

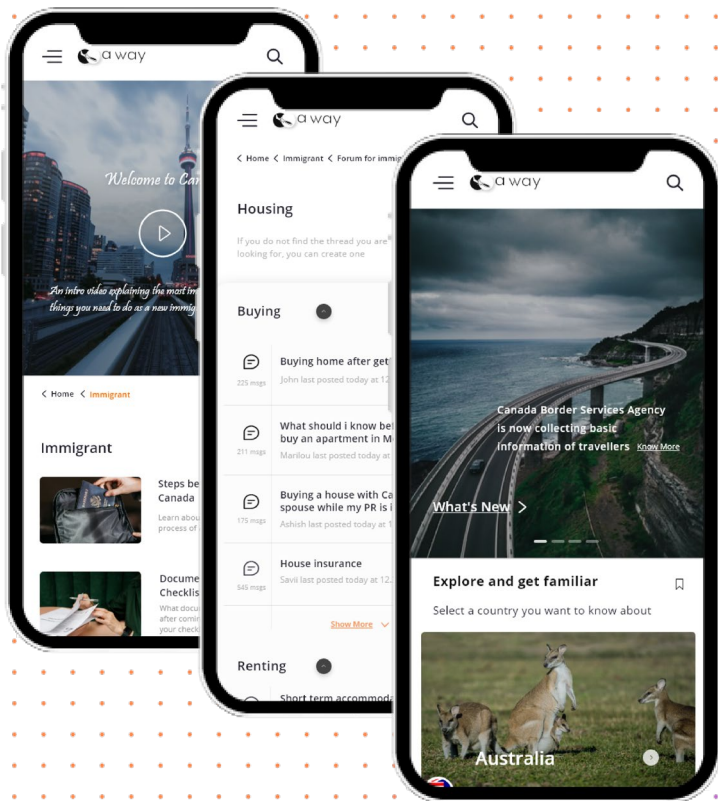
A way -

Don't Feel Away When There Is A Way

Greeshma Reddy Marry

Capstone Project – Final Presentation

April 2020
Toronto, ON, Canada



01

Problem
Definition

02

Project
Description

03

Design
Process

04

Other Project
Related Work

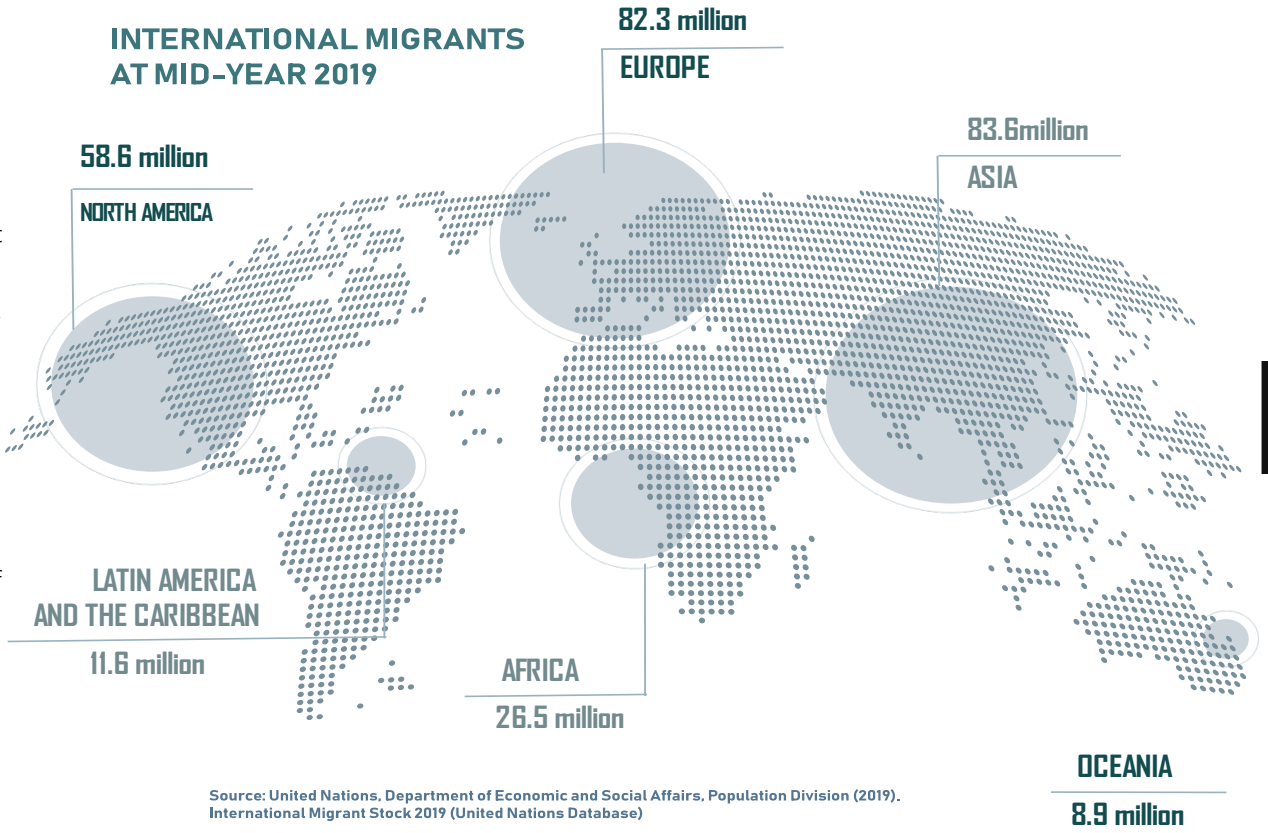
05

Conclusion



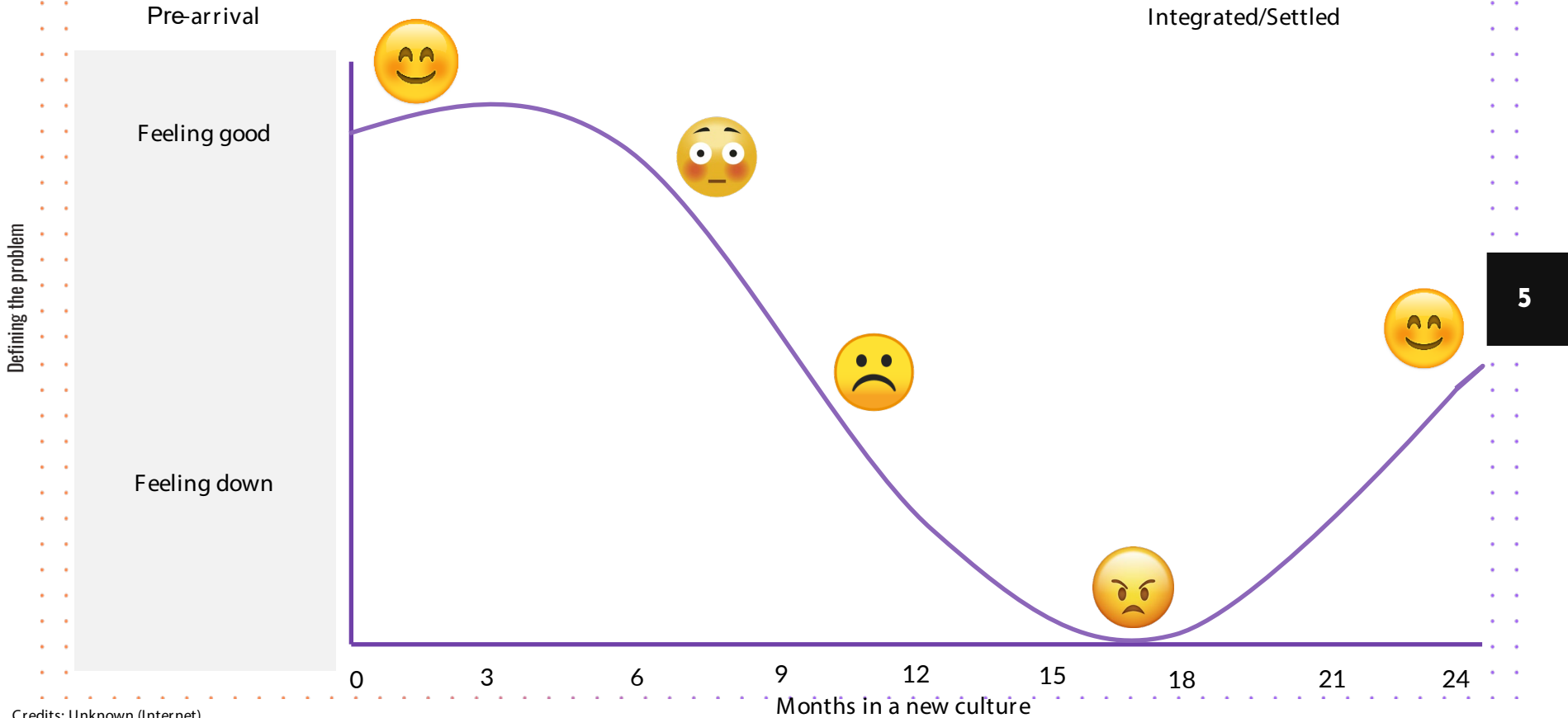
Overview and Problem definition

- 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).



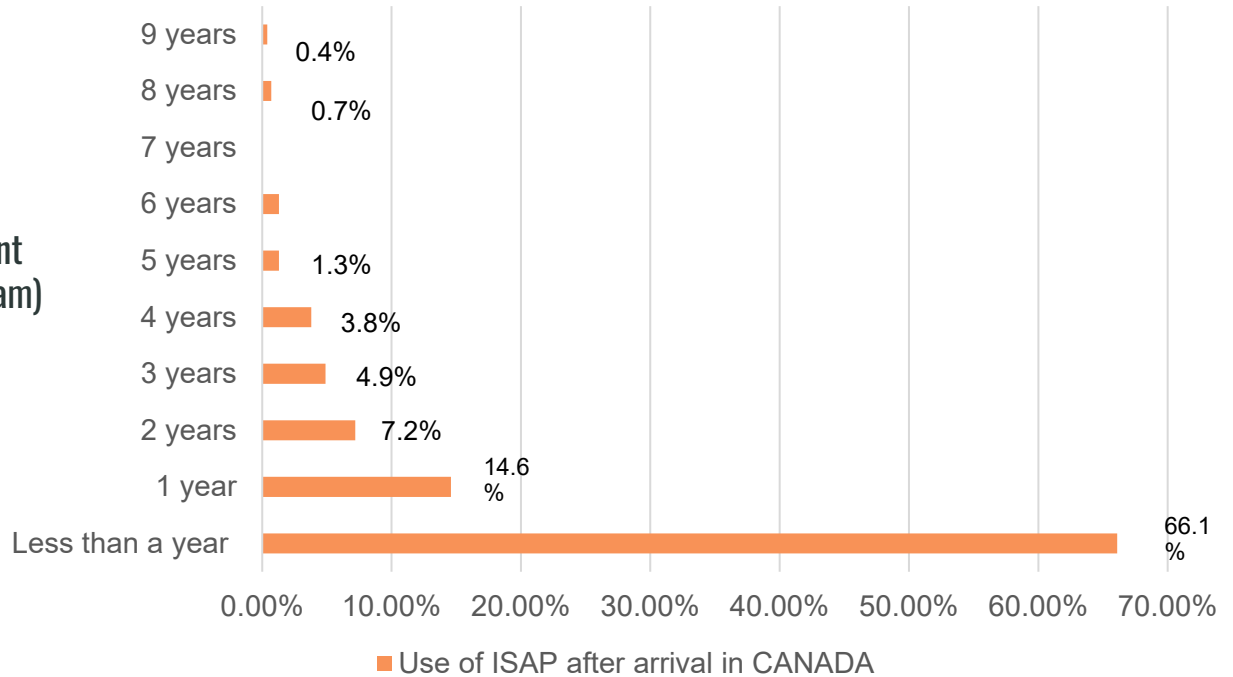
Source: United Nations, Department of Economic and Social Affairs, Population Division (2019). International Migrant Stock 2019 (United Nations Database)

Newcomers' Feelings



Newcomers' Problems

Use of ISAP after arrival in CANADA



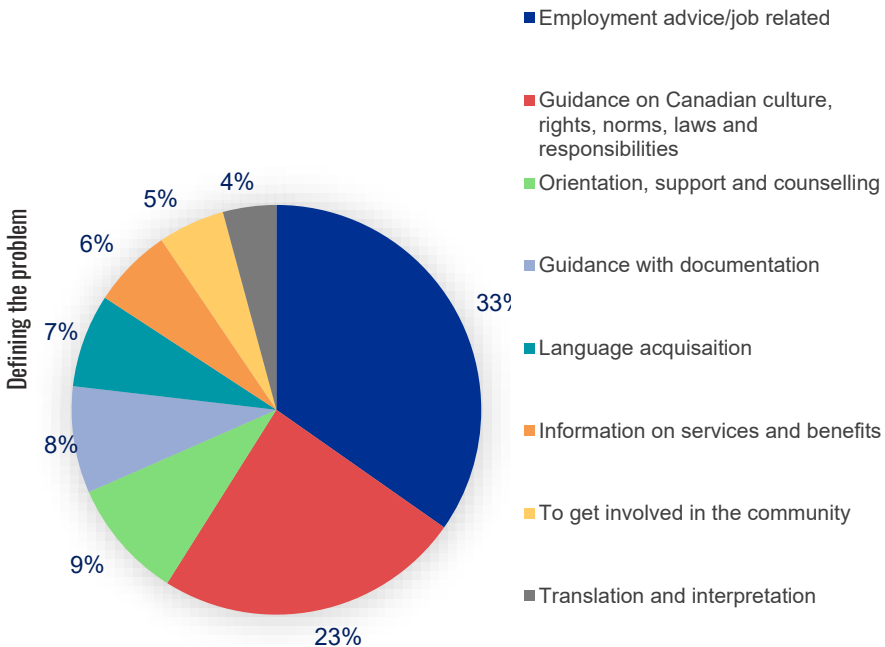
In Canada, more than 66% immigrants used ISAP (Immigrant Settlement and Adaptation Program) in the first year after landing

Source: Govt. of Canada

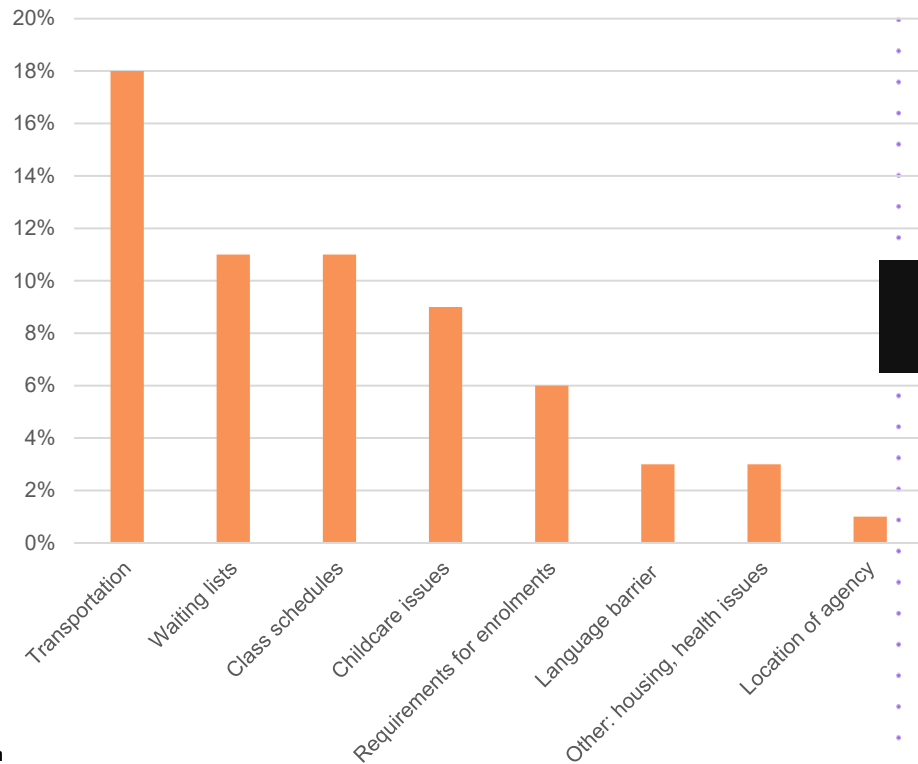
ISAP - Immigrant Settlement and Adaptation Program

Newcomers' Problems - Cont.

Newcomers' reasons for approaching SPOs



Constraining factors to using ISAP services



SPO - Service Provider Organization

Source: Govt. of Canada



Project Description

Product Concept

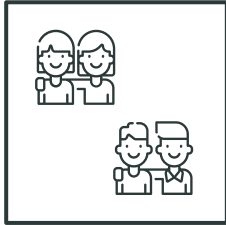
A website that provides essential information about countries such as Australia, Canada, the UK, and the USA to help newcomers (Immigrants/Visitors/International Students) get familiar with the local culture, system, rules, etc. It will also allow users to discuss various topics in the discussion forum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

Target Audience

Immigrants



International Students



Travellers



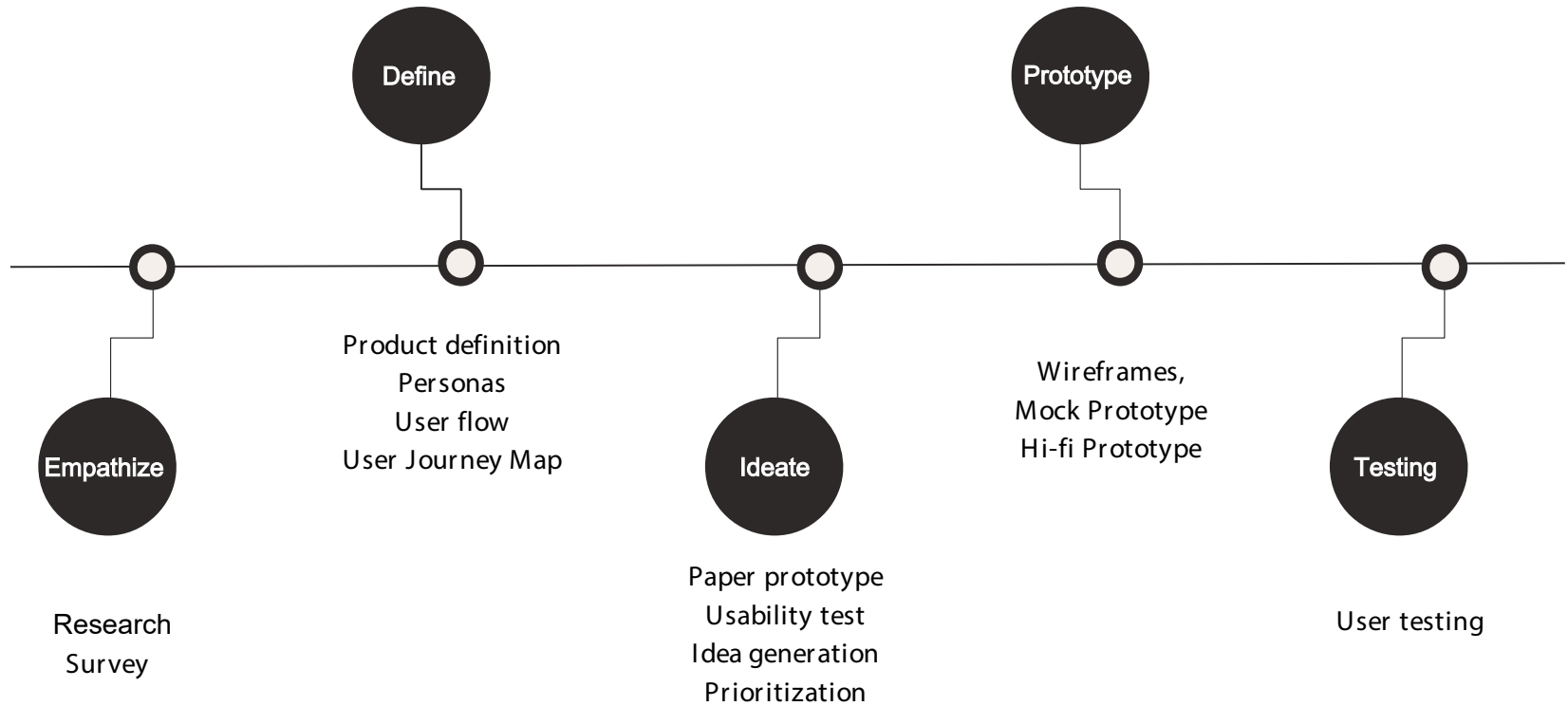
Business /Work permit visitors

Countries

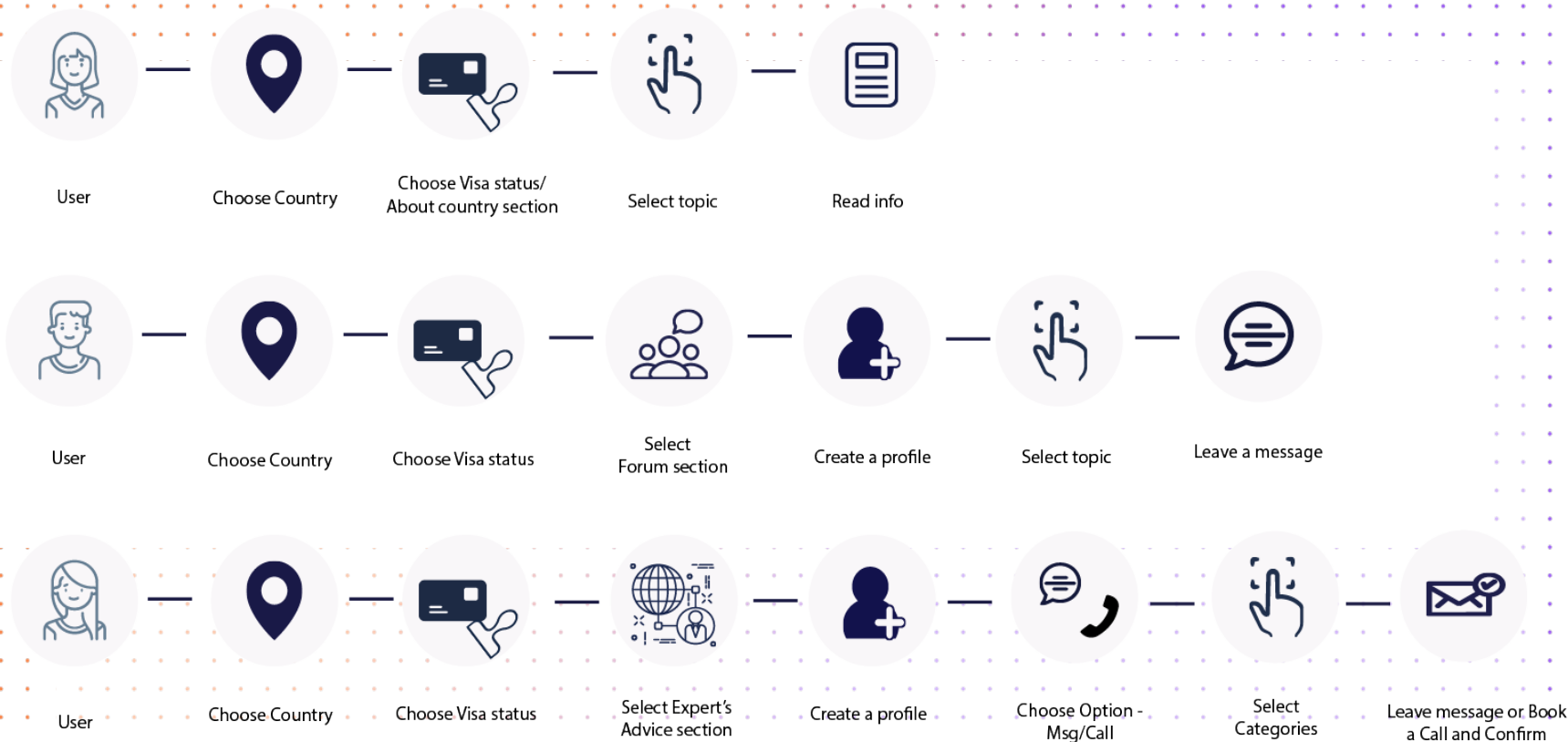


The background features a grid of small dots. The left side has orange dots, and the right side has purple dots. The text 'Design Process' is centered in the middle.

Design Process



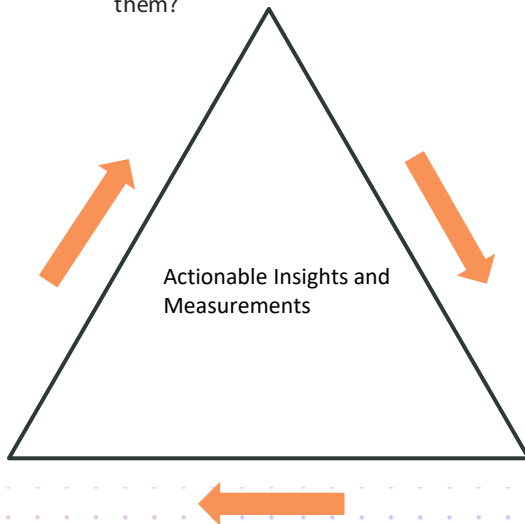
User Journey



Trinity Strategy

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?



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

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

01

Acquire around 2000 user profiles by the end of August 2021

02

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.

03

Achieve 3000 users per month by the end of June 2022

04

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

KPI and Metrics



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Grow user base

1. No. of users creating profiles on the discussion forum.
2. Social media users
No. of users coming from social media
3. No. of site visitors from the targeted countries.

Task completion Rate

1. No. of users able to message 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. No. of people visited the landing page and took action by completing a form or clicking a link

User Engagement

1. Percentage of page a visitor has seen.
2. The total number of **page views** by the total number of visitors.
3. Number of **exits** / number of pageviews the product **page** received



Other Project Related Work



Project Management

Created a Project Scope, Project Charter, Timeline, Budget Analysis, and Risk Analysis Reports



Development Method

Researched and Analyzed the development processes and identified required functional elements



Analytics

Studied and analyzed Trinity Strategy, KPI & Metrics



Business Strategy

Researched and analyzed the best suitable Promotion tactics and Revenue models

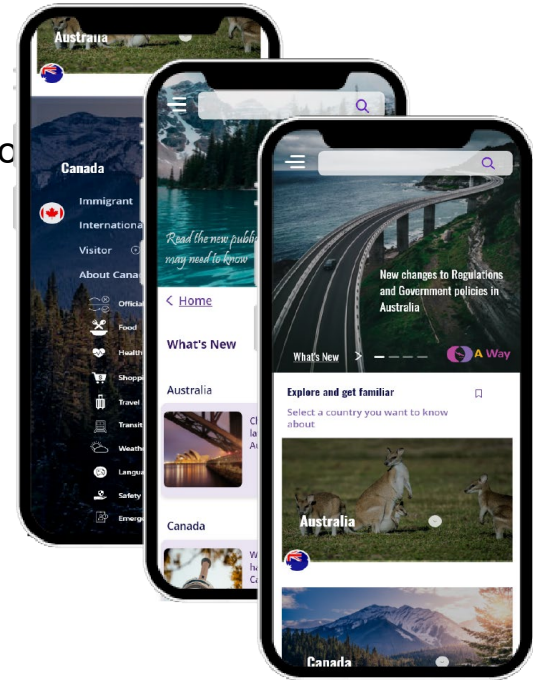
Please see the final project document for more information on the above-mentioned topics.



Conclusion

The data says that newcomers are having a hard time 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/8b2d39262dde-4c79-be78-18ed7188f826-de7e/>

Thank You!

Contact:

