

FAITH EQUESTRIAN X SCAD SERVE
EQUINE ECHOES
Reinventing Therapeutic Experiences



OVERVIEW

Service Design 700 students set out to collaborate with FETC and practice systemic thinking in order to develop a more holistic experience design for the center.

Our goal is to learn in-depth about the center and its services and provide recommendations that build on the current set of values.

The collaboration between students and FETC was facilitated by SCAD SERVE, a branch of Savannah College of Arts and Design that envisions meaningful design solutions that improve quality of life in the university's hometown of Savannah.





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THE FAITH EQUESTRIAN THERAPEUTIC CENTER

A 501(c)3 non-profit located in Guyton, Georgia that provides equine-assisted activity with the aim of contributing to the cognitive, physical, emotional, and social well-being of participants with special needs.

Faith Equestrian is a Professional Association of Therapeutic Horsemanship (PATH) Premier Accredited center ensuring excellence and changing lives. PATH offers certification for instructors and accredited centers in order to uphold high standards of safety, professionalism, and excellence in the industry.

MISSION

To improve the quality of life for individuals with special needs and disabilities through the healing power of the horse.

KEY FOCUS AREAS

Equine facilitated learning
Therapeutic riding
Summer camps
Volunteer opportunities

THE FETC COMMUNITY

3 full time staff members
Volunteers
Program participants
Equines

PARTNERSHIPS

FETC’s partnerships and funding sources are essential to sustaining and expanding the center’s impact. Each partner plays a distinct role—**SCAD** enriches the center’s design, **Georgia Southern** contributes clinical insights, and **Effingham County Schools** fosters community awareness—while funding sources ensure financial sustainability and accessibility for participants.

STAGES

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THE CHALLENGE

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1

THE CLIENT AND THE CHALLENGE



THE BRIEF

The project began with a broad challenge provided to us, emphasizing the need for creative design interventions across multiple areas of the center. This challenge laid the foundation for us to explore various dimensions of design, both tangible and experiential. It read:

“A newly developed Service Experience Design solution which may involve **new or enhanced customer engagement options**. These are likely to include new activities along with interior design and estate design solutions, as well as collaborative initiatives.”

From this brief, we identified a more specific design challenge that aligned with both the center’s operational goals and the architectural plans under development. Our focus narrowed to leveraging the center’s space effectively to ensure it supports meaningful interactions, both among participants and between participants and staff. Our rephrased challenge read:

“Our challenge is to **enhance the usage of the center’s space**, keeping in mind the future developments the architecture team proposed, with the end goal of **improving the service experience**.”

This refined challenge allowed us to work toward balancing the center’s mission with spatial and operational enhancements, ensuring our solutions align with both short and long-term goals.

Some initial mandates:

Be horse-centric: “Horses need space to be horses.” The well-being of the horses is the top priority. Any idea or research must ensure their safety, schedules, and space are respected. The service design should prioritize the horses as the primary users, following the principles of user-centered design.

Grow community awareness: The goal is to engage people and create memorable experiences. This requires focusing on what the community values and designing concepts that establish emotional connections with them.

Support organizational sustainability: It’s essential to ensure the organization operates smoothly in the long term. Therefore, all ideas should consider environmental friendliness, financial stability, and social responsibility.

Respect existing space constraints: The design must fit within the available space without disrupting critical elements or functions.

1.1 THE KICK-OFF

During the kick-off meeting, Faith Equestrian introduced our team to the heart of the organization: its mission, values, daily operations, and the individuals who make it all possible. They walked us through the unique therapeutic services they offer, the roles of staff members, and the center’s overall philosophy of care, inclusion, and empowerment through equine-assisted activities.

We also gained insight into their current challenges, and their aspirations for the center’s future—balancing growth while maintaining the intimate, personal connections that are core to their identity.

This conversation helped us develop empathy not just for the participants but also for the staff and the horses, all of whom contribute to the center’s unique ecosystem. It provided the foundation for a design approach that aligns with their values and addresses their needs holistically, setting the stage for meaningful interventions.

Organizational Values

The cornerstones are Faith, Hope, Love

Connections and relationships are at the core of what they do; Horses are the pivotal point.

Other keywords: Commitment, Nurture, Peaceful, Healing, Growth, Therapeutic, Community, Familiarity, Inclusivity

The center meets both people and horses welcoming them from different walks of life.

Whatever we design must prioritize fostering connections among people. It’s not just about creating experiences for individuals but about engaging the broader FETC community.

These experiences should reflect the center’s peaceful environment, support participants’ growth, and complement—rather than interfere with—the therapeutic services at the heart of their work.

Throughout the design process, we will continuously evaluate our ideas by asking: Does this connect people? Does this facilitate healing or detract from it? Is this experience accessible to participants with varying needs and conditions?

1.2 DESIGN CHALLENGE

Community awareness: FETC faces challenges in reaching potential donors, sponsors, and participants. They primarily rely on word-of-mouth to attract newcomers to the center.

Sustainable practices and design: The center’s operations heavily depend on the presence of all staff members, emphasizing the need for long-term, self-sustaining practices.

Parking facility: The parking facility is being relocated, and they aim for the new location to be more intuitive and accessible for visitors.

Potential donor communications: Expanding outreach beyond their existing network has proven difficult. Since donors are a primary source of support, improving external communication is a key priority.

Our takeaway is that we’ll be focusing on designing service experiences to support these different areas.

WHAT I HEAR MOST
FREQUENTLY IS
I THOUGHT YOU ARE
CLOSED, and
I’VE NEVER HEARD
OF YOU.

Elizabeth Todd
Program Director

Page Opposite: Estate visit



1.3 RESEARCH RESEARCH PLAN

Phase 1:
Research Objectives:
Observe all aspects of current physical space and learn about operations from staff
Method: Site Recce
Team 1 discussed operations with staff
Team 2 observed interactions with the space

Phase 2:
Research Objectives:
Familiarize the team with participant needs and preferences introduced by their conditions.
Method: Secondary research
We first analyzed the conditions across the demographic and then completed desk research to understand the specifics of those conditions, and the implications it may have on our design interventions.

Phase 3:
Research Objectives:
Understand and empathize with volunteers and participants' experience with FETC, ways they learned about center, and areas for improvement
Method: Survey

Phase 4:
Research Objectives:
Gain in-depth understanding of participants' typical journey with the center, the challenges faced, and openness to engaging with the center in additional ways.
Method: Interviews



1.3 RESEARCH
SITE RECCE

This was the team’s first opportunity to experience FETC’s space firsthand, allowing us to build empathy and gain a deeper understanding of the facility. Our goals were to observe all aspects of the physical environment, learn about daily operations from the staff, and, initially, gain insight into participants’ experiences.

To streamline our efforts, we divided into two smaller teams:

- Team 1 focused on **discussing operations and community engagement with the staff.**
- Team 2 observed **interactions with the space**



1.3 RESEARCH
SITE RECCE

SPATIAL MAPPING

To better understand FETC’s layout and usage, we began by mapping out the existing activities and infrastructure. This step was essential for familiarizing ourselves with the various spaces and how they function together.

Our analysis included dividing the site into zones guided by architectural concepts:

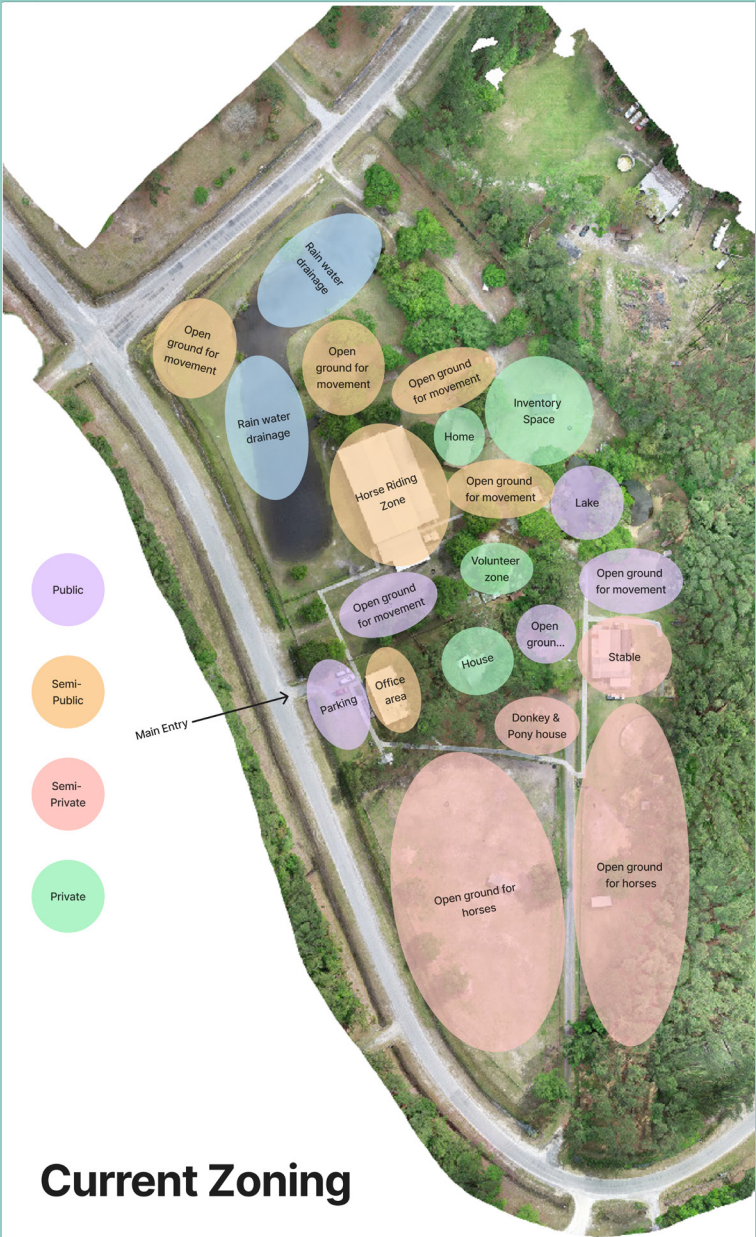
- **Private spaces:** Accessible only to key stakeholders.
- **Semi-private spaces:** Primarily for staff and participants, with limited public access.
- **Semi-public spaces:** Open to participants, their families, and caregivers, but not the general public.
- **Public spaces:** Accessible to anyone on the premises.

This zoning exercise was crucial in identifying which areas could support specific activities and interactions, ensuring that our design solutions would align with FETC’s operational needs.

Additionally, we mapped out pathways and directional navigation throughout the facility to gain insights into the visitor’s journey. Understanding how visitors move through the space and interact with its various elements helped us identify opportunities to enhance their experience during a typical visit.



Above: Map with current activities and infrastructure. This showed us what our current design constraints were in terms of spacing, and also revealed opportunity areas, where we could design further.



Current Zoning
Site analysis segmented into private and public zones guiding activity placement across the site.



Current
Movement Map

Pathway and navigation analysis mapped to define the visitor journey throughout the facility.

1.3 RESEARCH
SITE RECCE

ARENA

Accessibility Enhancements: There are currently ramps for wheelchair access to the seating area, which is a positive feature. However, it would benefit from better visibility and additional signage to direct visitors to these ramps effectively.

Seating Arrangements: The lack of clear signage for the seating area may cause confusion for visitors trying to locate themselves. Moreover, while there is some seating available to watch grooming sessions, it is limited. Increasing seating capacity would enhance the experience for families and caregivers who wish to observe these interactions comfortably.

Color Coding: The inconsistent use of color coding throughout diminishes the clarity of the system intended to assist visitors. A more standardized approach to color coding can improve navigability and enhance the overall user experience.



1.3 RESEARCH
SITE RECCE

VOLUNTEER PAVILION

Seating Limitations: The pavilion features four long benches, which are insufficient for the number of volunteers and visitors. Increasing seating capacity would provide a more welcoming space for those gathering before or after activities.

Signage Visibility: There is currently only one signboard indicating that this is the Volunteer Pavilion. Improving the visibility and placement of this sign can help orient visitors and reinforce the importance of volunteer contributions to the center.



1.3 RESEARCH
SITE RECCE

BARN

Operational Efficiency: The task allocation and monitoring of horse schedules are currently managed using whiteboards by the entrance. While this method is functional, it could benefit from solutions to streamline operations and improve clarity for staff and volunteers.

Horse Monitoring: The location of all horses is tracked on a whiteboard with magnets. While this is a practical approach, an enhanced tracking system could improve accuracy and efficiency.

Facility Navigation: The washroom located behind the barn is not easily identifiable. Clear signage or a map indicating its location would improve accessibility for both staff and visitors.

Equipment Organization: All equipment is color-coded according to the horse, which is a beneficial organizational strategy. However, ensuring that this system is consistently implemented and easily understandable is essential for maintaining efficiency.

Safety Considerations: While a first aid kit for horses is visible, there appears to be no designated first aid provisions for participants. Establishing a clear first aid station for humans would significantly enhance safety protocols and demonstrate the center’s commitment to participant welfare.



1.3 RESEARCH
SITE RECCE

SIGNAGES

Size and Readability: Signs are often small and feature tiny text, making them difficult to read from a distance. Larger signs with clearer fonts would improve visibility and comprehension for all visitors, including those with visual impairments.

Positioning and Clarity: The current signage is positioned inconsistently and in non-intuitive locations. This can lead to confusion and disorientation among visitors as they navigate the facility.



1.3 RESEARCH
SITE RECCE

PRELIMINARY OBSERVATIONS

We utilized an online collaborative platform to document all our observations from the site visit, synthesizing them into insights that would inform our creation of the problem statement. This process allowed us to collaboratively analyze our findings in real-time, ensuring that no detail was overlooked.

Our most prominent takeaways are that FETC relies on a more organic method of growth, focusing on spreading awareness through the networks of visitors and participants. This approach emphasizes the power of personal experiences and recommendations in fostering community engagement and support for the center.

FETC staff wary of volunteer promotion due to unclear messaging

FETC shows value through visits but lacks capacity to accommodate all interested.

FETC seeks additional funds by leveraging participants’ networks without asking them for more money.

Word-of-mouth is powerful mechanism for promoting the space.

The center’s spaces are not clearly defined from the outside, limiting discoverability.

The parking and entrance, with its subtle signage, do not clearly indicate the center’s purpose.

1.3 RESEARCH

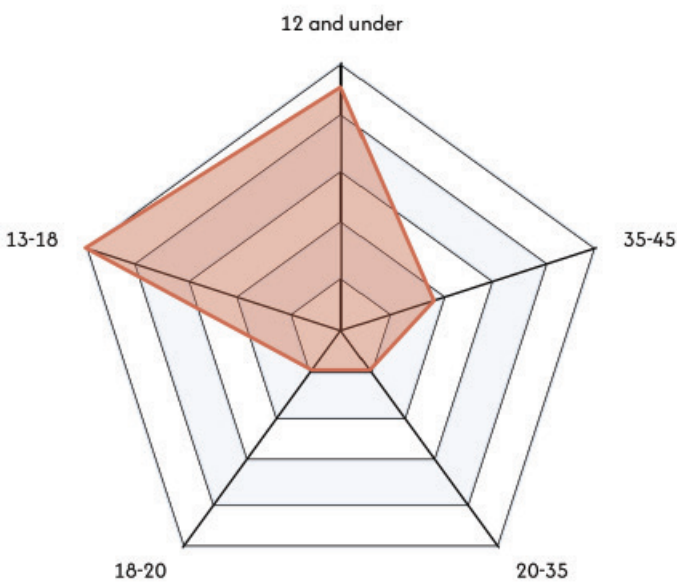
CUSTOMER SURVEY & INTERVIEWS

Phase 2 of our research focused on analyzing the current age and condition distribution of the participants at FETC. This analysis provided us with a high-level understanding of the diverse characteristics and needs of the individuals we would be designing for, allowing us to tailor our approach accordingly.

Designing for people with varying physical and mental conditions necessitates a deep sensitivity to their unique experiences, as well as knowledge of how these conditions can affect their feelings, behaviors, and interactions in different environments. Understanding these nuances is crucial for creating inclusive and supportive experiences.

We conducted comprehensive desk research into the challenges and sensitivities associated with these diverse conditions, which proved to be imperative in shaping our design interventions. By identifying specific barriers and requirements, we aimed to ensure that our solutions would foster a welcoming and accessible environment for all participants.

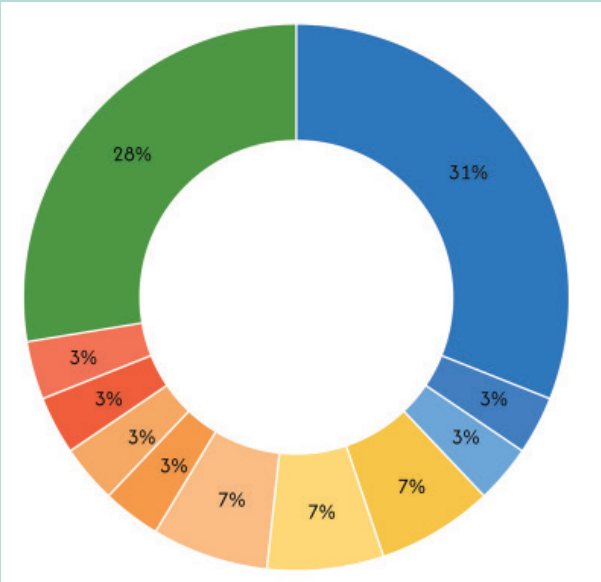
AGE DISTRIBUTION



Participants' ages vary widely, with the most common groups being 12 and under, and 13-18. This emphasizes the need to prioritize design for these age ranges, while also considering the 35-45 age group, as they are present in smaller numbers.

1.3 RESEARCH
CUSTOMER SURVEY & INTERVIEWS

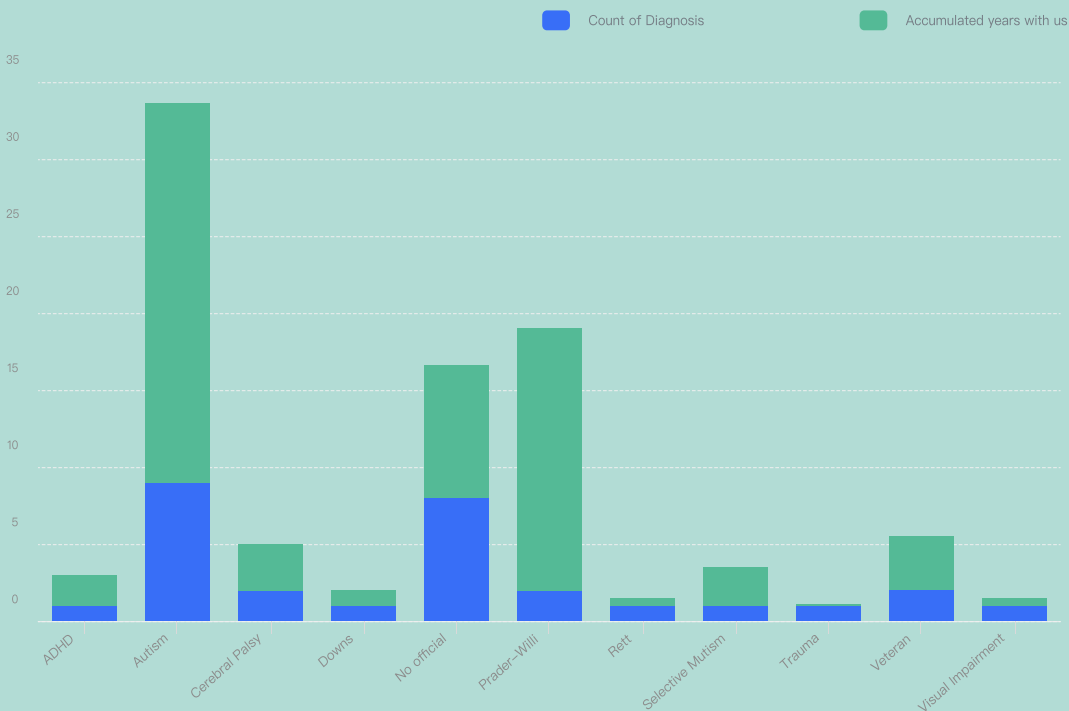
CONDITION DISTRIBUTION



- Autism Spectrum Disorder
- ADHD
- Selective Mutism
- CP
- Prader-Willi
- Rhett
- Downs
- Veterans
- Trauma
- Visual Impairment
- No Official

The highest proportion of participants are individuals with Autism Spectrum Disorders, while there is also a significant prevalence of mobility-related disorders, underscoring the need for thoughtful design for this diverse demographic. This would include wheelchair accessibility features, frequent rest stops along the estate, and similar interventions to accommodate their needs.

TIME SPENT AT FETC



Autism Spectrum Disorder and Prader-Willi Syndrome represent the largest proportions of participants, with both groups accumulating the most years in the courses. This insight highlights the need to tailor FETC’s experiences to the specific needs and preferences of these participants,

whose sustained involvement suggests they find unique value in the program. For the project, this means designing activities that emphasize sensory engagement, routine, and a structured but flexible environment to enhance comfort and promote therapeutic benefits for them.

1.3 RESEARCH
CUSTOMER SURVEY & INTERVIEWS

PARTICIPANT CONDITIONS

	CHALLENGES IN SOCIAL SITUATIONS	COGNITIVE TRAITS	EMOTIONAL EXPRESSIONS	BEHAVIORAL PATTERNS
 Rett	Lose communication abilities, including making eye contact or speaking, making social interaction difficult.	Intellectual disabilities are common but hard to assess due to communication barriers. Anxiety and panic attacks may also occur.	Uncontrolled crying or laughing episodes are frequent, along with panic attacks, affecting their emotional stability.	Repetitive hand movements, such as hand-wringing, are common. Motor skills may decline, leading to difficulty walking or loss of purposeful movement.
 Down Syndrome	Challenges in understanding social cues and emotions , which can impact their ability to form relationships and engage socially.	Slower learning, shorter attention spans, and difficulty with reasoning and problem-solving. Speech and language development may also be delayed.	Tend to express emotions openly and can be affectionate, but communication challenges may cause frustration and occasional outbursts.	A strong preference for routines and familiarity is typical. They may develop repetitive behaviors and struggle with adapting to new environments or changes in routine.
 Prader-Willi Syndrom	May have difficulty with emotional regulation and social cues, leading to challenges in relationships and interactions, especially around food.	Cognitive delays, slower learning, and difficulty with problem-solving are common. Attention spans are often short, and learning can be more challenging.	Can struggle with controlling their emotions, leading to anxiety, outbursts, and compulsive behaviors, especially related to food.	Individuals often have an obsessive focus on food, leading to repetitive or compulsive behaviors and difficulties with self-control.
 Cerebral Palsy	Speech and mobility issues can make social interaction difficult, leading to fewer opportunities for engagement.	About 30-50% of individuals with CP have cognitive impairments, affecting learning, attention, and problem-solving abilities.	Frustration from physical and communication barriers can lead to emotional difficulties and stress.	Individually may show reliance on routines and assistive devices, with movement limitations impacting their ability to engage in physical activities.

1.3 RESEARCH
CUSTOMER SURVEY & INTERVIEWS

PARTICIPANT CONDITIONS

	CHALLENGES IN SOCIAL SITUATIONS	COGNITIVE TRAITS	EMOTIONAL EXPRESSIONS	BEHAVIORAL PATTERNS
 ASD	Difficulty with nonverbal communication and interpreting things literally.	Challenges with attention to detail, visual thinking and executive functioning.	Difficulty processing emotions and showing empathy; struggles to express emotions.	Repetitive behaviors and a strong preference for routines.
 Selective Mutism	Experiences intense anxiety, often withdraws and can display mood swings at home.	Average or above-average intelligence, may struggle with memory recall, and can have difficulty responding to unfamiliar adults.	Experiences intense anxiety, often withdraws, and can display mood swings at home.	May appear stubborn or inflexible, can be bossy or assertive at home, might engage in compulsive or repetitive behaviors and may experience physical symptoms like stomachaches.
 ADHD	Struggles with reading social cues. May dominate conversations or interrupt others. Difficulty maintaining long-term friendships due to impulsivity	Easily distracted, especially during uninteresting tasks. May hyperfocus on engaging activities. Difficulty organizing tasks and managing time.	Mood swings or irritability. Sensitive to criticism. Low frustration tolerance.	Frequently fidgets or squirms. Impulsively acts without considering consequences. Often forgetful or loses important items.
	Researching the conditions of FETC participants allowed us to design spaces and activities that accommodate diverse sensory, motor, and cognitive needs. For example, individuals on the autism spectrum often benefit from environments that avoid sudden loud noises and incorporate muted, calming colors, providing quiet, sensory-friendly zones to retreat when overwhelmed. Conditions like cerebral palsy and Rett	syndrome, which can affect muscle tone and motor skills, require designs with smooth, accessible paths, rest areas, and adaptable activities. Such considerations make each space at FETC welcoming, safe, and functional. Easily distracted, especially during uninteresting tasks. May hyperfocus on engaging activities. Difficulty organizing tasks and managing time.	For participants with ADHD, visual and auditory distractions should be minimized, with structured, focused interactions that use clear pathways and designated spaces to facilitate attention. Veterans, who may experience sensitivity to chaotic or noisy environments, benefit from calming elements like gentle lighting and opportunities for quiet	reflection. Our approach integrates these diverse needs to create an inclusive, nurturing environment at FETC that fosters positive experiences, supports personal growth, and encourages a deeper connection to equine therapy.

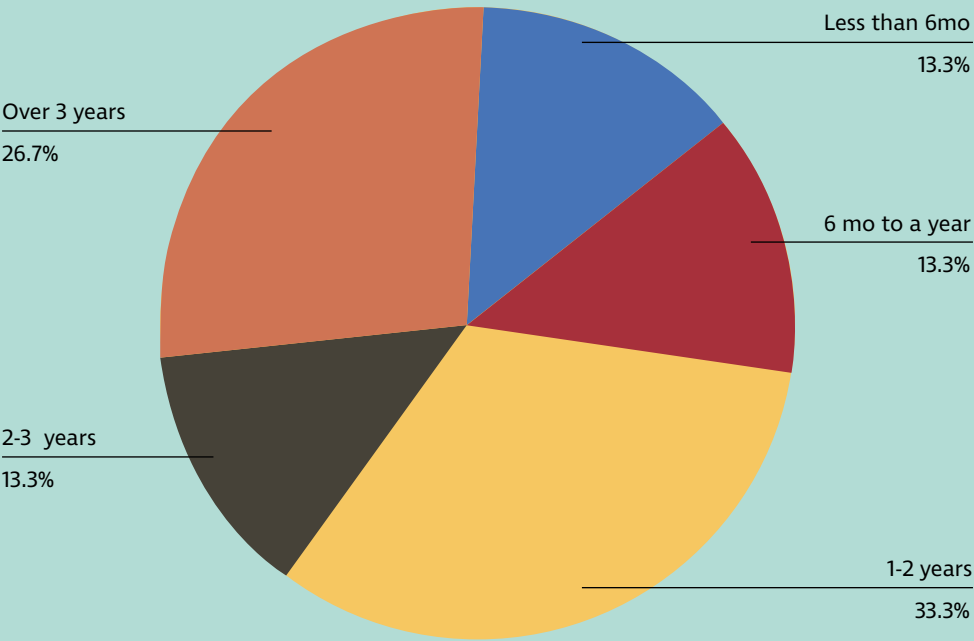
1.3 RESEARCH
CUSTOMER SURVEY & INTERVIEWS

PARTICIPANT ENGAGEMENT

Building on our understanding of the center and its community, we developed a comprehensive survey aimed at participants and their families. The primary objective was to validate our initial insights and ensure that our design would truly address the needs and desires of the service recipients. This survey allowed us to gather first-hand information directly from those who engage with the center, providing valuable context for our design process.

The survey results revealed that **word-of-mouth was the most frequently cited method by which participants learned about the center**. This was closely followed by visits to the website and individual research efforts.

This informed our design direction by highlighting the need to create experiences that are easily shareable and memorable. By incorporating elements that participants and their families can readily describe and promote, we can effectively enhance awareness and interest in the center, ultimately fostering a stronger sense of community around FETC.



The data indicates that the majority of participants have been taking lessons for over a year, demonstrating the center’s **strong ability to retain participants**. This suggests that the center effectively **fosters long-term relationships** with its participants.

This finding highlighted that the primary challenge lies in **attracting new community members**, rather than retaining those who are already engaged.

1.3 RESEARCH
CUSTOMER SURVEY & INTERVIEWS

CUSTOMER SATISFACTION

5% said the interactions with human and equine staff were what participants enjoyed most about the center

They highlighted the compassion, patience, and expertise of the staff as standout qualities that significantly enhance their time at FETC.

They note that the time spent with the horses is incredibly important.

Faith has been amazing for me helping to lower my anxiety PTSD and depression. I love the bond I have been able to create with the horse I ride. Elizabeth is an absolutely amazing teacher.

Anonymous respondent

The primary request from participants is for more time in their experiences at the center. This includes:

- More time with the horses
- Longer lesson durations
- Extended camp hours

These insights have guided our approach to designing a self-guided exploratory journey throughout the space. By introducing new activities, we aim to encourage participants to spend additional time at the center, enhancing their overall experience.

While many participants express a desire for increased interaction with the horses, we also recognize that the equine staff have limited working hours. To address this, our activity designs will incorporate visual motifs of the actual horses at the center, alongside educational opportunities for participants to learn about equine care and behavior. This will facilitate a deeper connection with the horses, even when direct interaction isn't possible.

Moreover, to ensure that the staff can focus on delivering smooth and effective lessons, these activities will be designed to operate independently. This way, participants can engage with the new offerings without requiring constant supervision or intervention from the staff, allowing for a balanced and enriching experience for everyone involved.

1.3 RESEARCH
CUSTOMER SURVEY & INTERVIEWS

INTERVIEW INSIGHTS

The surveys completed by various stakeholders revealed a strong need for deeper discussions with participants' families. To gain more comprehensive insights, we aimed to understand their daily interactions with the center, the staff, and how these experiences impact both the participants and their families.

To achieve this, we conducted interviews with the families of four child participants and spoke directly with one war veteran participant. These conversations allowed us to explore their unique experiences and perspectives regarding the center's offerings and environment.

It's very hard to find activities that are inclusive to everyone, just because when someone doesn't fit in a nice box, it's harder to accommodate for them. So for Faith to be able to be inclusive and to accommodate for anything a child bring is amazing.

Anonymous respondent

Parent prefers to have a hands-off approach, trusting the staff/volunteers completely. This also indicates that parents view this as a safe space for their child to learn and grow without needing parental intervention.

Although the parent claims they want to spend more time (>1 hr) at the facility if there were more activities, they practically cannot because of the participant's physical limitations.

Our insights from these interviews underscored the importance of creating inclusive experiences that can accommodate the diverse needs of participants.

The participant's most meaningful moments at FETC are with "their horse," reflecting a strong sense of belonging and positive connection to the space.

Caregivers would like to spend more time at the center if there were more activities there, because lessons are typically a good way to get children out of the house and doing something they care about.

1.3 RESEARCH

VOLUNTEERS & BOARD MEMBERS

A vital part of FETC's operations is the group of volunteers, who assist with housekeeping of the barn and estate, horse care, and lessons. We leveraged the results of the volunteer survey created by the branding team to learn about how volunteers come to be involved and interact with FETC. This provided us with a more holistic view of how the center attracts and retains various community members, as well as the value that they derive from the center.

Our learning about how volunteers learned about the center underscored the importance of community engagement and personal referrals, strengthening our resolve to build an experience that visitors could not help but to talk about.

72% of volunteers discovered FETC through personal connections.

100% of volunteers would recommend the center.

Further analysis of the survey revealed that the key reasons participants return to the center, including how the center emphasizes personal growth through volunteering, the relaxing environment that benefits the volunteers similarly to the participants, and the warm nature of the staff and community, that make volunteers feel welcome.

We learned that the value of the center speaks for itself to the volunteer community. With that being said, our work needed to focus more on how the word of these benefits could be better heard.

1.3 RESEARCH
VOLUNTEERS & BOARD MEMBERS

THE BOARD OF DIRECTORS

We additionally spoke with two of FETC’s board members, **Bridget Seay**, who has been on the board for four years, and **Amy Greene**, who has been on the board for six months, to learn more about the growth challenges faced by the center, and to gather their perspective on how FETC should expand over the next 5-10 years.

Our key takeaways

- 1. **Growing Demand:** There is a clear and increasing demand for the programs offered by FETC
- 2. **Challenges in Engagement:** Converting donors and volunteers into active supporters of the center can be challenging, particularly when individuals do not have prior experience with horses or a personal connection to someone involved with FETC
- 3. **Expanding Services:** Board members expressed optimism about the potential for FETC to expand its services to include more programs tailored for individuals with dementia and Alzheimer’s disease over the next five years.

These insights will inform our strategic approach to enhancing community engagement, building relationships, and expanding service offerings to meet the evolving needs of participants.



RON, A WAR VET VETERAN

Much of our previous research focused on the younger participants, however there is a distinct user group served by FETC, War Veterans, who we wanted to ensure we did not leave out of our solutions. We spoke with Ron, a war veteran who has been taking lessons at FETC for one year, and started after seeing his daughter taking lessons there. He provided us with the perspective of an adult FETC participant on how the center serves him and ways he believes it could improve.

Our key takeaways

- 1. **Limited Outreach to Veterans:** FETC’s outreach efforts to the veteran community appear to be minimal. Ron only became aware of the center’s veteran-specific programming after his daughter began taking classes.
- 2. **Value of Family Involvement:** Promoting family time at the center emerged as a vital opportunity. For Ron, the ability to volunteer alongside his family adds immense value to his experience at FETC.

These insights underscore the importance of developing targeted outreach initiatives and family-focused programming to enhance engagement and support for veterans at FETC.

2

FROM PROBLEM TO OPPORTUNITY



2.1. FRAMING THE PROBLEM

We identified two key pain points from our insights:

Although FETC has a lot of value to communicate about the center, they are hindered logistically from doing so.

FETC faces challenges in consistently attracting donors and sponsors.

These informed our two initial problem statements:

Potential donors need an introduction to the center but it cannot accommodate unexpected visits even though they are impactful for fostering support for the center.

Participants in the program need engagement and alignment with the facility because connection drives program stability.

We identified two potential design directions:

the first directly aligning to growing the center directly by focusing on donor experience, and

the second aligning to focusing on participant engagement as a driver for organic growth.

2.2. HOW MIGHT WE...?

...design an experience that **allows visitors to explore independently and recognize the value and essence of the center?**

...create touchpoints that help participants **feel more connected to the facility, driving alignment and commitment to the program?**



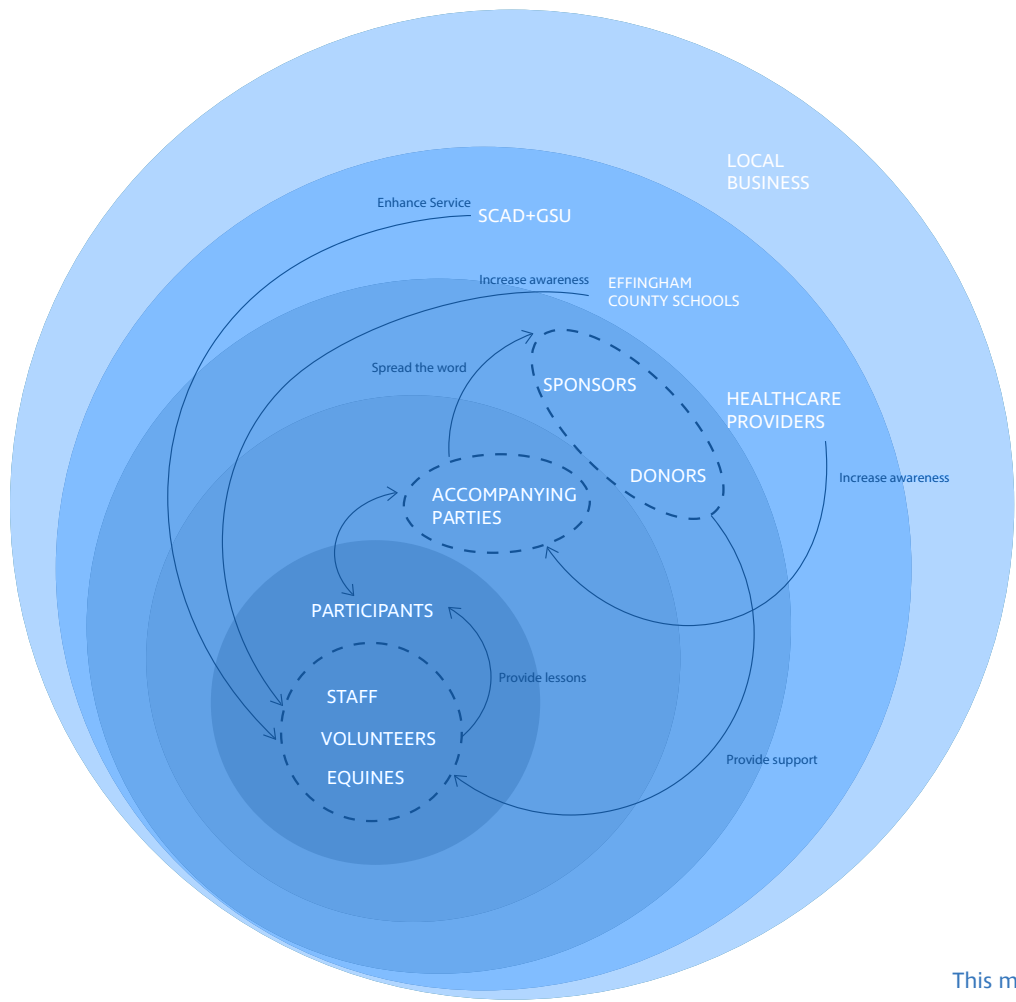
2.3. STAKEHOLDER MAP

To effectively understand the dynamics surrounding FETC, we employed varied approaches to map out the stakeholders involved.

Our initial, simplified version of the stakeholder map was structured based on the degree of direct influence on the experience. At the center, we positioned the core stakeholders who both facilitate and receive the horse riding service, highlighting those most impacted by any interventions in the experience. This central positioning allowed us to clearly identify the primary beneficiaries and key contributors to the service, enabling a focused discussion on their needs and experiences.

In our second approach, we concentrated on mapping the relationships between these stakeholders and examining how they influence one another. This deeper exploration shifted our focus from merely assessing the impact of the experience itself to understanding the interconnectedness of the various stakeholders involved. By considering who may be involved in each stakeholder’s experience, we gained insights into the complex network that supports FETC’s operations.

Ultimately, we combined these approaches to create a comprehensive stakeholder map that not only ranks stakeholders in order of influence and impact but also illustrates the relationships between them.



This map uses arrows to represent the relationships between various stakeholders. Peripheral stakeholders—such as GSU, SCAD, and Effingham County Schools—are positioned on the outskirts, indicating their role in indirectly supporting the service through awareness-raising initiatives. Meanwhile, sponsors and donors are shown providing essential support to staff, volunteers, and equines, while also being informed by participants’ families. This holistic view enables us to identify opportunities and strengthen connections within the FETC community.

2.4. PARTICIPANT PERSONA

Our stakeholder mapping exercise highlighted that the core value proposition of FETC lies in its primary service offering: the horse riding lessons. However, we recognize the potential to enhance this value proposition by expanding the overall experience surrounding these lessons.

To ensure that any proposed service enhancements genuinely benefit the participants, we developed a participant persona. This persona covers the key needs and challenges faced by individuals engaging with FETC. Our insights into participants’ behaviors, frustrations, and pain points were derived from the survey and interviews we conducted. Additionally, we supplemented our understanding with secondary research on the various conditions participants may experience and the unique determinants these conditions introduce to their interactions within the center.

By creating this participant persona, we aim to ensure that our design decisions are firmly rooted in the real experiences and needs of the participants, ultimately fostering a more effective and meaningful engagement with FETC’s offerings.



JOHN, PARTICIPANT, 10 YEARS OLD
curious | sensitive | adventurous

“I get overwhelmed in crowded spaces, and often need to take breaks.”

John loves to explore the facility at FETC, and enjoys being around horses during his time there. He wishes he could spend more time, but does not always have the energy to engage for long periods.

How FETC Benefits Them Currently:

- Improves flexibility and balance
- Gives them something to do outdoors
- Provides opportunities to foster friendships
- Building courage and independence

Opportunities for FETC to serve them better

- Important points Providing more comfortable rest spaces
- Facilitate more connection between families
- More accessible activities at center beyond horse riding

2.5. STAFF PERSONA

Understanding that any experience designed for participants not only shapes their journey but also directly impacts the staff who facilitate these services, we created a combined staff persona. The staff play a pivotal role in delivering FETC's offerings, and their interactions with participants form the backbone of the center's impact.

To accurately represent their interests, responsibilities, and motivations, we created a persona that synthesizes insights from our conversations with Dana, Ansley, and Elizabeth. This staff persona helps us consider both the explicit and implicit needs of those who make the participants' experiences possible. By identifying the unique challenges and values staff bring to the program, we can design interventions that support both the participant and staff journeys, enhancing the center's overall functionality and atmosphere.



THE SERVICE TEAM
compassionate | dedicated | patient

"Everybody can benefit from our programs, getting them here is the problem."

The staff at FETC are compassionate, dedicated, and patient with their participants and community. They seek to secure more funding, increase recognition of the value of equine therapy, and grow the organization to reach more in need.

FRUSTRATIONS :

- Unexpected nature of the job
- Hard to reach sponsors and donors
- Difficulty communicating value of center

DESIRES :

- Long-term growth
- Enhanced public understanding horse riding

If I had a magic wand ...

Make sponsors and visitors instantly love this place and understand how meaningful the center is.

2.6 OPPORTUNITY STATEMENT

Through our initial observations, stakeholder interviews, and site recce, analyzed with key design frameworks, we developed a refined understanding of the problem and the potential opportunities it presents.

This fresh perspective enabled us to frame a final problem statement, which will serve as the foundation for our design interventions moving forward.

Faith Equestrian Therapeutic Center (FETC) provides impactful equine-assisted therapeutic services, yet its reach is constrained by limited support and stakeholder engagement.

To address this, we will develop targeted engagement activities that enhance FETC’s value proposition and organically grow its network of supporters.

3

REDEFINING THE SERVICE EXPERIENCE SYSTEM



3.1 SERVICE EXPERIENCE ANALYSIS

To better understand the space and identify engagement opportunities, we used an urban planning approach inspired by Kevin Lynch's "The Image of the City". This methodology allowed us to visualize pathways, boundaries (edges), and key structures like the arena, new barn, and education center (landmarks).

Additionally, we mapped out existing connection spaces, or "probable nodes," as well as potential areas where our service could foster new interactions, termed "possible nodes." These probable and possible node spaces highlight the primary spatial opportunities for designing engagement activities that enhance participant interaction within the center.



3.2 MIND MAP

Our ideation was rooted in themes drawn from the architecture team’s proposed moodboards, focusing on creating experiences with the keywords **peace, socialize, and learn**—all aligned with our understanding of the center’s community.

From this, we derived core emotional keywords to define the ideal journey for participants: **discover, engage, explore**, and ultimately **connect**. This sequence shapes the experience’s emotional flow and informs how each phase of the journey should feel to participants, creating a cohesive and meaningful engagement.



Brainstorming exercise on identified themes of **Peace, Socialize, and Learn**

3.3 EMOTIONAL JOURNEY

PEACEFUL



To ensure our proposed experiences resonated with participants on a deeper level, we focused on mapping the emotions we wanted them to feel at each stage of their engagement with FETC.

This emotional arc, rooted in our themes of peace, socialize, and learn, informed the design of each experience touchpoint, ensuring alignment between FETC’s values and participants’ emotional engagement.

This builds toward immersion in the experience, fostering a sense of presence and connection, and concludes with a gradual ease-out, allowing participants to leave with a lasting sense of fulfillment and tranquility.

LEARN



SOCIALIZE

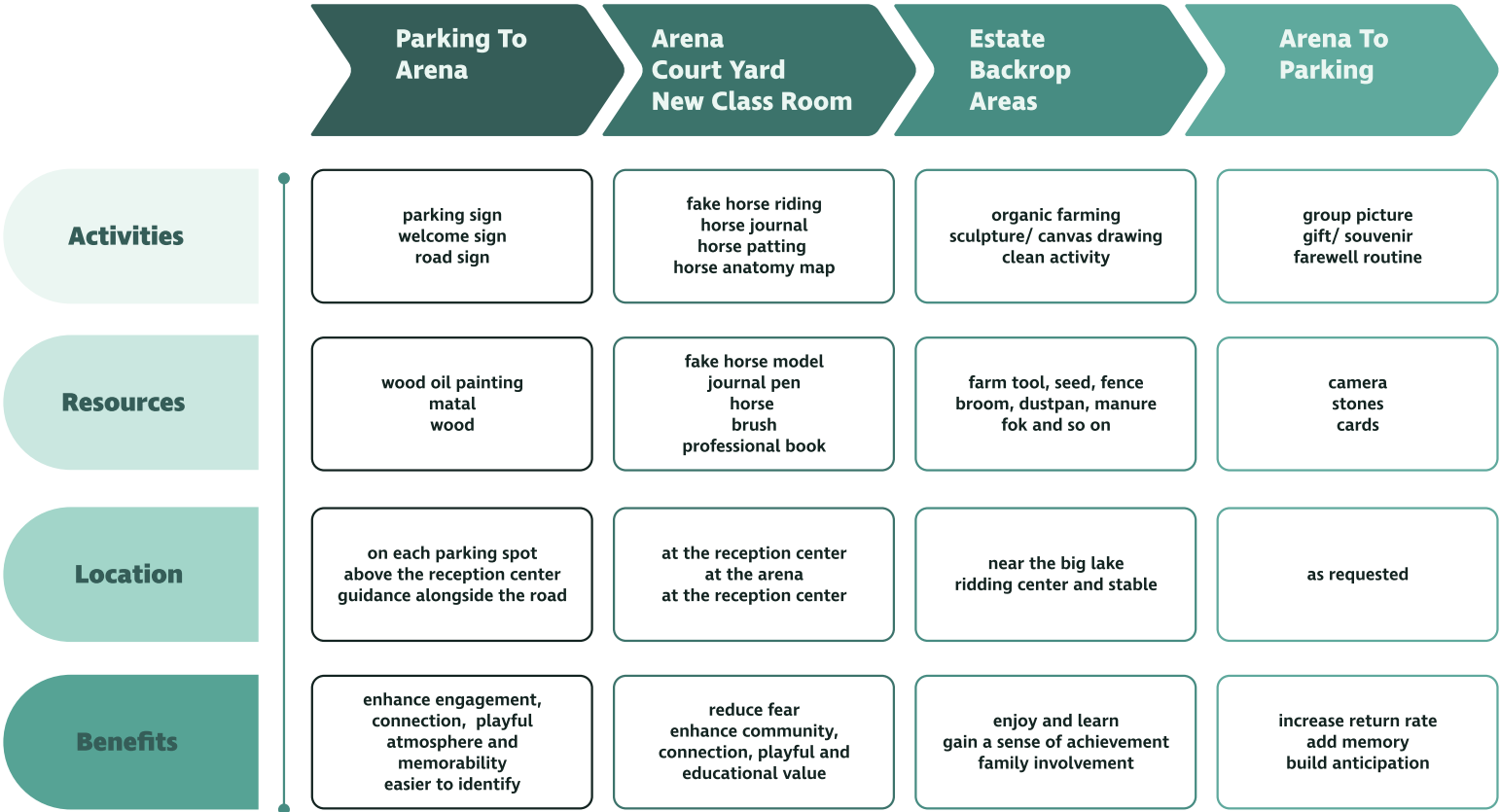


3.4 EXPERIENCE JOURNEY MAP

The next logical step was to structure the participant’s experience at FETC into sequential stages, translating our abstract emotional goals into realistic, tangible interactions. We identified four key phases:

- 1. **Parking to Arena:** The initial entry experience where participants begin to transition into the FETC environment.
- 2. **Arena, Courtyard, Classroom:** Core areas where participants engage with the main activities, learning, and interaction.
- 3. **Estate Backdrop:** A scenic, immersive space for participants to connect with nature and experience the center’s tranquility.
- 4. **Back to Parking:** The final phase, allowing for reflection and closure as participants exit the space.

We mapped our ideas for each theme—peace, socialize, and learn—along this framework, enabling us to visualize how each experience contributes to a cohesive and memorable journey for the participant. This mapping process ensured that every touchpoint aligns with FETC’s mission and enriches the overall experience.



The different activities seen in this experience journey map are aimed at providing opportunities to socialize.

Experience Journey Map

	Parking To Arena	Arena Court Yard New Class Room	Estate Backdrop Areas	Arena To Parking
Activities	Transitional portal into the horses' world Horse sculpture installation Directional navigation through hoof prints on the ground, guiding towards the arena	Equestrian-themed playground Canopy wagon relaxation by pond Shadow puppets	Interactive puzzles Peaceful rainsticks and rattles	Physical gateway to signify the exit from horse's zone Hoofprints
Resources	Wood Bamboo Metal	Wood, natural logs Sand Second-hand wagon relaxing canopy Accordion fold cloth Paper and sticks	Wooden wall Paint Rainsticks Seed shell rattles	Stone, wood, or metal Wood, bamboo, or metal gateway
Location	Pathway from parking lot to arena Drive from entrance from road to parking lot	Open area between arena and education center Along long pond Inside Education Center	Around the small pond Along the way besides the small pond	Pathway from the arena back to the parking lot
Benefits	Clearly marks the start of the experience, acts as a transition space Establishes the horse-theme journey Enhance visibility and recognizability from the road Helps separate the space from the outside world	Provide a space for visitors to sit while participants play in playground Encourages relaxation and taking a contemplative moment with nature Encourages storytelling as a means of learning, fostering connections	Interactive puzzle strengthens recognition of horses Sensory element in silent landscape Rainsticks and rattles provide gentle, natural sounds, interesting to autistic children	Provides a symbolic transition from the experience back to everyday life Continues the sense of connection with the horse world even as participants leave Encourages reflection on experience and peaceful exit

The activities seen in this experience journey map provide a sense of peace.

Experience Journey Map

	Parking To Arena	Arena Court Yard New Class Room	Estate Backdrop Areas	Arena To Parking
Activities	Site map at the entrance Elaborate signage Sensory garden Virtual touring concept Cool down area Pre-lesson warmup	Ride a dummy horse Record their sessions with consent Hall of fame SOS Trigger Horse riding tracks	Cool-down area Per session achievement award Souvenir space Feedback zone Happy Bell	Horse cart painting Make your own toy horse Sponsor information space Donations zone Information kiosk for future activities/ events
Resources	Signs Printing Landscaping	Camera Dummy horse Apple watch	Stretching tools Bells and wooden mounts Craft supplies for souvenir making	Second-hand horse cart painting Soft toy assembly tools Wood kiosk
Location	Pathway from parking lot to arena Drive from entrance from road to parking lot	By the arena	Classroom Happy Bells around estate	Pathway from the arena back to the parking lot
Benefits	Assists the challenged Physical rest areas	Storytelling through the moment Detailed infographics guide visitors Emergency comms	Physical benefits for cool-down Take a piece of the center with them and spread word Celebrate learning moments	Participants can leave their mark on the space, driving connection Make it easy to donate to center Promote future center events

The different activities seen in this experience journey map provide learning opportunities.

DESIGNING THE EXPERIENCES

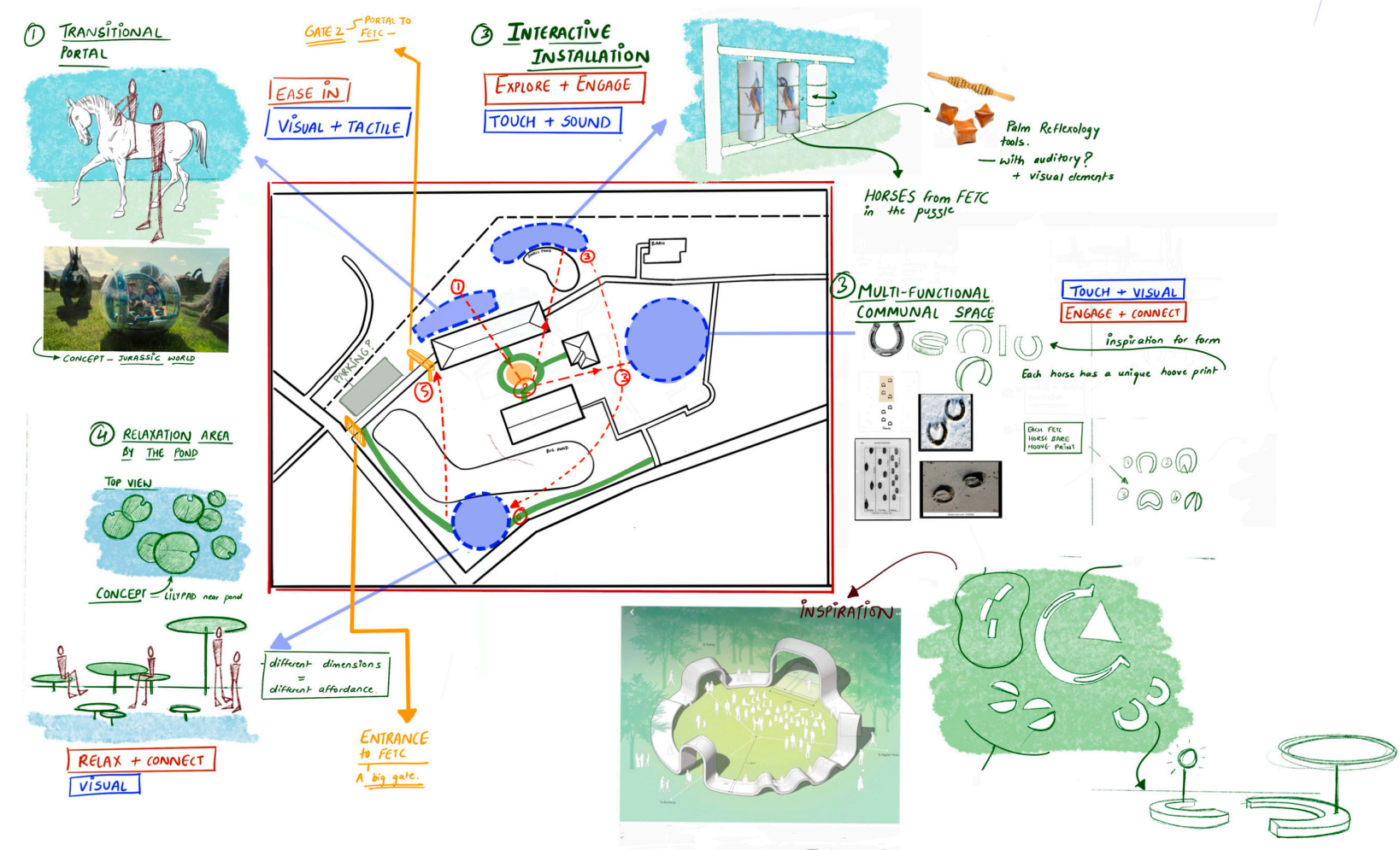


4.1 IDEAS EXPLORATION

Building on ideas from the experience journey maps, we began situating these experiences throughout the estate, marking the start of our ideation process. This phase was in-depth, focusing on designing activities for both current and future structures, harmonizing experiences with the natural surroundings, and even considering activities tailored to the horses. We also explored poetic and musical elements that could enhance participants' connection to the center.

Our anchors for this ideation stage centered less on feasibility and more on the core values we wanted to promote:

- 1. **Alignment with Participants' Motivation:** Does this idea strengthen their primary reason for coming—the horses?
- 2. **Comfort and Accessibility:** Will this experience be comfortable and accessible for all participants?
- 3. **Supervision Needs:** Can this activity function independently, or does it require staff or volunteer oversight?
- 4. **Promotion of Core Themes:** Does this activity encourage learning, social interaction, and a sense of peacefulness?



Initial explorations of activities that align with the theme of peace throughout the estate.

4.1 IDEAS EXPLORATION

JINGLE FOR FETC

DESCRIPTION

This uplifting, memorable jingle encapsulates the joy and therapeutic value of horseback riding at FETC, creating a positive auditory identity that enhances brand recall. Designed as an anthem for the center, the jingle emphasizes FETC’s role in promoting emotional and physical well-being through equine therapy, resonating with participants, their families, and the broader community.

OBJECTIVE

- 1. **Convey Therapeutic Value:** Communicate the emotional and physical benefits of horseback riding therapy for individuals with special needs, creating a meaningful connection with listeners.
- 2. **Promote Community and Inclusivity:** Reinforce FETC’s dedication to inclusivity and its supportive community, strengthening its position as a trusted provider of equine therapy.

Option 1

Ride with joy,
feel the breeze,
Happiness flows,
heart at ease!
On the back of
a friend, we find
our wings!

Option 2

Gallop into smiles,
let worries fade,
with every ride,
a new path made!
In the saddle, love
and laughter play!

Option 3

Hoof beats echo, dreams take flight,
In the saddle, everything feels right!
With every ride, we shine so bright!

EXPERIENCING SOUNDS

DESCRIPTION

The Lakefront Music Garden is a tranquil, interactive space by the lake featuring instruments crafted from natural materials like stone, wood, and pipes. With gentle, harmonious sounds, the garden invites participants to explore creativity and relaxation, fostering a sensory connection to nature and enriching the experience for individuals with special needs.

OBJECTIVE

To provide an inclusive musical garden that enhances the therapeutic experience at FETC by offering a safe, calming space for sensory engagement and self-expression. This garden aligns with FETC’s mission of holistic therapy, promoting emotional well-being, joy, and community through nature-integrated design.



4.1 IDEAS EXPLORATION

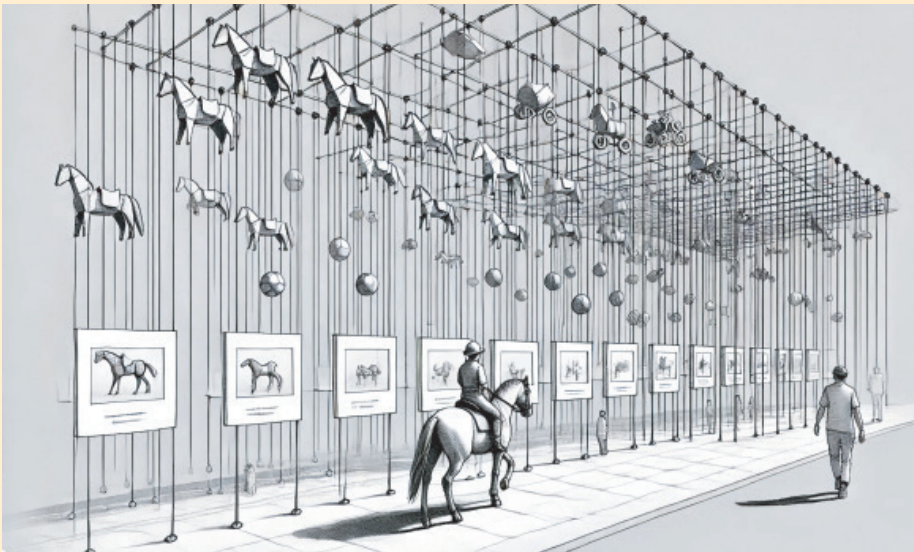
WALK-THROUGH WALL OF FAME

DESCRIPTION

The Walk-Through Wall of Fame celebrates the journeys of past riders through a display of photos and stories along the riding paths. This interactive tribute fosters connection and inspiration, honoring achievements and allowing current riders to feel part of a meaningful legacy.

OBJECTIVE

To strengthen FETC’s community connection by creating a Walk-Through Wall of Fame that honors past riders through visual stories and photos along the riding paths. This initiative celebrates individual accomplishments, inspires current participants, and reinforces FETC’s supportive, inclusive environment.



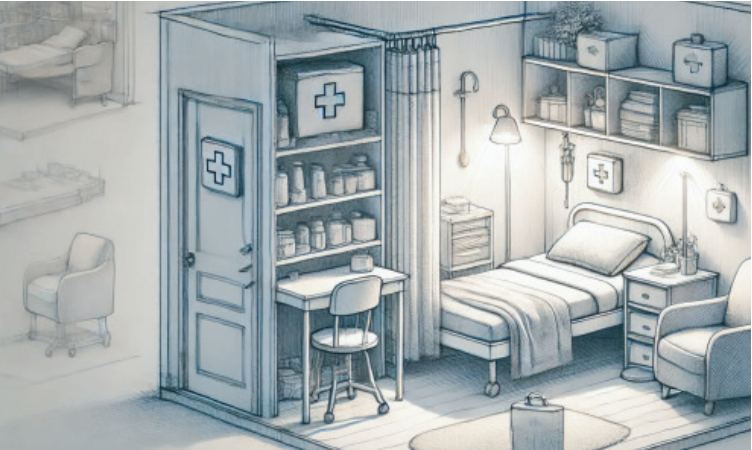
MEDICAL ROOM/URGENT CARE

DESCRIPTION

The On-Site Emergency Care Room at FETC is a specialized space equipped to address urgent medical needs, such as seizures or injection requirements, for riders. This facility enables immediate, reliable access to care during emergencies, fostering a safe environment and providing reassurance to families and staff.

OBJECTIVE

To enhance safety and responsiveness at FETC by establishing a fully equipped emergency care room for rapid medical support. This initiative aligns with FETC’s mission to create a secure and inclusive space where riders with medical needs can confidently engage in equine therapy, ensuring holistic support for participants.



4.1 IDEAS EXPLORATION

PAPER BOAT

DESCRIPTION

The Origami Reflection Booth provides a tranquil space by the water where participants can create boats or swans from biodegradable paper. Each origami piece can carry a personal message or thought, allowing participants to symbolically release their reflections as they float on the water. This soothing activity encourages emotional expression in a serene, eco-friendly way.

OBJECTIVE

To support emotional well-being and self-reflection at FETC by offering a gentle, creative outlet through origami. This activity allows participants to engage in therapeutic self-expression and connect with nature, reinforcing FETC’s mission of holistic, inclusive healing experiences.



WARM-UP/COOL DOWN ZONES

DESCRIPTION

The Warm-Up and Cool-Down Play Zones are thoughtfully designed spaces where participants can physically and emotionally prepare before and unwind after their horseback riding sessions. These zones incorporate sensory elements, including familiar scents and calming activities, to help participants acclimate to the environment, easing them into a comfortable, focused state for riding.

OBJECTIVE

To support rider readiness and relaxation at FETC by providing structured warm-up and cool-down zones along the route to the riding track. This initiative promotes safe, positive equine therapy experiences by helping participants engage with their surroundings and prepare for riding in a sensory-friendly, supportive way, aligned with FETC’s mission of inclusive therapeutic care.



4.1 IDEAS EXPLORATION

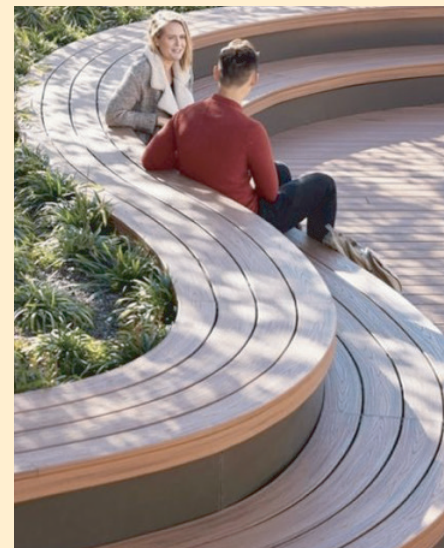
WELCOME LOUNGE

DESCRIPTION

The Welcome Lounge is a calming, comfortable space designed for participants and their families or guardians to relax upon arrival. This soothing rest area allows visitors to unwind after travel, helping them prepare for a positive, therapeutic experience at the center.

OBJECTIVE

To foster a supportive and relaxing atmosphere at FETC by providing a lounge space where participants and their families can feel at ease. This initiative enhances comfort and readiness for therapeutic activities, aligning with FETC's commitment to creating a welcoming, inclusive environment for all visitors.



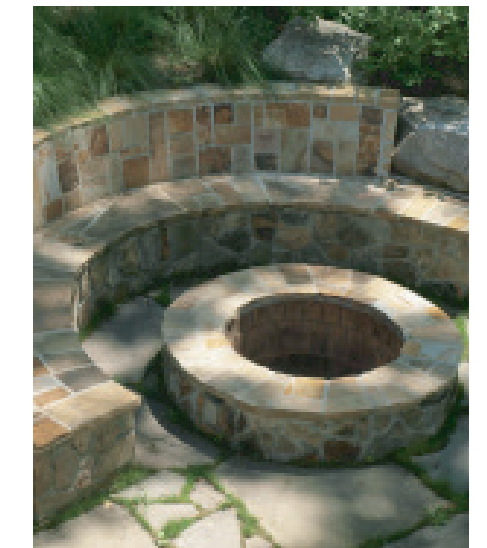
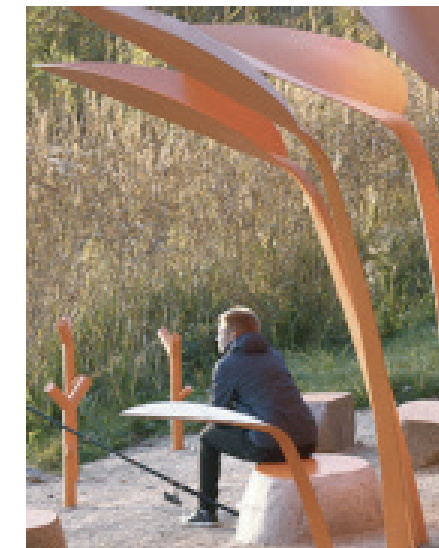
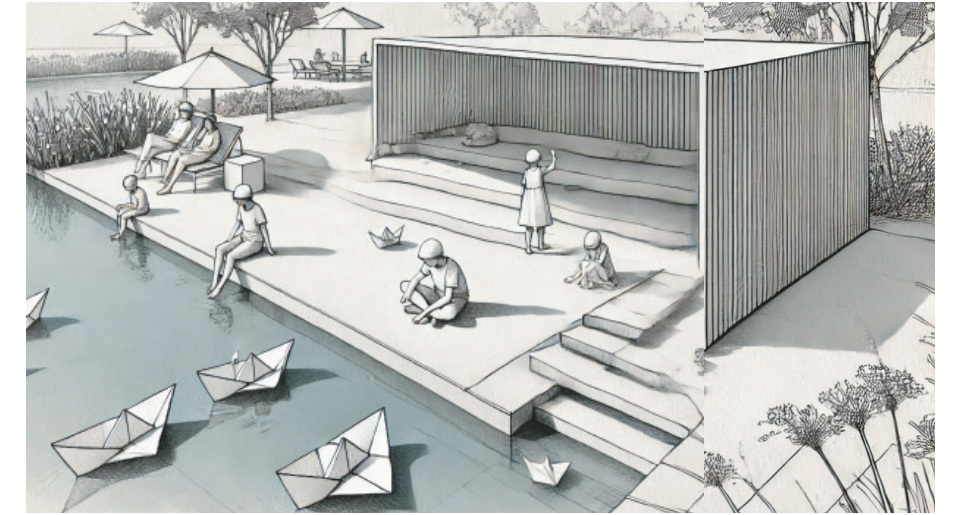
REFLECTION SPACES

DESCRIPTION

The Reflection Spaces are serene areas located by the water, featuring both covered and open spots for participants to relax, reflect, and unwind after their sessions. These tranquil environments encourage visitors to sit in silence or engage in calming activities like origami and meditation, while also providing the warmth of a fire pit, fostering peaceful contemplation and a deeper connection with nature.

OBJECTIVE

To cultivate a restorative experience at FETC by offering designated reflection areas near the water that promote relaxation and mindful activities. This initiative enhances emotional well-being and aligns with FETC's mission of holistic therapy by providing spaces for personal reflection, creativity, and tranquility.



4.1 IDEAS EXPLORATION

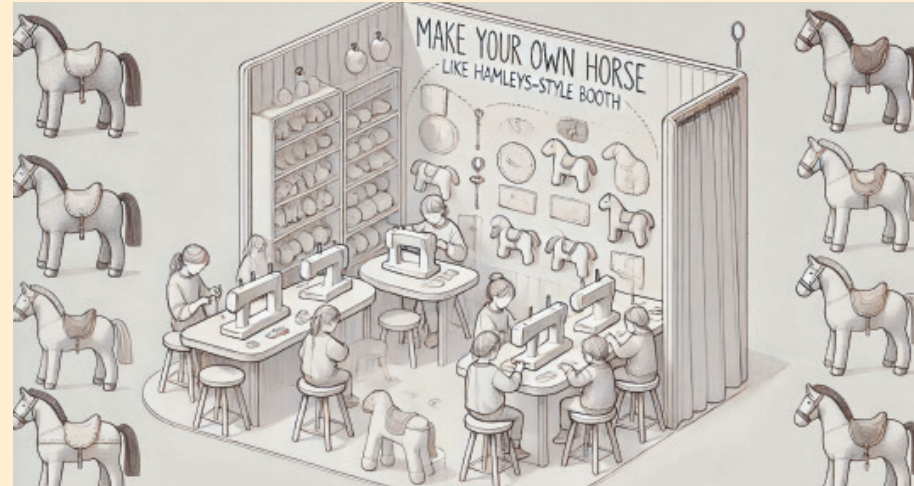
STUFFED HORSE SOUVENIR ACTIVITY

DESCRIPTION

The Stuffed Horse Souvenir Activity invites participants to craft their own stuffed horse as a cherished keepsake. These hand-made toys can either resemble the horses they rode or embody unique designs, allowing participants to personalize their creations and take a piece of FETC home with them.

OBJECTIVE

To foster lasting memories for FETC participants through a stuffed horse-making activity that serves as a meaningful memento of their time at the center. This initiative enhances their connection to the therapeutic experience, promoting joy, creativity, and a personal bond with FETC.



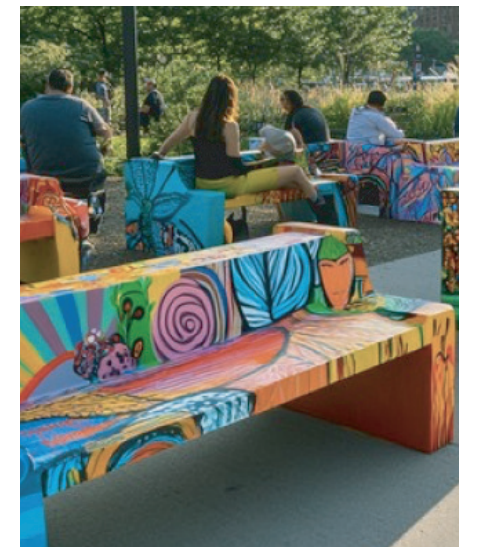
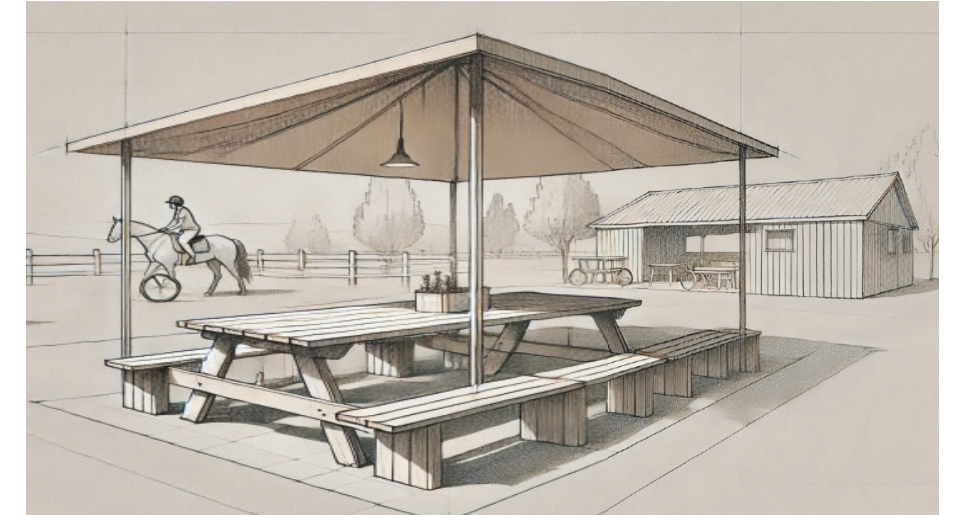
NETWORKING ZONE

DESCRIPTION

The Caregiver Connection Seating offers a welcoming area by the riding tracks where parents and caregivers can relax and connect with others facing similar challenges. This seating space fosters a supportive community, providing opportunities for encouragement, motivation, and shared experiences among families returning to the facility.

OBJECTIVE

To enhance the support network for caregivers at FETC by establishing a designated seating area that encourages connection and camaraderie. This initiative promotes a sense of community and emotional support, enriching the overall experience and fostering ongoing engagement with the center.



4.1 IDEAS EXPLORATION

PAINT A CART ACTIVITY

DESCRIPTION

The Participant hand print Horse Cart is a welcoming art installation near the entrance and parking area, featuring finger and palm prints of past and present participants. This unique, colorful cart celebrates each individual's journey and creates a sense of belonging as visitors arrive at the facility.

OBJECTIVE

To honor and celebrate the FETC community by displaying a hand print-covered horse cart that symbolizes unity and personal achievement. This initiative enhances the welcoming atmosphere, fosters a sense of inclusion, and creates a memorable first impression for all who visit.



SENSORY LANDSCAPING

DESCRIPTION

An inclusive, multi-sensory environment specifically designed for individuals with special needs. By engaging the senses of sight, sound, touch, taste, and smell, we support emotional well-being and cognitive development, empowering participants on their healing journey.

OBJECTIVE

Our objective is to enhance therapeutic experiences through sensory-rich spaces that promote emotional regulation, support cognitive growth, and encourage social interaction.

By incorporating diverse textures and scents, we stimulate cognitive skills and emotional responses, helping participants engage with their environment in a meaningful way. Additionally, we equip clients and families with essential tools, fostering independence and confidence throughout their therapeutic journeys.



4.1 IDEAS EXPLORATION

THERAPEUTIC GARDEN

DESCRIPTION

The Therapeutic Garden is a specialized healing space designed for individuals with developmental and physical conditions, including those on the Autism Spectrum. By incorporating therapeutic horticulture, the garden promotes sensory exploration, skill-building, and social interaction. Featuring quick-growing crops, vibrant flowers, and sustainable practices such as composting, the garden offers participants a peaceful and enriching connection with nature, supporting their overall well-being.

OBJECTIVE

To foster healing and personal growth for FETC participants through a Therapeutic Garden that encourages sensory exploration, skill-building, and a deeper connection with nature. This initiative aims to cultivate a nurturing environment that enhances mental and physical wellness, supports sustainable practices, and provides participants with meaningful therapeutic experiences, contributing to their ongoing growth and development.



Farming therapy has emerged as a highly beneficial approach for individuals with Autism Spectrum Disorder (ASD), offering unique opportunities for sensory exploration, skill development, and social interaction. Known as care farming or social farming, this therapeutic practice incorporates activities like gardening, animal care, and farm-based tasks to

engage participants in a hands-on, sensory-rich environment. It promotes cognitive development, emotional regulation, and community connection, fostering personal growth while offering families a supportive, inclusive space. This approach has proven to enhance well-being, build life skills, and improve social interactions for individuals with ASD, helping them thrive in a safe, nurturing environment.

4.1 IDEAS EXPLORATION

INTERACTIVE SEATING

DESCRIPTION

Interactive seating features equestrian-themed seating areas that simulate the experience of horseback riding. Designed with elements such as saddle-style seats and gently rocking benches, these spaces allow visitors to feel a sense of movement and balance similar to being on a horse. This seating invites both participants and families to engage physically and cognitively with the equestrian environment, offering a playful and immersive experience.



OBJECTIVE

To deepen the connection to the equestrian experience and promote social engagement at FETC, the Interactive Seating initiative seeks to:

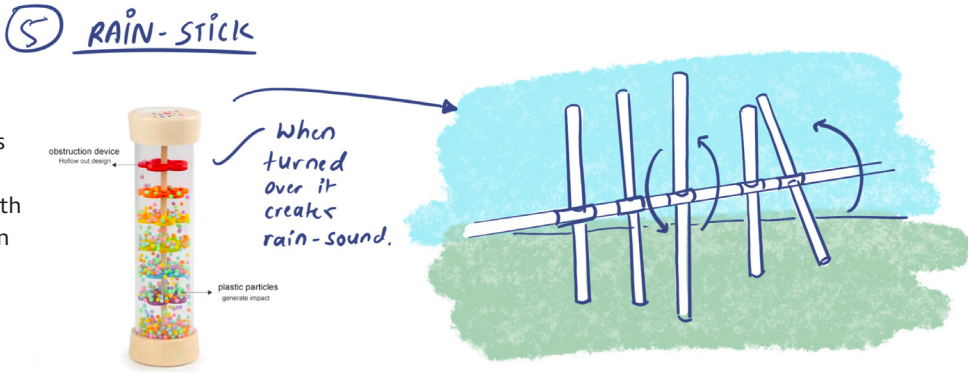
1. **Create Immersive Experiences:** By providing seating that mimics the feeling of horseback riding, visitors are encouraged to use their imagination and senses, enhancing their understanding of the therapeutic environment.
2. **Promote Social Interaction:** These themed seating areas facilitate connections among visitors, families, and staff in a relaxed, community-centered setting, reinforcing FETC's welcoming atmosphere and commitment to inclusion.



RAIN STICK-MUSIC INSTRUMENT

DESCRIPTION

The Rain Stick is a musical instrument designed to produce soothing, rain-like sounds that are particularly beneficial for individuals with autism spectrum disorder (ASD). The gentle, rhythmic noise of the rainstick creates a calming atmosphere, helping to ease transitions for participants. It offers a sensory experience that aligns with the therapeutic goals of promoting emotional regulation and relaxation.



OBJECTIVE

To enhance sensory engagement and provide a calming auditory experience that supports participants' emotional well-being. By incorporating the gentle, natural sounds of the rain stick during transitions, we aim to ease the shift from horseback riding sessions to departure, allowing participants to wind down gradually. This soothing auditory cue helps foster a sense of peace, creating a comforting environment that encourages relaxation and mindfulness. In addition, the Rain Stick introduces participants to a unique sensory experience, enriching their therapeutic journey at FETC and promoting a smoother, more grounded transition as they conclude their session.

4.1 IDEAS EXPLORATION

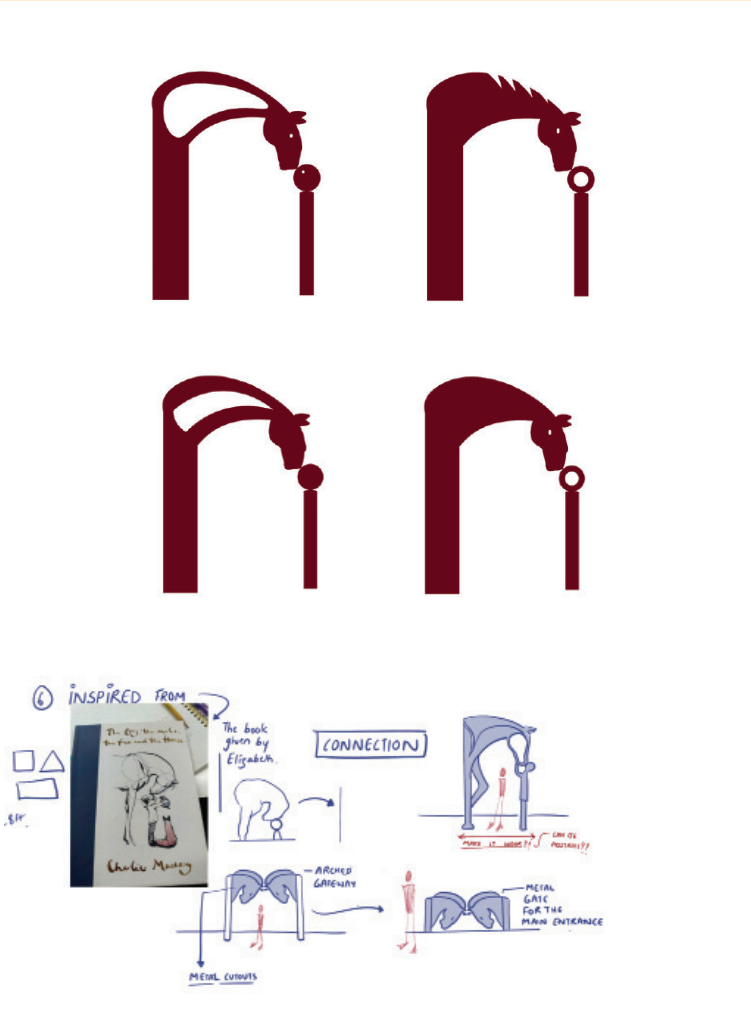
PORTAL GATE

DESCRIPTION

The Portal Gate serves as a symbolic entryway, designed to help participants transition smoothly from the parking area to the therapeutic riding space. Crafted from natural materials such as wood, bamboo, and metal, this gate takes the shape of an upside-down horseshoe. It symbolizes the entry into a focused, peaceful atmosphere, supporting participants in preparing mentally and emotionally for their therapeutic experience.

OBJECTIVE

To facilitate a calm and focused transition into FETC’s therapeutic environment, the Portal Gate aims to help participants mentally prepare for their sessions. By fostering a smooth entry into the center, this feature enhances the overall therapeutic experience and aligns with FETC’s mission to provide a peaceful and welcoming space for equine therapy.



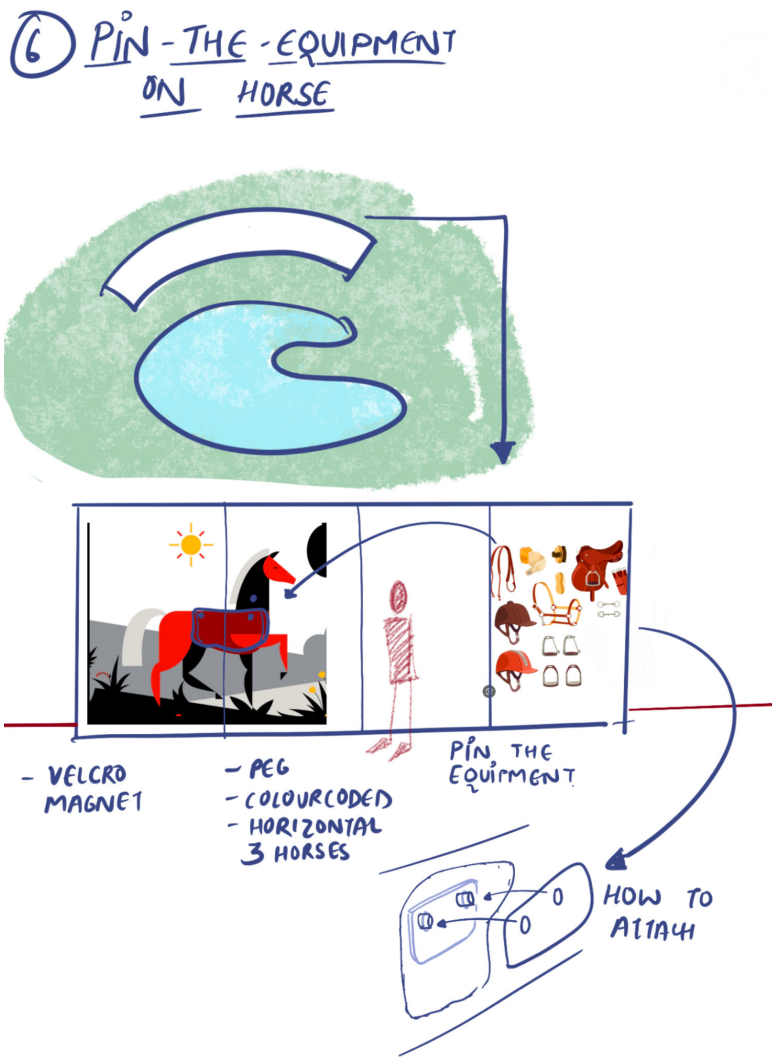
INTERACTIVE PUZZLE: HANG-THE-EQUIPMENT-ON-THE-HORSE

DESCRIPTION

This interactive puzzle is a hands-on, engaging activity for participants and young visitors alike. Set around the small pond, this wooden wall features three vibrantly painted horse outlines, each in a different color. Accompanying these images is an assortment of wooden, painted tack and equipment pieces, designed to be hung onto pins on the horses, like saddles, reins, and blankets. This activity celebrates Native American visual language, showcasing artisan craftsmanship that honors the natural bond between horse and human, while encouraging cognitive and sensory engagement.

OBJECTIVE

To foster recognition and understanding of horse care while celebrating cultural artistry, the Interactive Puzzle invites participants to learn about equestrian equipment in a playful, hands-on way. This initiative enhances FETC’s inclusive and educational environment by promoting cognitive skills, coordination, and a deeper connection with the equestrian experience, supporting participants in easing into their surroundings with a sense of curiosity and fun.



4.1 IDEAS EXPLORATION

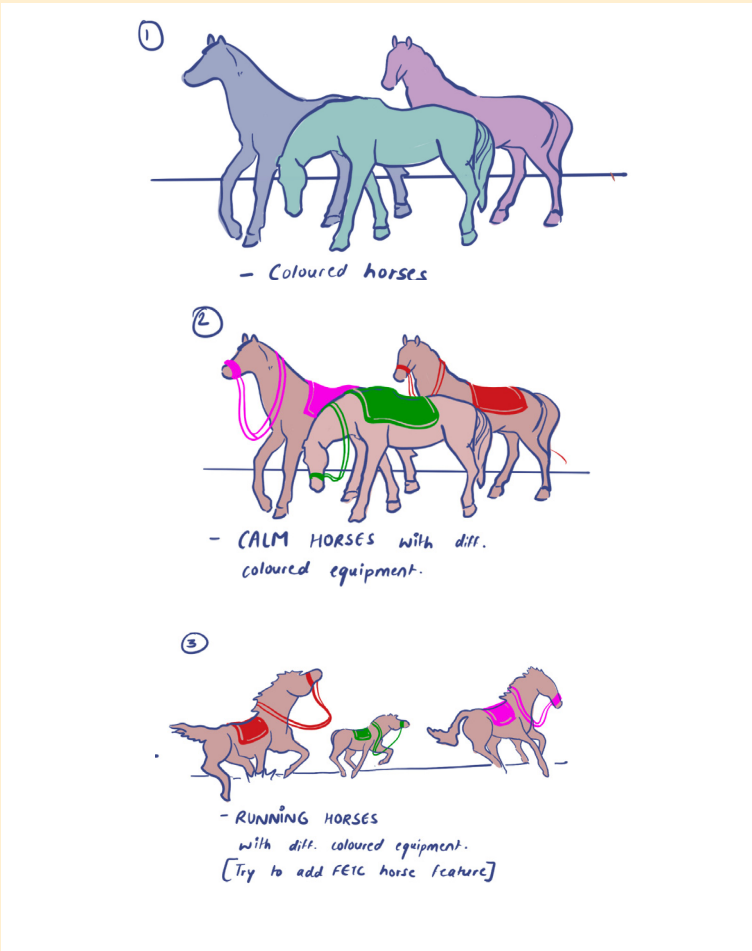
HORSE SCULPTURES

DESCRIPTION

The Horse Sculptures are strategically placed along the entrance drive, visible from the road to create an engaging and playful entry experience for visitors. Made from metalwork, these sculptures are designed to enhance the visual appeal and recognizability of the center, serving as a welcoming feature for participants and their families as they drive from the entrance to the parking lot. The sculptures celebrate the equine theme of the center and invite a sense of wonder and excitement.

OBJECTIVE

To increase the visibility and recognizability of FETC from the road, while providing a captivating and playful first impression for visitors. These horse sculptures create a memorable entry experience, enhancing the journey to the parking area and reinforcing FETC's equine-focused therapeutic environment.



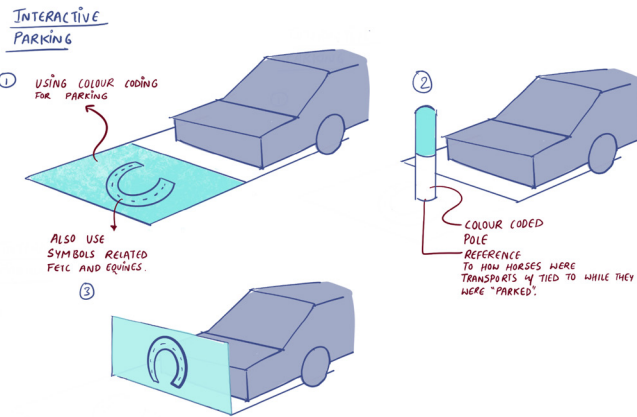
INTERACTIVE PARKING

DESCRIPTION

The Interactive Parking lot is designed to aid participants and their families with locating their parking spots easily. Color-coded spaces, each marked with horse symbols, provide a playful and engaging way to navigate the area. This system doubles as a memory-boosting game, where participants can associate their parking spot with a particular color and symbol, helping enhance memory recall and providing a fun, interactive experience as they enter and leave the center.

OBJECTIVE

To improve wayfinding and memory recall for participants and their families through a color-coded, symbol-driven parking system. This initiative fosters an engaging and accessible experience from the moment visitors arrive, supporting cognitive skills while maintaining a welcoming, therapeutic environment at FETC.



4.1 IDEAS EXPLORATION

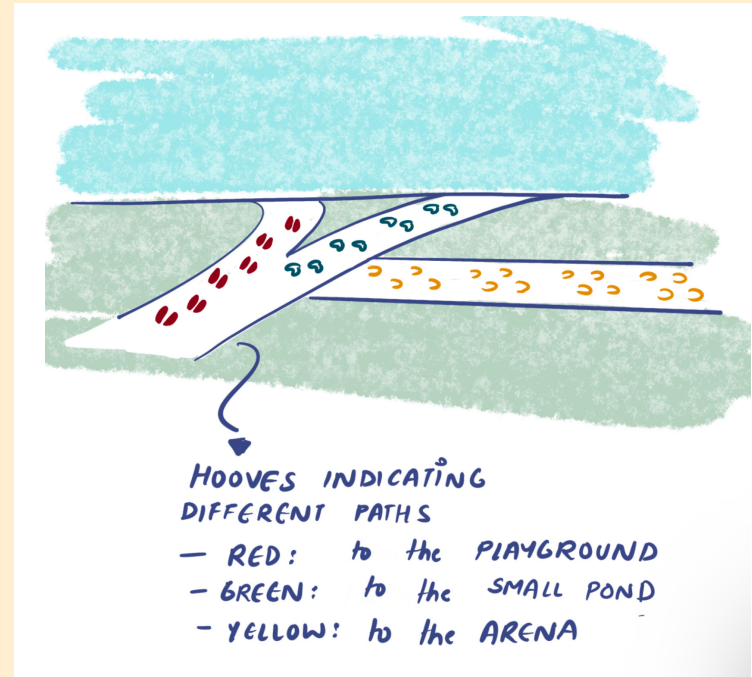
HOOF PRINTS

DESCRIPTION

The Hoofprints directional markers guide participants and visitors along the pathways using hoof-shaped prints on the ground. Made from materials like stone or wood, these prints create a natural, immersive trail that separates the therapeutic space from the outside world. The hoofprints encourage a sense of discovery and transition, gently leading individuals into the calming environment of the arena.

OBJECTIVE

To enhance wayfinding and create a sensory-rich transition into the therapeutic space by using hoofprint markers as directional guides. This initiative fosters a sense of anticipation and discovery, helping participants mentally shift from the outside world to the focused, peaceful atmosphere of FETC's equine therapy environment.



CLASSROOM SHADOW PUPPET ACTIVITY

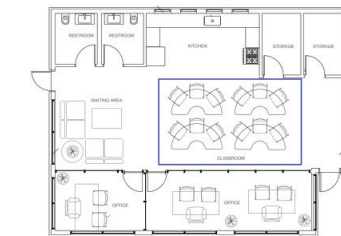
DESCRIPTION

The classroom shadow puppet activity engages participants in creative storytelling through shadow puppetry. Using accordion-fold cloths mounted on the wall, along with paper puppets on sticks, participants can create their own stories and characters, projecting them onto the cloth for an immersive experience. This activity combines craft-making with imaginative play, offering a unique learning experience for participants of all ages, including volunteers and staff.

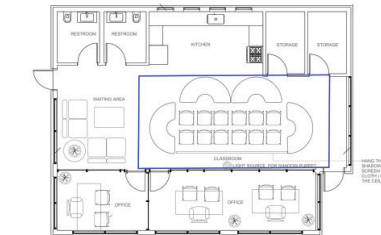
OBJECTIVE

To encourage learning through storytelling and foster connections across age groups and stakeholders at FETC. This indoor activity provides a creative and engaging way for participants to express themselves, promote collaborative storytelling, and enhance communication skills. Additionally, it serves as a perfect option for rainy days, offering a fun, interactive experience in a cozy, indoor setting.

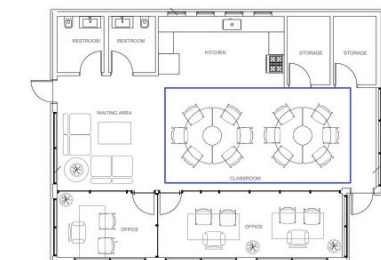
SCENARIO 1:
Volunteer Training



SCENARIO 2:
Shadow Puppet Theater



SCENARIO 3:
Hands On Activities



4.2 EXPERIENCE CONCEPTS

Building on our ideation process, we turned our attention to mapping our selected activity pockets throughout the estate. This critical step allows us to visualize how each proposed experience will be strategically placed within FETC, creating a cohesive flow that enhances participant engagement.

By highlighting key areas on the map, we can assess the spatial relationships between activities and ensure they are seamlessly integrated into the natural environment.

This mapping phase served as a foundation for our design interventions, emphasizing the importance of spatial organization in shaping participant experiences. Our focus during this stage extends beyond mere logistics; we aim to create meaningful connections between the various activity pockets and the participants' journeys. Each highlighted zone reflects our commitment to fostering interaction, exploration, and a sense of belonging within the center, ultimately enriching the overall experience for visitors and reinforcing the therapeutic benefits of engaging with both horses and nature.



4.2 EXPERIENCE CONCEPTS

HORSE FENCE & SCULPTURES

PURPOSE

Facilitate a smooth transition into the experience.

DESCRIPTION

The horse sculpture installation is strategically placed along the drive from the entrance to the parking lot. As participants and their accompanying parties approach, they will encounter these sculptures, enhancing their anticipation for the experience ahead.



BENEFITS

- **Visibility and Recognizability:** Increases awareness of the center from the road, making it easier for visitors to locate and recognize the facility.
- **Engaging Entry Experience:** Creates a playful atmosphere that captures the essence of the center and welcomes families and participants as they arrive.
- **Establishes Theme:** Sets the tone for the horse-themed journey right from the start, immersing visitors in the experience before they even step out of their vehicles.



PURPOSE

Introductory engagement space

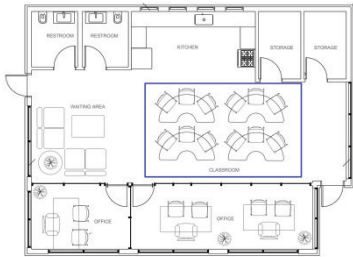
DESCRIPTION

A versatile classroom designed to accommodate various activities, including volunteer training, hands-on learning activities, and shadow puppet theater. This space serves as the first stop for visitors at FETC, providing an inviting introduction to the center.

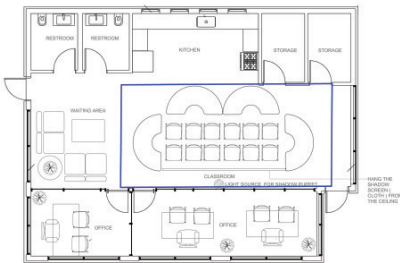
BENEFITS

- Facilitates educational opportunities for participants, enhancing their understanding of horses and the center's programs.
- Encourages indoor engagement through interactive activities, keeping participants involved even in inclement weather.
- Utilizes storytelling techniques, like shadow puppet theater, to create memorable experiences and foster a deeper emotional connection to the center.
- Acts as a central hub for families and visitors to gather, share information, and transition into the outdoor experiences with excitement and anticipation.

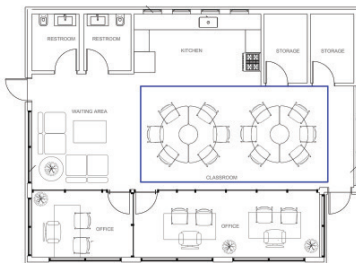
SCENARIO 1:
Volunteer Training



SCENARIO 2:
Shadow Puppet Theater



SCENARIO 3 :
Hands On Activities



4.2 EXPERIENCE CONCEPTS

GARDEN OF MUSIC

PURPOSE

Cultivate creativity and connection

DESCRIPTION

A serene musical garden situated by the lake, featuring a variety of instruments crafted from natural materials like stone, wood, and pipes. These thoughtfully designed instruments create a harmonious soundscape that is gentle enough not to disturb the horses.

BENEFITS

- Enables participants to engage in a multi-sensory experience, fostering creativity and self-expression through sound.
- Provides a calming transition space for participants, helping them unwind and reflect after their lessons.
- Encourages exploration and playfulness, inviting participants and families to interact with their surroundings and discover new ways to create music together.
- Enhances the overall atmosphere of the center, promoting a sense of peace and tranquility that complements the therapeutic nature of the horse riding experience

PLAYGROUND

PURPOSE

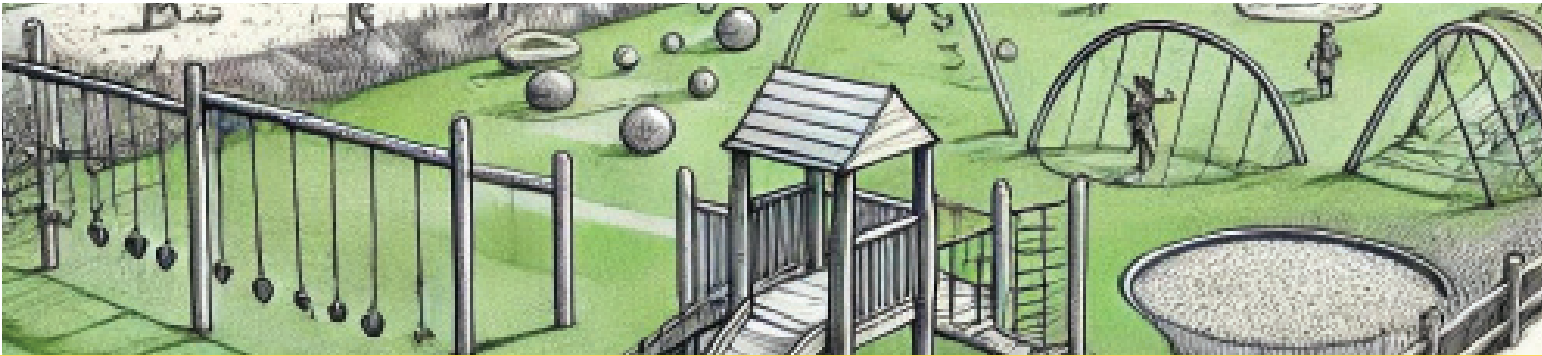
Encourage active play and family bonding

DESCRIPTION

An equestrian-themed playground designed for participants and younger family members to engage in imaginative play, emulating equestrian courses and activities. The playground includes seating areas for family members and caregivers, creating a comfortable space to relax while observing the fun.

BENEFITS

- Provides an engaging and safe environment for children to play, fostering physical activity and imaginative exploration.
- Allows family members and caregivers to relax and socialize while keeping an eye on participants or younger siblings.
- Enhances the overall family experience at FETC, encouraging deeper connections and shared memories through play.
- Aligns with the center’s equestrian theme, reinforcing the connection between the playground experience and the horse riding lessons.



4.2 EXPERIENCE CONCEPTS

SENSORY PATH

PURPOSE

Enhance exploration and multi-sensory engagement

DESCRIPTION

A thoughtfully designed sensory walk that creates a multi-sensory environment, enhancing cognitive therapeutic experiences for individuals with special needs. Various areas of the site are designed to stimulate the senses of sight, sound and touch—promoting emotional well-being and cognitive development. The walk incorporates natural elements to create a calming atmosphere that encourages exploration and interaction.

BENEFITS

- **Enhance Sensory Experiences:** Engaging with diverse natural elements creates a calming and interactive environment, allowing participants to immerse themselves in a rich sensory journey.
- **Support Cognitive Development:** Incorporating varied textures and scents fosters cognitive skills and emotional responses, benefiting participants in a therapeutic context.
- **Promote Emotional Well-Being:** The sensory walk encourages participants to explore at their own pace, supporting relaxation and mindfulness.
- **Encourage Social Interaction:** The walk provides opportunities for participants to connect with others as they explore and share their experiences along the path.



COMMUNITY GARDEN

PURPOSE

Foster connection and a sense of belonging

DESCRIPTION

The Community Garden is designed as a therapeutic and healing space for individuals with various developmental and physical conditions, including but not limited to Autism Spectrum Disorder. Utilizing therapeutic horticulture, this space offers sensory exploration, skill-building, and social interaction. The garden features multiple planting areas for quick-growing crops, flowers, and perennial herbs. Sustainable elements, such as composting and irrigation, enhance the garden's educational value and overall impact.

BENEFITS

- **Collaboration on a Group Project:** Participants work together to cultivate the garden, fostering teamwork and a sense of community ownership over the space.
- **Sensory Exploration:** Engaging with plants and nature promotes sensory experiences that can be soothing and stimulating for participants.
- **Skill-Building Opportunities:** Gardening activities help develop practical skills while providing therapeutic benefits.
- **Connection to Nature:** The garden offers a peaceful environment that encourages mindfulness and supports participants' mental and physical well-being.
- **Educational Value:** Incorporating sustainable practices provides learning opportunities around environmentally conscious, healthy living.



4.2 EXPERIENCE CONCEPTS

PAVILION LOUNGE

PURPOSE

Foster connection and a sense of belonging

DESCRIPTION

The Pavilion Lounge features spaces situated by the large pond, providing an inviting area for relaxation and reflection. This versatile space encourages visitors to unwind and embrace the experience they’ve just had at FETC.

BENEFITS

- **Interactive Relaxation Space:** It offers a comfortable area for participants and their families to socialize and unwind after lessons, promoting a sense of community.
- **Connection with Nature:** The serene setting by the pond fosters a contemplative atmosphere, allowing visitors to connect with nature and recharge.
- **Facilitated Conversations:** This space encourages meaningful conversations between parents and caregivers while they wait for participants, enhancing their overall experience at the center.
- **Support for Mental Well-being:** By providing a space for relaxation and quiet reflection, the Pavilion Lounge contributes to the emotional well-being of both participants and their families.



EQUINE TRACK

PURPOSE

Enhance Interaction and Engagement

DESCRIPTION

The horse track winds through the picturesque pastures, designed to guide visitors along scenic trails where they can interact with the horses in a safe and structured manner. This pathway facilitates an immersive experience, allowing participants and their families to observe and engage with the horses up close while enjoying the natural beauty of the surroundings.

BENEFITS

- **Interactive Experience:** The horse track provides a unique opportunity for visitors to connect with the horses, enhancing their understanding and appreciation of equine care and behavior.
- **Scenic Exploration:** As visitors walk along the trails, they can enjoy the peaceful landscape, promoting relaxation and a deeper connection to nature.
- **Physical Activity:** Encouraging visitors to walk and explore promotes physical well-being while they engage with the center’s equine residents.



5 EXPERIENCE SOLUTIONS



5 EXPERIENCE SOLUTIONS

AMPHITHEATER

ACTIVITY

The amphitheater will be used for performances, therapeutic activities, workshops, and community events. It aims to be a relaxing, social space while also supporting equine therapy demonstrations.

CONCEPT

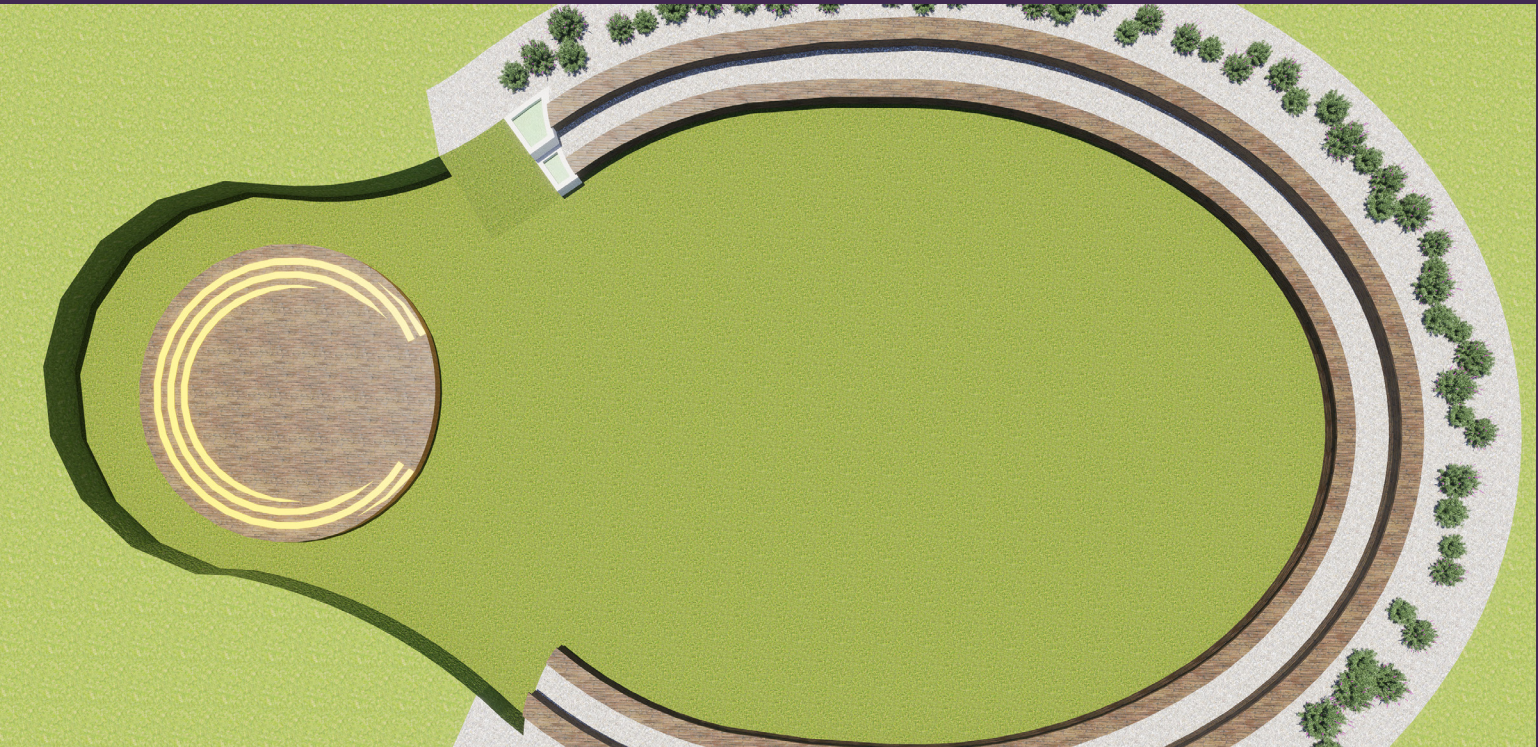
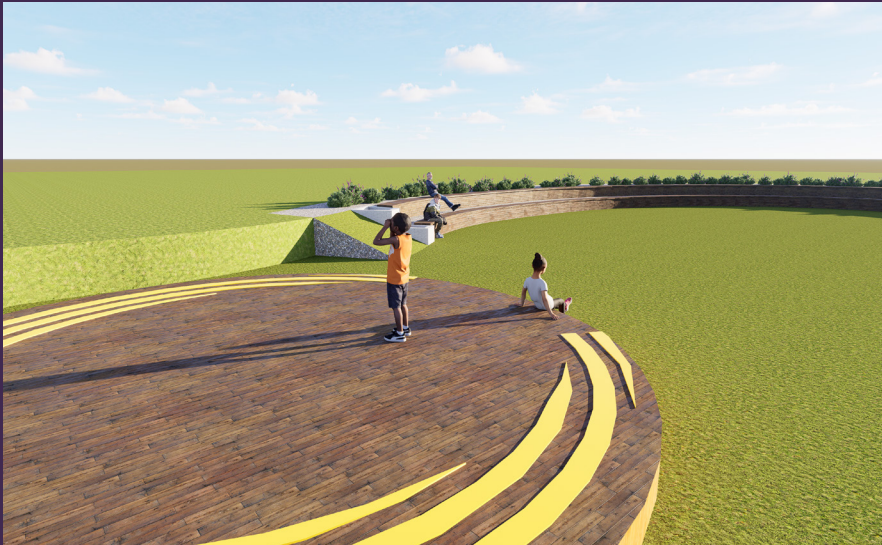
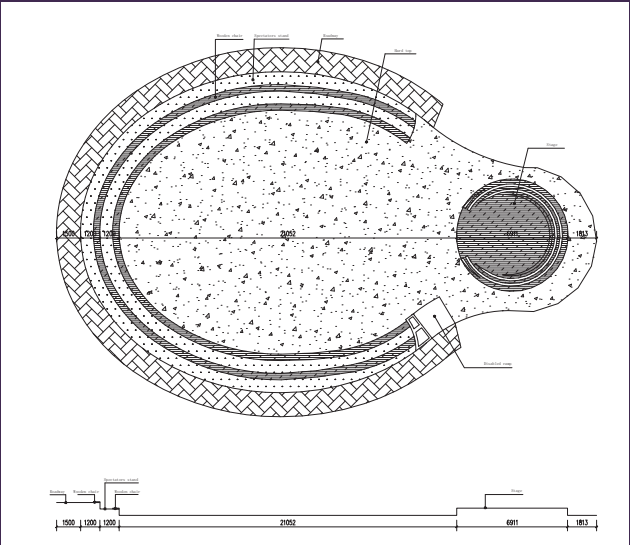
Inspired by the natural surroundings, the amphitheater's semi-circular design promotes a welcoming atmosphere. It emphasizes sustainability with a focus on eco-friendly materials that blend with the landscape.

MATERIAL SPECIFICATIONS

- Pine Wood
- Recycled Plastic Lumber
- Concrete
- Permeable Paving

COSTS

- Pine Wood: \$1,500–\$3,000.
 - Recycled Plastic: \$1,200–\$2,500.
 - Concrete: \$1,200–\$2,500.
 - Labor: \$3,000–\$5,000.
- Total Estimated Budget (incl. labor):
\$7,500–\$13,000.



5 EXPERIENCE SOLUTIONS

PAVILION LOUNGE + WATERWAY

ACTIVITY

The Pavilion Lounge and Waterway offer a tranquil, interactive setting for relaxation and nature engagement. Visitors can unwind in shaded seating by the pond, explore the stepping stone path, and gather at the central rest area. The space encourages social interaction, reflection, and gentle exploration.

CONCEPT

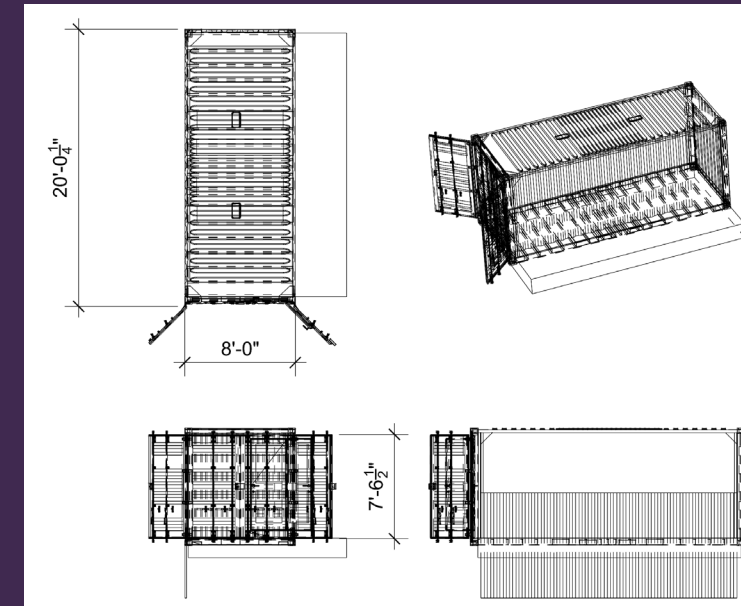
This design blends functionality with aesthetic appeal, integrating seamlessly into the natural landscape. Utilizing cost-effective, eco-friendly materials, the area provides a peaceful retreat that invites guests to connect with nature.

MATERIAL SPECIFICATIONS

- Re-purposed container with interior seating and round tables crafted from treated pine.
- Canvas Tent Shades: Pine frames and weather-resistant canvas.
- Concrete Stepping Stones with Painted Logos: Reinforced concrete painted with outdoor acrylic.
- Central Horseshoe-Shaped Seating Area: Recycled plastic.
- Pine Wood Barriers and Composite Decking: Treated pine, with composite decking lining.

COSTS

- Shipping Container Conversion with Interior Seating: \$2,000 - \$3,500
- Wood Seating Inside Container (Treated Pine): \$10 - \$15 per square foot
- Canvas Tent Shades and Pine Frames: \$5 - \$10 per square foot for canvas, \$10 - \$15 per square foot for pine frames
- Concrete Stepping Stones with Acrylic Logo Painting: \$300 - \$400
- Recycled Plastic Horseshoe-Shaped Seating: \$120 - \$240
- Pine Wood Barriers and Composite Decking: \$5 - \$10 per linear foot for barriers, \$15 - \$20 per square foot for decking-
- Outdoor Acrylic Paint for Logo on Stones: \$5 - \$10 per stone



5 EXPERIENCE SOLUTIONS

COURTYARD

ACTIVITY

The Courtyard is an inviting outdoor area with a central flower bed, horseshoe-shaped seating around a fire pit, designed for relaxation and gatherings. Nearby cabins provide Airbnb-style accommodation.

CONCEPT

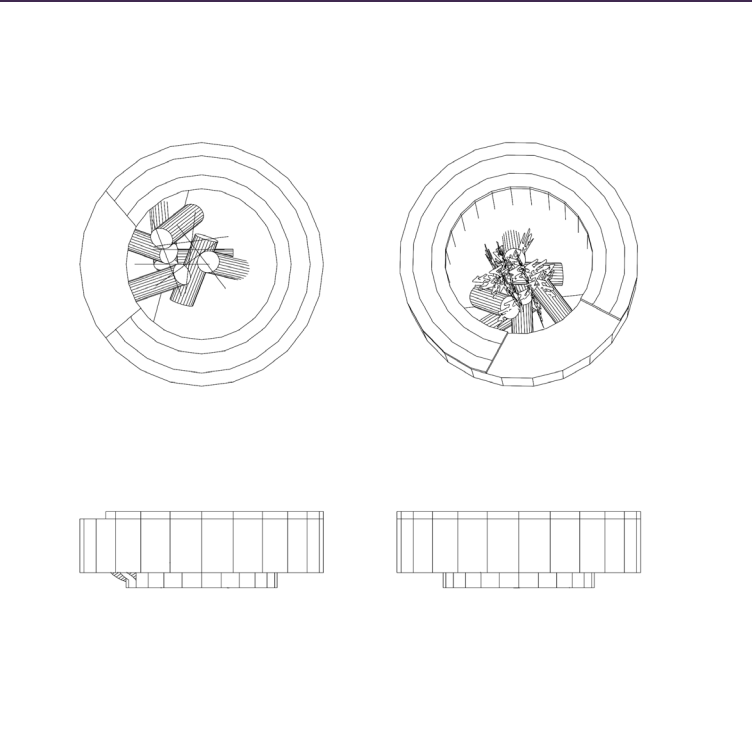
This space blends into the natural landscape, creating a rustic and comfortable atmosphere for socializing and relaxation. All materials are chosen for their affordability, sustainability, and durability.

MATERIAL SPECIFICATIONS

- Flower Bed Border: Reclaimed wood.
- Seating and Fire Pit: Concrete seating and a metal fire pit.
- Cabins: Plywood construction.
- Shade: Fixed canvas canopy with aluminum supports.

COSTS

- Flower Bed: \$5 per square foot
- Seating Area: \$10 per square foot
- Fire Pit: \$20 per linear foot
- Cabin Construction: \$150 per square foot
- Canvas Shade: \$5 per square foot; aluminum supports \$20 per linear foot



5 EXPERIENCE SOLUTIONS

COMMUNITY GARDEN

ACTIVITY

Create a multi-zone therapeutic garden with horseshoe-shaped pathways and planters, encouraging relaxation, interaction, and gardening activities. This garden provides a space for visitors to engage in sensory experiences and connect with nature.

CONCEPT

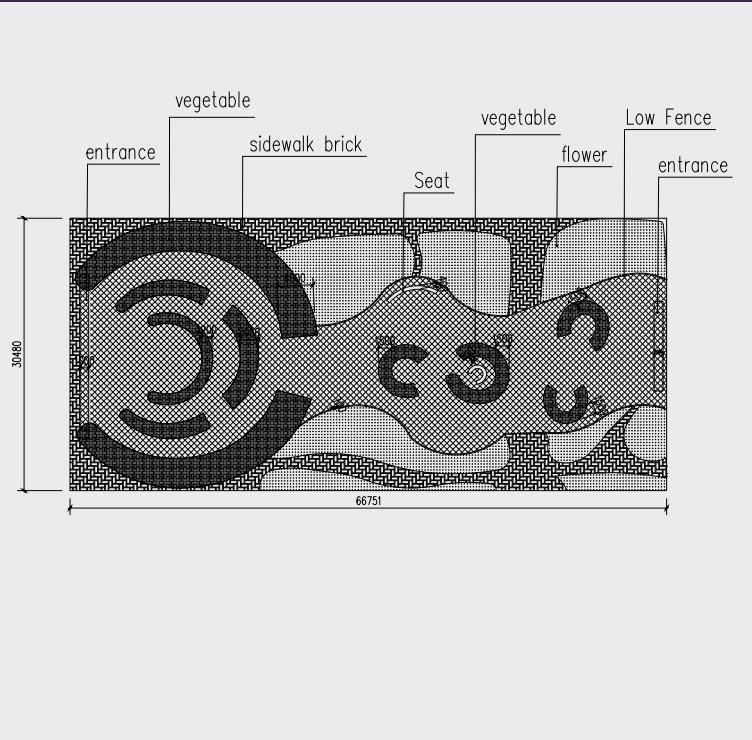
The garden features a welcoming horseshoe-shaped entry, leading into a space with raised planters for vegetables and herbs. The design aims for a natural and accessible experience while maintaining the therapeutic feel.

MATERIAL SPECIFICATIONS

- Garden Planter Borders: Concrete interlocking edges.
- Seating: Weather-resistant benches crafted from pressure-treated pine.
- Pathways: Decomposed granite.
- Planter Soil: Organic compost mixed with soil.
- Garden Furniture: Pine wood benches treated.
- Arched Entry Structure: Steel frame with a weatherproof coating.

COSTS

- Garden Planter Borders: \$800
- Seating Materials (Pine Wood Benches): \$700
- Pathway Materials (Decomposed Granite): \$1,000
- Planter Soil (Organic Compost Mix): \$500
- Garden Furniture (Pine Benches): \$625
- Arched Entry Structure (Steel Frame): \$1,200 - \$1,500
- Total Estimated Cost: \$4,825 - \$5,125



5 EXPERIENCE SOLUTIONS

HORSE SCULPTURES

ACTIVITY

The horse sculptures invite participants and families to walk amongst them as they head from the parking toward arena, inviting them into world of FETC and horses.

CONCEPT

Welcome the participants to FETC via visual and artistic representations of five of FETC’s horses

MATERIAL SPECIFICATIONS

Dimensions: 1.22 x 2.44 meters
Gauge: 22 (thin gauge for easier handling)
Material Options: Steel or Cold Rolled Steel
Characteristics: This is a thin and flexible sheet, suitable for bending, shaping, or cutting according to the desired design.

COSTS

22-Gauge Cold Rolled Steel Sheet (4 x 8 ft)
Price: Around \$90 - \$120 per sheet

Reinforcing Bar
Price: Generally \$0.75 - \$1.50 per linear foot



5 EXPERIENCE SOLUTIONS

HORSE PUZZLES

ACTIVITY

The horse puzzle pavilion facilitates fun and learning through multi-modal play, attracting participants to different parts of the estate.

CONCEPT

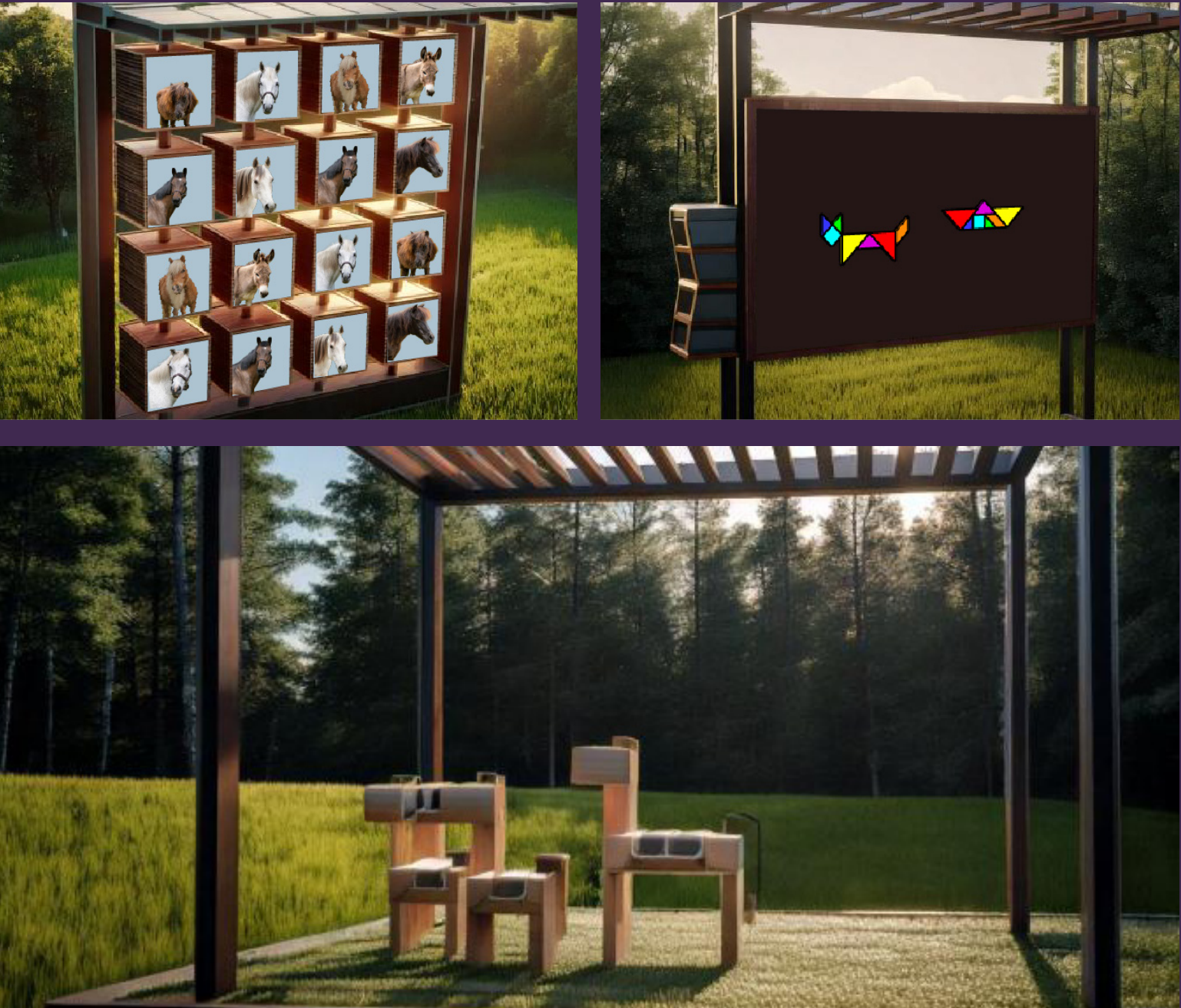
The horse-themed puzzles provide tactile and cerebral ways to play. The first is a spinning cube memory game, the second is a magnetized tangram, and the third is a three dimensional building block tangram, to facilitate different forms of play.

MATERIAL SPECIFICATIONS

Puzzle elements:
4 4'x8' Acrylic Sheets, 64 Hard tack vinyl stickers,
4 6'x1" Aluminum tubes , 1 Magnetic Whiteboard 72x48",
3 Opaque acrylic sheets 24"x24", 1 in red, 1 in blue, 1 in yellow
Magnetic adhesive sheet
Awnings: White oak frames
Corrugate plastic awnings

COSTS

4 4x8 acrylic sheets: **\$186 per sheet**
64 vinyl stickers: **\$283**
Whiteboard: **\$300**
4 aluminum tubes: **\$30**
3 small colored acrylic sheets: **\$75**
Magnetic adhesive sheet: **\$60**
Labor: Laser cutting acrylic: **\$530**



5 EXPERIENCE SOLUTIONS

CLASSROOM

ACTIVITY

The classroom is a space for contributing to the vibrant and engaging environment at FE through volunteer trainings, hands-on crafts, puppetry for storytelling, donor gatherings seasonal camp activities, and work opportunities for staff members.

CONCEPT

The classroom is a multifunctional space that can adapt well to different activities and the varied layouts that would facilitate those activities.

MATERIAL SPECIFICATIONS

- Hardwood
- Polyester
- Blinds
- MDF
- Metal brackets

COSTS

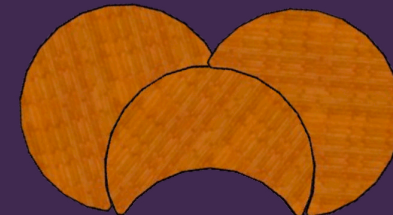
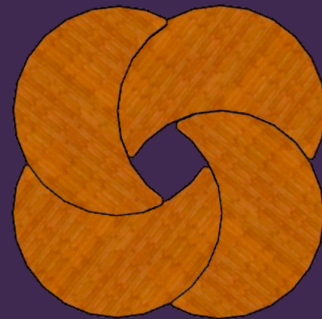
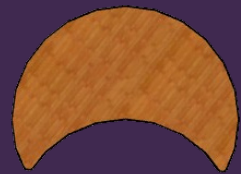
- Shadow Puppet Theater: \$50
- Ready-made Shelving unit: \$140
- Recessed lights pack of 16: \$116.5
- Window blinds: \$1070
- Window applique shade 70 square feet: \$622.8
- 10 MDF Tabletops: \$360
- 40 Unfinished hardwood legs: \$360
- 40 Folding brackets: \$170
- Labor for table assembly: \$3000
- ~ \$6000



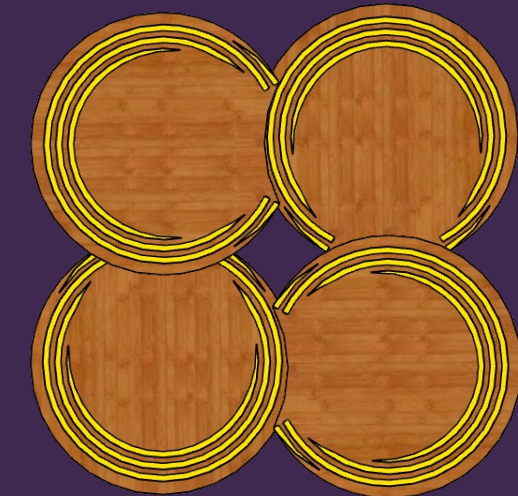
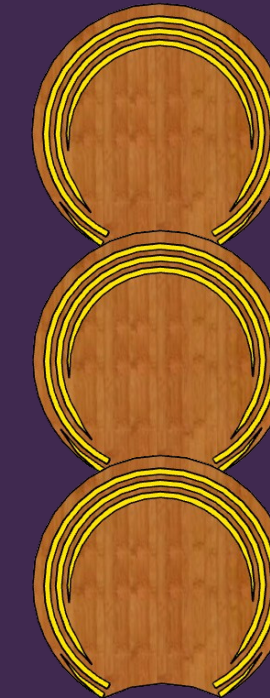
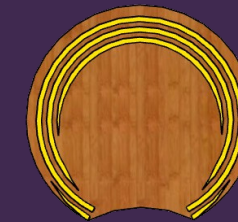
TABLE OPTIONS

The most important feature of the classroom space is flexibility. We enable multiple uses of the space through modular furniture.

For these reasons we recommend modular table arrangements, for which we have conceived two different options. Both options cost the same to manufacture, and are easy-to-assemble with screw-on legs.



Option 1 is a two-person table in an abstracted semi-circular shape, which allows for more flexibility in terms of layout and thus usability.



Option 2 is a single-person round table with the brand logo emblazoned onto the table top. Although these are more aligned with the brand, they do not allow for as many configurations nor can they accommodate as many people.

5 EXPERIENCE SOLUTIONS

TACK ROOM

ACTIVITY

Wait for lessons, learn about FETC, store and organize horse equipment.

MATERIAL SPECIFICATIONS

For Hall of Fame:
Brushed stainless steel 4x8 sheets
Plywood furniture and shelving
Metal storage hooks

CONCEPT

Organized and comfortable space for learning and engaging with horses and horse-related activities.

COSTS

2 Brushed stainless steel 4x8 sheets: \$460
1 Laser cutting job: \$200
12 Bridle Hooks: \$50
2 Ready-made shelving units on floor: \$500
2 Wall mounted hanging cupboards: \$750
~\$1960



5 EXPERIENCE SOLUTIONS

GARDEN OF MUSIC

ACTIVITY

The Garden of Music will be an interactive sound garden where participants can engage with various instruments, exploring therapeutic sounds and rhythms in a calming outdoor setting. Located near the lake, the garden will offer a space for participants to play with and listen to sounds, fostering relaxation, focus, and creativity.

CONCEPT

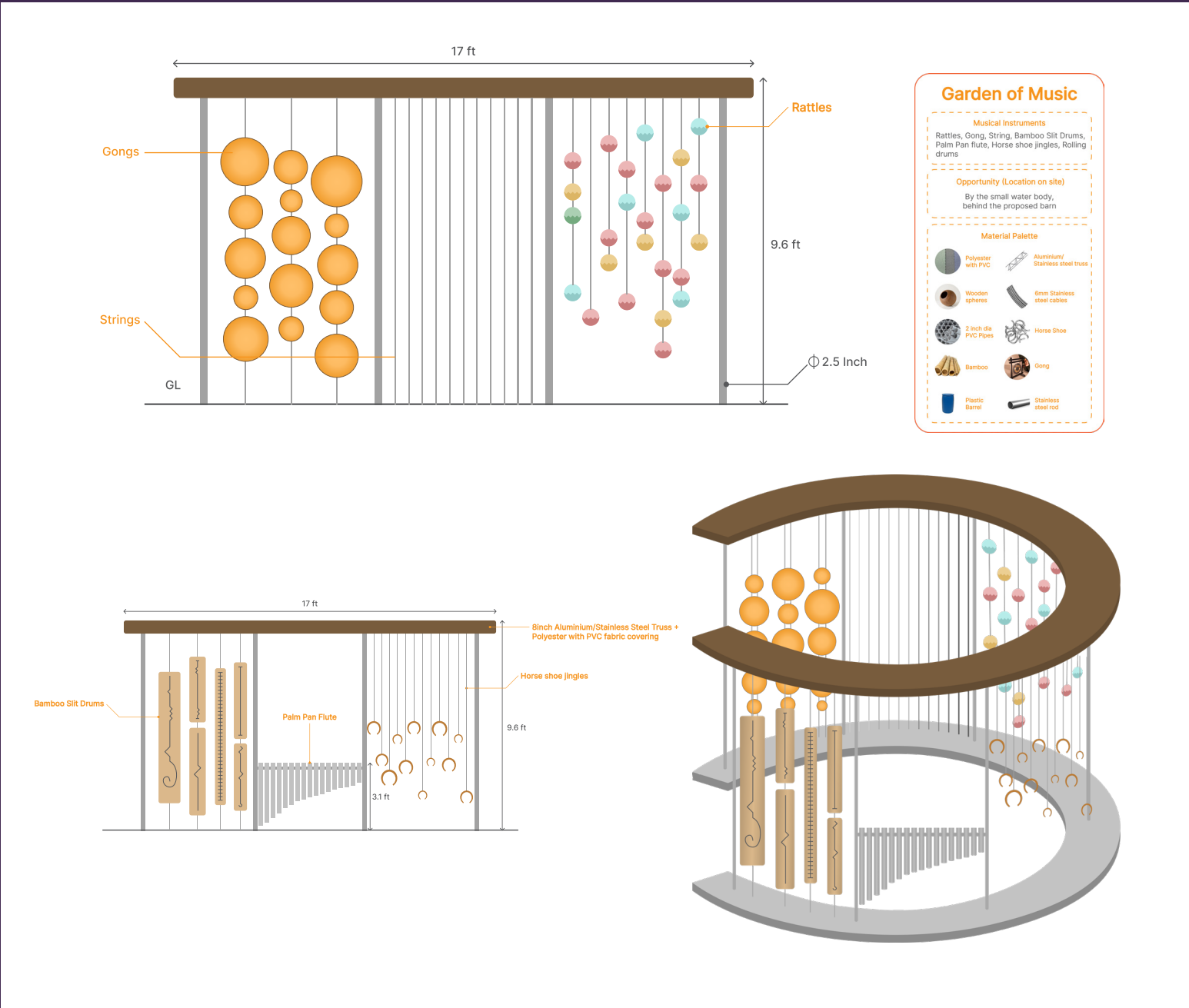
The Garden of Music will create an accessible, interactive environment where participants can experience the therapeutic benefits of music in nature. The garden will be carefully designed with durable, sustainable instruments that produce soothing sounds. By using natural materials, we aim to blend the garden seamlessly into its lakeside surroundings.

MATERIAL SPECIFICATIONS

Aluminum, Polyester with PVC, Brass, stainless steel cables, Grains/seeds, Pine cones, hollow timber sphere, Spring

COSTS

Estimated **\$867**, covering materials like polyester with PVC, trusses, wooden spheres, stainless steel cables, PVC pipes, horseshoes, bamboo, a gong, a plastic barrel, and a stainless steel rod. Key expenses include a truss at **\$500**, a gong at **\$150**, and other materials like cables, pipes, and bamboo, contributing to the total.



5 EXPERIENCE SOLUTIONS

SENSORY WALKWAYS

ACTIVITY

The Sensory Walkway at Faith Equestrian Therapeutic Center will offer participants an immersive, nature-based therapeutic experience. Designed as a pathway for mindful walking, the walkway will stimulate the senses through natural textures and visuals, enhancing therapeutic engagement for individuals involved in equestrian therapy.

CONCEPT

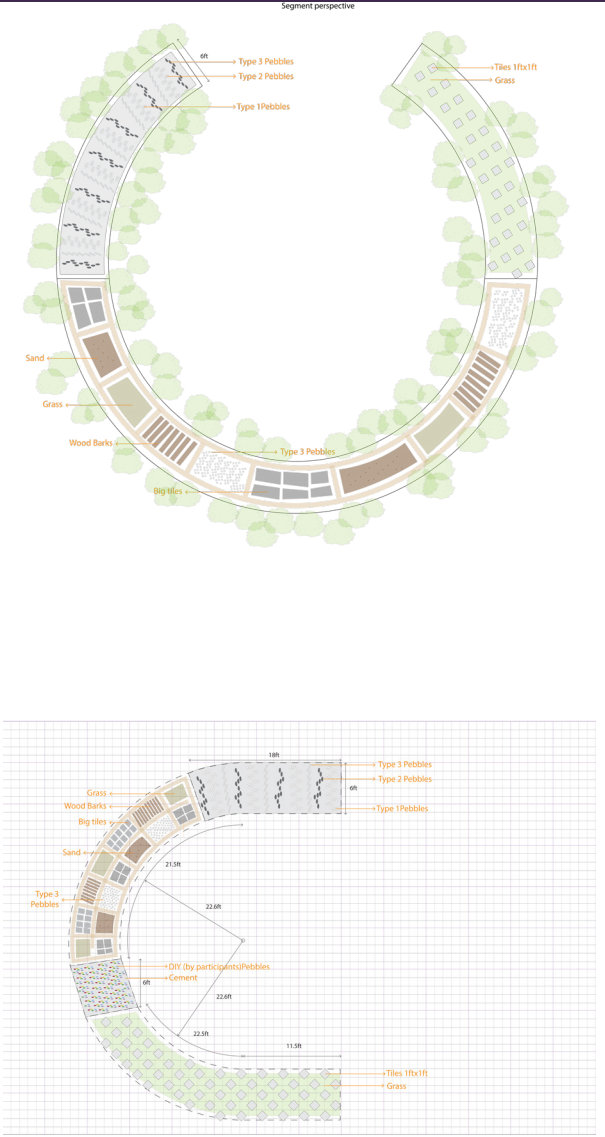
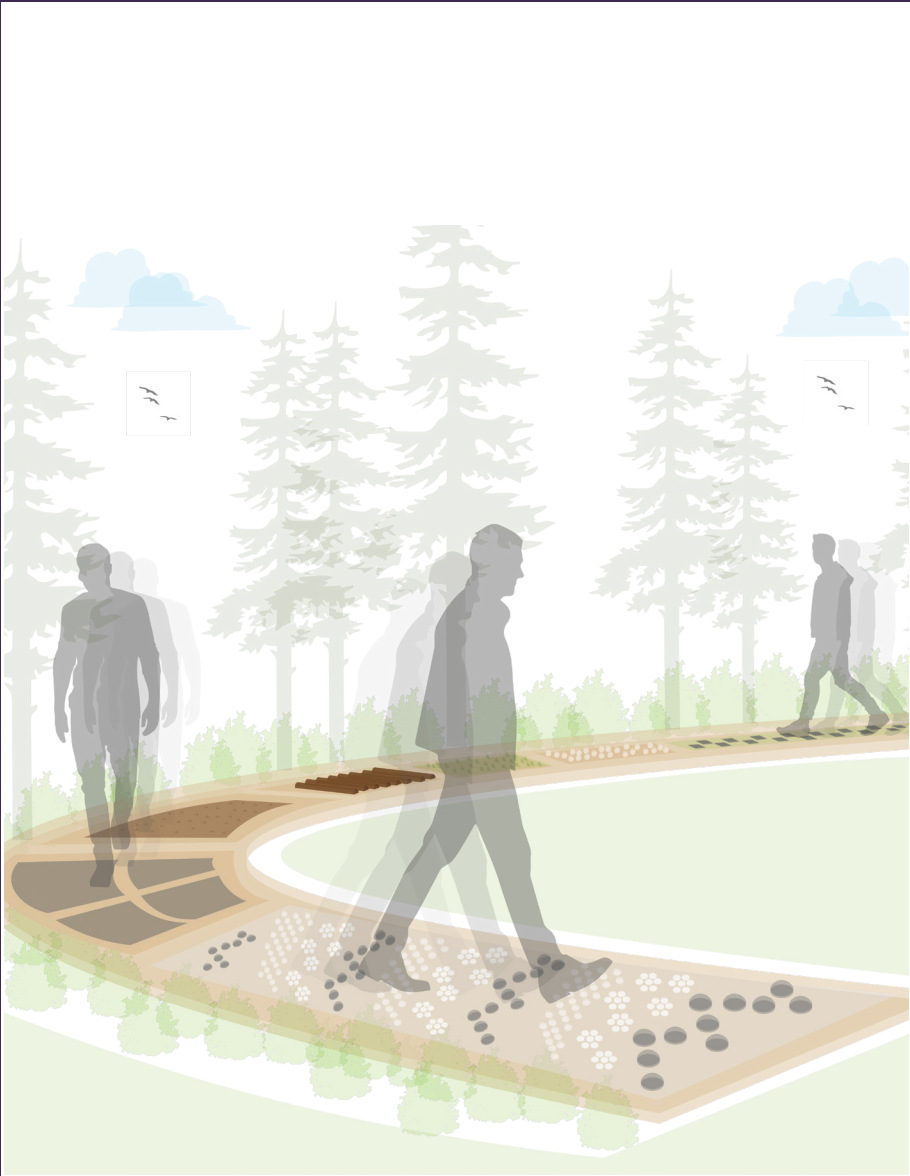
The Sensory Walkway concept focuses on creating a simple, accessible, and enriching experience for participants, using a carefully curated set of natural materials to evoke positive sensory responses. By providing a peaceful, nature-inspired path alongside the lake, participants can explore different textures, sounds, and smells, all of which contribute to a grounding and healing experience.

MATERIAL SPECIFICATIONS

- Wood Planks:** Used to create stable, tactile surfaces that add warmth.
- Gravel:** Adds texture and an audible crunch for auditory stimulation.
- Pebbles:** Creates a soothing, uneven surface, adding a grounding element.
- Grass:** Provides a soft, cool layer that encourages barefoot walking.
- Flooring:** Slip-Resistant Composite Wood Decking.

COSTS

- Sand- \$5.47/14kg
- Grass- \$23.45
- Pebbles- \$20.20/30lbs
- Gravel- \$5.68/30lbs
- Tiles- \$1.98/sq ft.
- Small pebbles- \$12.97/30lbs



5 EXPERIENCE SOLUTIONS

PLAYGROUND

ACTIVITY

To create an inclusive, sensory-rich playground that fosters motor skills, social interaction, and imaginative play for children of all abilities, including those with developmental needs.

CONCEPT

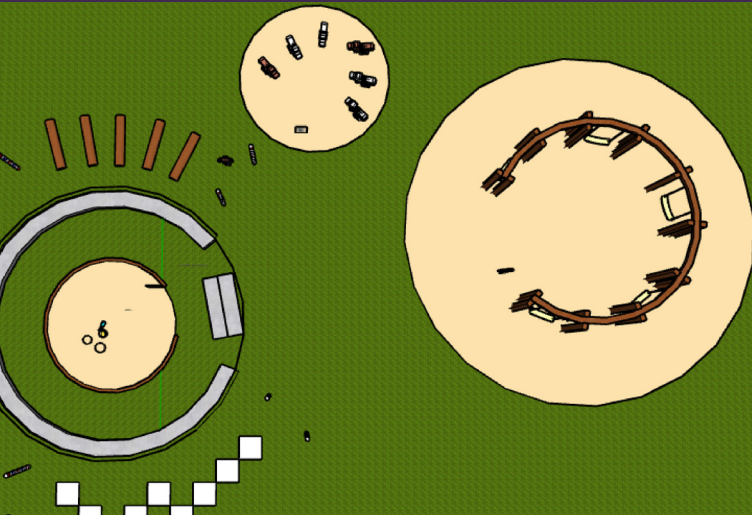
A nature-inspired design featuring equestrian-themed play elements—a semi-circular swing set, pony spring riders, and an obstacle course with a sandpit—encourages active exploration and interaction.

MATERIAL SPECIFICATIONS

- Swings:** Pressure-treated wood, stainless steel chains, rubber seats.
- Spring Riders:** Metal springs, fiberglass for riders, paint for unicorn/horse designs.
- Sandpit & Seating:** Play sand, wood border, concrete seating with backrest.
- Obstacle Course:** Wood logs, durable hopscotch material, rubber flooring, drainage components.

COSTS

- Swings: \$2,000–\$3,000
- Pony Spring Riders: Approx. \$3,000 (including customization)
- Sandpit/Obstacle Course Materials:
- Sand: \$200–\$300
- Wood: \$600–\$800
- Concrete Seating: \$300–\$500
- Flooring & Hopscotch: \$450–\$700
- Drainage: \$100–\$200
- Labor: \$3,000–\$4,000



5 EXPERIENCE SOLUTIONS

POETRY WALK

ACTIVITY

As visitors prepare to leave Faith Equestrian Therapeutic Center, they pass through the Poem Walkway - a serene and uplifting installation that serves as a thoughtful end to their journey. This walkway is lined with arches made as a horse shoe, inscribed with poetry that celebrates the bond between humans and horses, offering a parting message of hope, resilience, and companionship.

CONCEPT

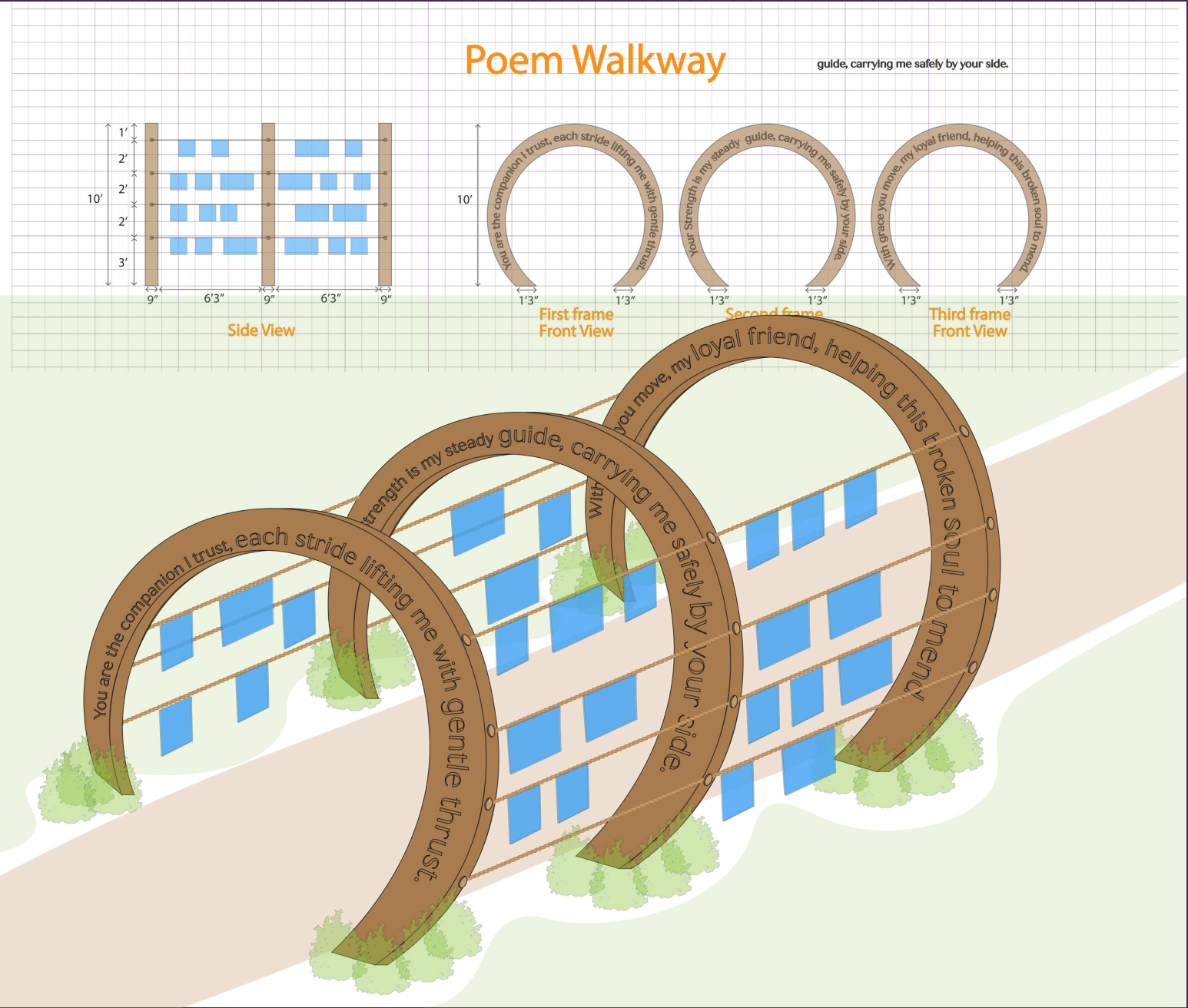
The Poem Walkway is designed as a multi-sensory, immersive experience, providing a unique combination of visual and emotional engagement. Positioned at the center’s exit, the walkway is intended to leave visitors with a lasting impression, creating a poetic farewell that underscores the therapeutic essence of equine interaction.

MATERIAL SPECIFICATIONS

- Wood: Used for signposts displaying the poems, adding warmth and a natural aesthetic.
- Ropes: Helps define the pathway subtly without obstructing views, blending with the natural environment.
- Nails: To securely attach poems to posts and maintain stability.

COSTS

- Metal Rope (Wire Rope): The price can vary based on thickness, length, and type of metal (stainless steel is more expensive than galvanized steel).
- Average Cost: Approximately \$0.50 to \$2.00 per foot.
- Prices may fluctuate slightly based on supplier, quantity purchased, and specific quality or coatings required for outdoor durability.





CONCLUDING THOUGHTS

CONCLUSION

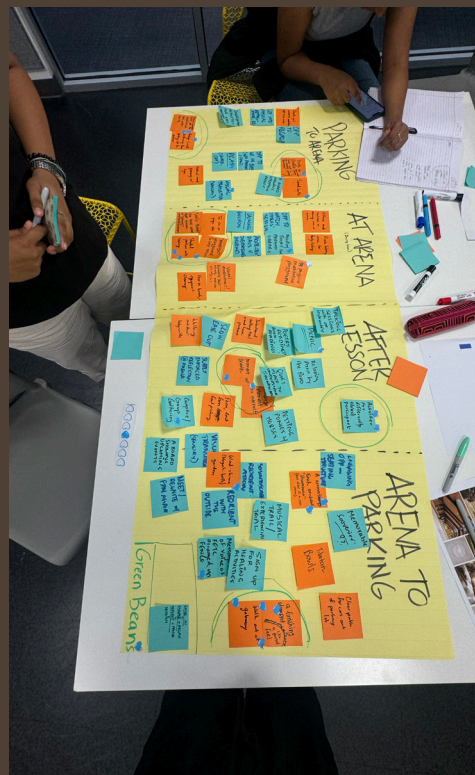
We set out to redefine the participant experience at Faith Equestrian. Through extensive research with key stakeholders—including diverse participant groups, board members, and families—as well as on-site analysis, we crafted experiences aimed at transforming the center into an invaluable asset for families and a welcoming community hub.

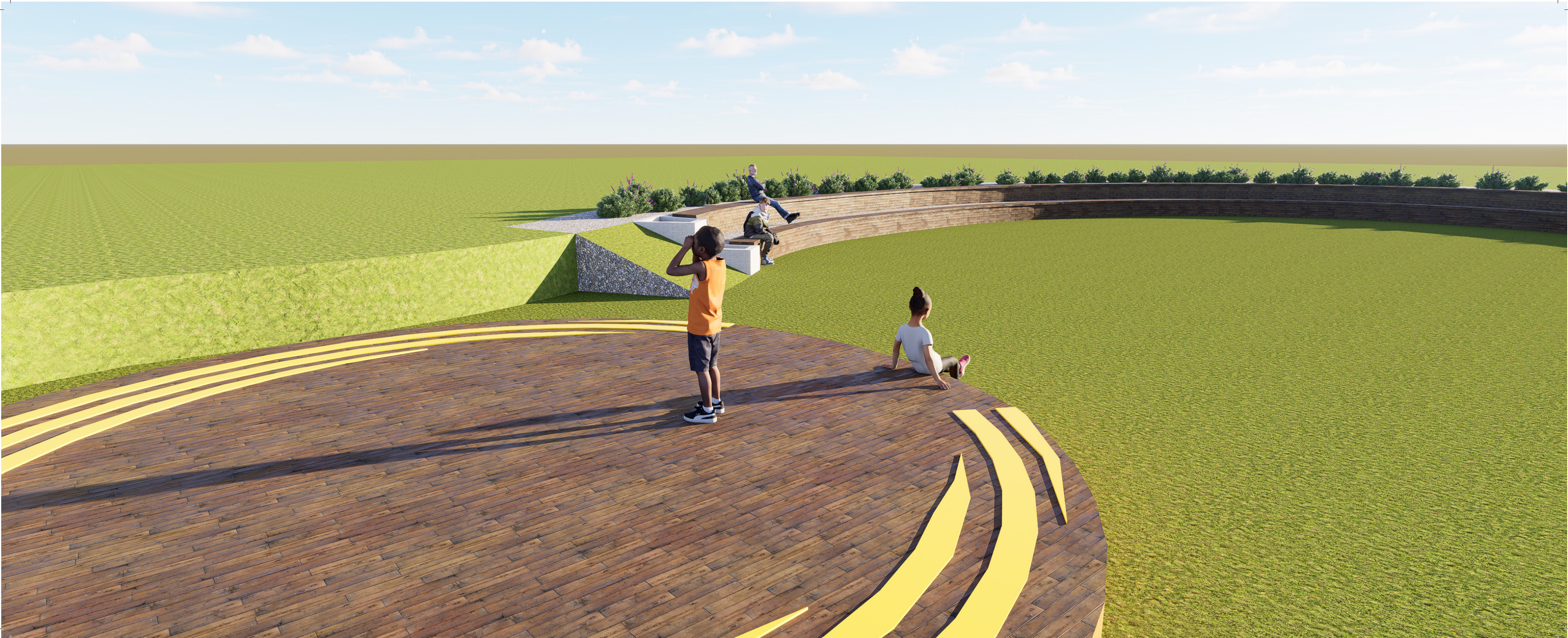
Our goal was to design a truly memorable experience that participants and their families would want to share. By creating opportunities for engagement beyond traditional riding lessons, we envisioned spaces that invite participants to return for learning, connection, and personal growth. While we started with these themes passed on by the architecture team- Peace, Learn, and Growth- our vision for the center evolved to encapsulate not just the customer facing themes, but also create a framework for the experiences FE offers.

Our redefined vision, inspired by Fitch Design's retail experience model, defines the journey of a participant- starting with Dream, Explore, Locate, Experience, and finally Connect. When delivered, we expect participants and their families to willingly spread the word among their networks, fostering sustainable, organic growth through word-of-mouth. These experiences encourage participants to feel at home at FE—a place to find peace, connect with others, and deepen their relationship with the equine environment.

In delivering these thoughtful, multi-dimensional spaces, we hope to foster a community where both participants and their families can find a sense of belonging and purpose. Through this process, FE can evolve into more than just a therapeutic center; it becomes a sanctuary, a gathering place, and a vibrant community dedicated to healing and growth.





















the Faith Equestrian of the future

a place where each experience becomes
a memory, each memory a story.
a place for a community which feels
like family.

