

# FirstWave

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Honey Koosha

# Project overview



## The product:

FirstWave: An encompassing platform consisting of a website and mobile app, designed with inclusivity in mind, catering to first-generation immigrants in the United States by offering vital resources and guidance for a successful transition and integration.



## Project duration:

July 2023 to August 2023.



# Project overview



## The problem:

Busy workers and commuters lack time to access crucial information and services, hampering effective settlement.



## The goal:

Develop an app that facilitates seamless access for first-generation immigrants, enabling them to easily locate essential resources and services and schedule assistance at their convenience, promoting successful integration and adaptation.

# Project overview



## My role:

UX/UI designer web and mobile designing for FirstWave project



## Responsibilities:

Encompass conducting interviews, crafting paper and digital wireframes, developing low and high-fidelity prototypes, overseeing usability studies, ensuring accessibility considerations, and iteratively refining designs to create an inclusive and effective platform for first-generation immigrants.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



In a similar vein, for the **FirstWave** project, I conducted interviews and crafted empathy maps to gain insights into the needs of first-generation immigrants. The primary user group identified through research consisted of newcomers facing various challenges in adapting to life in the United States. While initial assumptions were confirmed, deeper research highlighted that the hurdles weren't solely time-related. Instead, challenges encompassed navigating legal processes, accessing healthcare, understanding educational resources, and more. These insights guide the design of the **FirstWave** platform, ensuring it addresses a diverse range of needs and hurdles faced by immigrants. By acknowledging and addressing these complexities, the **FirstWave** platform is poised to be a comprehensive solution, helping immigrants conveniently access vital resources and services, ultimately facilitating a smoother integration process and fostering empowerment.

# User research: pain points

1

## Time

recognizes that busy first-generation immigrants lack the time to access vital resources, impeding their successful integration

2

## Accessibility

It's essential to ensure that the website and mobile app are designed with comprehensive accessibility features to accommodate users with disabilities and provide an inclusive user experience for all.

3

## IA

the app must boast a user-friendly and intuitive interface, ensuring straightforward navigation and task completion for all users, including those who might not be technologically savvy.

# Persona: Rahaan

## Problem statement:

Rahaan needs a convenient app for accessing professional information about Immigrants in U.S.A.



Rahaan

**Age:** 38

**Education:** Bachelor's degree in computer science

**Hometown:** Tehran, Iran

**Family:** Married, with one child

**Occupation:** Computer engineer

**All of a person's goals are achievable; you just need to break unattainable big plans into manageable small objectives.**

## Goals

- Helping immigrants overcome the obstacles of adapting to a new country and providing a safe platform for their faster entry into society.

## Frustrations

- The initial challenges and struggles that newly arrived immigrants face to adapt to the new culture and find their place in society.

Rahaan, a 38-year-old computer engineer, has been living in the USA for the past 8 years. Having experienced the complexities of immigration firsthand, he now possesses comprehensive knowledge about life in the USA, the job market, and the necessary procedures for settling in the country. Understanding the difficulties faced by new immigrants, Rasoul is driven to make a positive impact in their lives. He believes that by sharing his experiences, providing guidance, and offering support, he can assist others in achieving their dreams and finding their place in the USA. Rasoul's journey has taught him the importance of community and helping others, and he is dedicated to empowering fellow immigrants to overcome their challenges and succeed in their new home.

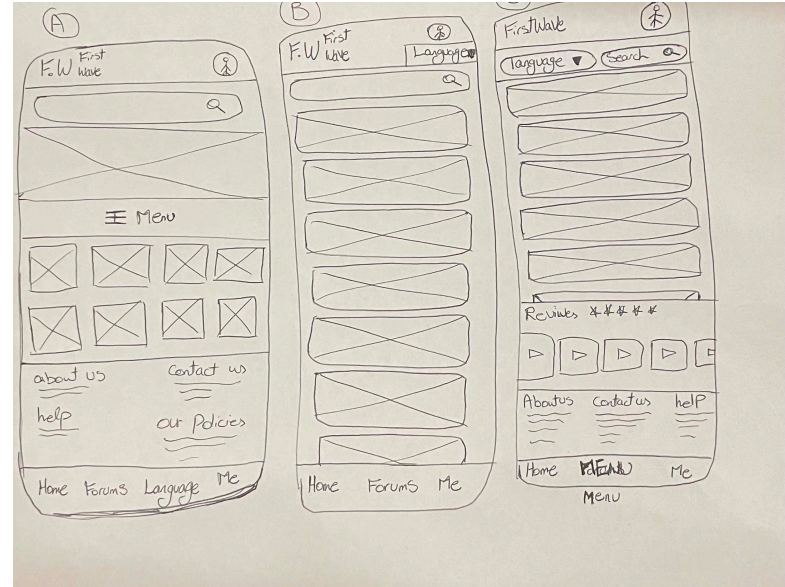


# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

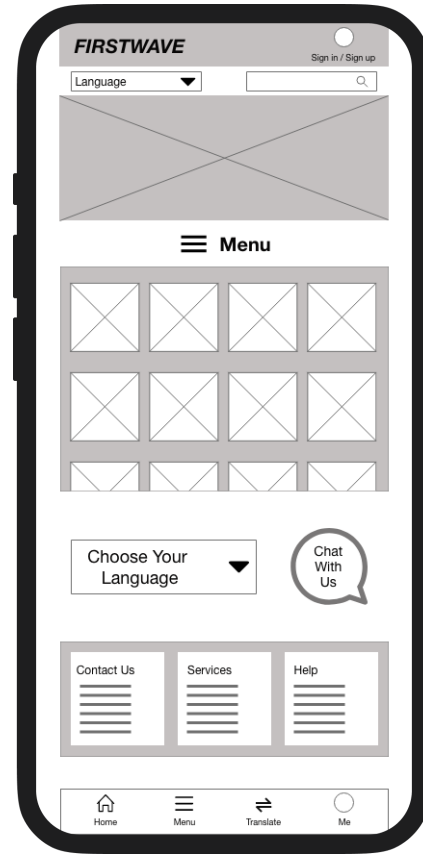
# Paper wireframes

Applying a similar approach, the meticulous process of sketching various versions of each webpage on paper guarantees that the elements transferred to digital wireframes are strategically designed to effectively tackle user challenges. For the homepage, the focus remains on a streamlined process for accessing vital resources, ensuring that first-generation immigrants can quickly find the information they need to save time and alleviate potential difficulties.



# Digital wireframes

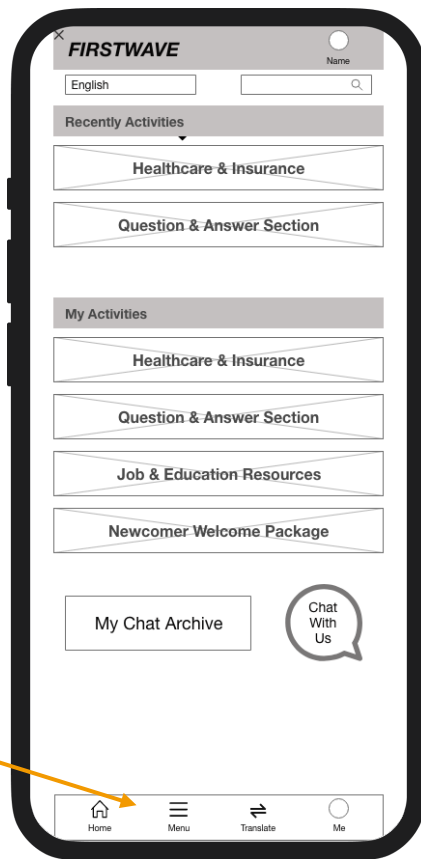
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

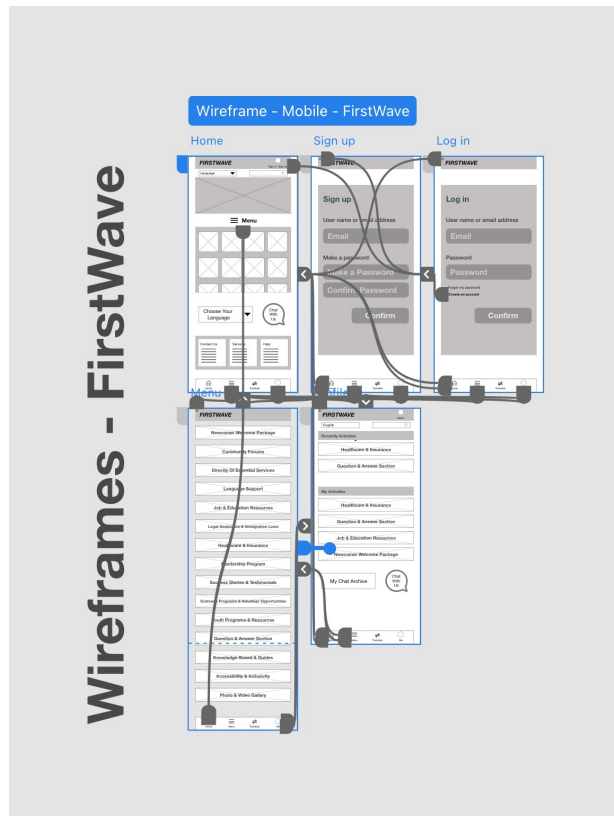
Easy access to navigation that's screen reader friendly.



# Low-fidelity prototype

Employing a similar approach, the finalized digital wireframes formed the basis for creating a low-fidelity prototype for FirstWave. The main user journey I mapped out focused on facilitating users' access to essential resources and services. This prototype will serve as the foundation for a usability study, allowing for insights into user interactions and feedback to refine the platform.

View the FirstWave  
[low-fidelity prototype](#)



# Usability study: findings

I conducted two rounds of usability studies. Insights gathered from the first round significantly influenced the wireframe designs, while the second round focused on testing a high-fidelity prototype and gained valuable insights to refine the design models.

## Round 1 findings

- 1 Users expressed a preference for a streamlined process when accessing essential resources and services
- 2 Users indicated a desire for increased options for customization and personalized guidance to cater to their individual needs
- 3 Users highly valued the availability of language translation features for clear communication

## Round 2 findings

- 1 The user navigation and exploration of the platform could be simplified by reducing unnecessary steps in certain processes
- 2 Enhancements are needed in the functionality that assists users in creating a personalized integration plan, ensuring improved clarity and user-friendliness

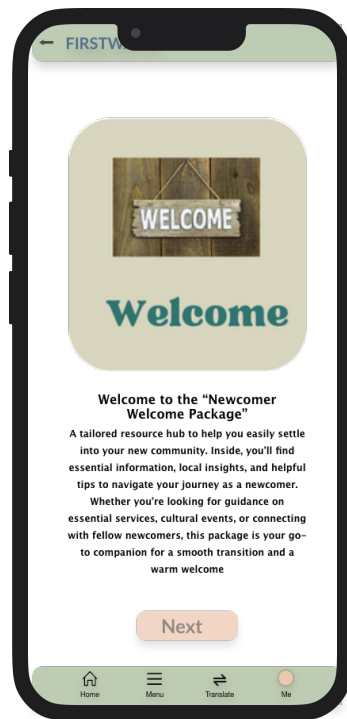
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

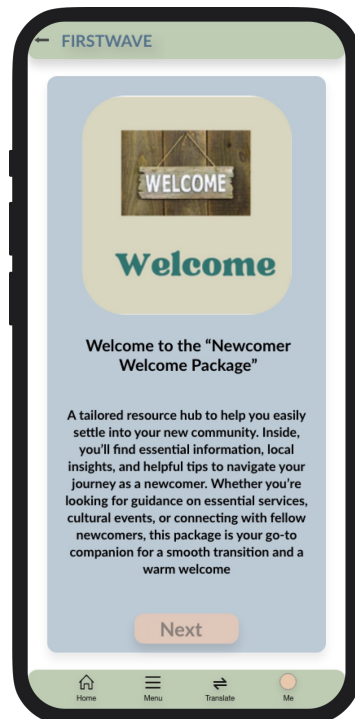
# Mockups

I made design updates based on user feedback from usability studies for the FirsWave Website. Added more customization options and improved the layout to enhance the user experience

Before usability studies



After usability studies

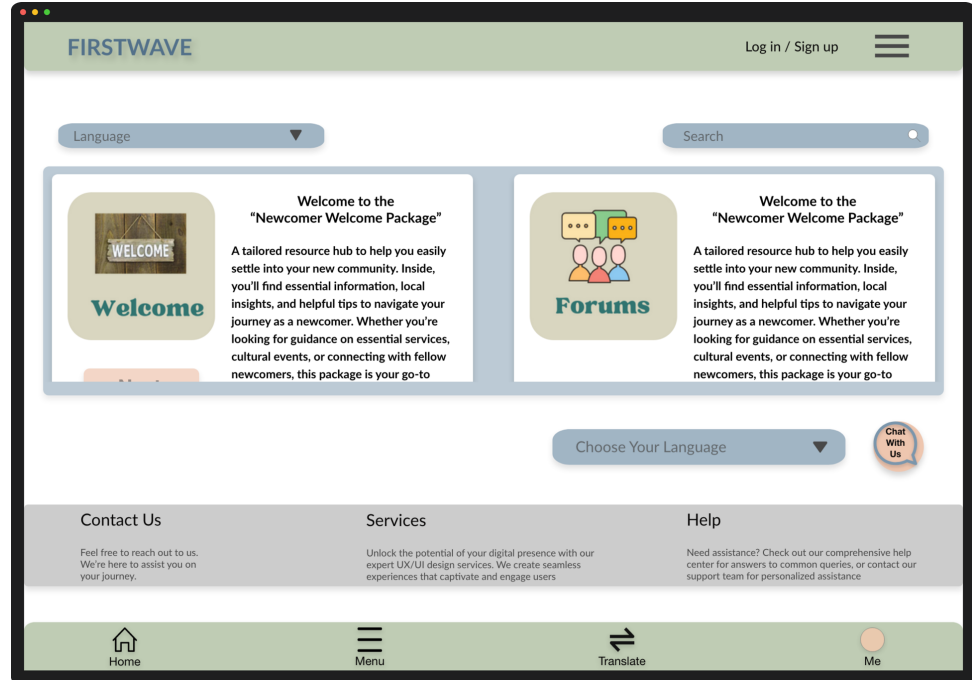




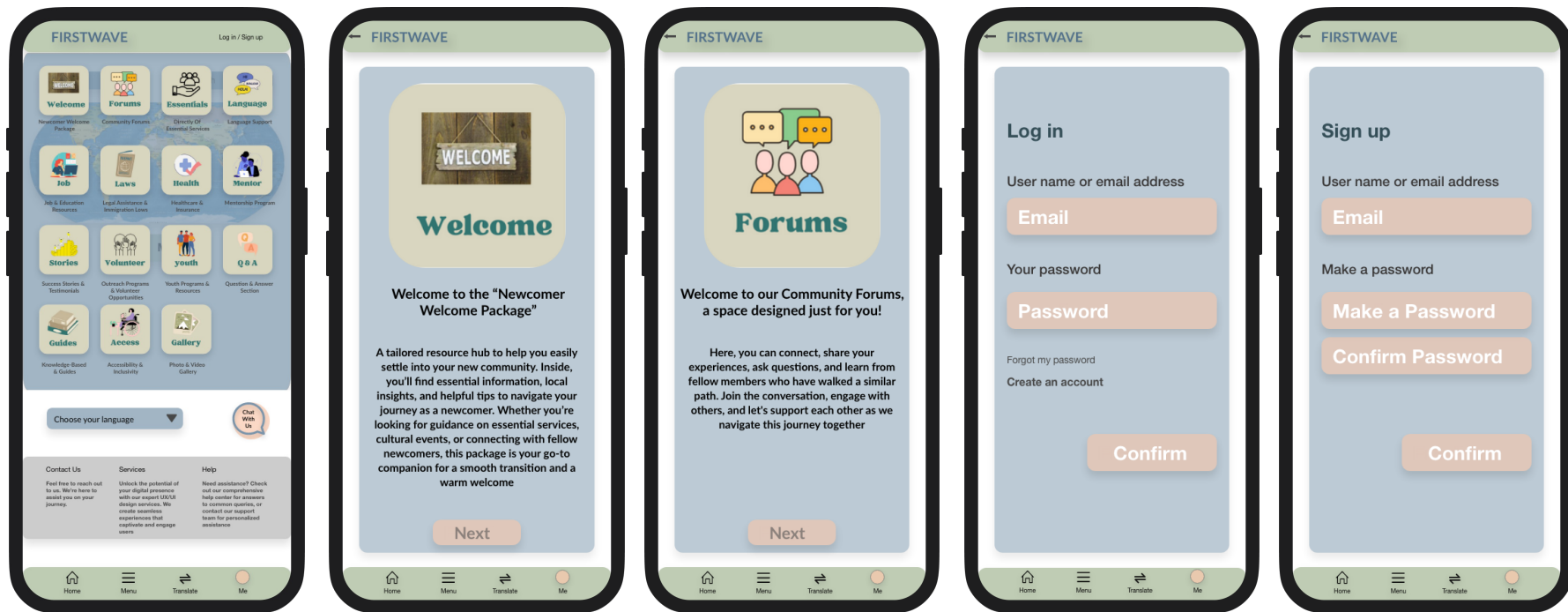
# Mockups

The second usability study revealed frustration with the finding immediate explanation of all services. to streamline this flow, I consolidated all services on 1<sup>st</sup> page on the desktop version.

## After usability study 2



# Key mockups

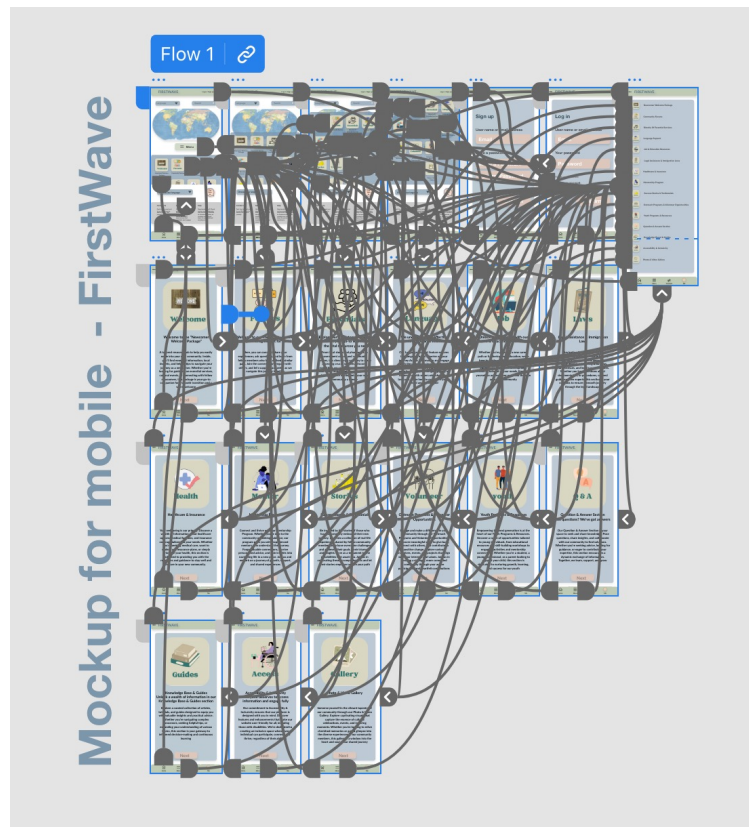


# High-fidelity prototype

## Mobile

The high-fidelity prototype of the FirstWave platform focuses on refining user journeys, enabling seamless navigation to locate essential resources such as legal assistance, healthcare information, mentors, and more. The goal is to ensure an intuitive experience that helps users easily find the support they need at the most opportune moments.

View the FirstWave  
[high-fidelity prototype](#)

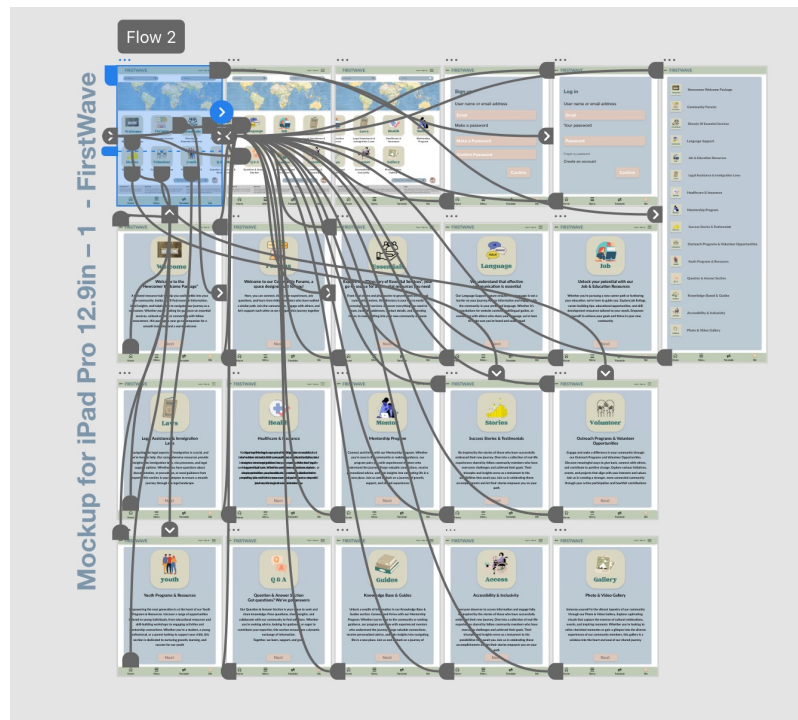


# High-fidelity prototype

## Ipad pro

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View the FirstWave  
[high-fidelity prototype](#)

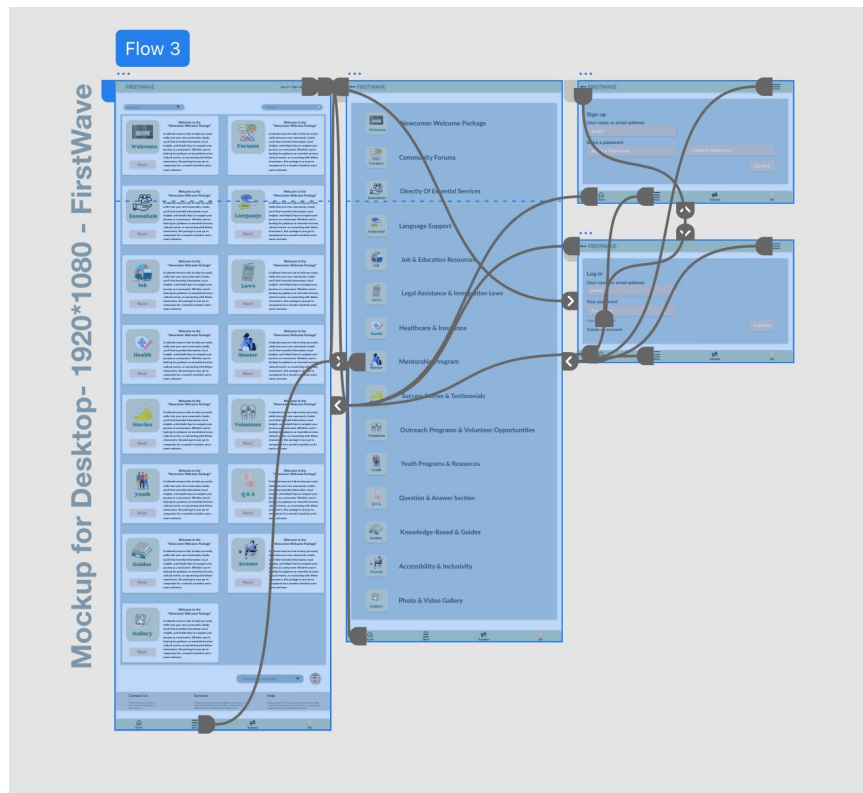


# High-fidelity prototype

## Desktop

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View the FirstWave  
[high-fidelity prototype](#)



# Accessibility considerations

1

Ensured accessibility for visually impaired users in the FirstWave platform by incorporating alt text to images, enhancing their experience with screen readers

2

Implemented icons strategically in the FirstWave platform to enhance navigation, contributing to a more intuitive user experience

3

Utilized profile images for lawn mowers and florists in the Clean Yard app to facilitate user selection and decision-making

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

the Outcome:

The FirstWave initiative creates a sense of care and attentiveness towards addressing users' needs, emphasizing the platform's commitment to supporting first-generation immigrants.

A quote from peer feedback:

"I find the FirstWave program very beneficial and practical. It's exactly what I needed as a newcomer, someone to guide me through this new phase of my life."



## What I learned:

During the process of developing the FirstWave platform, I discovered that the initial concepts are merely the starting point. The value of usability studies and feedback from peers played a crucial role in guiding the continuous refinement of the platform's designs.



# Next steps

1

Conducting an additional cycle of usability studies is recommended to confirm the successful resolution of user pain points and to validate the effectiveness of the implemented improvements

2

Initiate further user research to identify potential new areas of need and to ensure that the platform continually evolves to meet the changing requirements of users

# Let's connect!



Thank you for your time reviewing my work on the FirstWave Web! If you'd like to see more or get in touch, my contact information is provided below.

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Website: [.....](#)

Thank you!