



Alcanza

A Mentorship Program for TIRRC

Case Study

Client

The Tennessee Immigrant & Refugee Rights Coalition (TIRRC) is a statewide, immigrant and refugee-led collaboration whose mission is to empower immigrants and refugees throughout Tennessee to develop a unified voice, defend their rights, and create an atmosphere in which they are recognized as positive contributors to the state.



Problem

Currently, there is a large number of immigrants (3,000+) in the Nashville metro area who are eligible and ready to complete the naturalization process but, for various reasons, have not done so. TIRRC's preliminary research showed the process was too intimidating. Owners need an online solution to help people navigate the naturalization process.



Challenge Statement

How might we provide a platform to connect Nashville residents ready for citizenship with naturalized citizens in order to help immigrants overcome barriers and become Americans?



Solution

User research showed naturalized citizens valued trusted information and real, in-person guidance. A mobile app would connect people who are ready for citizenship with those who have already been through it. This could help TIRRC grow current client trust and engage a new audience/donor base of established professionals within the immigrant community.




Process

- User interviews, contextual inquiry
- Journey mapping and personas
- Preliminary wireframes and user testing
- User flow and functional decomposition chart
- Admin functionality empathy map
- High fidelity mockups and Figma prototyping



Inspiration & Competitive Analysis




Help us match you to the right counselor.

What type of counseling are you looking for?

Individual counseling (for myself)

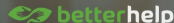
Couple counseling (for myself and my partner)

Teenage counseling (for my child)



Hi, I'll be walking you through the process of finding the best therapist for you! We'll start off with some basic questions.

Already registered? Login




Help us match you to the right counselor.

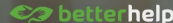
How old are you?

Select your age

Did you know?

Almost a fifth of older adults in the United States have experienced depression. (Geriatric Mental Health Foundation, 2008)





Help us match you to the right counselor.

How would you rate your current financial status?

Good

Fair

Poor



Personas & User Stories



Miguel Reyes

IT Support, Philips



ABOUT

 **32**
 **Spanish/English**
Born in: **Guadalajara**

 **45k**
 **MTSU**
Current Residence: **Antioch**

ABOUT

Miguel arrived in Nashville 11 years ago from Mexico City. He came to the US with his family seeking better paying jobs and a college education. He graduated from MTSU with a Bachelor's in Computer Science and has been working in IT for the past 7 years. Miguel was inspired to apply for citizenship when his friend first voted in the 2016 election. To some it may seem like a small gesture, but having that citizenship status will make Miguel feel more like he belongs in the place that is already his home.

Needs

- Needs to feel confident he has submitted the correct info.
- Prefers to receive guidance in person, followed by SMS.
- Wishes he had a roadmap to the path of citizenship and a status he could check to see where he is on that path.

Pain Points

- Difficult to find pertinent information online.
- Dislikes dealing with automated phone-trees.
- Considers the application process expensive.

“ I know it would benefit me but I'm just not sure where to even begin, I wish I had someone who could walk me through it. ”



Ramara Bello

Accounting Manager, UBS



Personality

Outgoing • Cordial • Hardworking • Analytical • Cheerful • Creative • Hospitable • Crafty • Friendly • Astute • Open-minded • Adaptable • Spiritual

Goals & Needs

- To give back to immigrants in Nashville
- A quick and easy tool to help her connect with people outside her network
- To make an impact as a new American

Pain Points

- Has limited time to volunteer
- Not familiar with Nashville's immigrant community outside of the small Brazilian network
- Unsure who would benefit from her experience

Ramara's Path to Citizenship

Student Visa
4 years
2005-2009

↓

E3 Visa
2 years
2009-2011

↓

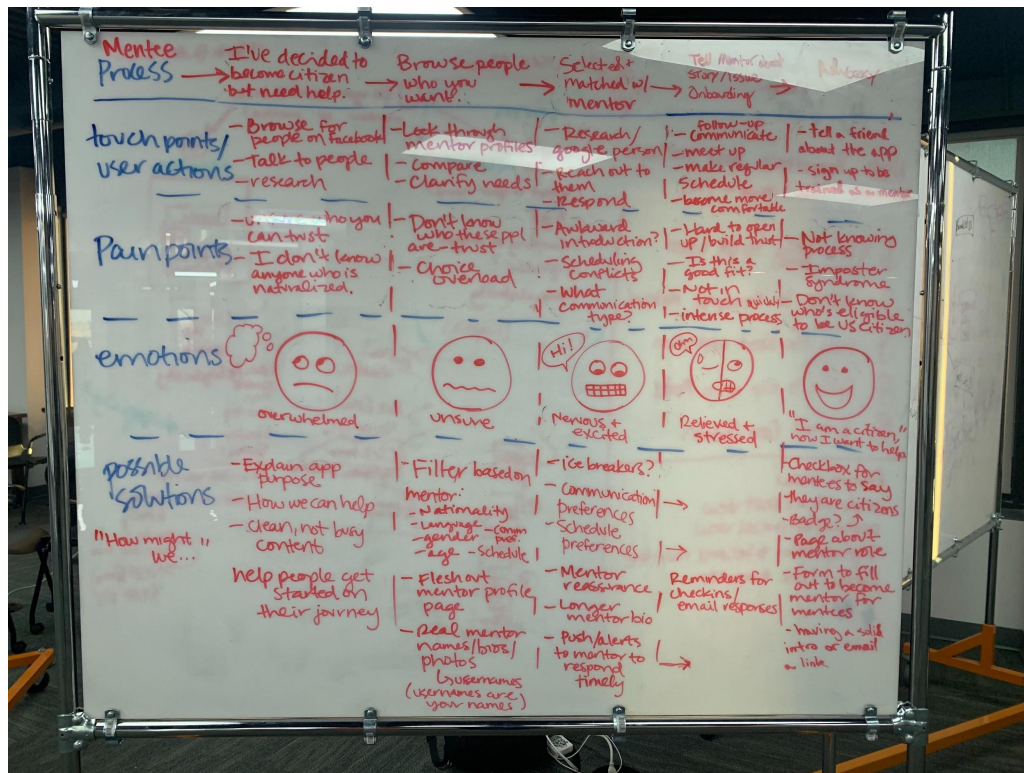
Green Card
8 years
2011-2019

↓

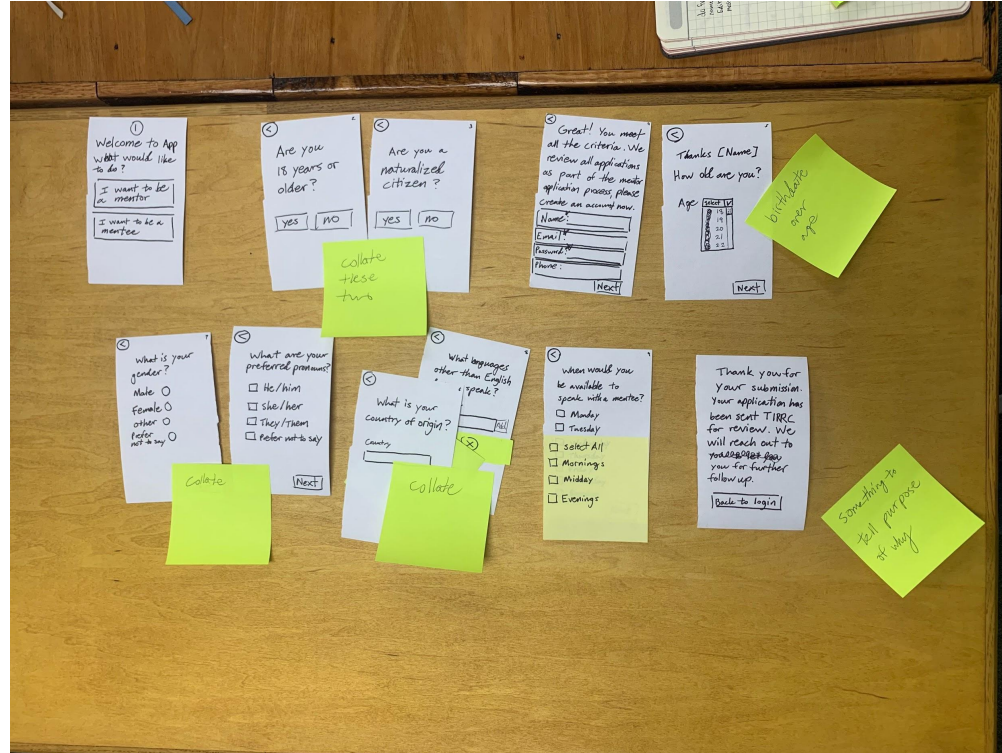
Became U.S. Citizen
March 2019



Journey & Empathy Mapping

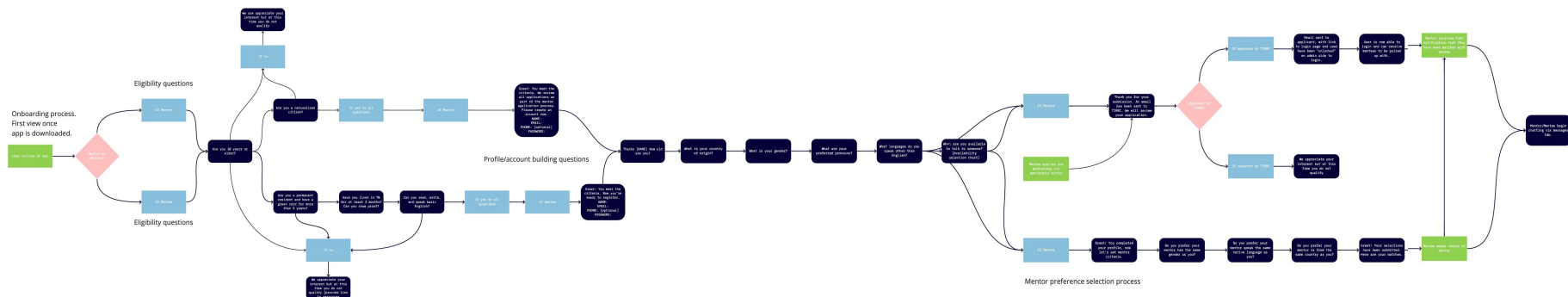


Lo-Fi Mockups and Usability Testing



User Workflow & Functional Decomposition

User View Flow Chart & Functional Decomposition Diagram



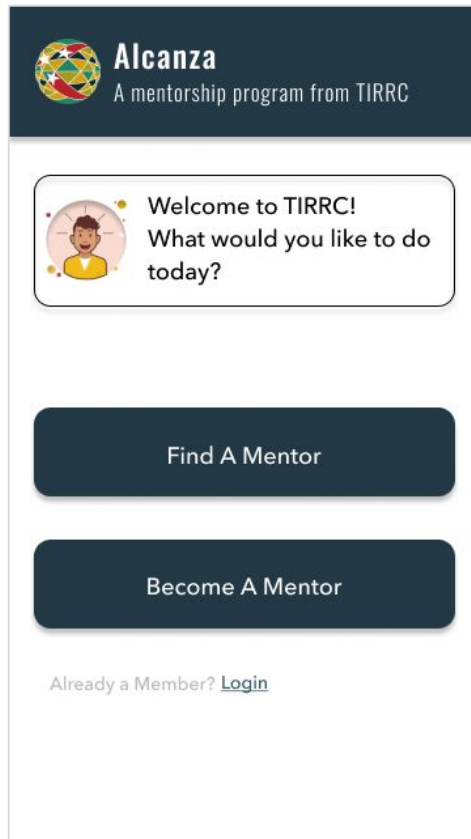
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[Live Demo!](#)




App Onboarding



Mentor Eligibility








Are you 18 years or older?





Are you a naturalized U.S. citizen?








Great! You meet the criteria.
Please create a preliminary account to easily onboard you if you're approved.



Mentee Eligibility








Are you a permanent resident and have a green card for more than 5 years?





Can you read, write, and speak basic English?





Great! You meet the criteria.
Now you're ready to register.



Profile Building





Thanks [NAME] !
How old are you?

Select One ▾

18

19

20

21

22

23

Next







What is your country of origin?

Country of Origin

Next





What is your gender and preferred pronouns?

Male ▾

Select Pronouns ▲

He/Him

She/Her

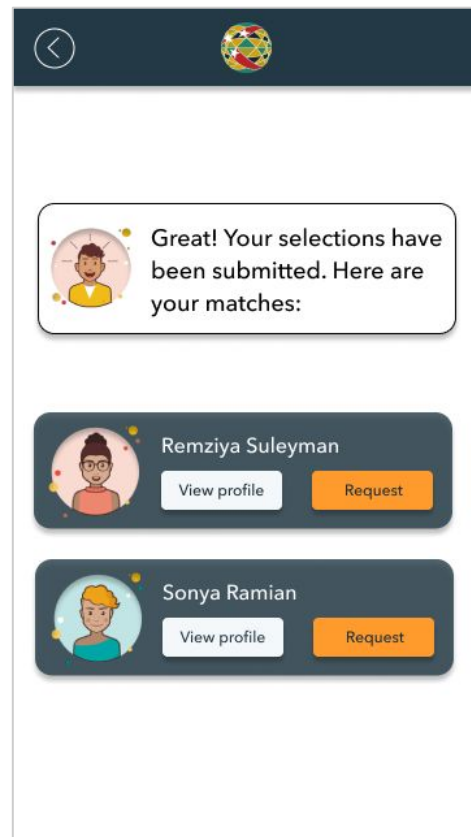
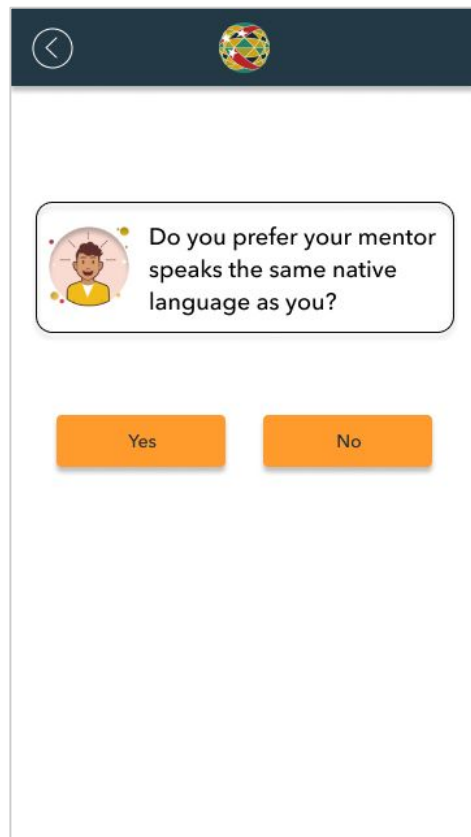
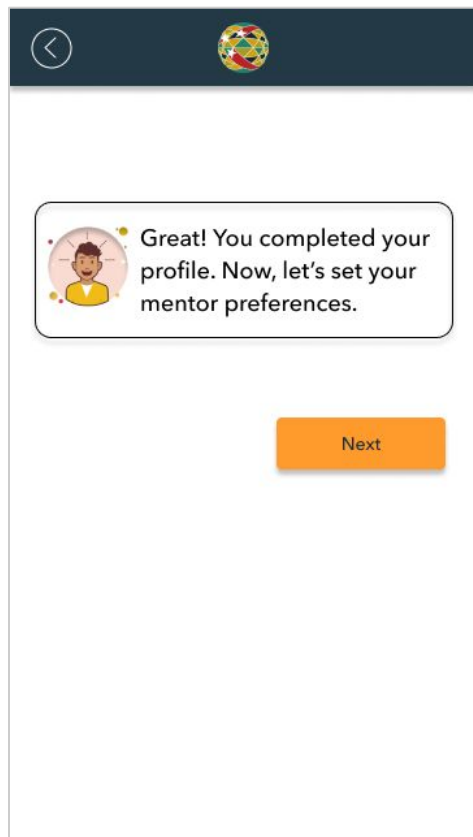
They/Them

Prefer not to say


Next




Mentor Selection




Logged in View & Chat

 **Alcanza**
A mentorship program from TIRRC




Welcome to TIRRC!
Please log in or register.


[Sign In](#)




Messages




Paul Galloway 23 min
Say Hi to Your New Mentee!




Renata Soto 4 hrs
Hey, I was wondering if you had a chance to...







Barbara Martinez 7 hrs
Thanks for your help last week!







Albert Fraiser 1 day
You: No Problem!




Guy Cara 4 days
You: I'd be glad too :)






Paul Galloway  


Hi! So great to meet you!





Hey!



So, tell me about yourself.









[OK](#)

Q W E R T Y U I O P

A S D F G H J K L

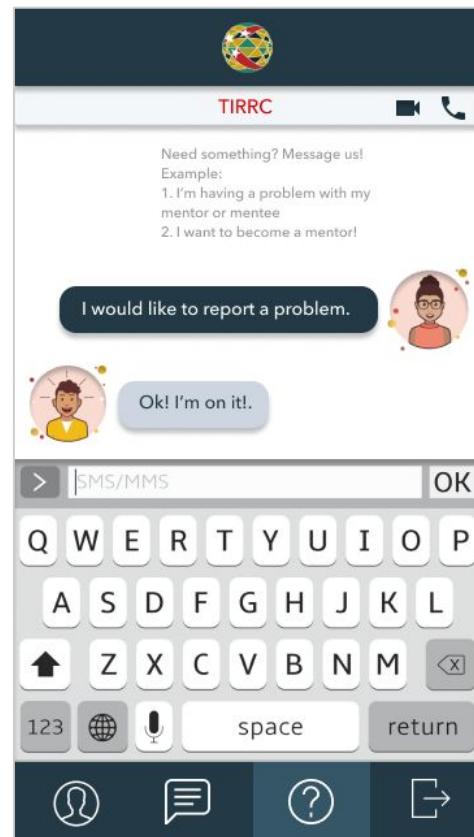
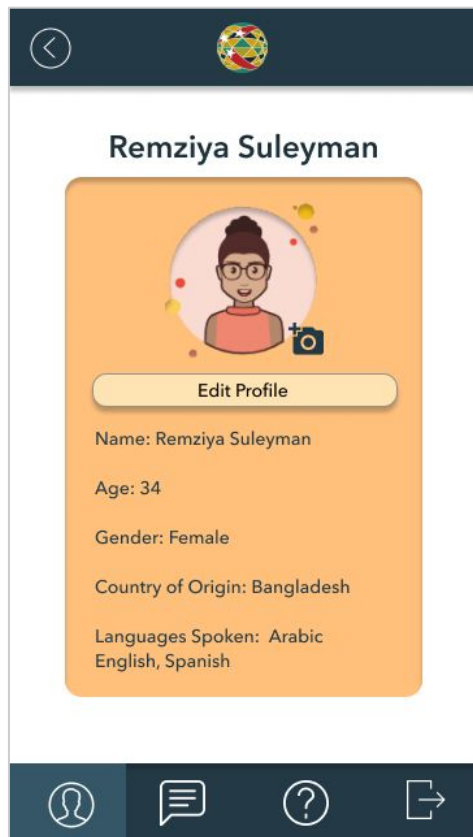
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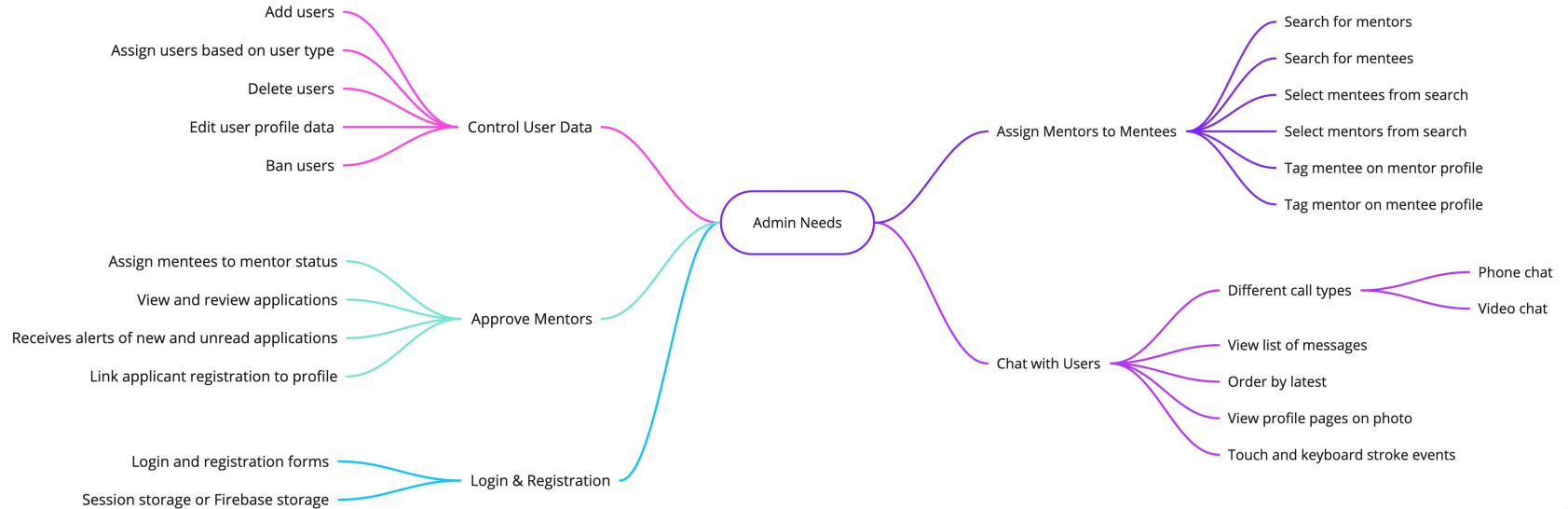




Logged in View & Profiles



Administrative Functionality



miro

miro



Integrate with Ease

Maybe it's an app, maybe it's just an extension of your website. This design ensures you have a simple integration into your products, brand, and systems. It's a dedicated sub-brand that lives on its own.



Stay in Touch

It doesn't have to be goodbye. We are available to build out this design after Feb. 14, 2020.

Leigh Rogers

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Taylor Carroll

taylorhcarroll1@gmail.com

Sage Klein

sageklein@gmail.com



Thank you!

Questions?

