

# The User Journey: alliance

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## Challenge Statement 2:

Solutions to improve the process of moving to Singapore.

## Design Thinking Framework:



# USER RESEARCH

① Empathise

What are some problems faced when moving to Singapore?



## REINTEGRATION INTO SOCIETY

Returning Singaporeans who have spent a prolonged amount of time overseas often face the issue of weakened relationships with people in Singapore. They may worry about finding a new circle of friends. Additionally, they may seek connections within their industry to keep themselves up to speed with developments they have missed out on.



## ASSIMILATION INTO SG CULTURE

Singapore has a distinct culture, seen from the unique ways locals communicate with one another for instance. Foreigners who are unfamiliar with such culture find it challenging to integrate into society.



## LOGISTICAL ISSUES

Moving to another country often gives rise to many logistical issues, such as the need to find accommodation, jobs, or in present times, adjust to COVID regulations. Such information, while accessible, is scattered all over the Internet, making it difficult for foreigners or returning Singaporeans to conduct efficient research.

## Target Audience



University graduates or working adults planning to relocate to Singapore

## Aim



Help target audience reintegrate/assimilate into Singapore society efficiently

## Current Solutions



### 1. Ministry Websites

mfa.gov.sg,  
mom.gov.sg, etc.



### 2. Third Party Organizations

Companies who make profit from helping foreigners integrate into Singapore's society.



### 3. LifeSG

An all-encompassing application that enables Singaporeans to connect to the right government services

## Limitations



### 1. Decentralized

The many ministry websites can be difficult and inconvenient to navigate, especially for foreigners who may not be as familiar.



### 2. Cost

Adds additional and unnecessary costs to the process of moving to Singapore, an already expensive city to live in. Additionally, this service may not be accessible to all due to the added costs.



### 3. Not Tailored to our Target Audience

While the app is likely to be helpful for returning Singaporeans, it is not catered to foreigners intending to move to Singapore. Moreover, the app mainly addresses administrative and logistical concerns; more can be done to support their emotional and mental well-being.

# Design Concept



## Social Inclusion As A Key Factor to Successful Integration

Successful integration requires meaningful interaction between migrants and the receiving society, which means integration must be conceived as a two-way process (Rudiger & Spencer, 2003)<sup>1</sup> Focusing keenly on building relationships between the user and members of the local community, we hope to help facilitate these meaningful interactions and help users find a community of support to ease their transition into Singapore.

## Gamification As A Catalyst For Learning And Assimilation

Research has shown that gamification is one of the top 10 must-have features of any learning management system (ProProfs, 2021)<sup>2</sup> With gamification at the core of our design, we hope to be able to make the assimilation process as enjoyable as possible, while still effectively educating our users on Singapore's heritage and cultural nuances to help them best integrate into our society.



1. <https://www.oecd.org/migration/mig/15516956.pdf>

2. <https://financesonline.com/gamification-statistics/>

# Solution

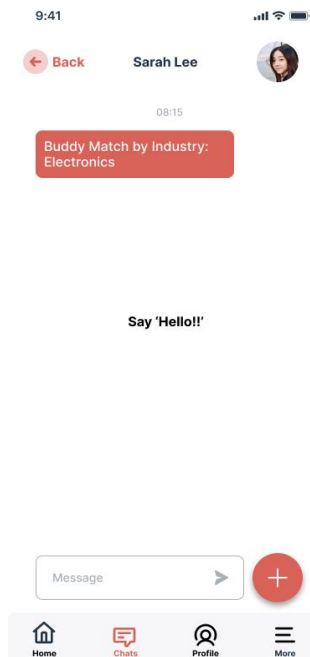
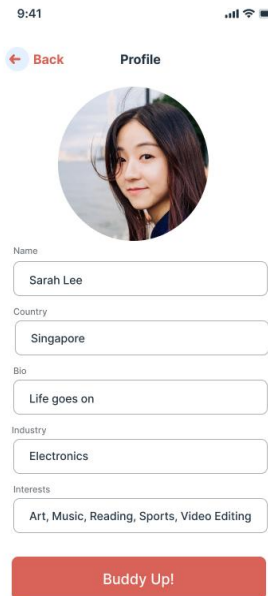
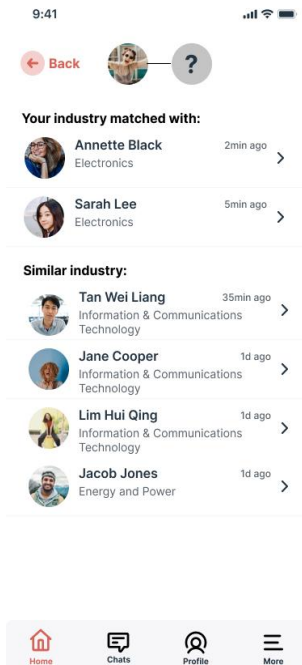


## alliance

An all-in-one application that allows users to buddy up with people from their industry, people who share their interests and people who hail from the same country. *alliance* also includes *alliance Academy*, an in-app educational tool that offers basic classes to keep foreigners up to speed with Singapore culture. To help users retrieve important information efficiently, *alliance* also has a Quick Help section that consolidates all the relevant links needed for them to move to Singapore.

**Tech Stack:** React Native, Expo CLI

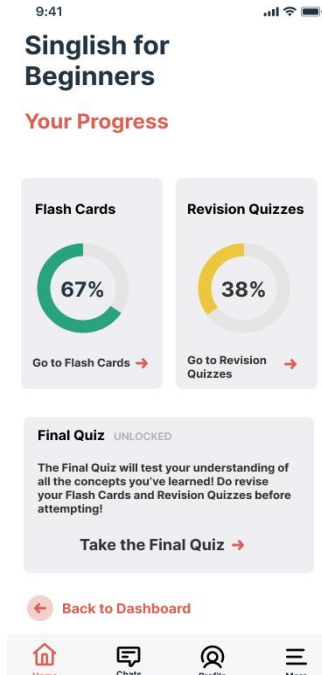
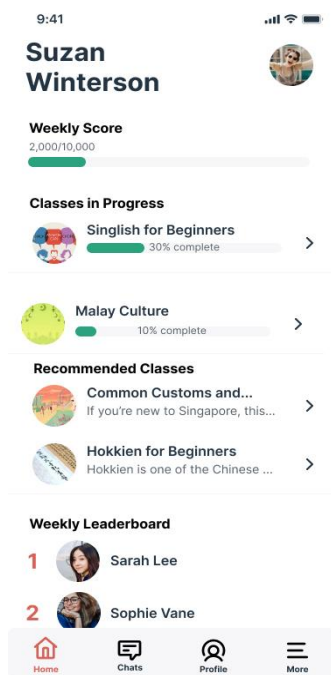
# alliance Key Features: Buddy Up



1. Connect with local in the same industry
  - a. Network with locals in your industry
  - b. Opens up economic opportunities
2. Connect with local from same origin
  - a. Rebuild your circle of friends
  - b. Learn from similar experiences
3. Connect with local with similar interest
  - a. Rebuild your circle of friends
  - b. Assimilate into local community

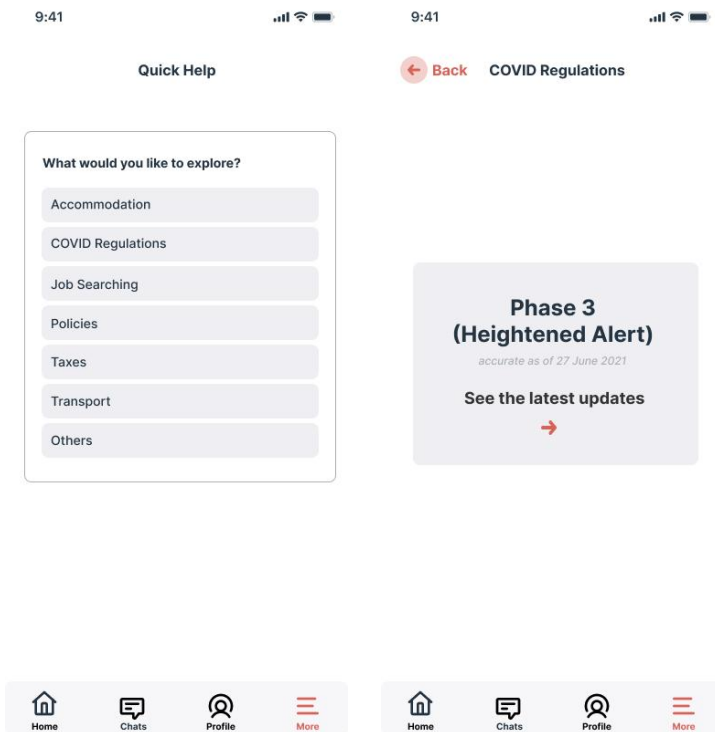


# alliance Key Features: alliance Academy



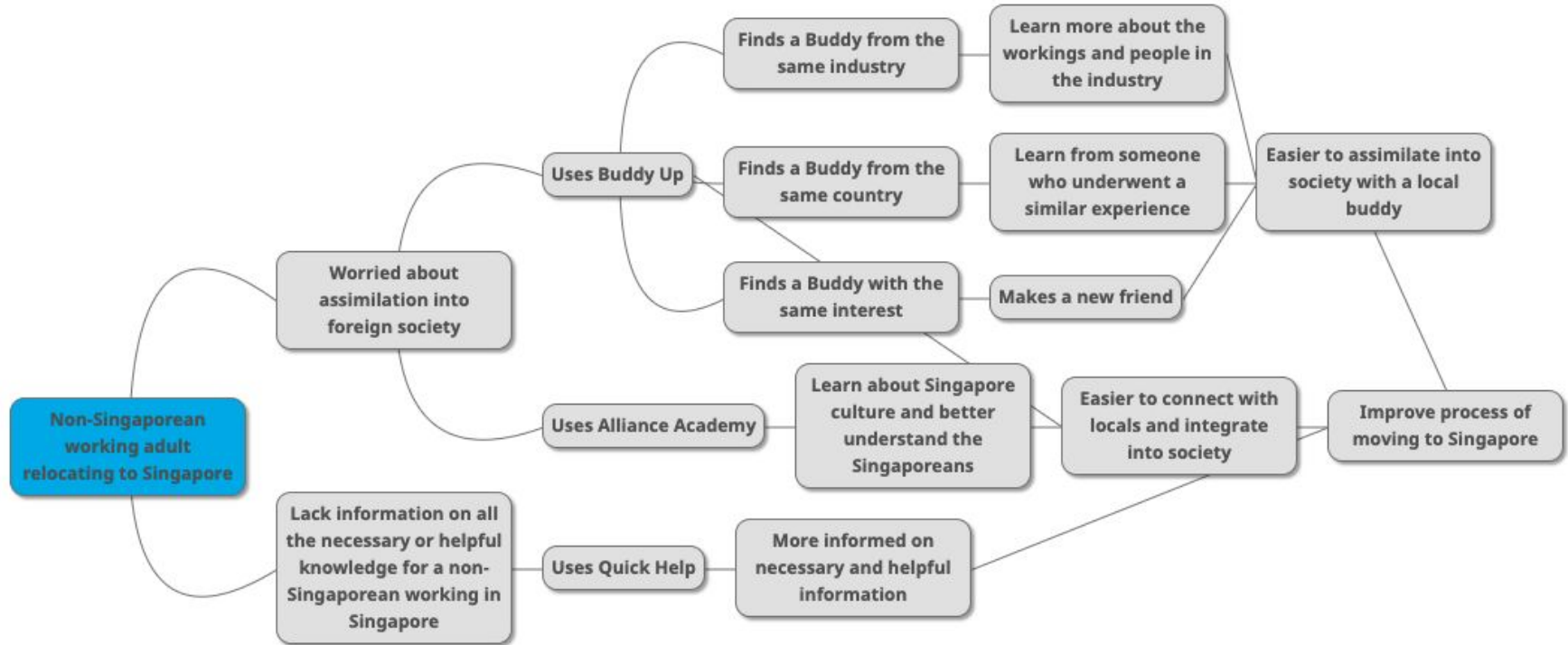
- Learn about Singapore culture
  - Improve communication with locals
  - Understand cultural differences to avoid misunderstanding
  - Easier to integrate into society

# alliance Key Features: Quick Help

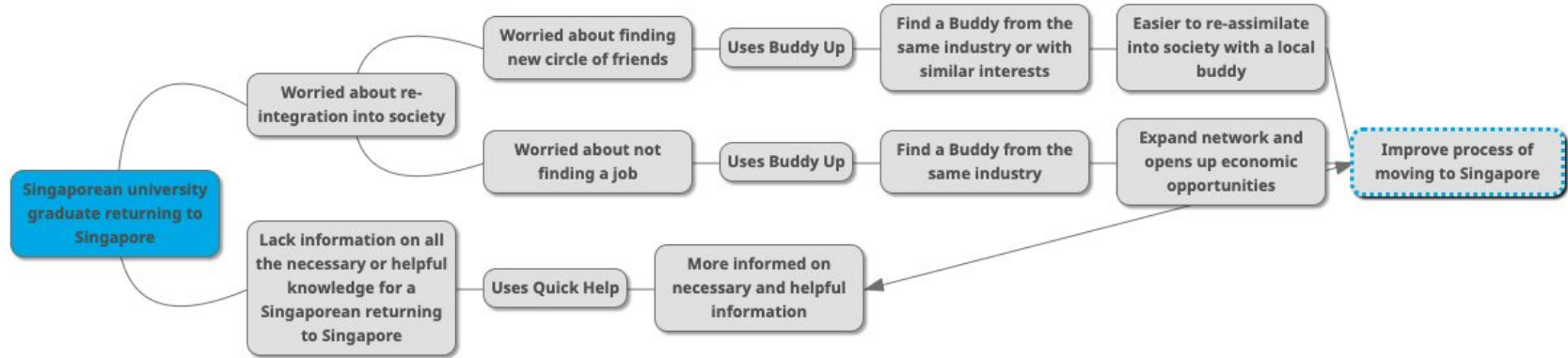


1. Access a consolidated list of useful information at a single tap

# User Journey 1 - Non-Singaporean Working Adult



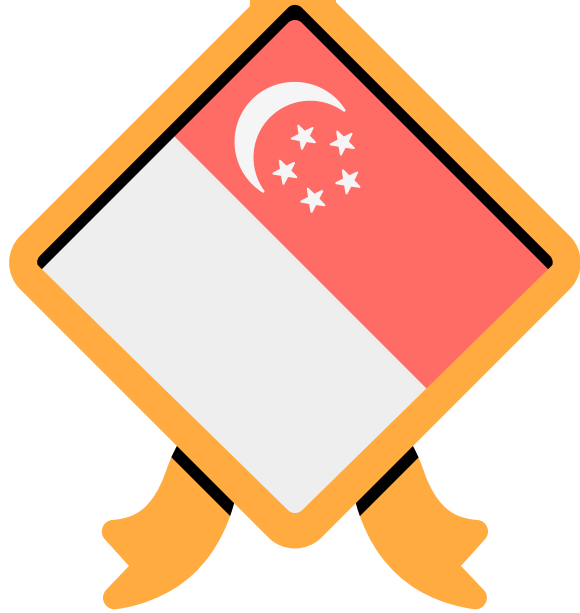
# User Journey 2 - Singaporean University Graduate



## \*\* User Research

Country of origin	User background	On a scale of 1 to 5 with 5 being "most useful", how useful do you find Buddy Up?	On a scale of 1 to 5 with 5 being "most useful", how useful do you find alliance Academy?	On a scale of 1 to 5 with 5 being "most useful", how useful do you find the Quick Help section?	Would you use the app when moving to SG?	Areas for Improvement?
<b>Singapore</b>	University graduate in London returning to Singapore	5	3	4	Yes	
<b>Singapore</b>	Businessman in China getting transferred to work in Singapore	4	3	4	Yes	
<b>China</b>	Businessman getting transferred to work in Singapore	5	5	4	Yes	Could include more customised information under Quick Help

\*\* To be taken into consideration in future iterations of *alliance* application



**THANK YOU!**