

Her Journey

Problem Statement

When immigrant women first arrive in the United States, they face major barriers to finding essential resources like healthcare, childcare, and community support. Although this information exists, it is often scattered across many websites, making it confusing and difficult to access, especially for those facing language barriers.

Many immigrant women, particularly new arrivals and mothers, experience isolation and uncertainty as they work to build a stable life. The spread of misinformation on social media only worsens the problem, creating fear and preventing many from seeking help through trusted channels.

Empathize

Define

Ideate

Prototype

Test

Research

Interviews

What was the biggest challenge you faced when you first moved to the United States?

When you first arrived in the U.S., how did you learn about how the healthcare system works?

Have you ever needed help with childcare services like daycare or after-school programs?

Can you think of a specific situation where advice from another person was more helpful than searching for it online?



Empathize

Define

Ideate

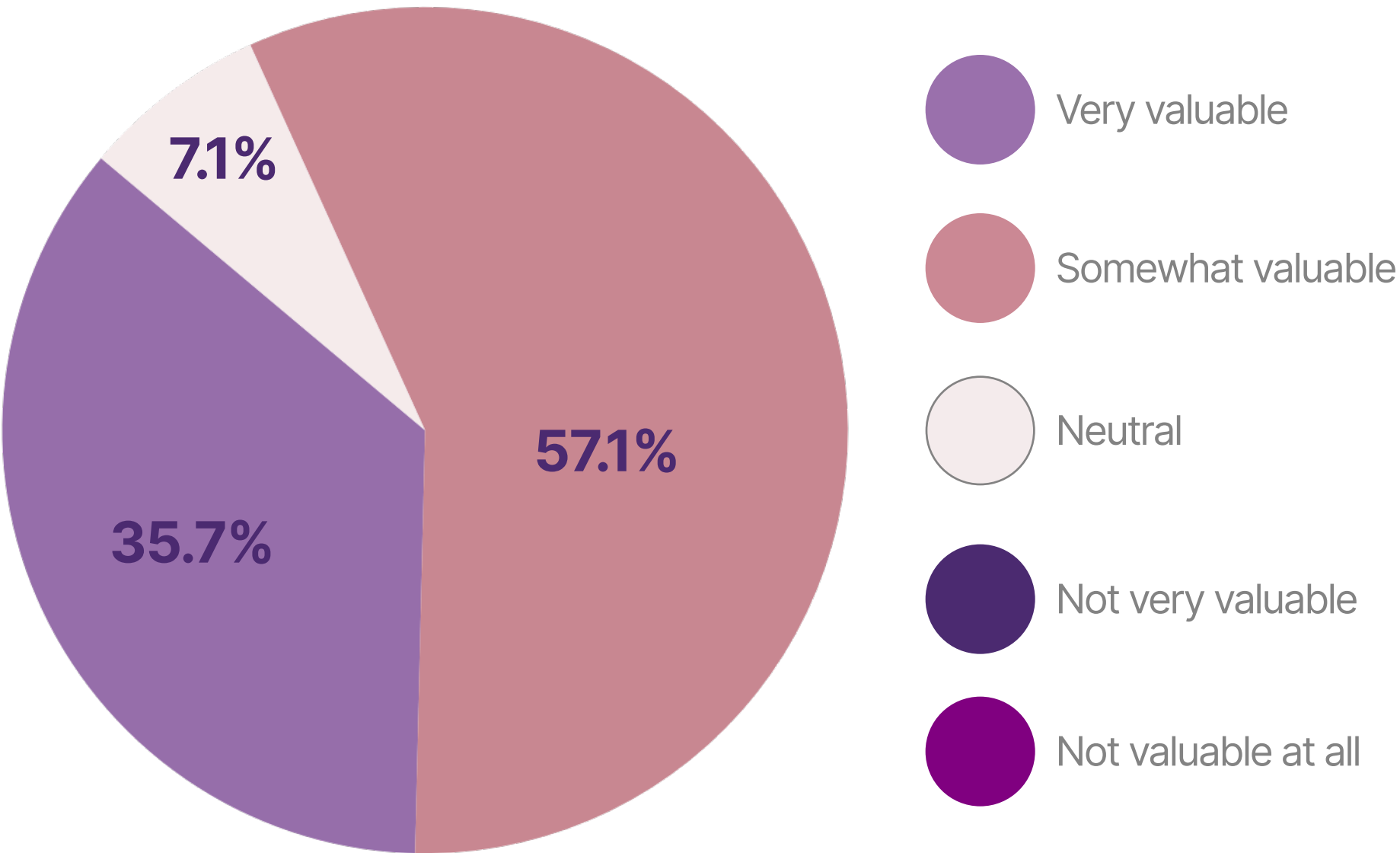
Prototype

Test

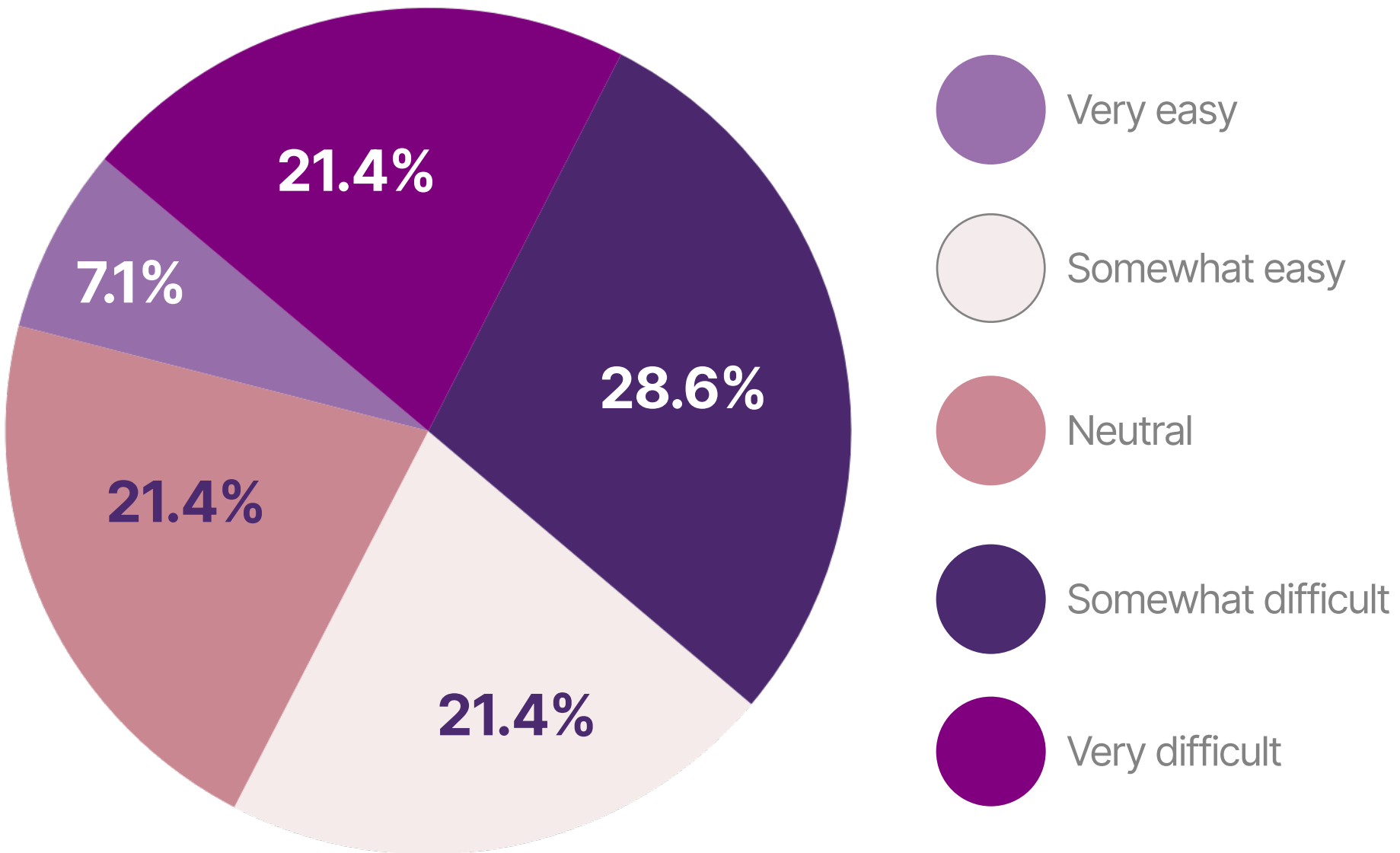
Research

Surveys

How valuable do you find learning from other immigrant’s women experiences and advice?



How easy is it for you to understand how health insurance works?



Empathize

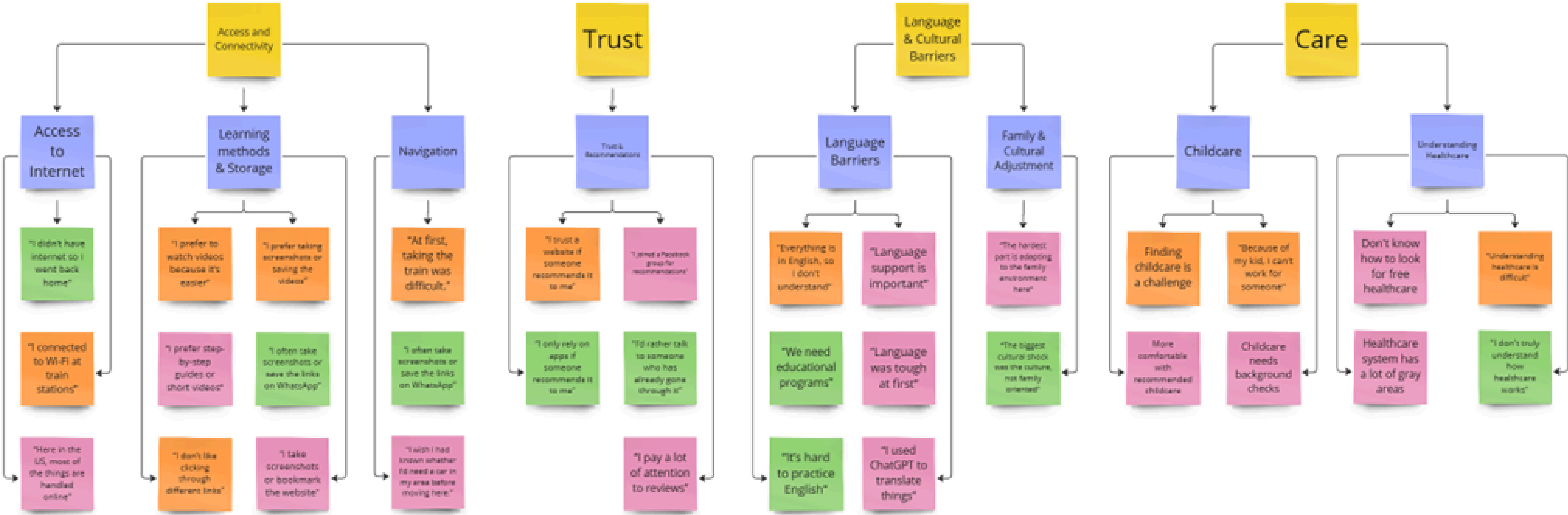
Define

Ideate

Prototype

Test

Data Analysis



Empathize

Define

Ideate

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Critical Requirements

Offline Use

Step by step guides or videos

Storing Information

AI Translation feature

Live Chat

Location-Based Services

Empathize

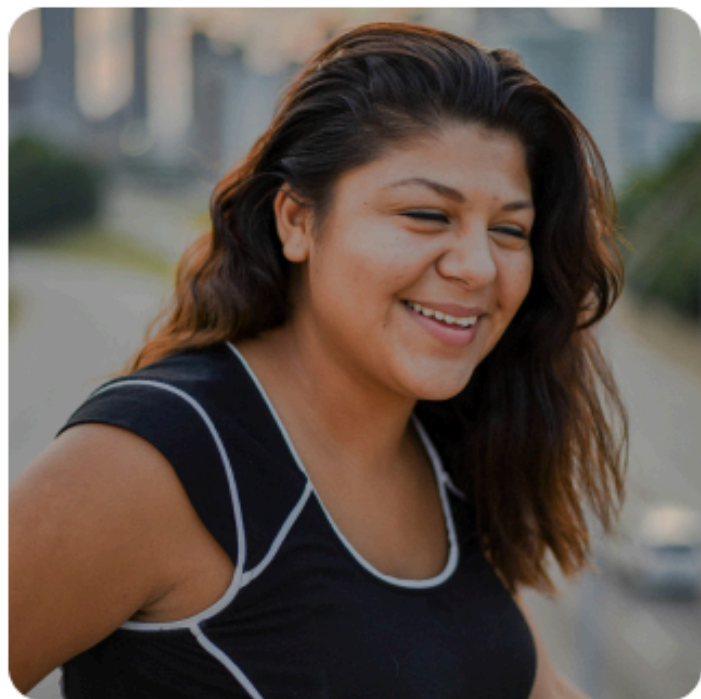
Define

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Prototype

Test

Persona: Ana



Ana

Age

36 years old

Work

Self-Employed

Info

Ana is a 36 year old immigrant woman living in New York, US. She is the mother of 1 children, aged 6 years old.



Quotes

"I need a job, but I can't work without childcare, and I can't find a good daycare I can afford."



Actions

- When she finds useful information on her phone, she takes a screenshot
- She typically uses her phone to look up information
- She prefers to watch videos or step-by-step guides to learn new information



Goals & Needs

- Ana wants to find trustworthy and affordable childcare services
- She likes to listen to recommendations from friends



Motivations

- She wants to find a job, but then she won't be able to take care of her son
- She wants to sign up his kid for after school programs but doesn't understand how



Pain Points

- Ana has trouble understanding the school system and childcare services because everything is in English
- She struggles with understanding English and prefers information in Spanish

"I need a job, but I can't work without childcare, and I can't find a good daycare I can afford"

Ana's scenario & storyboard

Ana's neighbor cancels last minute after agreeing to watch her son. She tries calling friends and checking the school, but nothing works. Online searches are confusing. Finally, a friend's mom agrees to help. Ana is relieved but knows she needs a better plan for next time.

PERSONA: ANA

USER STORY/SCENARIO: Finding childcare



Ana needs to work but the person who was watching her son cancelled last minute.



Ana goes to school to see if they have any after school program, but she finds out it's costly.



She looks up online for some options but it's all in english and she doesn't understand.



She copies & paste info from google to translate but not all of it makes sense.



She remembers that someone once recommended her to look at a government website but she doesn't remember the name.



She ends up asking one of her son's friends mom, and she accepted. Ana knows she needs a permanent solution.

PAGE #

PROJECT/TEAM:

DATE:

STORYBOARD [HUNGRY.COM](https://www.hungry.com)

Persona: Carmen



Carmen

Age

27 years old

Work

Full-Time Employee

Info

Carmen is a 27 year old immigrant woman living in New Jersey, US. She lives with her husband.



Quotes

"I use ChatGPT when I don't understand something. It explains it better than Google."



Actions

- She likes reading multiple reviews before making a decision
- She typically uses her phone and laptop to look up information
- She prefers chatbots or live chat when she needs information quick



Goals & Needs

- Carmen wants to fully understand how healthcare works in the U.S.
- She wants the information online to be clearer, she usually uses ChatGPT to explain in to her
- She wants to easily save information she finds online to her phone without having to take a screenshot of it



Motivations

- She likes being well-informed so she always reads information online to stay up-to-date
- She wants a fast and reliable way to learn about essential services



Pain Points

- Carmen has trouble understanding the healthcare system, and usually asks family and friends
- She has found it difficult to have a support group, even though she has joined immigrant groups online
- She doesn't really trusts apps unless someone recommends them to her

"I use ChatGPT when I don't understand something. It explains it better than Google"

Carmen's scenario & storyboard

Carmen, new to the U.S., wakes up sick and wants to see a doctor. She realizes she doesn't understand how insurance works. After getting confused online, she asks ChatGPT for help, then checks with a friend and an immigrant group on Facebook. Following their advice, she goes to a hospital with discounts for immigrants, but wishes getting care was easier.

PERSONA: CARMEN

USER STORY/SCENARIO: Getting Insurance (Health)



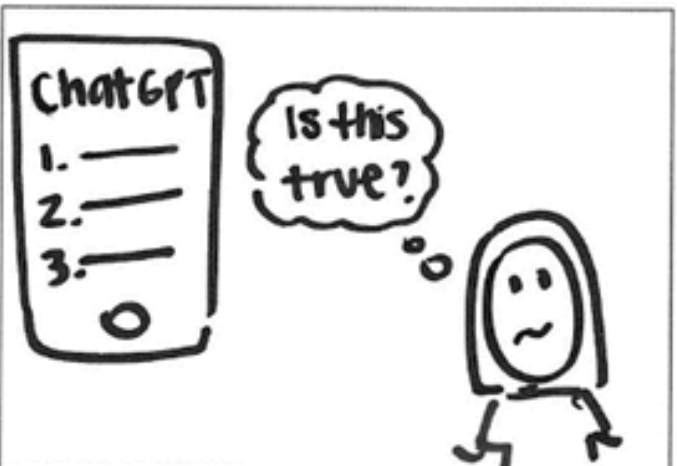
Carmen woke up feeling sick so she decides she wants to go to a doctor.



She looks up online how insurance works and how to get it, but it's confusing.



She uses ChatGPT hoping it gives her a breakdown



Chat GPT gives her a step-by-step summary but she doesn't know if it's true.



Carmen decides to look for advice in a facebook group for immigrants.



Someone replies to her with suggestions, and she trusts them, but she hopes it's easier next time.

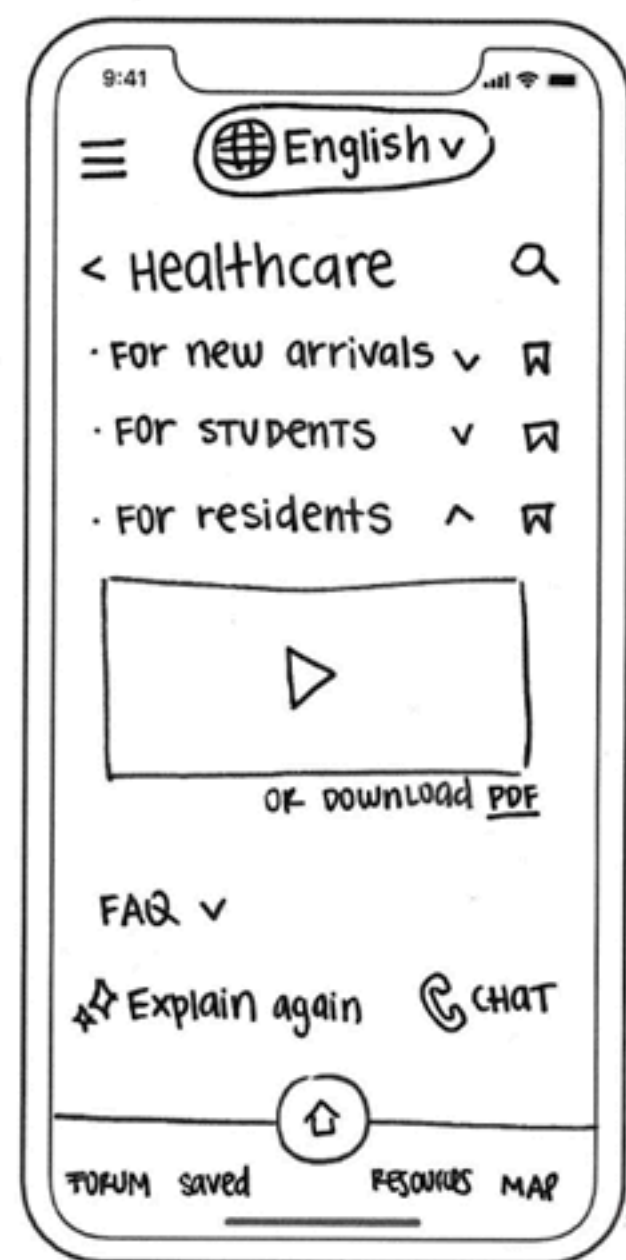
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PROJECT/TEAM:

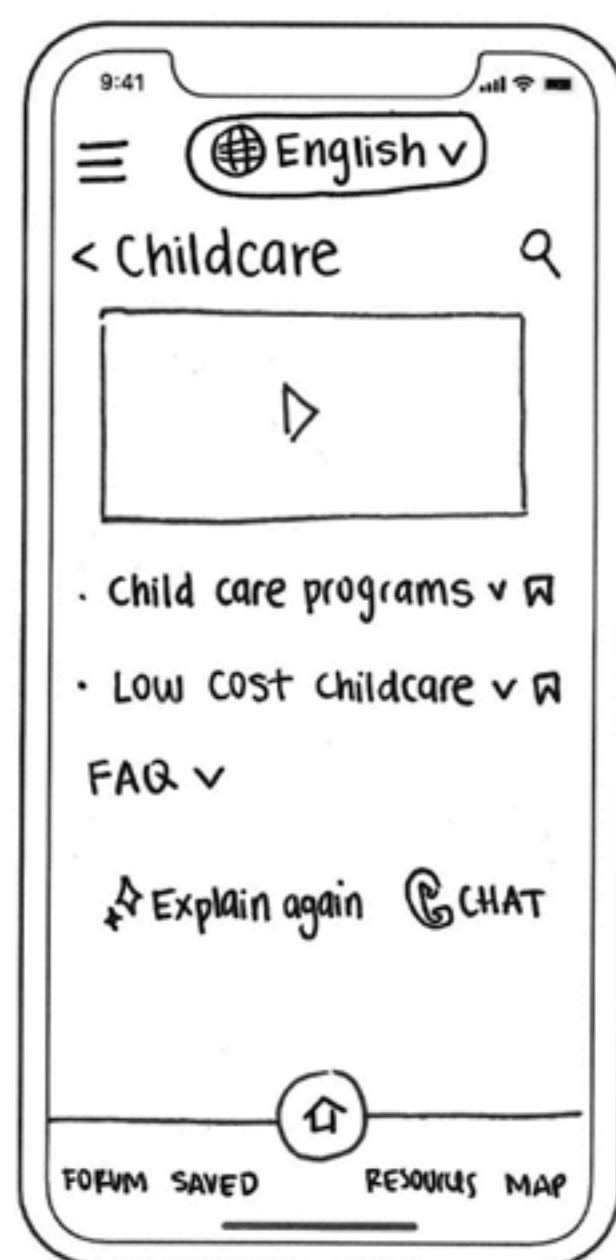
DATE:

STORYBOARD NNGROUP.COM

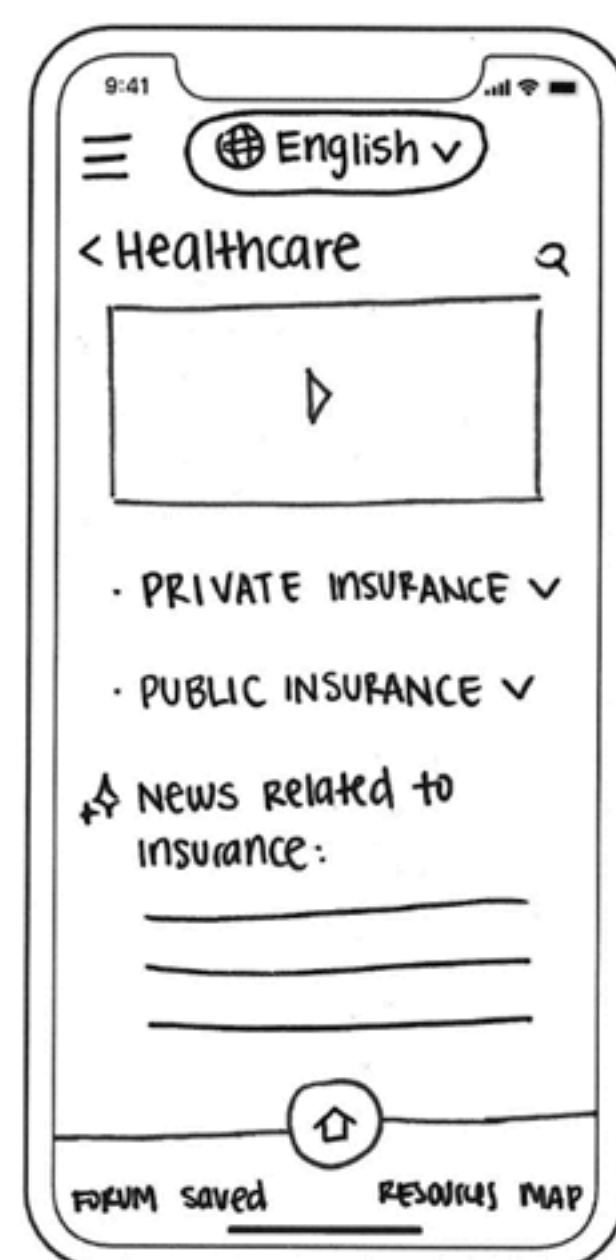
Sketches



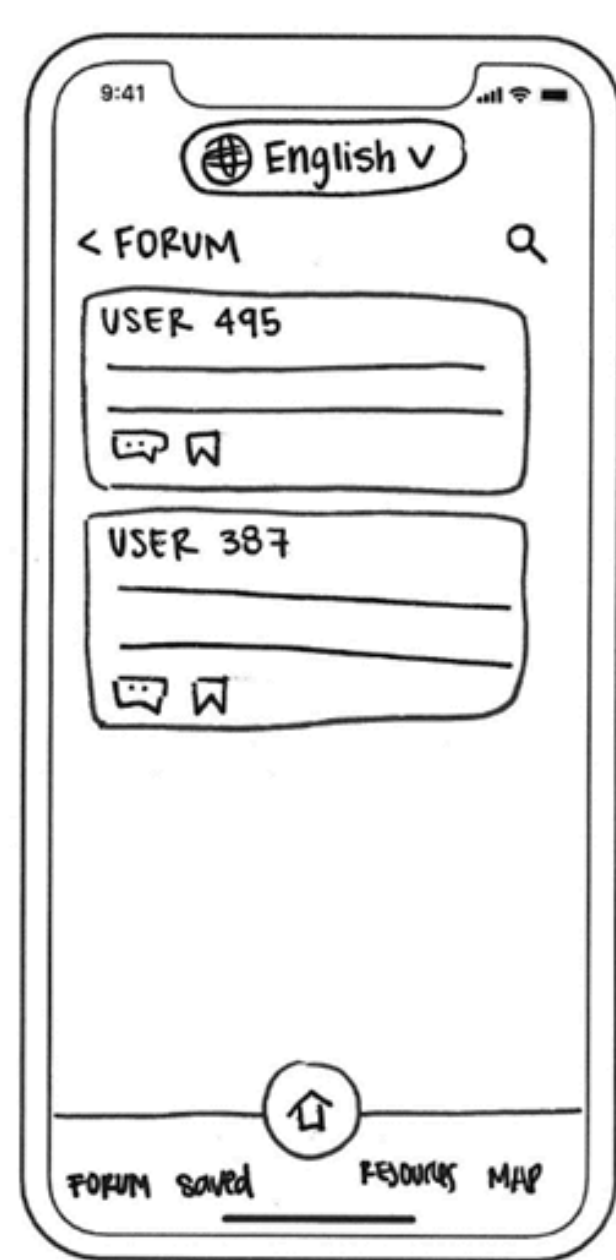
Healthcare info



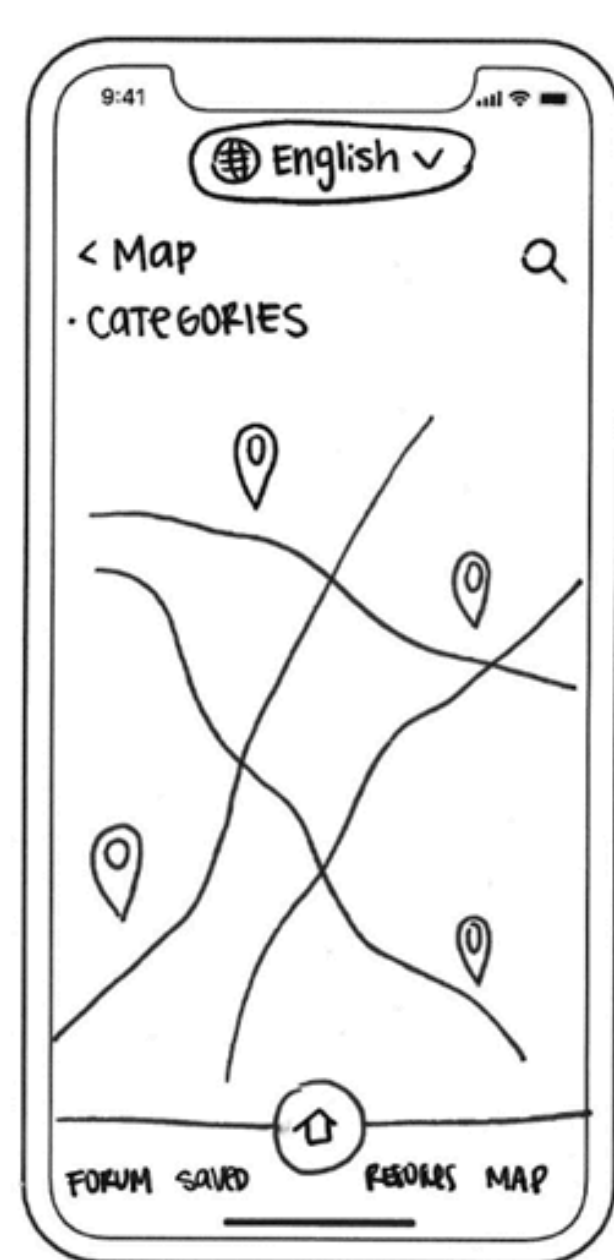
Childcare info



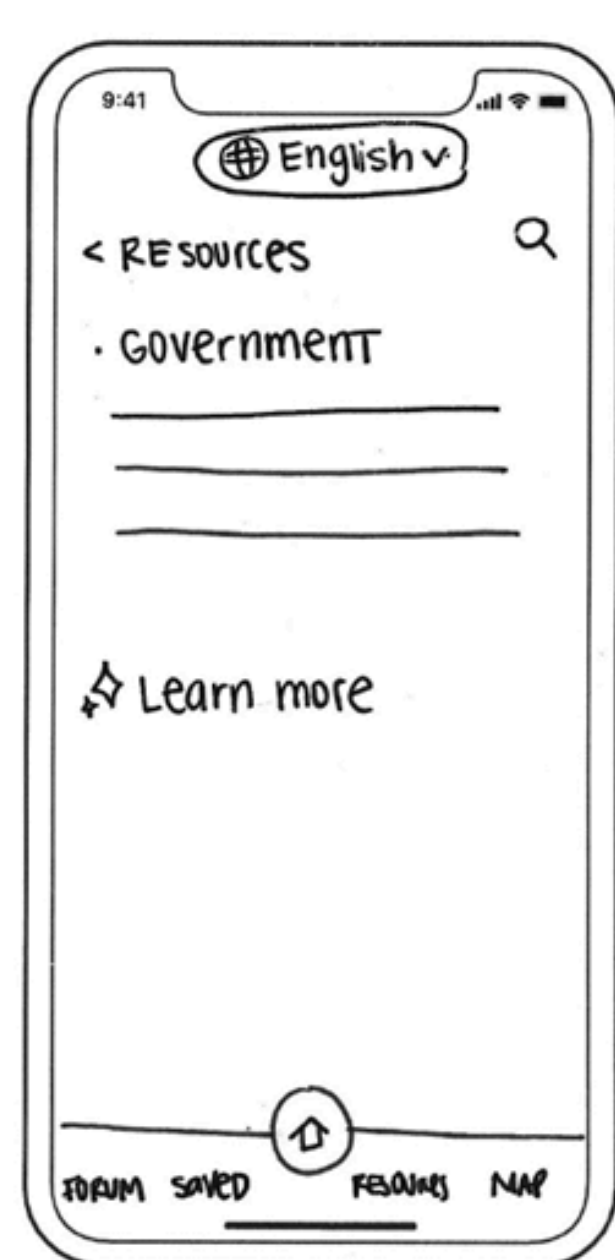
Healthcare info.



Forum for advice

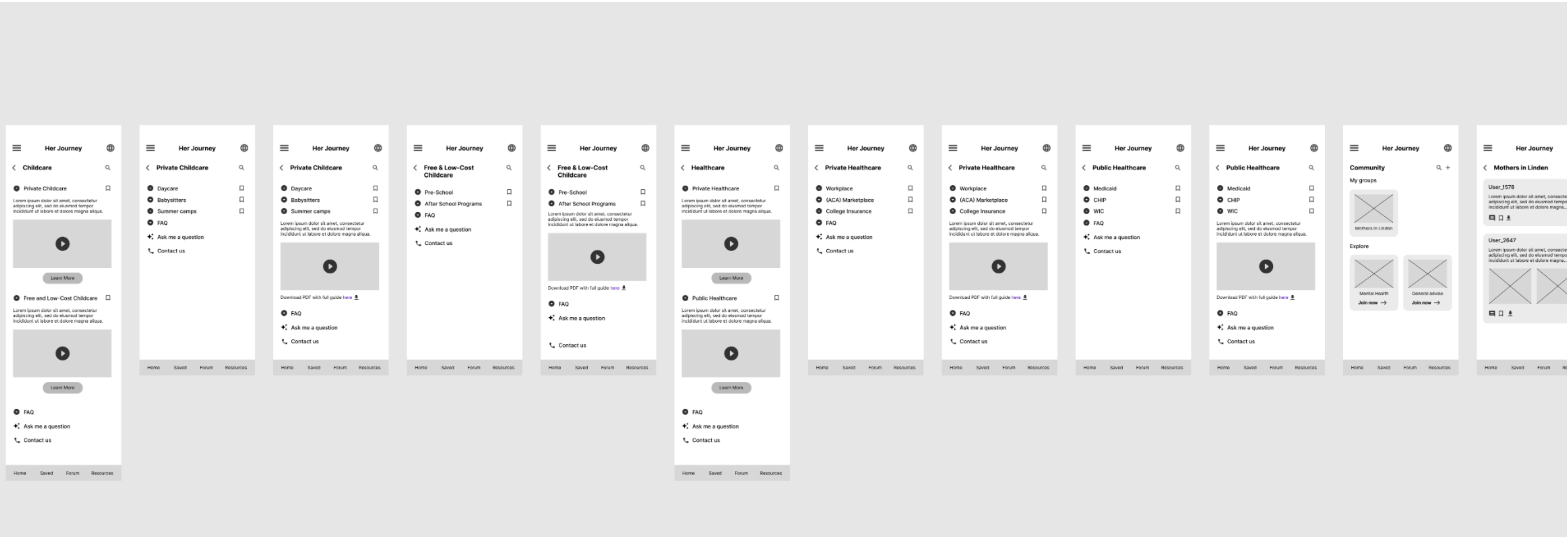


Map for resources



List of resources

Low-Fi Wireframes



Empathize

Define

Ideate

Prototype

Test

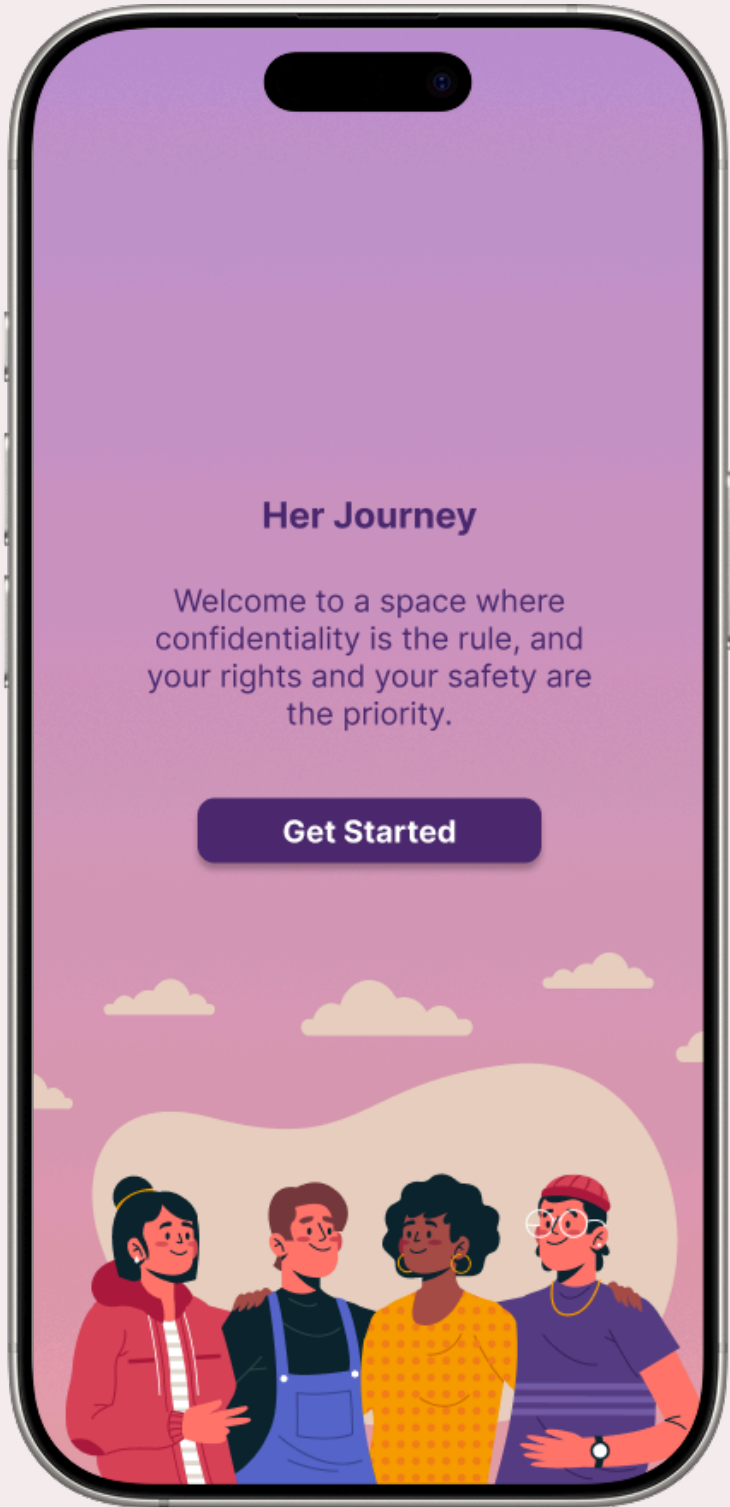
Heuristic Evaluation

I worked on the notes I received from the Heuristic evaluation, which were the following:

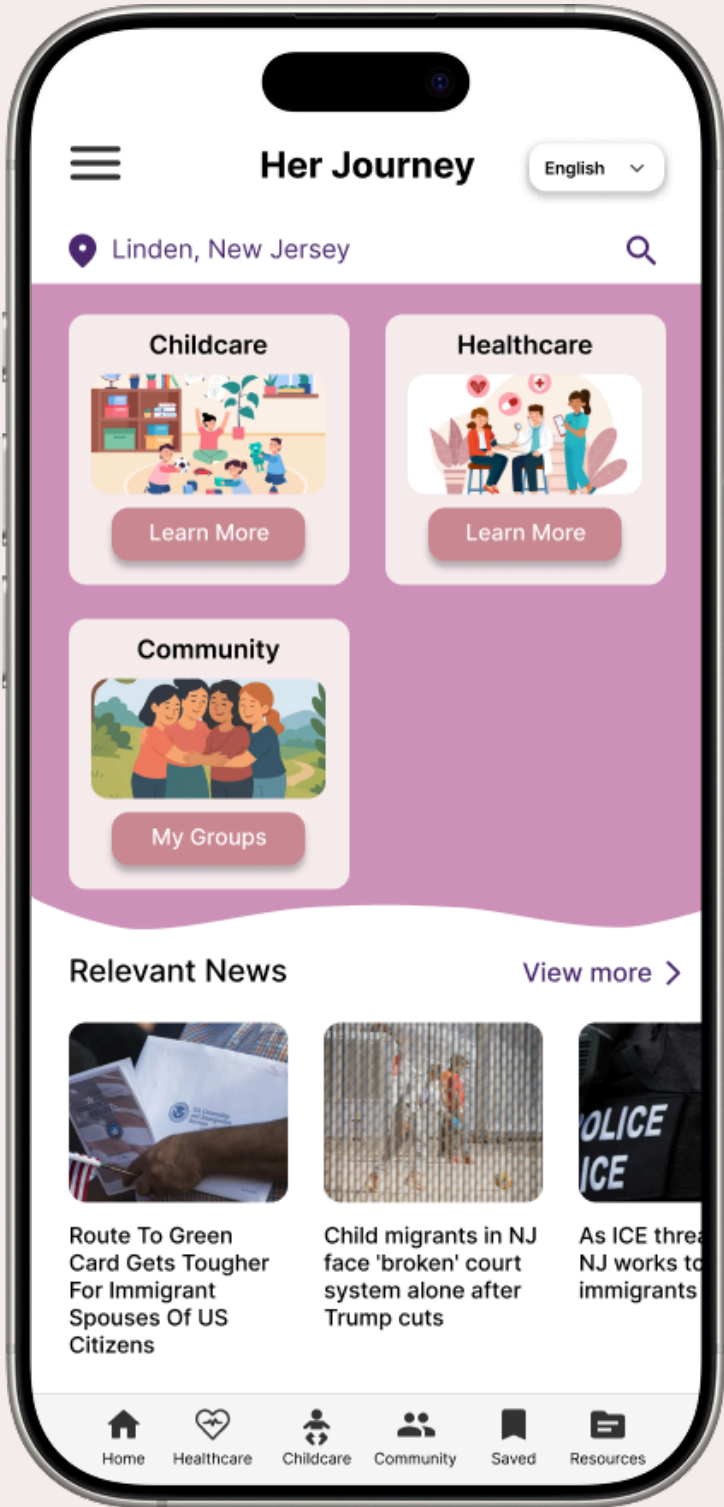
- Instead of a “world” icon, I added the text “English” so users know that’s how they can switch the language of the app.
- I replaced the “Share” icon to a different one that is more widely used in apps.
- For easier navigation, I added “Childcare” and “Healthcare” to the bottom navigation bar.

Hi-Fi Wireframes

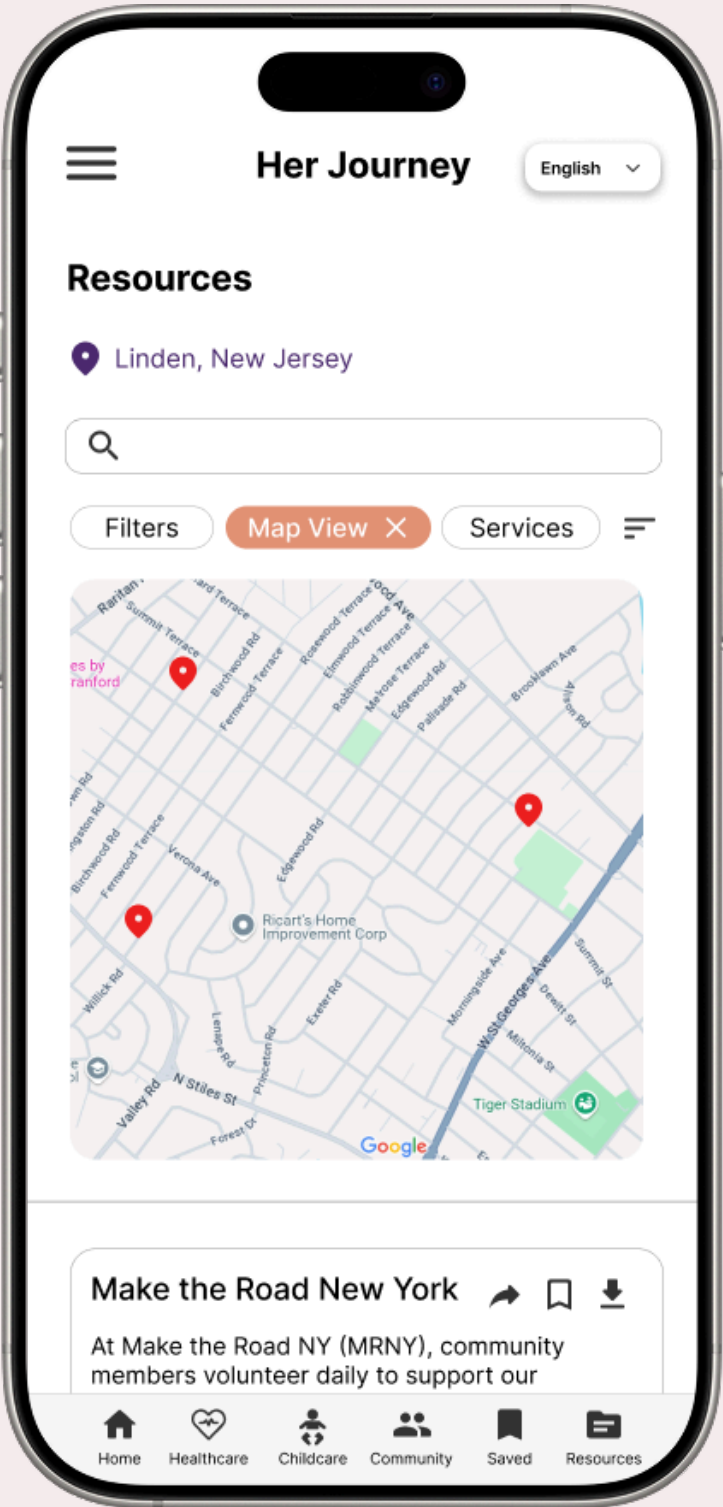
Home



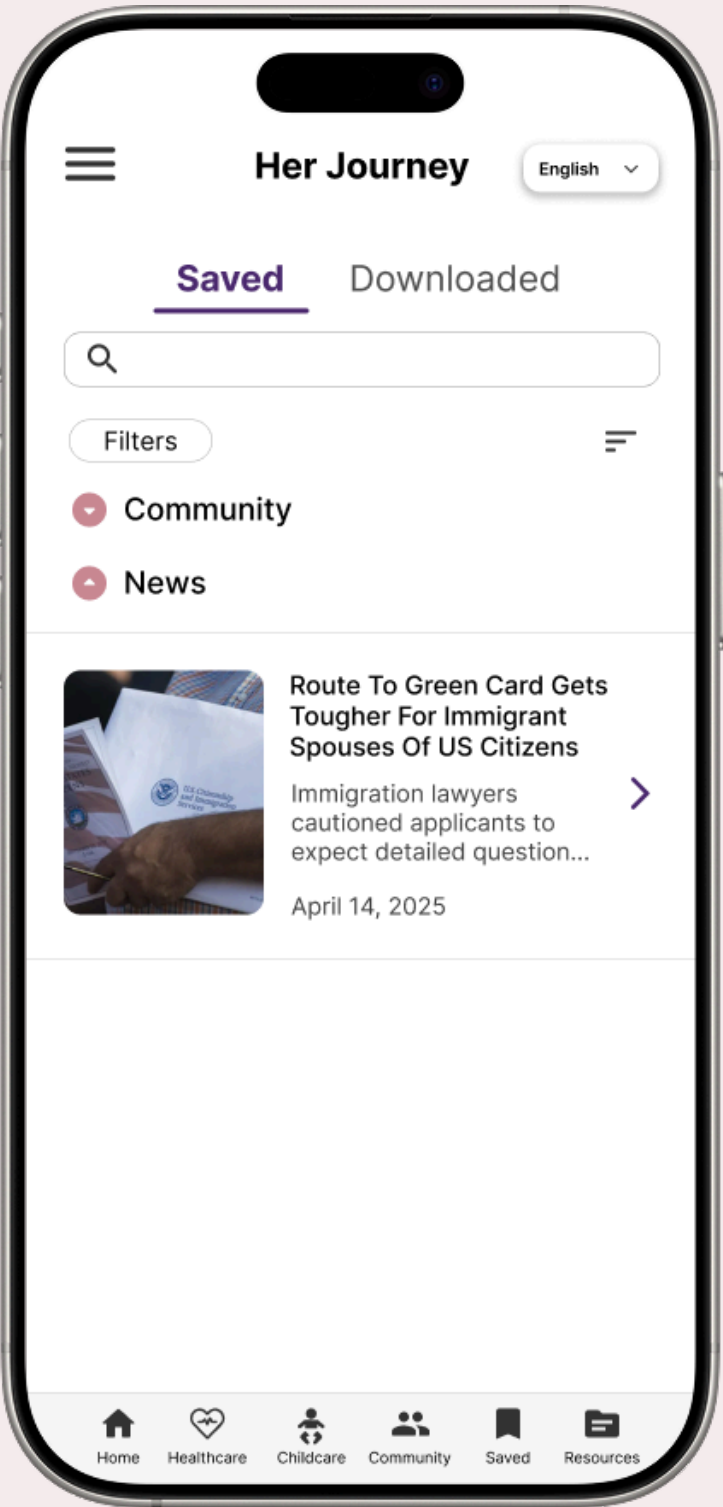
Community



Resources



Saved



Empathize

Define

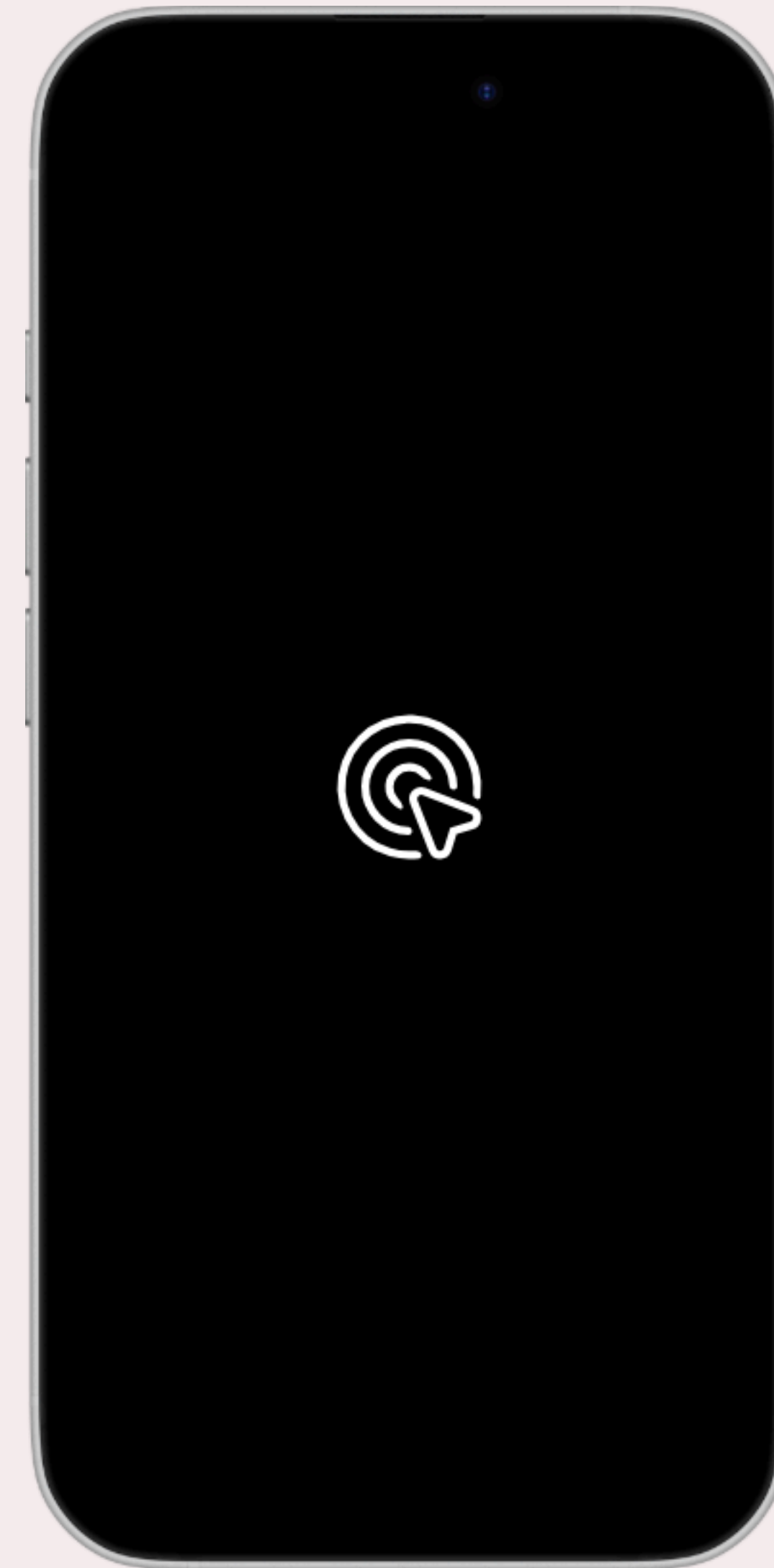
Ideate

Prototype

Test

Hi-Fi Prototype

[Link to Prototype](#)



Empathize

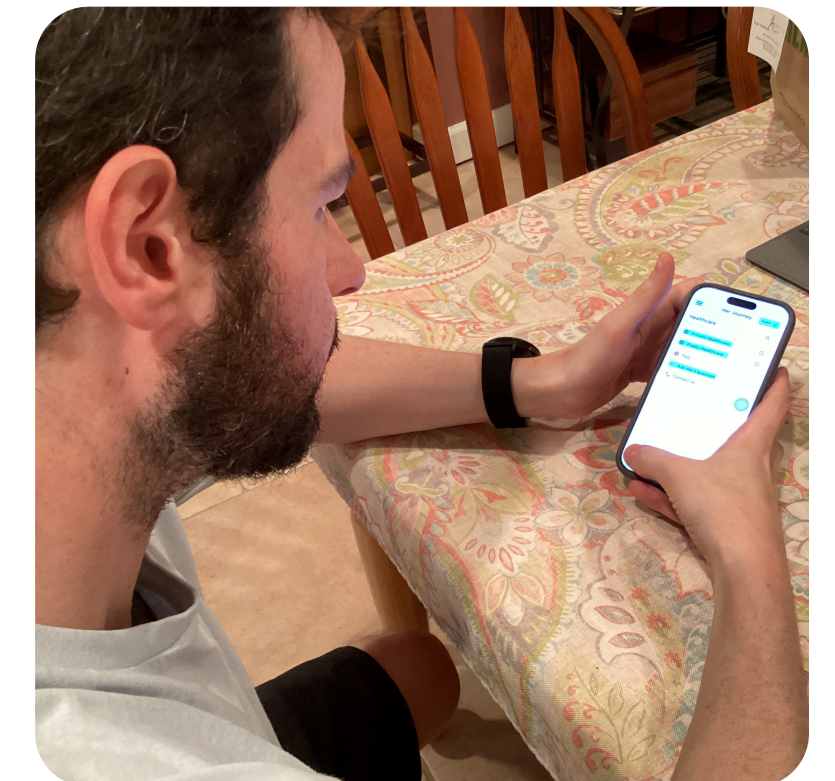
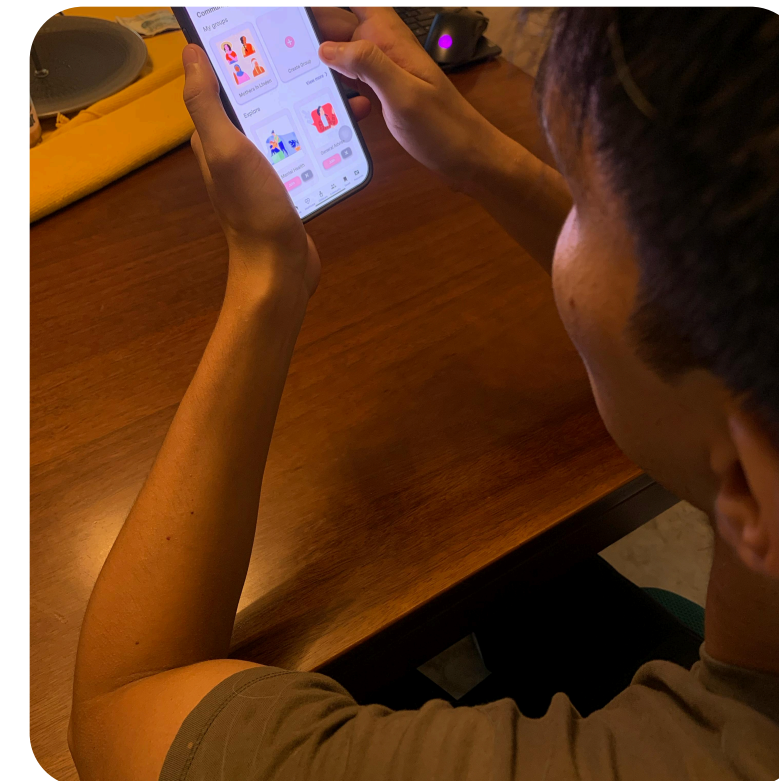
Ideate

Prototype

Test

Usability Testing

1. Confusion about Healthcare page
2. Labels that are too vague, especially "Learn More"
3. Lack of Real-Time Support
4. No User Onboarding
5. Bottom Navigation Bar (Glitch)
6. Community Section
7. Unknown Terminology



Empathize

Define

Ideate

Prototype

Test

Thank you!
