- Registers, enters as many UGS details as she she knows
- Looks at connections, closest UGS, browses other sections, reads about subsidy
- Takes a walk in the UGS, tries to identify as many plants as possible
- Uses identifier apps to identify plants, etc.
- Adds identified species to BioTa profile
- Uses flowering calendar and plant list generator to see the gaps, chooses her favourites
- Fills in and submits the form for requesting a personalised plan for UGS
- Receives the plan with a list of suggested plants, and link to vendor's e-shop
- Fills in the form for receiving a subsidy (includes the plan created by BioTa)
- Receives a notification that the subsidy has been granted
- Uses the subsidy to buy seeds and plants from the vendors, orders a BioTa sign
- Sows and plants, follows suggestions from the web and experts
- Installs the BioTa sign at the garden
- Posts questions into the BioTa Forum, socializes
- Partakes in citizen science: registration, bird and animal sightings
- Shares her progress in the forum and social media
- Receives a request from an urban beekeeper to host hives in her UGS
- Accepts the request, sends notification to the beekeeper
- Adds hives into her garden and UGS profile on BioTa
- Asks neighbours to join BioTa and linking the UGS. Shares link
- Links her UGS to neighbouring UGS
- Receives a notification about yearly UGS assessment
- Visit from an expert assessing the UGS
- Receives assessment results and updated plan
- Participates in BioTa workshops, communicates and shares with other BioTa members
- Participates in planning the action plan for next year
- Examines Tallinn biodiversity map created by data from BioTa users (and reports)
- Continues to follow biodiversity and pollinator protection best practices and stays an active member of BioTa

Awareness

- BioTa sign
- Blog

Branded signage creates awareness and helps to validate the initiative

Editing and adding

- BioTa registration form
- BioTa UGS profile

Easy onboarding, personalized approach to biodiversity

Using main features and benefits

- Flowering calendar
- Recommendation engine
- BioTa interface
- Identifier app
- BioTa interface

Recommendation engine and algorithms provide personalization

Not understanding or following the suggestions

Engaging

- BioTa interface
- Subsidy
- BioTa interface
- Vendor's shop
- BioTa web
- Forum
- BioTa web
- Forum and social

Subsidy acts as a strong incentive

Delays in processing the application or depletion of funds

Engaging

- Vendor's shop
- BioTa web
- Forum
- BioTa web

Serviceization makes local plants and seeds attainable. Branding helps to advertise the initiative

Hosting an apiary

- Beehive

Acquiring a new and positive hobby

Not liking the social scene and members

Building a network

- UGS profile
- Beehive
- UGS profile

Feeling proud about your accomplishments, feel that your actions matter

Assessment

- Beehive
- UGS profile

Co-management

- Web, social
- Web, workshop
- Web, social
- Web, social

Forming tighter bonds with the community and members of BioTa

Users co-managing BioTa

Continuing with urban biodiversity protection

- Web, social
- Web, social
- Web, social
- Web, social

Contributing to overall biodiversity, wellbeing and pollinator protection

Understanding the importance and role of pollinators

Joy, aesthetic pleasure from a diverse environment

Not liking the aesthetic

Benefits

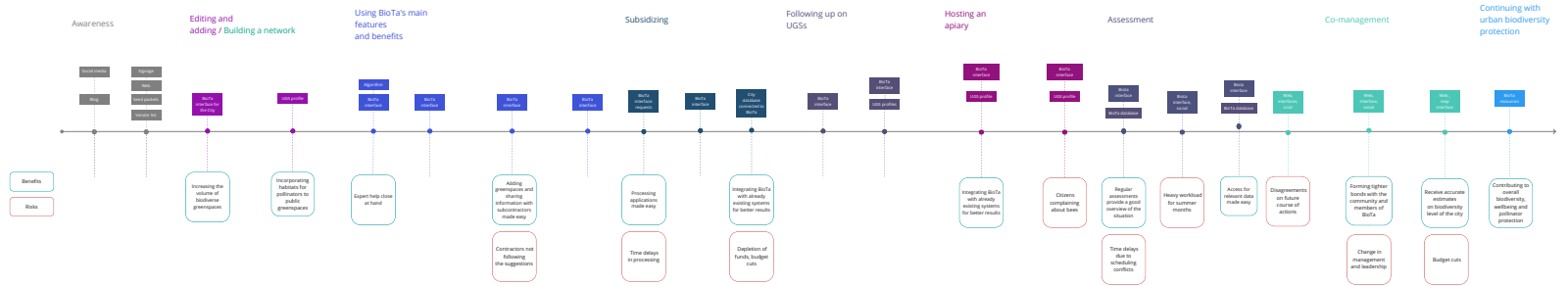
Risks

Appendix No 3:

CITY OFFICIAL: JOURNEY MAP



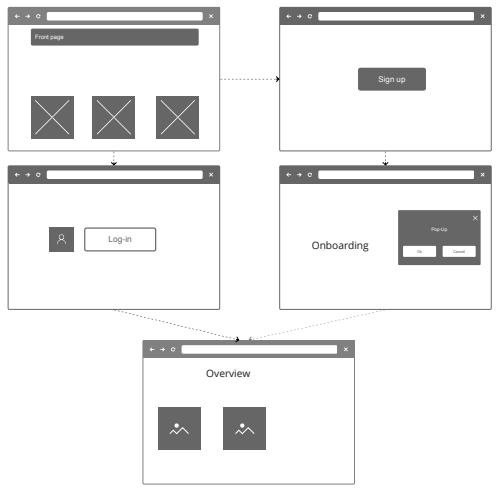
Krista works for Tallinn City. She is part of a small team whose job is to coordinate BioTa's workflow from the City's perspective: look over applications and submissions, facilitate cooperation between the City, subcontractors, experts, individual and community members, arrange workshops, assessment and planning. She likes the fact that her work carries a meaning and she can contribute to making her hometown a more biodiverse place.



Appendix No 6:

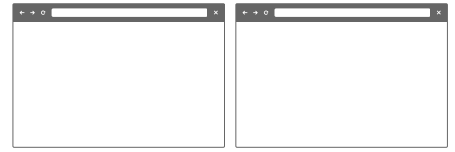
BioTa information architecture

Individual and community users

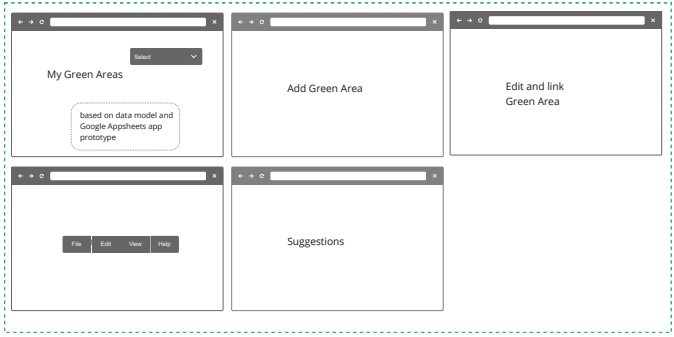


City official

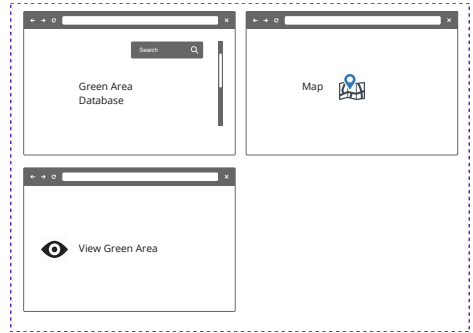
Subcontractor



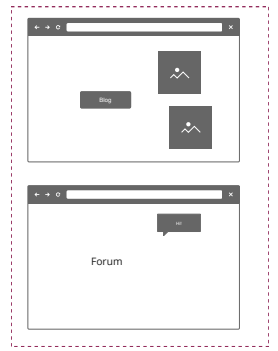
My page



General view



Social



WHY?

“You can have any future you want, so long as it’s sustainable”

Peter Stebbing, designer

Help to make Tallinn a biodiverse home for us all!

#biodiverse Tallinn

Join

TAKE ACTION

Learn

How to turn you garden into a biodiverse home for all

Workshops

Find out about upcoming events

Ask for advice

Learn from our members or request help from experts

Share

Share your story

Shop

Buy BioTa approved seeds and plants

Biodiversity is a matter of life

Take action

BioTa in numbers

34 private gardens

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7 parks

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10 km of roadsides

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12 protected species

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BioTa flowering calendar helps to choose the right plants for your green space in order to provide continuous flowering from spring to autumn.

Hi, Piret
[Log out](#)

Filter plants..

Show my favourites

<input type="radio"/>		Large-Cupped Daffodil (<i>Narcissus</i>)	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input checked="" type="radio"/>		Blood Iris (<i>Iris sanguinea</i>)	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input type="radio"/>		Rose	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input type="radio"/>		Heath (<i>Erika</i>)	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input type="radio"/>		Tulip (<i>Tulipa</i>)	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

SAVE LIST

GENERATE NEW

Based on your existing plant list and favourites

BIOTA SUGGESTS:

Crocus

Crocuses are one of the first pollen sources available to bees in early to mid spring

[Read more](#)

Add





Enter your greenspace Into BioTa biodiversity network

Hi, Piret

My profile

AREA SIZE

PROPERTY TYPE

PRIVATE PUBLIC COMMUNAL

USER

FULL NAME

AREA TYPE

Garden
Park
Roadside

SOIL TYPE

Select...
Calcareous
Limestone rendzina
Alluvial

SUN DIRECTION

VEGETATION TYPE

DISTRICT

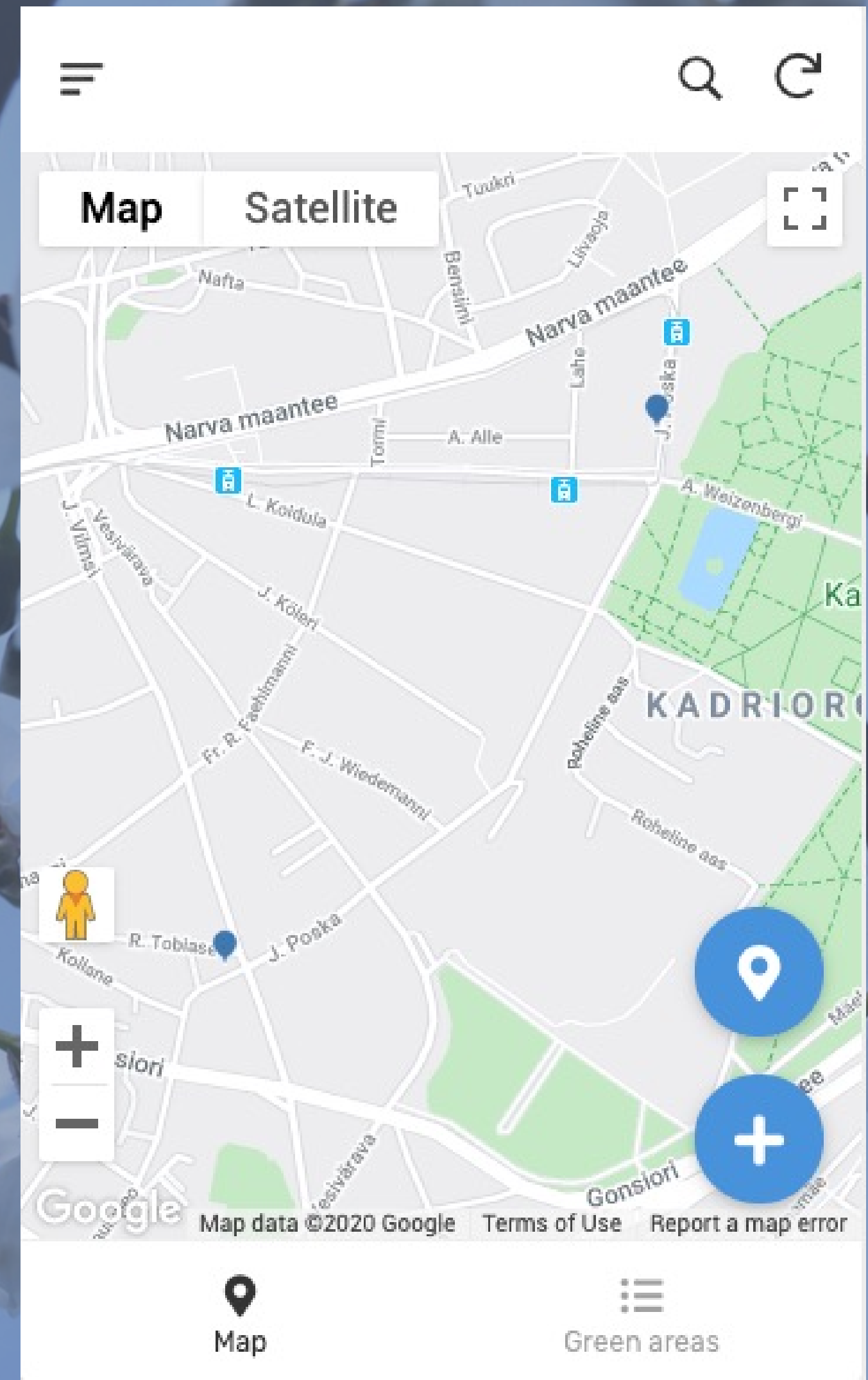
ADDRESS

MOWING SCHEDULE

PLANTS

BIRDS

Submit



BioTa helps you to
create a biodiversity
action-plan for your
garden

[Read more](#)

Create plan