Nuevos Caminos

Immigrant integration support platform.

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IBM

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Nuevos Caminos

Theme

What is our theme?

Support and information platform for immigrants who are planning to or already in Brazilian territory.

Nuevos Caminos

Theme

How to help immigrants within Brazil?

Through information that can help assisten them during their stay in our territory.

MAIN OBJECTIVE

OBJECTIVE

Our focus is create a website and informanal app to helpful immigrants that wish to enter Brazil, improve your understadding of the territory, having informations about housing and jobs.

SPECIFIC OBJECTIVES

Adaptation

Ensure your effective adaptation and understanding of the Brazilian territory.

Assistance

Assist and inform immigrants on their new journey.

Mutual aid

Building a supportive community where immigrants can communicate with each other.

Fake news

Combating disinformation about Brazil.

THE WEB SYSTEM

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THE WEB SYSTEM

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THE APP SYSTEM

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JUSTIFICATION

Why we choose this theme?

The rationale behind the Nuevos Caminos project is threefold: a lack of centralized information, bureaucratic hurdles, and language barriers.

METHODOLOGY

Qualitative study

Data analysis

Data collected

Website/App

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MAIN CONSIDERATIONS

EXPECT IMPACTS

+ Communication

+ Information

- Doubts

- Misinformation

MAIN CONSIDERATIONS

Therefore, we hope that the our project can help the immigrants and the people who speaks in spanish, because this is a very important theme that the Brazil confront a long time. Since we possess the knowledge about our country, why not share it with immigrants to support them?

Thanks for watching!

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