



Social Media Interactions
MIGRANTS

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Interaction Design
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INTRODUCTION

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Research

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Analysis

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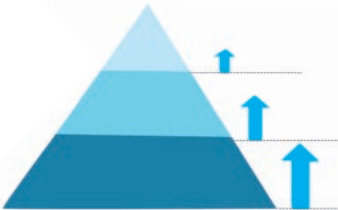
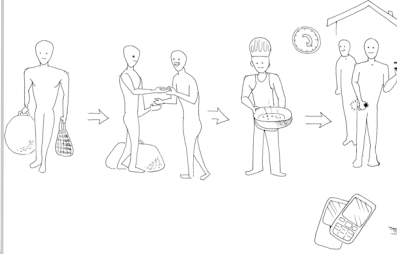
Design

4

Execution

1. Research

Secondary Research

Migration	Historical Theories	Who migrates?	Migration Types
 <p><i>"Migration (human) is the movement of people from one place in the world to another for the purpose of taking up permanent or semipermanent residence, usually across a political boundary."</i></p>	<p>Ravenstein Certain law of social science have been proposed to describe human migration.</p> <p>Lee's Law divides factors causing migrations into two groups:</p> <ol style="list-style-type: none"> 1.Push Factors. 2.Pull Factors. 	 <p>Social segmentation</p> <p>People move for a variety of reasons.</p> <p>Most people belonging to lower middle class move most because of dominating push factor.</p>	 <p>Chain migration results in migration fields—the clustering of people from a specific region into certain neighborhoods or small towns.</p>

1. Research

Secondary Research

Migration impacts



Human migration affects population patterns and characteristics, social and cultural patterns and processes, economies, and physical environments. As people move, their cultural traits and ideas **diffuse** along with them, creating and modifying **cultural landscapes**:

1. Diffusion
2. Relocation Diffusion
3. Expansion Diffusion
4. Cultural markers

Observations

1. Skilled to unskilled: Might be skilled in hometown, unskilled here because caught in the wrong job. Wanted to do something, doing something else. There is already a social network existing which runs on trust factor among migrants. Existing network is very limited, personal and territorial.

2. Bad timings: Communication gap because difference in work timings. Most affected are migrants with night shifts. e.g. Cook, Security guard.

1. Research

Primary Research

Initial User Study



Contextual inquiry (15-20 min) followed by restrospective data.

A pilot interview was done with the users in IIT followed by detailed interview with migrants working in Powai and Heeranandani area.

User group

1. Migrant moved from one region to another.
2. Migration based on pull factors such as better job, skills and family factors.
3. Belongs to middle and lower middle class
4. Possess at least one mobile phone.
5. Skilled migrant who is able to sustain himself through work.

1. Analysis

Insights

Observing User space



People cluster according to their village, community and friends..

Observations

In Singapore, a low-key event happens every Sunday evening when hundreds of workers from the subcontinent turn up in Little India to hang out on their day off. Majority of the people are migrants who come here to meet people from their village and community.

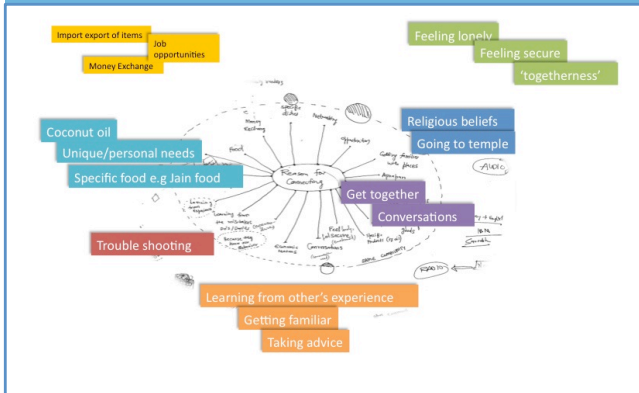
Sometimes the similar gatherings take place simultaneously at different places in Singapore.

“Mobile is a connecting thread for migrants“

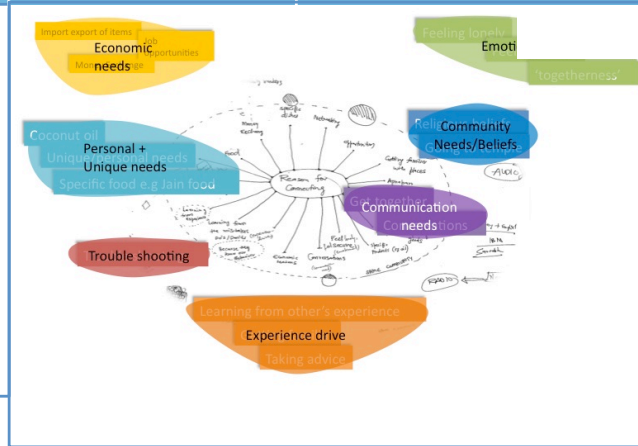
1. Analysis

Understanding User Needs

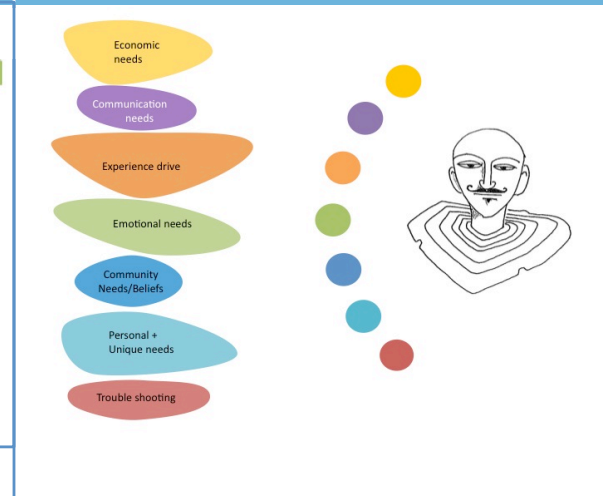
Insights



Affinity

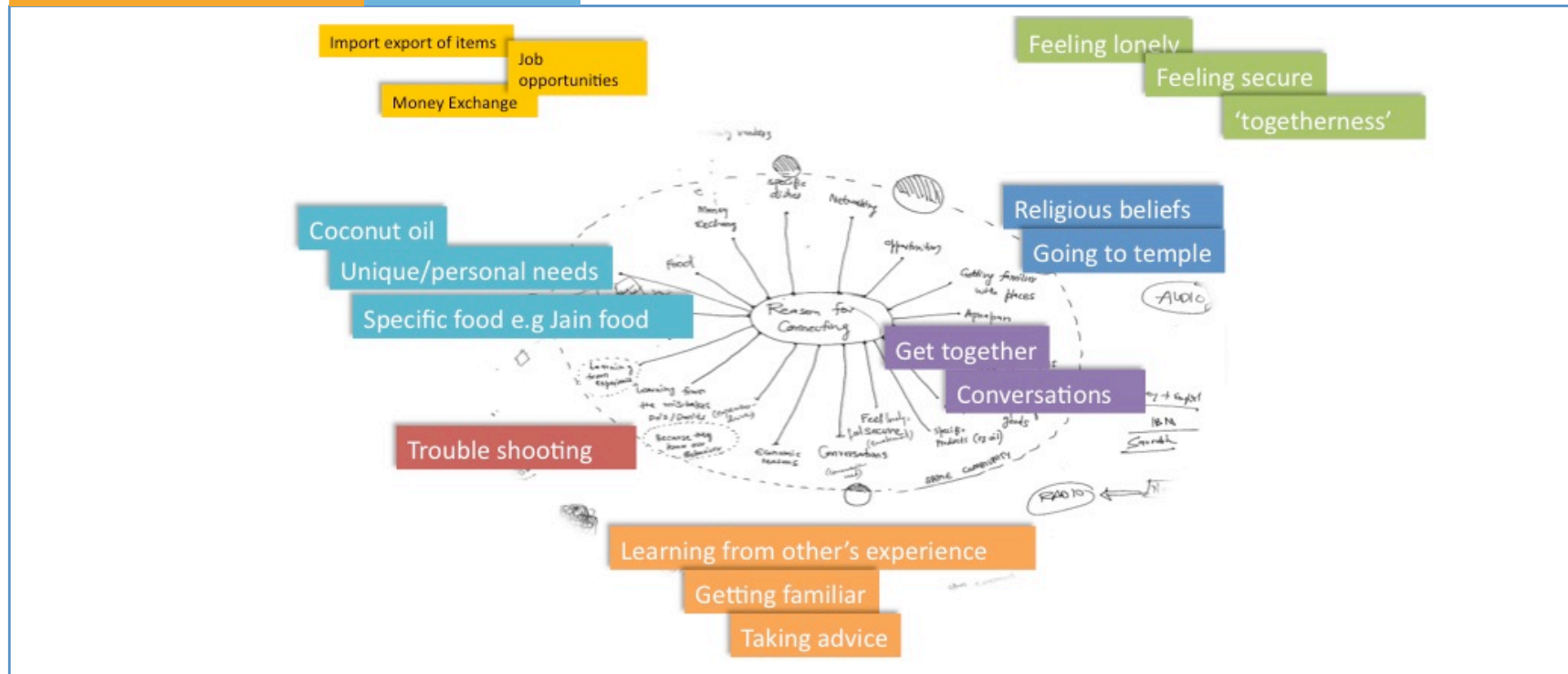


Scope of Intervention



1. Analysis

Insights

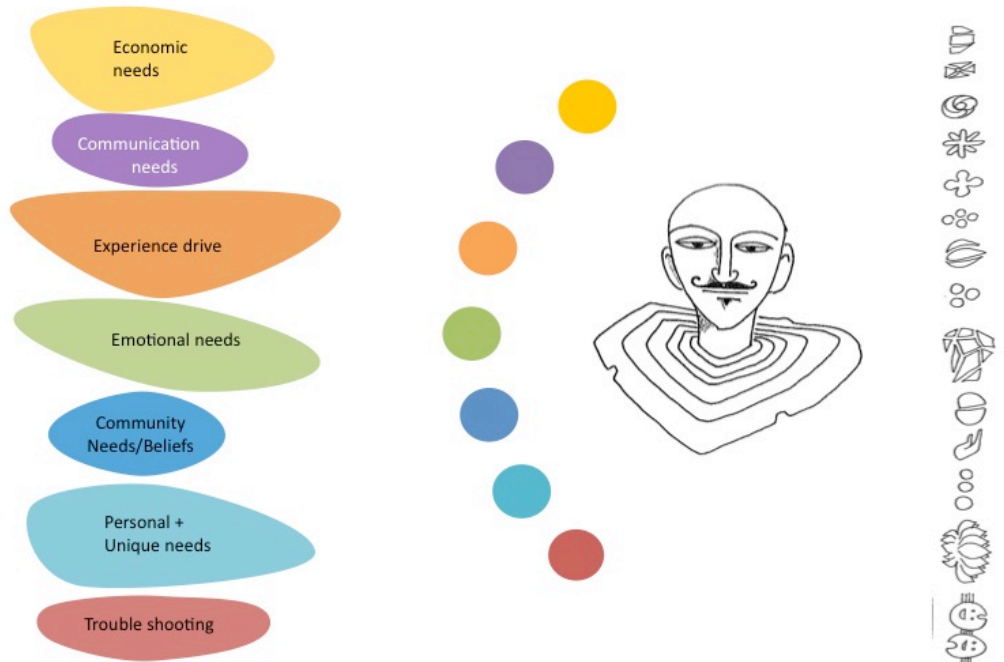


1. Analysis

Insights

Affinity

Scope



Insights

1. Need for communication between the new migrant and community members in convenient manner.
2. Speech based information is certainly best medium for education and knowledge sharing due to maximum user communicate in their mother tongue.
3. Since migrants are involved in highly time sensitive and contextual works, the information needs to be given at specific time and in specific context to migrant.
4. There is need for the social exchange of the knowledge for topics related to communities. Conversations are the best way to stay engaged intuitively.
5. Speech based information is certainly the best medium for education and knowledge sharing because maximum users are not so comfortable in reading long messages in English.
6. The gateway of the solution should be intuitive and user friendly. Since users are shy using applications which involves typing and reading messages in English. The trust factor should be built as soon as possible.
7. The information architecture should be based on the categories & requirements of community and its members.

Brief

Designing Social media solution for migrants which will help them to get answers of their queries using a voice portal system

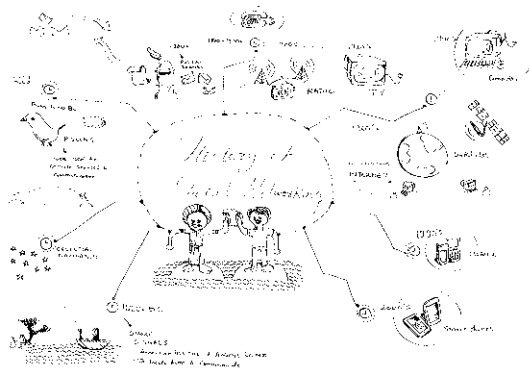
Designing interface for information and entertainment through audio navigation on a hand held device. To motivate and assist migrants by improving information exchange between the community and other migrants.

To improve the communication between the migrant and community, make him aware of the surroundings and in the end provide a better experience (to maximise personal and economical growth in a foreign land.

1. Ideation

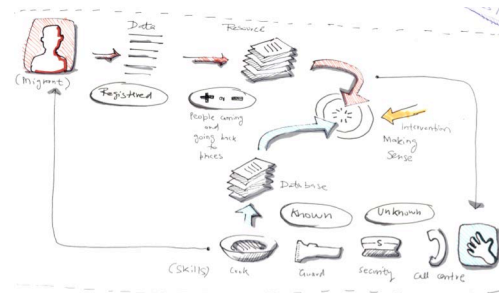
Initial concepts

Insights

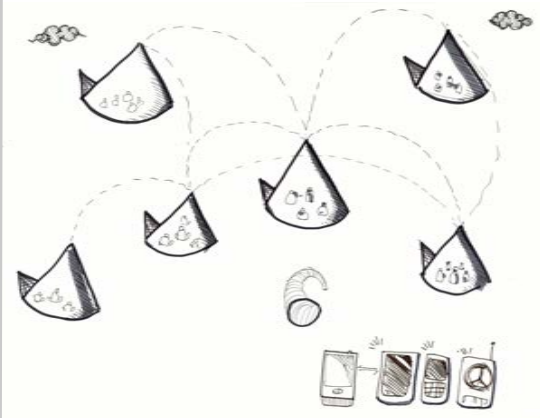


Media mapping was done to understand the role of media in social networking from beginning of time till 21st century.

Observations



A database can be created to cater to the needs of migrants. Database can become the hub of interaction between the giver (supply) and seeker (demand).

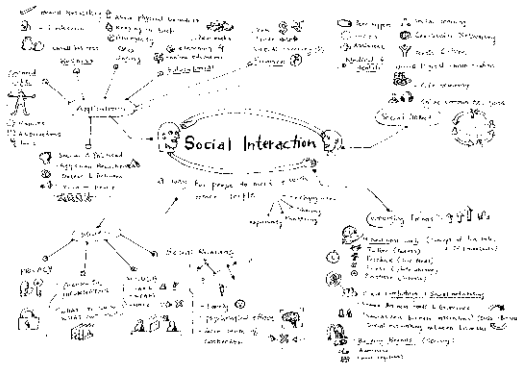


An interactive radio to help migrants talk to each other in proximity in order to assist and provide much needed support to the 'fresh migrants'.

1. Ideation

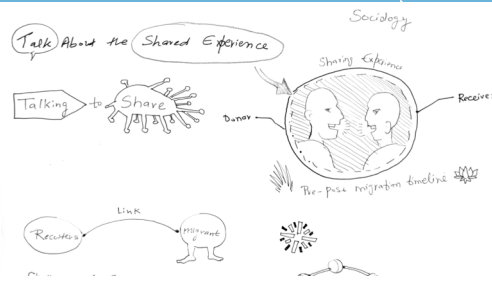
Initial concepts

Social interaction

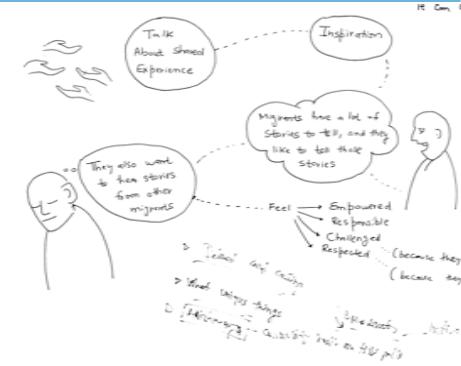


The map was created to project the impact of social interaction in real life.

Interactive Radio



Migrants can socialize, find information about jobs and express themselves through a social portal. The portal will work as companion to migrants and will assist them in real time.



Talk-listen let the migrants post audio messages in real world and get voice replies to their queries and questions.

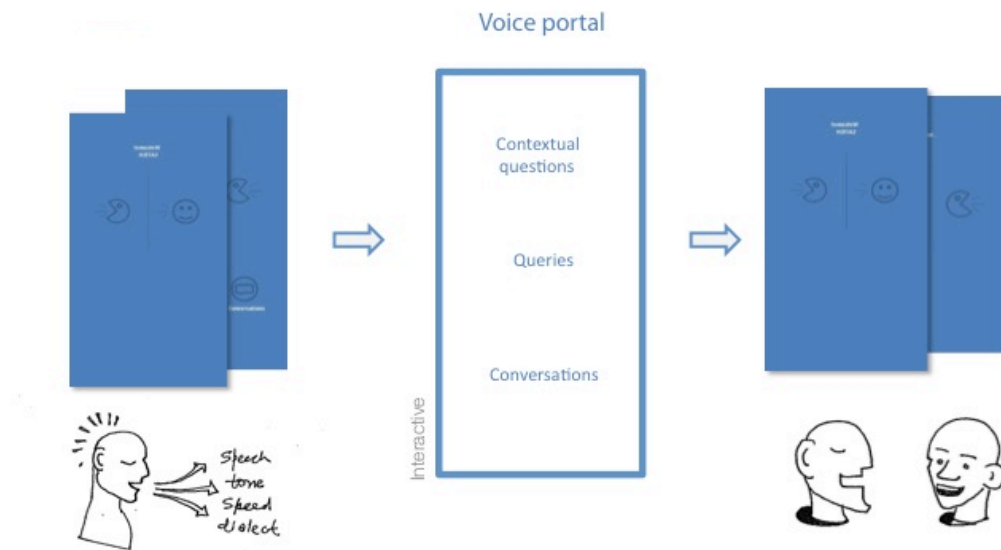
1. Ideation

System Design

Query

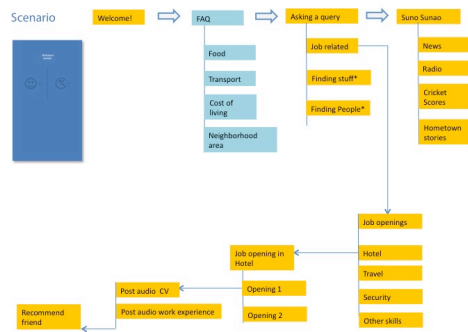
Voice portal

Answers



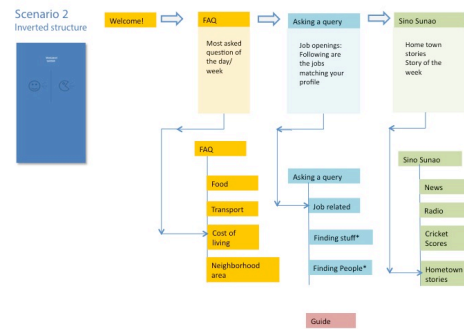
1. Design Structure

Tree Navigation



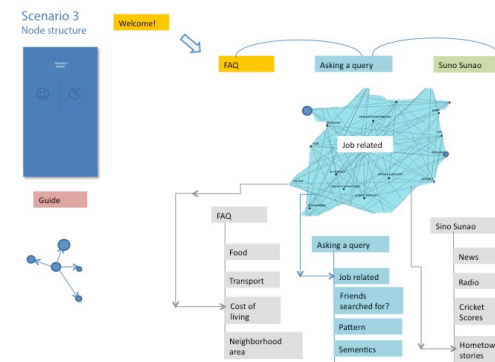
This is the trivial method of tree structure with one category inside the other category.

Inverted Navigation



Inverted pyramid structure is a modified tree structure with all the recent/ most wanted information indexed first.

Node Navigation

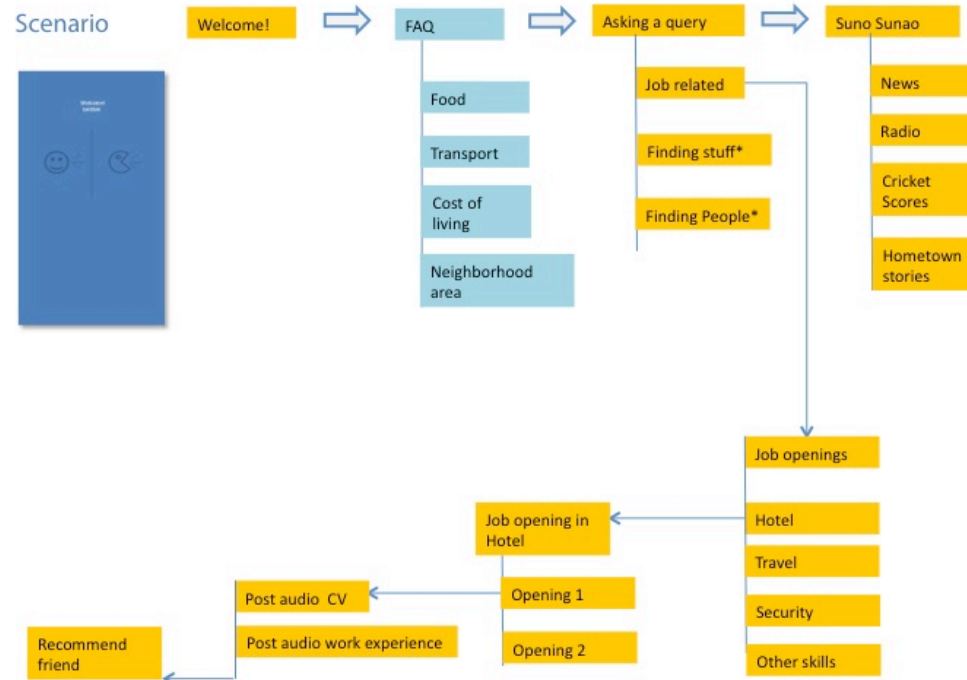


Node is more of a smart system which is more dynamic (node based) hence use semantics to display the information.

1. Design

Structure

Tree Navigation



1. Design

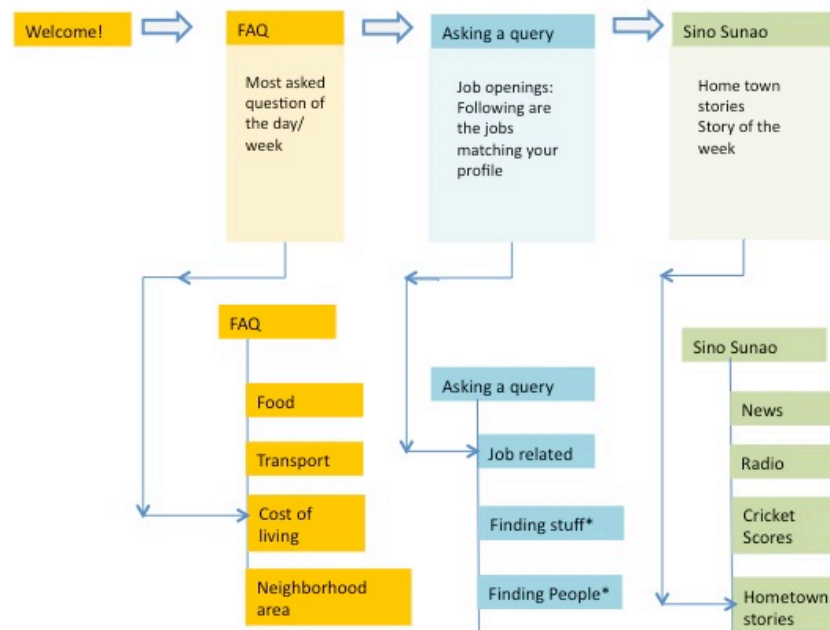
Structure

Tree Navigation

Inverted Navigation

Node Navigation

Scenario 2
Inverted structure



1. Design

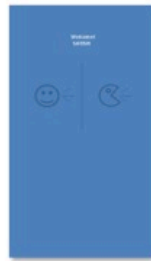
Structure

Tree Navigation

Inverted Navigation

Node Navigation

Scenario 3
Node structure



Guide



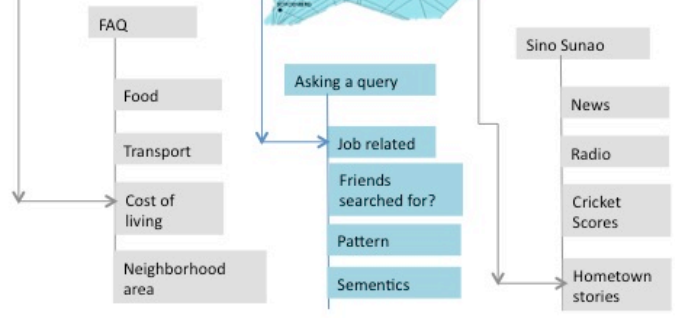
Welcome!



FAQ

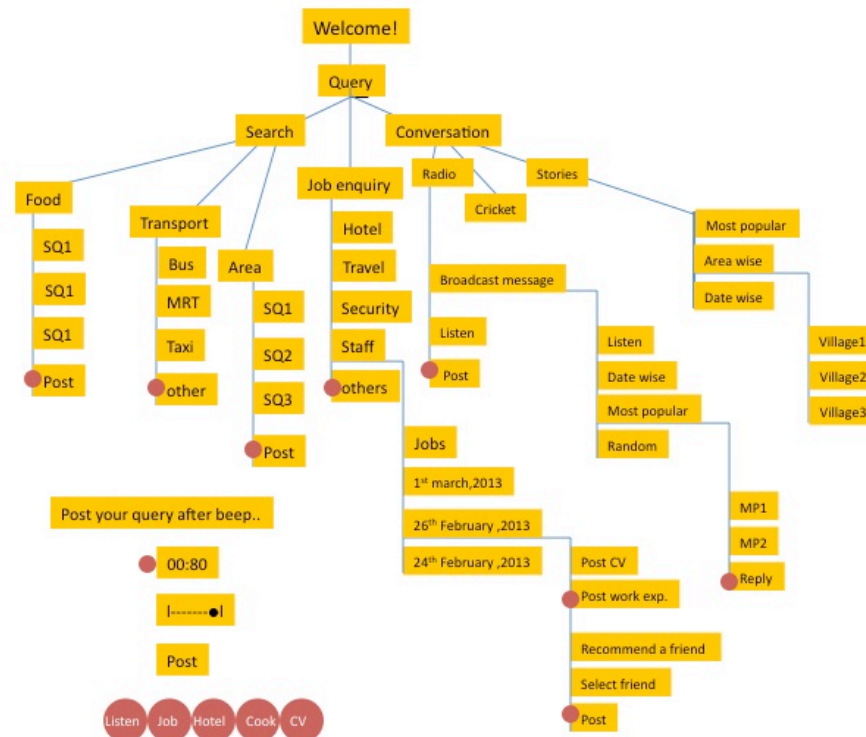
Asking a query

Suno Sunao



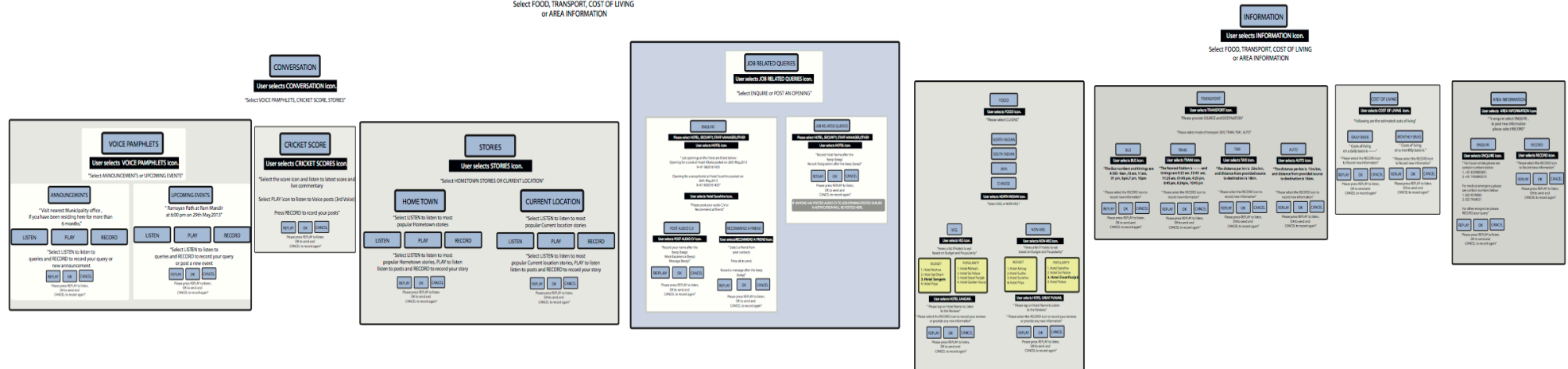
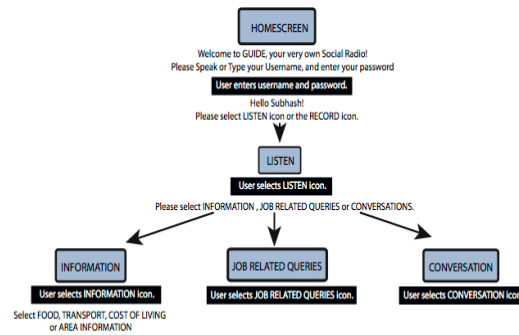
1. Design

Final Design Structure



1. Design

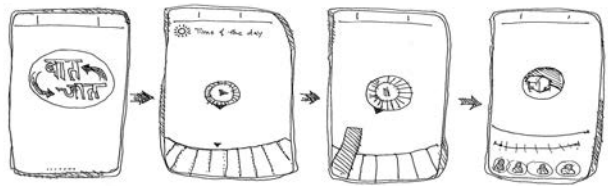
Final Voice Navigation Structure



3. Design

Wireframes

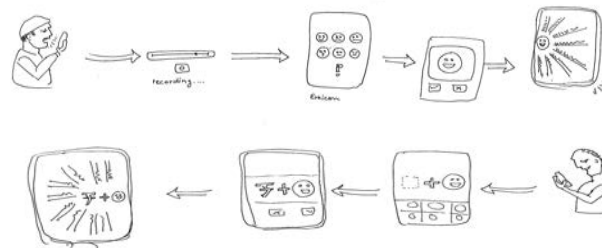
Interface Explorations



Interface was designed to help users to navigate through the audio portal in an efficient and friendly manner.

Number of wire frames were explored to come out with the best solution that suits the user needs and creates a user friendly experience.

Communication



The wire frames were later used to evaluate the usability of the application and information flow.

3. Design

Usability Testing

Low fidelity flash prototype



Based on wireframes, a low fidelity flash prototype to created to test among the migrants, based on feedback final concept is molded.



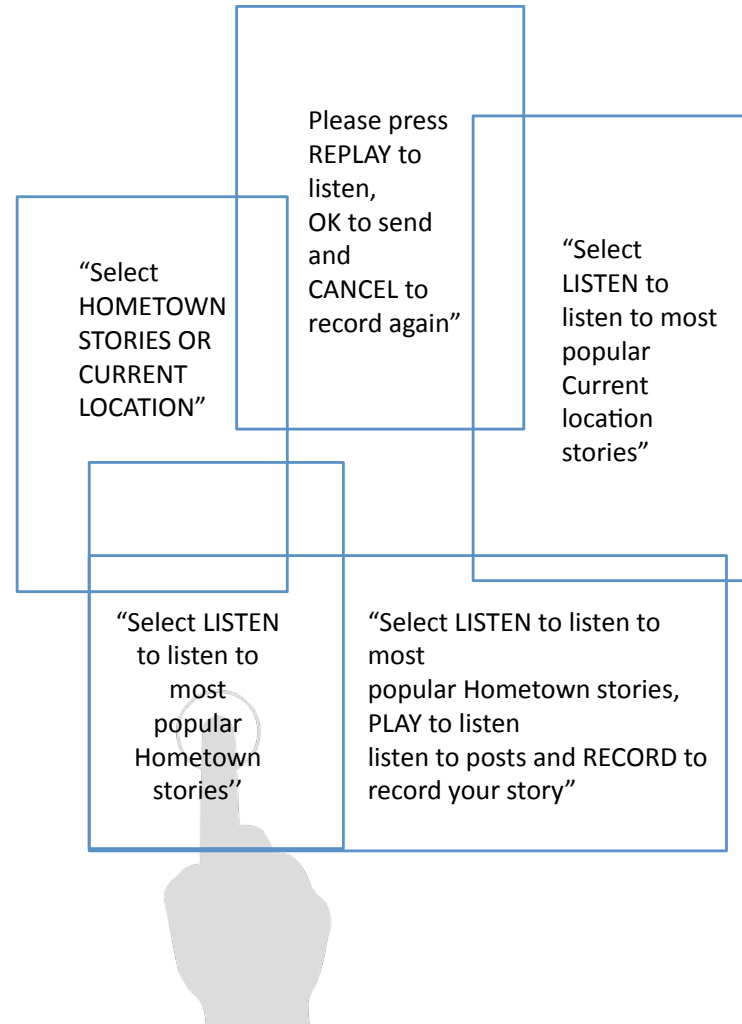
3. Design

Usability Testing

Low fidelity flash prototype



Voice UI were tested and refined periodically to come to final design.





1

2

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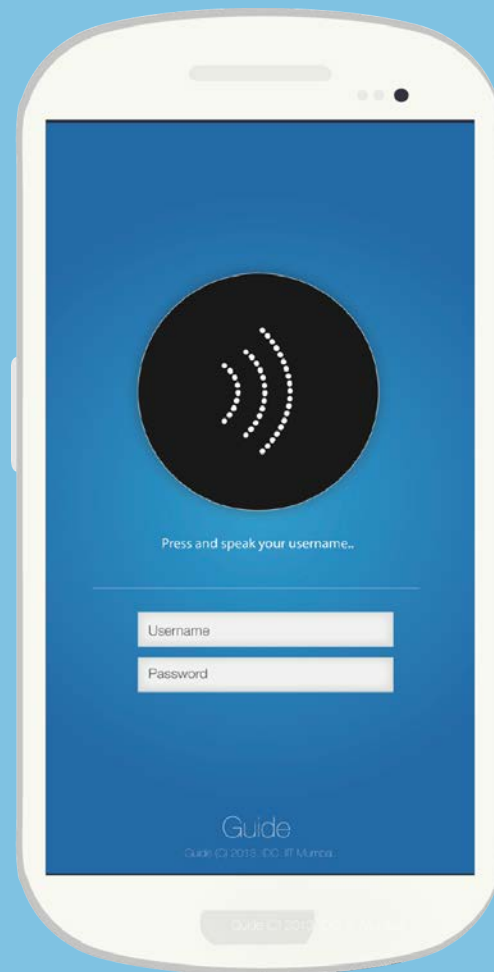
4

Design



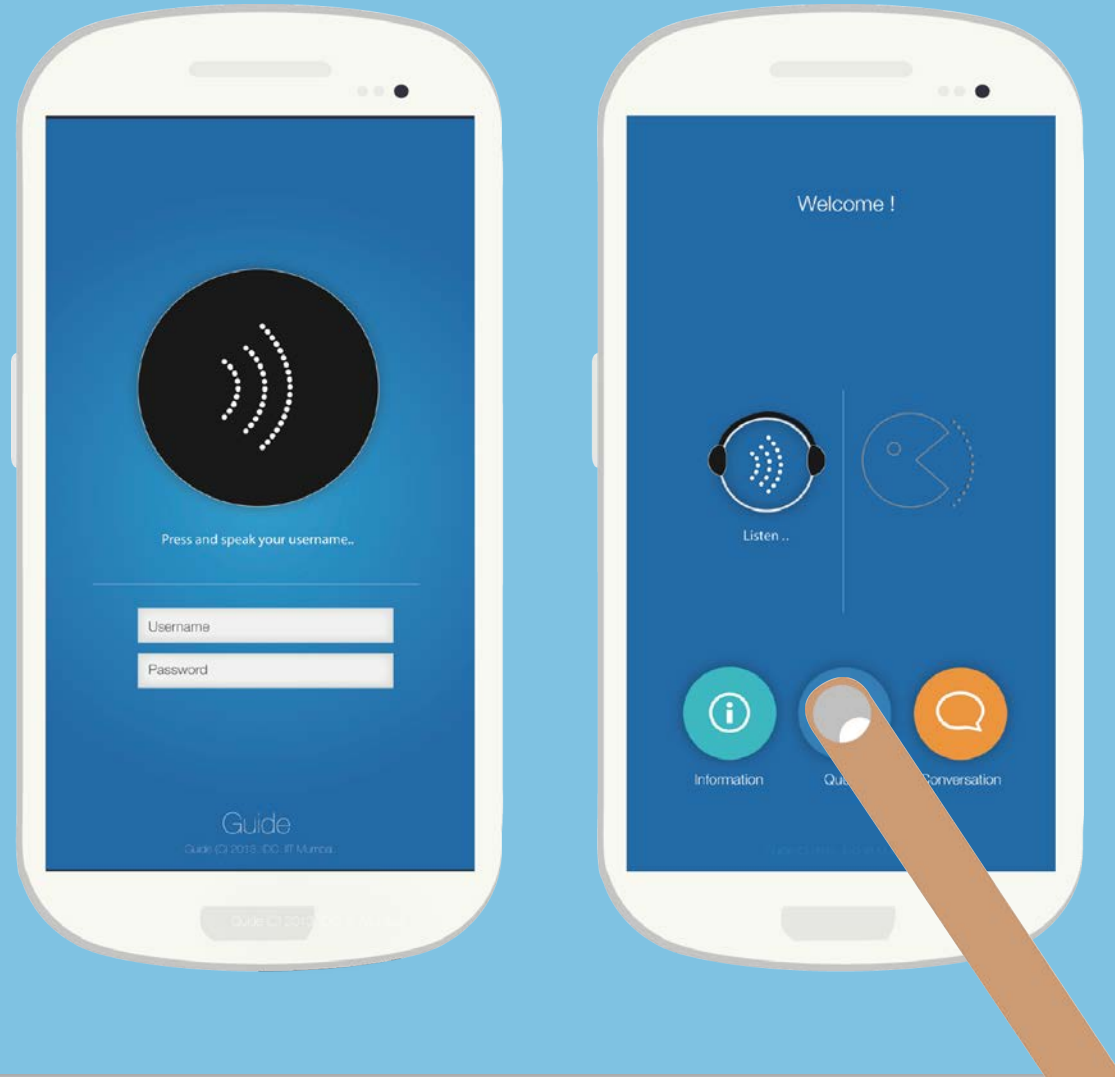
3. Design

Concept Walkthrough



3. Design

Concept Walkthrough

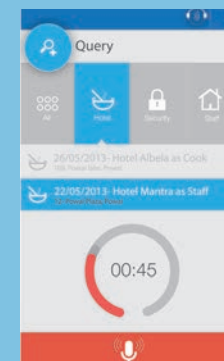


3. Design

Concept Walk through



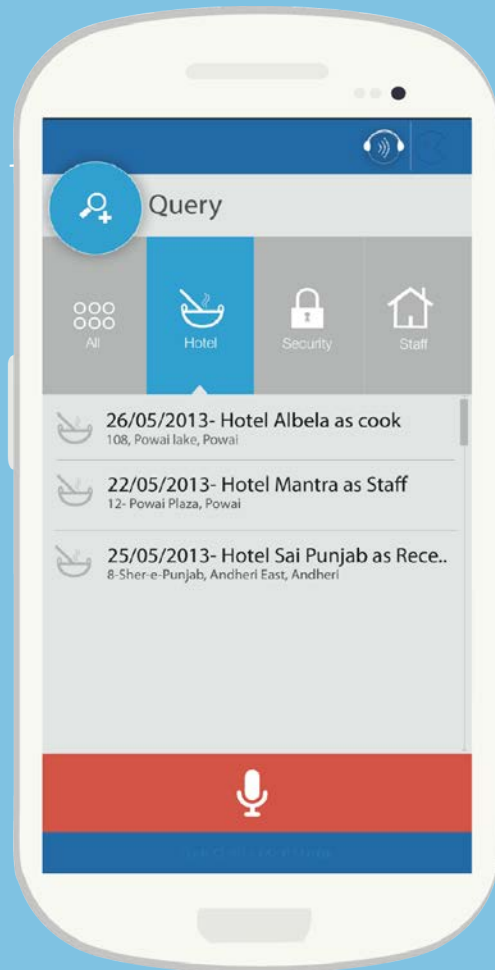
Voice based navigation



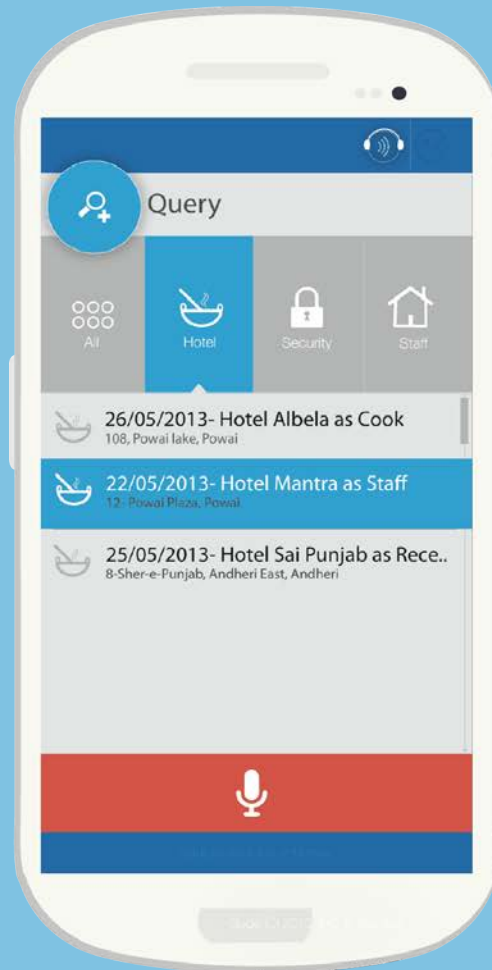
Assistive visual interface to display the information



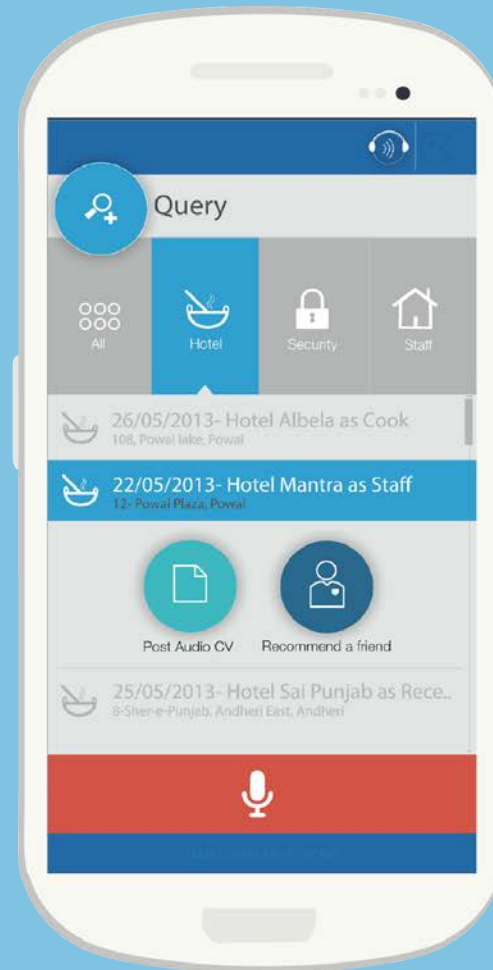
One touch voice record



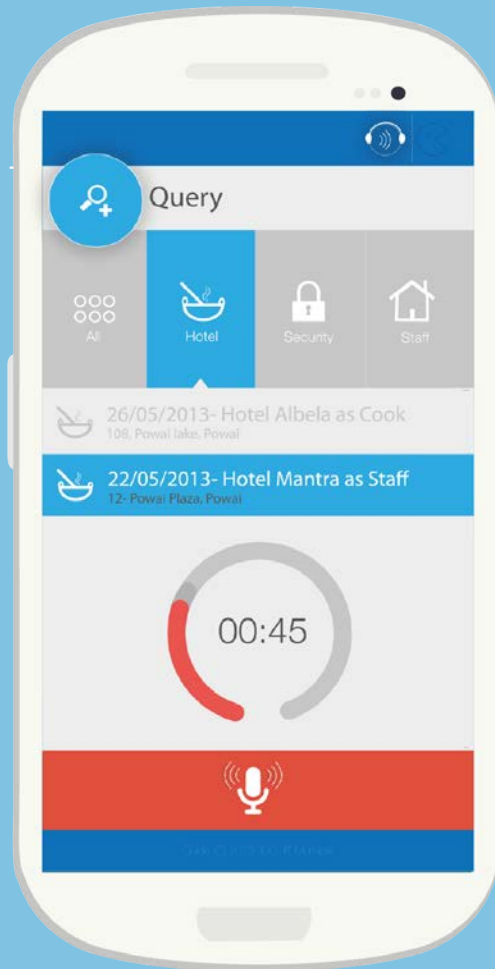
User selects Hotel



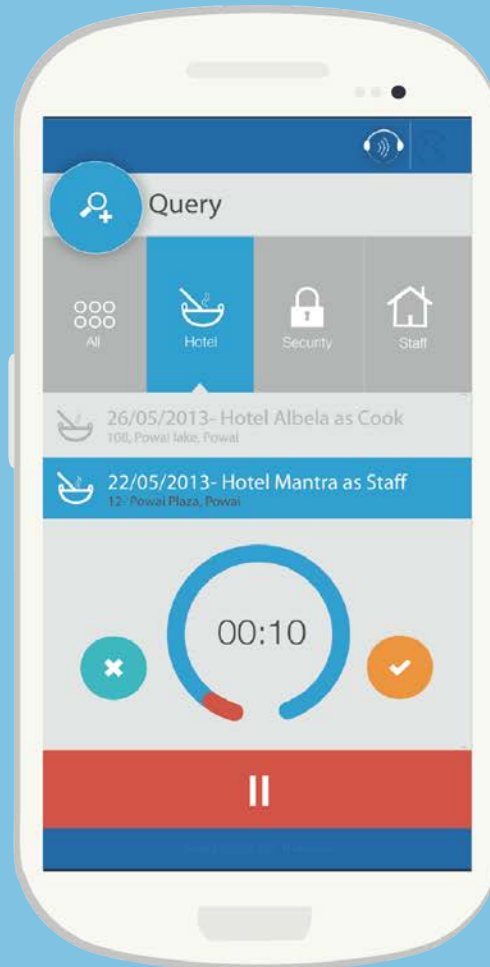
Selects Hotel from list



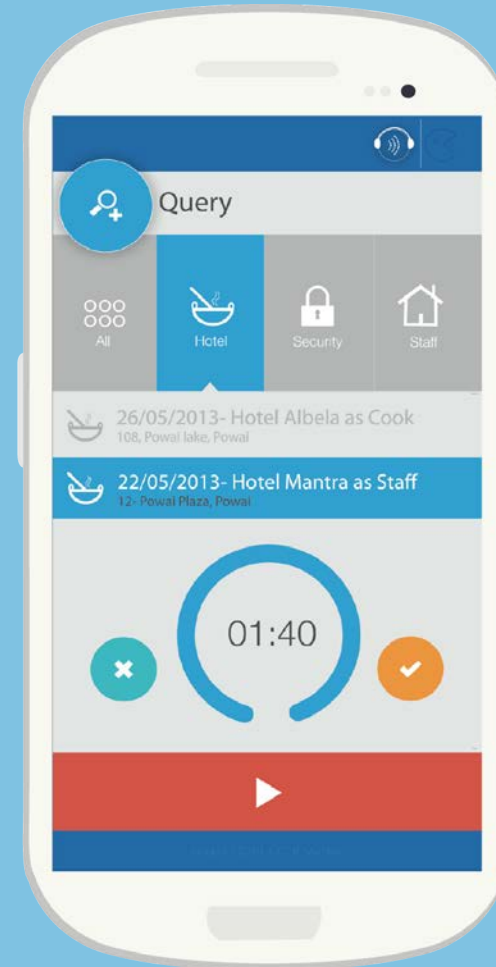
Selects- Post Audio CV



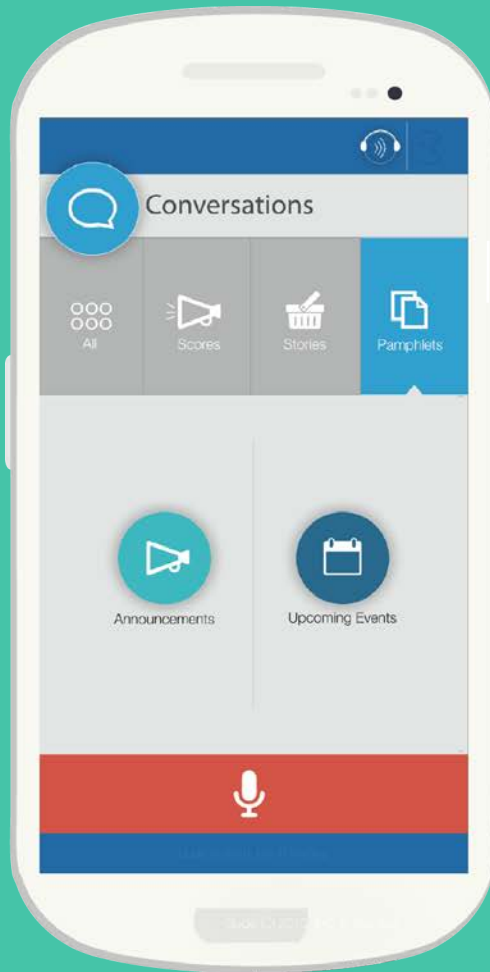
User choose icon to record



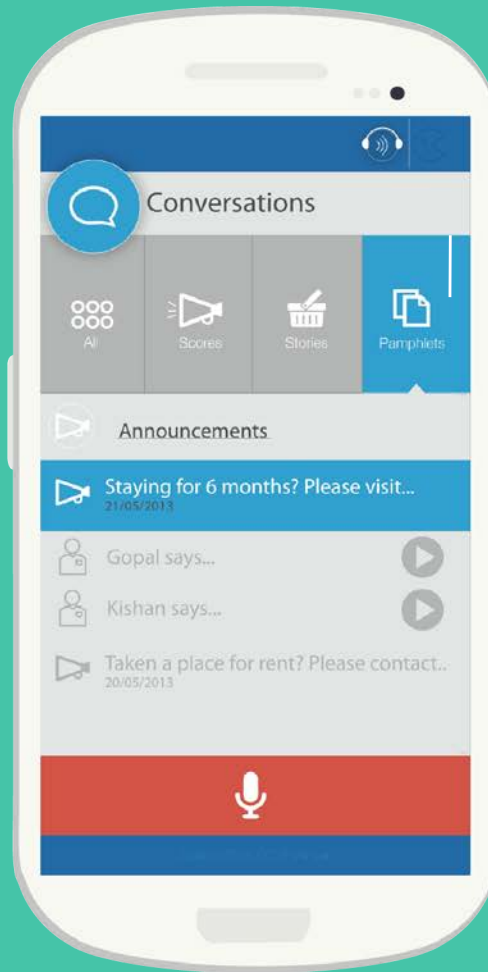
User can see the details



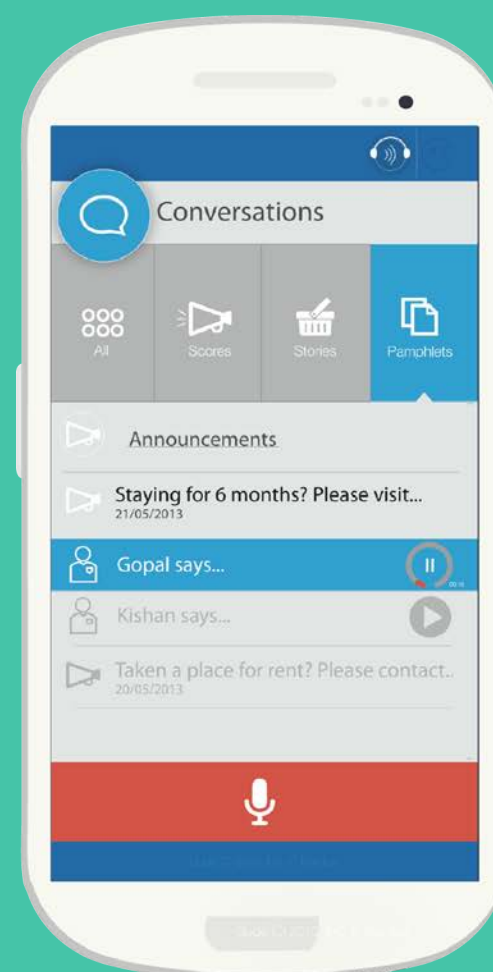
Press Play to listen-Ok to send-Cancel to record again



User selects Conversation-Chooses Announcements



Chooses listen to posts



User listens to the active conversation.
Can reply or record a new message

Thank You!

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Guide

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