Integrate: Mentorship app

2023 Product Design Sprint

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Problem Statement

How might we empower *Integrate* users to stay active on the app?

What makes Integrate a unique mentorship experience app? What differentiates it?

Research

- Canadian government aims to increase immigration to 1.45 million
- Targets to be achieved in 3 years
- 60% of newcomers will be in the economic class
- 500,000 newcomers planned for 2025
- Plan to welcome 40,000 Afghan refugees
- Permanent residence stream for Ukrainians following Russia's illegal invasion

https://www.budget.canada.ca/fes-eea/2022/report-rapport/chap2-en.html#a7

Research *pt 2*

Immigrants face unequal opportunities compared to Canadian-born individuals

- Disadvantage is particularly pronounced for racialized and female immigrants
- 50% of immigrant women with engineering degrees not working as engineers and unemployed

Immigrant earnings gap has worsened despite higher education than Canadian-born population

- Immigrants earn on average 10% less than Canadian-born individuals.

Research *pt 3*

Some countries are full of educated people whose skills are badly needed. But there are barriers to matching them to jobs, leading to 'brain waste'.

– **BBC Article 2022**
'Brain waste': The skilled workers who can't get jobs - BBC Worklife

➜ **20-25% of college-educated immigrants are severely underemployed**

A series of conclusions can be made from the research findings. First and foremost, both unemployment and underemployment are serious problems among Venezuelan migrants, with rates of 36% and 52% among respondents respectively. This holds true in the cases of surveyed Venezuelan engineers and medical doctors, who also registered high rates of unemployment and

– **Thesis, Columbia University**
The Integration of Venezuelan Migrants into the Argentine Labor Force

Research *pt 4*

FIGURE 3

Share of Underemployed College-Educated Workers, by Nativity and Race/Ethnicity, 2019
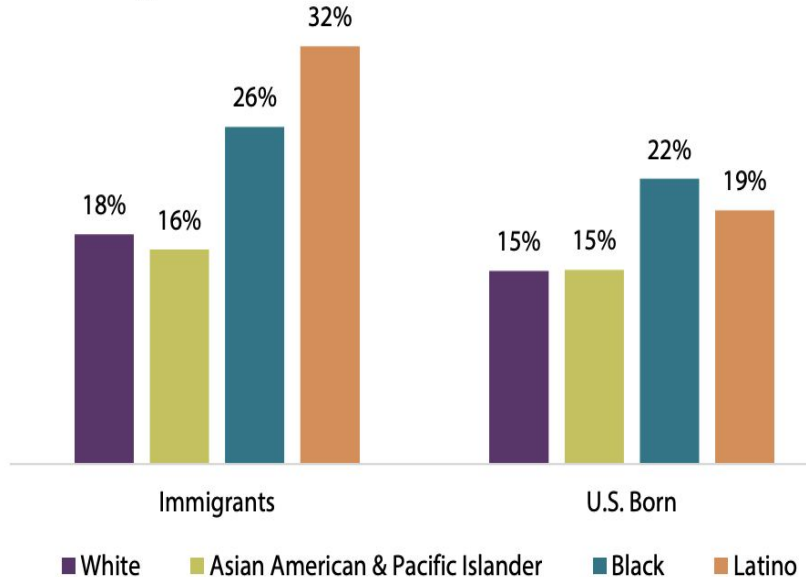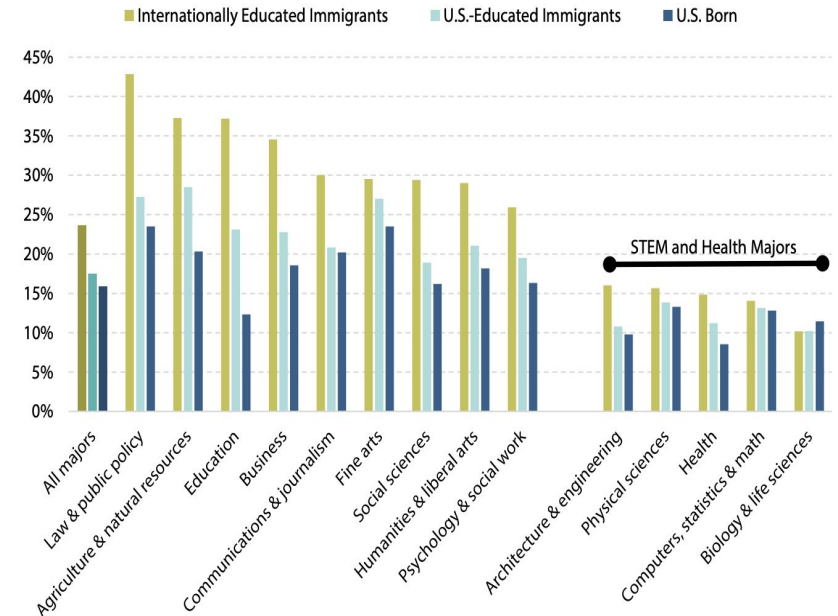

FIGURE 5

Underemployed Share of College-Educated Immigrant and U.S.-Born Adults, by Place of Education and Bachelor's Degree Major, 2019*

Note: The ACS does not provide information on fields of study or majors at educational levels higher than the undergraduate level. "Major" refers to the main major.
Source: MPI tabulation of data from the U.S. Census Bureau's 2019 ACS.

Research *pt 5*

that often differ based on profession. These primarily include difficulties with obtaining degree accreditation, the poor state of the current Argentine economy, a mismatch between the skills of Venezuelan workers and the demands of the Argentine economy, high costs of living in regions where suitable jobs are available, and in some cases, discrimination. Finally, Argentina has

– Thesis by Steven A. Schwartz (Continued)

User Persona

Ahmed

Ahmed is a 35 year old Mechanical Engineer with over 10+ years of work experience. He moved to Canada 5 months ago, and is currently working in a Junior position he is overqualified for. Ahmed hopes to find a job that fits his skills and experiences. He believes that that is due to discrimination and -his accent. He also wishes to improve his English.

Ahmed is hard-working, friendly, reserved (due to language barriers), and eager to engage with the new community. He loves to learn, explore the city, and spend time with his family.

Nationality: Syrian
Location: Toronto, ON

User Persona

Xiaoyan

Xiaoyan is a 22 year old International student from China, studying Computer Science at UBC.

Xiaoyan is worried that she won't be able to find a job in her field when she graduates as she has trouble finding a part-time job.

She hopes to increase her chances of getting a job, improve her English, and understand the Canadian work culture. She is driven, friendly, reserved, dedicated to education, and values building relationships.

Nationality: China
Location: Vancouver, BC

The Solution: Integrate
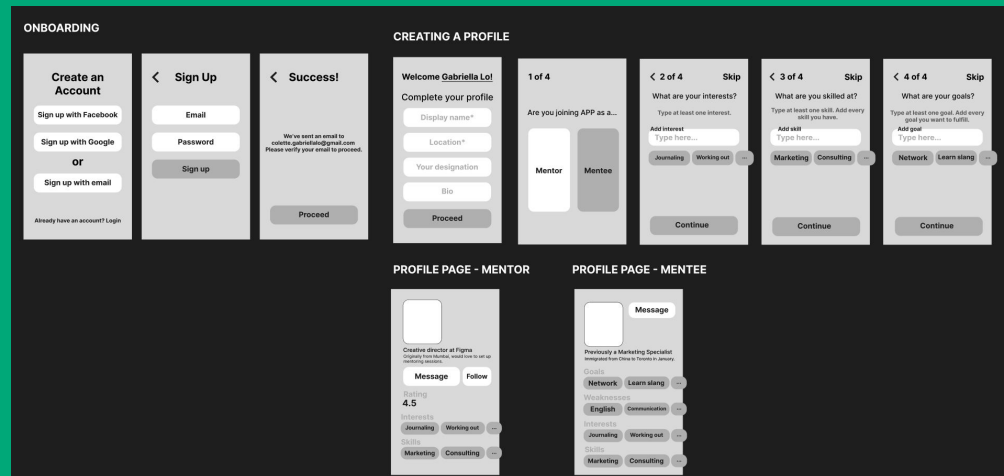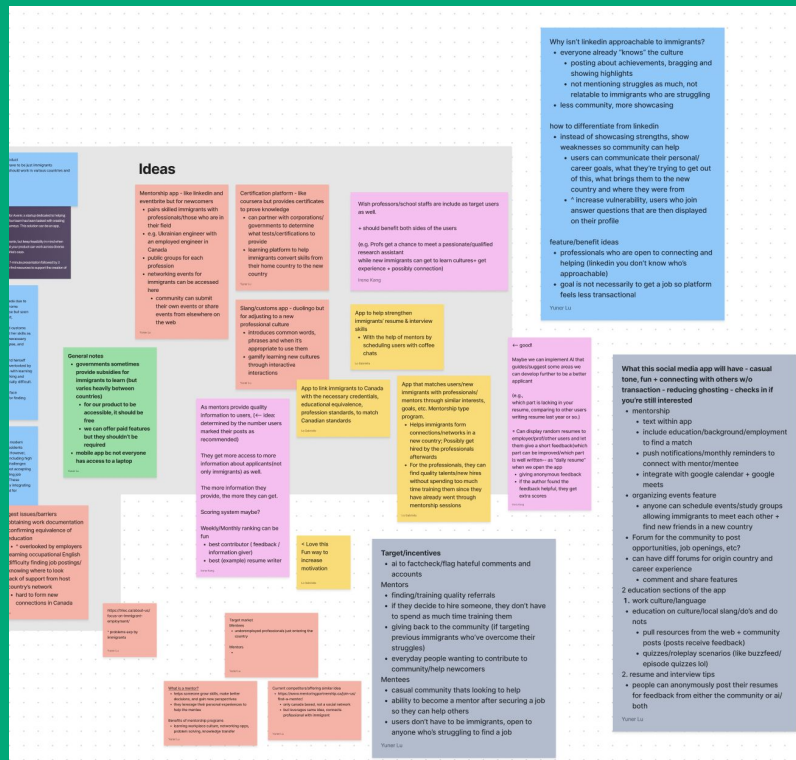
Our solution consisted of **3 main features**.

1. The ability for new immigrants to connect with mentors through one-on-one mentorship.

2. Community forum for all users (mentors and mentees) to post and exchange various content (including events, job opportunities, etc). This encourages new immigrants to engage with others alike through community bonding.

3. Top contributors of the week.

The Solution: Integrate

How might we empower *Integrate* users to stay active on the app? What makes Integrate a unique mentorship experience app?

- Flexibility to create new communities and post various content
- Encourages mentees to engage with more than one mentor
- New opportunities and updates
- Top contributors of the week

- Targets mentors who were once immigrants as well. (know the struggles of adapting to a new country)
- Integrate is built on the principle that showcasing weaknesses and vulnerabilities is instrumental to forming an impactful mentor-mentee relationship

Idea Sketch

← *Click to See more!*

Prototype

- ***Link to Our Prototype***

Thank You!

Questions?