

A way -

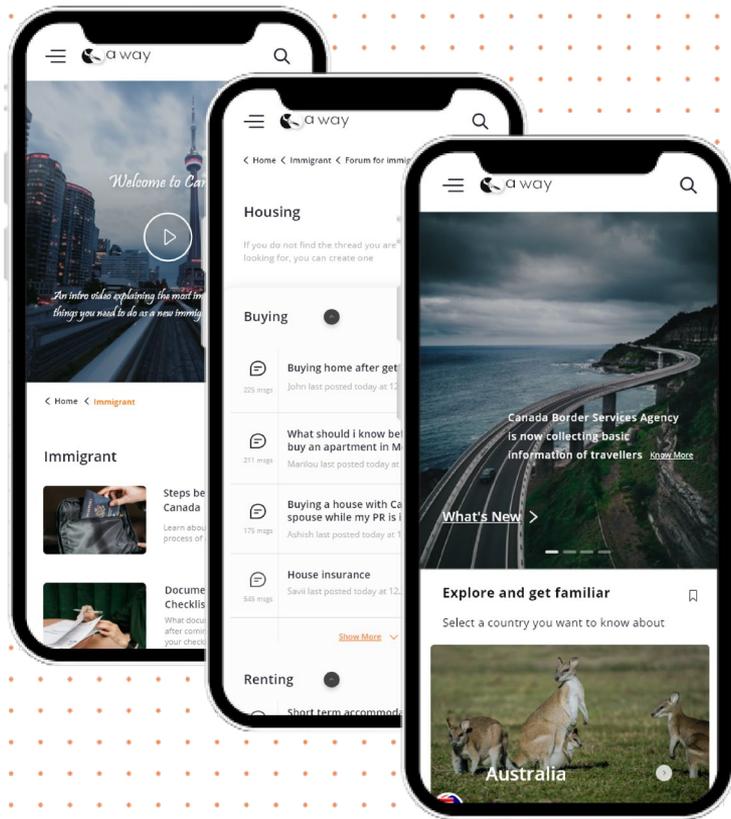
Don't Feel Away When There Is A Way

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Final Submission Report

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Project Overview

Project Description

A website that provides essential information about countries such as Australia, Canada, the UK, and the USA to help newcomers (Immigrants/Visitors/International Students) get familiar with the local culture, system, rules, etc. It will also allow users to discuss various topics in the discussion forum and seek expert's advice for further clarification.

Target Audience

Immigrants



International Students



Travellers



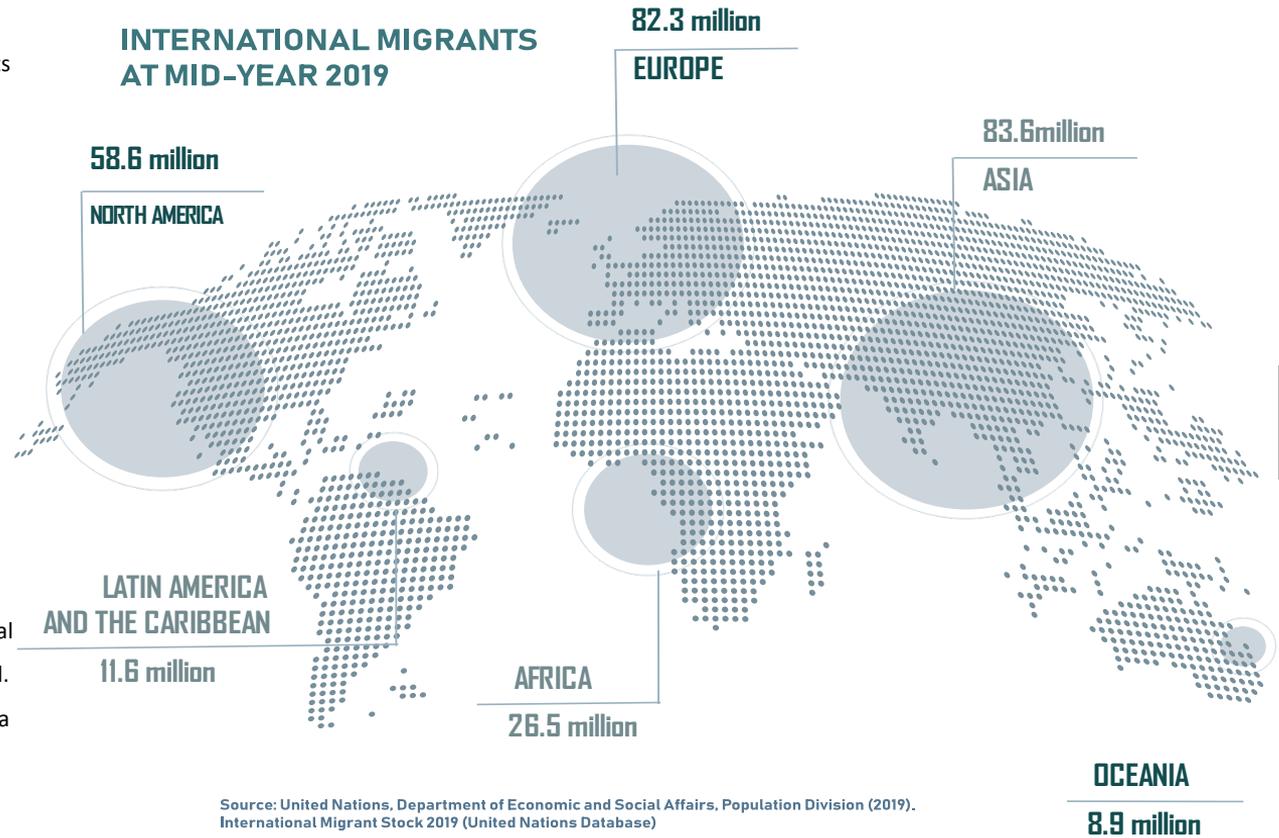
Business /Work permit
visitors

Countries



Problem definition

- 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).



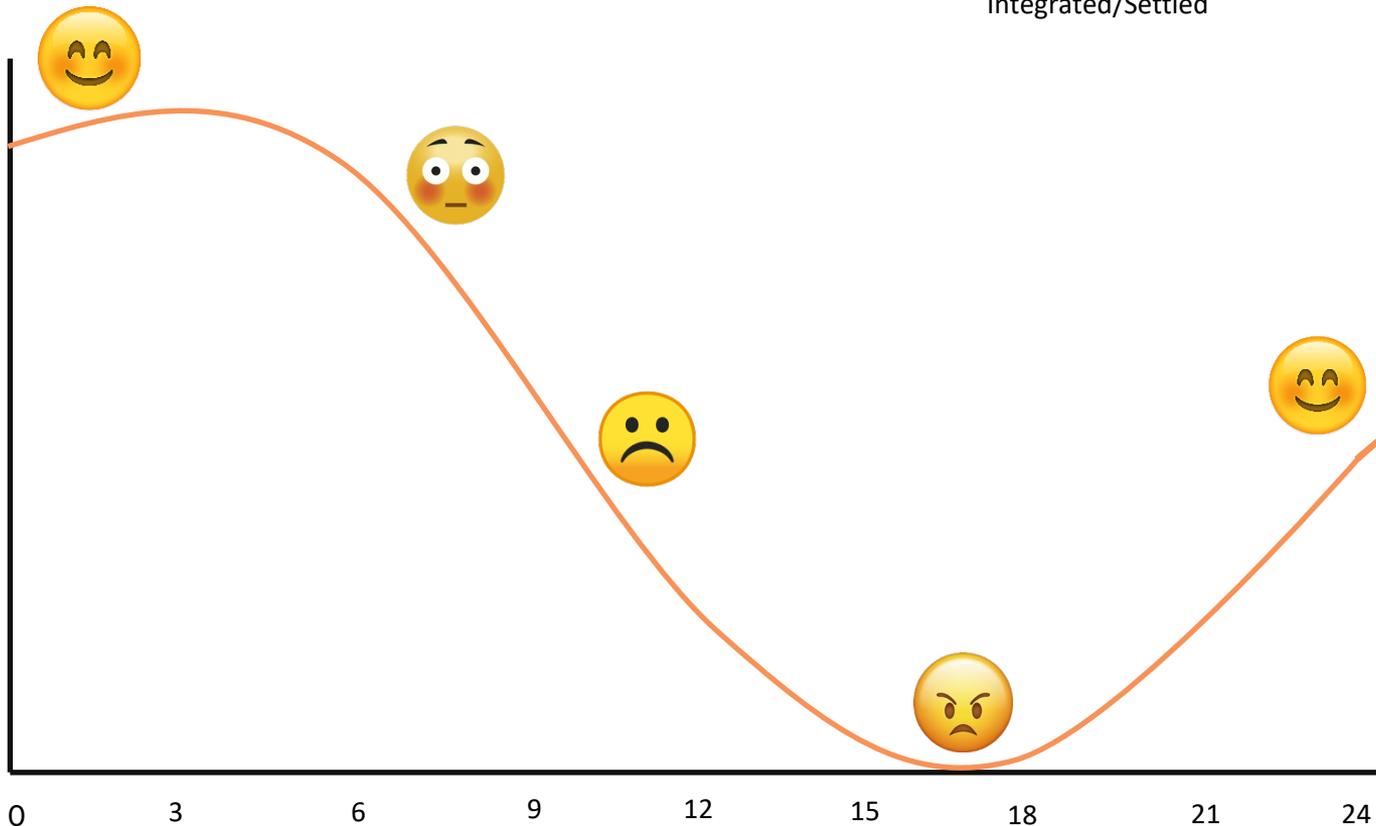
Newcomers' Feelings

Pre-arrival

Integrated/Settled

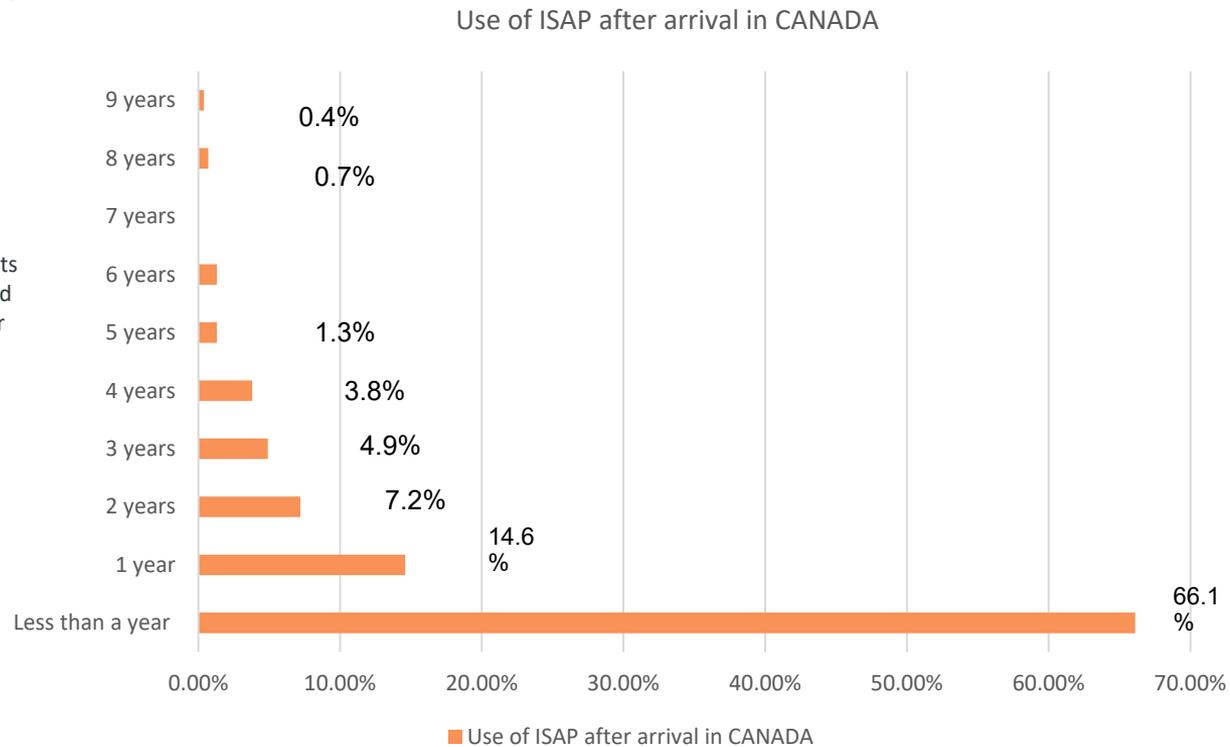
Feeling good

Feeling down



Newcomers' Problems - Cont.

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

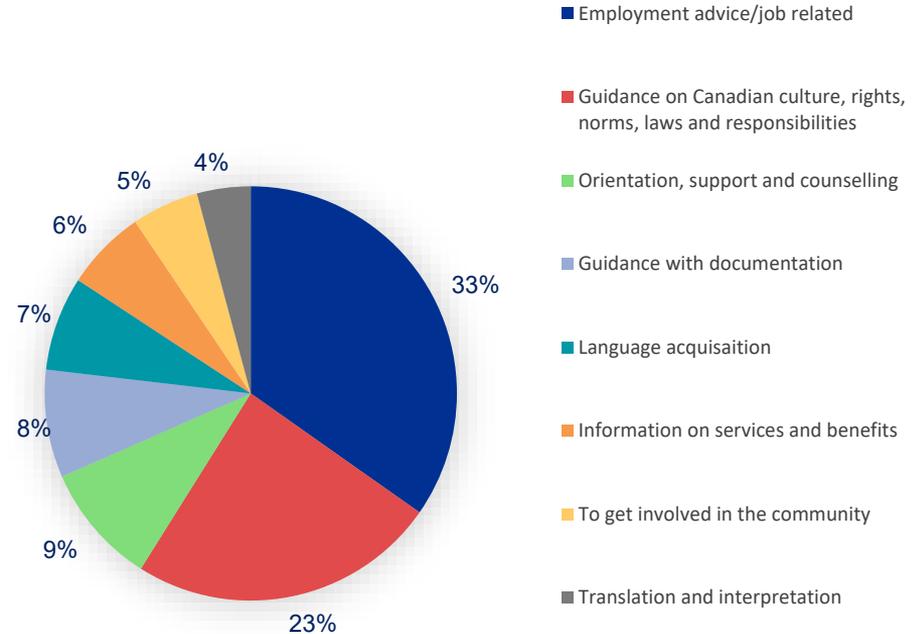


Newcomers' Problems - Cont.

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.

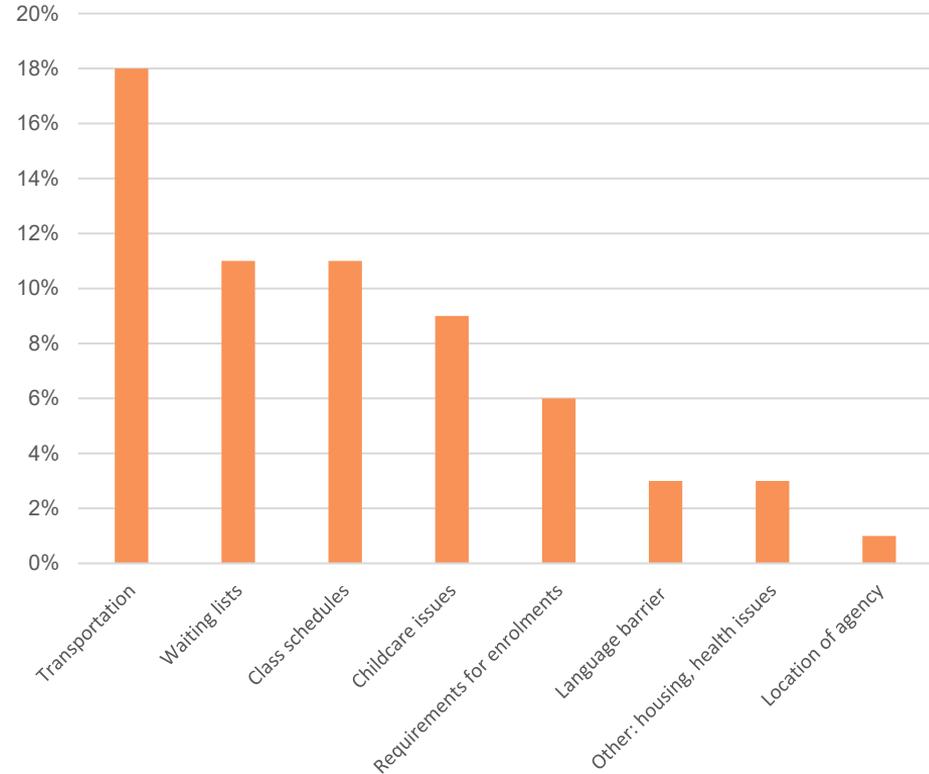
The column chart shows the problems people are facing in approaching the settlement services.

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



Proposed Solutions & Objectives

The proposed solution is to provide essential information through a website that helps newcomers find their required info and solution within seconds. It will prevent users from spending a lot of time in search of solution.

Project Deliverables and Team

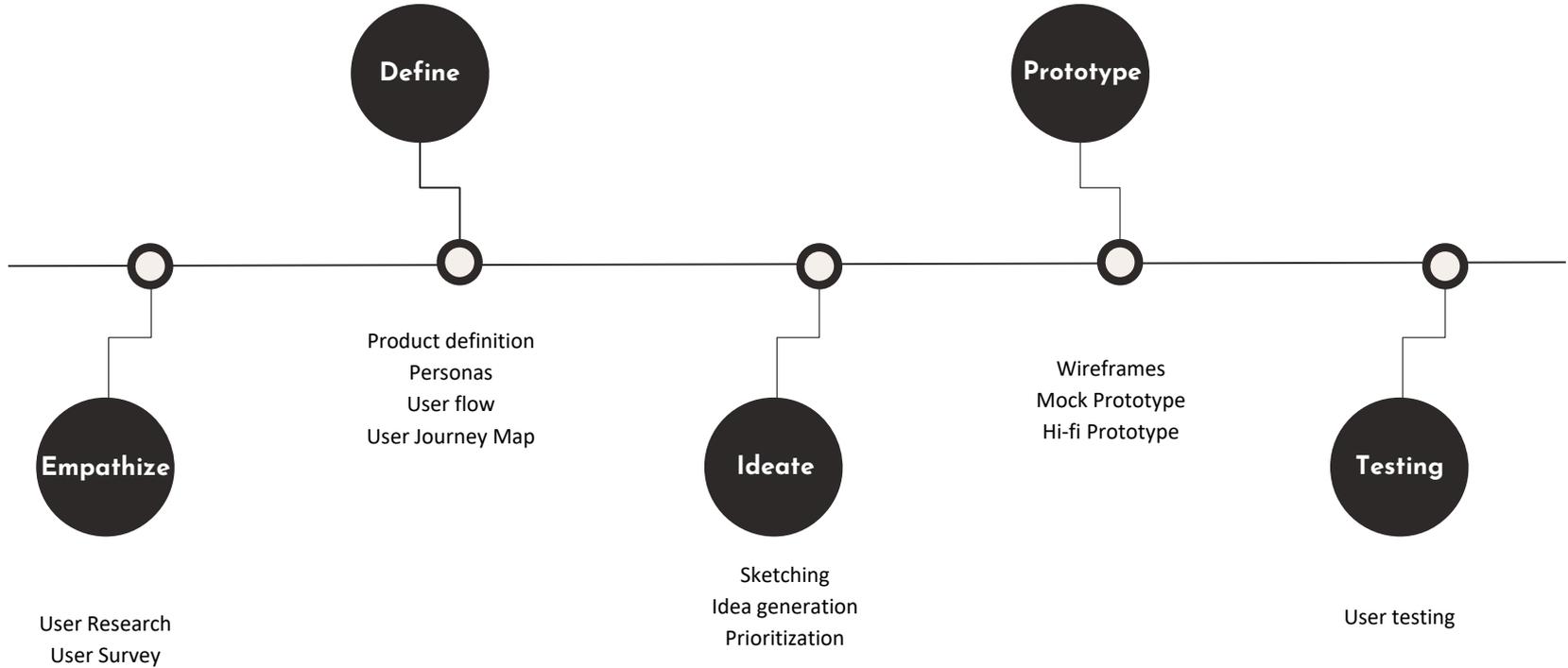
Deliverables:

- Finding reports (Research)
- User interviews
- Competitor Analysis
- Personas
- Site Map
- Website wireframes
- Prototype

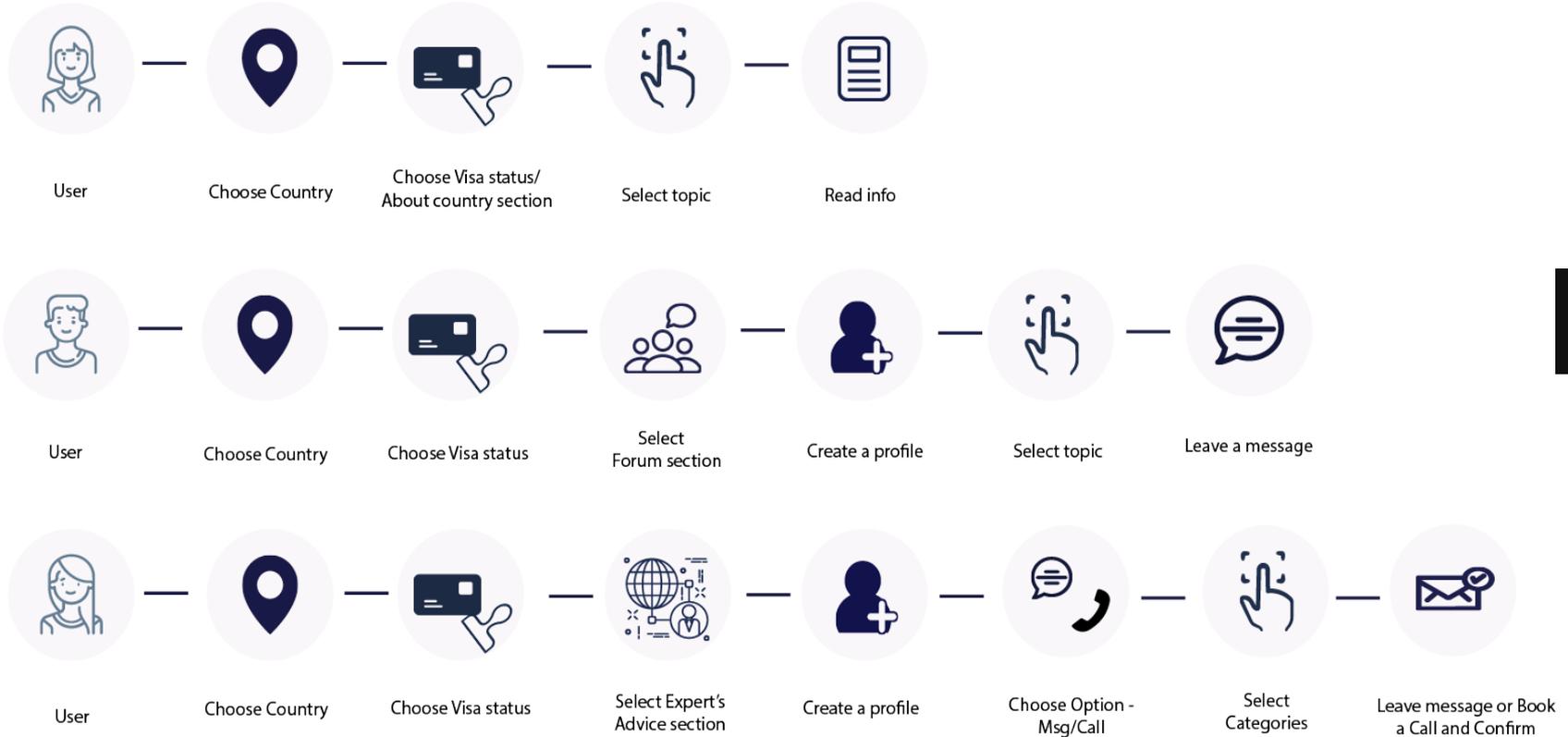
Team:

- 1x Front End Developer (HTML and CSS)
- 2x Back End Developers (Java and PHP developer)
- 1x UX/UI Designer
- 1x Content Writer
- 1x Project Manager
- 1x Quality Assurance specialist
- 1x Marketing Manager

Design process



User Journey



Functions & Features

The main function of this website is to find the required information on some crucial topics and the processes that newcomers need to know in a new country. The topics include but not limited to Steps before coming to the country, required documentation, first steps after landing, settling in a new country such as applying for government services, finding work tips, education for kids, housing, official rules, transit methods, culture etc.

And there are three types of functions

1. The user can find information based on the topic.
2. They can leave a message in the discussion choosing a specific topic
3. Seek advice from the expert who is familiar with the country by leaving a message in the expert's advice section.
4. They can read new articles on updates on What's new page.

In the platform, the landing page consists of country names with the dropdown icon, which shows the types of visa status (Immigrant, International student, visitors) and another sub-category called 'About Country' section where there are some common topics to learn about.

Features:

1. Users can save their preferences to prevent selecting the countries and visa status each time they enter the platform.
2. They can switch to the other country's forum in their profile settings
3. They can save messages and customize the chat section.
4. There are videos section where users will get clear instructions on some steps and procedures.

User Journey in detail

Finding information process	2. Discussion Forum	3. Expert's Advice
<p>Users can find information by choosing their visa status. In the main page, when they select the country and visa status, it takes them to the section where they will find sub-categories related to their visa status that will help them during their initial settlement, documentation and applying for government services, official rules and regulations, emergency contacts, and procedures related to the different application processes such as applying for a health card, transit card, opening bank accounts etc. Here, in this platform users can find information immediately in bullet points. Personally, as a designer, I want to eliminate the routine and unwanted information, lengthy introductions, as users expect immediate information or solution. The intention is to provide guidance; therefore, the information will be in the step by step method.</p>	<p>The reason behind including the discussion forum is to allow people to discuss and share their experiences which help other people who are going through similar procedures and facing a similar problems. Based on the other's experience, users can be prepared and act accordingly. In this forum, there will be some common topics, where users can create topic-specific threads and leave a message. This chatting section will have some guidelines to prevent unparliamentary language and encourage healthy conversation among users.</p>	<p>An expert who belongs to the specific country will help to suggest by replying to the users' questions. For example, if a user wants advice on a specific topic related to Canada. He or she should choose Canada and their visa status and then enter the expert's advice section, where users can select a topic and send a question. The user will receive a reply from the designated person who is familiar with the country and has credibility.</p>



Analytics

KPI & Metric 1

a. Grow user base

1. User registrations –

No. of users creating profiles and number of active profiles on the discussion forum.

2. Social media users –

No. of users coming from social media

3. No. of site visitors from the product launched countries.

Rationale:

- By analysing the data on the number of users creating the profile, we can identify how many users are showing interest in the forum and make changes accordingly such as adding topics and better user experience.
- If we know the number of users visiting the website from the social media, we can further utilize social media strategy and promote the site through the various channels.
- No. of visitors coming to the site from the website launched countries. This is to modify content based on users behaviour.

KPI & Metric 2

b. Task Completion Rate

1. No. of users successfully send messages in the forum
2. No. of users able to send a question in the expert's advice section by the number of users tried to send the message
3. Goal Completion/Conversions –
No. of people visited the landing page and took action by completing a form or clicking a link

Rationale:

- By knowing the number of users leaving messages in the forum, we can make sure that the forum is functioning as per the expectations. This is important because users drive content to the website through discussion forum. If they can not send message in the forum, users may get frustrated and leave the website.
- This is same as above. I want to make sure the users who need advice can utilize this function.
- When we monitor the number of people clicking any section and taking any action from the landing page, we can assure that the users are showing interest in exploring the site.

KPI & Metric 3

c. User Engagement

1. Scroll depth/Interaction depth

Percentage of page, a visitor has seen

2. Page view per visit

The total number of **page views** by the total number of visitors.

3. Top exit pages:

Number of exits / number of pageviews the product page received.

Rationale:

Scroll depth/Interaction depth analysis is to

1. To examine if there is something that's negatively impacting user experience in the page
2. Is content starting to fall monotonous/uninteresting as visitors scroll down the page.

Page view per visit tells -

More pages per session indicates that the users are engaged and willing to explore more of the site

Top exit pages -

Calculating the exit rate can be helpful, especially when the website encourages customers to follow a certain path. Knowing the top exit pages can help us make sense of why the exit rate is the way it is.

- Some pages are designed to have high exit rates, like contact page, or a "Thank You" page. When a page is designated as an exit page, a high exit rate indicates that customers completed the desired action.
- A high exit rate on a non-exit page can be caused by:
 - Poorly organized information on the website (any hierarchical issues).
 - Missing CTA (so the person just exits the website).
 - Overwhelming amount of information
 - Lacking/Missing information.
 - Based on this, I can identify any gaps or mistakes and modify accordingly.

Trinity Strategy:

People visit this site to find necessary information about the country they are planning to move and to ask questions for clarification on a particular topic. For example, a new Immigrant in Canada wants to know the checklist that contains steps that are mandatory to go through as soon as they land. Or an international student wants to find the details on opening a bank account and about banking rules. This site exists to help people take decisions on their future settlement prior to their visa application and support users by giving clear and reliable information. Users should get advice from experts, which assures them that the info they are receiving is completely reliable.

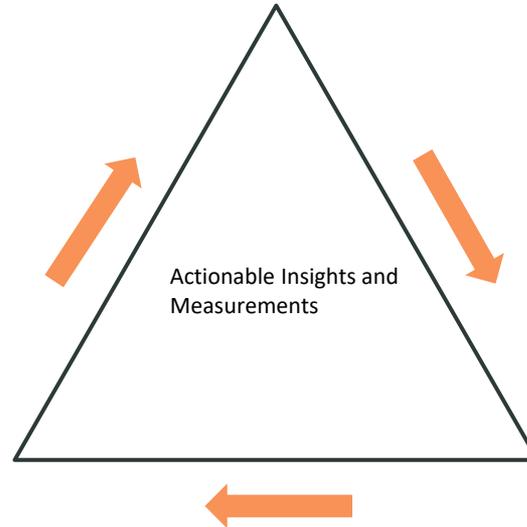
In the survey, users expressed that they want clean user interface with well-organised sections.

Outcome:

no. of people registered in the discussion forum, number of visitors reaching the end point or moving from landing page to the next.
User engagement in the forum, no. of responses/posts in each thread

Behavior:

which sections users visiting the most, and how much time they are spending on each page. Are they registering or engaging in the forum? Are they playing videos and clicking on images to view them?



Experience:

1. users should: find necessary information, satisfy with the user flow,
2. whether user finding the content through Search option or through browsing the sections/pages.

Launch Goals - Launch date - Dec 20, 2020

1

Acquire around 2000 user profiles by the end of August 2021

2

Acquire 70% of users by mid 2022 from the countries where the product has been launched such as Australia, Canada, India, China, France, UK, USA, Germany, and Mexico.

3

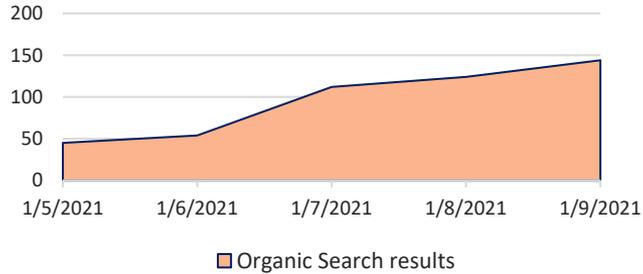
Achieve 3000 users per month by the end of June 2022

4

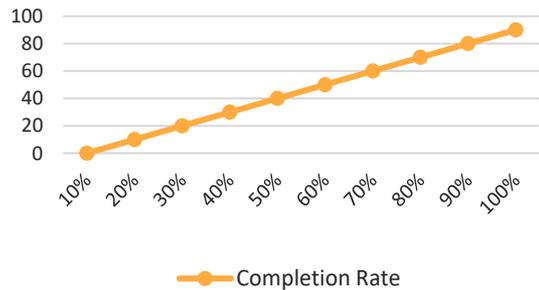
4. Associate with the relevant organisations such as educational institutions, and employment services within 2 years after launch.

Analytics Dashboard

Total visits from SEO



Task Completion Rate



Conversions



- Facebook ads
- Twitter ads
- Linked in ads
- Google adwards

Types of visitors - Visa Status



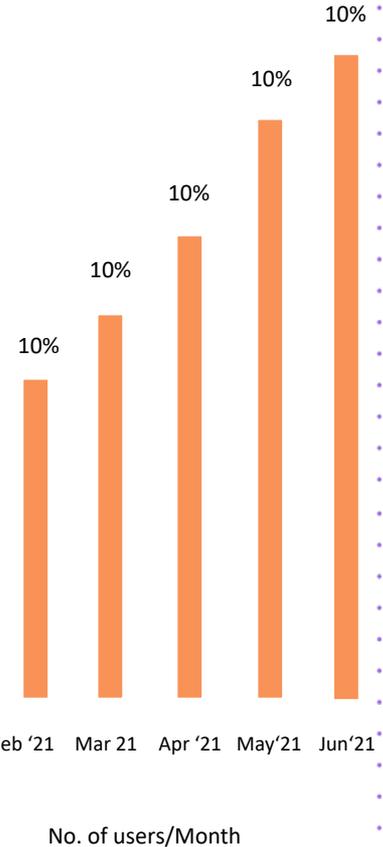
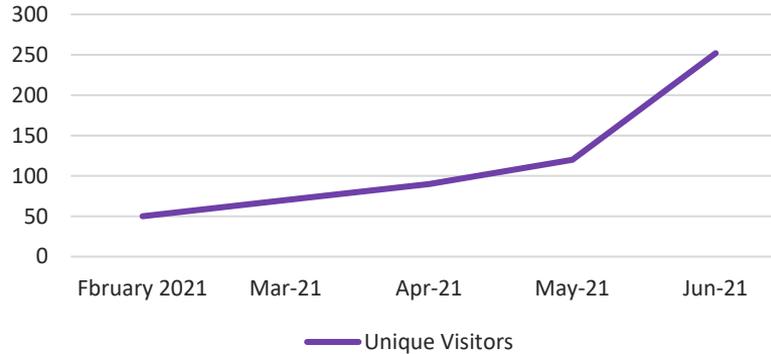
- No. if international students
- No. of immigrants
- No. of travellers

Clicks



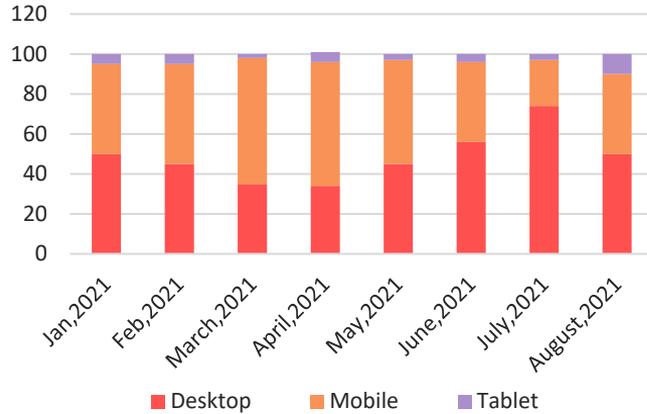
- Google edwards
- linked in ads
- Facebook ads
- Twitter ads

Unique Visitors/Month

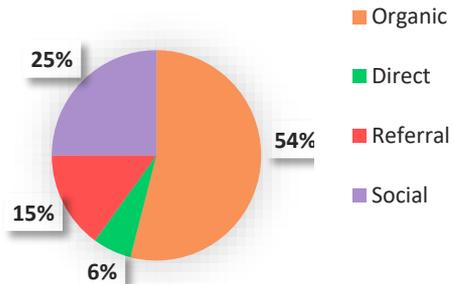


Analytics Dashboard

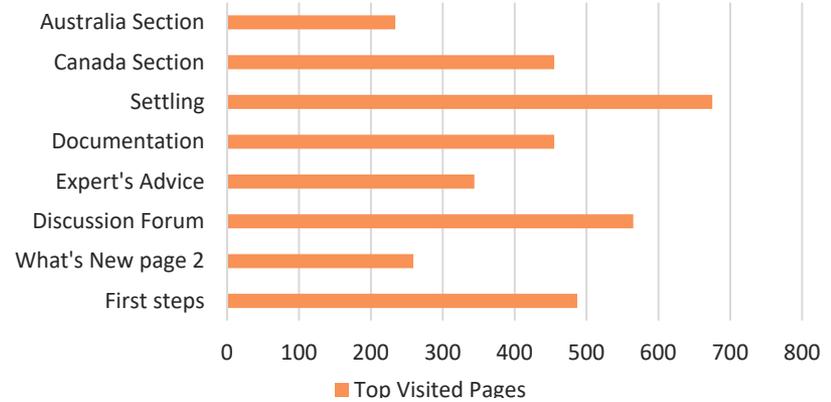
Sessions by device



Traffic type

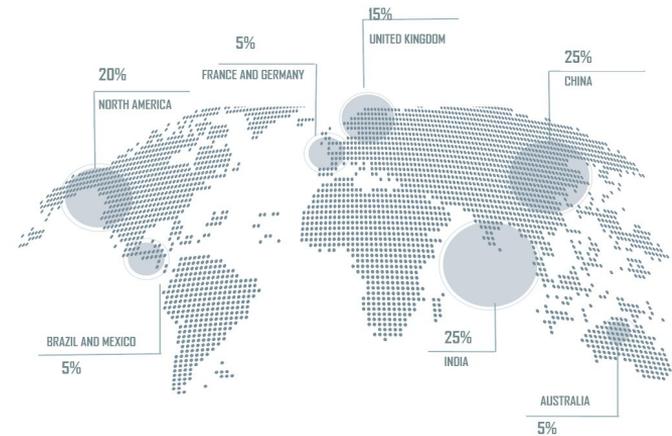


Top Visited Pages



USERS
2023 January

70%
In two years from launch date





Business Strategy

Promotions Plan

1. Backlink Strategy

Linking back the sites to the website from another page. This will be an indicator of how important, or useful, the content is by search engines. Having a high number of quality backlinks is a big influential factor in ranking highly on search engines.

Backlink strategies have been an important part of online marketing for a long time now. They help improve the website's rank, reputation, and even relationships.

Successful digital marketers incorporate backlink strategies into their overall marketing strategy, building links on sites not only with high authority, but also meaning to their personas.

Guest blogging is one of the method here.

Guest Blogging

Promote through other websites in the form of guest blogging. i will choose relevant sites which my target audience (international students and visitors) visit the most. This is to reach my target audience and let them know that this website exists. This will increase the traffic for my website.

This can be an affective method to generate awareness. I will publish posts with user intent in mind.

Promotions Plan (Cont.)

2. Search Engine Optimization:

This will help in getting the website ranked highly on search engines like Goggle. This is an inbound marketing strategy. It targets quality traffic. In SEO, there is no need to pay for ads. SEO gets more clicks than PPC. SEO is widely considered a staple of any marketing strategy. Around 61% marketers say that improving their SEO and improving their online presence is a top priority. Writing content around a topic with organic search traffic potential. Keyword research, Optimising the content to rank in Google.

3. Out of House Event:

I will promote my website in person. This s one of the best methods in the first days after launch. I will attend workshops where international students visit. And the job fairs to reach new immigrants who attend the fair to explore the job opportunities.

4. Social Media Marketing

I will promote through social media channels. YouTube is one of the best method as my website consists of videos related to different processes that a newcomers should go through. I will link the website URL in the relevant videos. I will post weekly updates and topic specific posts along with the website link. Banner ads is another strategy to create brand awareness.

SEO Keyword Search

It is difficult to choose one particular keyword for this platform, as the terms in the site used are too general. However, key phrases work well.

Key phrases:

- 10 important things new Canadian immigrants need to know
- Education system across Canada
- Employment opportunities in Canada
- Opening bank account in Toronto
- Canada public transport system

Content in the site covers the above headings and subheadings. When users want to know about immigration/applying for universities or about a particular topic such as opening a bank account in Australia or winter precautions in Canada, the above key phrases help users to find information through SEO. The target audience mostly search with these key phrases to find the relevant content.



Project Management

Project Phases, Tasks, Milestones, and Deliverables

Project Phases	Purpose	Tasks	Milestones	Deliverable	Responsibility
Initiation	to determine that there is a need of this product and it is feasible	to research and produce a strategy, to implement a new product that addresses newcomers' problems	In-depth research on feasibility has been done 2. established a project charter	Detailed market research report, Project charter	Project Manager, Researcher
Planning	to establish detailed work plan and prepare a schedule and budget and to describe the functional specifications in detail for the software developers, a product intended capabilities appearance and interaction with the users.	to prepare a project plan with realistic timeline and budget	1. Created a project plan 2. revised user journey and functions	Functional specification, Master project plan, schedule	Project Manager, Designer
Development	To convert the system design prototype into a working information system that addresses all documented system requirements.	code and develop the product.	The development team successfully finished coding the website, 2. The product is ready to go for test	The development progress report and the coded website ready for testing	Developer, Project manager
Monitoring/Control	The purpose of the monitor and control phases is to measure the performance of the new process and proactively identify potential risks that occur during project execution. To test the product and make modifications accordingly	Test the product to identify if there are any bugs.	1. Finished the interior testing and 2. fixed all the bugs	QA report, User testing and analyzing report.	QA specialist, Developer, Project Manager
Closure	Launching the product, and making incremental updates based on the feedback from the target audience	Review the project and launch the product	Product launched, and all incremental changes have been made for the version 1	Final product launch and incremental changes.	Project manager, marketing manager

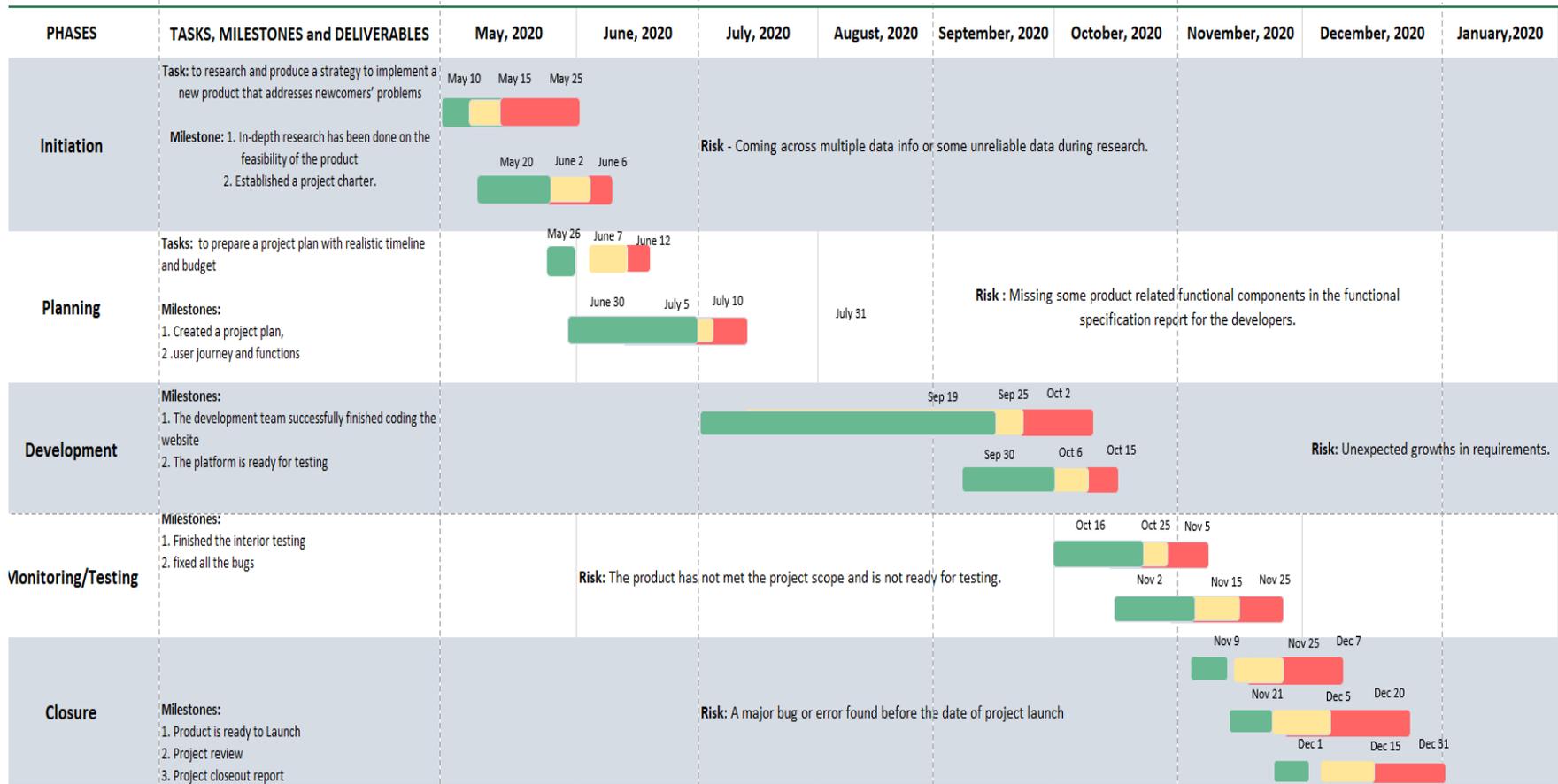
Risk Assessment:

Phases and Risks	Likelihood	Consequences	Impact (L ,M ,H)	Avoid/Mitigate/Accept	Trigger for contingency	Contingency plan
Initiation – Coming across multiple data info or some unreliable data during research.	High	Difficulties in finding reliable data and end up believing the wrong data as an actual data.	High	Mitigate	Differences in the data provided by multiple resources.	To rely on credible resources and follow the sources such as government resources and most popular data resources.
Planning- Missing some product related functional components in the functional specification report for the developers.	Low	Lead to confusion in developers which ultimately results in going over time. Also, affects the functionality of the product.	High	Avoid	The team identified some missing components that are essential in developing the product.	Make sure all the required information is included in the report before handing it over to the Developers.
Development– Unexpected growths in requirements.	Medium	a delay in the project might happen when the project needs any sudden requirements, which the team had not anticipated in the planning stage. And an increase in budget.	Medium	Avoid	A need of any additional staff to develop the product	Procure the required software and hardware equipment. The team works overtime.
Monitoring/Testing – The product has not met the project scope and is not ready for testing.	Low	Incomplete product, takes additional time.	Medium	Mitigate	Identified that the product is not ready for testing.	Communicate with the developers and inform the problems identified in the product development.
Closure– A major bug or error found before the date of project launch	Low	Delay in launch time	High	Avoid	Product is not working as per expectations.	Make sure the product is working as per requirements before the launch date. Modify and develop the product according to the feedback received during testing phase. And be ready to launch the product on time.

Project Timeline - PERT

PERT - A way Project

Optimistic Likelihood Pessimistic



Project Budget Analysis

Staff	Cost/hr	Total	Marketing expenses	Contingency cost
Project Manager	\$90	\$14,400	\$10,000	10%
Marketing Manager	\$75	\$12,000	\$5000	
Content Writer	\$50	\$8000	\$35,000	
Front end Developer	\$65	\$30,000	\$60,000	
Back end Developer	\$80	\$50,000		
Quality Assurance	\$65	\$25,000		
		Total – \$1,39,400	Total – 1,10,000	149400 + 10% = 14,940

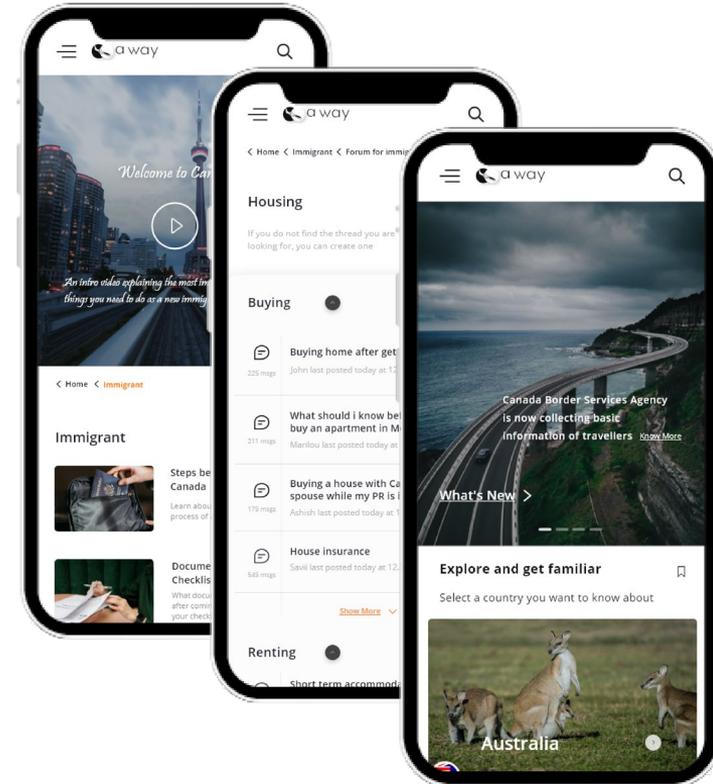
Quality Assurance Test

QA elements and Risks	Likelihood	Impact (L ,M ,H)	Avoid/Mitigate/ Accept	Action Trigger	Assurance and Control	Why
Functionality: The discussion forum has some glitches. Users are not able to leave messages.	Medium	High	Avoid	Quality specialist identified technical glitches while testing the forum and failed to leave a message.	Inform back end PHP developer to make changes and make sure the forum is working properly	The functioning of the discussion forum is crucial for the website and I want to make sure that the forum is working properly with no errors.
Security: Identified a major threat in data secure.	Medium	High	Avoid	QA specialists identified that the data is not secured and can be easily hacked.	Notify developers fix this problem with coding.	This is to ensure the data is safe and secure and prevent intruders.
Performance and Load Testing: Page load is taking long especially when opening images filled pages.	High	Medium	Mitigate	Images are taking time to load and some pages with more data is not performing as expected.	Eliminate unnecessary data and images that take excess time to load.	If the page load time takes long, the users may not show interest in using the website. Therefore, this is one of the vital test.
Compatibility test: The website is encountering some problems to work on some browsers	Low	High	Avoid	Identified errors in website functioning on one of the browser.	Make sure the site is functioning on all browsers. Implement all the elements that supports the site to work well across all browsers.	Compatibility, which is an extremely vital feature of a software plays an important role in determining the popularity as well as the success of a software product.
Content test: Errors found in content.	Low	High	Avoid	Typographical errors found and words are missing.	Content writer should make sure there are no errors in the information on the site. Proofread the content before the product release.	Users may lose loyalty if the content is not appropriate or has any errors.

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



Prototype

<https://xd.adobe.com/view/8b2d3926-2dde-4c79-be78-18ed7188f826-de7e/>

Thank You!

Contact:

