



CHINGARI

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## **Problem:**

Immigrant women are in need of resources to give them the opportunity for independence

## **Challenge:**

The information exists, but it is scattered and difficult to understand

## **Opportunity:**

Build a website where immigrant women in the Vancouver area can find the online resources they need all in one place, and in language they can understand

The image features a solid teal background. A white vertical line is positioned on the left side, and a white horizontal line is positioned near the bottom, intersecting to form a grid-like structure.

Research



Users



Support service

# Interview Results

- Resources and education is scattered
- English as a second language big problem
- Unaware of their rights
- Unaware of their choices
- Controlled by partner
- Cultural ideals and women rights
- No income/ financial dependent
- Isolation and absence of social support
- Unfamiliar with canadian system
- Misinformed
- Immigrant status

# Supportive Articles and Scenarios



“87% did not have any extended family in Canada... a result of language and cultural barriers, but it also because their intimate partners deliberately isolated them”

**“All of the women interviewed were financially abused by their intimate partners”**

**“If they left, they would be unable to provide basic needs for their children Some women strategically chose to remain, weighing the advantages and the disadvantages of leaving.”**

***“I thought if I leave I would have no status, no money, no nothing.”  
—Olivia***

“65% had been physically abused”

“87% were not fluent in English when they arrived in Canada. The power of a sponsor over a woman without status is often heightened due to the isolation women face as a result of language barriers.”

# Persona 1

## Seema



If i leave I will have  
no status, money. I  
will be no one”

Seema is 27 years old  
She is married with one daughter  
She grew up in Pakistan  
Now lives in Canada  
Primary Language- Urdu,English  
Studied- economics  
Work- Never worked  
Home income- 50-60K  
Dependent on husband

Seema got married when she was 19, she had arranged married. She move to Vancouver 2 years ago with her daughter to her husband, who been living in canada for more than 4 years. She lives with her husband, his brother family and daughter. She is housewife. Sometimes she volunteer to teach urdu in local mosque. She has Canadian residency but she is not canadian citizen yet. Her husband does not support her going the workforce and wants her at home. Now she wants want something new in her life. In canada she is exposed to new ways to live life.

### Frustrations

She does not know where to get help  
She is not aware of canadian legal system  
She do not know anything about children custody  
She does not know her rights, choices  
She doe s not have any connections with women  
groups(absence of social support)  
She does not have money to pay to lawyers for help  
She gets information from husband and family friends  
and she is unsure if it's right or wrong

### Fears

Scared that community and family will reject her  
Scared she might be deported  
Scared she will lose custody of daughter  
Not sure if she can make it on her own  
Lose family support and possible inheritance

### Goals

To be a role model for her daughter  
Financial independence  
Become a career woman  
Embrace women's rights valued in canada  
Divorce husband  
Find guidance that recognizes her cultural  
beliefs and religion  
How to apply for a citizenship

### Motivations

Gain skills to join workforce  
Unhappy in marriage  
Find equality in a new relationship  
She is unsure of who she is as a woman  
Feels controlled by partner

## Raj



“I want to start new chapter in my life”

Seema is 24 years old  
She is divorced  
She grew up in India  
Now lives in Canada  
Primary Language- Punjabi, English  
Studied- High School  
Work- Macdonald's

Raj came from India when she finished high school. She was a really good student. However, due to early marriage she had to leave India and came to Canada to her husband. Her husband's family did not let her study in Canada. She also had an abusive relationship with her husband and she gave divorce after three years. Now Raj wants to move on. She wants to get education and wants to become a career woman.

### Frustrations

She does not know how the education system works in Canada  
Her communication skills are not good  
She does not have enough money to pay for the courses that she wants to take

### Fears

Not sure if she can make it on her own  
She might never be able to get out of her current situation

### Goals

Start a new chapter  
Financial independence  
Become a career woman  
Learn public speaking  
Work with women like her  
Uplift other women with the same background.

### Motivations

Gain skills to join the workforce  
She wants to make the most out of her life alone  
She wants to help her son become a good person



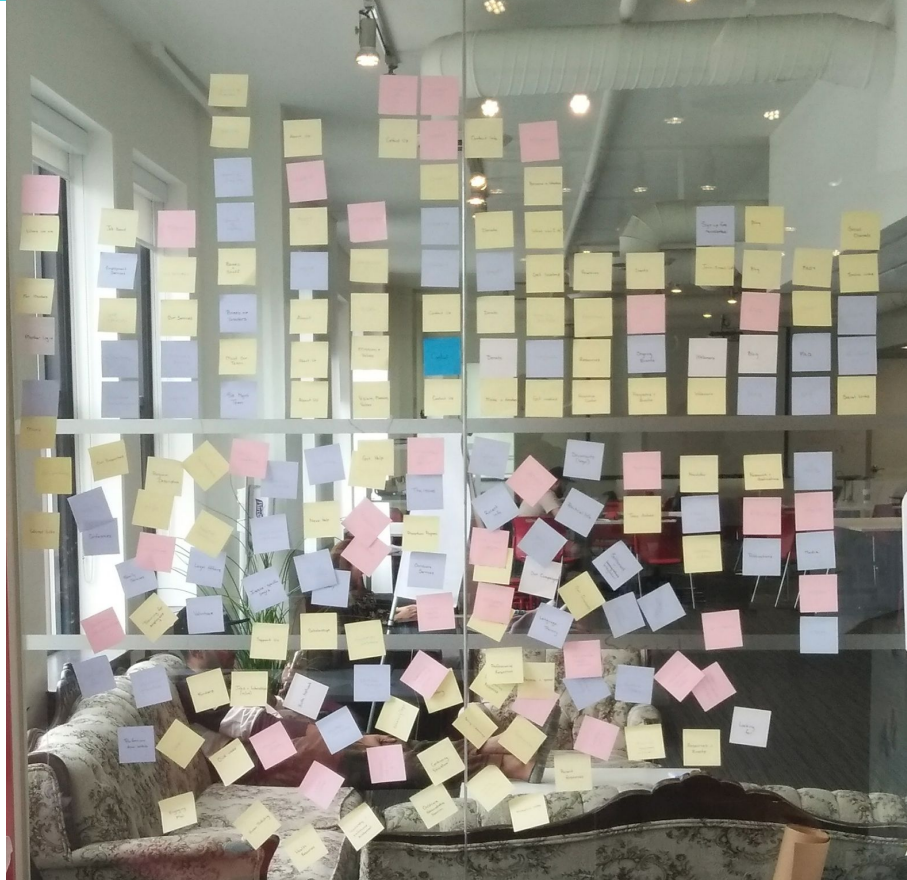
# Competition and Comparative analysis



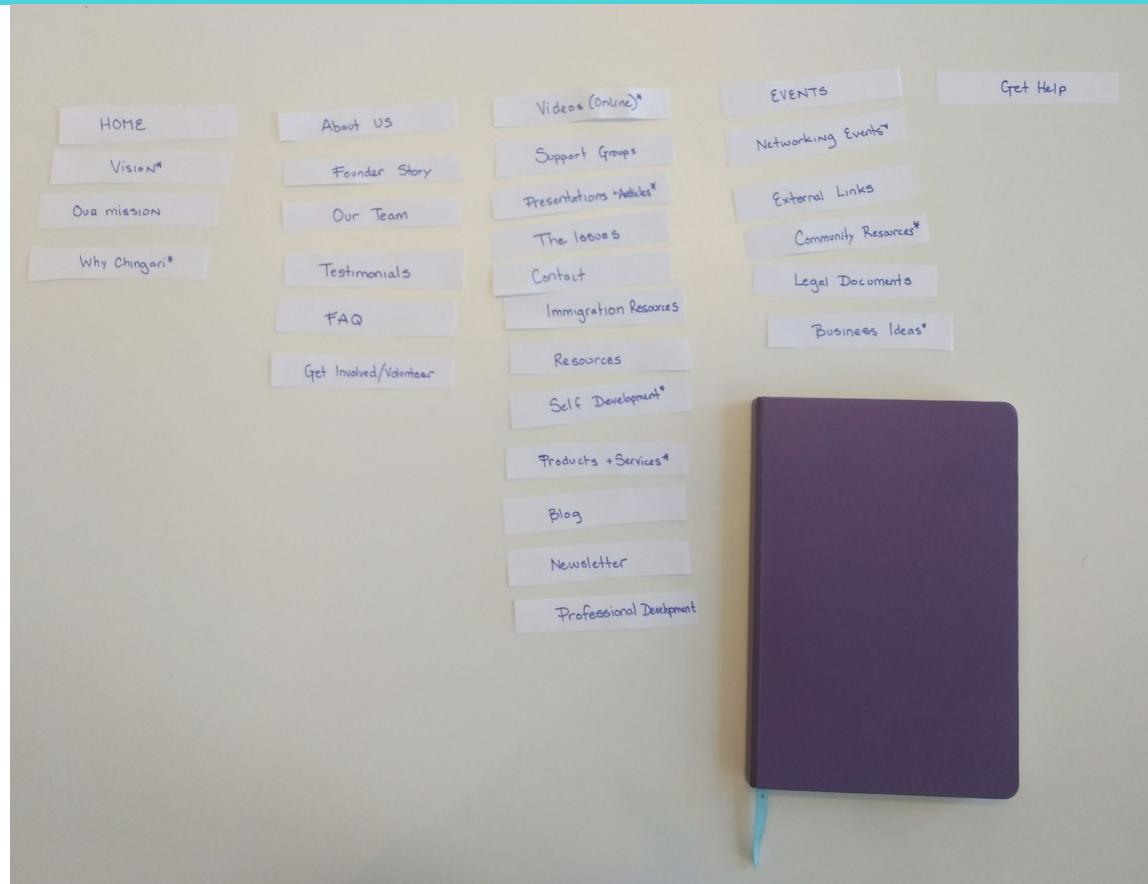
The image features a solid teal background. A white vertical line is positioned on the left side, and a white horizontal line crosses the vertical line, creating a grid-like structure. The word "Planning" is written in a white, sans-serif font, centered horizontally and positioned below the horizontal line.

Planning

# Affinity Diagram



# Card Sorting



# Site Map



HOME

Mission

Visions

Why Chingari

The issues

Product and  
services

ABOUT US

Founder Story

Our team

Testimonials

FAQ

Contact Us

Get involved

RESOURCES

Immigration

Legal Docs

Community

Support Group

Self Development

External Links

Professional Development

Business Ideas

Videos

All content

EVENTS

Networking Events

Upcoming Events

GET HELP NOW

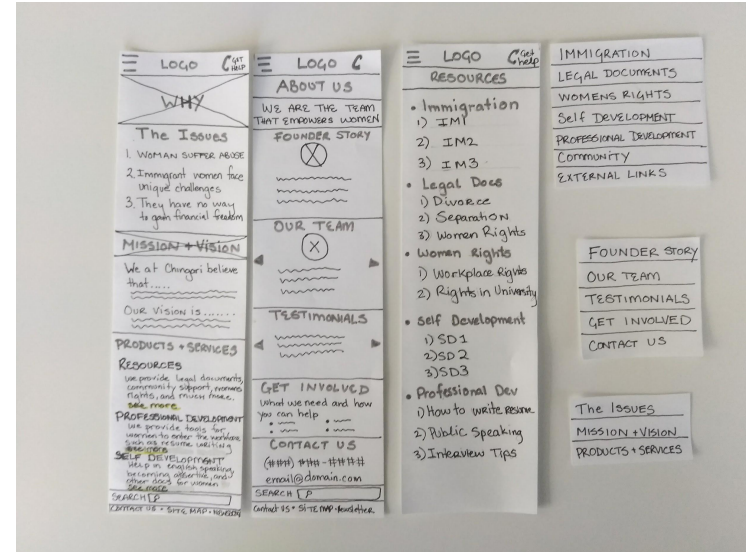
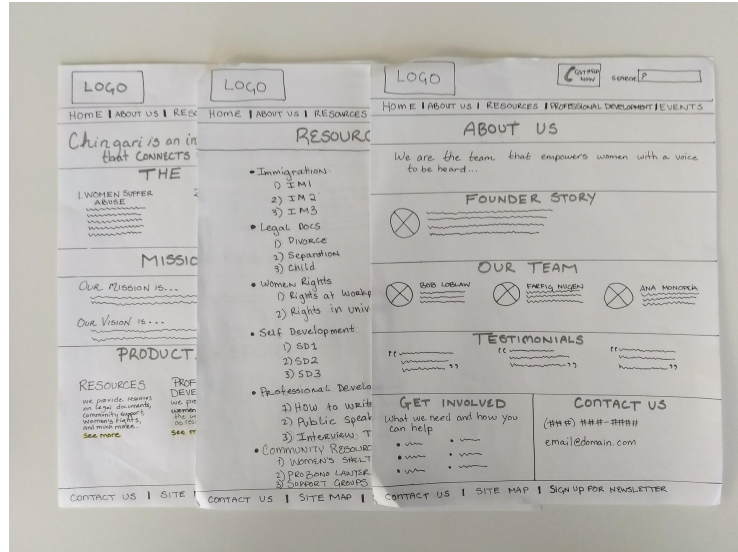
# Feature Prioritization

Client wants	User Needs	May Be
Platform form immigrant who been abused, divorced	Home	Jobs Internships
Platform that will allow them to become independent	Testimonials	Our Partners
Platform to build community	Privacy policy	Donate
Add a card...	Our team	Newsletter
	About Us	Blog
	Founder Story	External Links
	Contact Us	Add a card...
	Get Involved	
	Events	
	Resources	
	FAQ	
	Get Help	
	Add a card...	



Testing

# Paper Prototype





# Testing Paper Prototype



- User wanted to click on logo
- User expected search field on top
- Consider changing to search icon on top, expand to the search popup
- Consider grid for the resources
- User thought bullet points were not links
- Expected testimonials before our team
- Professional development should be under resources.

# Digital Wireframes

Desktop



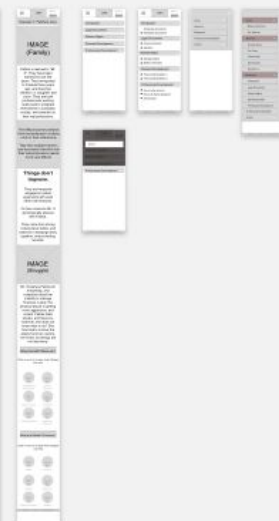
Desktop Copy 3



Desktop Copy 2



Desktop



Desktop Copy 4



Desktop Copy 5



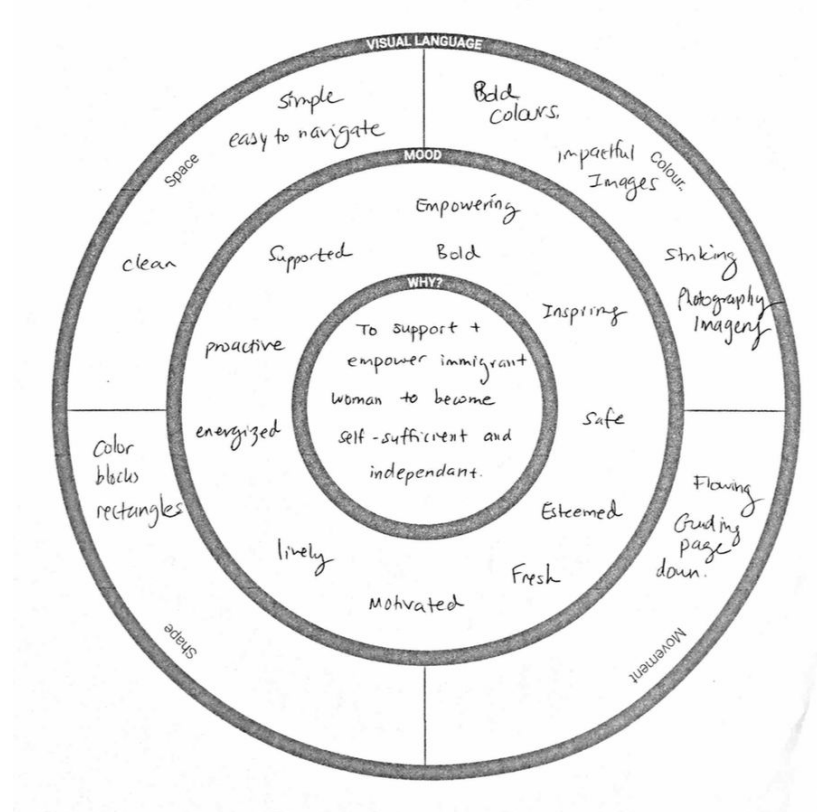
Desktop Copy



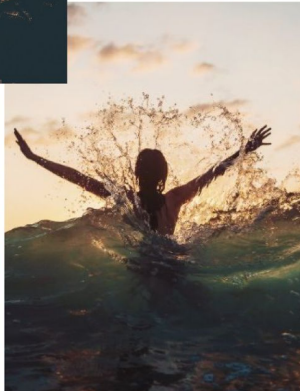
The background is a solid orange color. A white vertical line is positioned on the left side, and a white horizontal line is positioned near the bottom, intersecting to form a grid-like structure.

# Visual Design

# Design Inception



# Moodboard



# Logo Design

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# Logo Design

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# Logo Design

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CHINGARI



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# Logo Design

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CHINGARI

# Style Guide



## Chingari Style Guide

Logo Design



Typography

Lora Regular  
24pt, 20pt

Muli Regular  
36pt, 24pt, 18pt, 14pt

Our Team



Mahwish Yousaf  
Founder & CEO

Hero Image



Navigation Bar



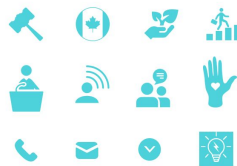
Type 1 Buttons



Type 2 Buttons



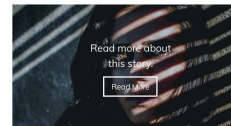
Iconography



Layout #1



Layout #2



Colours



# Style Guide



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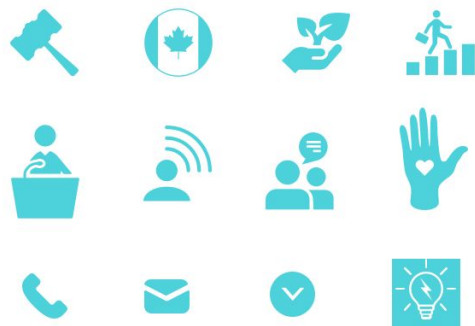


Type 2 Buttons



# Style Guide

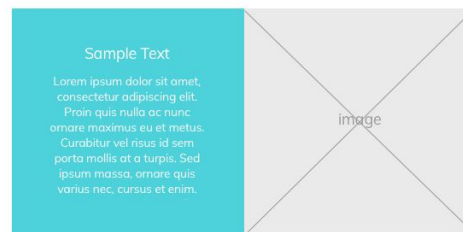
## Iconography



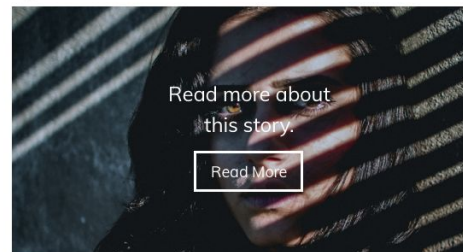
## Colours



## Layout #1



## Layout #2



# Prototype Walkthrough

# Reworking the Copy



## Before:

- It's a **social community network** that is local to the area...but I'm confused
- "...**online community support group**"
- "... women's empowerment against men..."
- "The first sentence doesn't tell me anything about the business...aims is the mission and vision"
- "There is a **lack of info upfront about what this organization does**"
- "A justice networking group that caters solely to women"

# Reworking the Copy



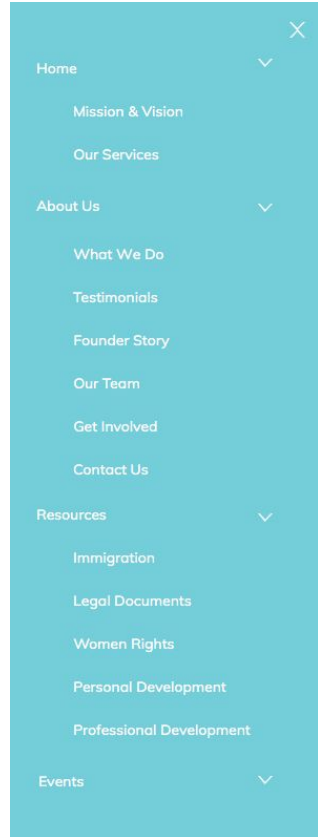
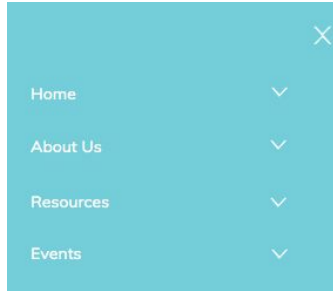
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## After:

- "**Women's resource for immigrants** when having a difficult situation"
- "it is an information website for **women empowerment in Vancouver.**"
- "It's about **empowering women and providing resources**"
- "...offering them networking and education in where women are powerless. Speaking to the barriers that impact women"
- "**Resources for women to be self sufficient in business, empowering women**, protect themselves, be contributing members of society."

# Future Considerations



- Search feature
- Events page
- Expand database individual pages
- Newsletter or blog feature
- Multiple Languages
- Donate now feature
- Online community network





Thanks!