



TIRRC

Tennessee Immigrants and Refugee Rights Coalition

***empowering** 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*



CHALLENGE STATEMENT

How can we introduce members of the TIRRC community to a new mentorship program and build a more connected environment for immigrants and refugees in the Greater Nashville area?





RESEARCH

1 PRELIMINARY STATS
From the outset, TIRRC introduced us to a unique perspective regarding the naturalization deficit by sharing the results of their initial survey.

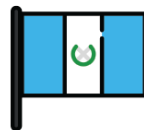
2 INTERVIEWS
Between our two groups, a total of seven interviews with immigrants with varying degrees of residential status were conducted, providing us with a solid spectrum around which to base our decisions.

3 DESIGN STRATEGIES
We took a step back from the concept of mocking up a brand new app as a whole and conducted an audit on the TIRRC site and unanimously decided to start there.



USER PERSONAS

MICHELLE



AGE: 37

WORK: Remote customer service representative

LOCATION: Nashville, Tennessee

FAMILY: Married with one kid (age 5)

NATIONALITY: Guatemalan

“ I know that there are many ways that I can not only share my knowledge from the naturalization process with other eligible candidates in a meaningful way but I also know that there is opportunity to build community and trust among this specific community in Nashville. ”

BIO

Michelle moved to the United States 8 years ago to marry her husband, a US citizen. She was fortunate to learn English at a young age. With this and a husband making a decent income to assist with paying her fees, she had already overcome two of the biggest hurdles others typically face during the naturalization process. Her process in becoming a citizen was relatively easy but she’s aware of the challenges most immigrants face during the process from stories she’s heard from friends and family.

PREFERRED COMMUNICATION



Virtual communication with a mentee that would either be a phone or video call



Digital communication with a mentee that would either be via email or text messaging

PERSONALITY

- Extrovert
- Organized
- Loyal
- Driven
- Tech Savvy
- Creative

GOALS AND NEEDS

- Wants to use the knowledge she has from becoming a naturalized citizen with others
- Desires to find a way to give back to the refugee and immigrant community in Nashville
- Wants to have access to a mobile-friendly website that easily allows her to navigate through volunteer opportunities
- Longs to find a larger community in Nashville that are naturalized citizens and ideally wants to have a place to communicate digitally

FRUSTRATIONS

- Cannot see-em to navigate the TIRRC website to see volunteer/involvement options
- Gets overwhelmed by the amount of text on the website and doesn’t know where to start
- She typically uses her smart phone to access websites and the TIRCC mobile version leaves her feeling frustrated by lack of easy user experience
- Poor tracking of company computers, resulting in misplaced or mismanaged resources

MOTIVATIONS



USER PERSONAS

RENE 

AGE: 31
WORK: Insurance Rep/Grad Student
LOCATION: Smyrna, Tennessee
FAMILY: Single
NATIONALITY: Spain



“ I believe that naturalization will enable me to take action and participate in the causes I am so passionate about.”

BIO

Rene moved to the states to continue her education which led to being exposed to a tense political climate by fellow students within her community.

Being passionate about topics yet not being able to actively participate in determining the outcome led to Rene’ taking interest in becoming a citizen.

PREFERRED COMMUNICATION

-  In person contact with a mentor would be most helpful
-  Digital communication with a mentor through phone or video

PERSONALITY

- Driven
- Introvert
- Goal-oriented
- Political
- Loyal
- Passionate

GOALS AND NEEDS

- Obtaining US citizenship
- Completing her Master’s degree
- Gainful employment
- Access to the right to vote

FRUSTRATIONS

- Being able to express her opinions but not being able to follow through and vote
- The current administration’s policies and attitude towards immigration
- Bureaucracy

MOTIVATIONS



SUGGESTED SOLUTIONS

01.

RE-FOCUS NEED FOR APP AND ZOOM UP

We believe that an initial bigger win for TIRCC would be to focus on creating a better User experience for your website both for mobile and desktop.

02.

CREATE A MENTORSHIP PROGRAM BUT START SMALL

From our initial research it was made clear that a mentorship type program would be valued both from a mentor and mentee standpoint but we think there are some processes and testing that need to go into this before a large investment is made in creating a mobile app for this program.

03.

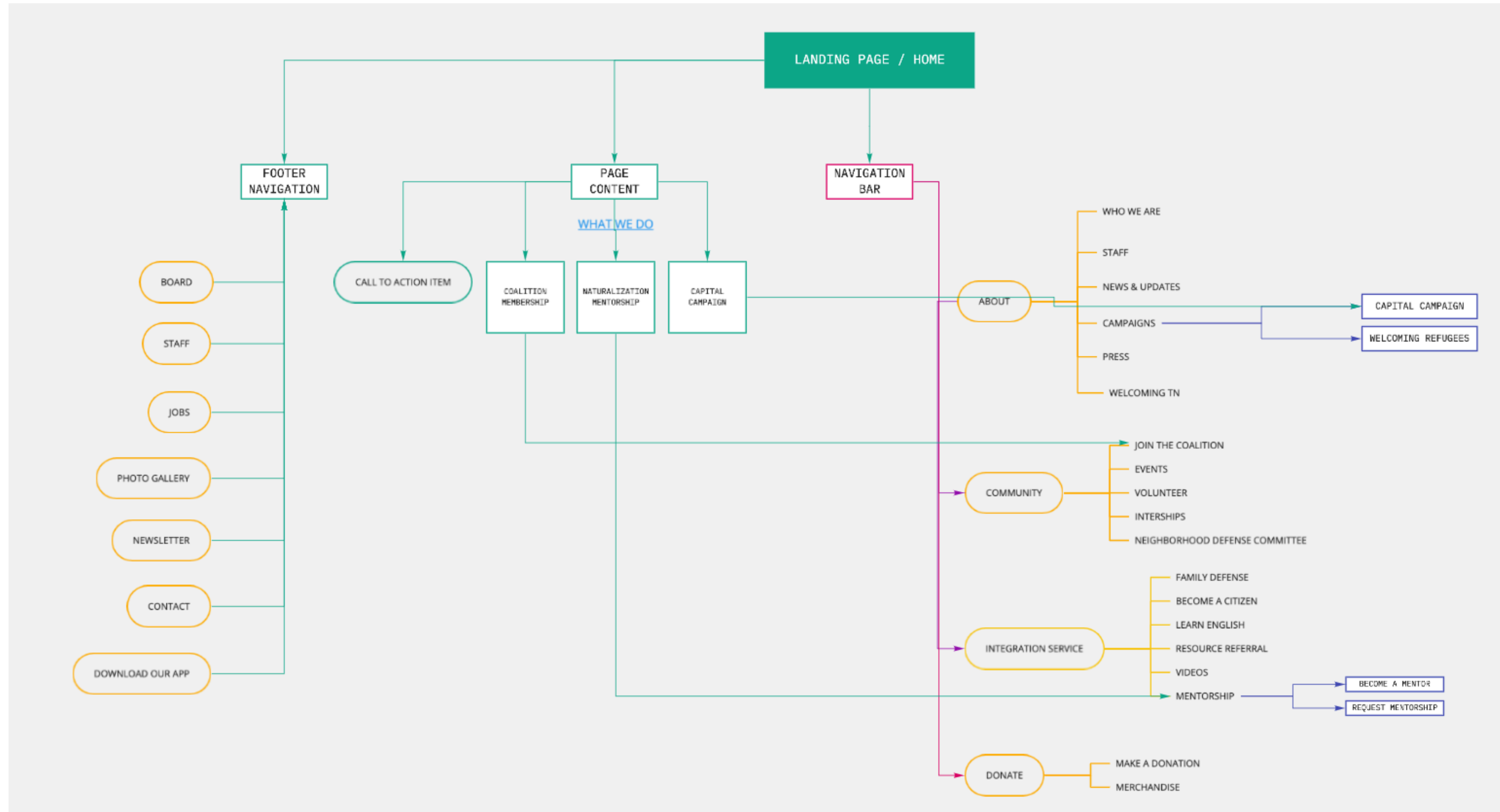
EXPLORE OTHER OPTIONS IN THE MARKETPLACE

We know that an online community could prove successful for TIRCC however before spending money developing an app specifically for this we think you should test the success and adoption of this type of option with existing applications.



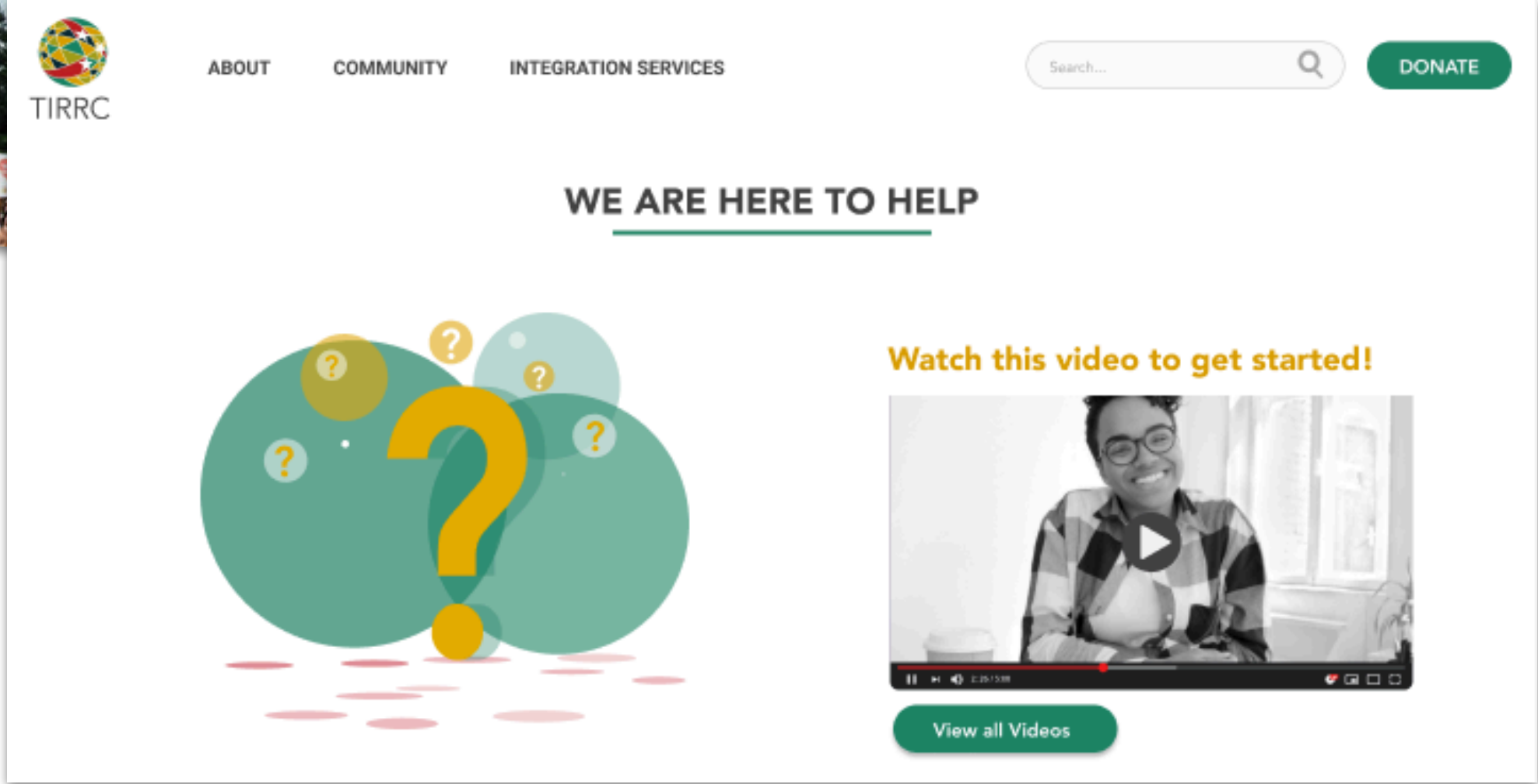
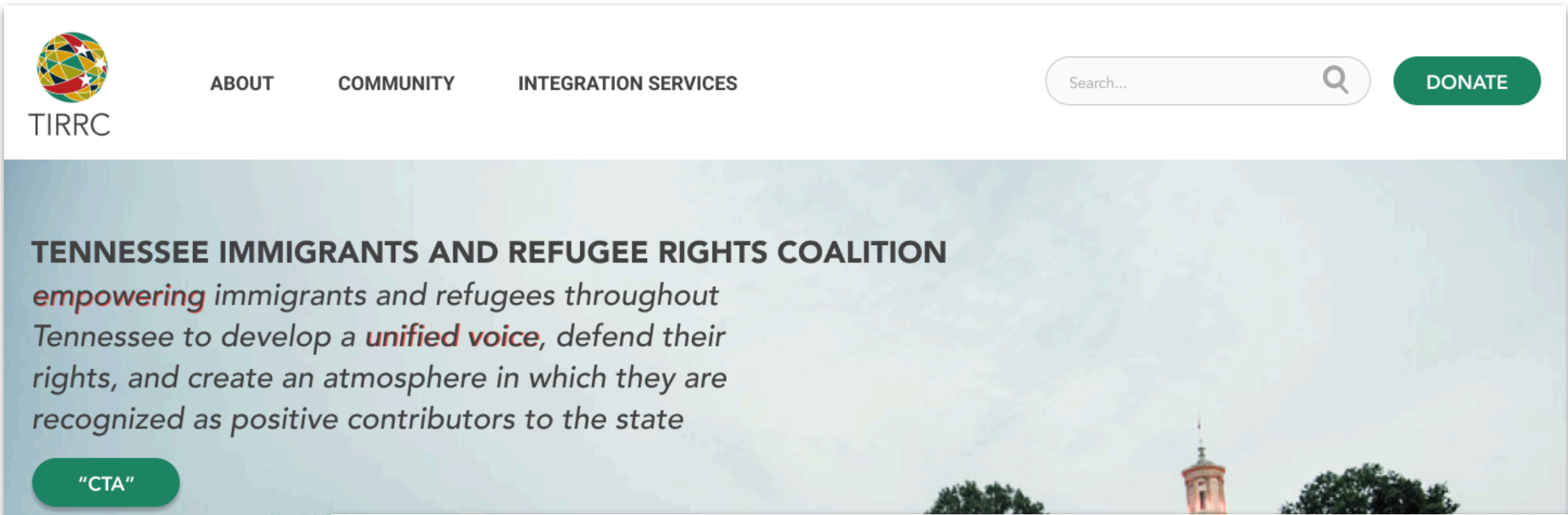
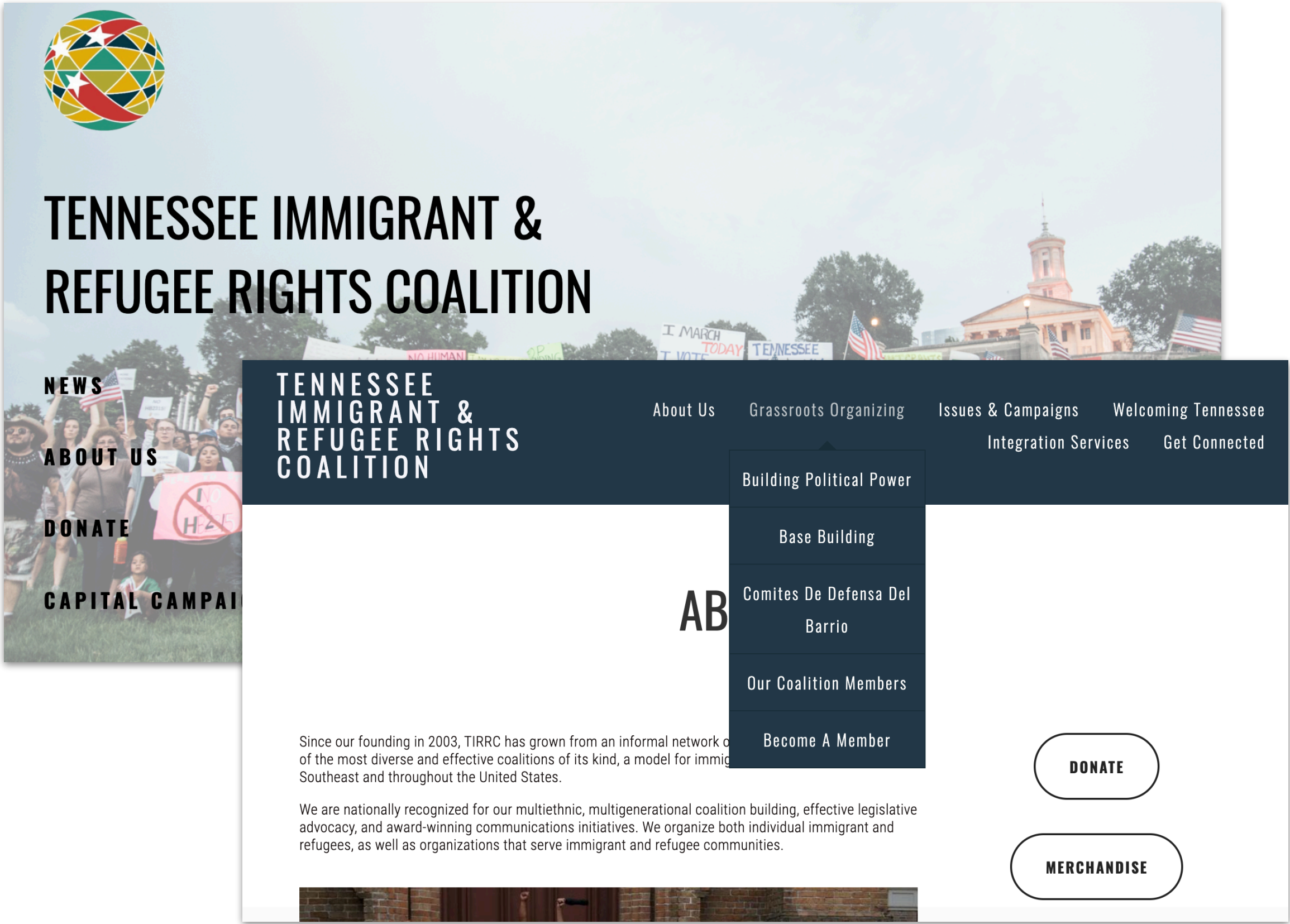
RE-FOCUS NEED FOR APP AND ZOOM UP

SITE MAP + INFORMATION ARCHITECTURE STRUCTURE



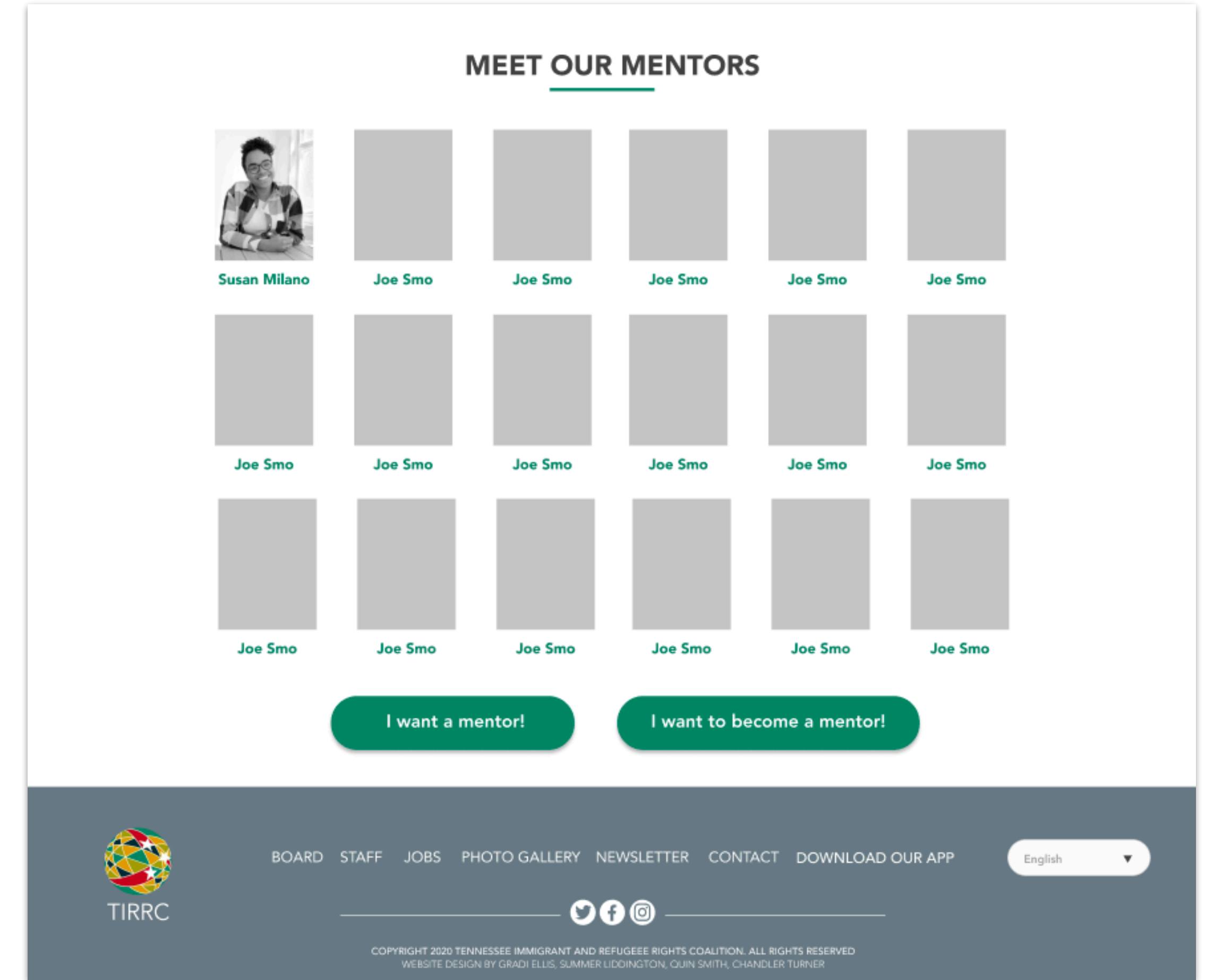
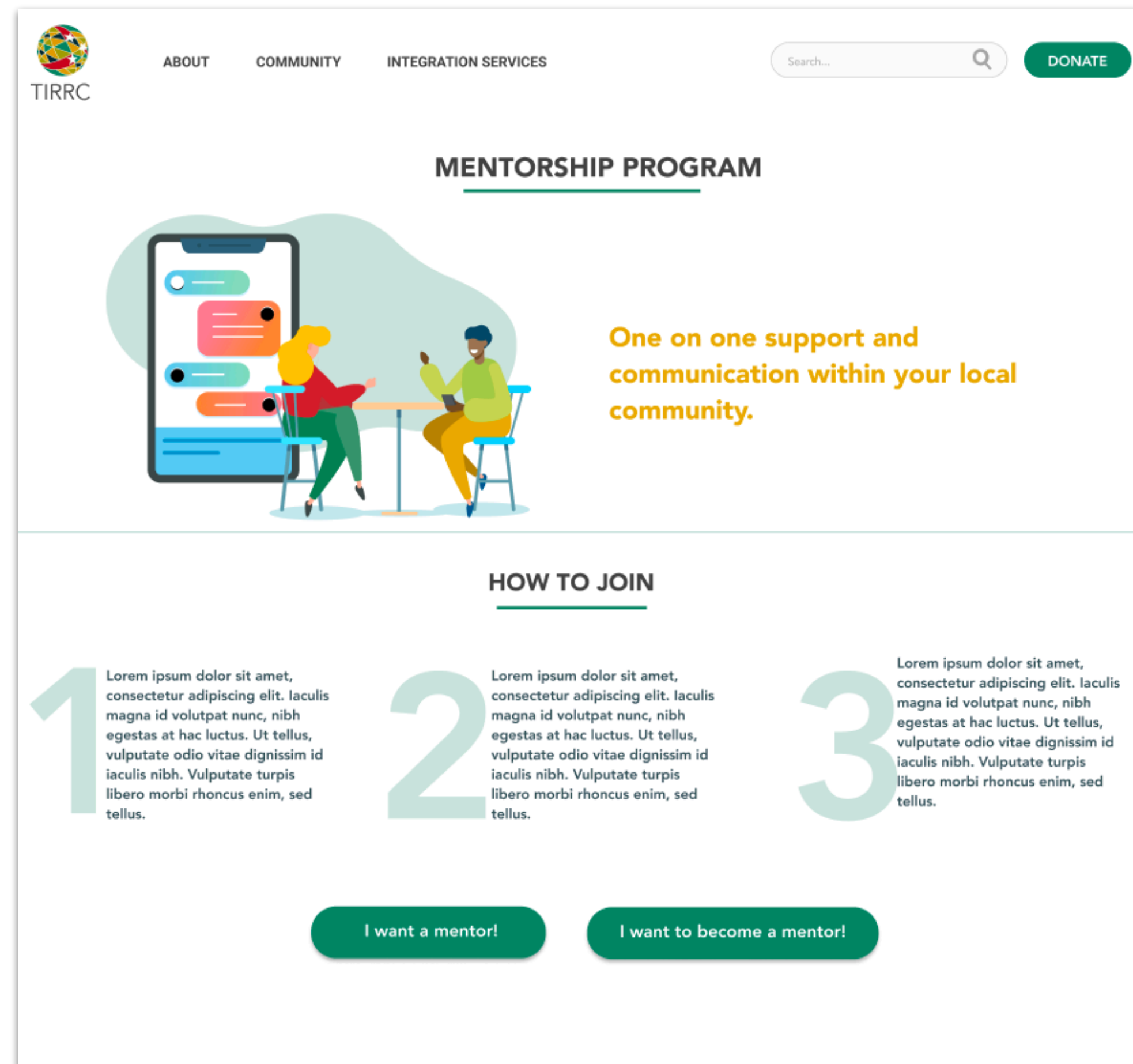
RE-FOCUS NEED FOR APP AND ZOOM UP

NAVIGATION BAR UPDATE



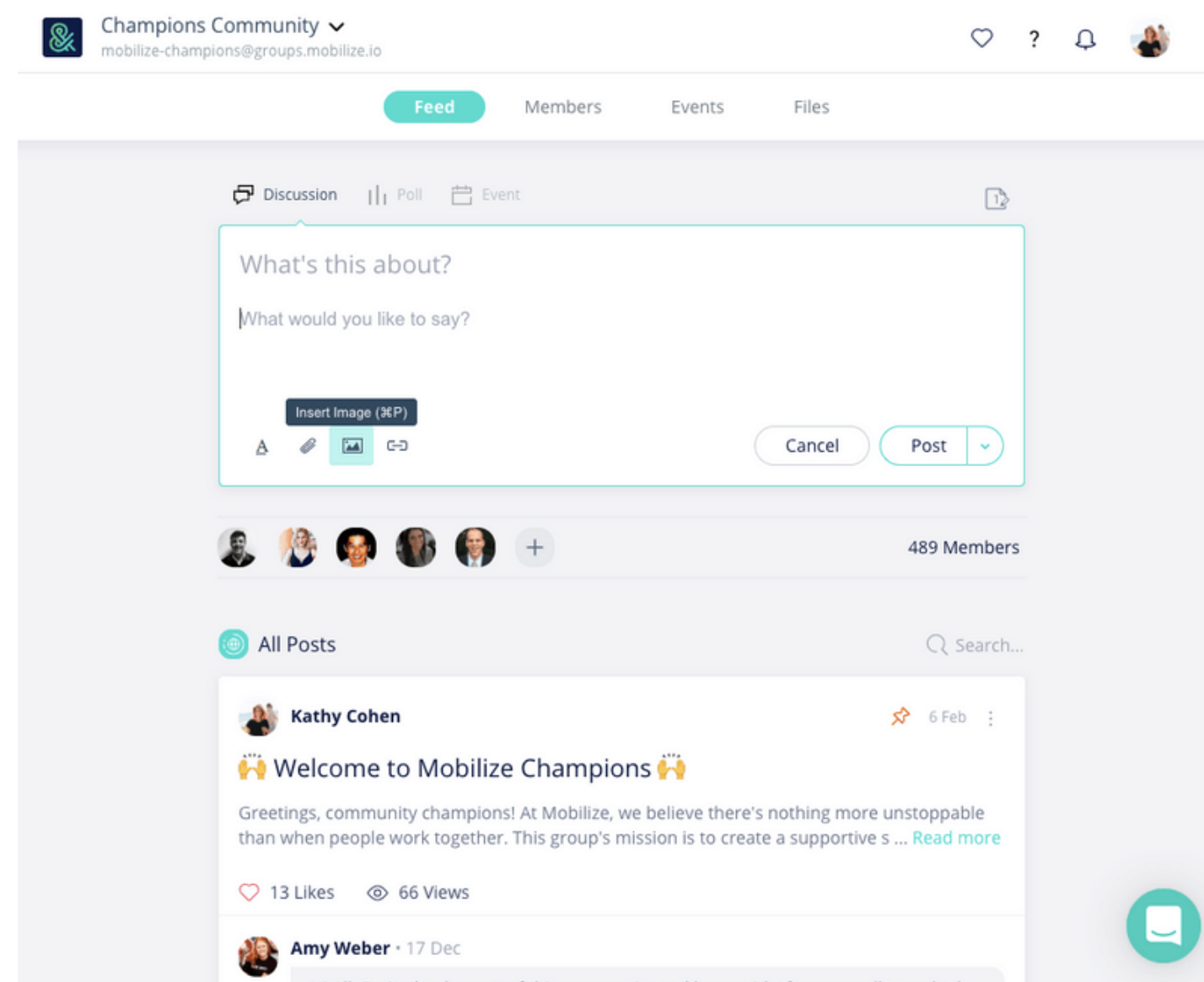
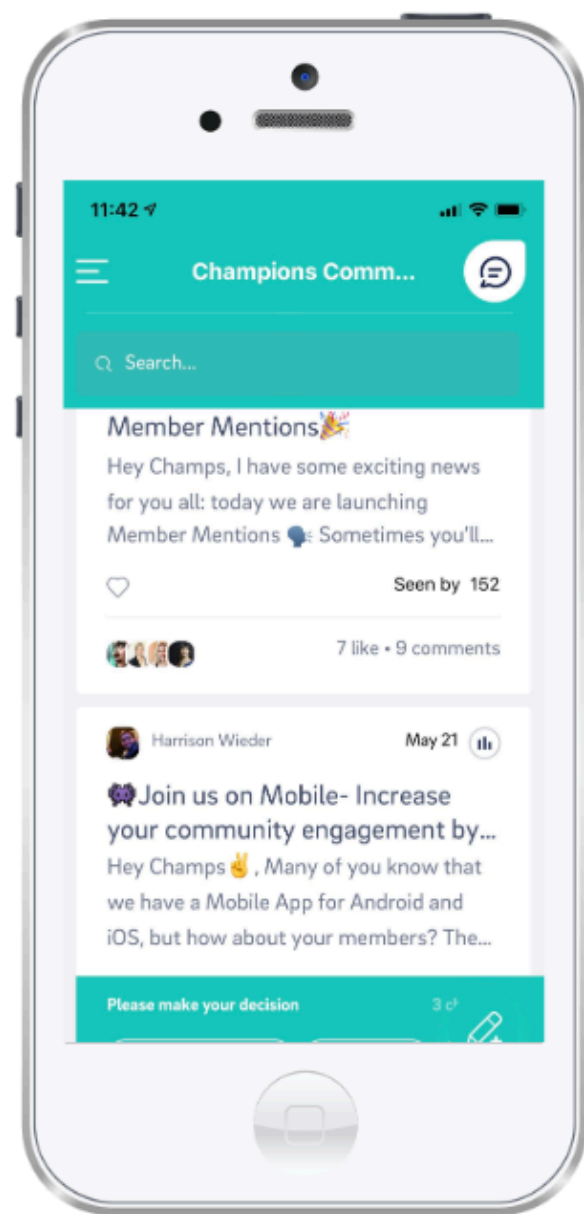
CREATE A MENTORSHIP PROGRAM BUT START SMALL

BUILD OUT MENTORSHIP PROCESS ON CURRENT WEBSITE FIRST











EXPLORE OTHER OPTIONS IN THE MARKETPLACE

TEST THE ADOPTION OF DIGITAL COMMUNITY WITH EXISTING DIGITAL PLATFORMS



ALL-IN-ONE PLATFORM

-  **Member On-boarding**
Ensure your members feel a sense of belonging from Day One
-  **Smart Networking**
Make it easy for members to find, connect and learn from each other
-  **Community Discussions & Resources**
Foster engaging conversations and accessible content for all your groups
-  **Community Management**
One integrated system to make your life easier

-  **Events**
Boost participation through integrated event management for your community
-  **Targeted Communications**
The only solution with modern outreach tools built in natively
-  **Mobile App**
Powerful and brand-able mobile apps that further boost engagement
-  **Analytics**
Get unprecedented data to support your ongoing growth and success



THOUGHTS ON NEXT STEPS

01.

DETERMINE WHERE YOU WANT TO FOCUS YOUR EFFORTS AS AN ORGANIZATION

02.

CONNECT WITH MOBILIZE TO DO A FULL DEMO ON THE PLATFORM AND UNDERSTAND BENEFITS AND OFFERINGS

03.

CONSIDER A WEBSITE UPDATE FOR 2020 AS A WAY TO START USING A MENTORSHIP PROGRAM, POSSIBLY PROMOTING AN APP, AND TESTING THE ADOPTION OF ONLINE COMMUNITY



QUESTIONS

