

BorderBridge Visual Mockups and Service Blueprint

UI Mockups

1. Dashboard/Homepage

The dashboard provides users with a comprehensive overview of their immigration journey. Key features include:

- Navigation sidebar with main menu options
- Immigration journey progress visualization
- Notification cards for upcoming tasks and deadlines
- Quick stats showing application status and completion percentage
- Visual timeline of the immigration process

2. Immigration Assessment Questionnaire

The assessment questionnaire collects user information to determine optimal immigration pathways. Key features include:

- Multi-step questionnaire with clear progress indicator
- Sidebar showing completed and upcoming sections
- Form fields for collecting professional qualifications
- User-friendly navigation buttons
- Clean, approachable interface design

3. Results Page

The results page displays recommended immigration pathways based on the user's assessment. Key features include:

- Ranked list of immigration programs with match percentages
- Country flags and program names for easy identification
- Visual indicators showing match strength
- Estimated processing times
- Filter/sort options and comparison functionality

4. Personalized Immigration Roadmap

The roadmap provides a visual timeline of the user's immigration journey. Key features include:

- Interactive timeline with expandable sections
- Clear milestone indicators and progress tracking
- Task checklist with completion status
- Document deadlines and appointment reminders
- Progress statistics visualization

5. Document Preparation Interface

The document preparation screen helps users manage and complete required immigration documents. Key features include:

- Document categorization (required, in progress, completed)
- AI-assisted document completion
- Upload functionality
- Form fields with guidance tips
- Progress tracking and help resources

Service Blueprint

The service blueprint maps the entire BorderBridge service experience across multiple dimensions:

Customer Journey Stages

- Awareness
- Assessment
- Planning
- Document Preparation
- Application Submission
- Monitoring

Customer Actions

Actions the user takes at each stage of their journey, from visiting the website to tracking their application status.

Frontstage Interactions

Visible touchpoints between the user and BorderBridge, including marketing content, AI chat sessions, AI-generated plans, document tools, and progress updates.

Backstage Processes

Behind-the-scenes operations that power the user experience, including campaign management, requirement processing, recommendation generation, document verification, and notification systems.

Support Systems

Underlying infrastructure and technologies that enable the service, including analytics platforms, AI guidance systems, data management, and immigration systems integration.

The service blueprint provides a comprehensive view of how BorderBridge delivers value at each stage of the customer journey, connecting user actions with the supporting processes and systems that make the service possible.