



CHI

COLLABORATION & PROFESSIONAL ASSOCIATIONS

LUKE WARD

DE1226

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THE BRIEF

Submission
deadline: Tuesday,
2 January 2018.

The theme of CHI 2018 is ‘ENGAGE’. In the Student Design Competition, we encourage you to contribute to this theme by ‘Engaging Communities’: use human-centered design approaches to develop a new way to support, empower, or change the behaviour of a group around a shared area of interest.

The scope of this brief is broad: for example, you could focus on healthcare, ageing, education, policy, public service, business development, charity, sustainable living, food, energy consumption, art, or indigenous culture, just to name a few.

You can either work with an existing community, or you

could aim to create a new community.

The scale and definition of a community can vary depending on your design aim, for example, people in the same region, a group of people with the same interests, a network of people who pursue new social or economic value, communities of practice in professional fields and so on.

Technology has provided numerous means through which people can connect and create new networks, practices and cultures.

It has also provided new channels for people to make their voices heard and shape the future.

Work Requirements



COMPREHENSIVE DESIGN DOCUMENT

That forms a solid basis for your chosen concept. The research should be presented in a well structured and clear fashion. Concentrating on quality informative and relevant research as against simply 'padding it out'.



COMPETITION DELIVERABLES

A set of deliverables unique to the individual competition brief but must include a video prototype (see individual brief for details).

Deconstructing the brief Keywords

Interaction design - User experience - Networks - Practices - Culture - Future - Political crises - Local people- Social Tech - Sharing economies - Come together - Share experiences - Engage - Human centred design approach - Support - Empower - Intervention towards a communal problem - Design for social innovation - Shared interest - Healthcare - Ageing - Education - Policy - Public service - Business development - Charity - Sustainable living - Food - Energy - Consumption - Art - Indigenous culture - Existing Community - New community - Pursue new social or Economic value - Professional fields - Fun theory - World - Communicate - Opinion - Invention - Business

**“COMMUNITIES HAVE
PROBLEMS...
JUST LIKE PEOPLE.”**

What Is A Community?

What Is A Community Problem?

How Should I Analyse A Community Problem?

Whom Should You Contact To Gather Information?

Understanding the brief

'Every community problem should benefit from analysis.'

Before we can begin to propose a design problem and a design solution we need to look at ways of gaining information and diagnosing what we, and the community, believe to be a communal / societal problem.

To begin our journey to creating a viable design solution we are going to start off by conducting a piece of primary research, the method we have chosen to apply is going to be from an ethnographical approach.

"The task is to document the culture, the perspectives and practices, of the people in these settings. The aim is to 'get inside' the way each group of people sees the world."

Ethnographical research

We applied a heuristic technique that sufficed at the time for a preliminary overview for diagnosing a societal or communal problem. One observer focused on an entrance and exit point relating to our proposed dimension of observation. For this scenario we used the parallels of the monument and imagined a line, this would have been a lot more achievable and reliable if the use of a sensor had been applied. The observer tasked with the strenuous job of counting the amount of people who crossed this line, north bound or south bound, used a primitive hand 'tally counter' and attempted to correctly evaluate the situation.

The second observer focused his attention to a roughly imagined 20m X 20m square in which he would try and achieve a proportional estimate of 'communal problems' or at least gain an insight into human characteristics and behaviour within this hypothetical space.

Specifications -

Location: Monument.

Time frame: 12:30pm - 13:00pm, half an hour.

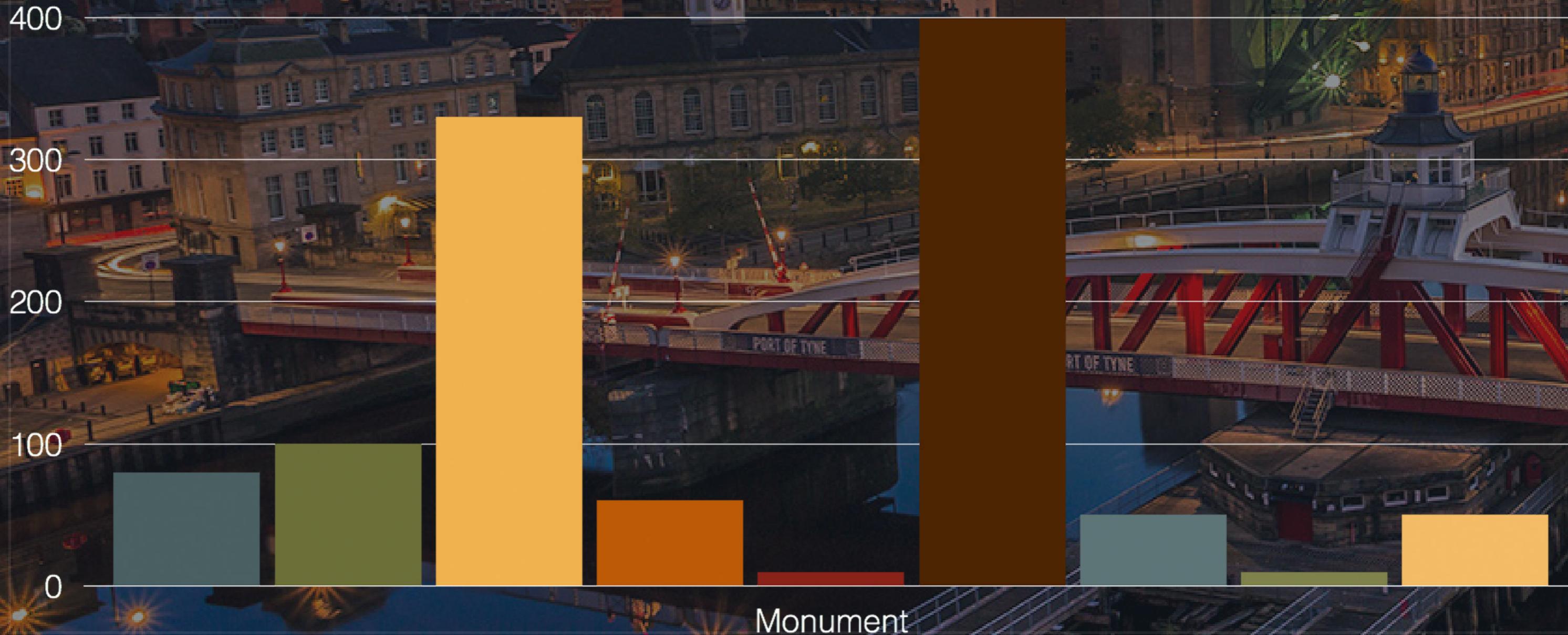
Observation: Two people, notepad, Tally counter, Camera, 20m X 20m spatial area.

**RE-
SULTS**

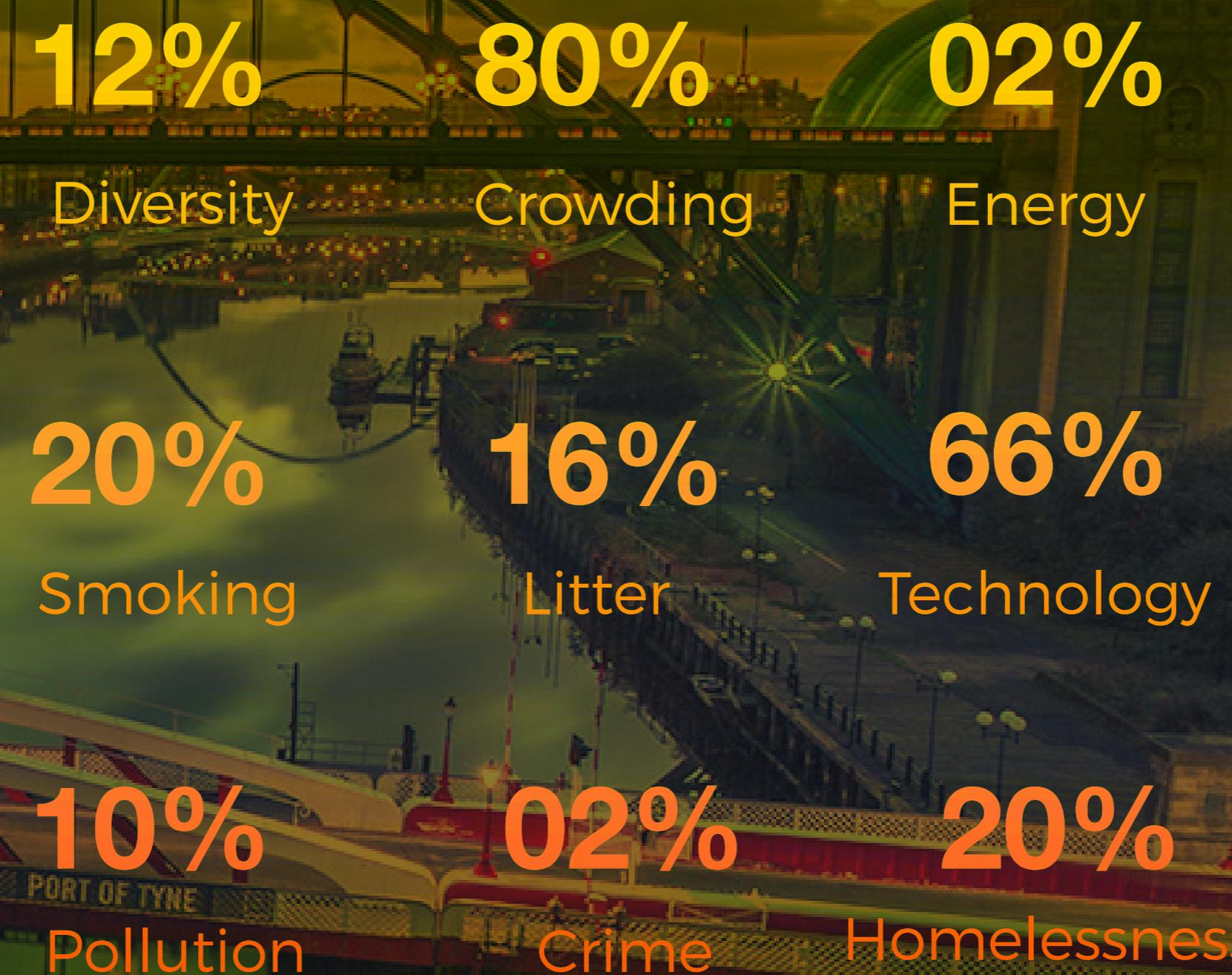
Ethnographical research

Out of 500 people, we found...

Litter Smoking Technology Diversity Energy Crowding
Pollution Crime Homelessness



Percentage of
people out of 500
observed.



Initial research insights

Alongside conducting our ethnographical research we also orchestrated and conducted an open ended, free form questionnaire/survey, which was designed to help us gain a better understanding of peoples own opinions and what they believe to be problems in their communities. We hoped to receive at least 30 responses, however we were limited in scope of participants and only managed to gain 21 individual responses to our cause.

Both Carl and I reached out to our own social networks using Facebook and Twitter and asked people we knew and were familiar with to fill out the interview. However because we were closely connected with the participants the answers were what we expected to see or what we already knew and this didn't help us so much apart from strengthening the argument for the problems we have already identified.

To gain more valuable data we then contacted huge communal groups operating in the Newcastle area that focused solely on areas and demographics in Newcastle and posted the same questionnaire. This proved to be a lot more valuable in terms of data and input into our problem.

**“Litter is
a huge
problem
in my area
along with
alcohol
and drug
abuse.””**

Community Issues

This is a survey attempting to determine what some of the communities in Newcastle are and what some of the problems existing in them may be.

Can you identify any communal problems in Newcastle?

Your answer

Would you consider yourself part of any communities, if so which ones?

Your answer

Would your consider there to be any problems in your community?

Your answer

If so which of them affects you the most?

Your answer

SUBMIT

Never submit passwords through Google Forms.

“I think there are issues where I live with intolerance towards foreign people”

“Ever since the brexit referendum I have felt like a lot of people treat others as second class citizens”

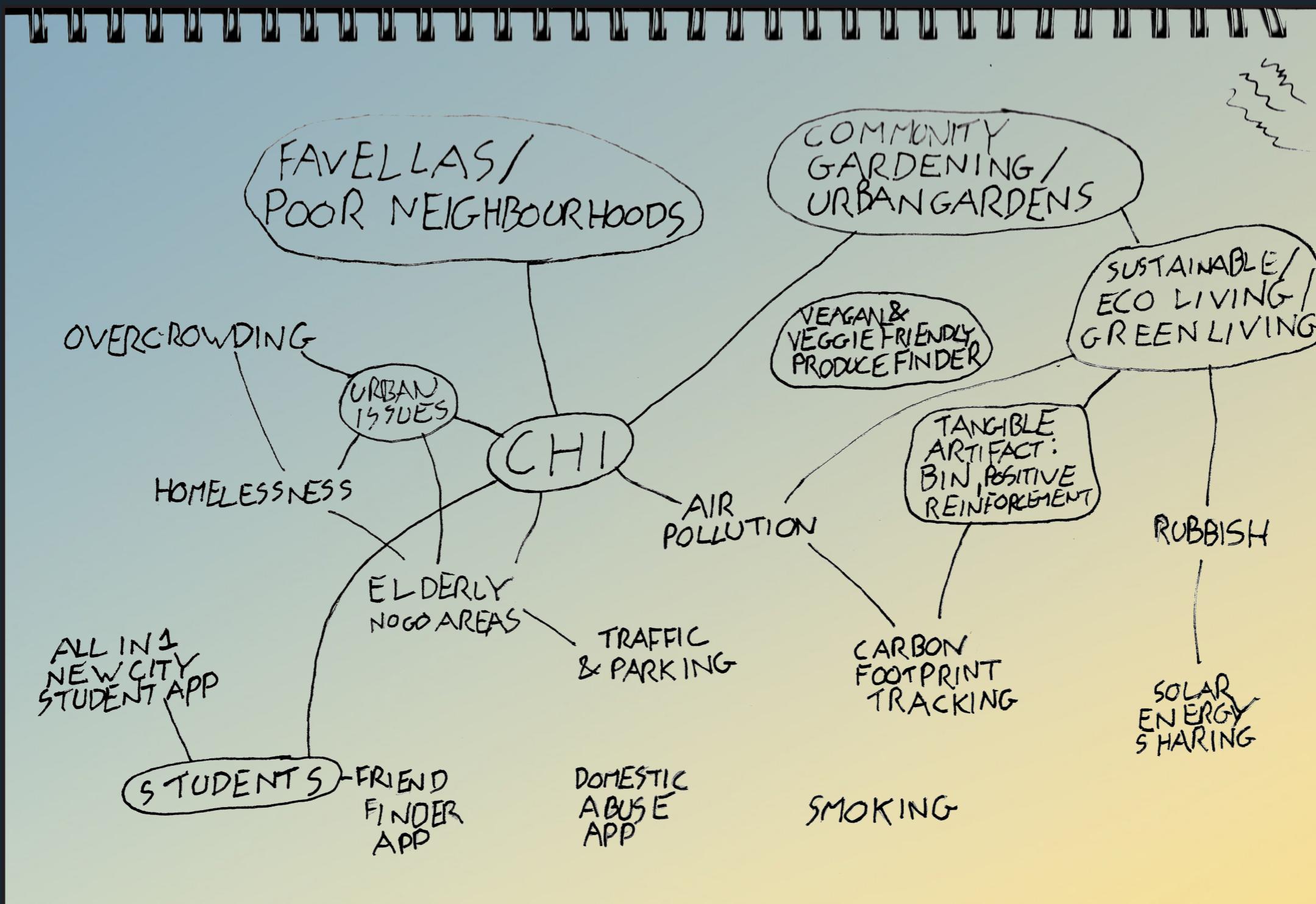
“The way some people treat immigrants and foreigners is disgusting”

“There are problems with segregation in Newcastle, the minorities seem to stick to their own, and in their own areas”

“The litter in some parts of where I live is horrendous, I have contacted the council several times but nothing ever changes”

“Some of the parks are filled with rubbish, cans and bottles from young people hanging about on weekends”

Preliminary idea sketches



Initial research insights

Understanding what is at the heart of the problems. However rudimentary our initial research method seemed to be, we still managed to attain a rough set of statistics and primitive findings to base our development of research on.

As you can see with the statistics provided and the parameters we set we obtained that there are various communal and societal problems that we can focus our attention to. We do not plan to follow on and try and resolve all the problems mentioned above however it has been a good starting point for us.

Our next step in terms of evolving our research and gaining a greater understanding of society's problems, we plan to conduct various questionnaires and survey that we approach the public consensus with. We would like to think this would be a great step in achieving an understanding of what people believe the problems to be and hopefully from there we can plan a design for social innovation or intervention.

From the statistics above it is clear to us that there are problems we cannot hope to fix overnight but there are some we believe we could have an impact on improving.

Initial research insights

We have chosen to highlight 9 problems to spend 5 minute design sprints on in a hope to try and determine which elements of each problem we could address. The problems we have taken into consideration, as mentioned earlier, have been systematically organised into three groups, into categories, we believe are a cause and effect of each problem. They are:

LITTER

OVERCROWDING

ELDERLY NO-GO ZONES

AIR POLLUTION

SUSTAINABLE LIVING

RISING TRAFFIC LEVELS

TOURISM

IMMIGRATION

NEW CITY MIGRATION

Initial idea generation

There are, broadly speaking, five different types of communities.

You can classify every type of community by the purpose that brings them together.

- 1 **Interest:** Communities of people who share the same interest or passion.
- 2 **Action:** Communities of people trying to bring about change.
- 3 **Place:** Communities of people brought together by geographic boundaries.
- 4 **Practice:** Communities of people in the same profession or undertake the same activities.
- 5 **Circumstance:** Communities of people brought together by external events/situations.

Initial Idea generation

01

LITTER & WASTE DISPOSAL

The issue of litter and waste disposal is a global problem however we would focus our action to Newcastle city centre and evaluate the response.

02

SUSTAINABLE LIVING

This problem would be very arduous in terms of coming up with a viable solution. As scientists and innovators are already faced with this problem globally.

03

SOCIAL INTEREST

From our research we gathered that this is quite a focused on market however if done correctly could be a huge success. We plan to create a social digital 'hub' for people to connect.

04

IMMIGRATION

Due to recent international events migration to the UK has soared above expectation, but how is this for the affected? And why are white people ex-pats when the rest of us are immigrants?

01 Idea generation

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Litter in a public place is unsightly, dangerous to animals, and an offence. The City Council is responsible for the sweeping of streets and removal of litter.



01 Litter & Waste disposal

Litter in a public place is unsightly, dangerous to animals, and an offence. The City Council provides and maintain bins to try and prevent the depositing of litter in public places and arrange for the bins to be emptied on a regular basis.

Newcastle city council recently reviewed the provision of street litter bins across the city which has shown that the current bins are no longer suitable. As part of this review they have identified which areas of the city produce the most litter, how many litter bins currently serve these areas and what number and size of bins are needed to provide an efficient service.
OurNewcastle is a campaign to get more people taking care of our environment. From recycling waste to picking up litter to saving energy.

Residents are invited to sign up to a new volunteers programme which will support the council's Environmental Services and encourage pride in local communities.



‘Litter is a global problem that affects many communities and societys.’

LITTER AND WASTE DISPOSAL IN NEWCASTLE

Newcastle city council recently reviewed the provision of street litter bins across the city which has shown that the current bins are no longer suitable. As part of this review they have identified which areas of the city produce the most litter, how many litter bins currently serve these areas and what number and size of bins are needed to provide an efficient service. However there is still a huge problem, we will now look at existing solutions; good and bad. and then propose our solutions.



Four creative ideas to reduce littering and waste disposal



MESSI V RONALDO TRASH CAN

Hubbub, an environmental charity in the UK, wants to encourage people to dispose of their garbage in a proper manner.



BASKETBALL HOOPS BIN

These creative basketball hoop trash cans were seen in the Philippines. You have to combine your recycling and throwing skills to score.



PLAY TRASH BIN

As part of their project, a group called Collectif DC try to encourage passers-by to behave differently by painting recognisable orange lines on the sidewalks.



PAINT-BY-NUMBERS GUM DISPOSAL WALL

Design studio Common Works and environmental charity Hubbub have come together to create innovative ways to encourage Londoners to stop littering.

Thinking beyond digital - ‘The Fun Theory’



WORLDS DEEPEST BIN

To throw rubbish in the bin instead of onto the floor shouldn't really be so hard. Many people still fail to do so.



PIANO STAIRCASE

Take the stairs instead of the escalator or elevator and feel better" is something we often hear. Few people actually follow that advice.



BOTTLE BANK ARCADE

Many of us return our plastic bottles and cans. Noticeably fewer recycle their glass. Maybe that's because we don't get any money in return, as we do for cans and plastic.



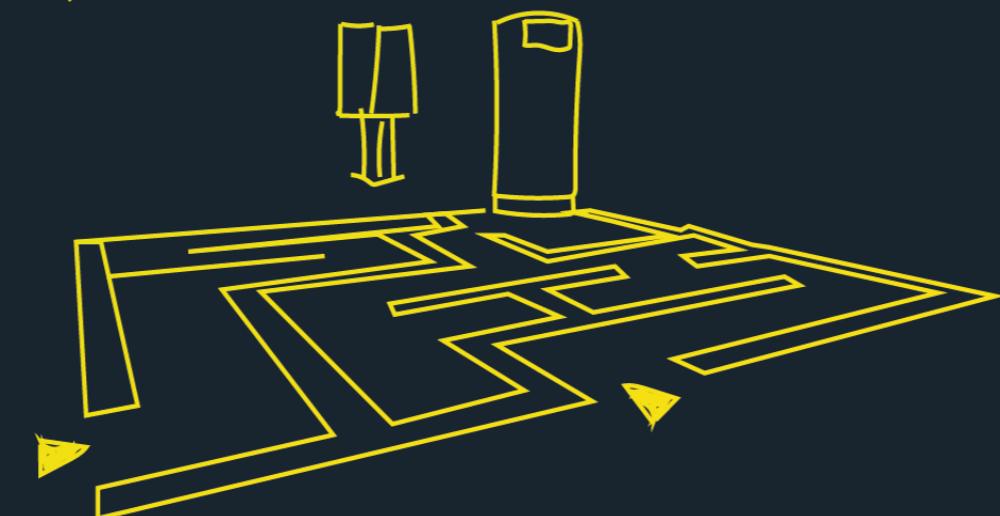
SPEED CAMERA LOTTERY

Can we get more people to obey the speed limit by making it fun to do?

Littering solution sketches

We had a couple of ideas involving creating and installing a set of innovative bins around the city and recording the statistics of the bin use.

We conceived these quick sketches and then began to research into other ideas similar to this and realised that it had already been done in many different forms so we chose to move on to our next problem insight.



01.1 Overcrowding

A boom in student numbers is having a visible impact on Newcastle, with the city's old office blocks being snapped up by developers to transform into luxury student apartments. One in 17 homes in the city centre are now occupied by students - but what does this mean for our ever-changing landscape?

Since 2008, around 11,000 new student homes have been created to support an expanding student population of 48,000 at Newcastle and Northumbria universities.

And with the removal of a Government-imposed cap on student numbers, this number is likely to grow.

Some people have expressed concern about the growing concentration of multi-occupancy student blocks, while others point out its massive contribution on the economy.

"The concern in a lot of the local population is that all this new accommodation will get in the way of much-needed social housing, but that's a completely separate issue because it's funded in an entirely different way.

After looking at the problem of litter and waste disposal we thought we would try and eliminate accumulating factors of the problem, overcrowding seemed to be one.



Good for the
economy or
overcrowding our
city?

01.2 Elderly no-go zones

British town and city centres are being transformed into virtual elderly-free zones as an unintended consequence of changes as simple as closing public lavatories, a study has concluded.

While some busy commercial centers are becoming playgrounds for the young – who often work and socialise from early morning until late at night in the same small areas – subtle failings are increasingly deterring older people from venturing in, it found.

Their findings, which were presented to the British Sociological Association annual conference, highlight how simple problems such as a shortage of seating in streets or a lack of post boxes, are actively deterring many older people from venturing into city centres.

“That sense of being a second class citizen and being unappreciated in society is something that a lot of older people really do feel quite bitter about.”

“The ideal ... is that the city centre is what it is a for a lot of the youngsters and those in their 20s and 30s: that it is part of the habitus – that it is your space in your head and you see that as part of your life.



Problems such as a shortage of seating in streets are deterring older people from venturing into city centres.



01 Analysis



Initial research into three preliminary subjects that we consider to be a problem in today's modern communities. We have highlighted these problems from the brief and outlined factors caused and affected by these issues.

We will now create three user personas and user scenarios to maybe highlight our problems even more or hopefully identify new problems we may not have considered.

After deconstructing the brief and basing our initial research on our instinctive response to the proposed design problem, we originated our own ethnographic research in which, as can be read above, we sat at a local landmark in the center of town and observed 500 passers by. The spot we chose to use is a hot spot for pedestrians and commuters and gave us a great insight to outlining some preliminary problems.

As you can see we highlighted litter to be an issue in which we believed we could attain a viable outcome and proposal for refurbishment and improvement. We looked at what the city of Newcastle is currently doing to confront the problem and looked at statistics of why it is such a problem. We then looked into variables which could either be the effect or cause of this problem and began to analyse them to.

From bordering the problem of litter we discovered that a huge cause of problems in the centre of city's is overcrowding and the over populated streets has a direct effect on the amount of consumerism and waste that each pedestrian carries with their person. As a result of this, predictably, a lot is dropped or misplaced to the ground. We hope to interview several occupants of the city and see how they feel about this.

After looking at the over populated centres we decided to look at what ramifications this had on the city in question. We exposed that most cities have now became 'elderly no-go zones' and that our fastest growing section of Britain's population are being deterred from entering these bustling areas.

Preliminary User Research

Personas, scenarios and user journeys

After conducting ethnographic research we thought it be of an advantage to create user persona's and put ourselves in the shoes of commuters and pedestrians of Newcastle city centre. We done this to gain a more clear and better understanding of some of the problems we believe a community faces in a modern day city.

We based the hypothetical personas around influences or similar characters in our own personal lives and created scenarios in which we believe the participants would be affected.

This has became useful as it has highlighted a new set of problems we believe to affect the average person.

User personas

Student



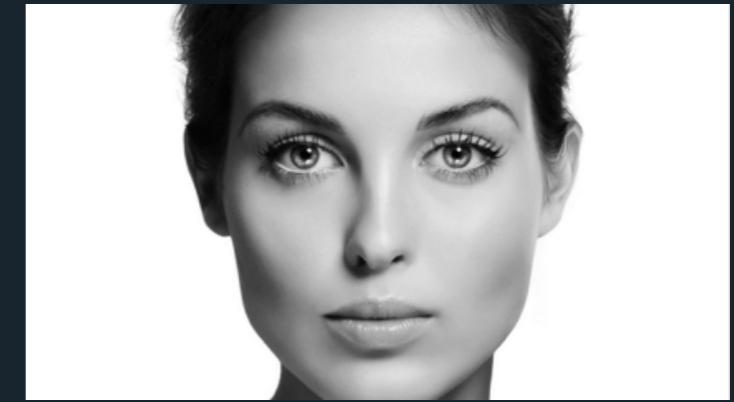
George is a student at Northumbria University studying architecture. He originally comes from Yorkshire in a small town in the countryside, where he used to go to studied at college and had a part time job.

Businessman



Simon grew up in a middle class family. He has had good opportunities available to him. Because of this he was allowed expensive education and went on to study business at a very respected university. He now makes a living as a very successful insurance broker.

Mother



Sarah grew up in Walker in Newcastle. She was from a working class family that never had very much money. Despite this difficult upbringing in a rough neighbourhood she managed to find herself a career in sales and now lives happily with her partner and their 1 year old baby.

Scenarios

Back where George grew up he used to ride a bike to college, this was around a 10 minute journey that he considered pleasant and easy. Now living in an urban area of Newcastle he faces an intense ride in dense inner city rush hour traffic. It is a dangerous journey on packed roads alongside hundreds of stressed out morning commuters that don't always have time or space to consider the cyclist.

George's other options are to drive which is very expensive considering insurance, petrol and parking prices. Or public transport which is very over stretched and can be unreliable.

Simon has a very high impact lifestyle. He drinks between 5 & 10 cups of coffee from outlets in the city, commutes for over an hour each way to work in a large, powerful car, and has an array of different gadgets and pieces of technology on his person and in his home (many of which are very unnecessary). On the whole, Simon contributes a huge impact on the environment through his waste, pollution and energy usage.

Due to the information that is available now, Simon has began to be aware of these issues and is concerned about his impact, although he has no idea of how to improve it, and is reluctant to sacrifice many of the luxuries to which he has become accustomed.

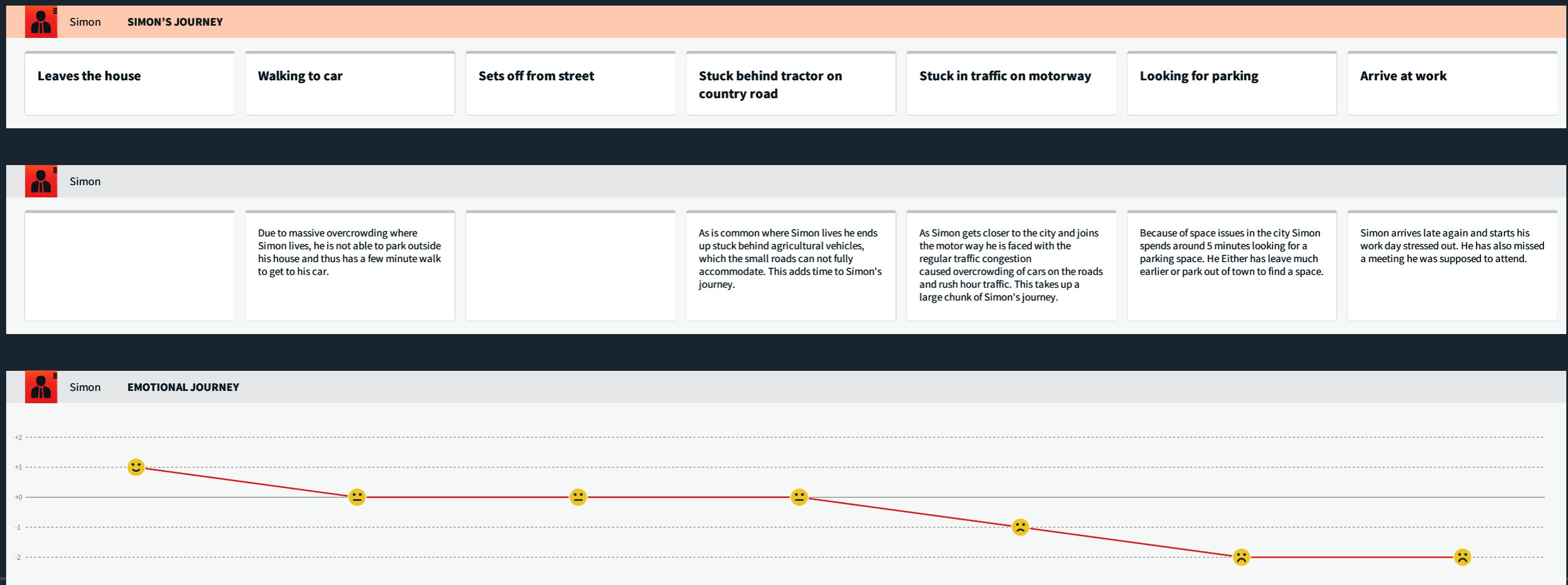
Over the past year or two a problem of litter and waste has developed in Sarah local area, due to cuts in funding in her local council there was a period where bins were emptied a lot less often, this resulted in fly tipping in back streets and alleys, and other public areas like parks. These areas where litter was being left kept mounting to the point where there are now problems with rats and pollution, alongside being horribly unpleasant to live around.

A lot of the people living in the area are students and have an apathy towards the subject as they are only temporary residents. Sarah is genuinely worried for the livelihood of herself and her daughter having to go about there lives alongside this problem.

Earlier we looked at Simon, the businessman. Simon lives a large impact lifestyle on the environment in nearly all aspects of his life. The most notable seems to be his daily commute to work and back. We looked at Simon and from his experiences and common practices we noticed that his Eco footprint is not admirable and we also realised that his situation does not benefit him in anyway at all.

We created this user journey to gain a better understanding of the problem and hoped to see a solution in the process of his daily commute. As you can see Simon sets off out the house and locates his car which is usually not an easy task. He has to walk for around 5 minutes to his vehicle as where he lives there is a huge problem in the amount of vehicles to the amount of space provided. He starts the day emotionally high however as we can see it slowly starts to deteriorate throughout his journey.

Evidence suggests that traffic congestion and rising parking levels are a huge problem and this is where we would need to adapt a solution.



02 Idea generation

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IMMIGRATION

04 Due to recent international events migration to the UK has soared above expectation, but how is this for the affected? And why are white people ex-pats when the rest of us are immigrants?

Sustainable living is a lifestyle that attempts to reduce an individual's or society's use of the earth's natural resources and personal resources.



02 Sustainable living

Our planet can only produce a finite number of resources – from food, to water – and can only withstand a certain degree of greenhouse gas emissions in order to stay healthy. We only have one Earth and are utterly dependent on it for our survival and well-being.

But both people and nature are facing severe consequences if our current consumption increases (that's the amount of energy we use and our demand for resources to feed, clothe and house us, as well as materials that we want for pure enjoyment).

The biggest driver of environmental degradation is the fact that we're consuming resources at an unsustainable rate, and therefore our production of goods is increasing. This is often a result of economic growth – from affluent Westerners to growing wealth in the developing world.

Much of the planet's economic growth has been achieved as a result of over-exploiting resources, such as fossil fuels. But as the world's resources are coming under increasing pressure, so the constraints to growth are becoming increasingly visible.



Practitioners of sustainable living often attempt to reduce their carbon footprint...

02.1 Air Pollution

Friends of the Earth have launched a campaign to raise awareness of air pollution as it emerged Newcastle is among the worst affected areas. Air pollution is linked to heart disease, lung cancer, worsening asthma and poor lung development in children and leads to the premature deaths of around 40,000 people every year in the UK.

A YouGov poll of Brits reveals that although almost half (46%) of adults in the North East say they are concerned about air pollution in the country, only 2% rate the air quality in their own area as 'bad', on a scale of 0 to 10.

This is despite the fact that according to Department for Environment Food & Rural Affairs all 'air quality zones' in the North East are currently breaking legal air pollution limits.

Friends of the Earth this month launched what it hopes will be the biggest ever 'citizen science air pollution experiment' to help people find out more about the air they're breathing. They are providing 'Clean Air Kits' to enable people to test the air quality near them, as well as providing people with tips on how to avoid air pollution and what they can do to help support the fight for clean air.

Ways to reduce air pollution. Conserve energy – remember to turn off lights, computers, and electric appliances when not in use.



Newcastle has
some of the worst
air pollution in the
UK - so why do so
few people care?

02.2 Rising traffic levels

There are more cars on the roads today than there ever have been. Not only is this an environmental problem with various kinds of pollution. But there is also just not enough space.

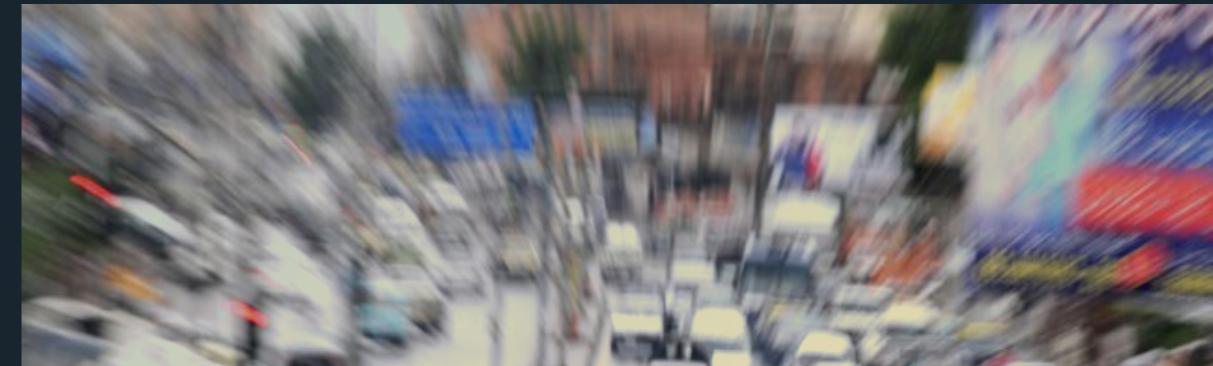
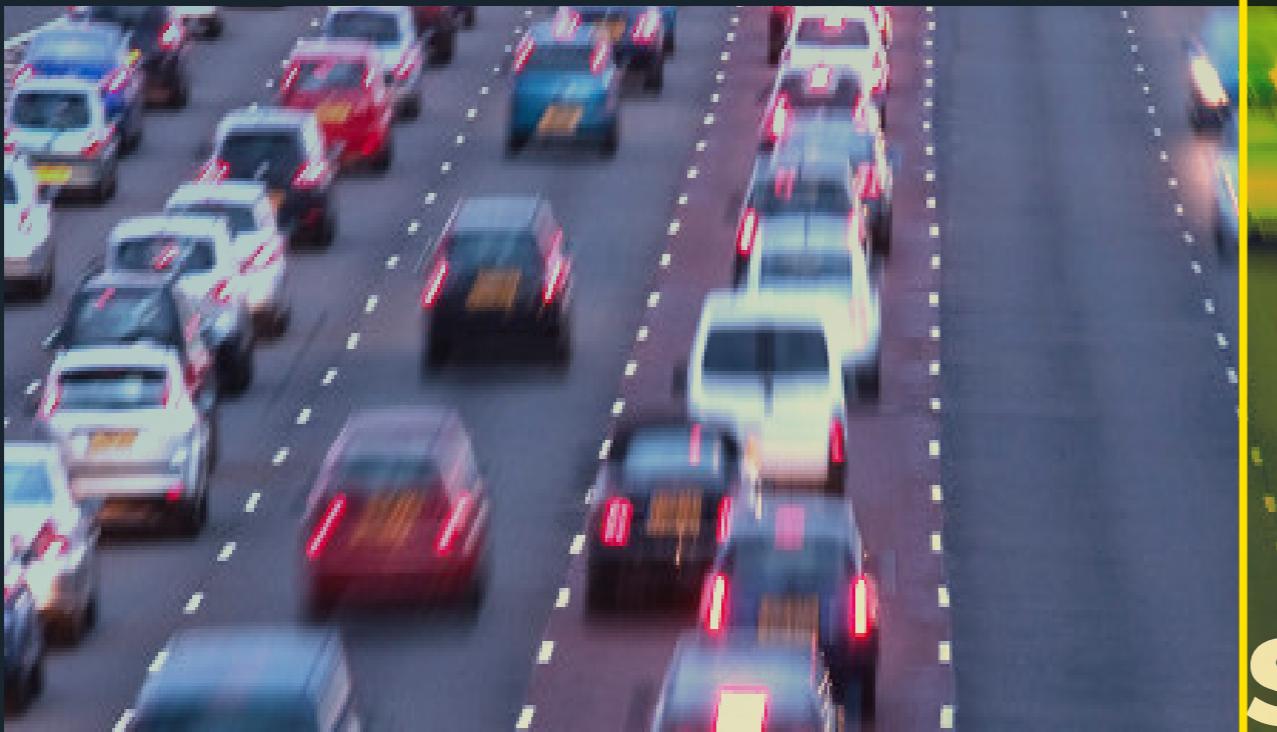
These are provisional figures collected from around 200 automatic traffic counters. The final estimate will not come for another year, after they have added data from people manually counting by the roadside.

Britain's traffic levels actually fell between 2008 and 2012, but they have been rising ever since. There are three likely reasons.

First, the economy has been growing which normally means people drive more.

The population has also been rising, meaning more people own vehicles, and fuel has been getting cheaper. The government has highlighted statistics that illustrate the trends.

Over the four years since 2013, UK GDP has risen by 9.3%. The population has gone up by an estimated 3% and the price of petrol has fallen by 14.6%. Over the same period, traffic has increased by 7.7%.



Traffic across Britain has hit record levels, according to the latest provisional statistics from the government.

WHAT SOLUTIONS ARE BEING USED AND WHAT IS TRENDING?

—

Here we will begin to look at current solutions to the problems we have identified. There is a plethora of answers out there but we tried to pick the most impacting.

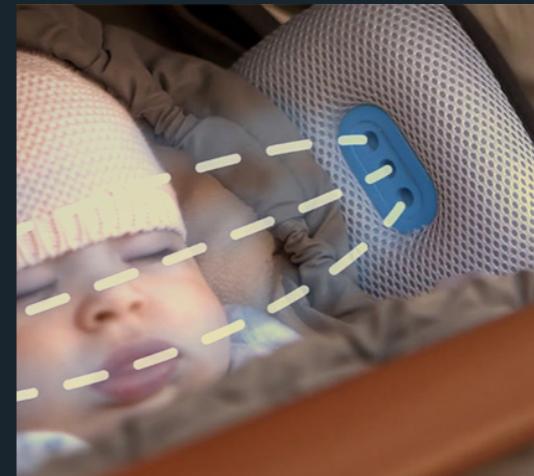


Four technological ways to impact sustainable living



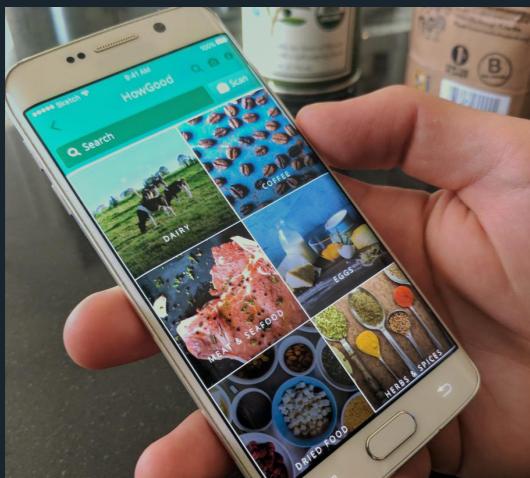
JOULEBUG APP

Joule Bug is an app that rewards you for being good. By awarding badges, points and pins, the app encourages users to be more sustainable at every step.



BRIZI: 'CLEAN AIR'

Brizi products are designed to protect children from air pollution. Brizi Baby is a patented, high-function fan filter embedded in a comfortable cushion.



HOWGOOD APP

How Good is an app that aims to demystify the grocery shopping process. Using a complex system of evaluation, creating a scoring metric for products based on safety, health, social good, and environmental sustainability.



QUANTIFLY

Quantifly allows a precise and quantitative analysis of the atmospheric pollution. To do so, the product uses a living cell able to detect air pollution.

02 Analysis



After conducting research into three already existing design problems, our user personas highlighted to us three more collective problems the city, and more so, the world is facing.

From this point we are going to look at researching the market and observe what is already being done and what technology is being applied to these situations.

From outlining our first three problems; Litter and waste disposal, overcrowding in modern cities and cities becoming elderly no-go zones we created three user personas with a degree of diversity in each of them and also created user scenarios to create a more in depth analysis of the problems and hopefully be able to identify some more problems that we believe are affecting society.

From this research method we outlined three more problems we believe are having a huge impact on modern life and causing communal and societal problems in certain demographics. We know that from first hand experience that the problems we are outlining are directly parallel to being from the city or involving urban areas. We have chosen to deliver an outcome around this area as it is something that we ourselves are experiencing or have experienced.

We have a massive acknowledgment that there are bigger problems and problems with a lot more severity going on around the globe that have a much more drastic effect on communities however we feel we would struggle to encompass these issues into a design proposal as we would not have the readily available option of acquiring many primary research advantages, for example, for us to tackle the problem of a community suffering from the disadvantage from having a lack of clean water supplies would be quite an arduous task from an outside perspective.

I do believe we could deliver a viable outcome however it would lack the depth and knowledge that we could offer from our own circumstances and perspectives.

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'A mutual friend with mutual interests: Common to or shared by both or all of two or more parties.'



03 Social interests

Population of Newcastle in 2017 -
in order to check out the population of Newcastle in 2017, we need to have a look at the population of the past 5 years. They are as per the following:
2012 -266,320, 2013 -284,300, 2014 -289,835, 2015 -295,400, 2016 - 298,250

Therefore, it has been seen that every year the population increases by 6386. So, the population of Newcastle in the year 2017 = 304,636. This has led us to believe that there is a lot of scope for a social innovation connecting these people.

After analysing the statistics in the previous slide it is clear to us that there is a huge population in Newcastle in comparison to the rest of the UK. That means there are three hundred thousand people with knowledge, interests, passions, likes, dislikes, dreams, fears and every other lexicon of the human body, and we believe that a lot of these people will inter connect with each other without knowing or without having met a similar person with mutual interests, or for the arguable folk a person with dissimilar interests who they can debate with.

We envision creating a digital hub that aims to take all of these things into consideration and try to connect these like minded people.

CHI



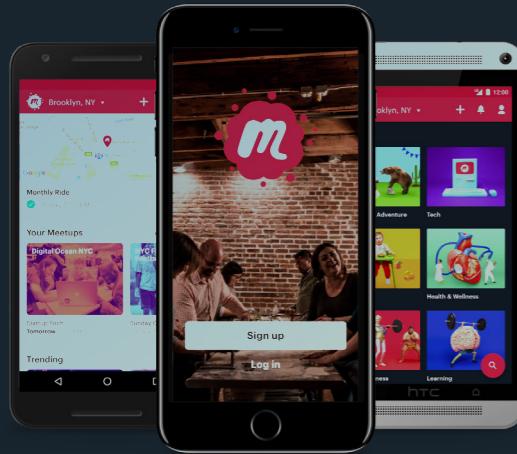
Interest
Action
Place
Practice
Circumstance

SOCIAL HARMONY IN NEWCASTLE

Four already existing products that have truly summarised what we envisioned. We will probably look at the benefits and negatives of each and decide where we go.

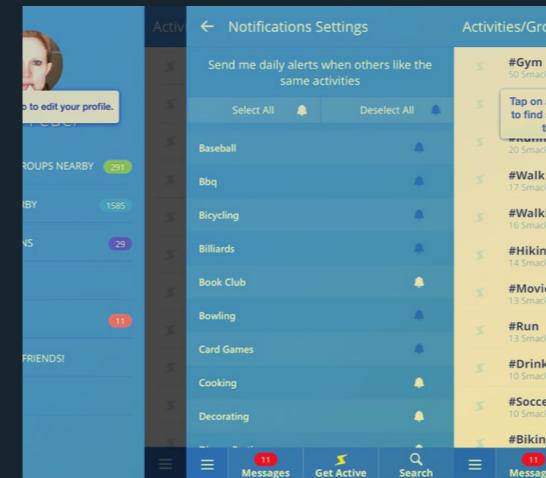


Four tools to find people with similar interests



MEETUP

“Find your people” is Meetup’s slogan, and the site delivers on this promise. Meetup will connect you with others who enjoy your interests



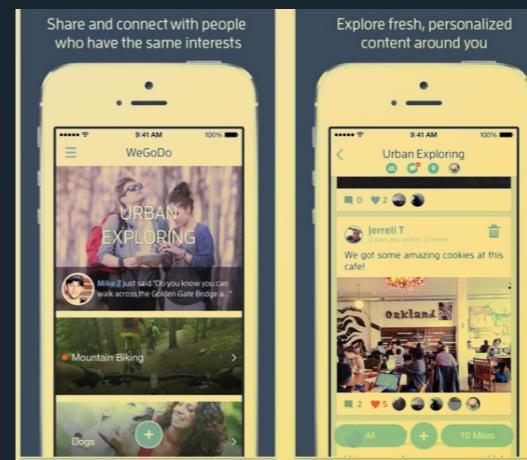
SMACKTIVE

With a focus on sports, exercise and other physical activities, Smacktive will help you find people to go to the gym with or practice your tennis moves on.



GROUPSPACES

Groupspaces goes beyond the concept of the meetup to provide a home for many other kinds of groups as well.



WEGODO

WeGoDo connects you to nearby people interested in the same hobbies and activities as you.

04 Idea generation

LITTER & WASTE DISPOSAL

01 The issue of litter and waste disposal is a global problem however we would focus our action to Newcastle city centre and evaluate the response.

SUSTAINABLE LIVING

02 This problem would be very arduous in terms of coming up with a viable solution. As scientists and innovators are already faced with this problem globally.

SOCIAL INTEREST

03 From our research we gathered that this is quite a focused on market however if done correctly could be a huge success. We plan to create a social digital 'hub' for people to connect.

IMMIGRATION

04 Due to recent international events migration to the UK has soared above expectation, but how is this for the affected? And why are white people ex-pats when the rest of us are immigrants?

Newcastle is more **ethnically diverse** than ever before - but **hate crimes** and **far right extremist views** are also on the **rise**.



04 Immigration in Newcastle

NEWCASTLE is more ethnically diverse than ever before – but hate crimes and far right extremist views are also on the rise. Nearly 300 reports of hate crime targeting certain social groups within the city were reported in the last six months to help group ARCH, compared to 201 reports in a similar six-month period between 2011 and 2012.

New city council briefing paper “Building Bridges Between Communities” also raises concerns that incidents could continue to spiral.

However, first and second generation immigrants living in the city say Newcastle is harmonious, with very little tension.

Council surveys have also shown the majority of residents from different background “get on well together”.

The report, presented to members of the city council’s cabinet, said: “One area of concern is the increase in crimes targeted at people for their race, religion or sexual orientation.

“Hate incidents have already become more of a problem with an increase in serious problems reported to ARCH, including an increase in physical attacks against people and property, and cases where victims suffer repeated incidents.

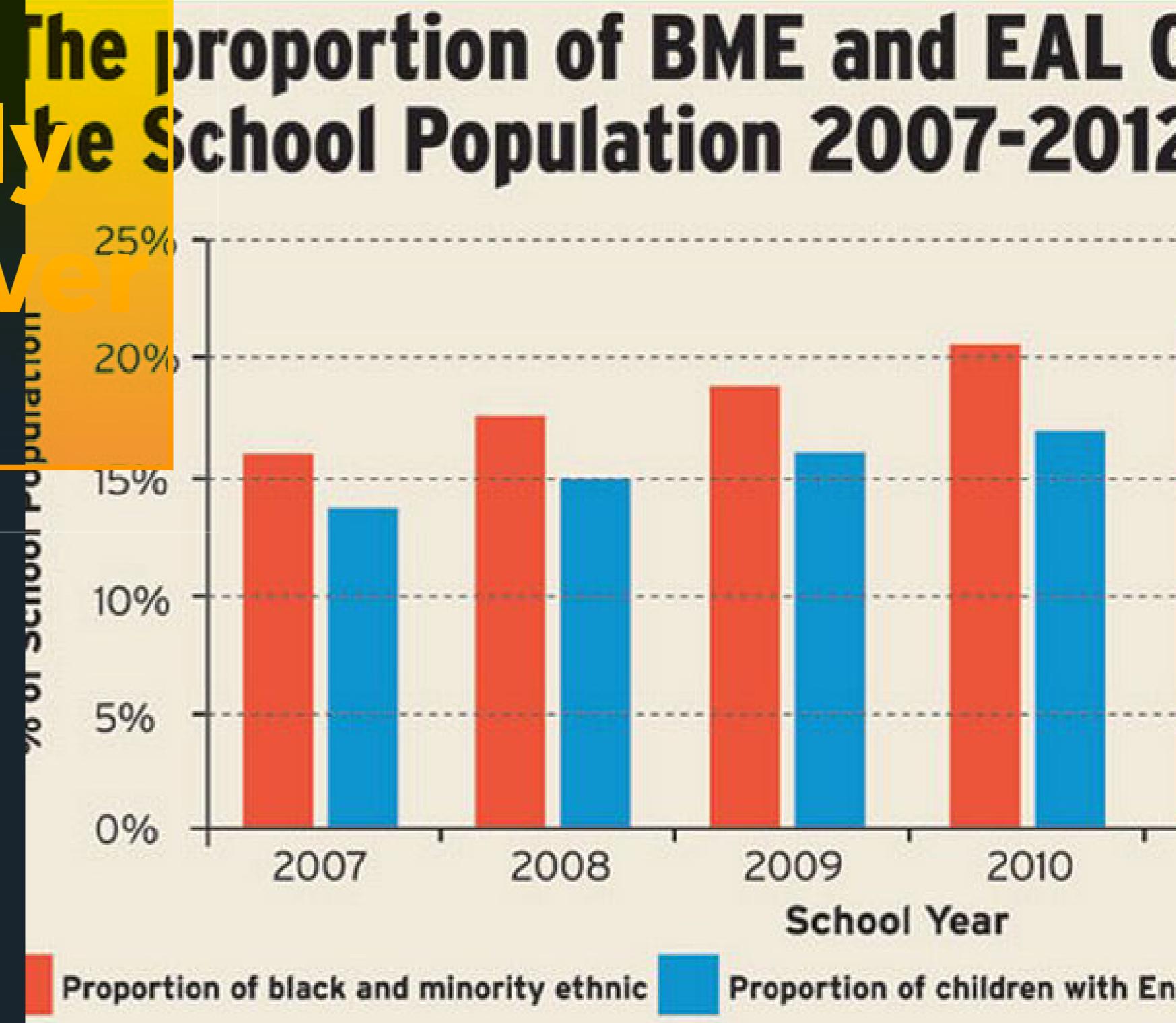
“We expect that hate incidents will get more regular and more serious.”



We expect
that hate
incidents
will get more
regular and
more serious.

'Newcastle more ethnically diverse than ever before'

In recent years, there has been a large increase in migration to the UK. There has been less migration into the North East than many other places but evidence suggests that Newcastle is by far the most popular destination for migrants into the region. Measuring migration is not straightforward and we use different information in order to give us a broad indication.



"Like many residents we have been shocked and saddened by the plight of those forced to flee their home country due to conflict and persecution. As a city we are committed to doing what we can to welcome those seeking sanctuary and to help rebuild lives.

Newcastle has been welcoming asylum seekers for many years. While those seeking asylum have no choice over where in the UK they are dispersed to, we take great pride in the fact that so many refugees chose to settle here once their claim for asylum is determined.

Newcastle is committed to supporting the Syrian Resettlement Scheme and we are proud to be one of the first local authorities that came forward to offer assistance. We will continue to work with the Government to offer what support Newcastle can to support families affected by the on going humanitarian crisis in Syria.

Some examples and information sources that tell us how Newcastle's population is changing are:

The number of babies born in Newcastle to mothers who were born outside of the UK. National Insurance Numbers issued to non-UK nationals. These are issued to anyone is who is entitled to work or claim benefit in the UK. However, national insurance data will not tell us about people such as asylum seekers who are not entitled to work or claim benefits. It is important that we understand this and our changing population so we can:"

- Plan and provide services**
- Fulfil our legal duty to promote "good relations"**
- Inform our economic development decisions.**

“Six things I wish I knew before moving to a new country by myself.”

SECURING HOUSING

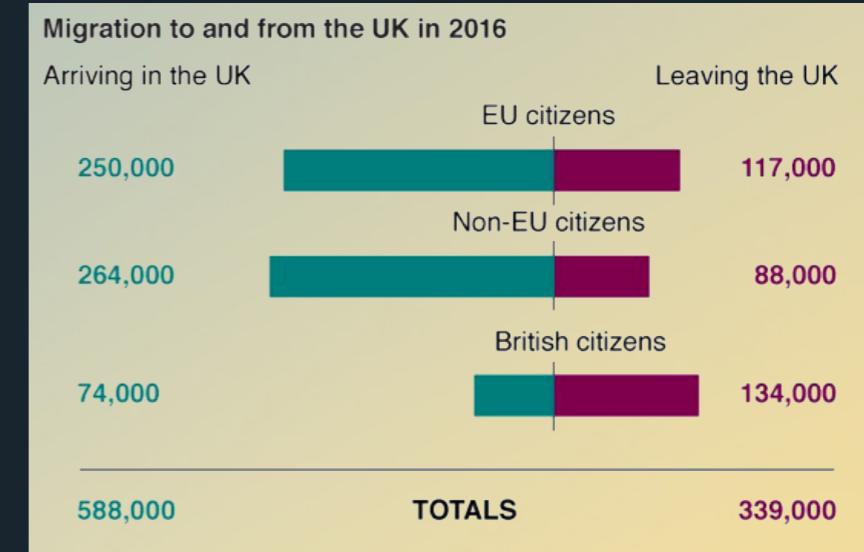
- You’re in a new country. You’re homeless. That local hostel, hotel, or friendly couch will only keep you for so long before you need a (somewhat) more permanent abode. I know you think it’ll be easy to find a fantastic apartment in the big city, close to all of the major sights and with a steal-of-a-rent, but this isn’t realistic. Those places are more expensive, and you may have to be flexible on where you live to find a place within your budget.

MAKING NEW FRIENDS IS TOUGH

During your time in high school and college, having a group of friends was relatively easy. This is different. You’re out in the real world... Before you retreat into a cavern of loneliness and despair, give these following tips a try: Give online friends a whirl, Join a local organisation, learn the local language with a local partner, join an online expat/immigration organisation or take a class in something your passionate about.

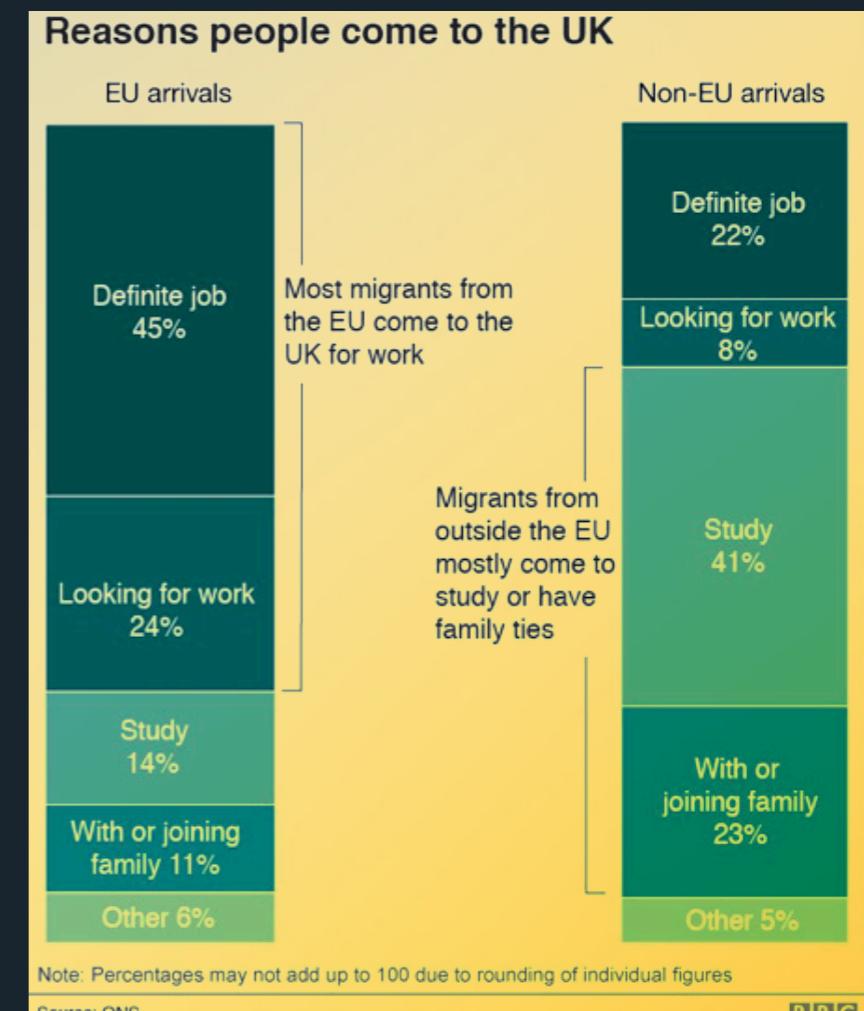
PAY CAREFUL ATTENTION TO YOUR RELATIONSHIPS

To share the great news with your loved ones back home. With Skype, Facetime, Snapchat, and a whole host of other platforms, there's no way that you'd ever drift apart from anyone, right?



TRANSPORTATION AND FOREIGN BUREAUCRACY

Now that you have the basics down, all you need to figure out is how to live in this new country. Keep in mind that there are many countries whose government offices move at a slower pace.



MASTERING DIFFERENT CULTURES ETIQUETTES

Figure out any specific ways you might offend the locals, and avoid them!

A PROGRAM CAN HELP YOU ORGANISE LOGISTICS

Adjusting to culture shock and making new friends can be scary enough on its own. Sometimes, the best way to spend an extended period of time abroad is to go through a program.

Research insights

Immigration in the UK, migration in Newcastle



DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS

Shazia @shaziaawan Campaign was vile & racist. #Euref has ruined country forever- someone just even told me to "go home" I'm born in UK

In reply to Shazia

Warren Faulkner @foggynieinfidel @ShaziaAwan @SamMaloneUK .. great news .. you can pack your bags you're going homeBYE THEN !

24/06/2016, 08:31 from Dudley, England

GAL RANTS IDING INTO EU

10 BRITAIN'S MANY MIGRANTS

J MIGRANTS B JOBS

RETWEETS LIKES 103 115 6:31 PM - 6 Sep 2015

Donald J. Trump @McDonaldJTrump My grandparents didn't come to America all the way from Germany to see it get taken over by immigrants. Not on my watch. #TrumpForPresident

RETWEETS LIKES 108 139 2:03 AM - 26 Jun 2016

Jakub Krupa @JakubKrupa Sadly, more and more examples of #PostRefRacism against #PolesinUK I have been warning about since #EUref day...

Simon Hix @simonjhix My Polish cleaner has just told me that her and her husband have faced terrible xenophobia since Friday! THIS HAS GOT TO STOP! 1/2

RETWEETS LIKES 4 2 6:32 AM - 17 Jan 2017

Donald Tusk @eucopresident Sad process, surrealistic times but at least more realistic announcement on #Brexit. EU27 united and ready to negotiate after Art. 50.

RETWEETS LIKES 270 219

DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS

FREE 45p SUNDAY EXPRESS 45p SUNDAY EXPRESS TOP YOU PAY FOR

EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS DAILY EXPRESS

Anirvan Ghosh @anirvanghosh Trump might want to consult Nigel Farage on how to win on a divisive, anti-immigration message. #Brexit

Dr. M. Ali Abbasi @drmaliabbasi Last night a Sikh radiographer colleague of mine was told by a patient "shouldn't you be on a plane back to Pakistan? we voted you out"

NEW JOBLESS MIGRANTS BENEFIT SCANDAL

10 YOUR STARS PLUS FREE ONLY £100

COVER-UP MIGRANTS SNEAKING INTO UK

RETWEETS LIKES 2.763 877 10.001 16.579

Laura Loomer @LauraLoomer Someone needs to create a non Islamic form of @uber or @lyft because I never want to support another Islamic immigrant driver.

10:24 AM - 1 Nov 2017 from Manhattan, NY

RETWEETS LIKES 170 573 200 170 573

George Hutnan™ @TrillGod_Ghehhh Why the fuck is some little Mexican singing our national anthem!! Call the border patrol!

RETWEETS LIKES 2 5 8:57 PM - 13 Jun 13

Donald J. Trump @realDonaldTrump Refugees from Syria are now pouring into our great country. Who knows who they are - some could be ISIS. Is our president insane?

RETWEETS LIKES 10.001 16.579

10 THE INVADERS SNEAKY migrants set up tents on French cliffs waiting for boats to smuggle them into Britain to join their mates

Immigrants in their own words: Four stories

<https://www.theguardian.com/uk-news/2014/jul/09/six-real-life-stories-of-migration>

“THE MOST DIFFICULT THING ABOUT BRITAIN HAS BEEN THE SEXISM.”

Gillian, 35, moved from Quebec, Canada to Surrey

“People are always nice to me when they hear my accent. I can’t help feel that my Canadian upbringing is welcome but my brown skin is not. I have been called a “paki” and had guys making monkey noises at me.”

“I feel very uncomfortable and unsafe and I am happy to be moving back to Canada soon.”

“I DONT HAVE THE RIGHT TO CHOOSE WHO I LOVE.”

Charles Brophy, 23, living in Liverpool with his Malaysian partner

“We’re both more than capable of reaching our goals and if we were both British we could envisage a bright future together. Sadly this isn’t the case because while I’m a fully fledged British citizen my girlfriend is Malaysian.”

“She has felt increasingly unwelcome, criminalised and imposed upon by a dense and costly layer of bureaucracy.”

“I AM AFRAID FOR MY SAFETY IN THIS COUNTRY BECAUSE OF NATIONAL ORIGIN.”

Alexa123, moved from Romania to the UK

“There has been a dramatic worsening of public attitudes towards Romanians since then. I returned in 2007. Since then a lettings agency asked me to provide a British guarantor, a GP’s secretary told me flatly “we do not take Romanian patients” and a bank clerk said to me: “we don’t accept Romanian customers”.

“The way Romanians are presented to the public by officials and by the media - as benefit scroungers who come here and create a housing crisis - only stirs up hatred and xenophobia.”

“THE GOVERNMENT CAN BARELY DO MORE TO MAKE THE LIVES OF LEGAL MIGRANTS IN BRITAIN MORE DIFFICULT.”

Jonathan Abourbih, 35, moved from Ontario, Canada to Scotland

“I moved to the UK in 2008 from Canada and learned that I couldn’t plan my life more than 30 days in advance, because a pen stroke by the Home Secretary can send me home packing.”

“penned the 2014 Immigration Act, which proposes charging migrants for the use of certain NHS services, despite us paying the same tax as everyone else.”

Brexit vote has led to noticeable rise in UK xenophobia

—
‘It is no coincidence that racist violence is on the rise in the UK

’ The EU referendum seems to have led to a rise in “anti-foreigner” sentiment in the UK, a European human rights watchdog has claimed.



Levels of hate speech and racist violence were highlighted in an assessment by the European Commission against Racism and Intolerance.

Its report said there continues to be "considerable intolerant political discourse focusing on immigration and contributing to an increase in xenophobic sentiment".

The commission said a particularly high number of violent racist incidents occurred in 2013, with a sharp rise in anti-Muslim violence. Anti-Semitic incidents reached the highest level ever recorded in 2016, according to the body - which is part of the Strasbourg-based Council of Europe.

The report, which takes account of developments from 2009 to March this year, said online hate speech targeting Muslims in particular has soared since 2013.

Christian Ahlund, the chair of the watchdog, said: "It is no coincidence that racist violence is on the rise in the UK at the same time as we see worrying examples of intolerance and hate speech in the newspapers, online and even among politicians.

"The Brexit referendum seems to have led to a further rise in 'anti-foreigner' sentiment, making it even more important that the British authorities take the steps outlined in our report as a matter of priority."

Primary research

User research /// Interviews

To begin gaining a very clear understanding of the problem we have highlighted we had to gain valuable primary research and speak to people who we believe are faced with this everyday problem. To do this we proposed looking online for existing forums or communal groups in which people with an experience of migration to Britain are connected and communicating.

We struggled massively to find a service or a group which did just that and it seemed to be that there was a huge gap in this field for people to connect and find information, this revelation only strengthened our idea.

After looking through Google arduously it became clear there was no option or point of call for a person in this circumstance to go to. This led to the decision to head towards social media platforms and platforms of personal interaction such as 'Facebook' and 'Twitter', we found a bit more of a result doing this however there wasn't anything directly containing what we were looking for, we managed to join a certain number of groups and gain information.

I started off with a simple 'Facebook' search with the title of 'UK immigration' and found a couple of groups, however only one stood out with a distinct amount of members compared to the rest and it was called 'UK immigration forum'. I then proceeded to contact this group and see if I could reach out to anybody I could gain an insight from.

The screenshot shows a list of Facebook groups found by searching for 'UK immigration':

- UK Immigration Forum** (Joined): 5,192 members. Description: This group is about to discuss the issues about Visas and Immigration of UK, US, CANADA, and Other European and Middle...
- UK Immigration Discussion Forum** (Join): 430 members. Description: This group is about to discuss the issues about Visas and Immigration of UK, US, CANADA, and Other European and Middle...
- Pages**: See all
- Uk immigration forum** (Community): 176 like this. ukimmigrationforum. Like

UK Immigration Forum

Closed group

About

Discussion

Members

Events

Videos

Photos

Files

Search this group



As you can see only one really stood out in the vague market, with almost a 500% difference in members.

From first glance at the group and what intentions people had from joining the group it seemed to mostly be people of all nationality's who were pre-residents of the UK looking for advice and information regarding visas and immigration solicitors. When I first seen this it put me off as I was looking for a group aimed at social and communal conversations, i.e. people wanting to meet other migrants and share stories and experiences.

However I thought I would still try and see if I could gain any information from the 5,000+ Members.

To the right is my original post.

 **Luke Ward**
9 November 2017 ...

Hi everyone,

I'm not sure if this is allowed in the group so please delete if needed.

I am currently working on a project in University which focuses on migration to the UK and peoples experience, with the expectation, the process and the actual reality of migrating to the UK.

I have searched high and low for forums in which people speak about their experiences of what moving to a new country is like (the UK in this example) and how efficient the services are for welcoming and ultimately settling new arrivals to the country. Is it an easy process and is information easily accessible?

I would really love to gain an insight into this subject and to speak with some of you would be a massive help and the end result would hopefully be to create a change in the current method of welcoming new citizens and make every new arrival feel at home here.

If you feel you could help please don't hesitate to drop me a personal message.

Once again sorry if this is not allowed.

 Like  Comment

Brenda Garey I could tell you lots of things which makes things hard for immigrants
Like · Reply · 7w

Luke Ward Could we perhaps discuss this? as it is something I would really like to approach and hopefully evolve a solution towards
Like · Reply · 7w

Brenda Garey Yeah ill be free tonight get me in messenger
Like · Reply · 7w

Victoria Ben Khalifa All I know is it's months and months of stress, tears and waiting 😢😢
Like · Reply · 7w

Luke Ward Hi Victoria, thank you for your response. Can you elaborate on this please
Like · Reply · 7w

Victoria Ben Khalifa Luke Ward we've been together years. We got married in April. It has taken from April to Now to hopefully get everything together so we tick all the boxes. If we have missed anything no matter how small it gets rejected. You have one chance and one chance only. An appeal can take over a year. It's easier to start all over again
Like · Reply · 7w

Jim Holloway I think that people will have a wide range of different experiences. It will depend on personal circumstances, what kind of visa they come on, and on luck! Remember that the system has changed dozens of times over the years, so some people had it relatively easy whereas others struggle.
Like · Reply · 7w

Karin Dubois Spot on
Like · Reply · 7w

Jim Holloway Some people come not realising how tough it will be. Some people are full of regrets for ever coming. But for some it works out fine.
Like · Reply · 7w

Jim Holloway My experience is mostly with asylum seekers and refugees over last 16 years. Message me if you want.
Like · Reply · 7w

Jim Holloway I have noticed that women often do better than men. Men often have their pride, and expect to find a good job and to be the family breadwinner. Women are often used to a lower status and can more easily live with being below the lowest level of society. Many marriages break down. It's tragic!
Like · Reply · 7w

Thandeka Lewis Iam only been here for 3 weeks
Like · Reply · 7w

Hunniya Waseem PM me
Like · Reply · 7w

Meital Tzabari After 13 years of living in the UK leagaly I'm now on the prosess for visa again ,nearly 3 years -£5000 +stress +tears+2 hearings + just about to get deportation ..and

Tania Silva I didn't found the process difficult, I found it slightly burocratic (I'm Mexican burocratic is our surname) and not a lot of information through the official channels, I joined UK immigration forum website 10 years ago, I found it very expensive compa... See more
Like · Reply · 7w

Tania Silva I found work easily, I can use transport move around, services are great and easy to access, but I have struggled to make British friends (I am outgoing and a friendly person I tend to used to go out of my way to make friends.. I have 2 in 12 years...
Like · Reply · 7w

Victoria Ben Khalifa I've lived here all my life and I can count how many friends I have on one hand. I don't think the uk are that friendly x
Like · Reply · 7w

Tania Silva It is hard I gave up really, my friends are either other immigrants or spend quite a bit of time on my own
Like · Reply · 7w

Sandi Mcrae Fisher I also found UK people not very friendly then we immigrants get blamed for not inter grating! How do you do that when you surrounded by unfriendly people? Life of an immigrant is very lonely 😞
Like · Reply · 7w

Tania Silva It is indeed..
Like · Reply · 7w

Luke Ward hank you ever so much guys, this is a problem

Here you can see just a snippet of the feedback I received. I was completely overwhelmed with the responses I was getting and every participant who replied offered to directly message me for an open ended interview. Considering I didn't expect any responses the feedback I got was phenomenal.

Interview examples

Monday, 6 November 2017

Migration to the UK

- Interviews
- #01 w/ Karin Dubois

Karin Dubois
Member of UK Immigration Forum
Lives in Slaitthwaite



THURS 15:33

Karin
Hi I've been here nearly ten years, still with no resolution, and the current escalating climate of making it harder for immigrants makes for a very uncertain life. I'm not sure how much detail you want to go into but you are welcome to email me questions at karinduboiscreative@gmail.com and I can give you some answers.
Cheers, Karin

You accepted Karin's request.

Luke
Hi Karin, thank you so much for responding it is highly appreciated!

Are you a current resident of the UK Karin?

Karin
Yes my application is still in process, I won the right to appeal at a tribunal seven years ago! And now on the next phase of application and waiting for an outcome

In the meantime both my parents have died and I couldn't return back to see them, so it's been a journey of deep resilience - which I think most in a similar situation can attest to. So, while I have made a full life here I also live in no man's land.

Luke
Oh that is really sad news, I am sorry you are having to deal with that and I send my compassion. Where is it you migrated from if you don't mind me asking?

Monday, 6 November 2017

Karin
I'm originally from South Africa, I came as a spouse to a British citizen with a Belgian EU son. Over the years the goalposts keep shifting, and my British citizen marriage ended in divorce but our lives are here; my son is now 16 and this is his life and what he knows. So he is legally fine to be here, but the home office tried to tell me to send him back to his home EU country, Belgium, and me to go back to SA! Even the judge used the word 'absurd' in the court and 3 times in his report afterwards. As a former TV producer I visited for work and holiday more than twenty times before I moved here in 2008, so I knew that I would quickly adapt and integrate into UK life. Also, my ancestral roots are Scottish and Irish, with my mother being more of a royalist than many here in the UK!

Karin
You are looking for insight into how new citizens are welcomed - you will find most of the people on the UK Immigration Forum are supporting each other in their challenging stories of trying to overcome the immigration mountain. But from a welcoming perspective, I have fitted in easily to life here. I have been employed by companies but for the past 4 years have worked for myself. In this time, new laws have come in and the screws are tightening, so it's hard for me to rent property, do any bank transactions other than the basic I have, or get a fulltime job. Last week they have now said passports must be shown and status proven at doctors. So, none of this is welcoming and the process is designed to make it hard for anyone not operating within the most mainstream of criteria.

Karin
In the coalition elections, and the Brexit vote, immigration hysteria was at its peak and extremely upsetting for me. I work in marketing and digital, and so I am on social media a lot for clients, and the posts of immigration-phobia were highly upsetting, to say the least.

Karin
This happened at a time when my British partner was unemployed, I was supporting him and his British daughter financially in every way, and paying for my son and I, and employing local people (job creation), paying my taxes, paying my way, no benefits, etc. and yet I was tarred

Monday, 6 November 2017

Migration to the UK

- Interviews
- #02 w/ Elaine Turingan



Elaine Turingan
Member of UK Immigration Forum
Administrative Assistant at NEWBORDER
Lives in London, United Kingdom

THURS 15:23

Elaine
Hi, I read your message. I am a migrant and if my experience will help you in your thesis, feel free to ask me of my migration experience. All the best! -Elaine

You accepted Elaine's request.

Luke
Hi Elaine that would be massively appreciated! Thank you so much for responding!

Elaine
no problem, glad I can help

Luke
Are you a current resident of UK Elaine?

Elaine
Yes I am and as a matter of fact I am now a naturalised Brit, citizen

Luke
And where did you migrate from if you don't mind me asking?

Elaine
From the Philippines

Luke
And how long have you been residing in the UK?

Elaine
6 years

Monday, 6 November 2017

Migration to the UK

- Interviews
- #03 w/ Tania Silva



Tania Silva
Member of UK Immigration Forum
North Wales Framework Manager at Denbighshire County Council
Studied at Anáhuac del Sur

WED 12:37

Luke [Hi Tania, how are you?](#)

Tania [Accepted your request.](#)

Luke [That's great to hear, I was just wondering you have time to talk about what I posted in the UK immigration forum the other day?](#)

Tania [Don't remember what you posted sorry, please refresh my memory](#)

Luke [I was trying to gain an insight into the process of migrating to the UK and how people found it once they had been granted residency. I am looking at it from the angle of social culture and how easy and settling immigrants are made to feel when residing in the UK.](#)

Tania [Now I remember, sorry](#)

Tania [Yes happy to have a chat now, how long do you think it will take ?](#)

Monday, 6 November 2017

Luke [Not too long Tania. May i ask are you a current resident of the UK?](#)

Tania [Yes I am I live in North Wales](#)

Luke [And how long have you lived in the UK?](#)

Tania [I arrived in may 2006](#)

Luke [Married to a British
And how did you find moving to the UK?](#)

Tania [I like lots of things about the UK but as a foreigner is a lonely place](#)

Luke [Yes this seems to be an issue that many people have risen and I would like to try and change that in anyway possible.](#)

Tania [Would you consider where you live, the North of Wales, a multi-cultural demographic?](#)

Tania [No, it's definitely White](#)

Luke [And do you feel like there is a segregation towards immigrants and non-British residents in your area?](#)

Tania [Not really it's just not easy to integrate even with your ~~neighbors~~ and colleagues](#)

Luke [That is such a shame. The reason I am asking is because I have met many other people who feel they are in a similar situation and I don't think it needs to be that way.](#)

Tania [Before taking on this task I browsed all through the internet and all through Facebook looking for groups and solutions to new residents of the UK looking to reach out to people with similar interests or](#)

Monday, 6 November 2017

Migration to the UK

- Interviews
- #04 w/ ~~Anouchka Martingale~~



Anouchka Martingale
Member of UK Immigration Forum
Lives in Bedford, Bedfordshire, United Kingdom

WED 12:36

Luke [Hi Anouchka, how are you?](#)

Anouchka [Accepted your request.](#)

Anouchka [Hi Luke. Am good thanks and yourself?](#)

Luke [That's great to hear, I am also very good, thank you!](#)

Anouchka [How's your research project going?](#)

Luke [Its going very well, I am gaining a larger insight into what I believe to be a problem...](#)

Anouchka [Basically I am looking at the the process of a migrant residing in the UK after their residency has been granted and how different people find the settling into the UK. I ultimately want to create a service that ensures people migrate happily, safely and comfortably and for a lot of people this isn't the circumstance so far.](#)

Anouchka [That's a massive undertaking. Really commendable but I hope you also have some fairy dust 😊](#)

Data analysis

Collecting and collaborating responses

After both Carl and I reached out to different migration networks we both received a plethora of responses. After I posted in the ‘UK Immigration Forum’ I had a lot of feedback on the actual post however I only received 6 personal responses to my inbox. This was adequate qualitative data and I managed to receive 6,500 words from all participants. I am not sure how to present this data in the document so a PDF of these documents is available on request, the same thing goes for Carl who managed to conduct 4 interviews with individual people.

To analyse our data we had to first consider what type of data we were handling and the strengths it posed. The data is all qualitative data which is good because there can be no constructed generalisations in terms of statistics and averages, however this presents a limitation. The data is all personal due to using open-ended questions in a free form format which helped us maintain the individuality of each response.

- **Qualitative data**
- **No generalisations**
- **Open ended**
- **Free form**

Thematic analysis and grounded theory

Thematic analysis is one of the most common forms of analysis in **qualitative research**. It emphasizes **pinpointing, examining, and recording patterns** (or “themes”) within data. Themes are patterns across data sets that are important to the description of a phenomenon and are associated to a specific research question.

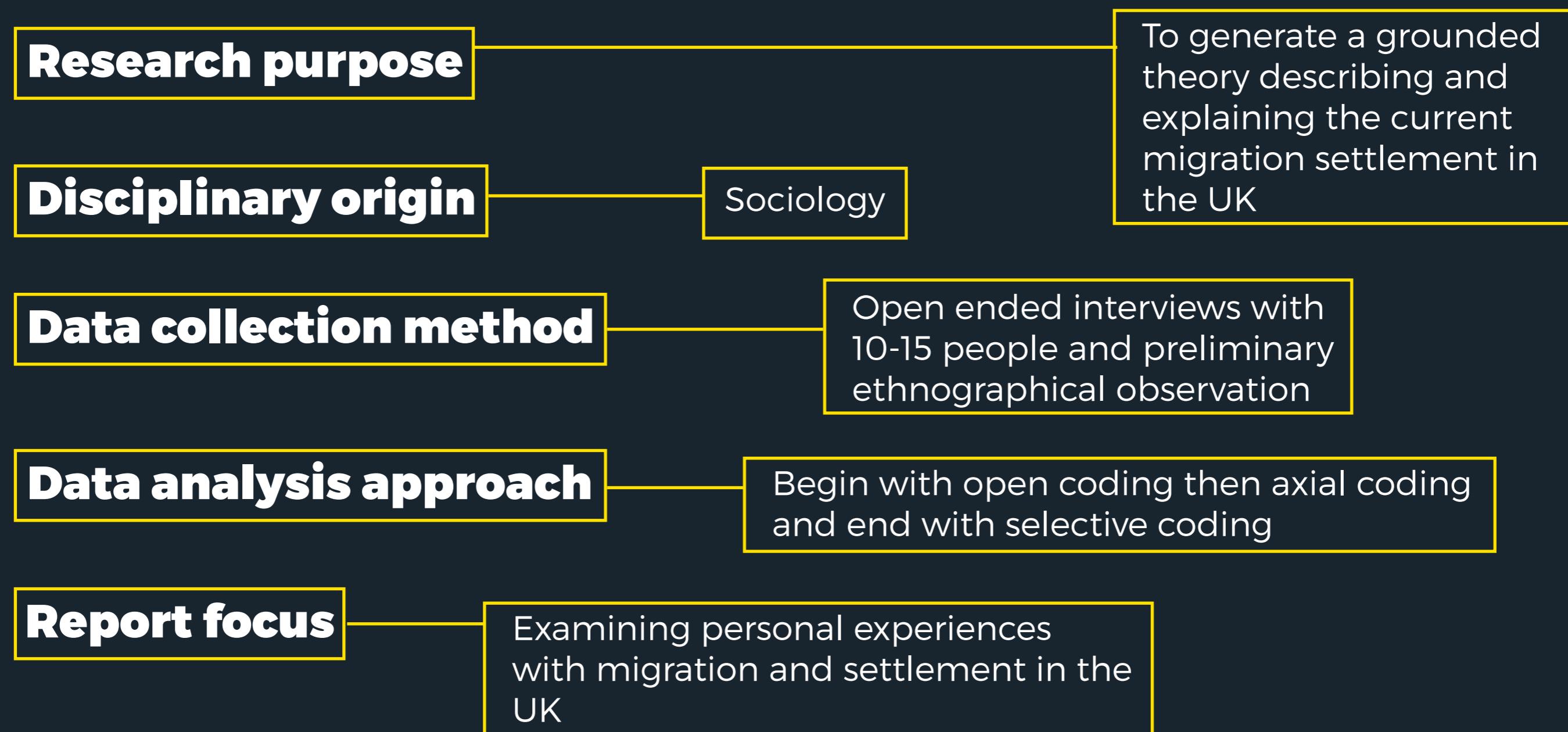
To really understand our data and comprehend what the data is telling us we used a method known as **grounded theory** in which we identified our **substantive area** to **migration and xenophobia in the UK**. We then **collected data pertaining** to our substantive area by **conducting user interviews**. To keep a record of what was happening we began **open coding** as we were collecting the data and **creating memos** throughout the process, as a result of this **hard work** and **systematic analysis**, the **core categories** and the **main concern emerged**. The core category is the concept which explains the behaviour in the substantive area.

Now that we had identified the core categories and the main concerns are recognised; open coding stopped and **selective coding** – coding only for the core category and related categories - began.

We then had to sort our **memos** to find the **theoretical code(s)** which best organised our **substantive codes** which would lead to us being able to write our **grounded theory**.

Identifying core categories, theoretical codes and substantive codes

After hours of transcription and assessing the legibility of interviews and their limitations we began the process of grounded theory.



Core categories

COMPLEXITY

Thirteen substantive code examples

INFORMATION & ADVICE

Eleven substantive code examples

EMOTIONAL STRESS & WELLBEING

Twelve substantive code examples

INTEGRATION AND COMMUNITY

Nineteen substantive code examples

CONSTRUCTIVE CRITICISM

Nine substantive code examples

COMPLEXITY

Here are **three** examples of coding that identified itself to be in the category of complexity.

We had 844 words that we coded into the category of 'complexity' issues with UK migration.

Olesya - "A British woman fell in love with a foreigner , they got married and had a child. She has to stay at home to take care of the baby . In the UK. She can not work because she is alone and her husband can not come because she doesn't meet financial requirement.

So she is basically a single mother and has to claim benefits to support herself and her child because the gov does not let her husband in to give them a chance to work
I came here on spouse visa and I'm not allowed anyway to claim anything! But when there are thousands of "single " mothers out there , they have to claim benefits of course! Instead of having their husband with them , find work and contribute to the system!"

Karin - "Over the years the goalposts keep shifting, and my British citizen marriage ended in divorce but our lives are here; my son is now 16 and this is his life and what he knows. So he is legally fine to be here, but the home office tried to tell me to send him back to his home EU country, Belgium, and me to go back to SA! Even the judge used the word 'absurd' in the court and 3 times in his report afterwards."

Anouchka - "I think you won't be able to cater to everyone on one platform as needs vary so much amongst various groups."

INFORMATION & ADVICE

Here are **five** examples of coding that identified itself to be in the category of finding information and advice.

We had 372 words that we coded into the category of gaining information and advice post migration

Paul - “Definitely no direction of what to do after landing. Nothing about national insurance, council tax, child benefit, etc at all”

Elaine - “In my experience during those times it did not matter. The citizens advice bureau is helpful. I guess it was a different time but in my opinion I think it is best to have a place where it only caters specific service and in closer areas where it is easier for them to reach.”

Olesya - “Not at all, I got advice only from fb groups. They didn’t want me to come here, why will they be so welcoming and support me on the way?”

Emma - “Difficult - actually finding out what documents are required to submit - conflicting information on government visa site and citizens advice bureau and also on the facebook pages. Trying to earn and prove we earn enough money when living in a 3rd world country.”

Paul - “There is also no mention of what to prepare for in the next stage of the visa application in 2.5 years time. Just a few pointers would really help, but I expect the govt just simply expect people to DIY and aren’t that bothered if it’s unclear.”

EMOTIONAL STRESS & WELLBEING

Here are **six** examples of coding that identified itself to be in the category of finding emotional stress and wellbeing.

We had 495 words that we coded into the category of emotional stress & wellbeing from migrating and settling

Olesya - “It is not an easy task, ppl don’t believe that things can change , there are broken families , children live apart from mother or father”

Victoria - “All I know is it’s months and months of stress.”

Karin - “In the meantime both my parents have died and I couldn’t return back to see them, so it’s been a journey of deep resilience - which I think most in a similar situation can attest to. So, while I have made a full life here I also live in no man’s land.”

Emma - “Stressful expensive and difficult.”

Victoria - “Just seems u think u have everything then u need something else. I’m losing the will.”

Elaine - “The solution to be happy lies on the person really.”

INTEGRATION & COMMUNITY

Here are **six** examples of coding that identified itself to be in the category of integration and communal problems.

We had 1034 words that we coded into the category of integration in communities

Tania - “I found work easily, I can use transport move around, services are great and easy to access, but I have struggled to make British friends (I am outgoing and a friendly person I tend to used to go out of my way to make friends.. I have 2 in 12 years...”

Victoria - “I've lived here all my life and I can count how many friends I have on one hand. I don't think the uk are that friend”

Sandi - “I also found UK people not very friendly then we immigrants get blamed for not inter grating! How do you do that when you surrounded by unfriendly people? Life of an immigrant is very lonely”

Tania - “It is hard I gave up really, my friends are either other immigrants or spend quite a bit of time on my own”

Karin - “and yet I was tarred with a very ugly brush of anti-immigrants and anyone who ‘wasn’t from around these parts’”

Karin - “Brexit vote, immigration hysteria was at its peak and extremely upsetting for me.”

CONSTRUCTIVE FEEDBACK

Here are **four** examples of coding that identified itself to be in the category of constructive feedback

We had 494 words that we coded into the category of emotional stress & wellbeing from migrating and settling

Karin - “ But absolutely, a bridge being built for newcomers would be amazing”

Karin- “With regards an app, I think this would work for digitally savvy people, it may be harder for those with a language barrier / lack of tech know-how to use. But equally it would be very useful for anyone who can access and use apps.”

Anouchka - “Maybe a website with different sections to scroll through might be more appropriate as people are most likely to research online rather than look for an app.”

Karin - “I met an Iranian woman who was connected to a group who helped asylum seekers and outsiders living on the fringe. I attended a couple of events with her and they were amazing. The atmosphere among the newbies was great - from Iran, Syria, me, Angola, amongst others. We all shared our culture, our food dishes, and exchanged knowledge, stories, friendship, social interaction for a couple of hours.. It was incredibly uplifting, and small groups of dedicated individuals who host these would be key to helping people to integrate, meet others. This event would have been made even better if the multi-countried people shared the same space with local British community people too.

Migrating to the UK / Settling in the UK comfortably



Preliminary idea

I was trying to gain an insight into the process of migrating to the UK and how people found it once they had been granted residency. I am looking at it from the angle of social culture and how easy and settling immigrants are made to feel when residing in the UK.

Before taking on this task I browsed all through the internet and all through Facebook looking for groups and solutions to new residents of the UK who are looking to reach out to people with similar interests or backgrounds and I found nothing. Since the elections and Brexit there has been a huge change in the way people think in the UK, I think, and my research suggests. A lot of media outlets and rightly swayed ideologies are portraying the countries influx of immigrants as a negative thing and tarnishing the country with a very ugly brush however it has made a lot of space for the more empathetic British person to express their compassion and interests with non-locals.

I propose creating a digital community / hub that embraces all immigrants/asylum seekers/ new residents and connects them into one place. Whether it be a website or an app. I think if there was maybe a smartphone application or a service that was free to use or download that did help with the issues such as learning English, integrating easier, meeting other migrants to the UK, creating a forum/communication tool to be able to talk, create and inspire and also serve as a place that British residents who would like to connect with immigrants and make them feel at home used the immigration and settling process would be greatly improved.

As mentioned on the previous slide the idea is to create a service, which at the moment is going to be a smartphone application (app), that hosts its own community and becomes an initial go-to-point for new arrivals. However after receiving a lot of input and feedback from our primary research the best option would be to create a website. One participant of our interviews stated that “Maybe a website with different sections to scroll through might be more appropriate as people are most likely to research online rather than look for an app. You have to know the app is there to search for it but a simple google search would show a website. And you can try and get the page ranked on Google so it comes up first in a search” and another participant also pointed out “I think experiences vary tremendously depending on where you settle in the UK as well. Whether it’s a large multi-ethnic city or a predominantly white village setting. It changes perspectives and experiences drastically”.

So to create a service we would have to take into consideration all factors and circumstances. I still feel at this point that offering an app in today’s society is a good option however only offering the app from the website for the already registered members. I feel this is a must as the app would offer many tools that make day-to-day life easier in terms of being in new surroundings and environments, such as local information catered to the user and national information regarding etiquette, culture and laws.

From this point on I feel we need to start looking at existing block-chain technologies and start to look at existing meet up / companion apps as in essence this is our basic premise with additional services.

Competitor analysis

Canadian immigration integration program

Who we are

We are a pre-arrival service that provides an orientation to Canada to economic class immigrants before they land in Canada. We help newcomers gain employment that reflects their skills, credentials and experience so they can be part of the Canadian economy and society soon after their arrival.



What we do

Launched as a pilot project in 2007 and transformed into a full-fledged program in 2010, the Canadian Immigrant Integration Program (CIIP) is a ground-breaking initiative between the Government of Canada, the Association of Canadian Community Colleges (ACCC), and a network of partners across Canada. The program provides free pre-departure orientation during the final stages of the immigration process. It helps immigrants better prepare for economic success by providing information, planning, and online support through partners in Canada.



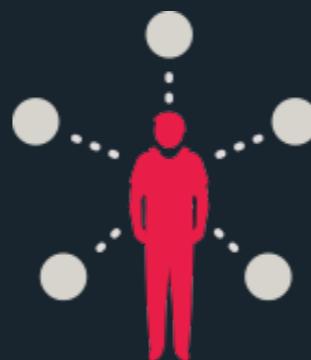
IMMIGRANTS

We help immigrants prepare for success in Canada by providing the right information, right resources, and right contacts before they arrive.



OVERSEAS OFFICES

We offer in-person sessions in our offices in New Delhi, India, Manila, Philippines, and Guangzhou, China.



SATELLITE LOCATIONS

We offer in-person sessions throughout India, the Philippines, and China, and in neighbouring countries.



VIRTUAL SESSIONS

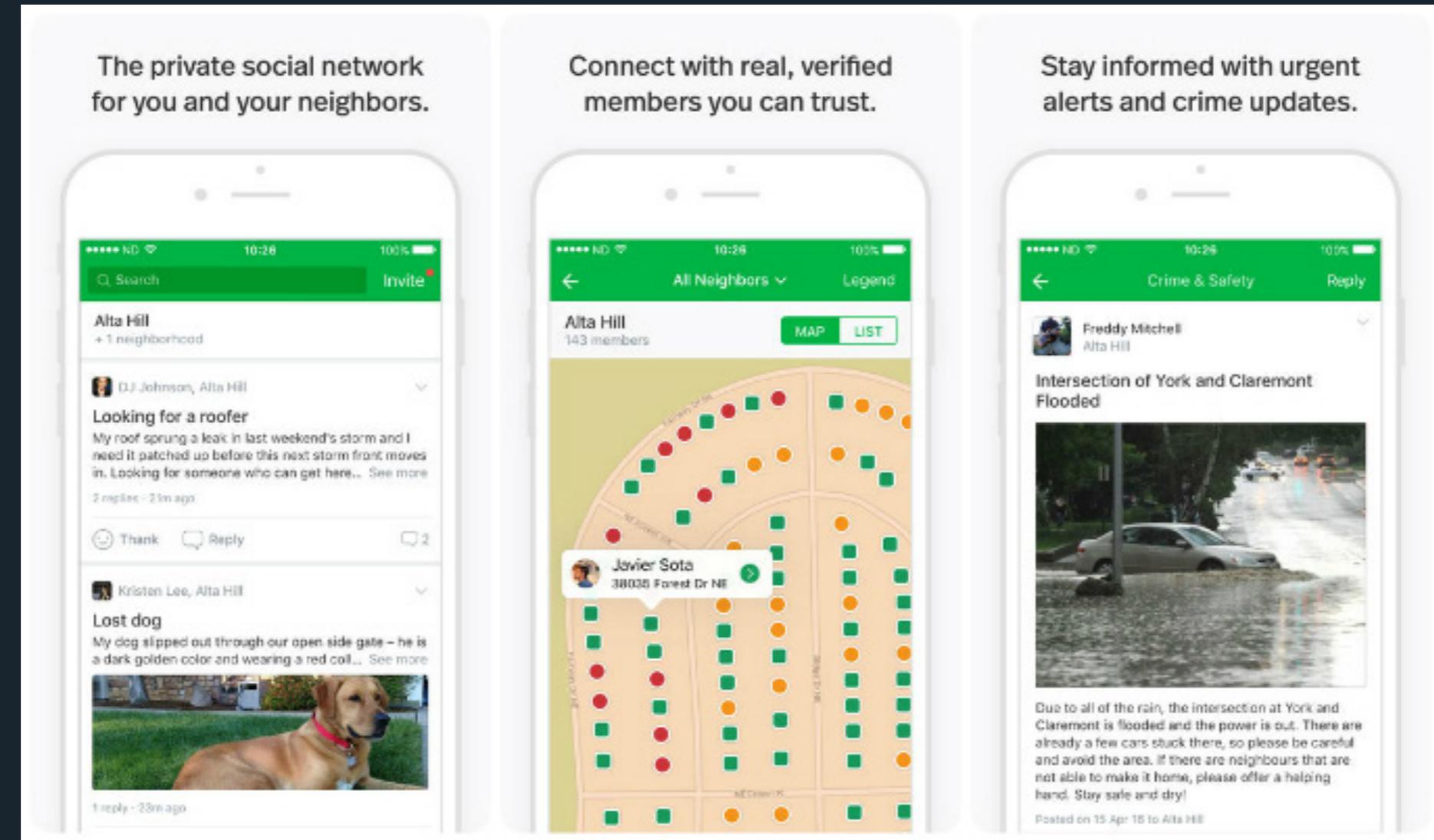
We offer virtual online sessions with live facilitators in real time in French, English, and Chinese around the world.

Nextdoor**Who we are**

Nextdoor is the private social network for you, your neighbours and your community. It's the easiest way for you and your neighbours to talk online and make all of your lives better in the real world. And it's free. Nextdoor's mission is to provide a trusted platform where neighbours work together to build stronger, safer, happier communities, all over the world.

What we do

Want to get to know your neighbours more easily but never seem to run into them? Nextdoor is the perfect alternative. It's a private social network for your neighbourhood, allowing you to exchange information on the local community through your smartphone. It's ideal for making first contact with your new neighbours, plus you can keep on top of local recommendations or classified ads. It aims to encourage social interaction between neighbours and make people aware of crime in their area. "Every neighbour, in every neighbourhood, would benefit from a platform that makes it easier to connect and communicate with the people who live right next door," says Nirav Tolia, Nextdoor's CEO in an official statement.



Criticism -

The site has been accused of racial profiling on numerous accounts. On the site's about page it states "We're for neighbourhood watch." However, people have complained that the neighbourhood watch page has become a magnet for posts that read prejudice towards minority community members. For example, author Pendarvis Harashaw accused Nextdoor's members of engaging in racial profiling: "While Nextdoor's ability to assist in crime-spotting has been celebrated as its 'killer feature' by tech pundits, the app is also facilitating some of the same racial profiling we see playing out in cities across the country."

www.match.com

Who we are



Having being created in the year 1995, match.com is one of the largest and oldest dating services on the Internet. Match.com serves users from over 24 countries and hosts its websites in 15 languages. Users create profiles and describe themselves and what they are hoping to find in the people they might date. These profiles and other tools are key to finding that person.

What we do

Match.com is an open dating service where is no limit on who you can connect with, or how or when. Therefore, you can find someone interesting at any time and ask them out.

After setting your preferred dating criteria, Match will display general search results of possible matches. You can fine-tune the results by clicking on the tabs. The “mutual match” highlights profiles that closely match your specifications. On the other hand, the reverse match shows the users who are searching for someone like you.

Evaluation

9.3/10 Overall Rating

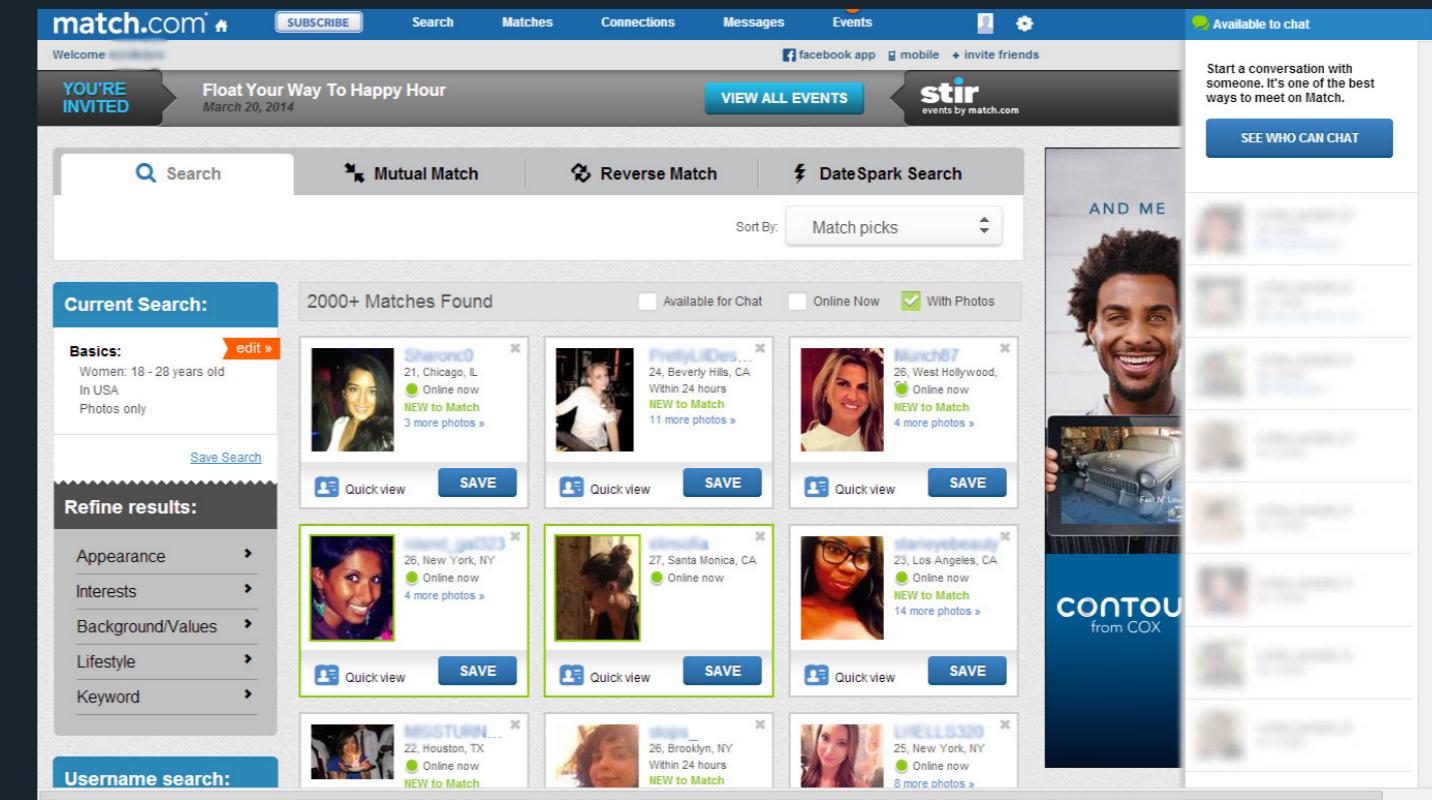
8.5 Value For Price

9.5 Quality Of Members

9.0 Ease Of Use

8.0 Customer Satisfaction

9.5 Safety



Pros -

- Continually improved matching algorithm that incorporates user feedback and behaviour
- Extensive search and discovery opportunities
- New features and functionalities regularly added

Cons -

- Approval on the site is not instant
- Month-to-Month costs is higher than average
- Online to offline process can be lengthy

Meetup

Who we are



Meetup is an online social networking service, intended for people to organize and/or join group meetings in real life. Users enter their city or their postal code and tag the topic they want to meet about. The problematic website/app may help them locate a group to arrange a place and time to meet. Topic listings can also be searched within a radius of a given location.

What we do

Meetup brings people together in thousands of cities to do more of what they want to do in life. It is organized around one simple idea: when we get together and do the things that matter to us, we're at our best. And that's what Meetup does. It brings people together to do, explore, teach and learn.

By signing up, you can immediately check out what your local area has to offer. Whether it's simply a group full of people of a similar age, or a keen bunch of tech or fitness fans, there should be something for you. For example, people run marathons, thanks to running Meetups. They write, thanks to writing Meetups. They change their careers, thanks to career Meetups. People welcome each other. They talk, help, mentor, and support each other.

Evaluation

Meetup scores an eight out of ten in being a useful application for managing in-person meeting groups. Think of it as the Facebook of meetings: an online community where individuals join and then have access to search for matches among the various groups that exist within their online space. Joining the Meetup does not automatically join or commit individuals to any particular group.

Pros -

- Free site - no fees associated with joining or using it
- A very popular website with millions of users, over 100,000 Meetup topics, and 2 million monthly RSVPs
- The site is very easy to use and caters to a wide range of interests
-

Cons -

- Although using Meetup.com is free, there may be fees associated with attending specific Meetups
- This site is not meant specifically for online dating



Analysis evaluation

Advantages and disadvantages of competitors

From researching the internet and looking for companionship services and groups we struggled. Many are dating opportunities and match up services and predominantly cater for people looking for love. We did find one service which we had previously analysed and that was 'Meetup'. Meetup has a really high rating in app stores however individual reviews aren't so good claiming administrators only approve of certain activities and a lot of meetups require a fee even though its advertised as free.

The app 'nextdoor' raised a couple of questions with us as it received a lot of abuse for people being able to target and talk to neighbours who they wouldn't ever associate with and this then lead to a kind of group witch hunt against certain members of the communities. As we are offering this service to an already segregated market in some peoples eyes we do not want to create a service in which people can apply and use to target these specific individuals. This has to be something we take into consideration when it comes to verifying members and their true intentions.

This has to be something that we consider very carefully in producing our design. One of the main things we will use to combat this kind of behaviour is verification. If a user wants to access and use the meetup feature of the site or app they will be required to verify their identity using one of a few methods, e.g. via their Facebook, Twitter, LinkedIn or email accounts. This will ensure that the users are who they say they are and so that the system cannot be abused. This verification system will be mainly aimed at local users rather than foreign ones, so as not to frighten off or worry potential users.

Pros of competitors -

- Free sites - no fees associated with joining or using most of them
- Gained a lot of interest through great marketing campaigns
- The sites are very easy to use and cater to a wide range of interests
- Most information is user generated and content management requires minimal overview

Cons of competitors -

- Although marketed as free, there may be fees associated down the line
- Most of the competitors are dating websites and match up services
- Services have been utilised for negative activities and attracted the wrong intended users
- Online to offline services can be slow and dragged out
- Moderators can be quite militant and employ personal gain

Idea development

Features, services, target audience and outcome

Problem

Integration in the community, being lonely, connecting, xenophobia, fear, problems with the right wing media, finding out information and at first learning the countries culture and etiquette.

Solution

Connecting like minded people with similar backgrounds and experiences, creating a service for meet ups and activities, creating a hub of information user generated and owner generated and compiling all loosely found web information into one portal.

Concept

Creating a digital community / hub that embraces all immigrants/asylum seekers/new residents and connects them into one place that helps with the issues such as learning English, integrating easier, meeting other migrants to the UK, creating a forum/communication tool to be able to talk, create and inspire and also serve as a place that British residents who would like to connect with immigrants.

Design fiction /// storyboard

8 Politics

STUDENT SITE EMPOWERING IMMIGRANTS WORLDWIDE

MiGR8 is a pioneering new network from British Students Luke Ward & Carl Jackson helping to provide an essential service to immigrants. The Network has already provided thousands with crucial information and advice during their time of need.

Wired Magazine | December 2017

TETUERIUREM DIT IN ENIBH EA FACI IPSUSSEX EUGUE DOLOR-PEROS ET LOR AUGAIT?

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Politics 9

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Wired Magazine | December 2017



Its a normal day for most people in their country, they go by with their lives commuting to work, socialising, taking part in leisure activities and are generally just living. Nothing can be expected to change in most peoples lives.



Syrian President Bashar al-Assad: Facing down rebellion

A leader of a nation or a government makes a radical decision affecting the country and its well-being such as Bashar al-Assad of Syria refusing to step down after national pressure from its people and military.



Decisions in a government lead to a humanitarian crisis and result in many of a countries residents having to flee and find asylum and shelter in foreign lands. This creates a mass influx of people fleeing their country and also creates a mass influx of immigration to neighbouring states and aid countries such as the UK, France, Germany and Spain.



Due to limitations of resources and the threat held in the home countries a humanitarian crisis becomes a huge reality and we often see images of refugees being transported to beaches and fighting for themselves to create a better life. Above you can see a man holding his new born child while departing a lifeboat accompanied by many other refugees.



Aid countries try their best to accommodate the disaster however many right wing governments aren't as opening and welcoming to their new prospective habitants. As can be seen in the past year many camps are opened to accommodate these war stricken people however the conditions aren't up to living standards and people choose to find their own way into countries.



Many people see this as a ethical disgrace and campaign for better rights for these affected people. Most protests go unnoticed by the government and a lot of these protests are opposed from different view points of the crisis. This then creates a divide in nations and begins to be a problem for everyone.



A lot of people gain genuine asylum and fly to the UK, as an example, and start to begin the process of building a new life. However many of these people did not choose this and have to begin adapting and settling.



Residency is granted to a lot of families and asylum is approved and homes begin to be filled. A lot of counties in the UK offered up their services and began programs such as in Newcastle's refugee program where occupants of the city could offer up spare rooms for people in more need.



With the influx of immigrants right wing media begin scapegoating and scaremongering the public with very vulgar headlines and untrue statistics. To the sane and literate person this is nothing but slander and badly placed propaganda however a lot of peoples opinions lie down to what they tabloids print.



As previously stated national media outlets can be very persuasive when targeted at the right demographic and people with already set in nationalist views become even more heightened and begin hate campaigns against these unfortunate people. Movements such as the EDL and Britain's first see a mass rise in interest.



The effect of a nation being partially against a lot of people leads to a lot of segregation and people feeling vulnerable and oppressed. This leads to a lot of individuals feeling isolated and lonely resulting in them not having the confidence to confide in other people, often leading to people spending a huge time alone.



This is even more of a problem for people who felt they had no other choice apart from entering a country illegally. This problem effects has them being unable to contact the government or any aid officials for help and therefore they end up being homeless and vulnerable. This causes a rise in the number of people sleeping rough and being unable to find employment.

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STUDENT APP BRIDGES IMMIGRATION GAP

MiGR8 is a pioneering new network from British Students Luke Ward & Carl Jackson helping to provide an essential service to immigrants. The Network has already provided thousands with crucial information and advice during their time of need.



Politics 9

TETUERIUREM DIT IN ENIBH EA FACI IPSUSCEX EUGUE DOLORPEROS ET LOR AUGAIT?

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Two students from Northumbria create a new service aimed at new residents of the UK which aims to connect and offer needed information for settling in a new country. It has received a lot of interest from design publications such as WIRED and dazed magazine.



After spending a year in the UK a woman decides she's had enough and goes to the internet to try and find services that offer connection between her and others like her. She struggles to find anywhere that accommodates what she's looking for as she trawls through dating websites and un used migration forums.



She then remembers seeing an article in a magazine about a new idea development made by students from Northumbria and decides to try it out. She visits www.Migr8.com and begins to make friends with similar experiences and backgrounds. She often posts in the forums and frequently visits the information section when needing to know something.



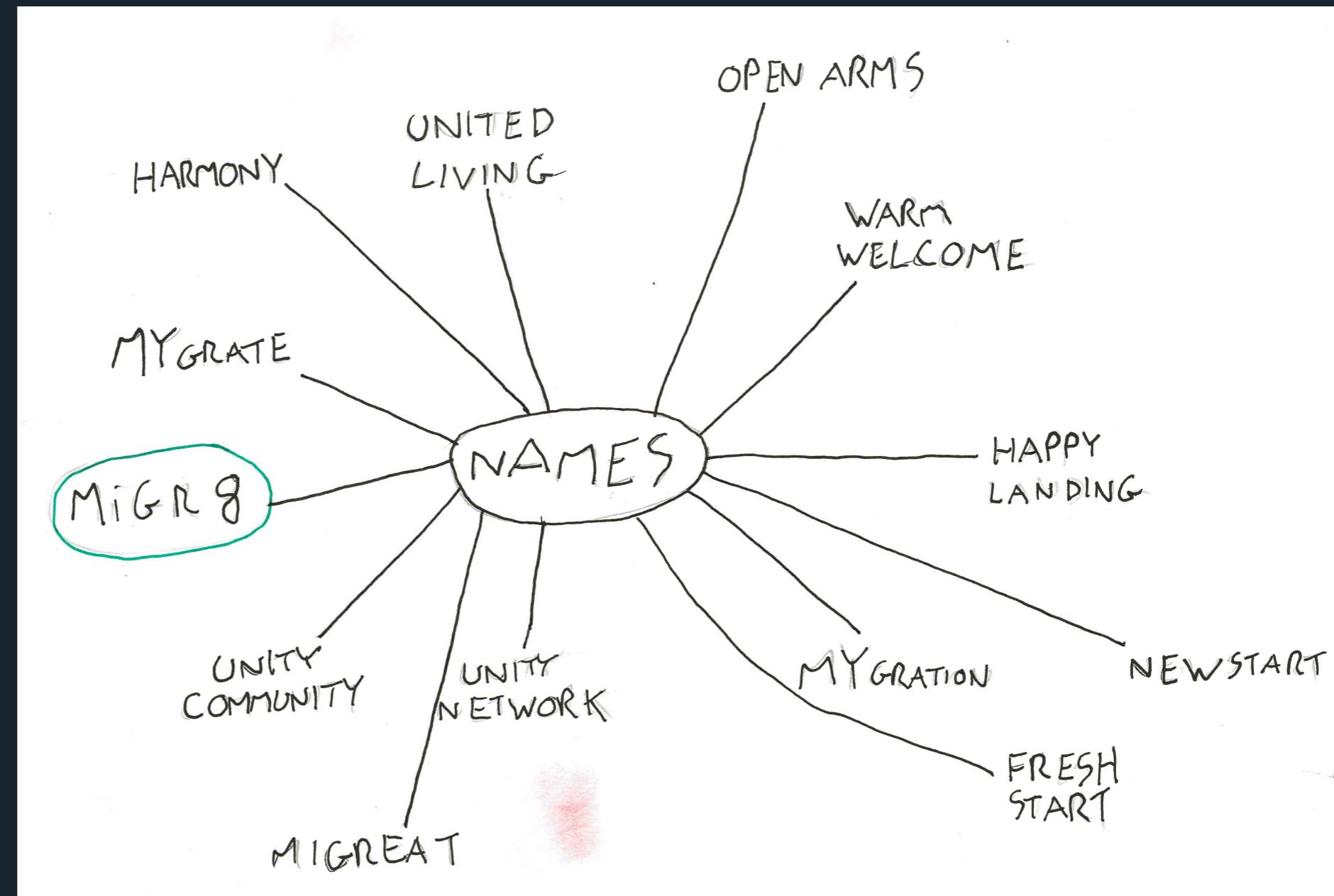
On the website a post is opened in the forum offering a meet up where people go and share stories, create and inspire each other, share recipes and generally enjoy company of each other. It's harmonious and she feels she now has a full new network of friends for life.

Design development

Mock ups, wireframes, branding and concept

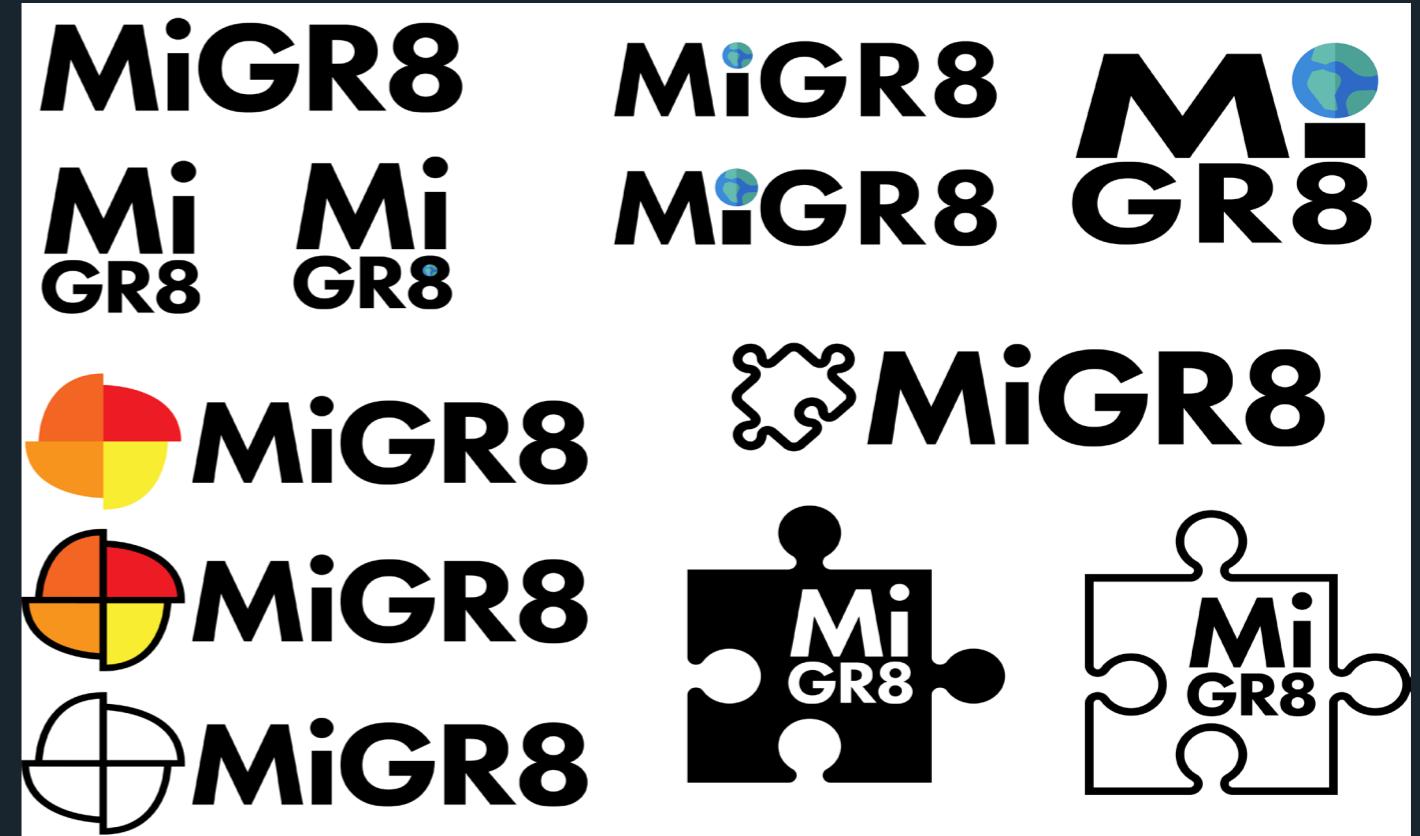
Here we started the design development of our idea. We had initial ideas of the design of the service however we decided that selecting a name would be a good start.

This shows a mind map of some of the initial ideas for names for our project. After some deliberation we decide to use MiGR8.





The above drawing shows some sketches for the logo and branding for our project. One of the concepts was involving a globe to communicate the idea of worldwide and connectivity. Another located in the bottom left is a simple geometric, coloured design communicating the idea of different elements joining and connecting. The bottom right is a jigsaw piece which so far is our personal favourite.



We took the sketches and digitalised them and started to begin the process of choosing the most relevant and strongest. As Carl came up with the branding for the project and had personal favourites it was down to me to choose the logo we went ahead with.

I chose the Migr8 logo with the jigsaw piece as I felt the addition of the jigsaw created a great package. We could use the singular jigsaw piece for our app and the title for our website.



MiGR8



MiGR8



MiGR8



MiGR8





Website logo

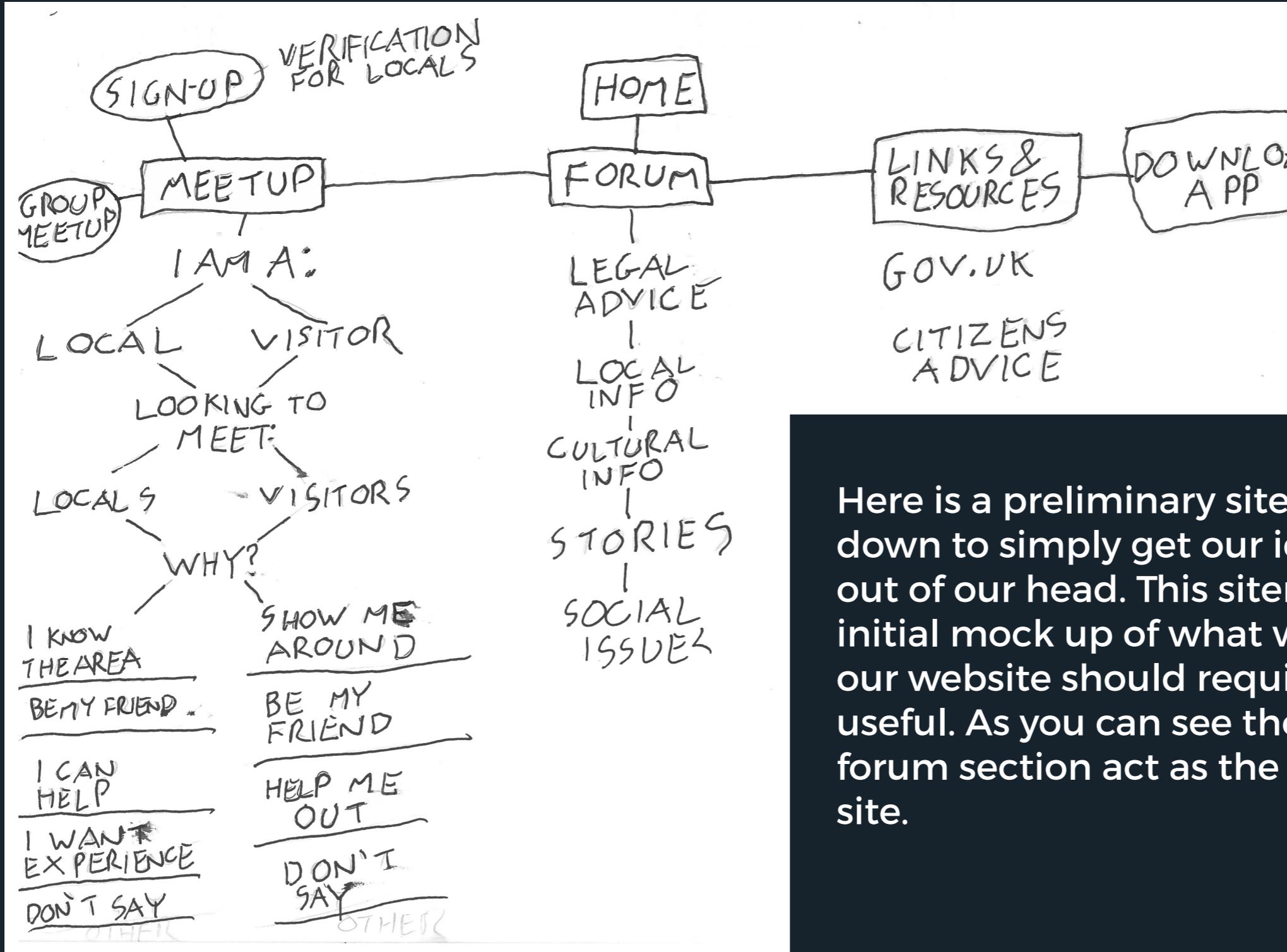


App logo

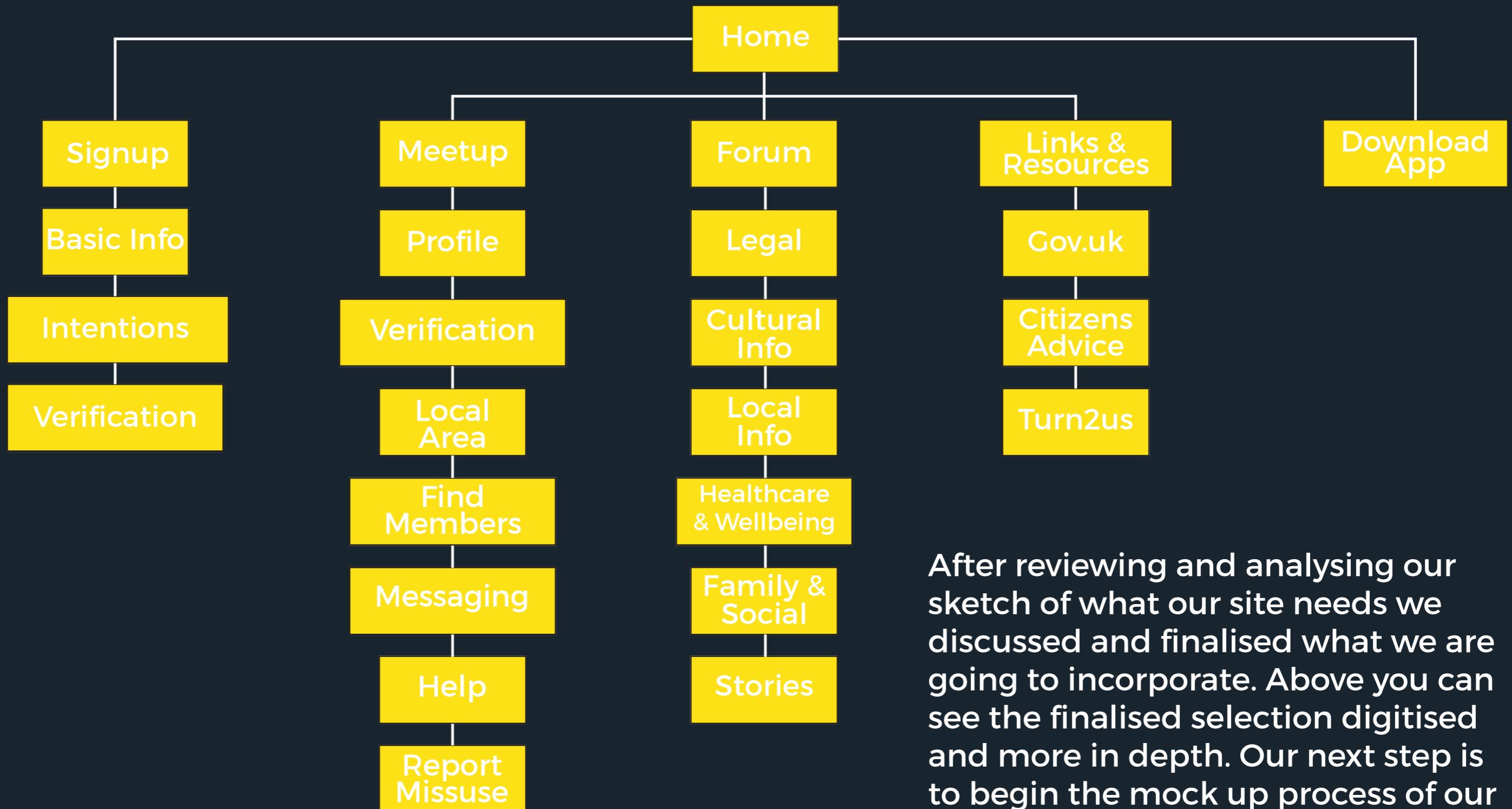
We decided in the end to choose the above designs for our logo. It is centred around a jigsaw piece idea, which connotes the idea of people coming together as one even though they are different and host different background and experiences.

We applied the tag line 'connecting the gaps' as a play on the usual tag line of connecting the dots. This connotation implies that the users may have certain 'gaps' in their life and our service offers a connection between these people. Here we have a simplified version for headers and a logo.

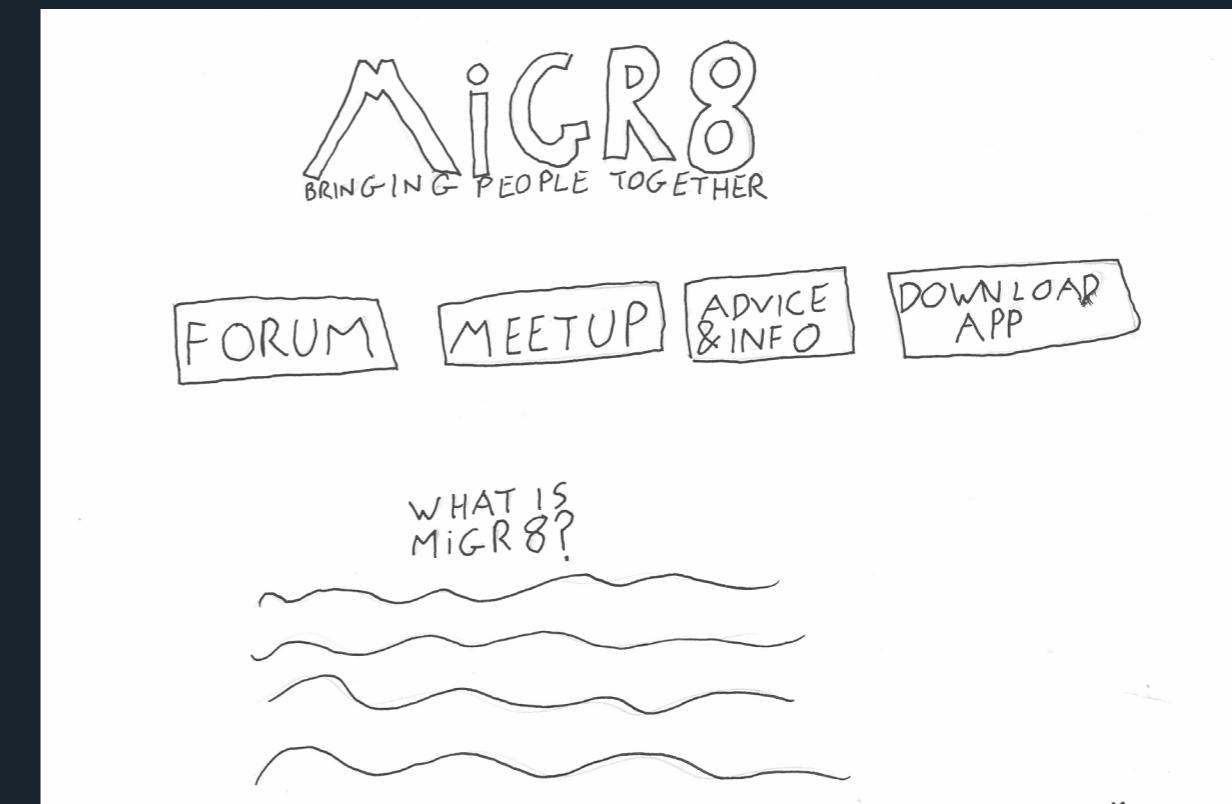
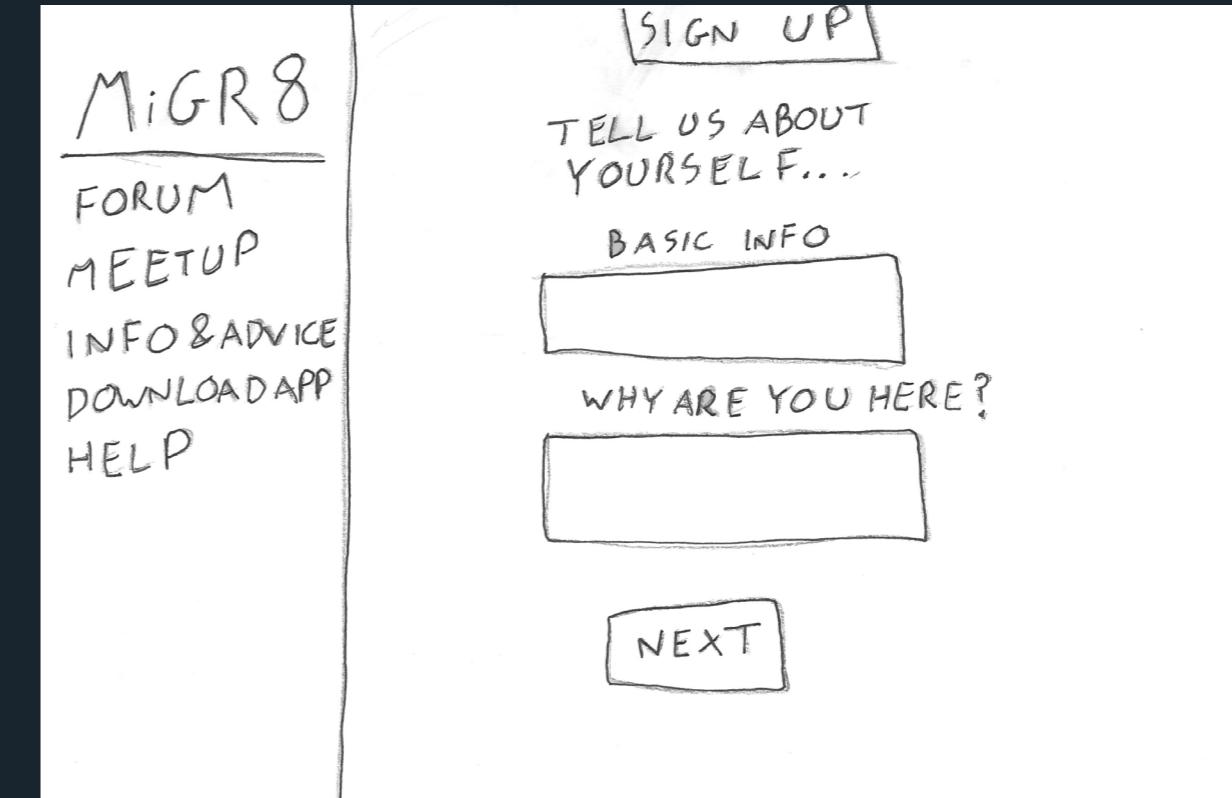
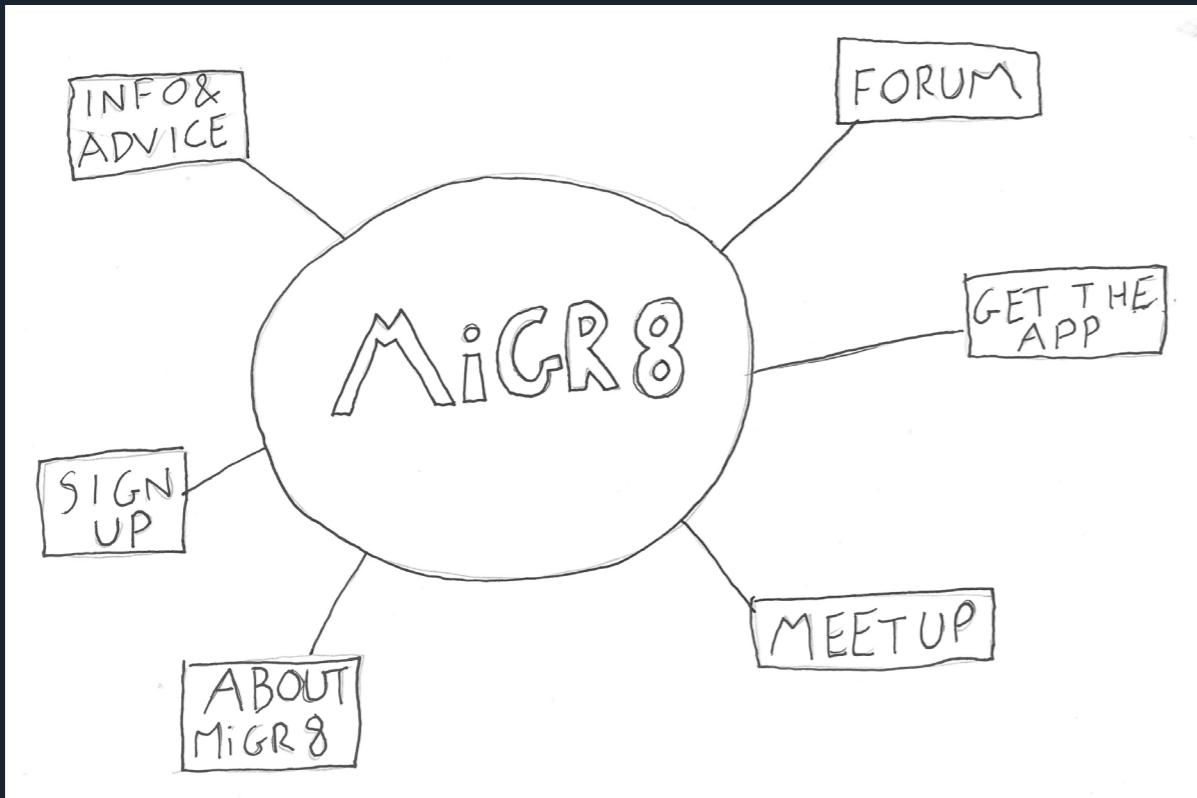
Site map & preliminary site development



Here is a preliminary site map that we sketched down to simply get our ideas on paper and out of our head. This sitemap sketch shows our initial mock up of what we expect and think our website should require to function and be useful. As you can see the meet up section and forum section act as the main function of our site.



After reviewing and analysing our sketch of what our site needs we discussed and finalised what we are going to incorporate. Above you can see the finalised selection digitised and more in depth. Our next step is to begin the mock up process of our website and app.





To the left are some initial wireframe ideas for our website. They are just to get a general idea of how our site may look. Above is a more developed digital mock-up of how the homepage of the site will actually look and an insight to the features that we have decided to include.

Final website prototype



Here is our final design iteration of what we would expect our website to look like and include.

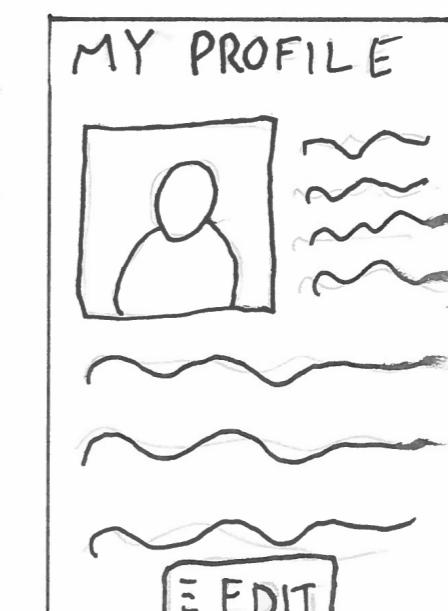
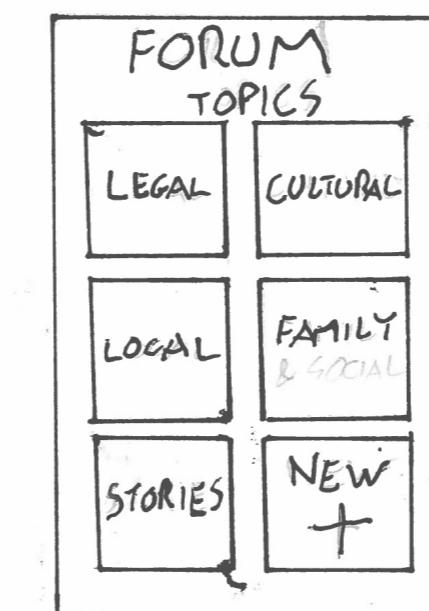
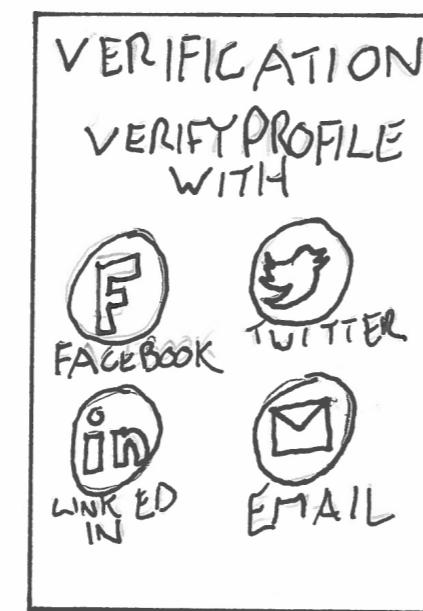
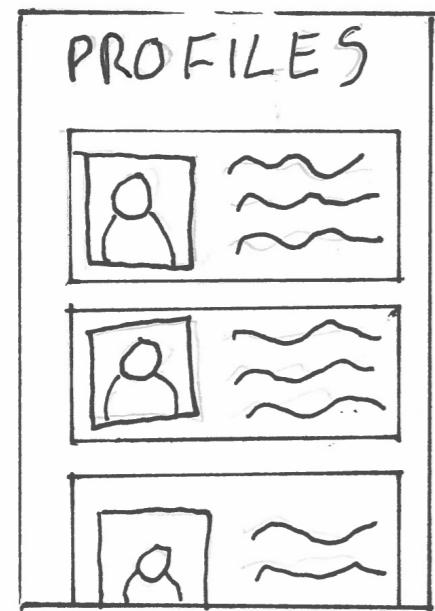
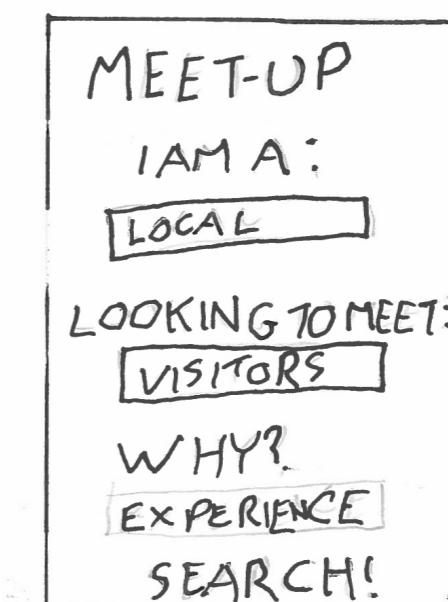
As we feel a lot of the traffic could be from non native English speakers we decided that a website with a lot more visual direction would be better.

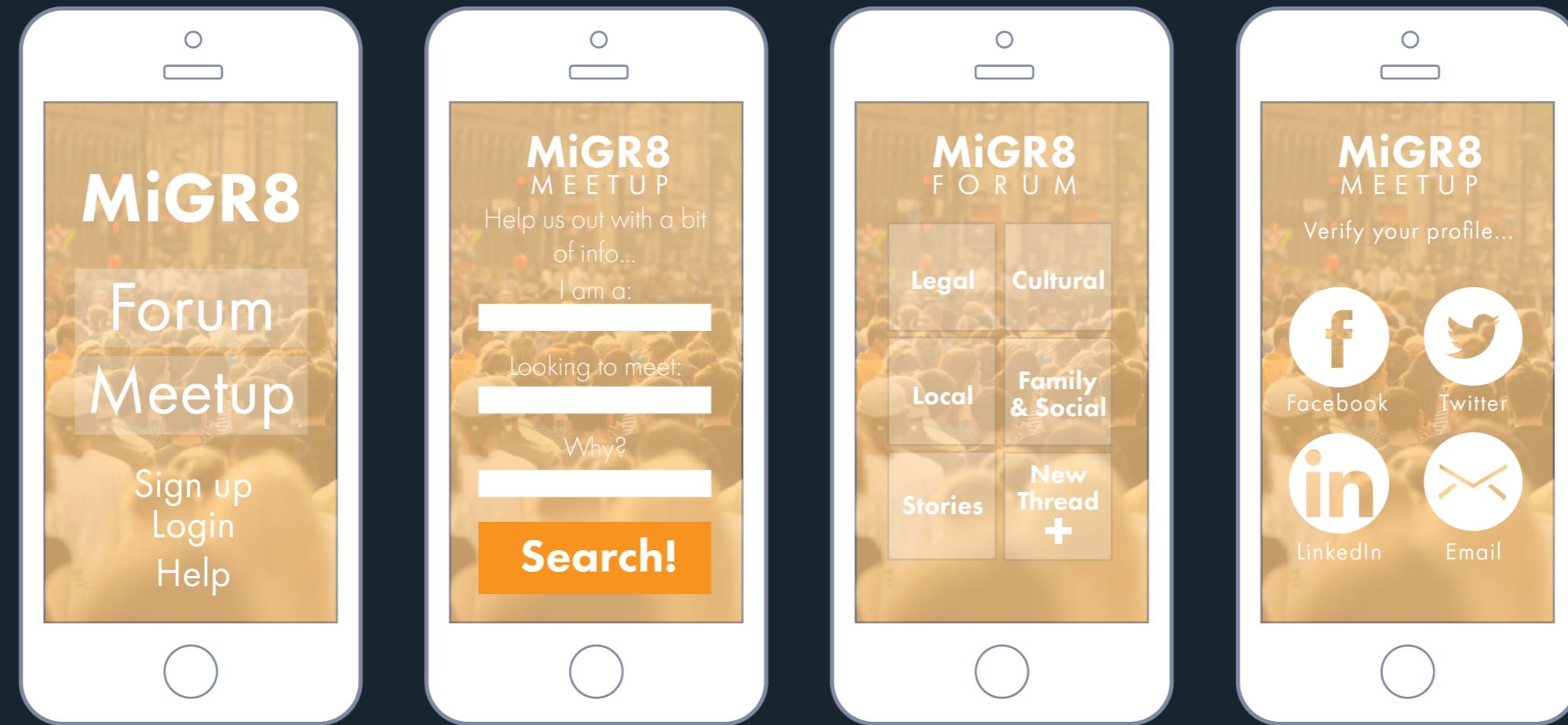
Strong, bold and, we believe, obvious to any user of any technology levels.

CHI



App development





Home page

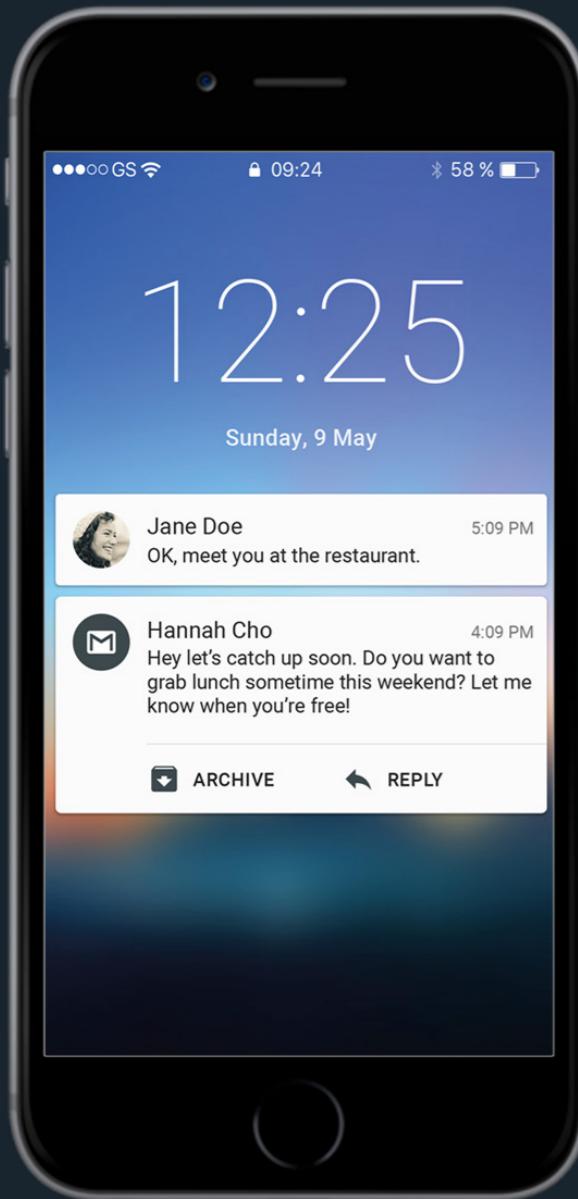
Start page

Menu page

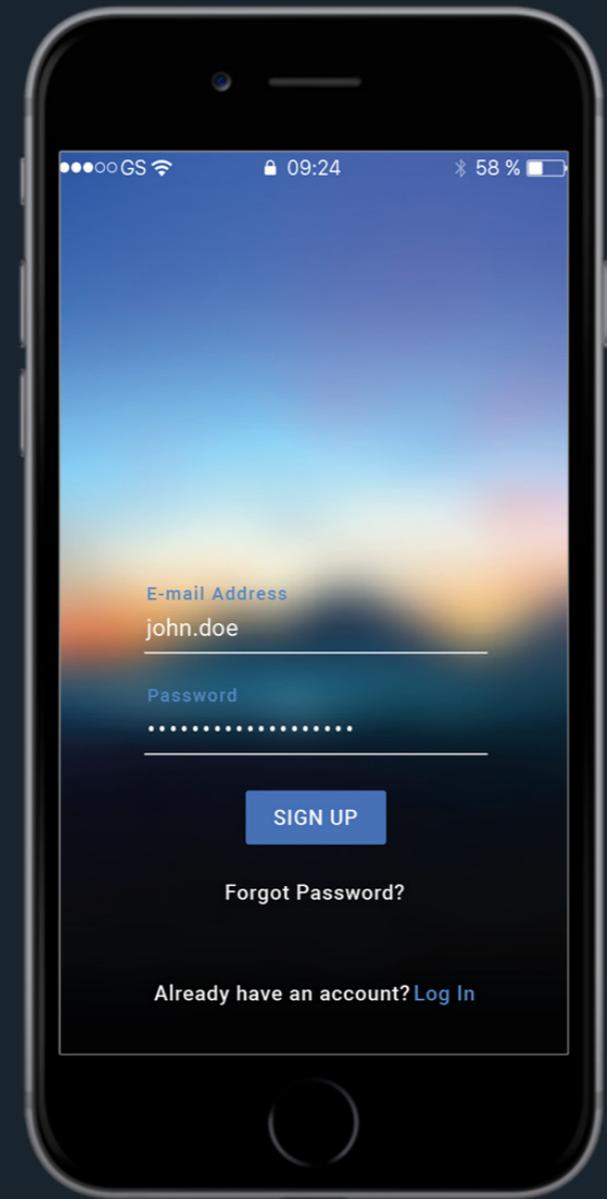
Verification

To the left is a page of wireframes for a general idea of what our app to accompany the website will consist of. Above are a couple of the designs which have been digitised to give some idea of aesthetics of the app. These are not a final design but more of a draft for us to analyse and produce a more final design from. To create these mock ups we followed the design direction we applied to website mock up.

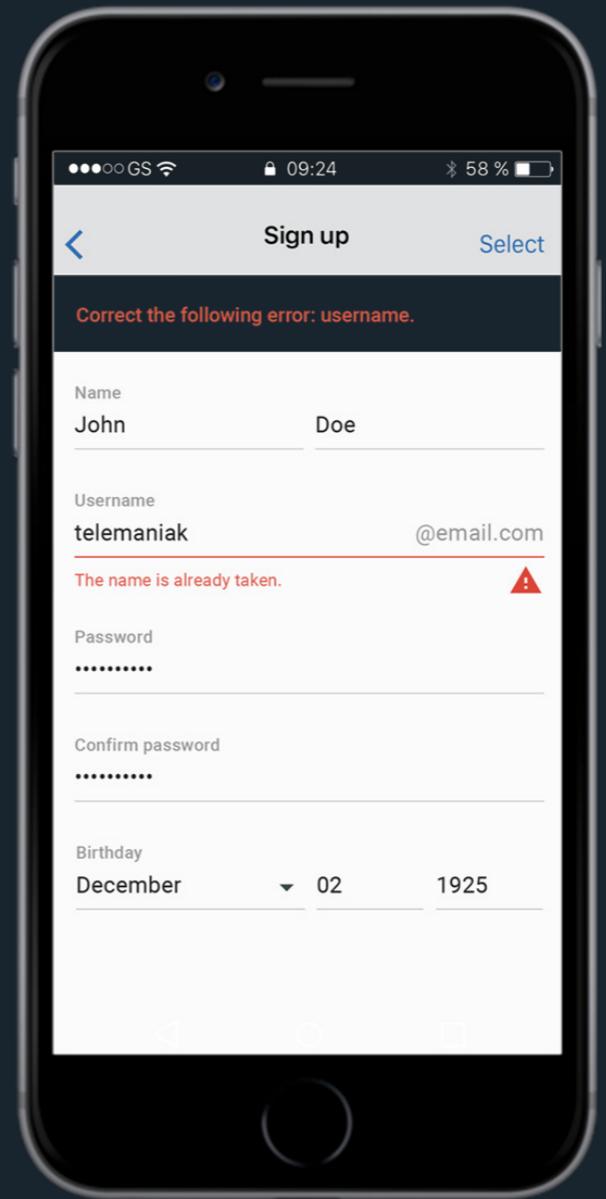
Final app prototype



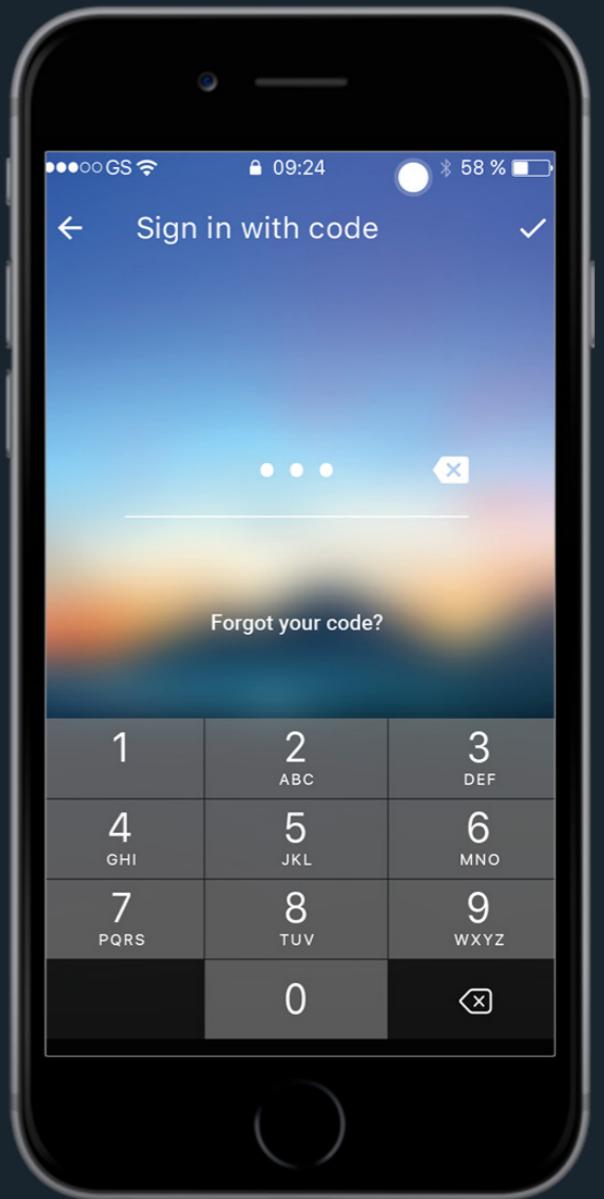
App notifications



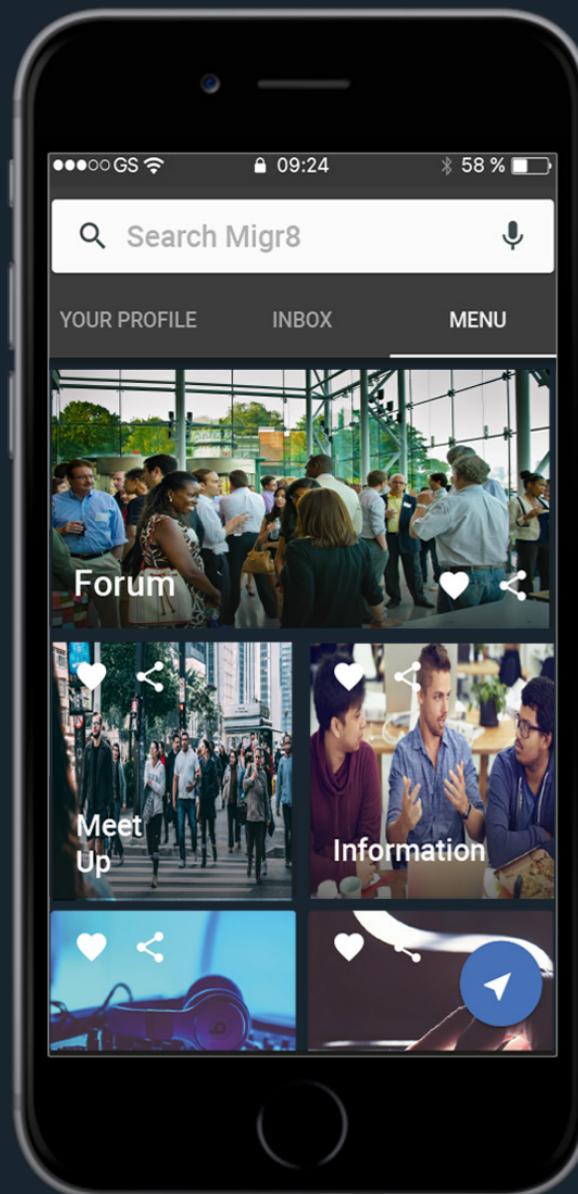
Sign in page



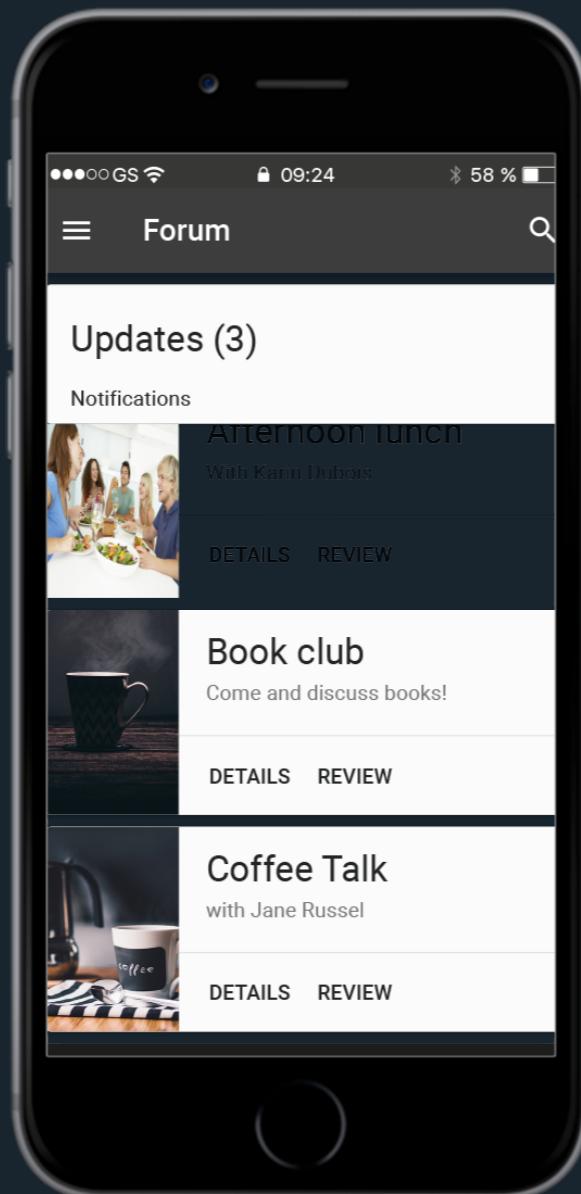
Sign up page



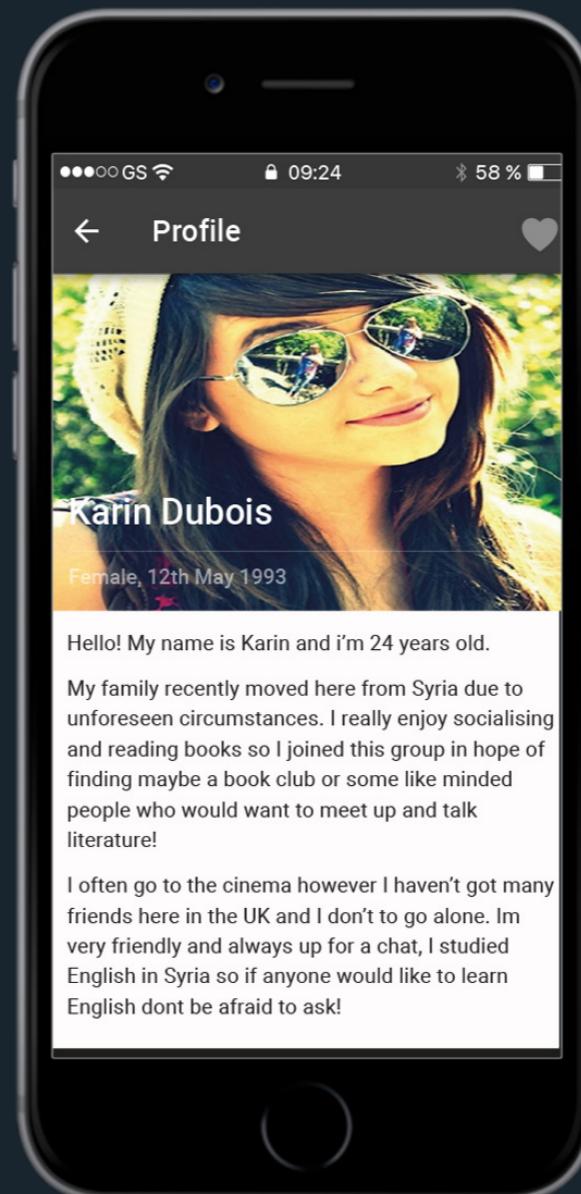
Pin entry



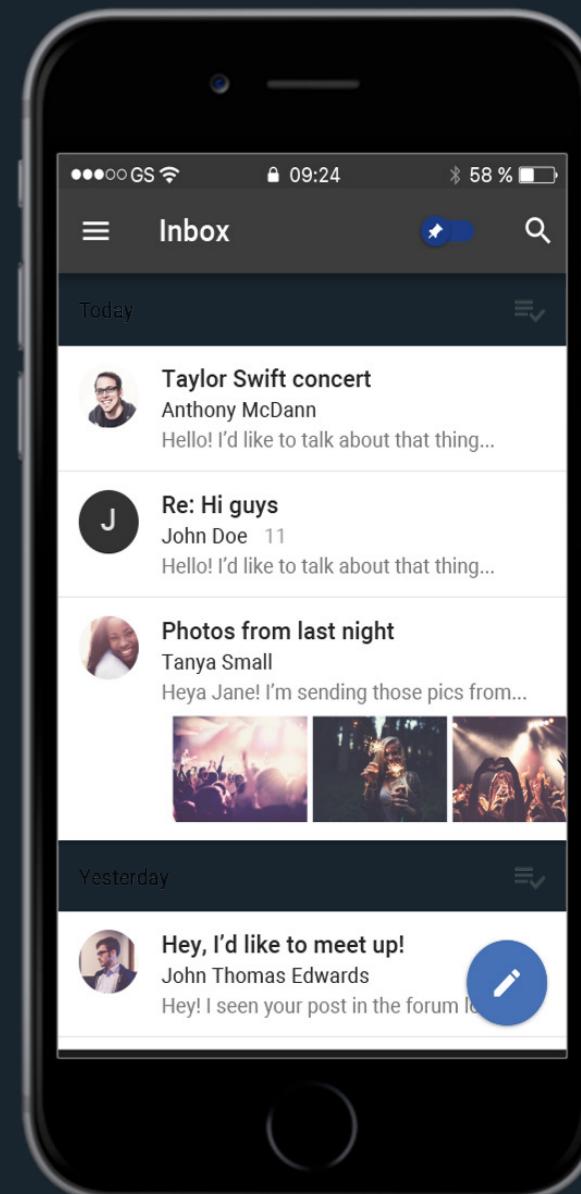
Home screen



Forum



Profile page

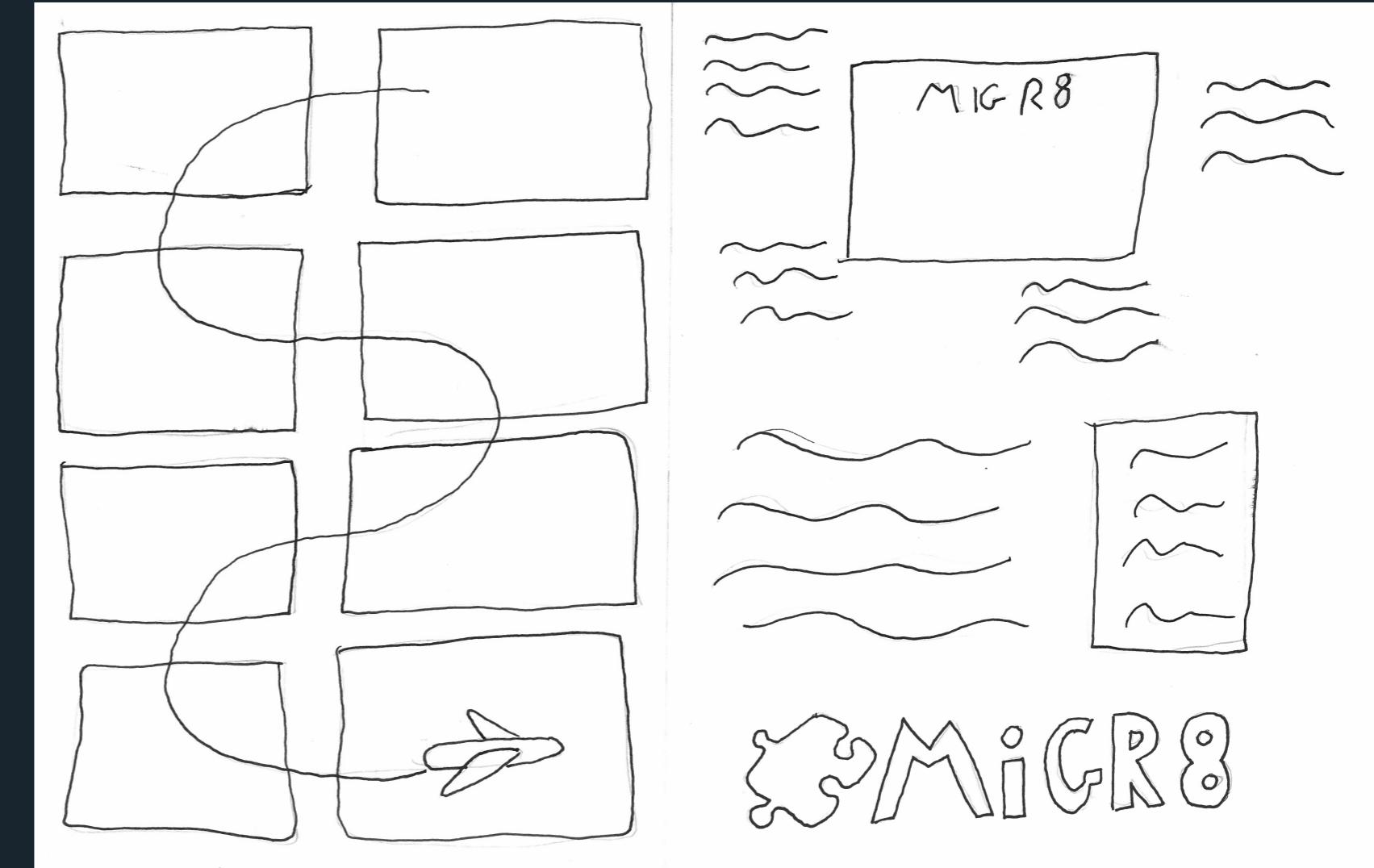


Inbox

Poster development



Here is an idea for a design for our promotional poster which is just quite a simplistic infographic style. It basically consists of our logo in the centre, surrounded by examples of the site and app itself, alongside a general description, and an in-use mock-up.



These are 2 more poster designs which incorporate the idea of a journey, like the kind of journey a typical user would go on which would result in them using the app. Alongside a bit of information for a description of the service. The one above is a double sided poster which I think would be a great idea however when displayed on a wall only one side would be visible.

CHI

MiGR8

CONNECTING THE GAPS



The infographic is divided into several sections:

- Moving to a new country?** (Top right): Shows two circular avatars of a woman and a man.
- A NEW CITY** (Second row left): Illustration of three cars (green, red, yellow taxi) on a road with a city skyline in the background.
- A NEW HOME** (Second row right): Illustration of a living room with a yellow sofa, a red armchair, a blue bookshelf, and a purple striped wall.
- A NEW JOB** (Third row left): Illustration of a desk with a computer monitor, a keyboard, and office supplies.
- BUT STRUGGLING TO INTEGRATE?** (Third row right): Illustration of a park scene with a hot air balloon, trees, a bench, and two people.
- VISIT www.Migr8.com** (Fourth row left): Illustration of a computer monitor showing a website with a "REGISTER" button.
- AND CONNECT WITH PEOPLE NOW** (Fourth row right): Illustration of a cafe building surrounded by circular avatars of people.
- MiGR8 aims to simplify the whole migration process and aims to connect like minded people.** (Bottom right): Illustration of an airplane.

Project evaluation

This project has been quite a tricky one in terms of concept and deliverables. The idea of solving a community problem at the beginning seemed like a huge task and some of the problems we were considering taking into account were way beyond our comprehension. At the beginning of the project we spent a lot of valuable time testing and trying out concepts for different problems all of which turned out to be done or illogical. This was a huge downfall in this project as a lot of time was wasted on coming up with a solution to a design problem. We researched into three different ideas before actually deciding to commit to solving a problem with immigration and migration to the UK,

I feel at the end of it, considering the wasted time, we actually managed to commit to a viable solution and deliver a viable outcome. I think to have a lot more success in this project the brief could have requested a final outcome to be produced. This way the communication of our idea would have been a lot more stronger if we had the tangible product at our dispense, however I do feel that our mock ups are surprisingly strong.

If I was to do this brief again I would have set my goals at the beginning a lot lower and not tried to fix problems like world hunger and air pollution. I think if an idea in this project, no matter how small, was done well it could have a huge impact on the market rather than creating an adequate answer to a huge problem. Overall I think this project was OK in terms of application from both me and Carl I feel like we could have done a lot more and with a lot more quality.