

The logo consists of the letters 'IMI' in a bold, sans-serif font, followed by a stylized 'Q' that has a diagonal slash through it. This logo is centered within a white square.

**IMI**Q

IMI**Q**

PRODUCT TEARDOWN:  
KISHOREKANNA K



- IMIQ stands as a dedicated online platform serving as a comprehensive preparatory guide for individuals holding F1 and H1B visas, offering invaluable assistance in navigating the intricacies of immigration interviews conducted by officers at various ports of entry in different U.S. airports. Tailored specifically for F1 and H1B visa holders, the website provides a wealth of resources and information to empower individuals in addressing immigration queries effectively. From frequently asked questions to sample interview scenarios and detailed documentation guidance, IMIQ ensures that visa holders are well-equipped to handle questions regarding their visit's purpose, visa details, intended stay duration, and employment specifics. Recognizing the significance of a smooth entry process, IMIQ
- aims to enhance the confidence and preparedness of users, facilitating a seamless experience through up-to-date information on immigration policies and procedures. With a user-friendly interface and a commitment to staying current with regulatory changes, IMIQ strives to be a reliable companion for F1 and H1B visa holders, fostering a smoother and more informed journey through U.S. port of entry immigration procedures.

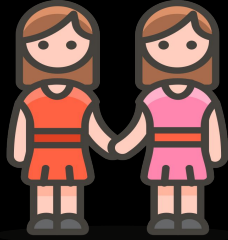
## CONTEXT :

Many F1 and H1B visa applicants often prioritize visa interview preparation, overlooking critical immigration questions at U.S. airports' entry points. Insufficient preparation leads to inadequate responses and adverse consequences, exemplified in 2023 when approximately 20 students faced deportation due to improper answers during immigration questioning. This highlights the need for comprehensive readiness for both visa interviews and port of entry inquiries to avoid unfavorable outcomes.

## PROBLEM STATEMENT:

Addressing and resolving the immigration challenges faced by individuals and developing effective solutions for them.

# ***TARGET AUDIENCE:***

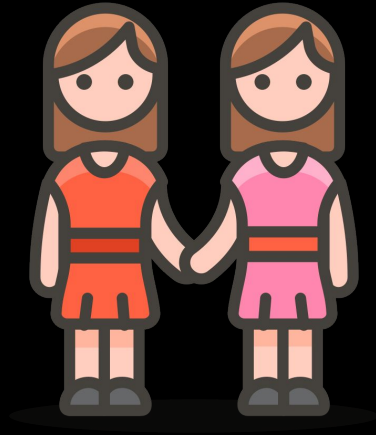


"MAGAN and FOX, holders of approved F1 visas, panicked upon knowing that 20 students were deported from the airport's entry port recently.



NEYMAR, a BRAZILIAN applicant, is awaiting approval for his H1B visa, hopeful for a positive outcome. He seeks guidance in immigration matters

## ★ ***Pain points:***



They are currently seeking resources to address potential questions arising from this situation

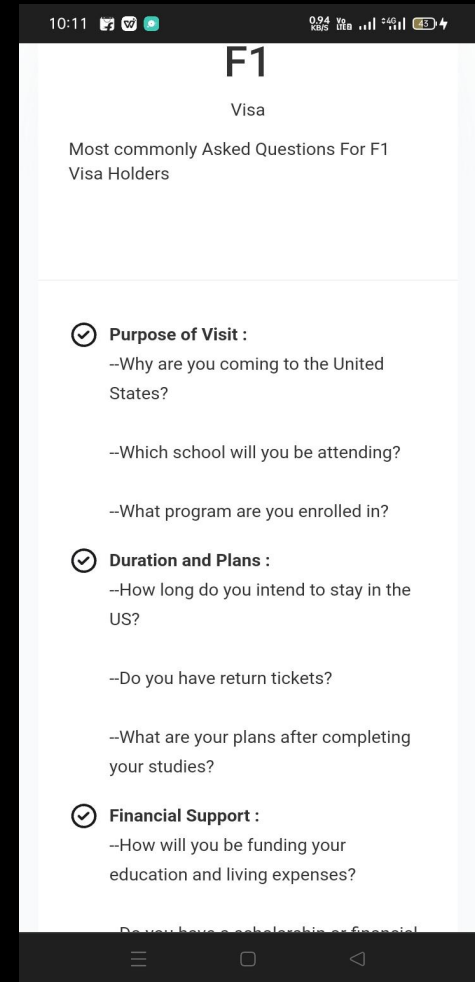
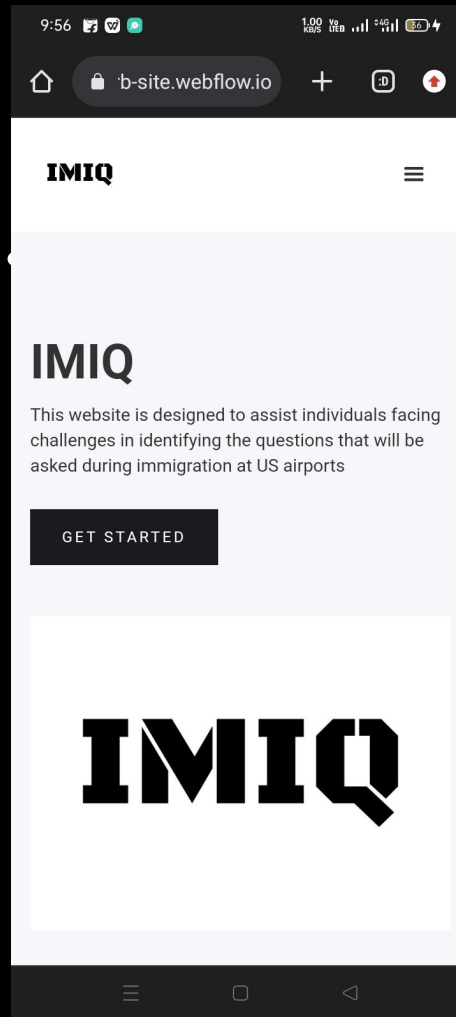
They've got a tight window to deal with this part of their study abroad journey and looking for resources which contains all the information.

# • solution:

I have created a website called IMIQ, which addresses the most common questions asked by U.S. immigration officers at the port of entry, aiming to alleviate the challenges faced by students encountering such situations like MAGAN and FOX.

In this scenario, MAGAN and FOX are in search of resources within a tight timeframe, as they possess their approved F1 visas but have limited time available

• The questions are categorized into different categories, making it very useful for MAGAN and FOX to learning within a short span of time



# ★ **Pain Points:**



He wants to know what the immigration process in the USA will be like and what they will ask. ★

He wants to know all the immigration questions that will be asked at the port of entry, consolidated into one place and explained in simple language ★

# ★ **Solution:**

IMIQ provides all the important and necessary information about port of entry questions. It solves the problem of people wasting time searching the internet for resources scattered across multiple platforms

In this case, RAMOS is seeking resources that comprehensively cover H1B immigration questions, presented in simple language and structure. He aims to find a single platform that consolidates all relevant information efficiently.

The information in IMIQ is super clear and easy to understand, without any extra stuff. It gets right to the point and doesn't bog you down with unnecessary details.

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F1

An F1 visa allows international students to study in the U.S. at accredited institutions, granting entry for the program's duration and offering practical training options.



H1b

An H-1B visa permits U.S. firms to hire foreign workers for specialized roles, typically lasting up to six years, with potential for permanent residency.



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H1b

Visa

Most commonly Asked Questions For H1b Visa Holders

✓ **Employment Details :**

--Who is your employer in the United States?

--What is the nature of your job?

--What is your job title and role within the company?

--How long have you been working for this employer?

✓ **Salary and Benefits :**

--What is your salary or compensation package?

--Do you have any additional benefits from your employer (health insurance, retirement plans, etc.)?

✓ **Worksite Location :**

Where will you be working in the



# Prioritization

<u>SOLUTION</u>	IMPACT	EFFORT	PRIORITIZATION
CUSTOMER GOALS	HIGH	MEDIUM	P1
CREATING WEBSITE	MEDIUM	MEDIUM	P2
ADDING ALL QUESTION	HIGH	HIGH	P3
PUBLISHING	MEDIUM	LOW	P4

***Thank You***

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