

newcomer

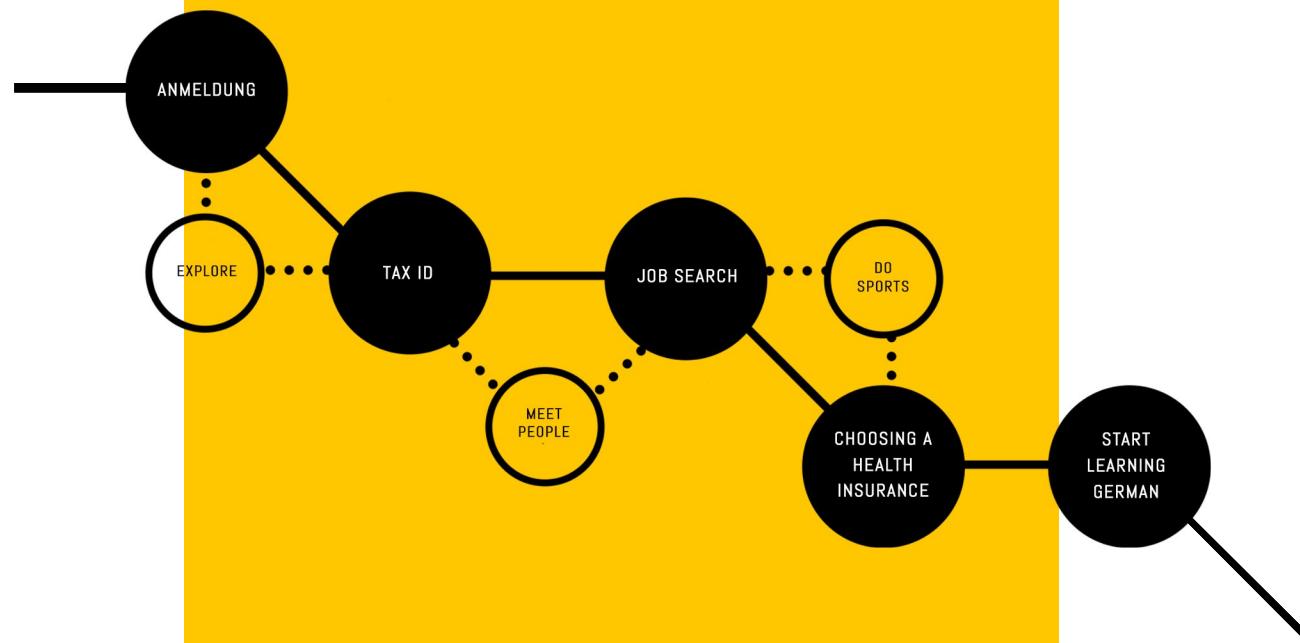
A guide for new berliners



The project

Newcomer is a project created with the goal of solving everyday challenges related to migrant's life in Berlin: from their visa application to their integration.

Newcomer is a webapp that works as a smart guide where immigrants will be guided by a personalized track with valuable tips and information to affront these challenges.





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Competitive Analysis

- No similar apps on the market
- Similar projects but none of them is an APP.



User Research

Good Acceptance rate:

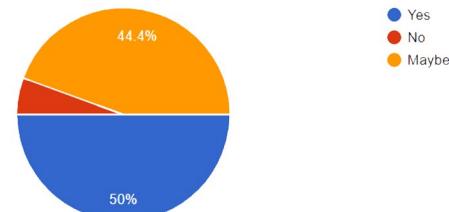
+ 50% are keen to use it

/ 44% would maybe use it

- Only 6% Rejected the idea

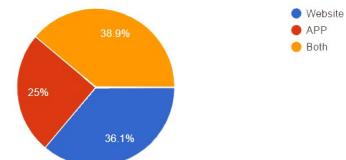
Would you download an app that gives you a personalised list of "things to do" for your integration, based on your visa status and personal details?

36 responses



Would you prefer a website over an app?

36 responses





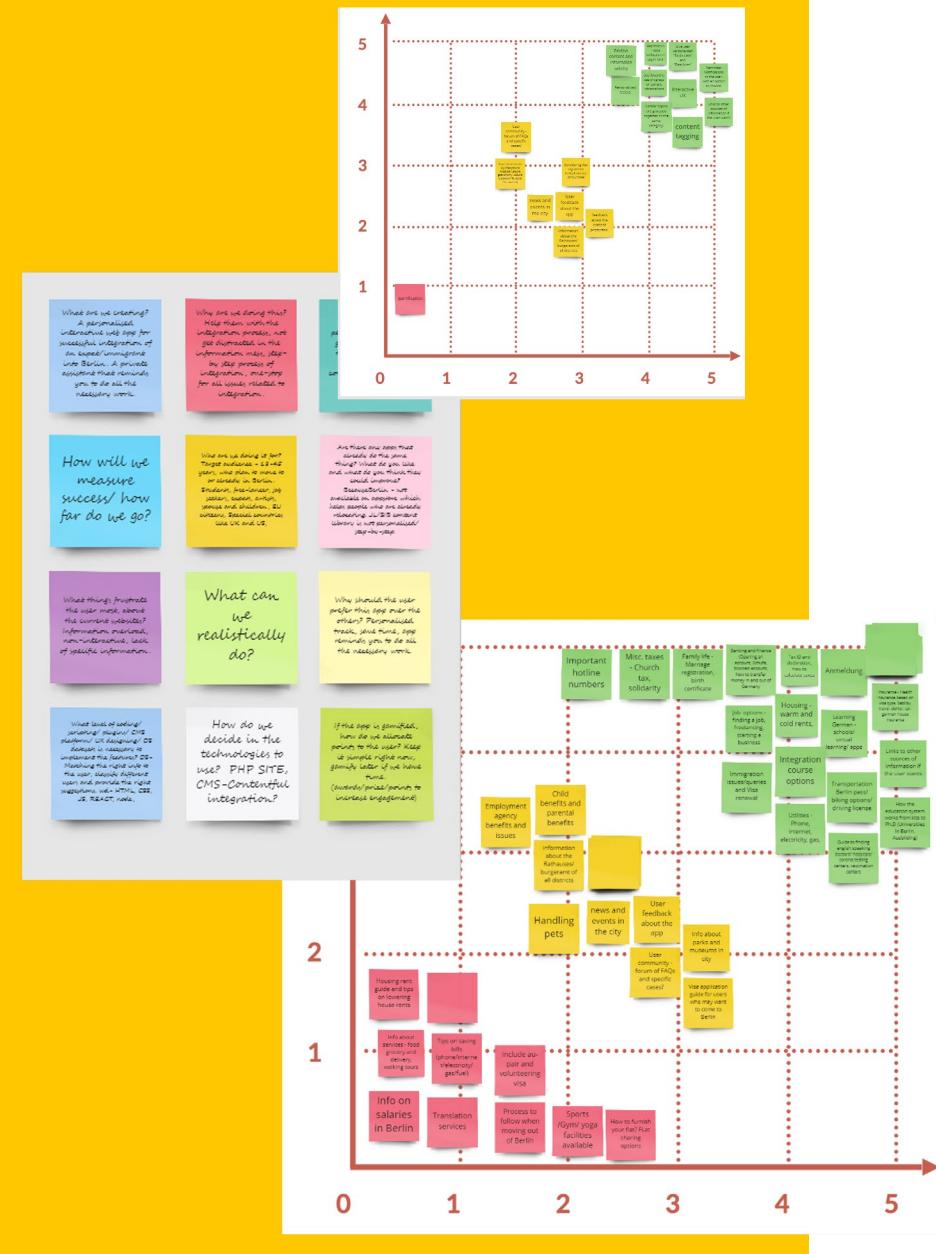
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Brainstorming

We generated questionnaires, mood-boards, and also had multiple brain-storming sessions to define the project scope.

MVP:

An interactive and personalised WEBAPP to help people during their integration to the city.





Personas

* Created 7 different types of Persona.

Based on a diversity of ages, gender, professional and educational experiences, reasons of relocation, & plans for their future

The image shows two examples of persona templates for newcomers to Berlin. Each template is a grid-based form with various sections and user quotes.

Template 1 (Left):

- Demographics:** Name: Daniel, Age: 34, Country: Germany, Education: Bachelor's degree, Income group: Middle class.
- Background:** Daniel is a software developer who is a permanent resident in Berlin. He has been working there for 5 years and has a stable job.
- Motivation:** Daniel is relocating to Berlin because he wants to live in a more affordable city with better opportunities for his career.
- Reason for relocation:** Daniel got a job offer from a multinational company in Berlin.
- Immigration status:** Daniel is a permanent resident in Berlin.
- Frustrations:** Daniel is frustrated by the high cost of living in Berlin and the difficulty of finding a place to rent.
- Current Status:** Daniel is currently looking for a new apartment in Berlin and trying to find a job in his field.
- Housing and Utilities:** Daniel is looking for a place to rent in Berlin and trying to find a job in his field.
- Banking:** Daniel is looking for a bank account in Berlin and trying to find a job in his field.
- Job/ Education stat...** Daniel is looking for a job in Berlin and trying to find a job in his field.
- General:** Daniel is looking for a job in Berlin and trying to find a job in his field.
- Personal/ Family life:** Daniel is looking for a job in Berlin and trying to find a job in his field.
- Language barriers:** Daniel is looking for a job in Berlin and trying to find a job in his field.
- Transportation:** Daniel is looking for a job in Berlin and trying to find a job in his field.
- Upcoming tasks:** Daniel needs to find a place to live in Berlin and needs to start looking for a job.

Template 2 (Right):

- Demographics:** Name: Anna, Age: 28, Country: United States, Education: Bachelor's degree, Income group: Middle class.
- Background:** Anna is a marketing specialist who is a permanent resident in Berlin. She has been working there for 2 years and has a stable job.
- Motivation:** Anna is relocating to Berlin because she wants to live in a more affordable city with better opportunities for her career.
- Reason for relocation:** Anna got a job offer from a multinational company in Berlin.
- Immigration status:** Anna is a permanent resident in Berlin.
- Frustrations:** Anna is frustrated by the high cost of living in Berlin and the difficulty of finding a place to rent.
- Current Status:** Anna is currently looking for a new apartment in Berlin and trying to find a job in her field.
- Housing and Utilities:** Anna is looking for a place to rent in Berlin and trying to find a job in her field.
- Banking:** Anna is looking for a bank account in Berlin and trying to find a job in her field.
- Job/ Education stat...** Anna is looking for a job in Berlin and trying to find a job in her field.
- General:** Anna is looking for a job in Berlin and trying to find a job in her field.
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- Transportation:** Anna is looking for a job in Berlin and trying to find a job in her field.
- Upcoming tasks:** Anna needs to find a place to live in Berlin and needs to start looking for a job.



Customer Journey Map

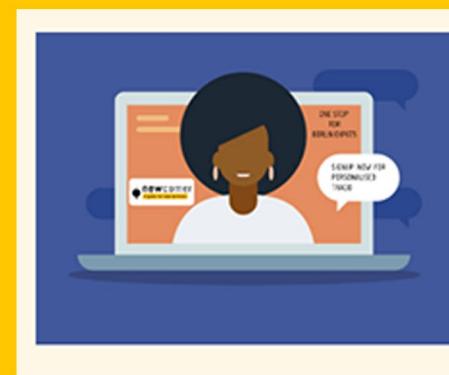
Main stages of the user going through.



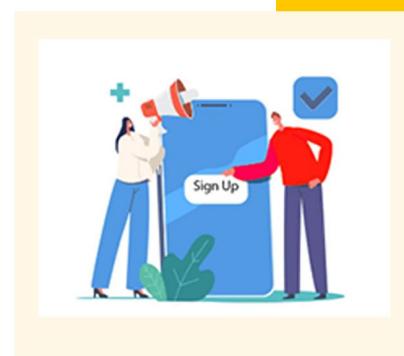
An idea of relocation



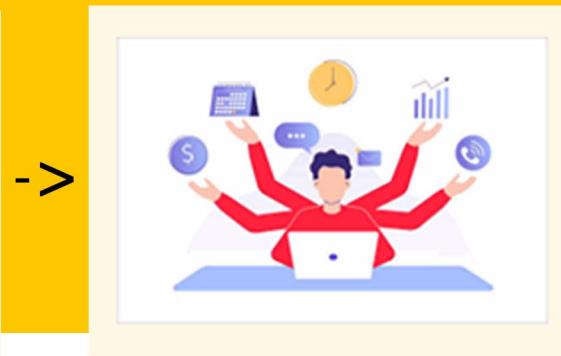
Searching for information



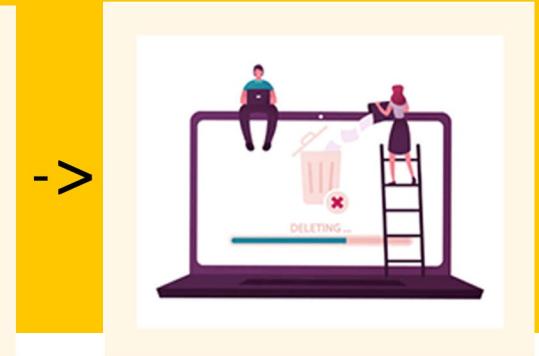
Finding Newcomer



Signing up



Going through a personalized track
Earning points. Playing games.



Deleting the app



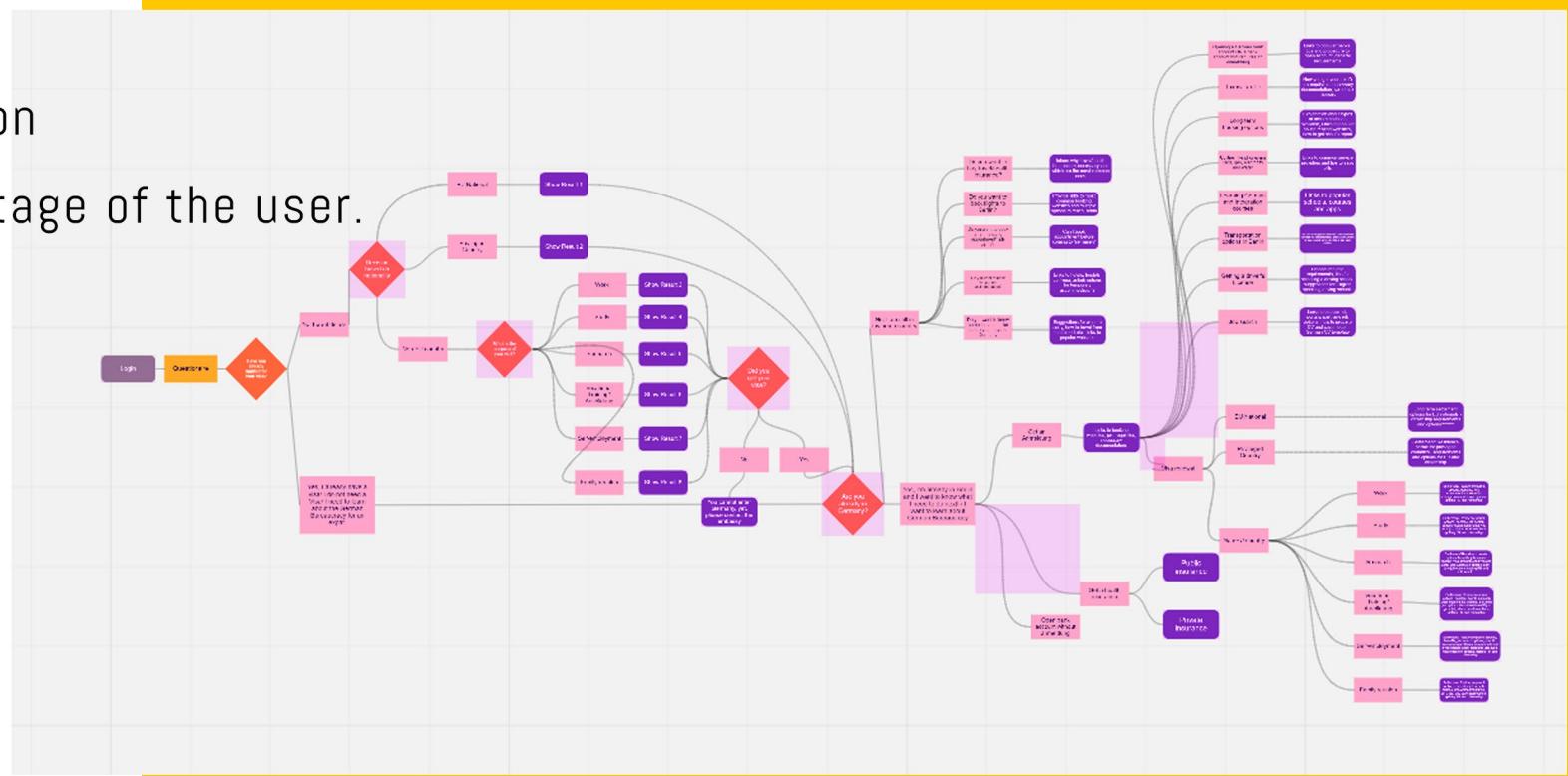
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Information Architecture

- * Personalized content for each user

The final track provided will depend on:

- the nationality
 - reason of relocation
 - current location stage of the user.





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Usability Testing

Test conducted with Maze's
remote testing platform

90.1%

of users did it correctly

Screen metrics

Average metrics recorded
screen



MISCLICK

63.6%



TIME
SPENT

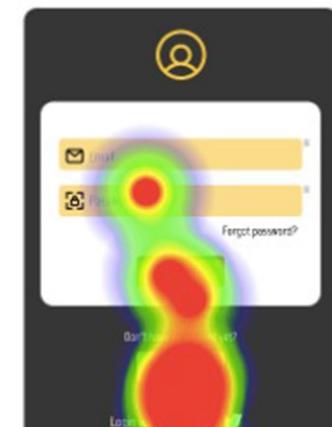
6.30s

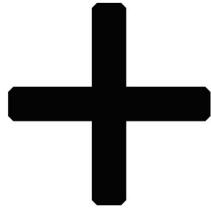


Moving to Berlin
can be daunting!

Need help?

A webapp made to help you go through Berlin and all its challenges





This is a positive outcome because, from a UX standpoint, a user is always burdened with tons of information and can be easily distracted.

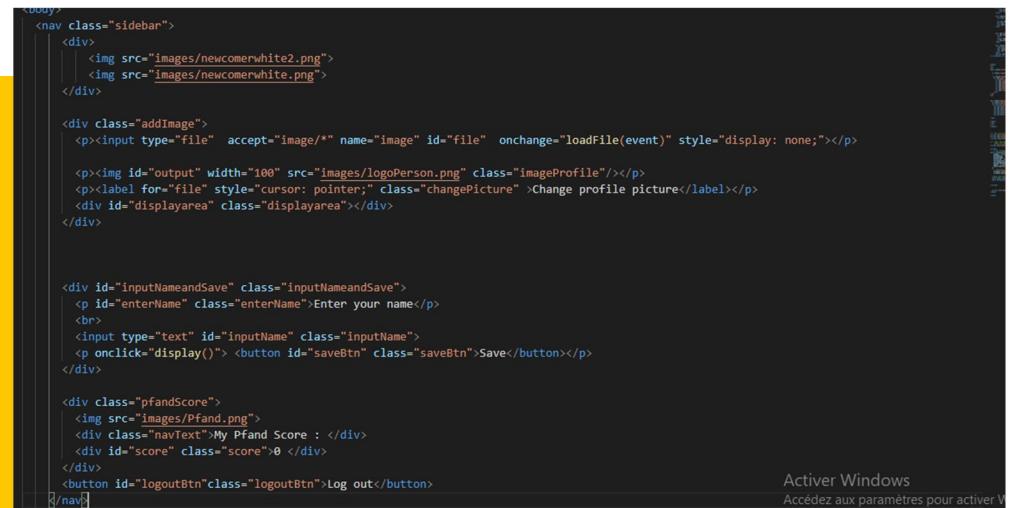


Unfortunately the website is only available on a desktop version, so we weren't able to check the responsiveness on different devices and check for accessibility.



Tools and Coding Languages

Front-End:
HTML, CSS, Javascript



A screenshot of a web browser displaying an HTML form. The form includes fields for uploading a profile picture, entering a name, and a section for Pfand Score. At the bottom, there is a "log out" button.

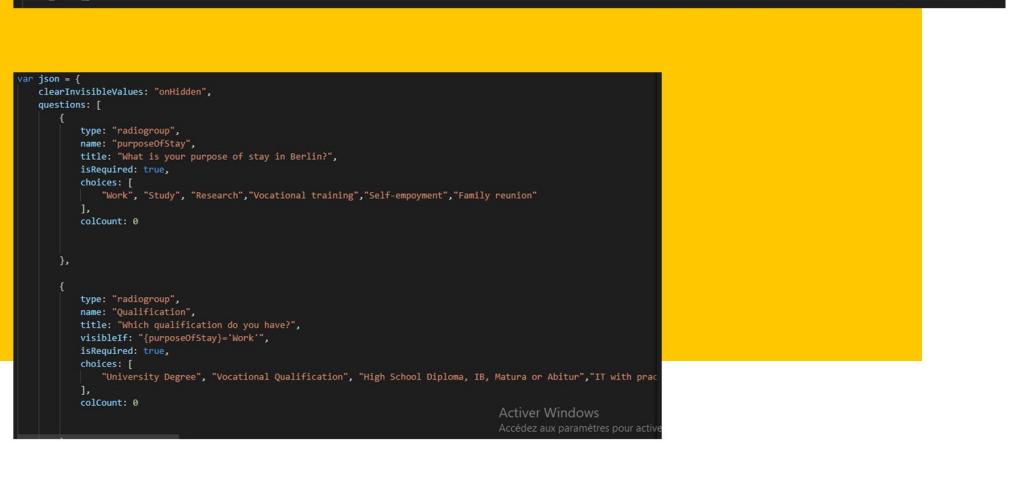
```
<body>
<nav class="sidebar">
<div>
  
  
</div>

<div class="addImage">
  <p><input type="file" accept="image/*" name="image" id="file" onchange="loadFile(event)" style="display: none;"></p>
  <p></p>
  <p><label for="file" style="cursor: pointer;" class="changePicture" >Change profile picture</label></p>
  <div id="displayarea" class="displayarea"></div>
</div>

<div id="inputNameandSave" class="inputNameandSave">
  <p id="enterName" class="enterName">Enter your name:</p>
  <br>
  <input type="text" id="inputName" class="inputName">
  <p onclick="display()"> <button id="saveBtn" class="saveBtn">Save</button></p>
</div>

<div class="pfandScore">
  
  <div class="navText">My Pfand Score : </div>
  <div id="score" class="score">0 </div>
</div>
<button id="logoutBtn" class="logoutBtn">log out</button>
</nav>
```

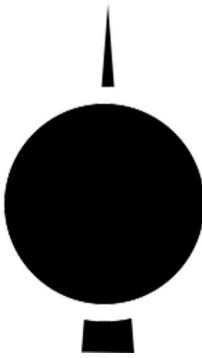
Activer Windows
Accédez aux paramètres pour activer V



A screenshot of a web browser displaying a JSON configuration file for a survey form. The JSON object defines questions, each with a type (radio group), title, visible if condition, required status, choices, and column count.

```
var json = {
  clearInvisibleValues: "onHidden",
  questions: [
    {
      type: "radiogroup",
      name: "purposeOfStay",
      title: "What is your purpose of stay in Berlin?",
      isRequired: true,
      choices: [
        "Work", "Study", "Research", "Vocational training", "Self-employment", "Family reunion"
      ],
      colCount: 0
    },
    {
      type: "radiogroup",
      name: "qualification",
      title: "Which qualification do you have?",
      visibleIf: "[purposeOfStay]~Work",
      isRequired: true,
      choices: [
        "University Degree", "Vocational Qualification", "High School Diploma, IB, Matura or Abitur", "IT with practical experience"
      ],
      colCount: 0
    }
  ]
};
```

Activer Windows
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The logo consists of a black circle with a vertical line extending upwards from its top and another short horizontal line extending downwards from its bottom.

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