

# **Design Document**

IDMX-297-01 – Interface Design Capstone

Carla Rocha

## Idea, User Personas, & Initial Work

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1. Github:  
<https://github.com/Livanea/USA-Visas>  
Final project will be a website,  
<https://musing-lichterman-8c68ae.netlify.app/>
2. Topic:  
Nonimmigrant Visa issued by the U.S. Department of State.  
<https://catalog.data.gov/dataset/nonimmigrant-visa-issuances-by-visa-category-and-by-nationality-for-fiscal-years-1997-2014/resource/d4a7c893-da9b-4d48-b48b-330007b955d3>

### 3. User Persona

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**Anne McRight, 46, Foreign Service Officer (Mid-level)**

"I am a visual learner, as such, seeing data represented in graphics, charts, maps, or diagrams makes it easier for me to retain information, which helps do my job more efficiently."

**Education:** Master degree.

**Occupation:** Foreign Service Officer, Visa Unit Manager.

**Family Status:** Married, with two kids, age 18 and 16.

**Hobbies and interest:** reading, writing and travelling.

Anne McRight lives and works in Washington D.C. She taught at the University of Pennsylvania for ten years, before working for the State Department. She was first stationed at the U.S. Embassy in Colombia for four years, then she was transferred to Washington D.C., where she supports Consular Officers in the field on visa, ACS, fraud, and management issues. She needs

reliable data about visas, as what type of visas are issued to certain countries, but she also wants to visualize the trends of these visas issued to certain countries throughout the years. She is a visual learner as such seeing the information makes it easier for Anne to retain it. Graphs, charts, maps, diagrams, and other forms of visual stimulation make this process easier for her. <sup>1</sup>

- **As-Is Scenario**

Anne McRight lives and works in Washington D.C. She works for the Department of State as a Foreign Service Officer, Visa Unit Manager. When she is at work she needs to access data information about visa issuances so she can assist Consular Officers currently in the field. Since she prefers and finds it easier to visualize data, she uses the "insert name of website" for this. She knows that the data that she finds here comes directly from the Department of State and therefore is reliable. Once she is on the website, she selects the country where the Consular Officer that she is assisting is positioned. She analyzes the amount and type of visas that were issued in the previous year, and the years before, she then determines how to help the officer and writes it on her report. She then closes the website.

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<sup>1</sup> <https://careers.state.gov/work/foreign-service/officer/career-tracks/consular/>



### 3. User Persona

- Story Board

When at work, Anne needs access data information about visa issuances so she can assist Consular Officers currently in the field. As such, she access the "website" to check this infomation.



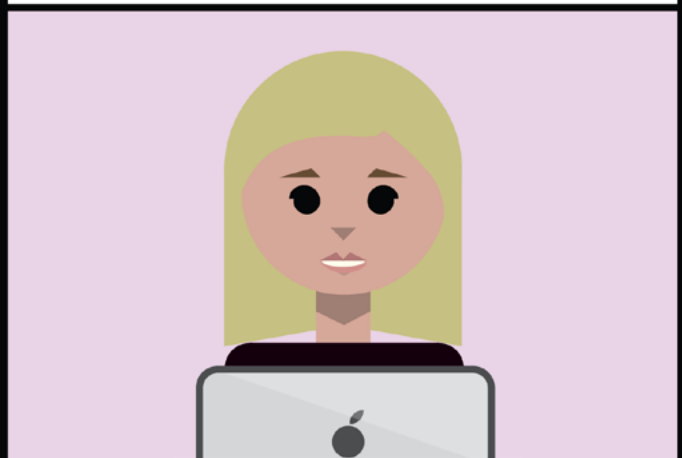
Once she is on the website, she selects the country where the Consular Officer that she is assisting is positioned, Canada.



She analyzes the amount and type of visas that were issued in the previous year, and the years before.



She then determines how to help the officer and writes it on her report. She then closes the website.



### 3. User Persona



#### **Peter Gustav, 56, Professor**

"As a professor, I want to provide my students with reliable and interesting data, but I also want to present this data interestingly. Which will make it easier for my students to understand it, and make my classes more didactic."

**Education:** Master degree.

**Occupation:** International Migration Studies faculty, Sociology/Demography, Hunter College and the Graduate Center, CUNY.

**Family Status:** Married, with three kids, age 23, 20, 16.

**Hobbies and interest:** reading, writing, art and running.

Peter Gustav teaches at CUNY for 20 years, 10 as faculty of the Master's program of International Migration Studies, and 8 years at Hunter College. Immigration is not only a subject that he teaches but it is also part of his history. His parents immigrated to the USA, his mom immigrated with her family, from Bosnia as a refugee and his dad arrived in the USA with a non-immigration visa, as an international student, from Poland. In his classes, Peter talks about immigration, but also about people who come to the USA with non-immigrant visas. Some allow the holder to stay in the country for years, such as students or workers. But also how the holders of these visas then became citizens, and even if this does not happen these non-immigrants still mold and influence the American society and their own. As such, he finds it important to have materials that show the data clearly, about the type of visas issued and the country of the holders, and how these data evolve throughout the years. He also wants to show these data in an interactive and visual form, so his students better perceive it.

#### **• As-Is Scenario**

Peter Gustav is lecturing his class, discussing immigration in the USA and visas that are issued by this county. He wants to show a map where his students can visualize which countries citizens received the most nonimmigrant visas. As such he goes on to "insert name of website." a global map displaying the data of the most current year available is on display (2014), Peter refers to the label of the map, where one can interpret it. He then selects to filter the data based on the type of visa, the colors on the map alterer highlighting the country to which most of the kind of visa was issued to. v.<sup>2</sup>

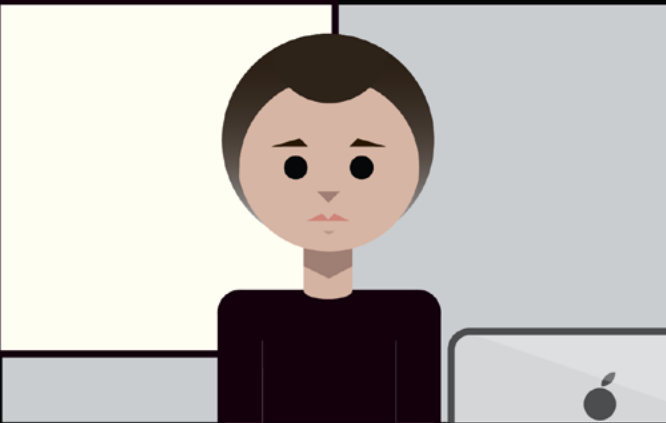
#### **Amelie Chirowska, 23**

<sup>2</sup> <https://www.gc.cuny.edu/Page-Elements/Academics-Research-Centers-Initiatives/Masters-Programs/International-Migration-Studies>

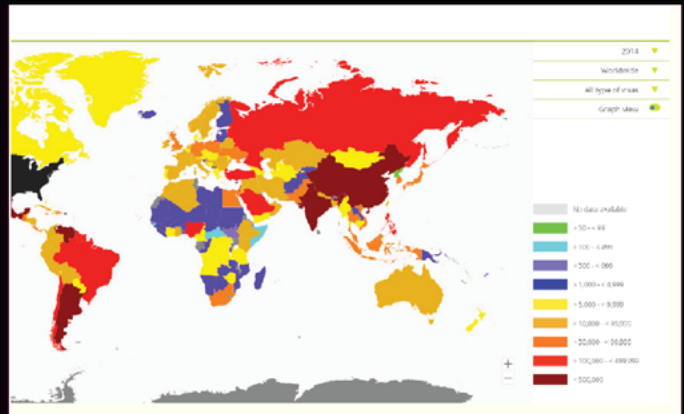
### 3. User Persona

- Story Board

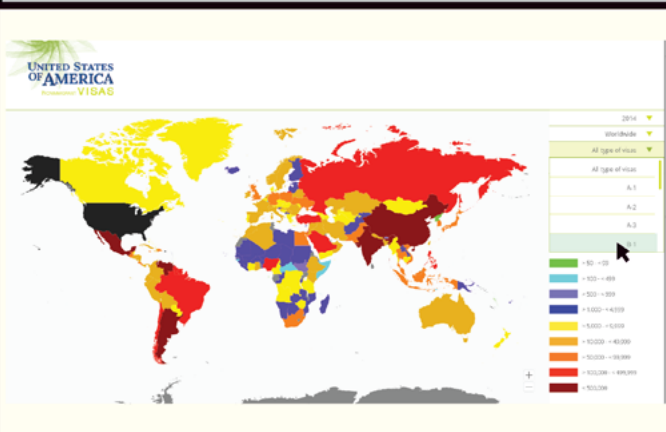
Peter Gustav is lecturing his class, he wants to show a map where his students can visualize which countries citizens received the most nonimmigrant visas. As such he goes on to "website."



In the home page, a global map displays the data of the most current year available (2014), Peter refers to the label of the map, where one can interpret the data.



He filters the data based on the type of visa, the colors on the map alterer highlighting the countries to which most of the kind of visa was issued to.



Once he is done discussing this subject he closes the tab and continues with his lecture.



### 3. User Persona

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"I want to go to the USA as an Aupair, and I want to know how many non-immigrant visas are issued to Ucranians."

**Education:** Bachelor degree.

**Occupation:** Just graduated.

**Family Status:** Single.

**Hobbies and interest:** reading, video-games and music.

Amelie just graduated from college, and she is planning on applying to the Au Pair program in the USA. She heard that several other girls who applied for the J-1 visa, which allows Au Pair to work and study in the USA, had their visa denied. As such she wants to see the actual data. She does not want to have to scroll through an endless excel sheet to find what she is looking for, nor to have to muddle through several

web pages only to find unreliable data. She wants an easy to use interface that has reliable data and uses graphs, or maps that make the data easy to read.<sup>3</sup>

- **As-Is Scenario**

Amelie Chirowska google searches "J-1 visas issued to ukranians," this leads her to the "insert name of website," she realizes that this website clearly shows the data through maps and graphs. She clicks on Ukraine, on the map, this leads her to the page dedicated to Ukraine, with a graph displaying the type of visas and quantities issued to citizens of Ukraine in 2014. She compares it with previous years by selecting these and makes her assumptions, and closes the window.

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<sup>3</sup> This persona is based on friends that were aupair and wanted to know how many visas were issued to their countries before changing visas, in this case from J-1 to F-1.

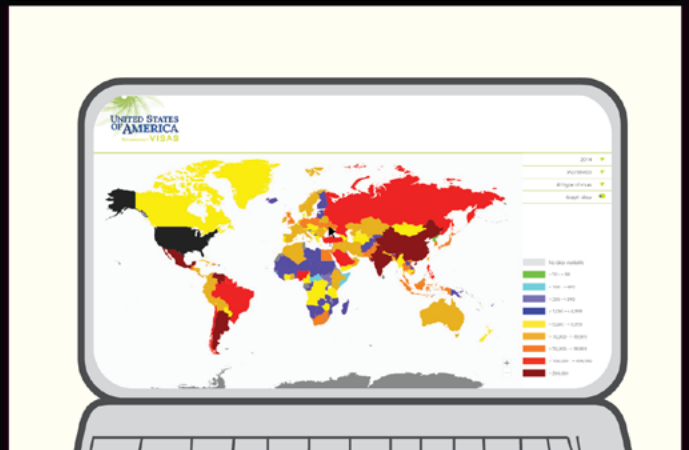
### 3. User Persona

- Story Board

Amelie Chirowska wants to know how many J-1 visas are issued to Ukrainians. As such, she google searches "J-1 visas issued to ukanians," this leads her to the "website."



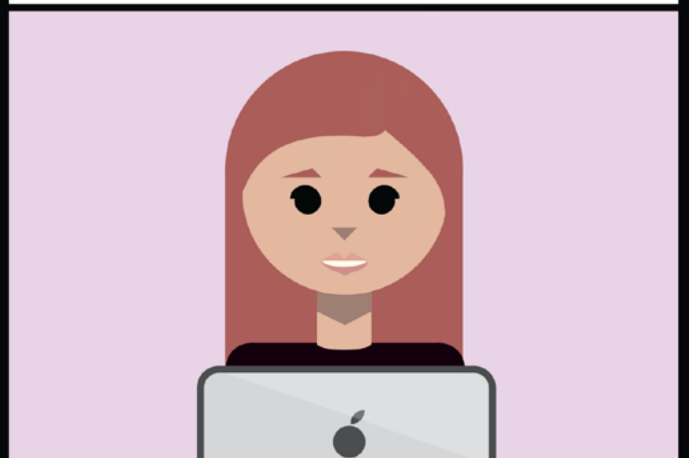
She realizes that this website clearly shows the data through maps and graphs. She clicks on Ukraine.



This leads her to the page dedicated to Ukraine, with a graph displaying the type of visas and quantities issued to citizens of Ukraine in 2014. She selects the J-1 visa.



She compares it with previous years by selecting these and makes her assumptions, and closes the window.



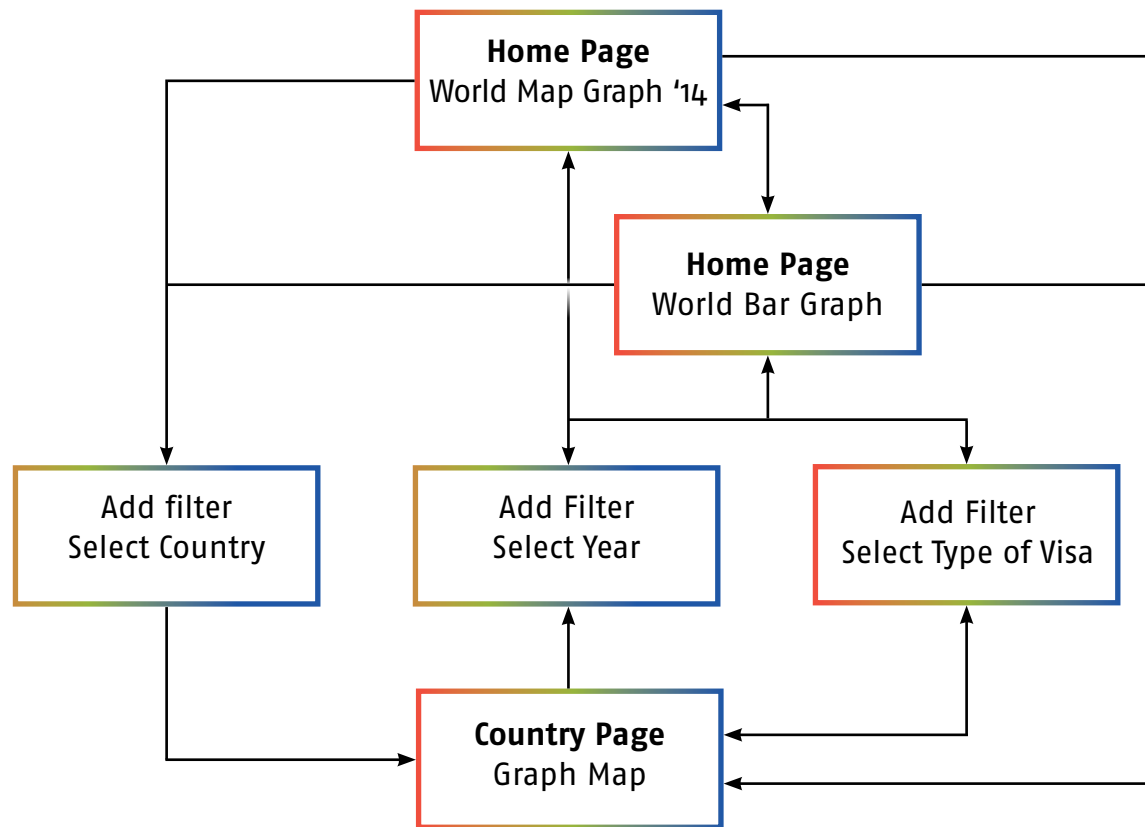


## 4. Task Model

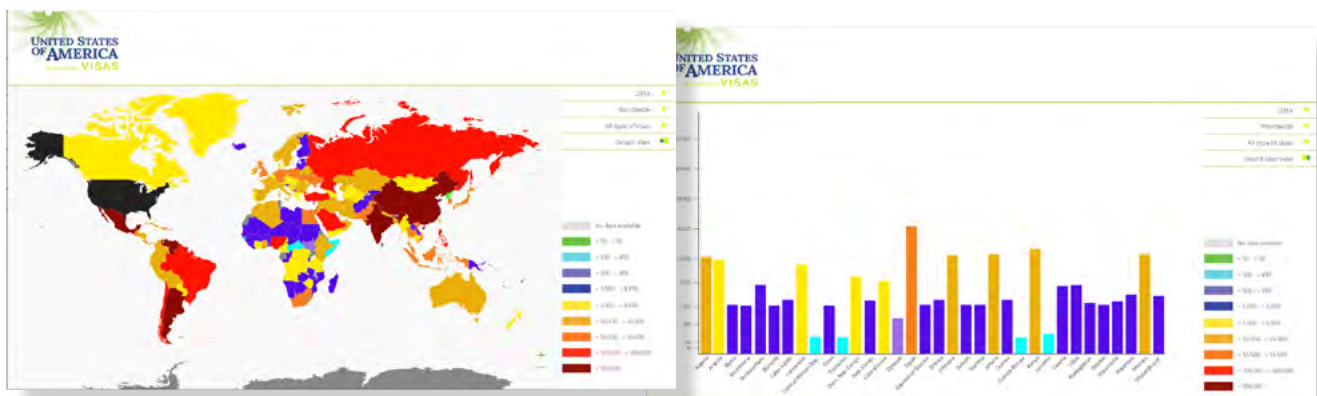
User Task	Touchpoint(s)
Visualize data through use of map.	Map with separate sections, representative of countries. Data sorted by country and year. Sections/Countries colored according to the number of visas issued to the country. Label - information relating color to the number of visas issued.
Click on determined country to visualize the data.	Graph displaying type of visas and quantities. Select year.
Select the type of data display graph or map.	Toggle button. Display data according to what is selected, map or graph. Map is preselected (main page).
Visualize data through use of graph.	Display a graph showing the number of visas and the countries. Data sorted by number of visas issued and country. Year selected most recent. Optionilters type of visa, country, year.
Filter data by type of visa.	Options bar with type of data to filter. Data sorted by type of visa. Show data on the selected type of visa on graph, with number the visa issued and country. Year displayed most recent, if not filtered too.
Filter data by country.	Options bar with type of data to filter. Data sorted by county. Show data on the selected country. Show on graph the number and the type of visas the visa issued to the selected country. Year displayed most recent, if not filtered too.
Filter data by year.	Options bar with type of data to filter. Data sorted by year. Show data on the selected year. Show on graph the numbers of the visa issued and the countries.
Filter data by country and year.	Options bar with type of data to filter. Data sorted by country and year. Show data on a graph of the selected country during the select year. Display the number and the type of visas issued to the country.

## 5. Navigation Structure

- Block Diagrams



- Wireframe



<https://xd.adobe.com/view/891b3de0-3cd1-4469-5f86-a50a9aae405a-ff2a/?fullscreen>

## 6. Style Guide

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- Logo

**UNITED STATES  
OF AMERICA**  
NONIMMIGRANT **VISAS**

## 6. Style Guide

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- Logo

- Variation



- Inspiration

The main inspiration for the logo is the actual visa that the recipient receives from the USA Department of State.





## 6. Style Guide

### • Colors

#### – Logo | Website



#### – Graphs | Number of Visas



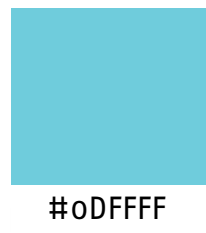
No Data  
Available



< 50



> 50 &  
< 99



> 100 &  
< 499



> 500 &  
< 999



> 1,000 &  
< 4,999



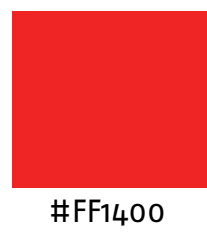
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> 10,00 &  
< 49,999



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< 99,999



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< 499,999



> 500,000

## 6. Style Guide

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- **Fonts**

- Lora

- Open Sans

### Colombia

Apparently we had reached a great height in the atmosphere, for the sky was a dead black.