migr-AI-tion UX Process   Sofía Fontenla & Nuno Moreira

[Link to Figma Prototype](#)

Journey to reach the MVP

First of all, it was important to understand who are our users, what are their needs and motivations to use our product. We set our target group to be the refugees and started defining which problem we are trying to solve, by framing it in a user-centered way.

We have collected ideas about what is essential to include in our MVP, such as the project explanation and the image upload system.

By doing wireframes in Figma and making decisions such as the image carousel, we got to the design of the Prototype.

In the meantime we have contacted refugees organisations within Germany. Once we had the prototype we were able to test it in the User Interviews through User Tests. The feedback acquired from the people interviewed made us understand that we would have to go back to other phases of the Design Thinking process until we get to the final prototype for the MVP.

Challenges faced

After the first team meeting, the team members from the other tracks needed material to start building our prototype. Therefore we had to come up with wireframes and features to them before conducting the detailed User Research.

The User Interviews were essential to understand the impact that our target users have on the product that we are developing. We are designing for people, so listening to them first is crucial in order to fulfill their goals.

One of the main challenges was to explain our project to the users. Not everyone is familiar with terms such as AI bias or data literacy, nor what are the existing problems related with artificial intelligence.

One of the refugees interviewed was a young man who has been living in Germany for 3 years. He was skeptical about uploading his images to an online platform. He claims that he would like to stay in Germany, be allowed to work and build his professional career. Unfortunately he is not allowed to, so he lives with some fear that one day someone will come to his house and take him back to his home country. He told us that this is a problem faced by many of his friends that are also refugees. When there are rumours that such a thing is about to happen they usually have to relocate to another region. So his fear is that if he uploads his image today in a restaurant in Stuttgart, where he is currently living, then his location could be tracked by that action. In this regard it is necessary to clarify that our system doesn't track their location and that they can upload the images anonymously.

Due to the complexity of the project, we had many team discussions on how to motivate our users in a way they could understand that their collaboration is essential. We found out that an image explanation diagram would be a clear way to represent the potential of our platform. Additionally, during the conversations with the refugees it was necessary to give real life examples of problems related with bias in AI.

In the future

Creating pop-up explanations when the user hovers over the key terms can be a good way to explain them. Additionally including some short videos and even a FAQ would also help in this regard. The user should be able to navigate through our website without big effort on achieving what drove him/her there.

The UX Value loop has to be kept in mind in order to achieve success. The user has to perceive value, have a proof how our platform will make a change, so that he/she trusts, collaborates and shares it with other potential users.

It is also important to create a UX Value loop by building a level of trust between the users and our website, so that they understand how safe it is to upload images to our system.