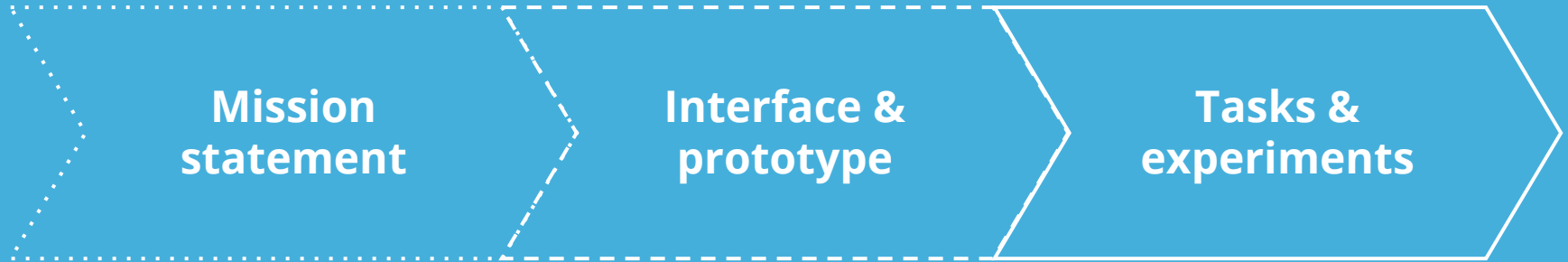


EXSPAT:

Expat settlement facilitator

Low-fi prototyping -Storyboarding, Sketching, Concept Map & Empathy Map

Overview

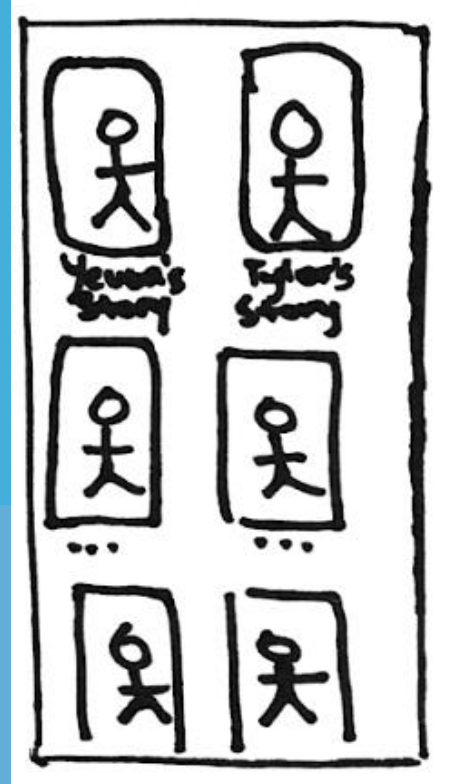


Mission statement

“

*Empower **immigrants** through
sharing and reading stories*

Concept sketches



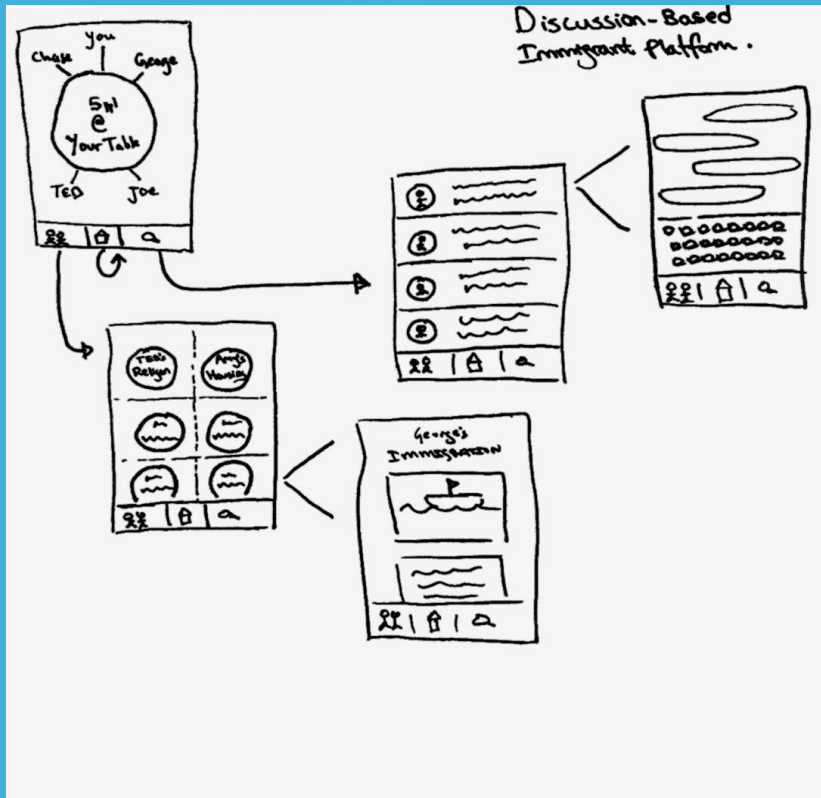
Some of the initial interfaces we considered were: Speech interface, Mobile interfaces, VR interface

We narrowed it down to 2 mobile interfaces :

Discussion/topic-based : model wherein expats can share thoughts on common topics

Character-based model : with the people, on the right side

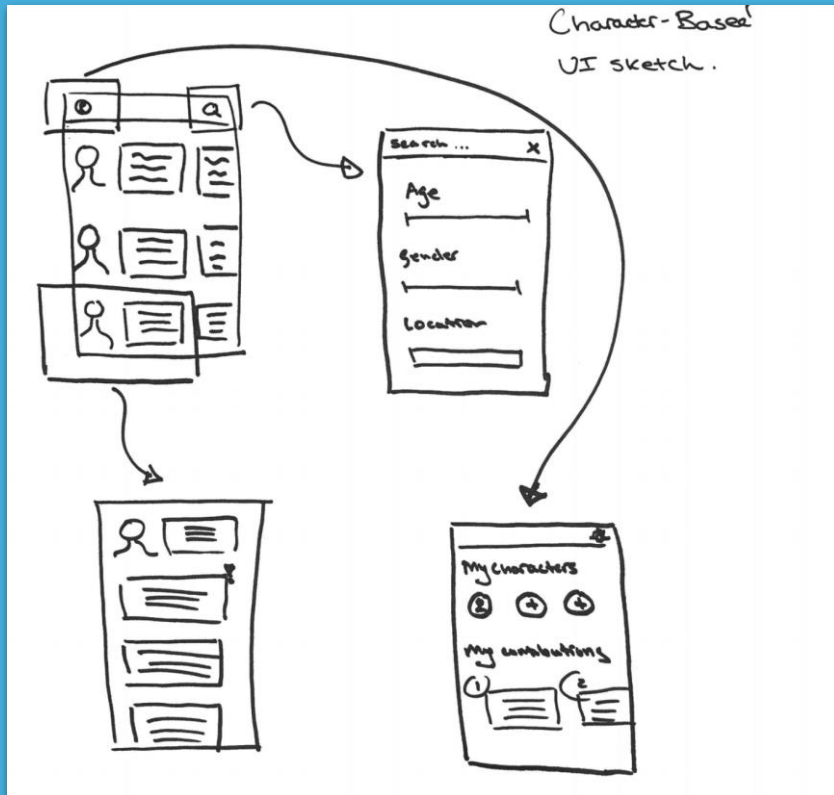
UI sketches



Discussion based Platform

Multiple people gather to discuss particular topics like best places to visit, finding housing, finding restaurants, etc.

UI sketches



Character based narratives

Follow the individual stories of different immigrant characters.

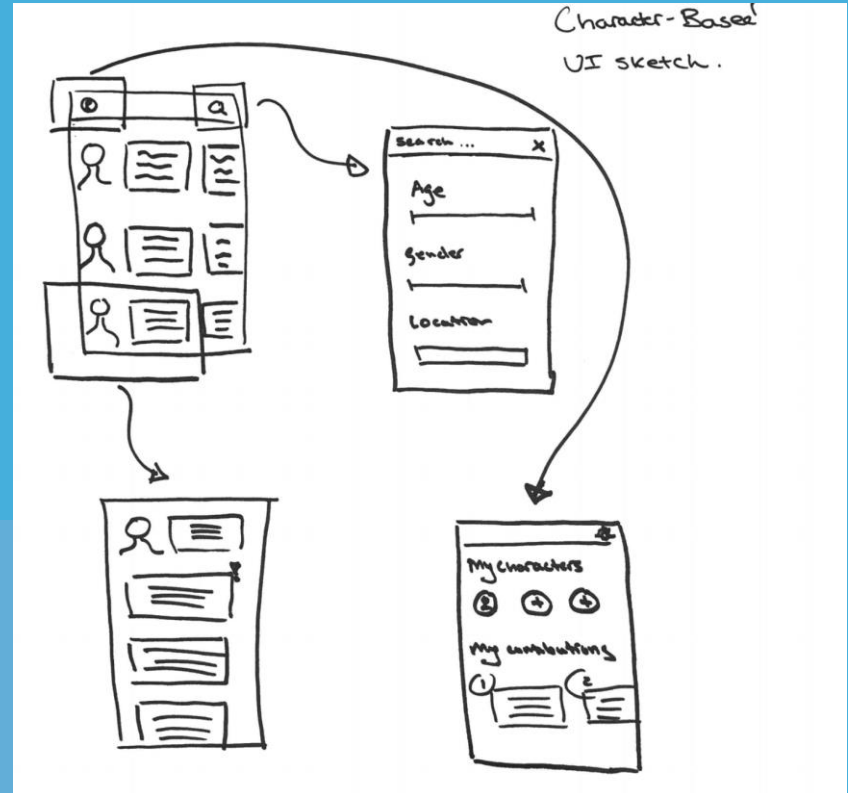
- User can create multiple character avatars. Each character has some information associated with it like age, gender, etc.
- Many users can share their immigrant experiences with each other by crafting a unified narrative of one character and learn from each other through these narratives.

Hence, we select and proceed with this interface.

Selected interface

Pros

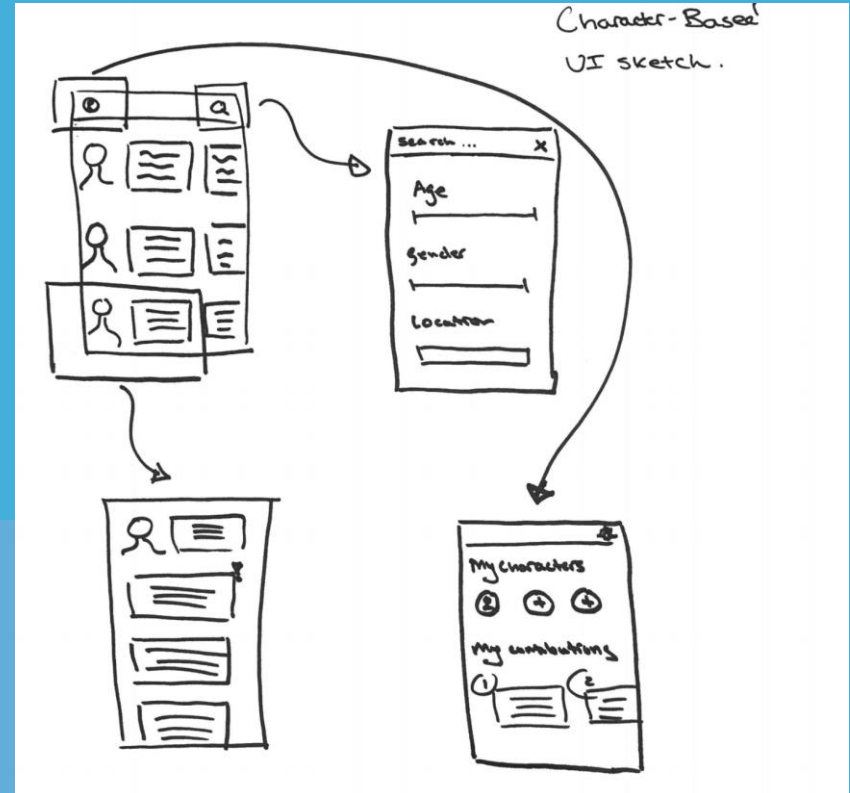
- **Novel** social platform
- Element of **creativity** and **collaboration** with customizable avatars and interwoven stories
- Virtual characters / avatars can act as **role models**



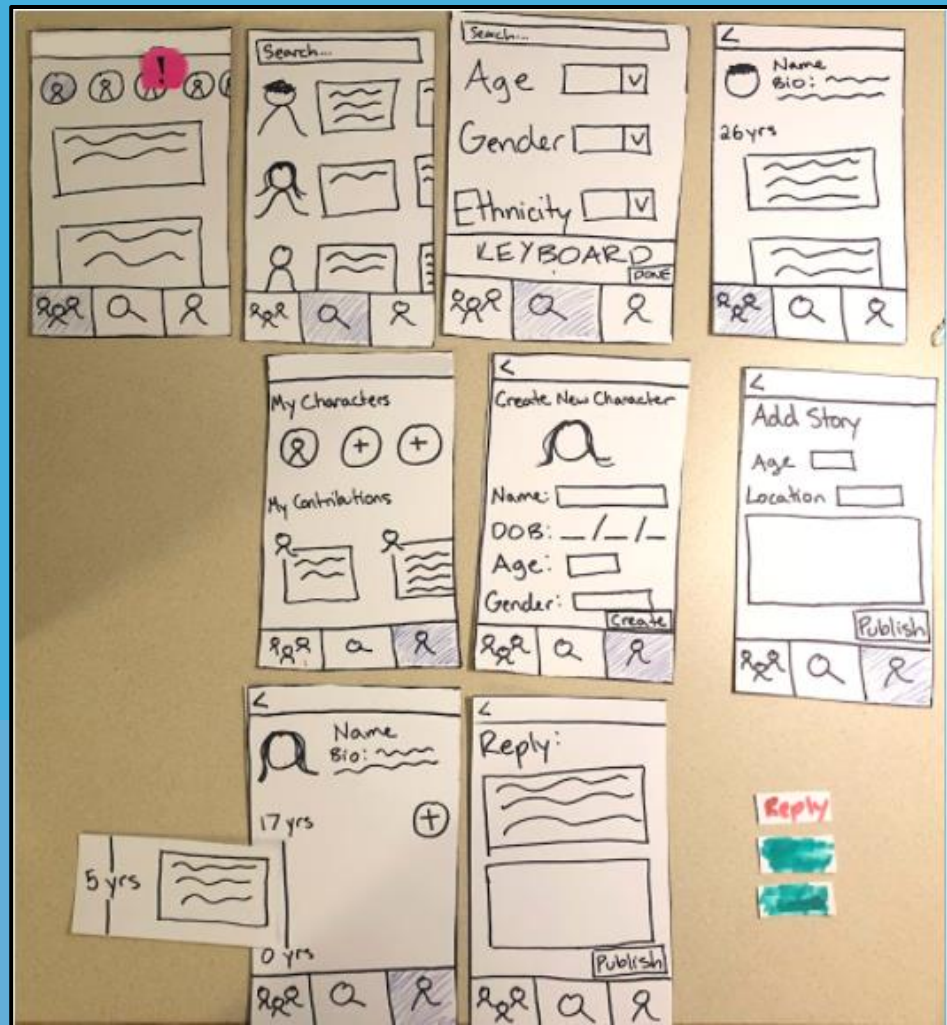
Selected interface

Cons

- Potential **misunderstanding** of what a “character” is
- “**Sparse**” characters



Prototype structure

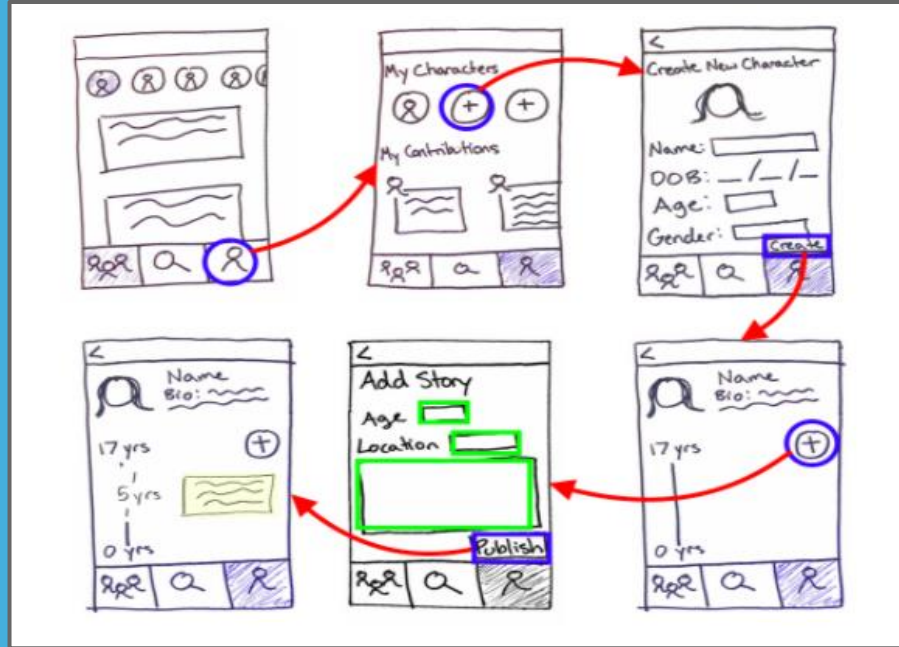


Task 1



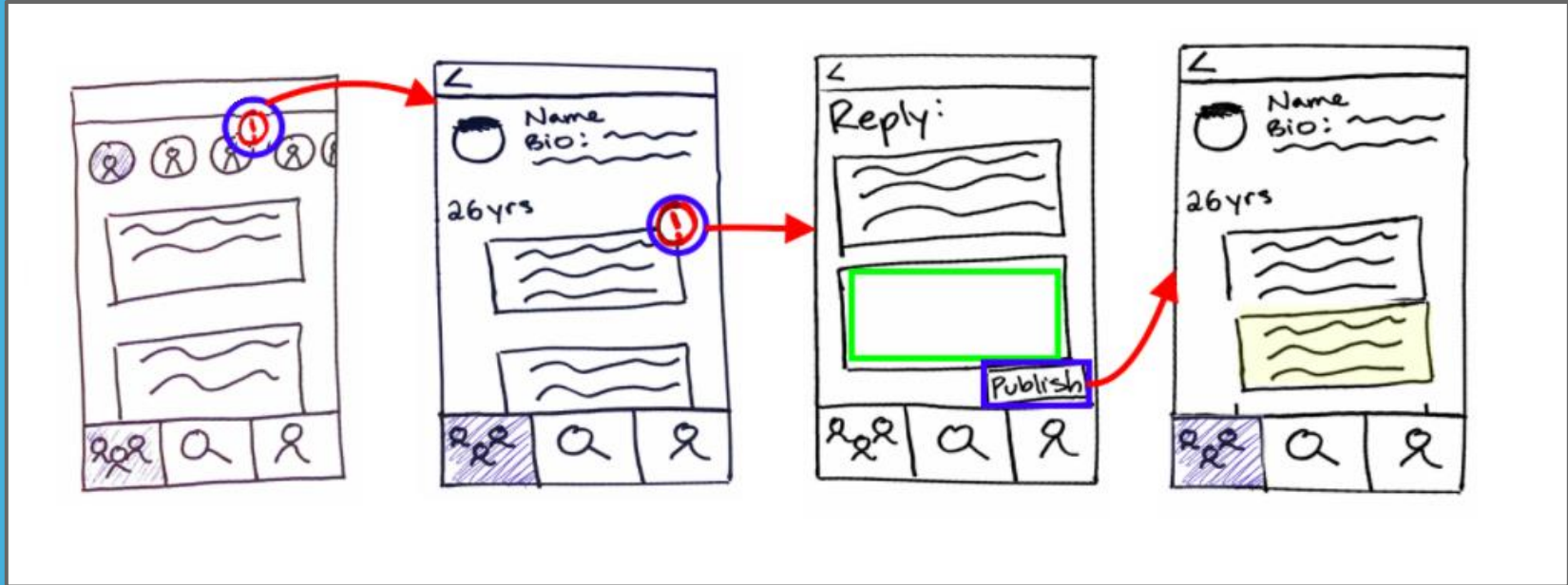
connect with a resident having a similar background as yourself

Task 2



share stories about yourself and the problems you have been facing in the area you've just moved into

Task 3



receive advice about your problems from other expats
based on their personal **experiences**

Experimental method:

participants



Rahul JK
University Student



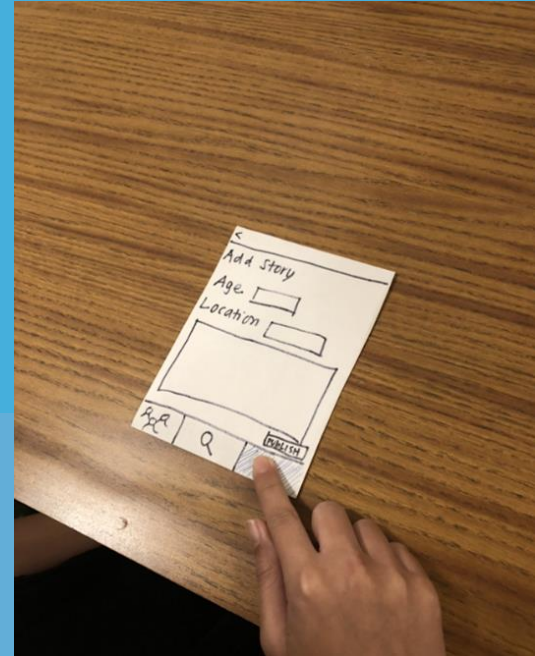
Sangeetha Bhati
Business Woman



Sauveer Sinha
Software Engineer

Experimental method: set up + environment

- Quiet, indoor environment
- Overview → tasks → feedback
- Facilitator, Computer, Notetaker
- Took note of successes, confusions, timings, facial expressions



Experimental results:

negatives

- **Unsure** if **search filters** should relate to user themselves or to a potential story
- **Unsure** if **new character** is supposed to represent user themselves or a fictional character

Hand-drawn sketch of a mobile app interface for creating a new character. The screen shows a back arrow, the title "Create New Character", a profile picture placeholder, and input fields for Name, DOB, Age, and Gender. A red bracket highlights the Name, DOB, Age, and Gender fields. A "Create" button is located at the bottom right. The bottom navigation bar contains three icons: a person, a magnifying glass, and a person with a plus sign.

Experimental results:

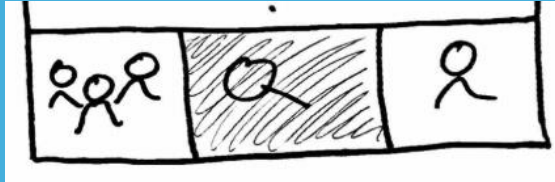
positives

- 3 buttons in bottom bar **feel familiar & make a lot of sense**
- **Easy / intuitive** to browse profiles
- Overall, participants thought the interface was **clear** and were **excited** about avatar concept



UI improvements for next iteration

- Make purpose of **search functionality** more clear



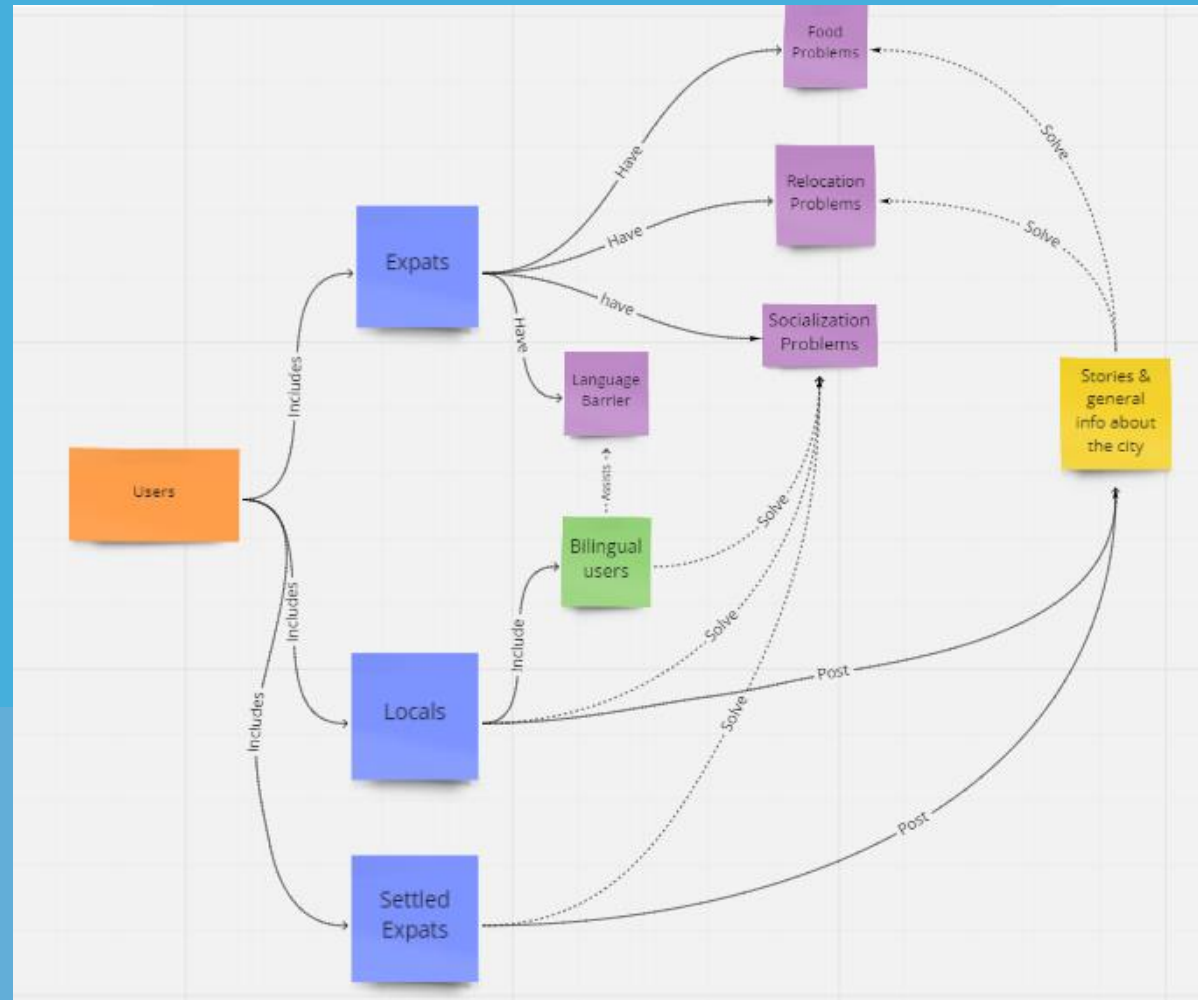
- To address confusion when **creating characters**, clarify what a “character” represents



Key takeaways from Storyboarding & Sketching

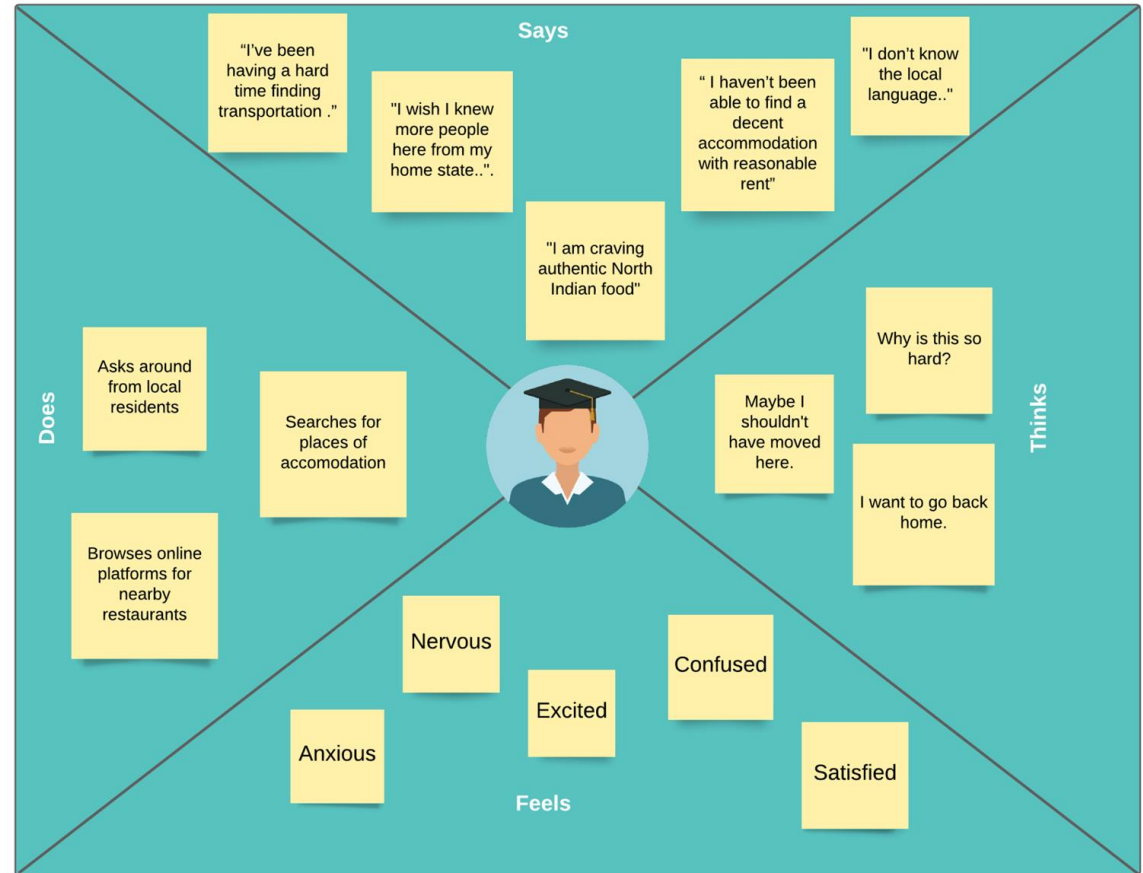
- Participants successfully completed all tasks with **minimal guidance**
- Participants thought concept of the avatars was innovative and the UI was straightforward
- Upcoming changes to UI can **reduce confusion** about story search and character creation

CONCEPT MAP



EMPATHY MAP

Empathy Map for Immigrants



Thank You