

Experience Map

Experience Map gives a visual representation that illustrates the flow of the user's needs, wants, expectations and overall experience for a particular goal. It helps us identify where the experience is working well, breakdowns and issues, parts of the experience are not supported and transitions between parts are not supported.

After our analysis of the results of formative studies, we made Job Stories demonstrate how "connections" established. The job stories had presented stages along the journey. Those stories covered scenes from the settle-down in a community, meeting new neighbors to further connection reinforcement, conflict solving and social network expansion. Based on the formal structure of the stories, we could easily extract people's doing, thinking and feeling. Pain points and bright spots were concluded based on their feelings and thoughts. Brainstorms did a favor to complete the pain points as well.

We set our Experience Map for the Immigrant/Local Connection Experience. The title was determined based on our focused problem, the frequency of communication between immigrants and locals. It should be specified that we did not only focus on what immigrants do but also the locals' actions.

The first stage of the journey is "Reaching-out" which refers to the scene that people (immigrants or locals) first settle-down in a community. People during this stage want to know more people in the same community. Based on our job stories and results from formative studies, people find activities and attend those they are interested in to meet more people. At this stage, we focused on immigrants for their average shorter length of living in a community. However, locals may have a similar problem since the composition of their communities is changing. We concluded this stage as "Reaching-out" since it is a process that people reach out to find opportunities for connections. We attached the abstract figure in the "Doing" part to represent the idea.

The second stage is for the scene during the events or activities people attended at the first stage. People willing to know others will try to observe people's actions or listen to what people are talking about. They find topics that people shared similar interests and hope to

talk about the topics with those people. People then will check whether the topics are suitable to be mentioned at the first meeting, like things related to privacy. Afterward, people will start the conversation and/or more interaction and hope to establish a connection with those people. The quality of the connection depends on how well they interacted at that time. Some results of the formative studies show examples like one got to know others well after being a good teammate to play basketball once. There are some cases that people don't experience a good interaction at the first time. Some people said they would walk away and maybe find other people to talk. Then it goes back to the beginning of the stage. During this stage, it is mainly about how people approach others to have an interaction. Another figure presented in the center concludes the process.

The next stage is about reinforcing the connection after successful connection between people. It is important for people to keep in touch for a better connection. With contacts, they can share their interests and activities as well as other information. They can attend more activities and have more interaction after then. Some conflicts may occur during the process. Especially for immigrants as the results of formative studies mentioned, they have run into more problems with local people. People will try to deal with the conflicts and evaluate the relationship with their friends. Some people tend to interact less with those they don't like and go back to the beginning stage to make other friends. Others may try to interact more to improve the connection with their friends. In the figure for this stage, highlights on arrows show the reinforcement of the connection.

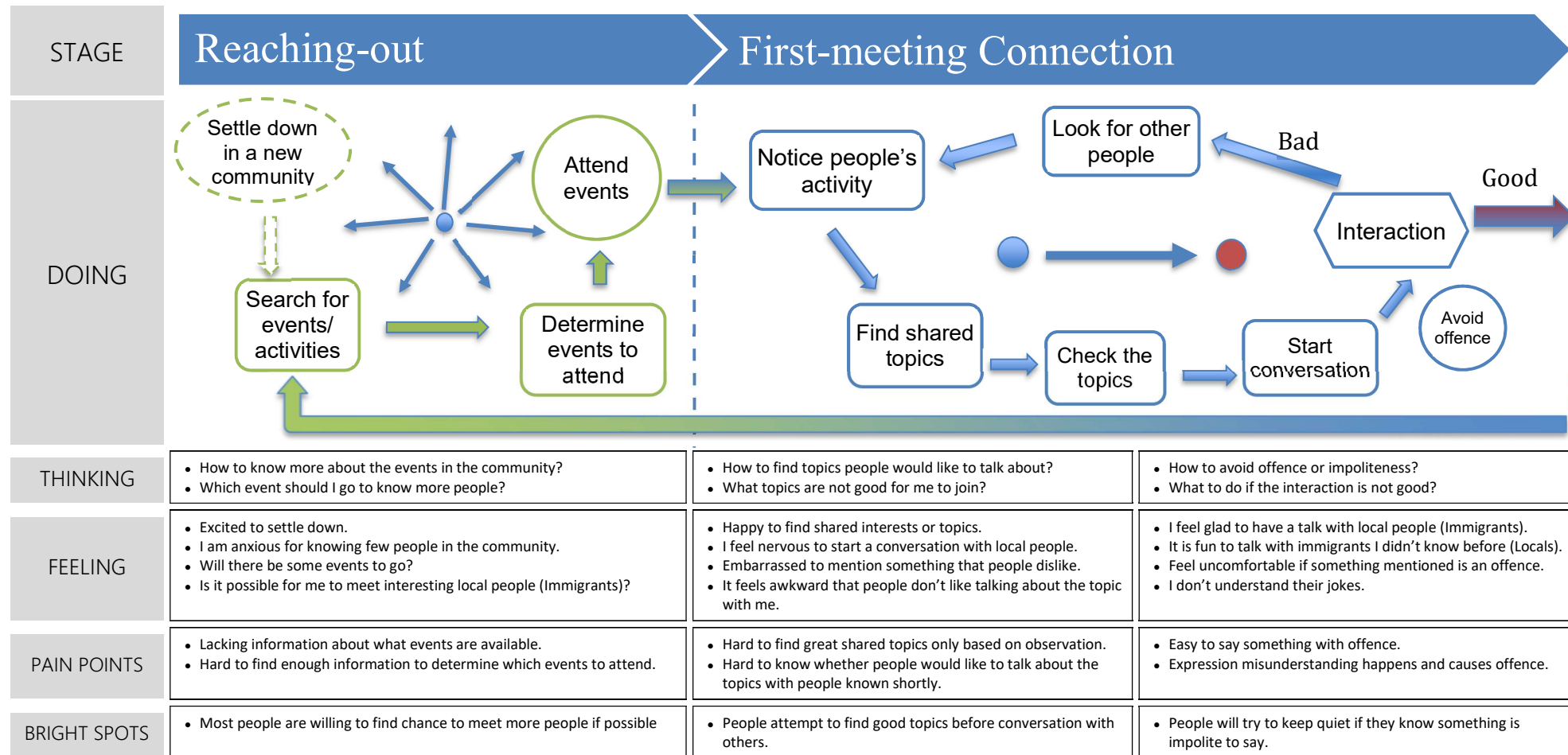
The last stage is for that people have made great connections with their friends (locals connected with immigrants or vice versa). People will join more activities with the friends and keep a frequency of interactions to maintain the connections. People also meet friends of their friends or other acquaintance during those activities. During the process, people expand their social network and more connections established. Hopefully, with those many connections, people engage more with the community.

Based on what we extract and conclude, we finished the list of people's "Thinking" and "Feeling" and got the pain points and bright spots. Opportunities presented in the last part

arise from the pain points. The main idea is to provide methods for people to share more information and communicate more frequently. It is corresponding to our problem statement and the results of formative studies.

Local/Immigrants Connection Experience Map

Journey



Opportunities

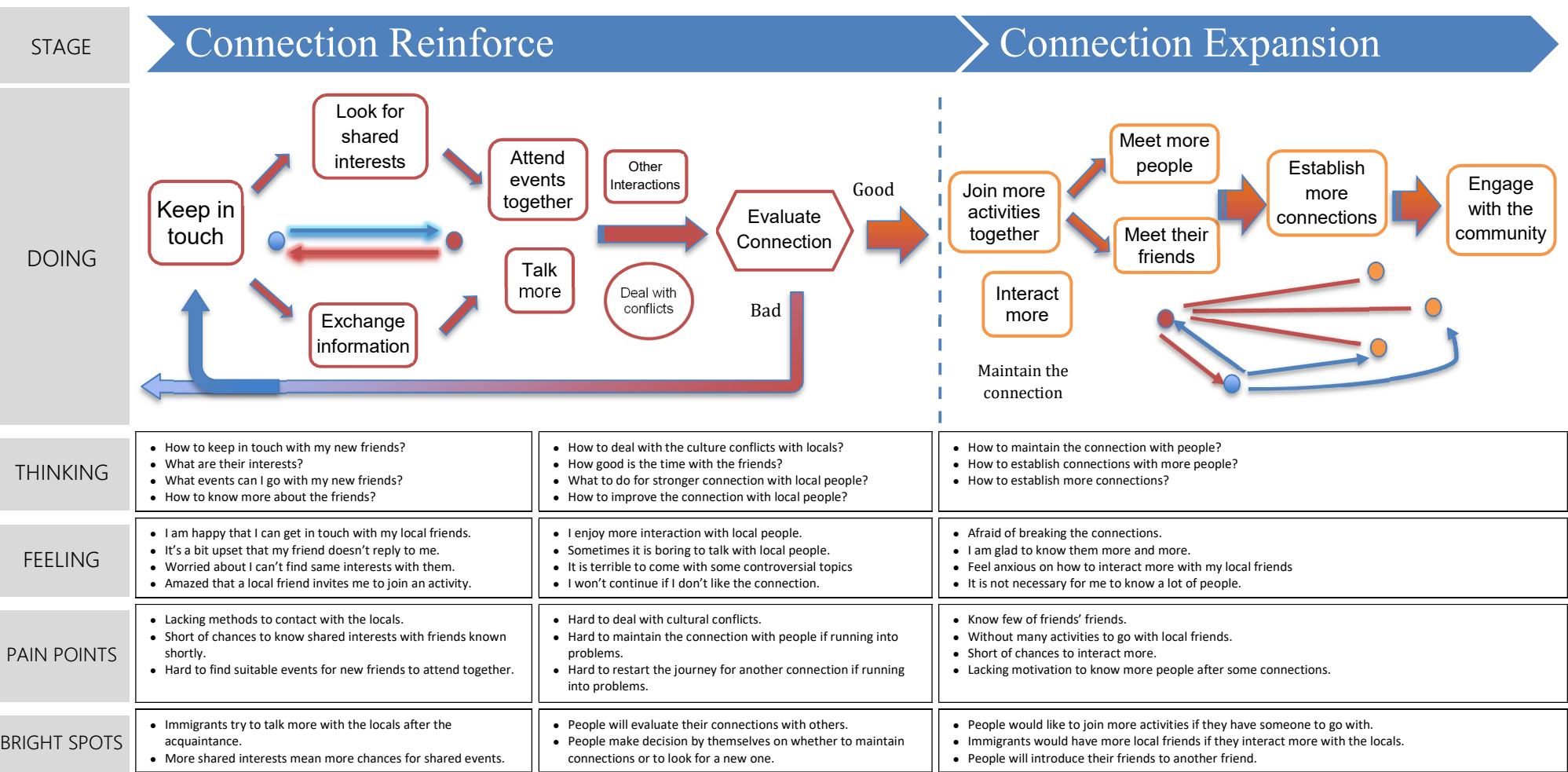
Set place for people to post information about events.

Give space for people to show their interests.

Place for sharing sensitive topics.

Provide more helper information on language and expression.

Journey



Opportunities

Provide methods for them to keep in touch.	Present information for activities about shared interests.	Help people find and solve the conflicts	Help immigrants to find more local people with the same friends.	Encourage people to know more people other than friends
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