

A way -

Don't Feel Away When There Is A Way

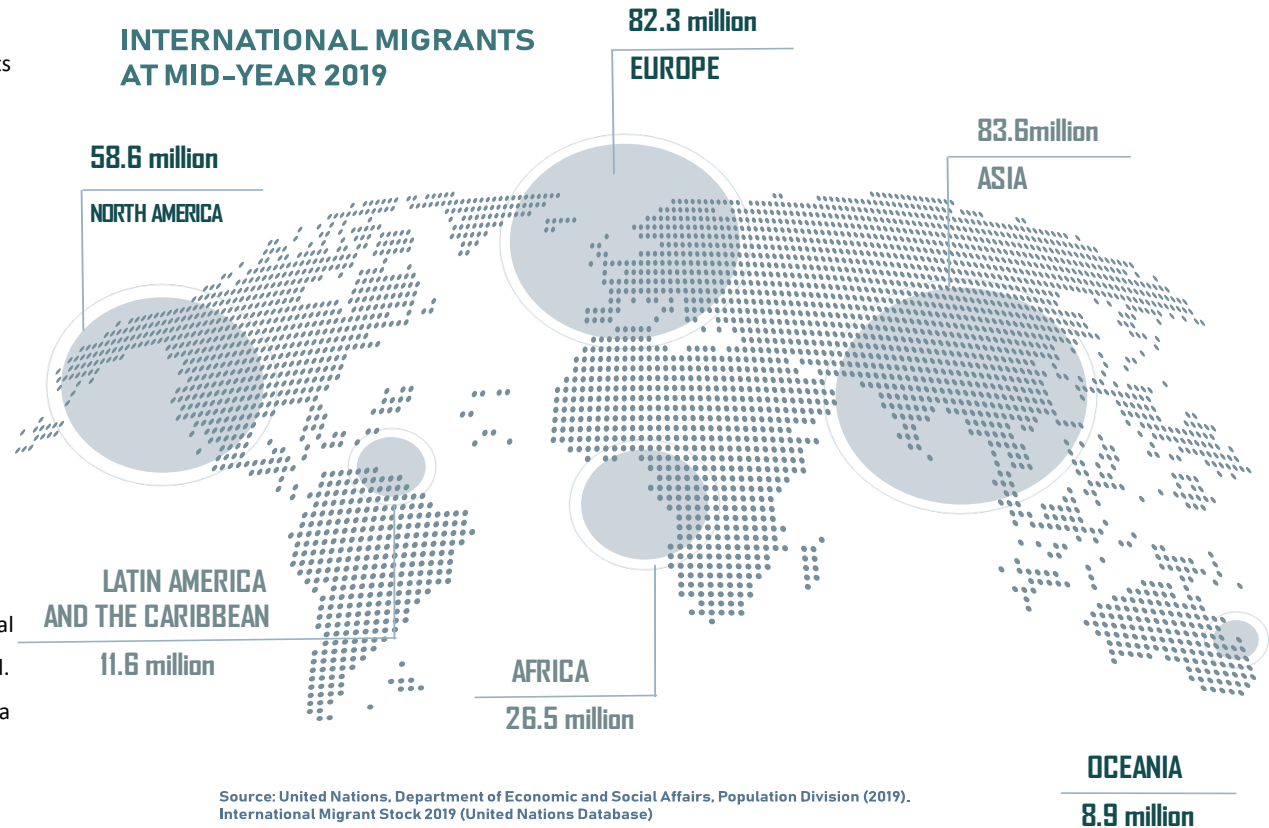
Greeshma Reddy Marry

Analytics_IMMT 2020

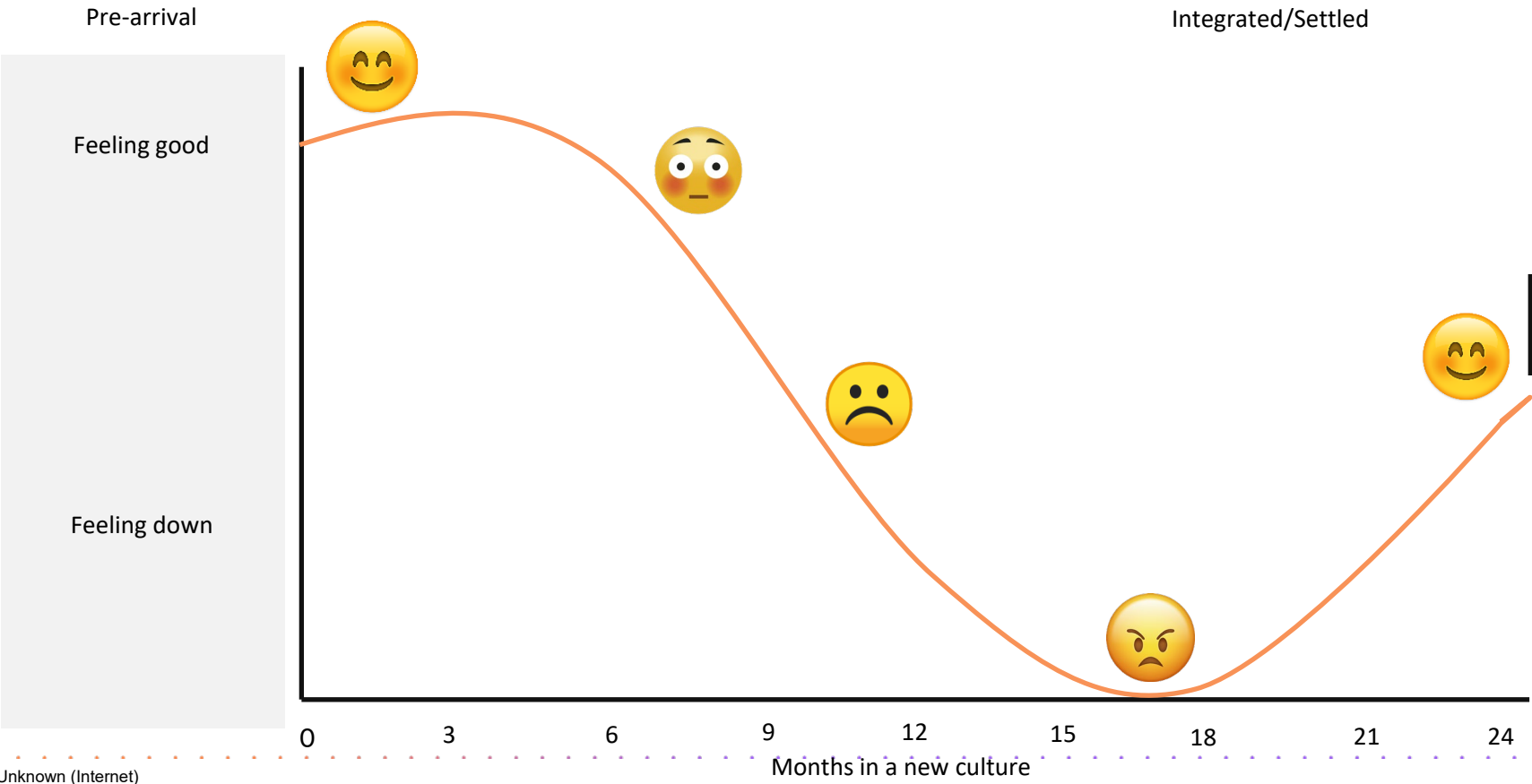
Data Visualization

Overview

- In 2019, regionally, Europe hosts the largest number of international migrants (82 million), followed by Northern America (59 million)
- Most of the international migrants that lived in Northern America (98%), Oceania (88%) were born outside their region of residence.
- At the country level, about half of all international migrants reside in just 10 countries, with the United States of America hosting the largest number of international migrants (51 million), equal to about 19 per cent of the world's total. the United Kingdom (10 million), Canada and Australia (around 8 million each).



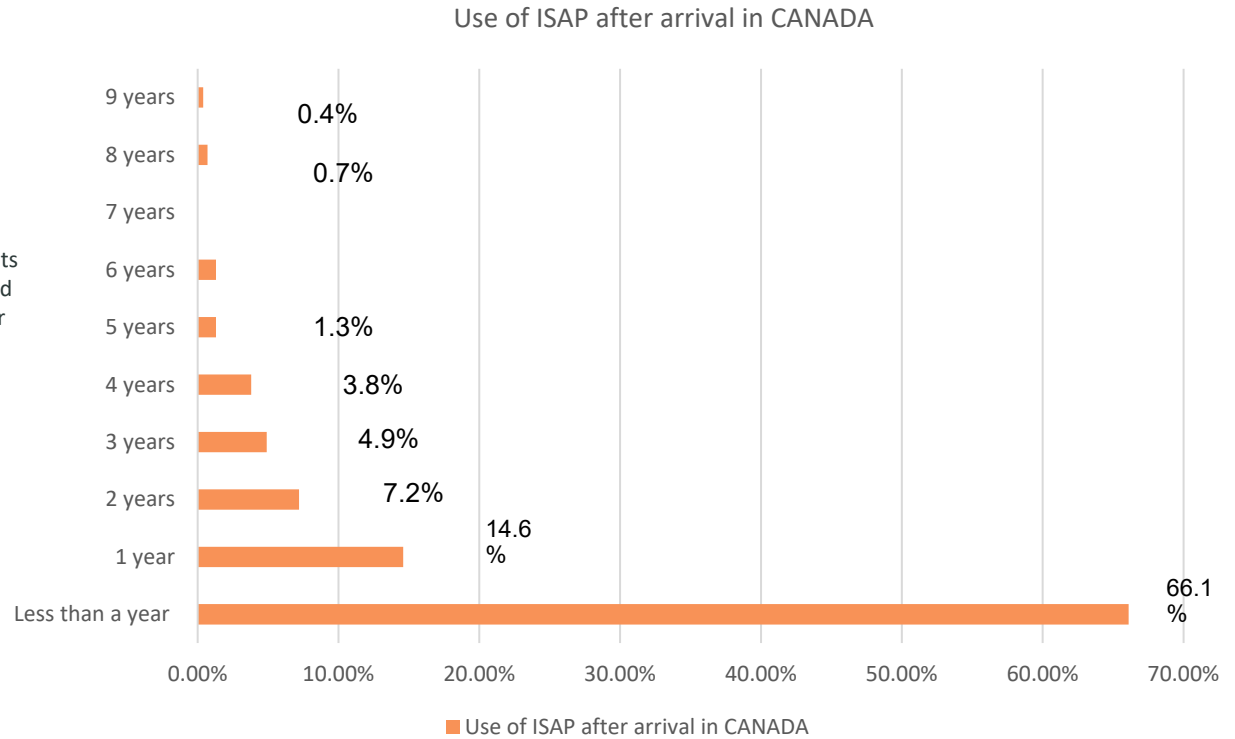
Newcomers' Feelings



Credits: Unknown (Internet)

Newcomers' Problems - Cont.

In Canada, more than 66% immigrants used ISAP (Immigrant Settlement and Adaptation Program) in the first year after landing

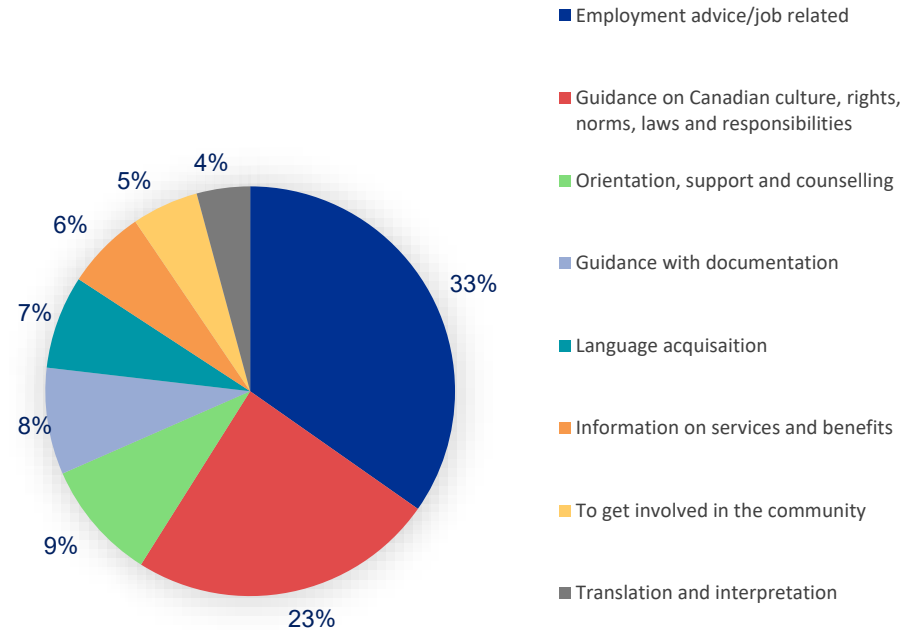


Newcomers' Problems - Cont.

Newcomers expressed the reasons for approaching SPO's in which the employment advice and guidance on Canadian culture, rights, norms, laws and responsibilities are on top of the list. And guidance with documentation is another reason for using Service Provider Organization (SPO). In the A-Way platform, I am including these topics, where users can easily find information as well as get advice from the experts and other users.

Source: Govt. of Canada

Newcomers' reasons for approaching SPOs



SPO - Service Provider Organization

Newcomers' Problems - Cont.

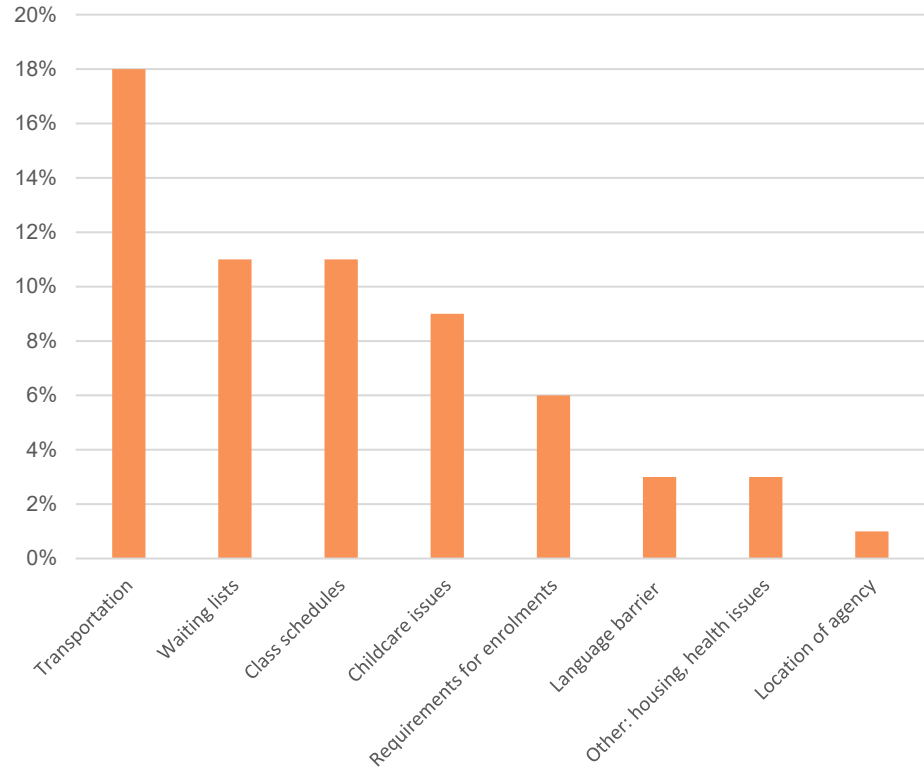
The column chart shows the problems people are facing in approaching the settlement services.

Transportation, waiting lists, class schedules, and childcare issues are the most faced difficulties.

Client Survey: Are there any factors that may have made it difficult for you to access the services you needed?

Source: Govt. of Canada

Constraining factors to using ISAP services



User Journey



User

Choose Country

Choose Visa status/
About country section

Select topic

Read info



User

Choose Country

Choose Visa status

Select
Forum section

Create a profile

Select topic

Leave a message



User

Choose Country

Choose Visa status

Select Expert's
Advice section

Create a profile

Choose Option -
Msg/Call

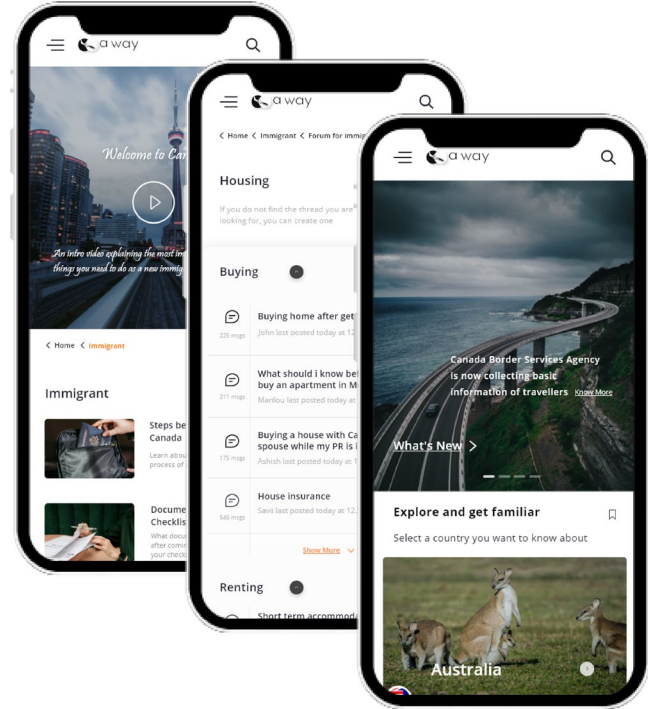
Select
Categories

Leave message or Book
a Call and Confirm

Concluding Statement

The data says that newcomers are facing problems due to lack of proper guidance during their initial days. I am confident that the product certainly meets user needs and supports newcomers as they start new beginnings in a new country.

Hope they do not feel away when there is a way



Thank You!