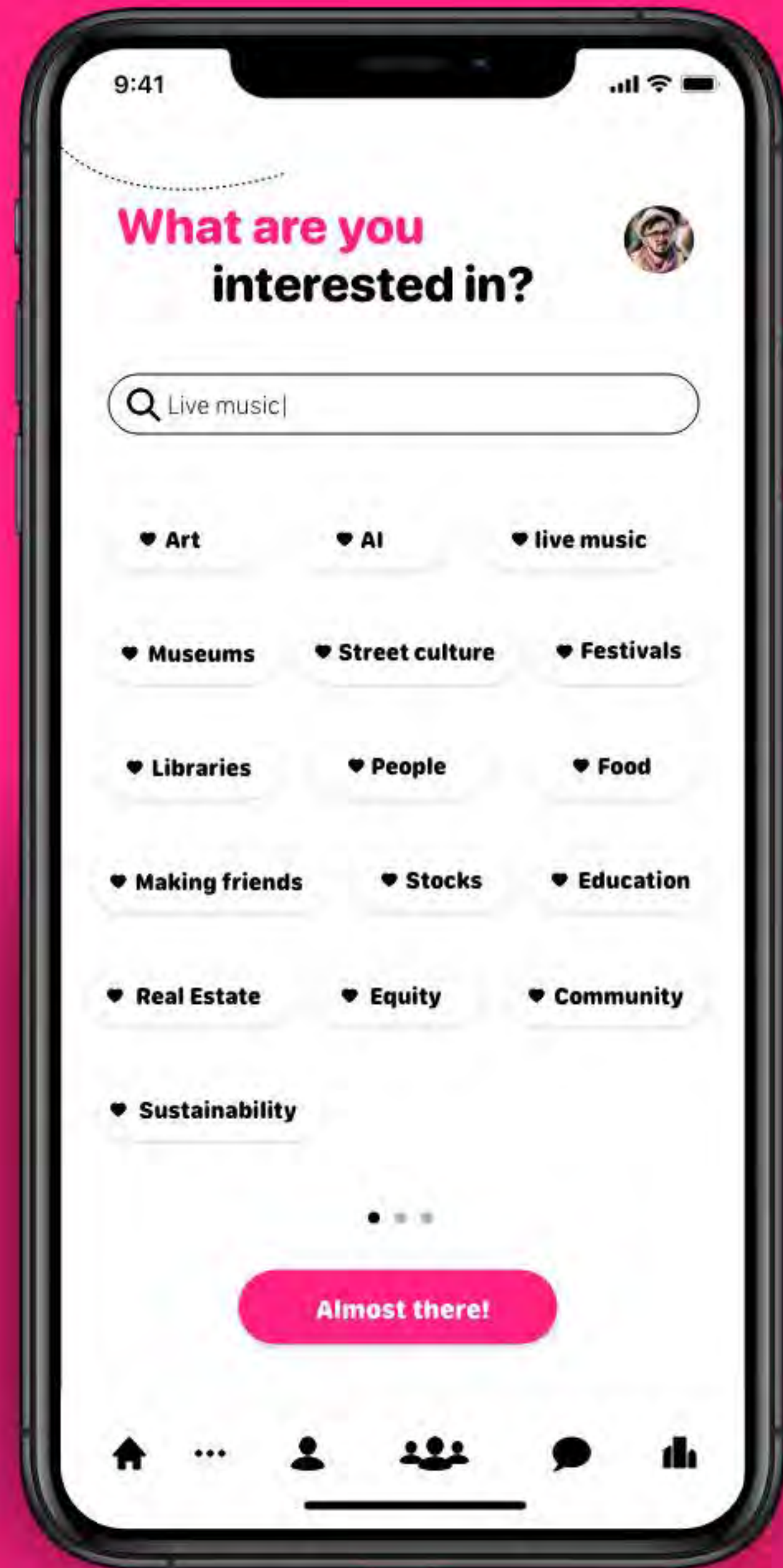
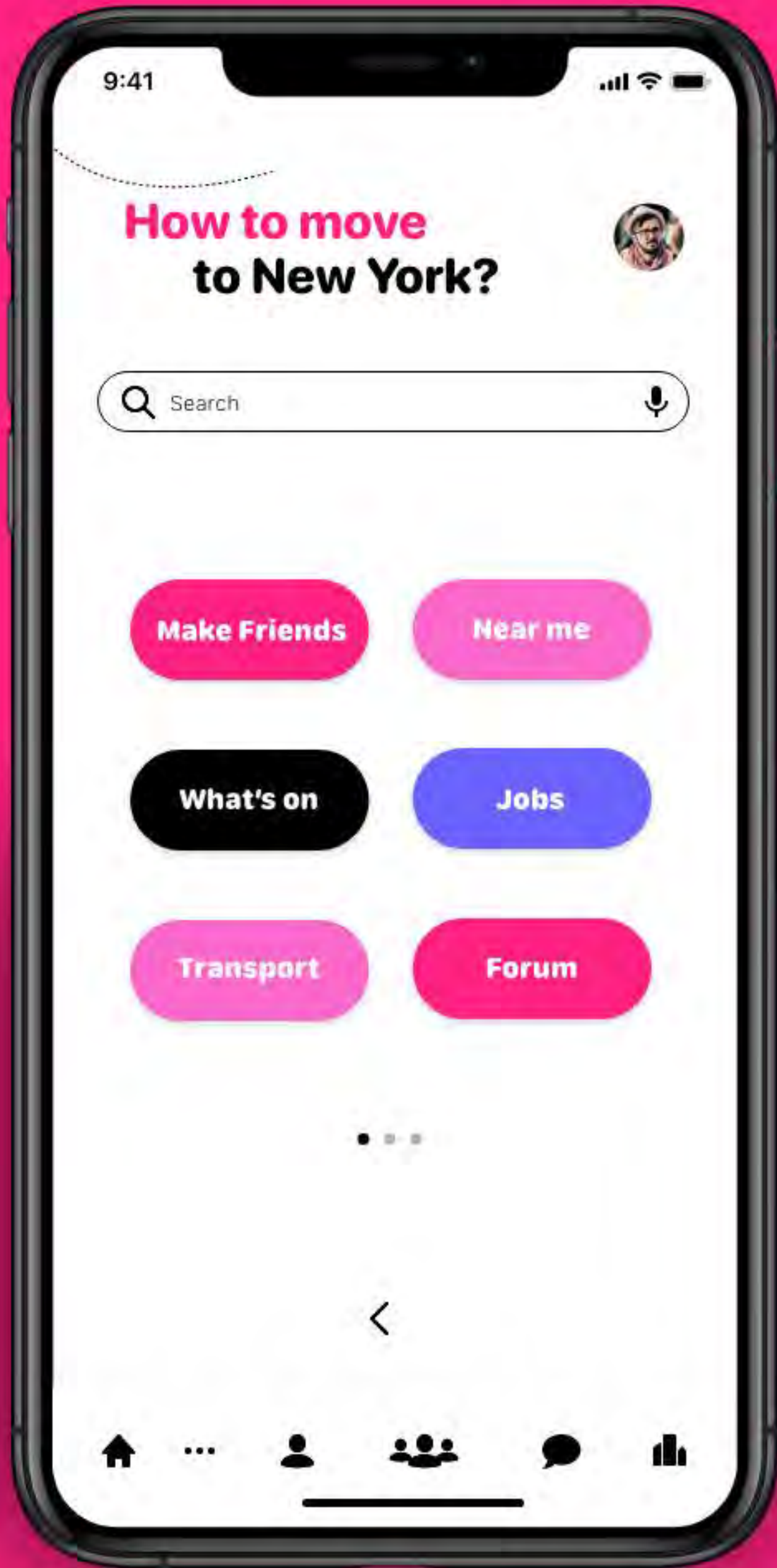
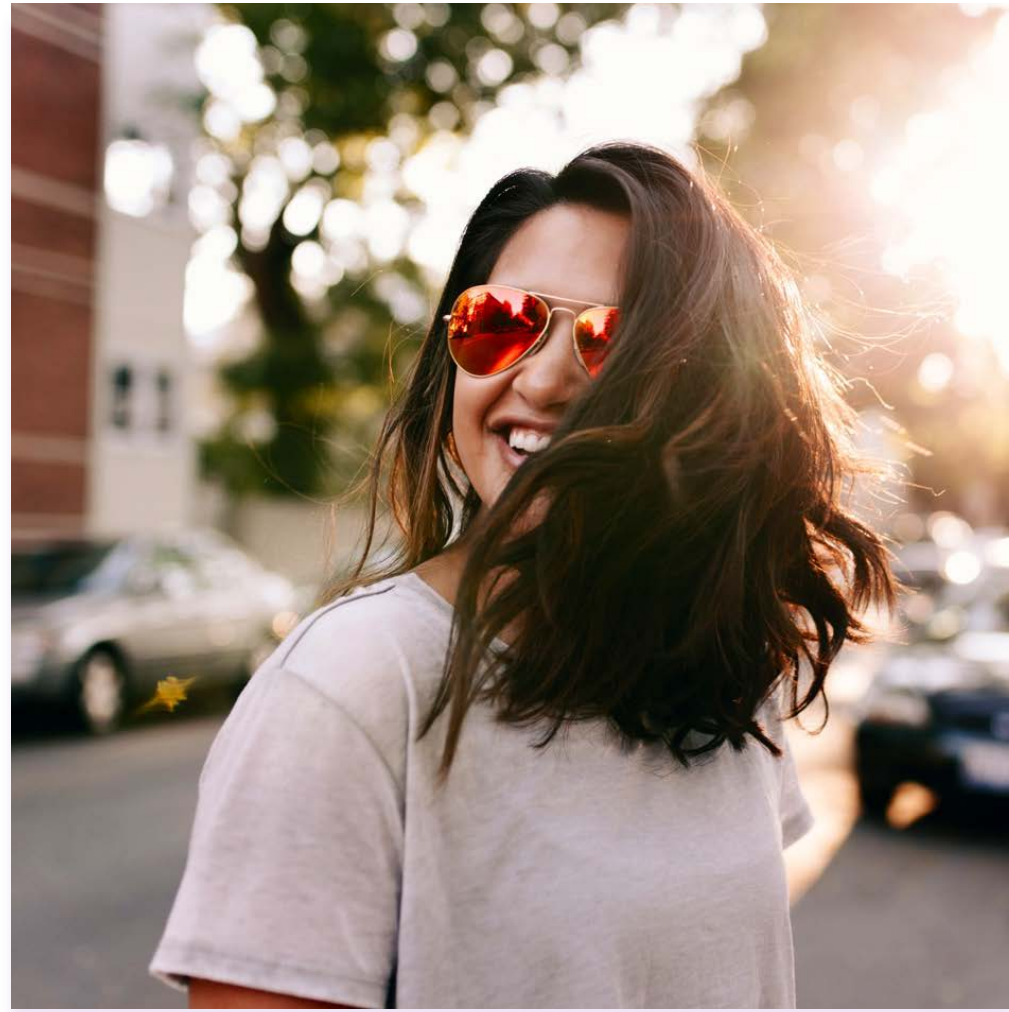


# Kite

Portfolio Project







**“ Building human connections is the most challenging aspect of living abroad.”**

## Struggles

Struggle of meeting like minded people and making really good friends

The loneliness and figuring everything out by myself

How to meet friends and date.

Who should i seek for the best help?

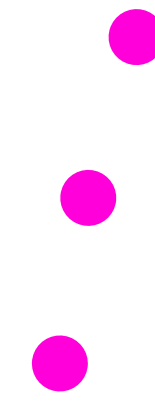
Being around helpful people is a priority

Having to make new friends. Its always tough maybe they don't like you or where you come from.

It is harder to meet new people.

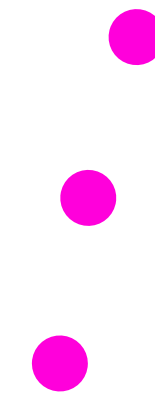
Loneliness is a factor that affects me when i move

Not having the hookups and connections as before.



# Problem Statement

**How might we alleviate the stress of moving abroad?**



# Research Goal

To learn about **what problems people face when they move abroad** to work, live, study, immigrate, and **ways that I can help** them make this transition more enjoyable.

# Mobility Trends

## Why and where are people moving in 2019 and onwards?

- According to a 2018 study, people's willingness to work abroad **has decreased** globally since 2014.
- The same **study** found that willingness to take a job abroad is 67% among digital experts. This is higher than the world average at 57%.
- Willingness to work abroad has **increased substantially** in the US and UK, two countries where fairly recent political shifts have caused significant uncertainty.
- 12 of the 50 most populous countries **surveyed by The Boston Consulting Group** show a decrease in willingness to move abroad for work.
- Meanwhile, more than 90% of Indians and 70% of Brazilians would move to another country for the right job.
- Since Brexit, **Germany has unseated the UK** as Europe's top destination for foreign workers.
- **The most common reasons** people relocate are for a higher paying job or career advancement (49.3%), to be closer to their family (20.5%), or transfer within a company (11.1%)
- The most common countries of residence among expats surveyed by InterNations are Germany, the United States of America, Switzerland, the United Kingdom, and Spain.
- According to **HSBC's Expat Explorer report**, Switzerland, Singapore, Canada, Spain, and New Zealand are the best destinations for expats.

## What's making your international hires happy (or unhappy)

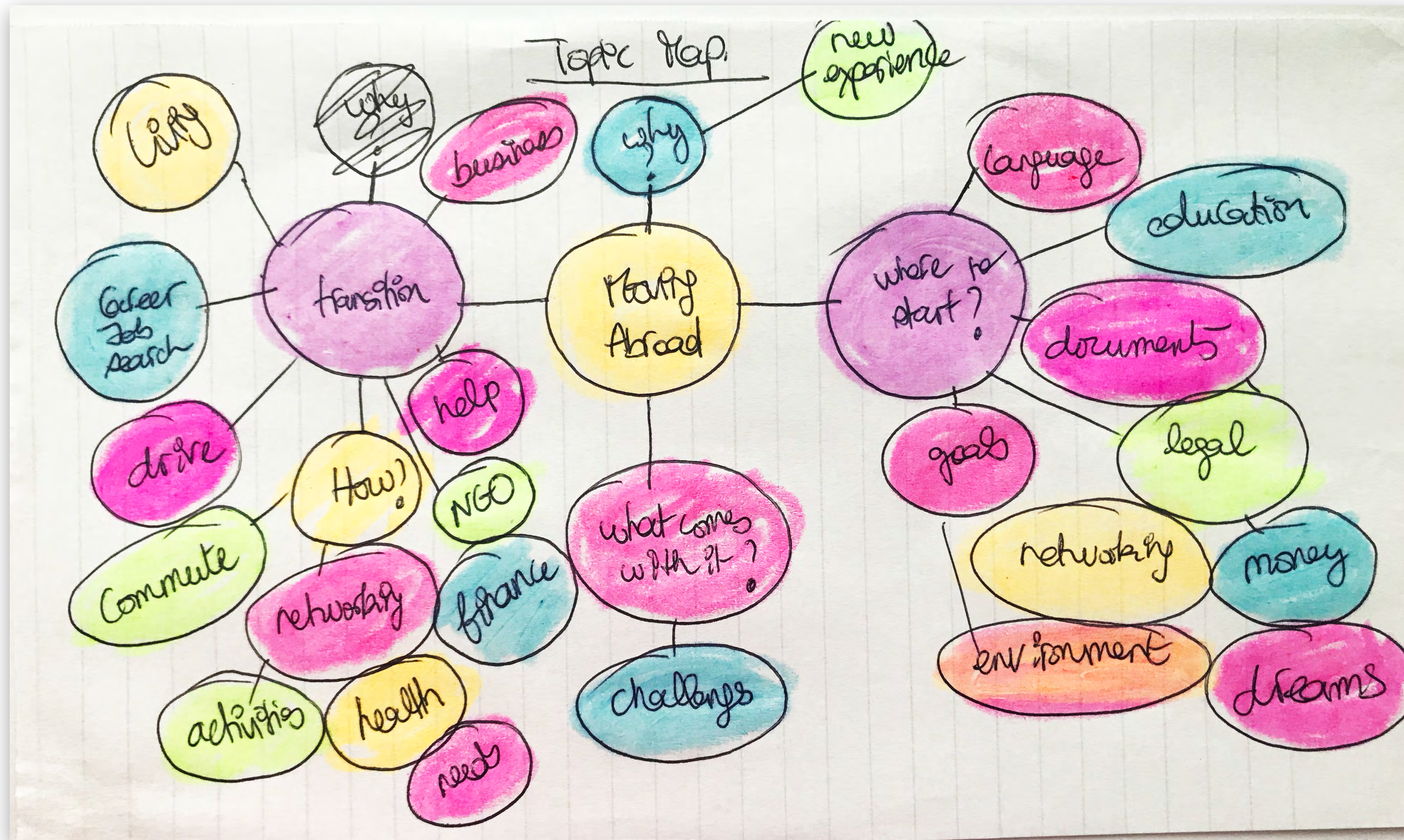
- **An overwhelming majority** of professionals in the US (91%) and the UK (87%) would expect their employer to help with their relocation. Their main expectations include:
  - cash allowances;
  - housing assistance;
  - insurance coordination;
  - spouse and family support.
- **The most common types of support** are organizing the move and offering a lump-sum payment for the employee to organize their own relocation.
- Expats also want access to networking and socializing opportunities and membership in an expat organization. 61% of foreign assignees, 62% of international hires, and 68% of relocating spouses **surveyed by InterNations** weren't offered this type of support but say they would have liked it.
- The **largest shares of expats** consider the lack of socializing a key reason for their unhappiness in their destination country.
- **43% of international hires** and 48% of relocating spouses struggle to make friends locally, which could lead to getting stuck in an **expat bubble**.
- **The happiness ratings** of international hires and relocating spouses are nearly ten percentage points lower than those of foreign assignees. This indicates that international hires and relocating spouses don't get the same level of support as foreign assignees.
- **27% of relocating spouses** are taking care of their households or children and 17% are looking for work. This means 44% of them are not fully employed.
- Roughly six out of ten companies say that **spousal/partner employment** almost always or frequently affects relocations.



## Research Highlights

I interviewed 8 people who have moved abroad to live, work, and study, and one person planning to move.

# Topic map





# Key Areas of discussion



<b>Decision making process</b> - why moving?	<b>Transitioning time</b> before getting a job	<b>Things that come with moving</b>
<b>Making friends</b>	<b>Goals and needs</b>	<b>Living Conditions</b>
<b>Culture change</b>	<b>Finances</b>	<b>Challenges</b>

# BUILDING REAL HUMAN CONNECTIONS

## NEED TO MAKE FRIENDS + CONNECT W LIKE-MINDED PPLE



## THE NEED FOR SOCIAL TOOLS/ SKILLS



miro

[Affinity Map Link](#)

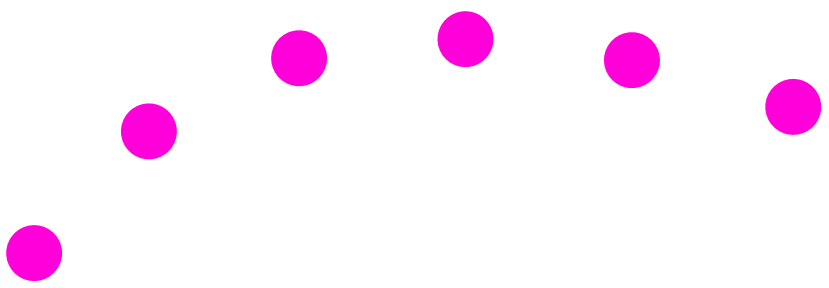
# User Quotes

**“ Building human connections is the most challenging aspect of living abroad.”**

**“ Being far away from family and friends in your home country is the biggest challenge.”**

**“ I want to find some like minded people before I move.”**

**“ I want to be able to connect with others who already did what I did and get help and insight from them.”**



**The biggest trend distilled from my users is the need to build human connections prior to and when they move to a new place.**



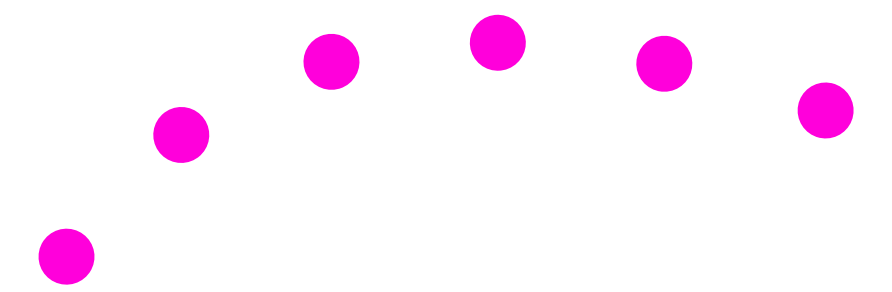
# Refining the user story

## Who are the users

### **Identify the recipients**

People looking to move abroad for short or extended periods of time or indefinitely.

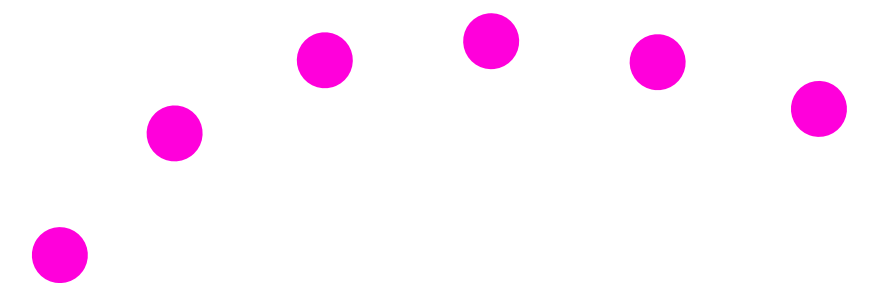
People looking to support other people coming into their cities



# User story

**My primary persona, needs a way to make friends prior to and when she moves cities/countries,**

**because** the ability to socialize will positively affect the quality of her life in a new environment





## Ghinwah Abdo

An immigrant who studied, lives and works in the USA

**Chemical Engineer with a passion for travel and transforming people's lives.**

## Summary

- 30 year old Chemical Engineer and certified life coach
- Passionate about sustainability and renewable energy and works in the energy sector
- Moved to the USA from Beirut to pursue her education and create a better future and never looked back.

## Needs

- She would like to have customized support to help manage some areas of her life like finances, documentations, renewals, and licenses and meet people.
- To connect with people to have a work-life balance.
- She would love to connect with like-minded people prior to moving to a new country or city

## Frustrations

- Struggles to meet like-minded people and date.
- Learning about cultural differences took a while and she had to learn the hard way
- Doesn't know what is expected when she moves and she would like to know what is expected of her



# Ideation

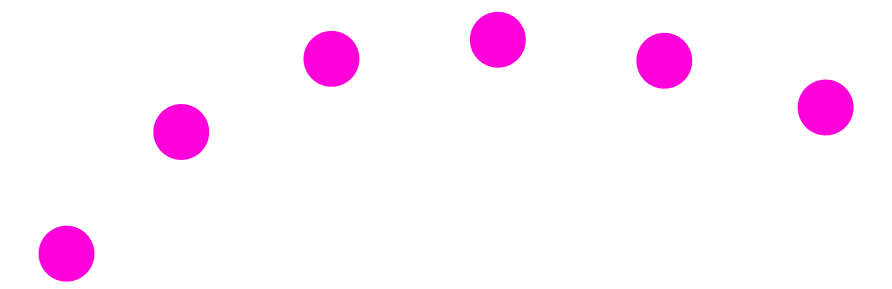
**MVP**

**Capabilities**

**User Flow**

**Main actions / decision points**

**Wireframing and Prototyping**



# MVP

## **Create matchmaking app to help people moving abroad**

Cause - social good, equity, diversity, inclusion

Values - sharing, helping others, human connections

## **Identify primary actions the app takes**

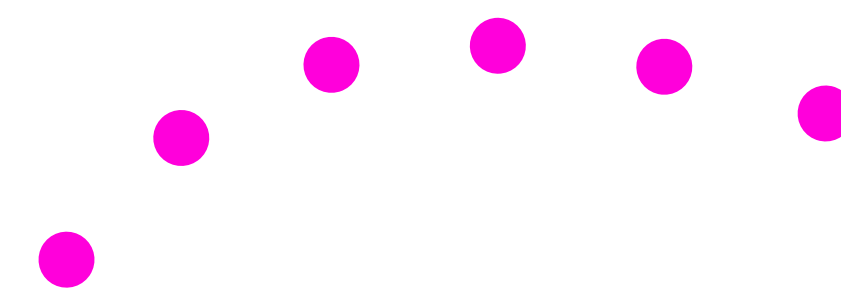
Match users to people in the city they are moving to based on interests + needs

## **Main Capabilities**

Simplified matchmaking based on interests and needs

Making new friends abroad prior to moving

Friendly, easy navigation / Accessibility



## Now

**Simplified matchmaking based on interests and needs**

**Making new friends abroad prior to moving**

**Virtual conferencing with matching friends**

**Friendly, easy navigation / Accessibility**

## Next

**Enabling Job search**

**Community Forums**

**Curated and personalized recommendations**

**Curated events**

**Getting around**

**Q&A form to set the tone of the conversation / ask specific questions that can help.**

## Later

**Coaching/ Mentoring**

**Group meeting and clubs**

**Excursions / meet the locals**

**Visa and travel plans**

**Healthcare info and best practices**

**Organizing events**

**Living conditions**

# The Benefits

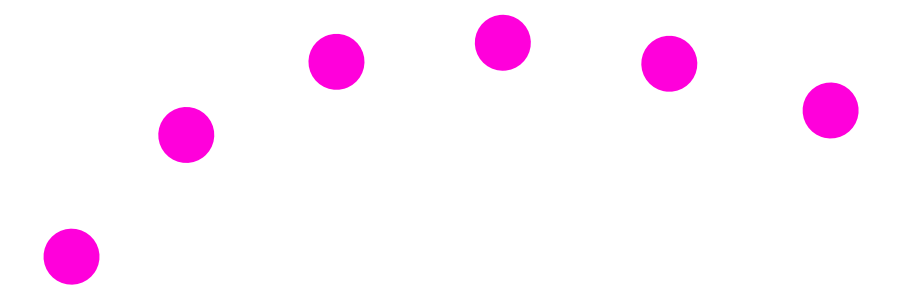
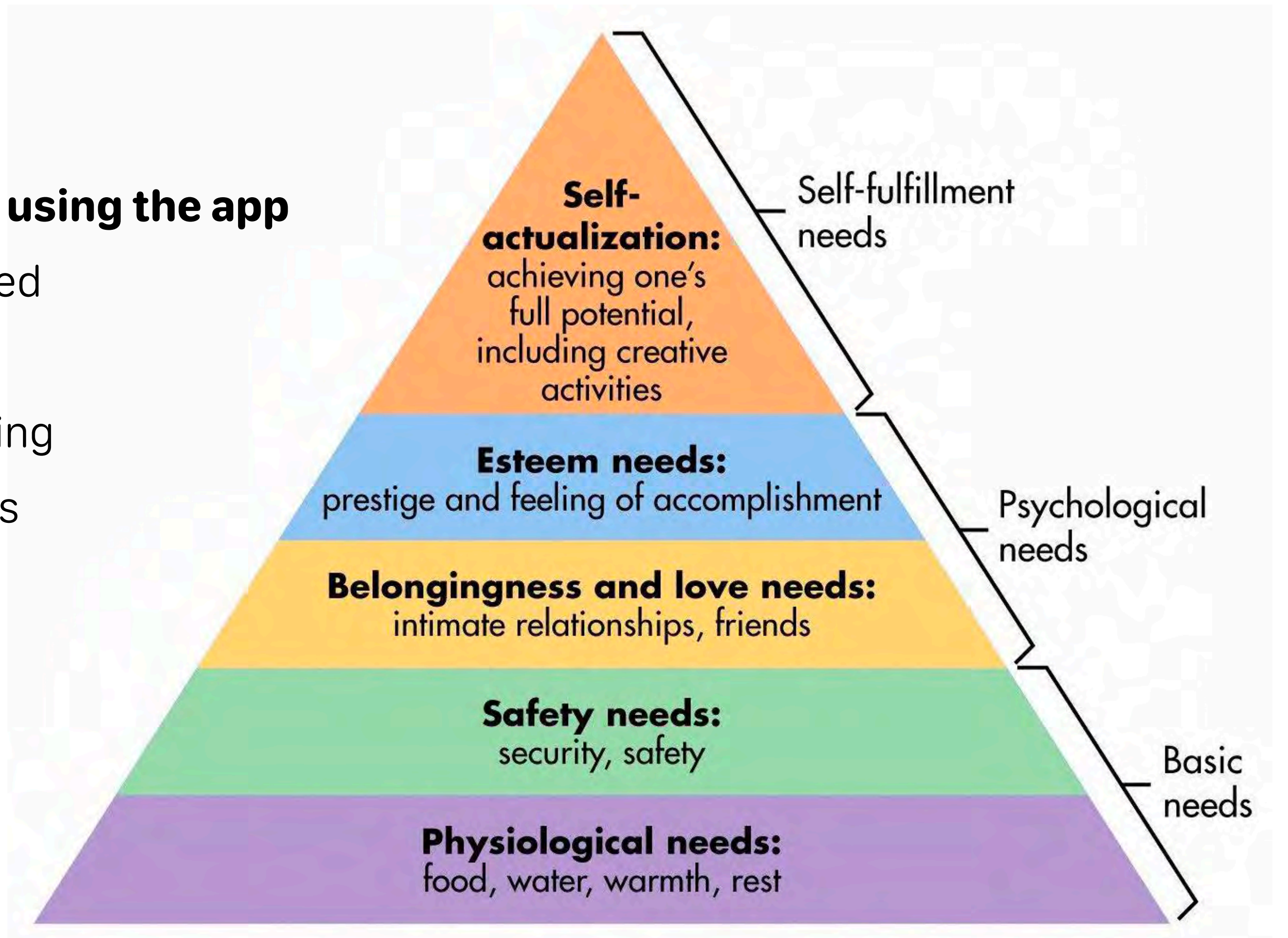
## Identify how user will be rewarded for using the app

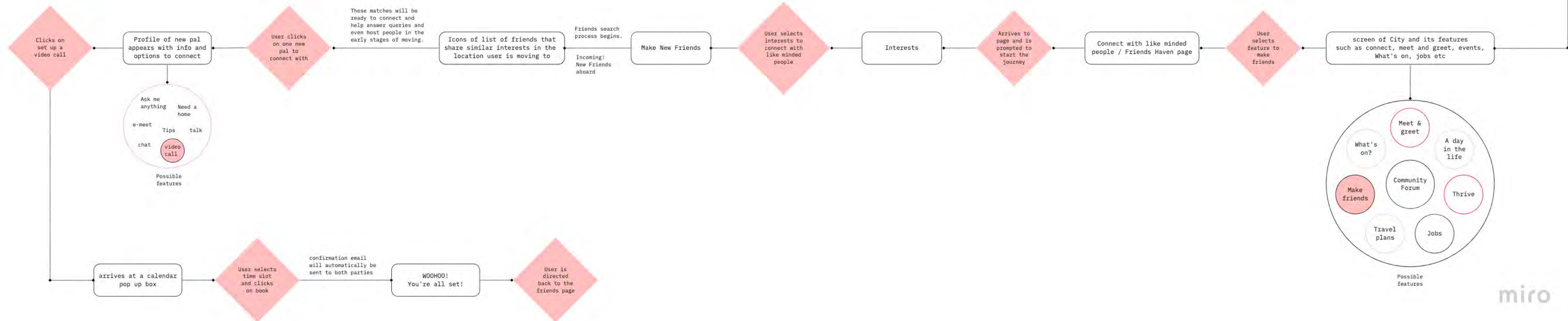
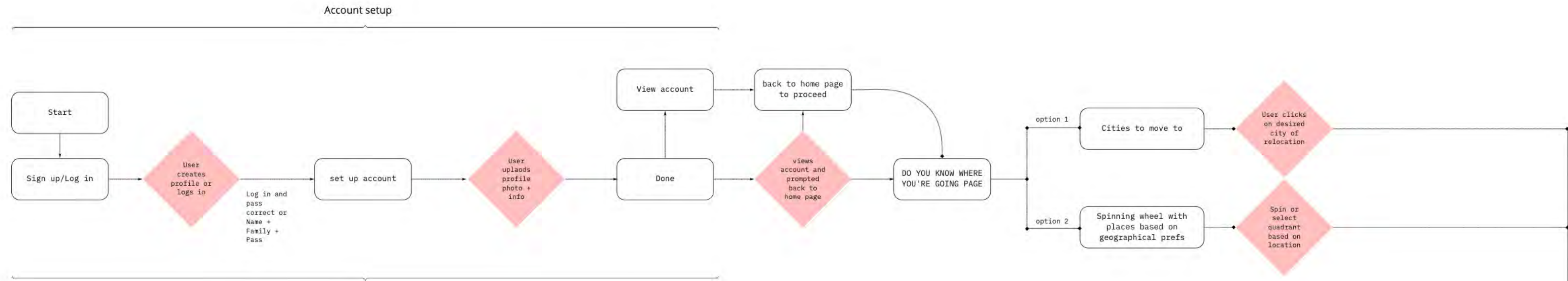
Fills a basic human and psychological need

Builds Human connections

Alleviating potential stresses before moving

Intrinsic rewards (emotional), affirmations





miro

[User Flow Link](#)

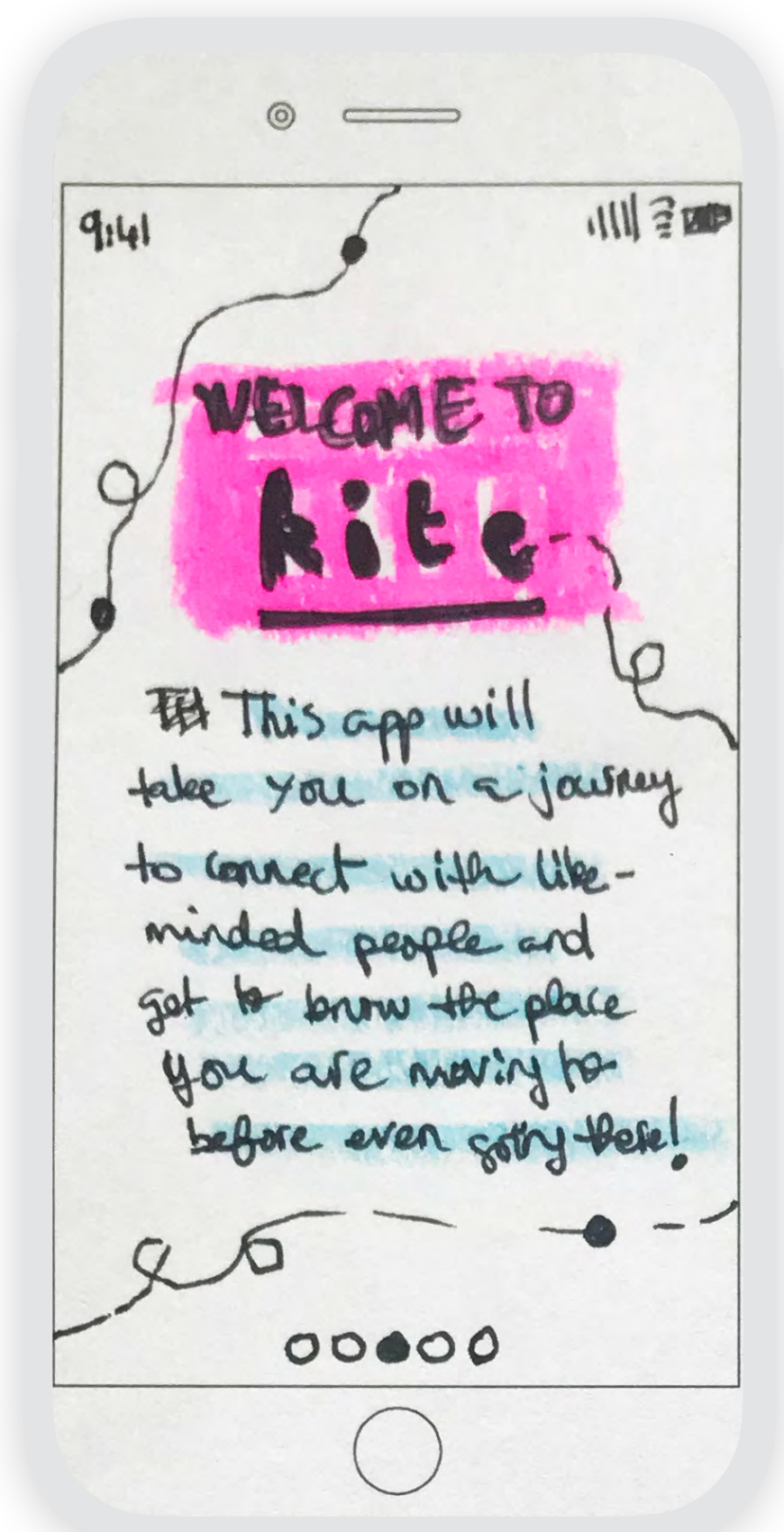


# Creative approach

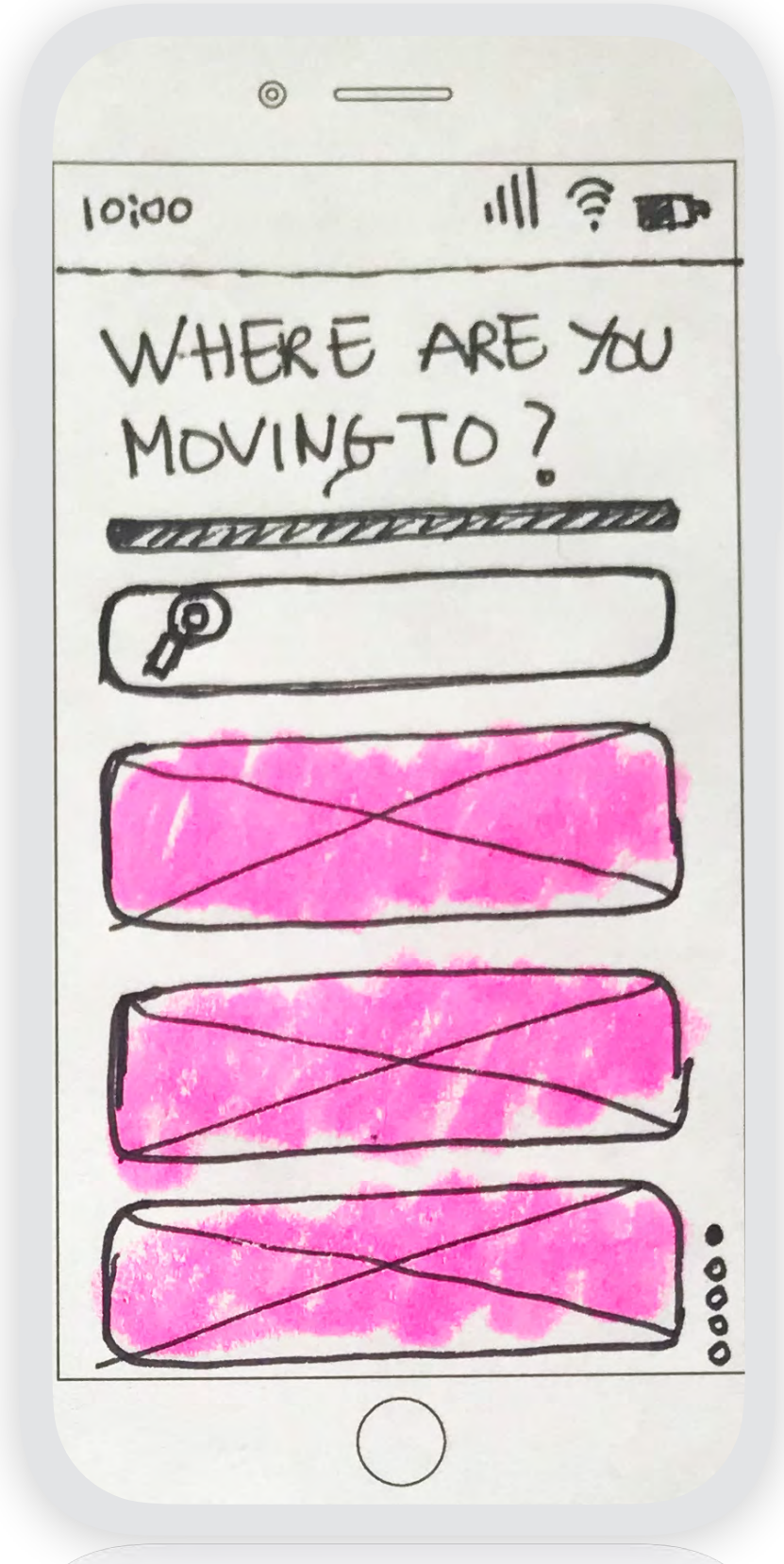
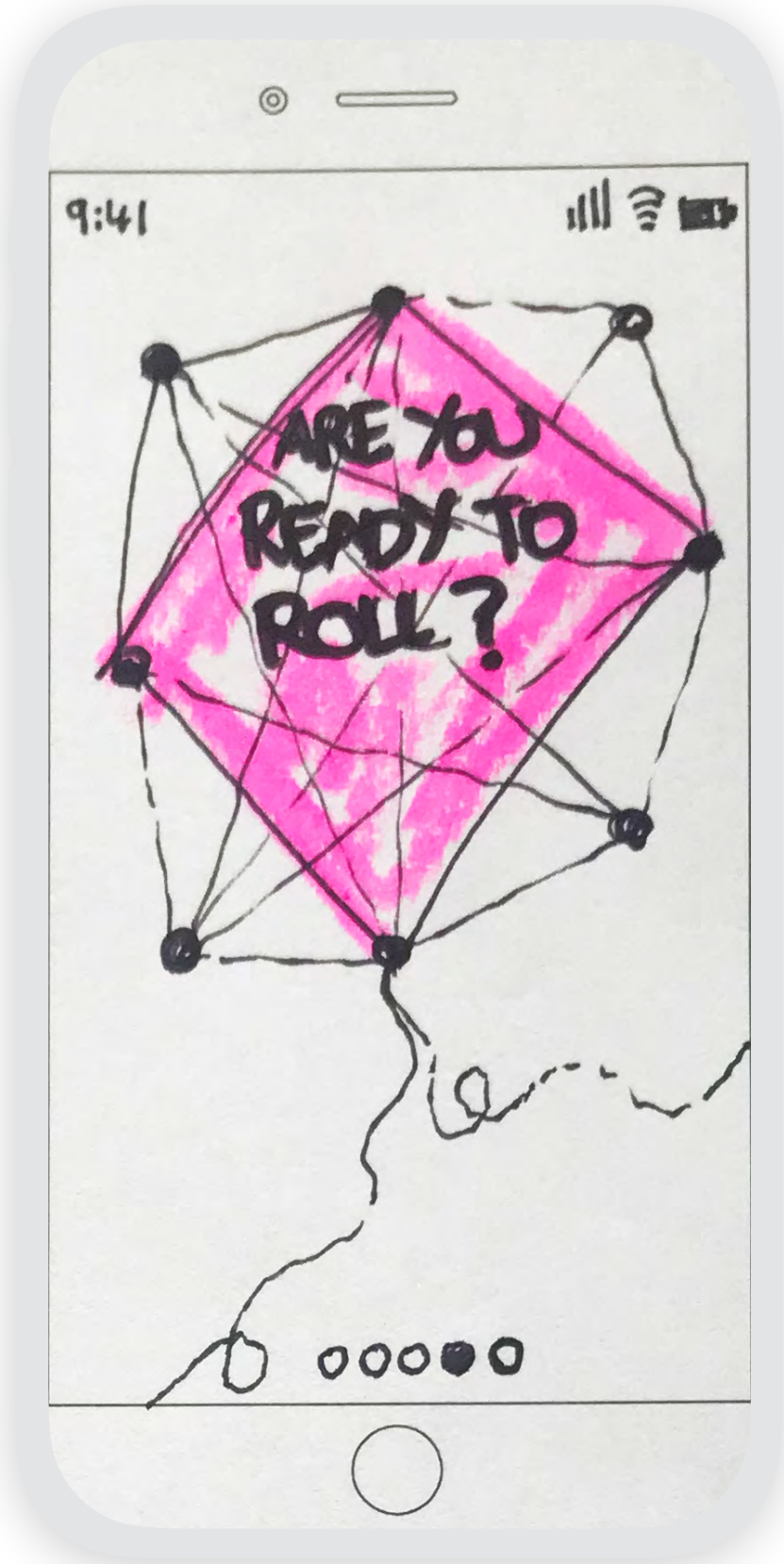
**Kite is an app that helps make moving abroad better!**

It is friendly, conversational, helpful, supportive and not overwhelming.

# Onboarding



# Sign up and user flow





10:00

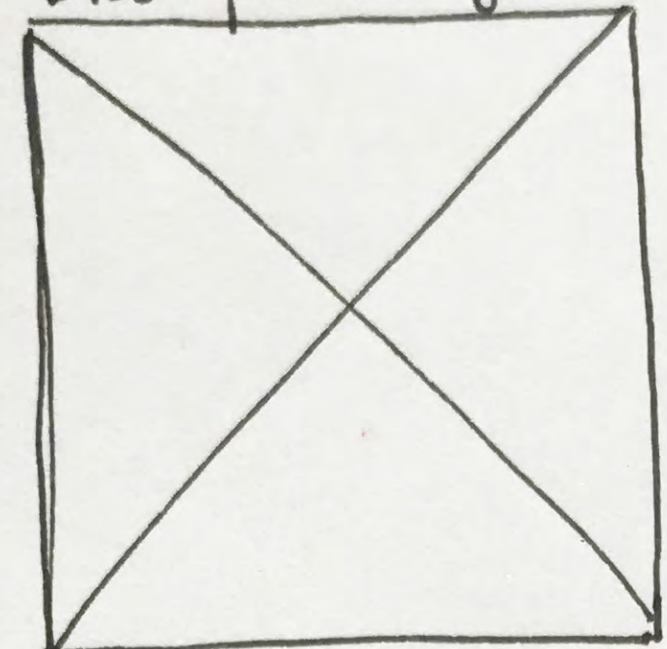


**YAY!**  
You're moving to **NYC**  
Did you know? 

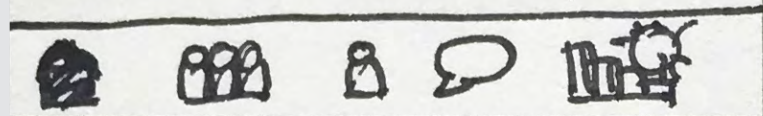
  
  
**Explore**




10:00





Brooklyn Bridge

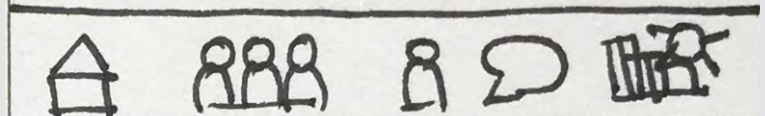
  
  




10:00



**NYC** 

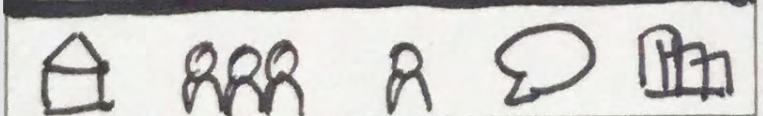
   
 



10:00

**BRACE YOURSELF!**  
You are about to make some get amazing friends before you go!

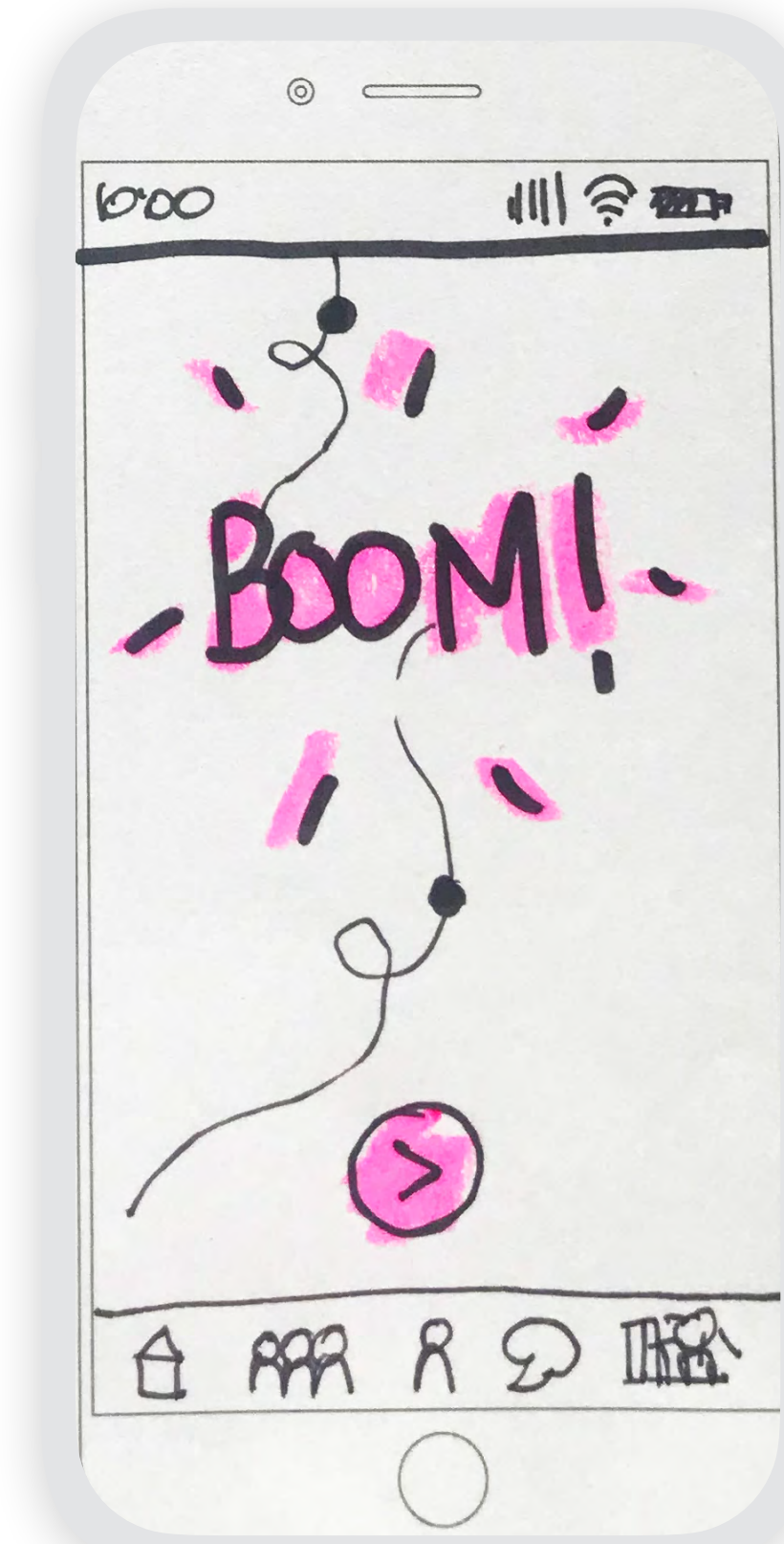
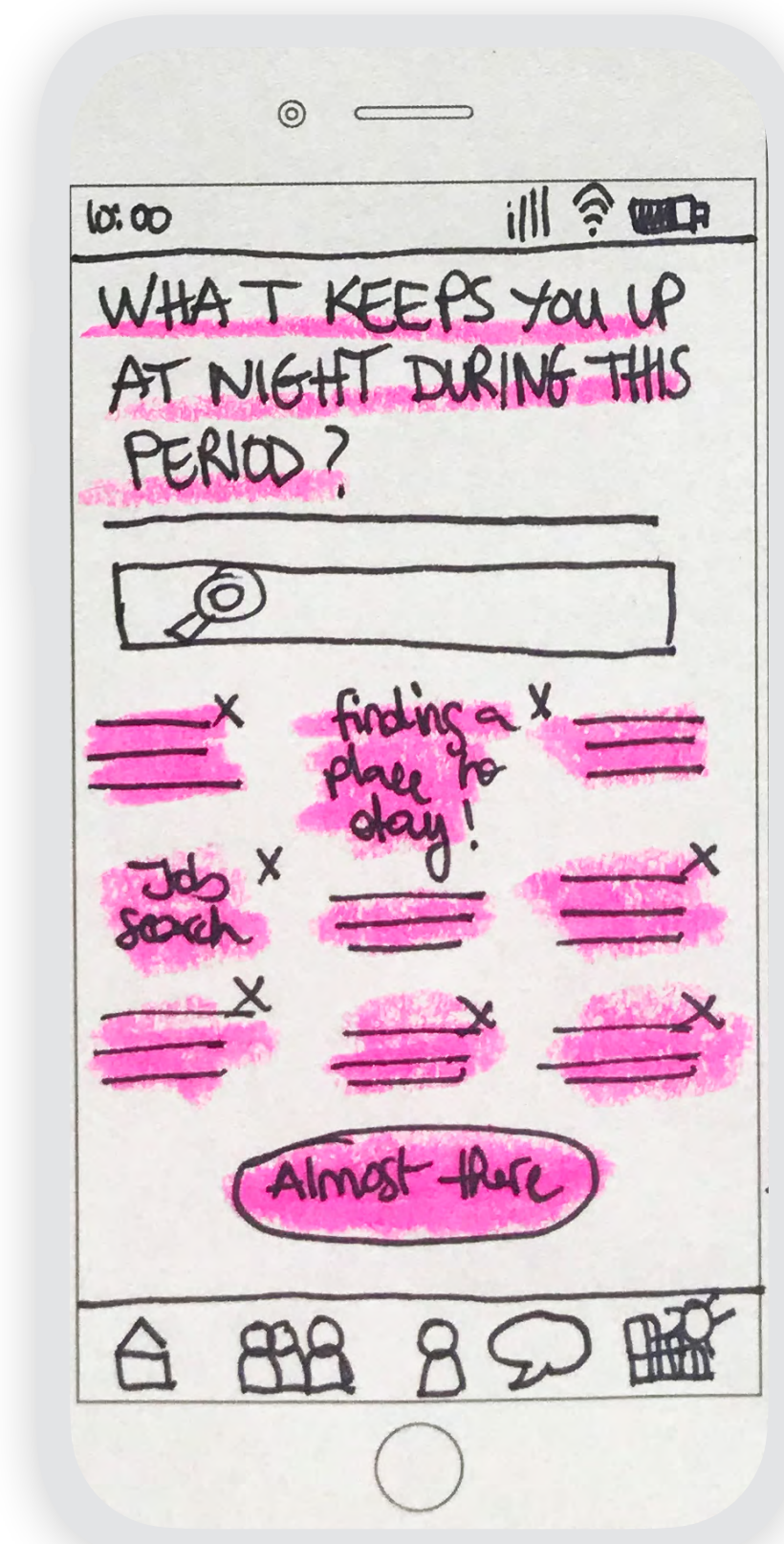
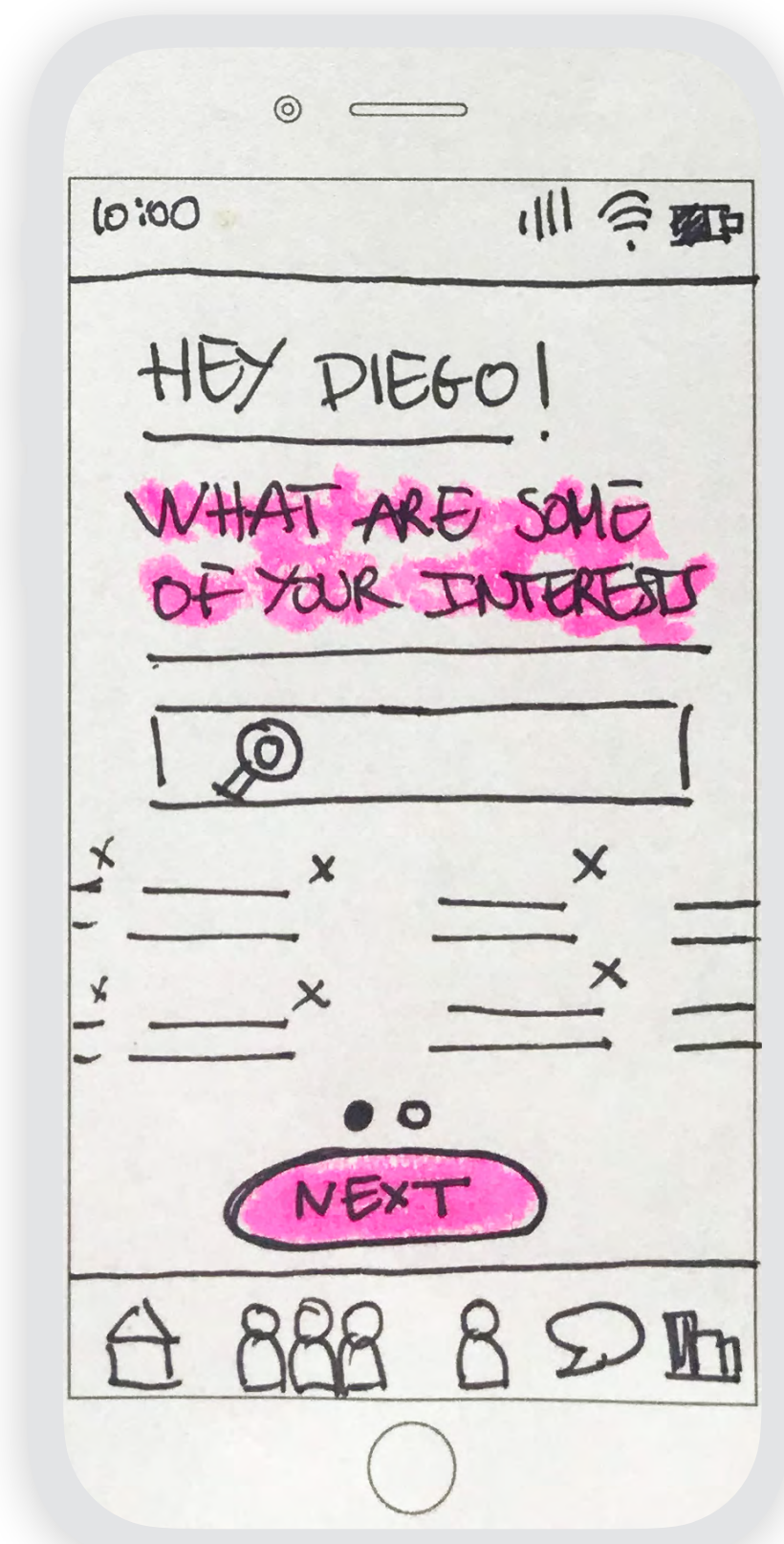
  


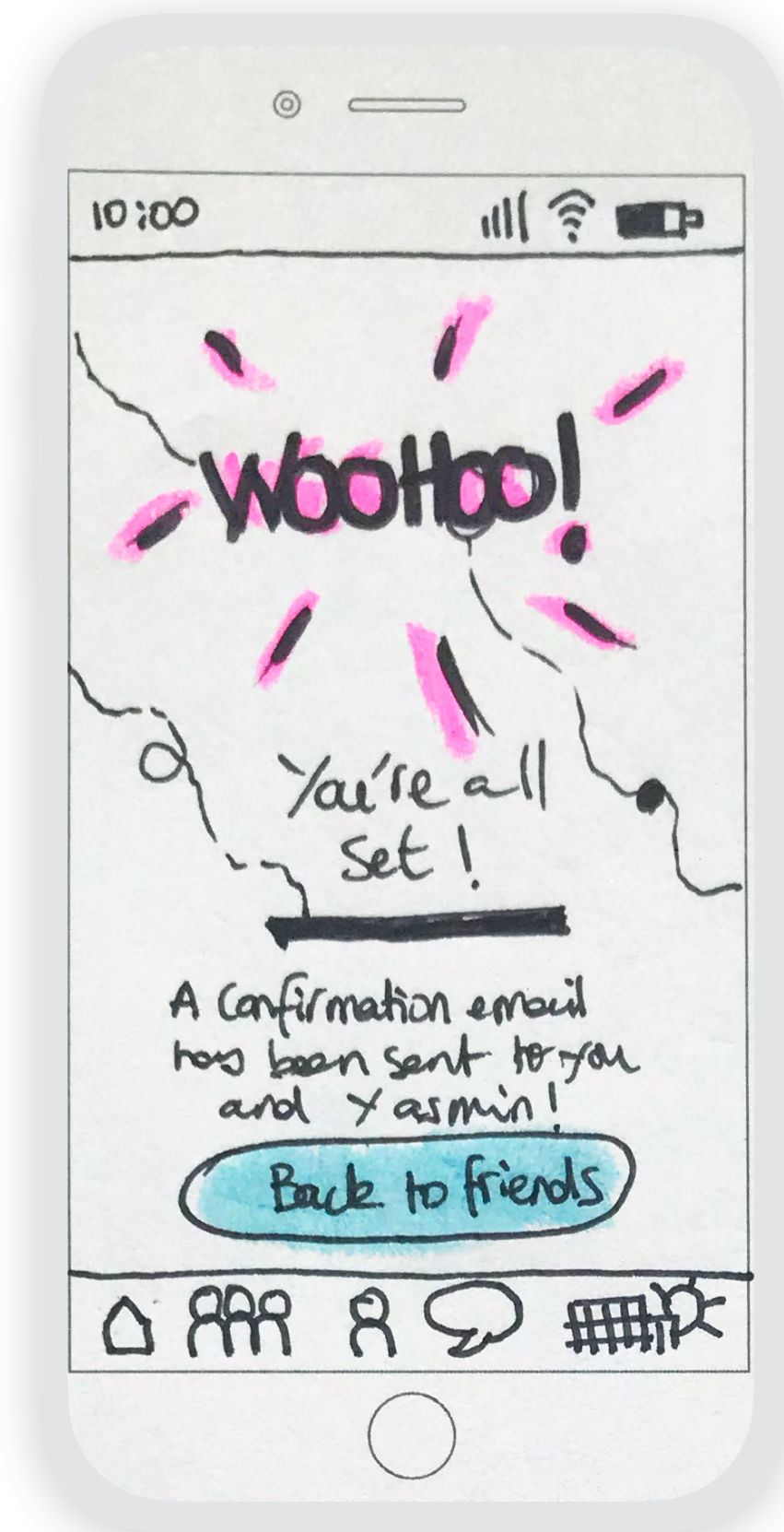
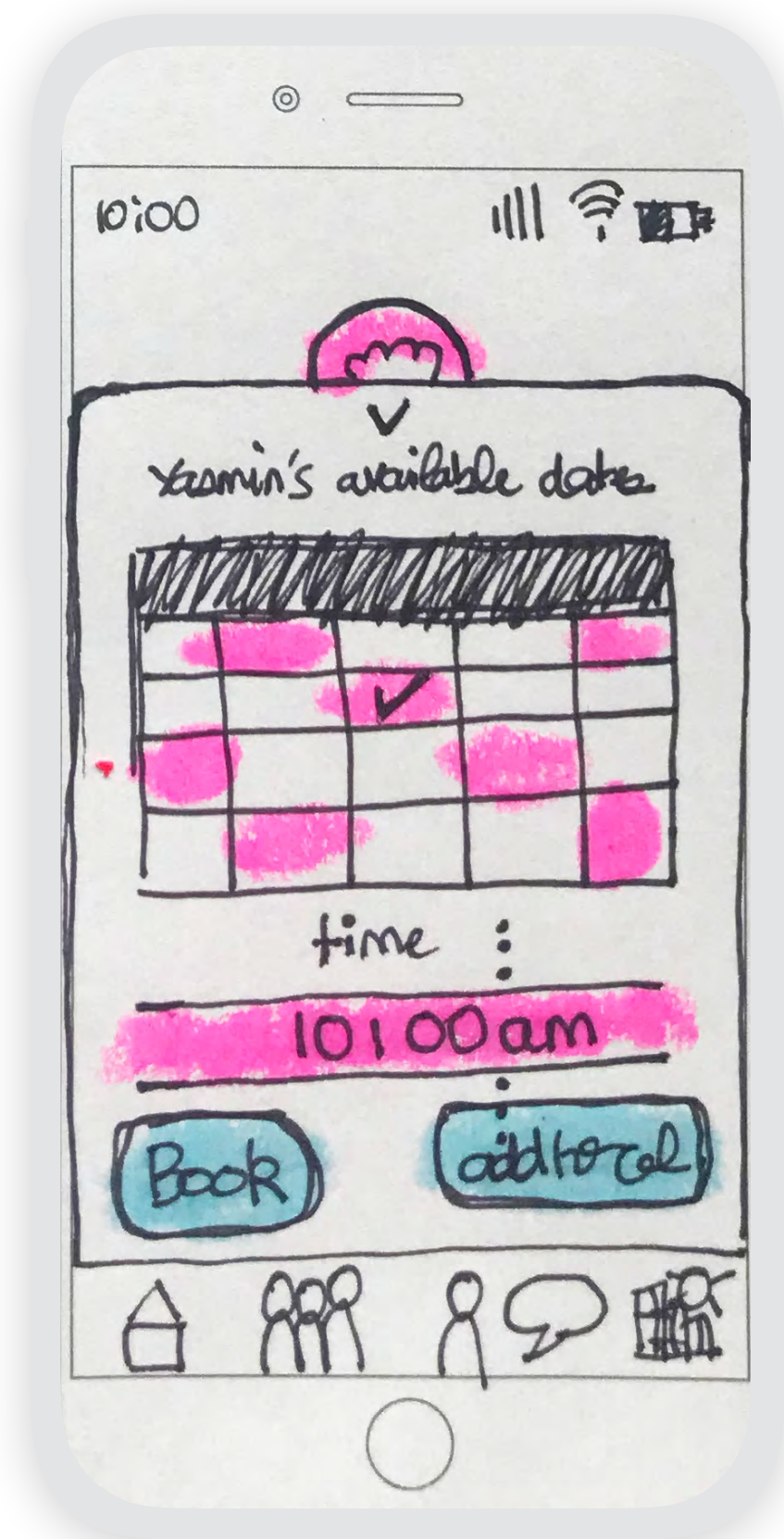


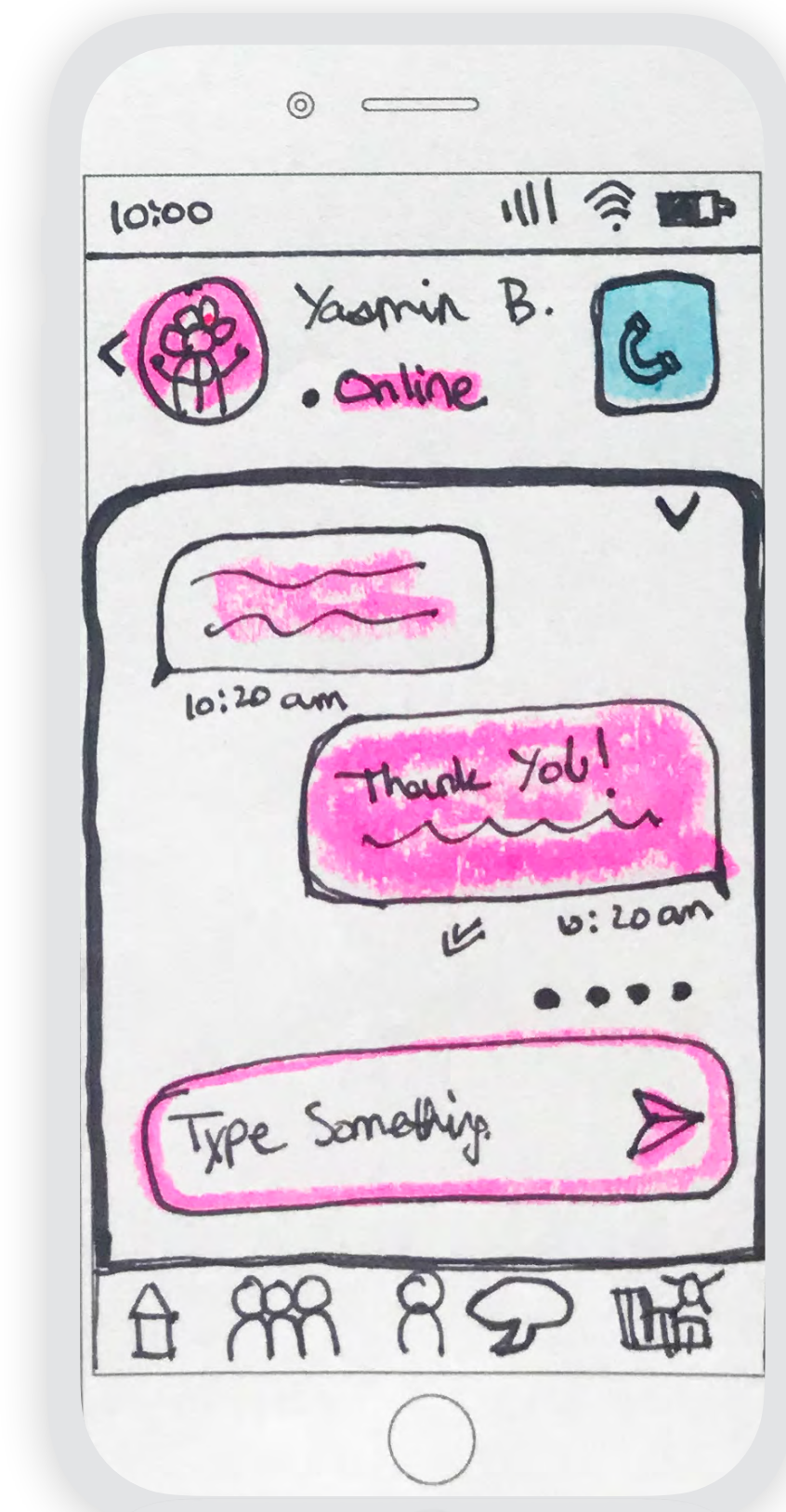
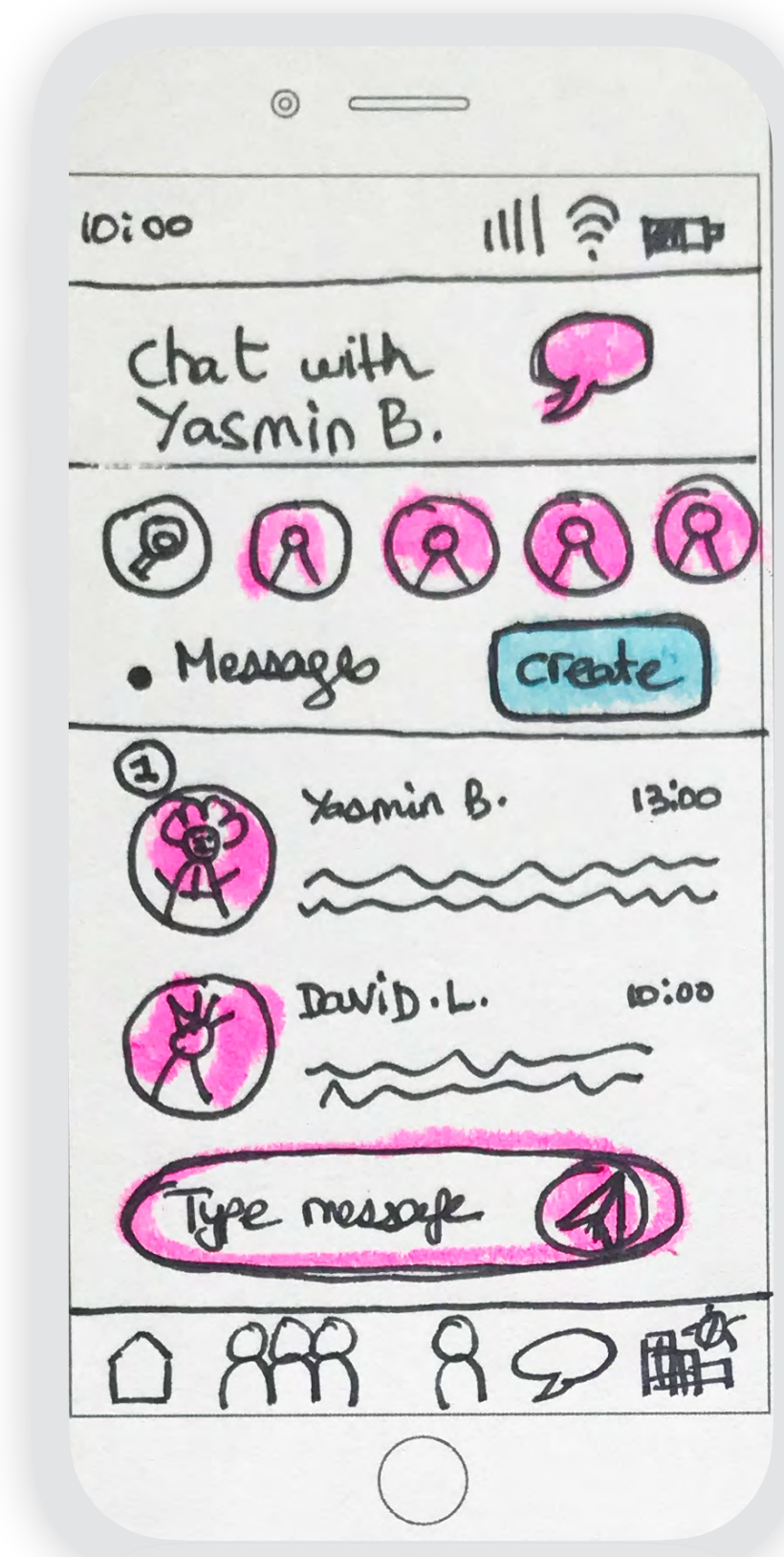
Make Some Friends!

  
**Let's Go!**





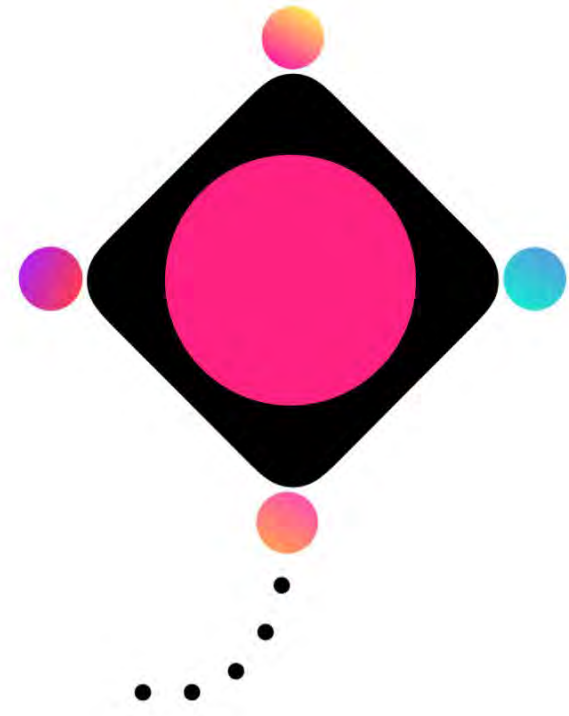






# Wireframes & Prototype

9:41



# kite

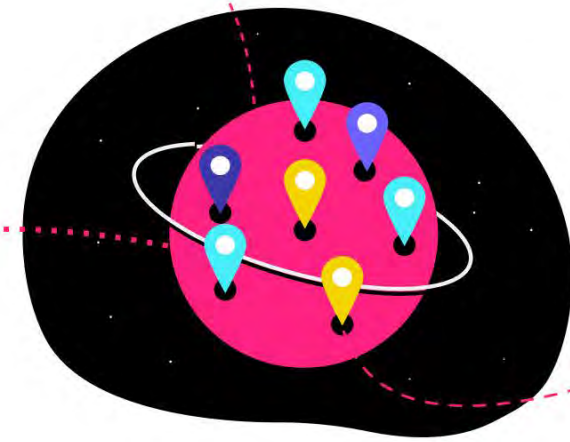
**Moving abroad  
just got better!**



9:41



## Welcome to Kite!



**This app will take you on a  
journey to connect with  
like-minded people,**

**and get to know the place  
you are moving to before  
even going there!**



9:41



## Let's get you started!

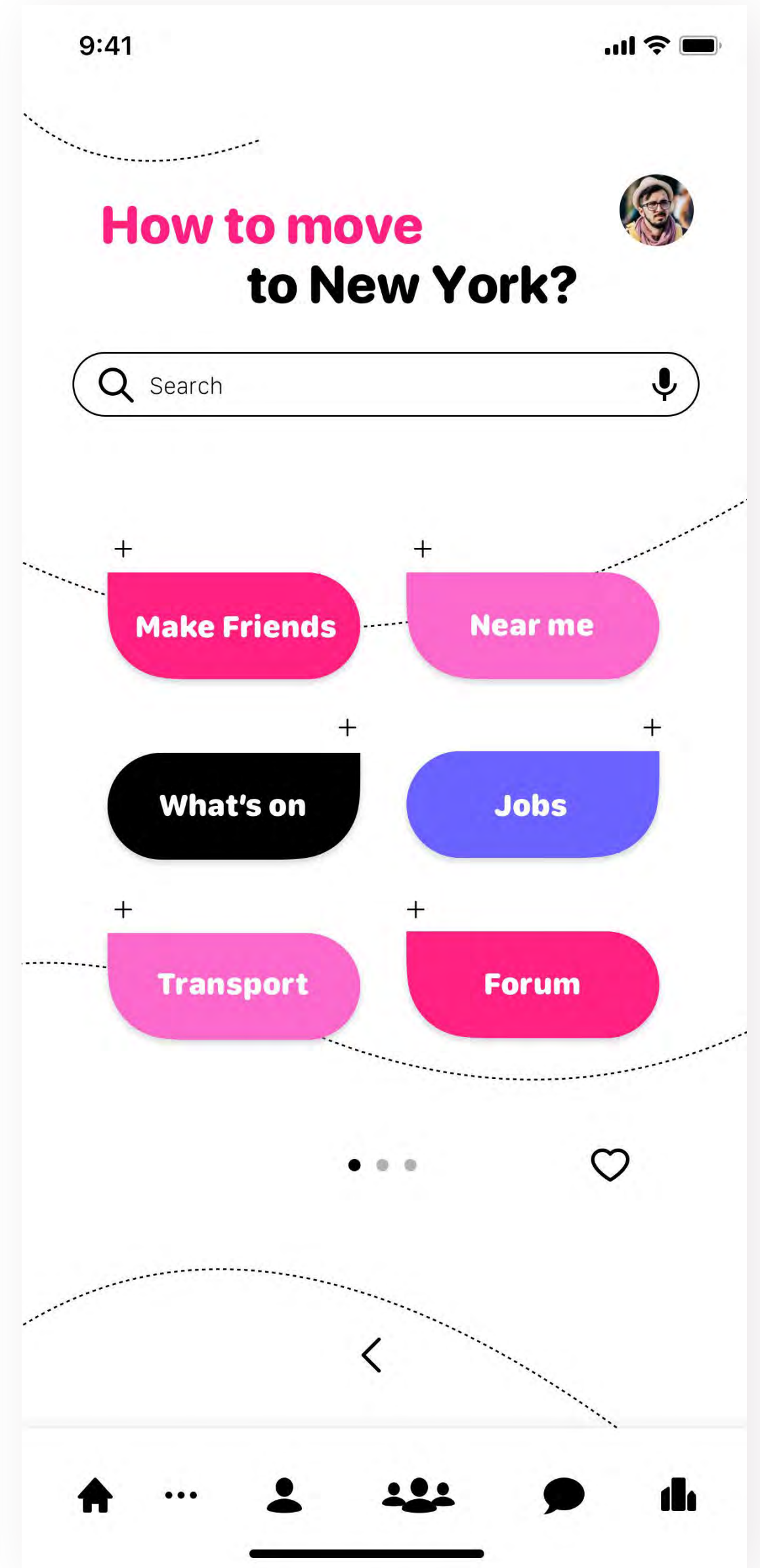
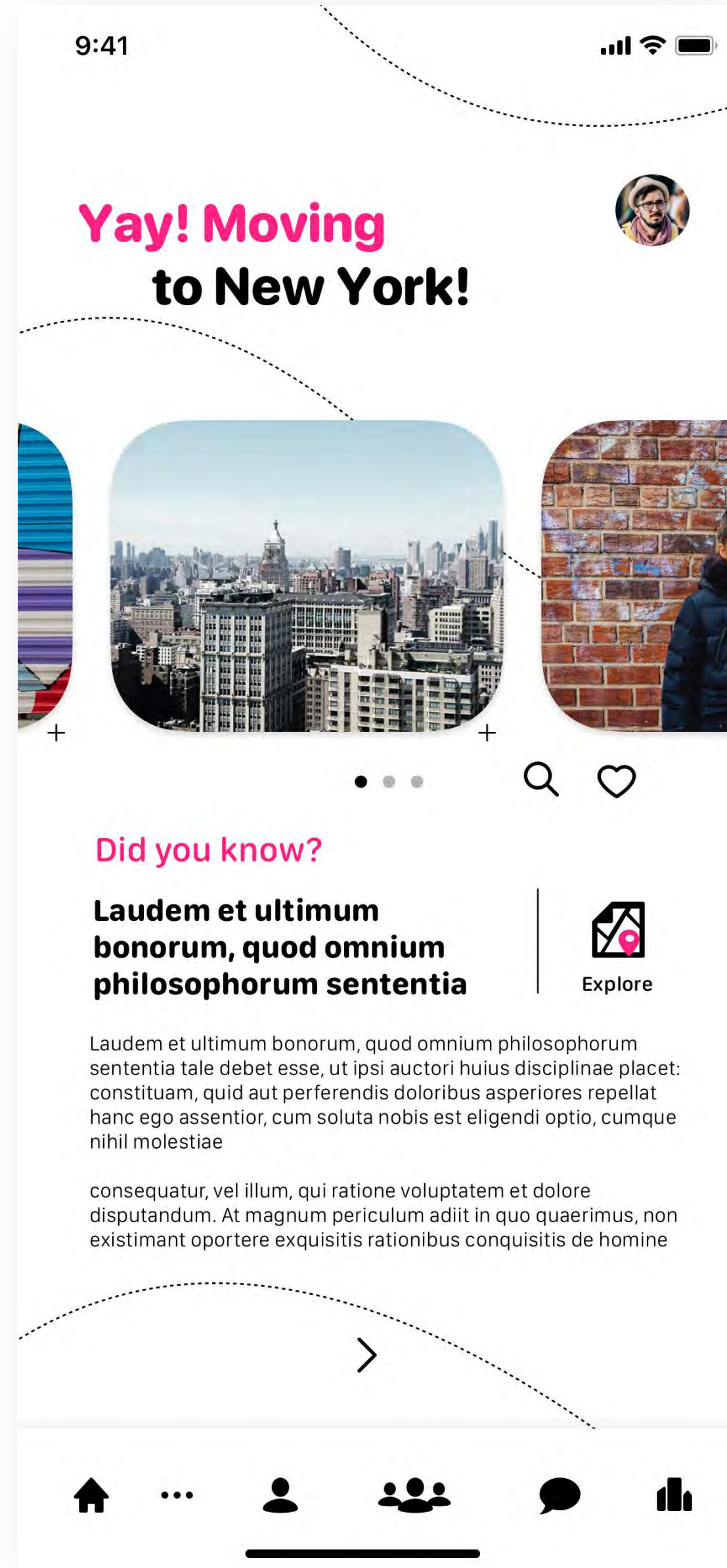
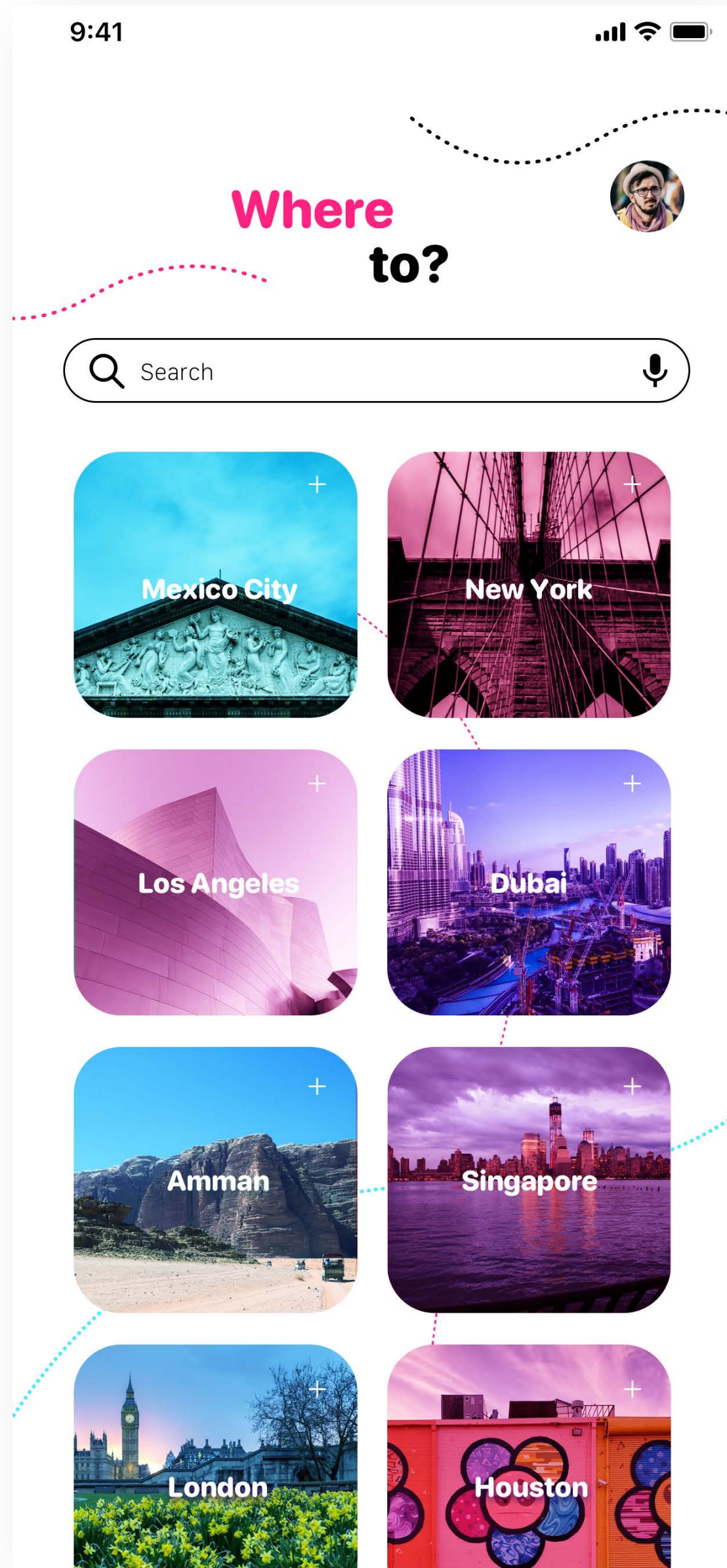
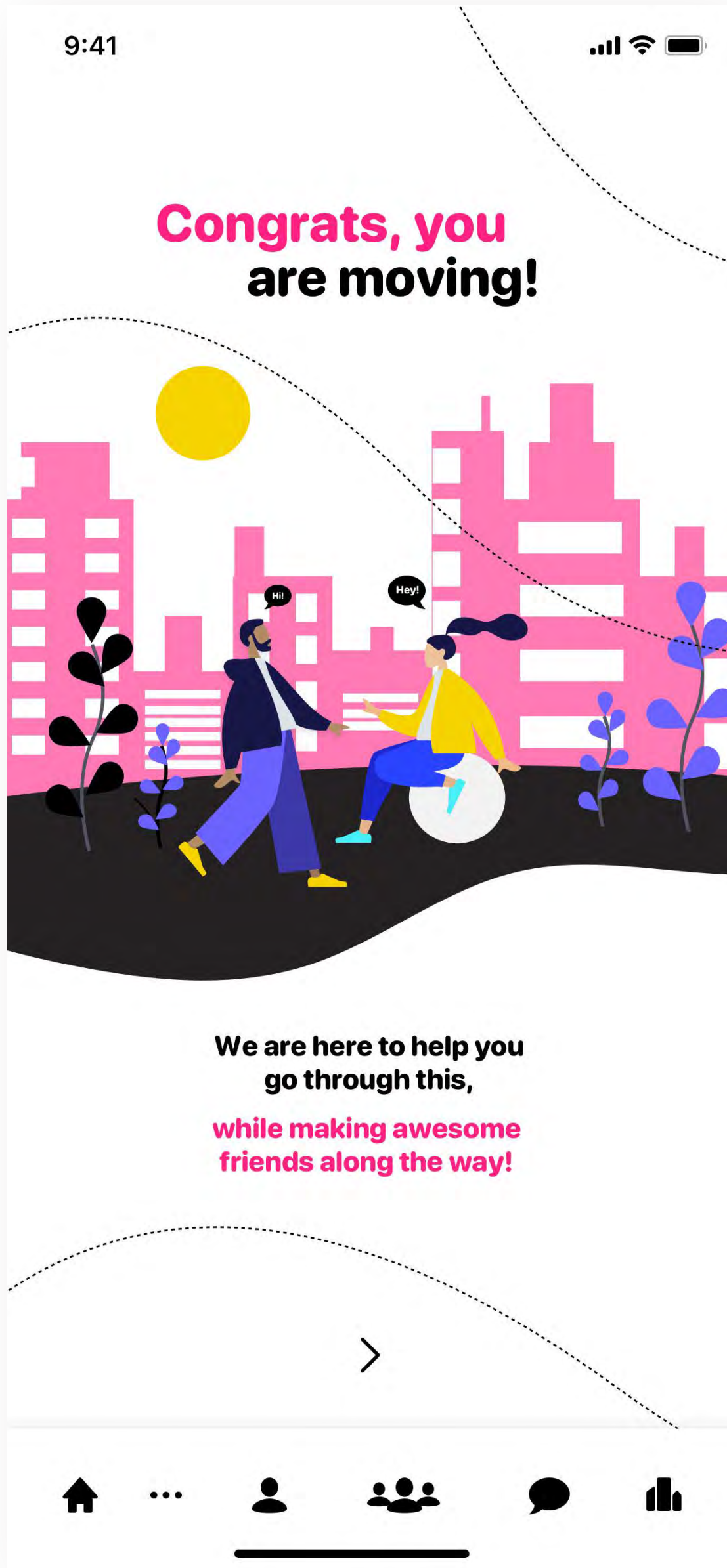
**Sign Up**

9:41



## Hello, Diego!





9:41



# Make Friends!



## Brace yourself, Diego!

You are about to make some amazing friends before you move!

Ready?



9:41



# What are you interested in?



🔍 Art +

- Art AI live music
- Museums Street culture Festivals
- Libraries People Food
- Making friends Science Exhibitions
- Science Science Science



Whoop!



9:41



# What keeps you up at night?



🔍 Health Insurance +

- Living in a new place culture change
- Leaving my friends behind Learning languages
- Leaving loved ones Finding roommates
- Living in cold climate New goals
- Job search Finding work
- Cost of living Health Insurance



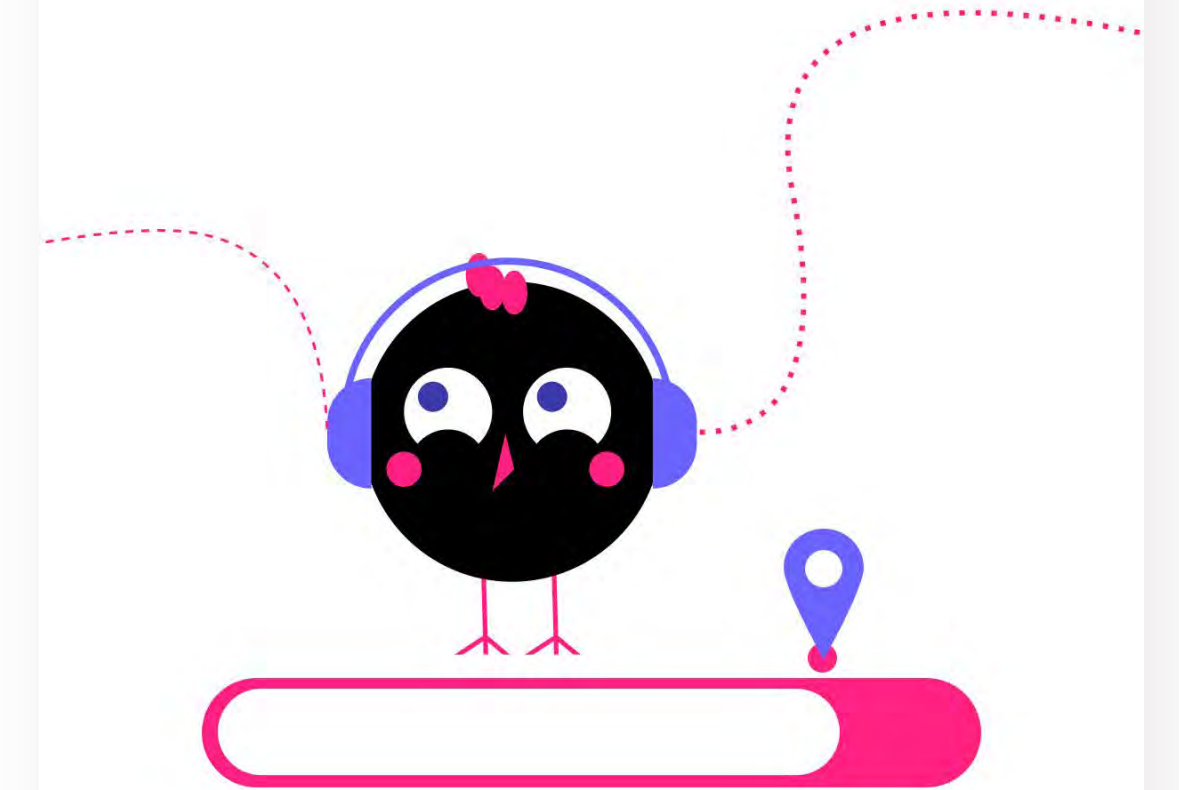
Boom!



9:41



# Incoming! Friends on board!



You're good to go!





9:41



# Connect with your new friends!



9:41



# Hey, I'm Yasmin Online



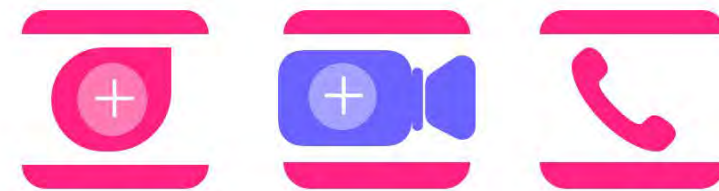
I'm a new immigrant to the USA and I would like to help you with your move!



## Yasmin's Tip of the day

" Start building your credit score as soon as you get here, this will enable you to rent easily in NYC. Get in touch to learn more about that! "

## Let's connect!



Set up a video call with me



9:41



# Hey, I'm Yasmin Online

## Yasmin's availability

September 2020

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sun Sep 4	2	45	
Mon Sep 5	3	50	
Tue Sep 6	4	55	AM
Today	5	00	PM
Thu Sep 8	6	05	
Fri Sep 9	7	10	
Sat Sep 10	8	15	

Book

Add to calendar



9:41



# Wooahoo!

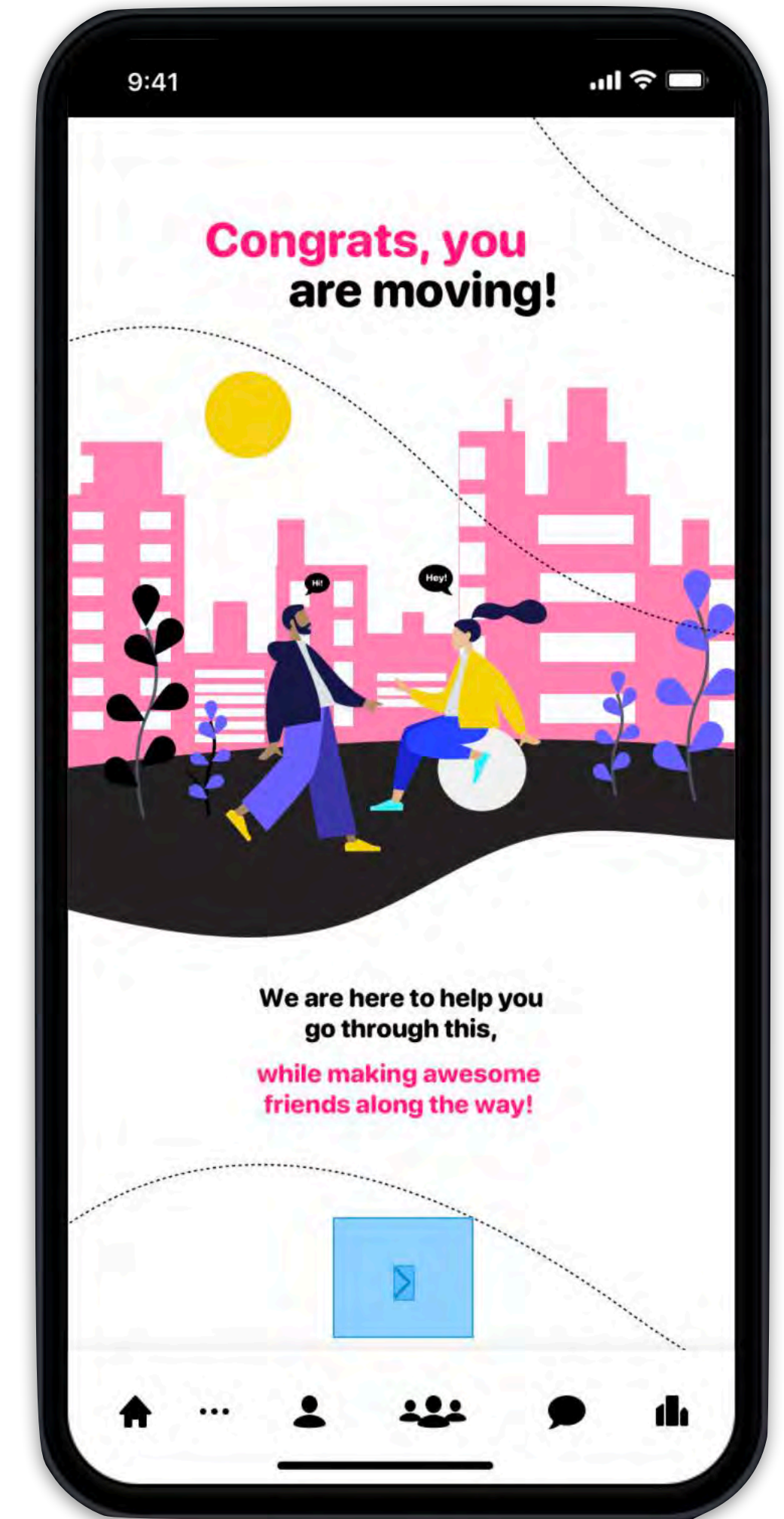
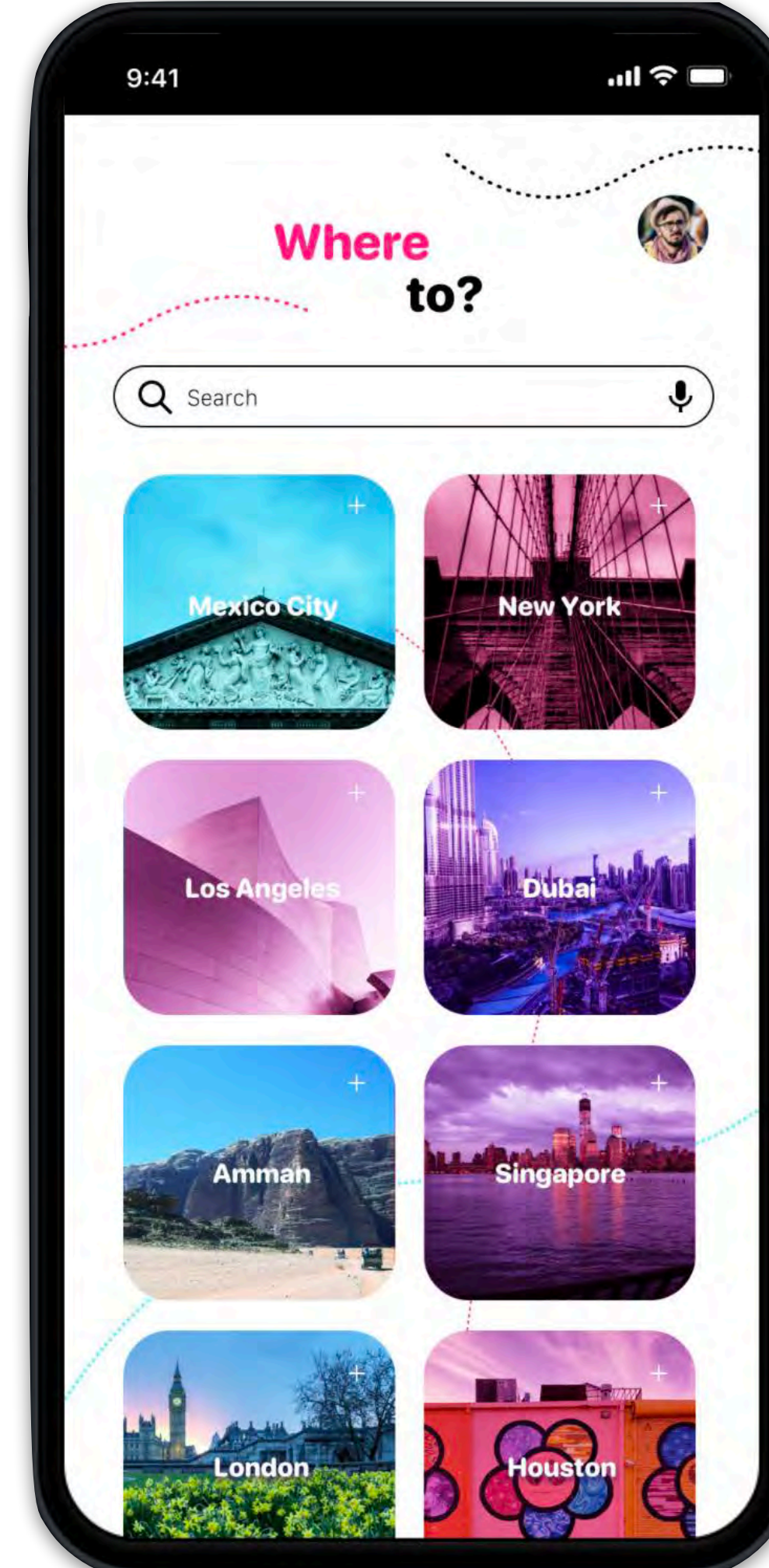
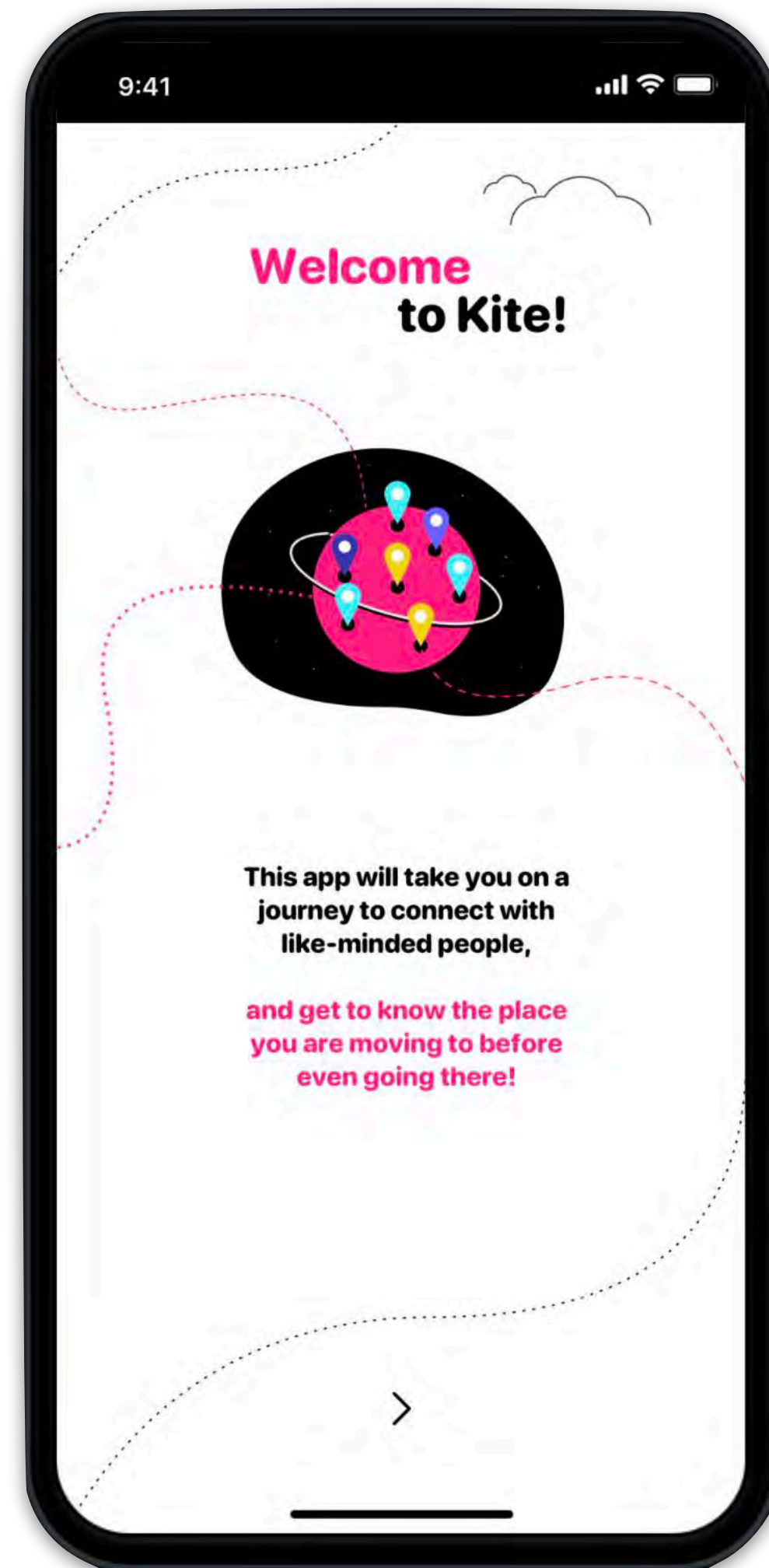


## You're all set!

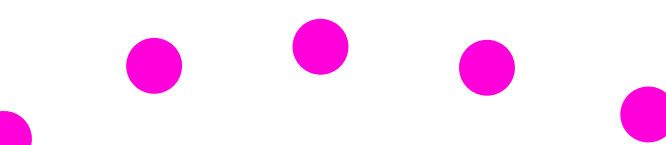
A confirmation email has been sent to you and Yasmin.

Meet more friends?





**Kite Prototype**



# The task / scenario

- First, introducing myself and the concept, that this is a usability test to help me observe how users interact with my product that is designed for them. (establishing a rapport ideally with my target audience and creating a safe space for input)
- This is an app for people to connect before moving abroad and relocating to different cities. / an easy and safe way to make new friends before moving abroad (main feature)
- How would you go about it having this as your starting point. Where would you go from there and how would you navigate through it? There are no right or wrong answers, so please share what comes to mind while you are experiencing this.



# Testing Round 2

Using a similar task scenario as the previous test, some of the insights were:

- There was more understanding of main user tasks and flow with the screens build up
- The onboarding helped with understanding more what the idea does
- Branding style was appealing for users
- Some wanted to see interactive elements and hover states to take the prototype to the next level
- The flow was not complex and it was quite clear to users
- 95% of participants loved the idea and the design