

# Destination Pittsburgh

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**In 2009, there were 21,846  
foreign-born people living in Pittsburgh.**

**77.4% speak a language other  
than English at home.**

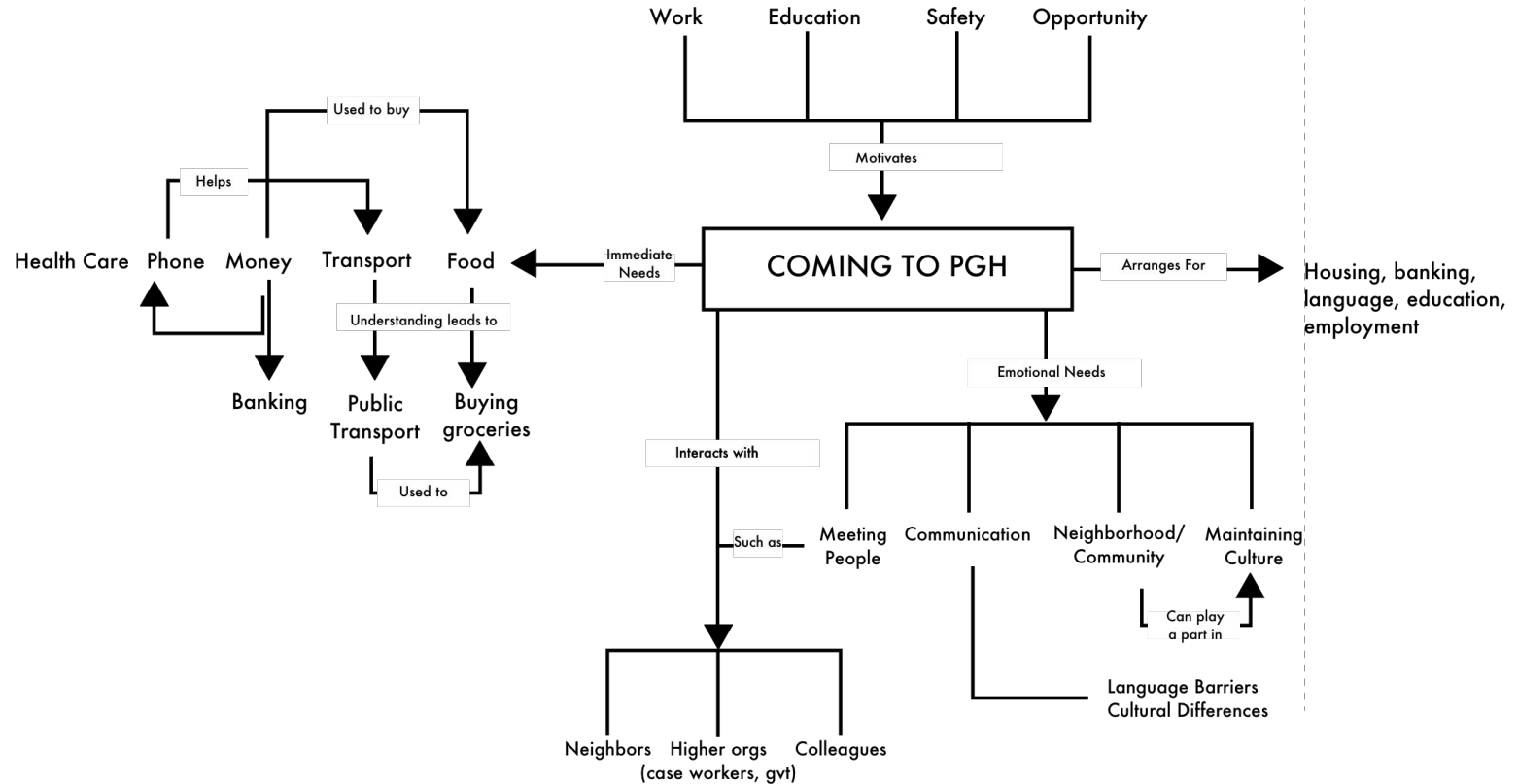
**41.7% of these people reported speaking English less than “very well.”**

With Pittsburgh encouraging the resettlement of non-native english speaking immigrants to the city, the communities of Pittsburgh must be prepared to meet the demands of an influx of people who will have languages and cultures different from their own.

These communities will need tools and resources to provide them with the confidence to learn English and integrate within their new communities.

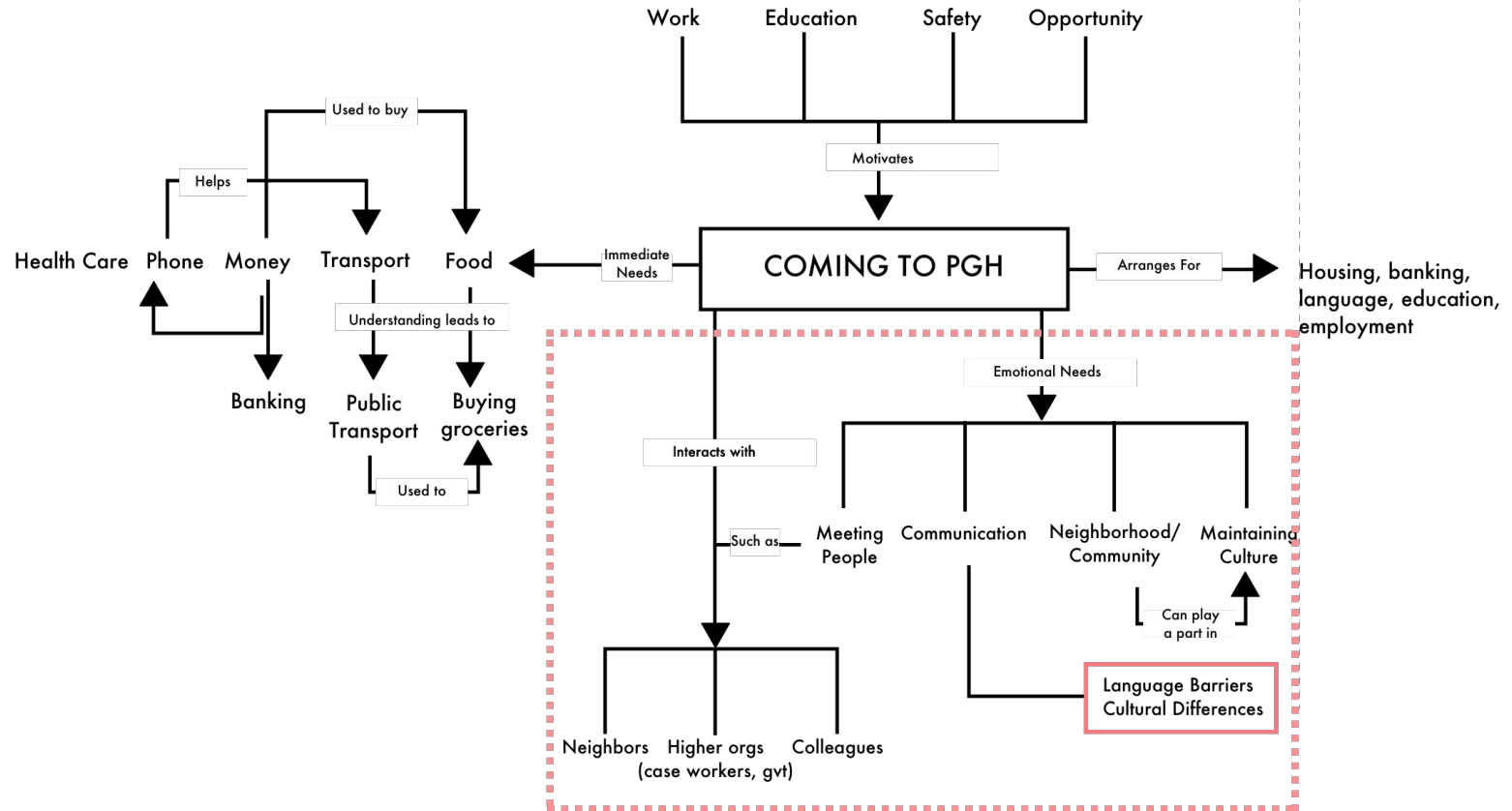
# Journey to Pittsburgh

## Traveling to Pittsburgh | Concept Map





## Traveling to Pittsburgh | Concept Map



# Community

# Completed Research

Directed storytelling interviews with people from India, Philippines, Qatar, Thailand, Israel

Performed literature research from the US Census, Post-Gazette, Office of the Mayor

# Main Insights

People feel belonging and at **home** in Pittsburgh through meeting friends (particularly natives) and **exploring together**.

*“ My first week here I made one friend. I stuck with him, and asked his advice about everything for my first few months.”*

- Lia, Qater

They tend to stick to the same, **familiar** areas for basic necessities.

There are 3 kinds of people new immigrants interact with:

**Ambassadors**

**Partners**

**Acquaintances**

Many People feel safe asking questions of **similar people** who have gone through **the same immigration process.**

Many of them are overly polite as a method of getting to know new people.

# Persona 1 – Daniel, 33, Sudan

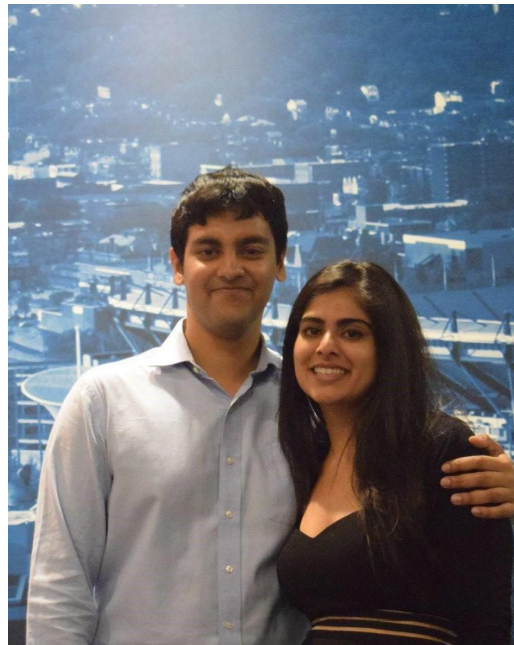
- Came to Pittsburgh and the US as a refugee
- Excited about the cultural differences and the new opportunities here
- Teaching his son to love America and love other citizens
- Recalled a 'shifting point' as getting used to the Grocery Store and the Designed food, packaging, and displays there





# Persona 2 – Preetam, 23, India

- Came to Pittsburgh and the US for School
- Started feeling like a confident member of the community after two months
- His phone helped give him the confidence to learn the bus system
- Identified a 'shifting point' when he calmly handled a situation in which he, and a group of his friends, were antagonized for being Indian



# Future Research

- Observing PRISM meetings and events
- Attending English conversation meetups
- Interviewing immigrants in Pittsburgh
- Interviewing CMU & Pitt international population
- Observing and interviewing cultural communities

**Thank you**