URBANSPIRE

BRING WHAT YOU KNOW AND LOVE TO YOUR COMMUNITY

Our Team

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What's the Problem?

- **We live in a world increasingly shaped by global migration and diaspora**

What's the Problem?

- **Newcomers often have a hard time integrating into existing communities**
  - They are expected to learn so much that they lose confidence in their value as community members.

"All I could do was keep my distance, keep quiet, and hope that they would come to change their perceptions."

What's the Problem?

- **This results in feelings of alienation, confusion and anxiety on a daily basis**

"I got home in tears and kept on asking 'Why? Why?'"

What's our Solution?

Urbanspire is a cultural bridge that gives newcomers the opportunity to flourish in their community by teaching what they know and love from their home in a one-on-one, neighbor-to-neighbor context.

Talk Outline

Design Evolution

Current UI + Tasks
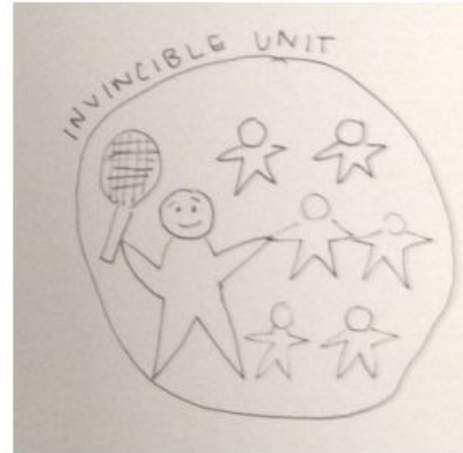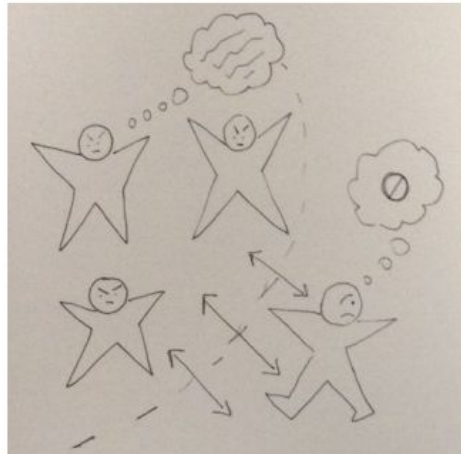
Ideas for the Future

Conclusion

Design Evolution

Needfinding / Needs & HMWs / Prototyping / Implementation / User Testing / Refinement

Milestone 1: Needfinding

- Newcomers feel nervous about their cultural heritage when they move to a distant place
- Newcomers seek out community as a way to build confidence in their new setting

Milestone 2: Needs, HMWs

- Newcomers need to feel comfortable, valued and integrated in their new settings.
- How might we transform their feelings of nervosity into feelings of pride?
- How might we make cultural difference something to be shared and valued instead of hidden and ignored?

Milestone 3: Prototyping

- Does swapping the roles of the newcomer and an existing member of the community allow the newcomer to feel empowered?

- Conclusions:
  - The reversal of states created a more equal teaching/learning dynamic
  - Urbanspire serves an emotional need versus an informational one
  - One-to-one nature of the classes could foster close relationships

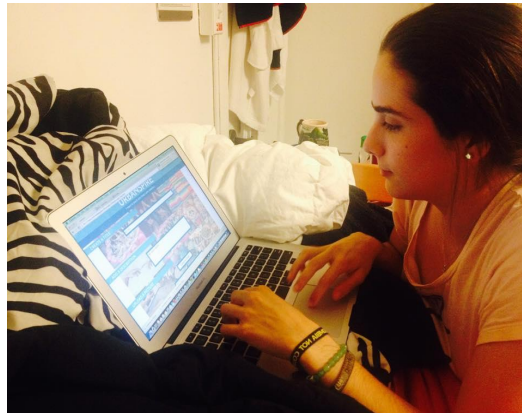# Milestone 4: Implementation

Landing Page

Learn Page

Teach Page

Milestone 5: User Testing

- Main takeaways:
  - Too much clutter
  - Mission was unclear
  - Felt impersonal

Milestone 6: Refinement and Presentation

- Eliminated the clutter
- New tagline
- Made it more personal

Before/After User Testing

Landing Page

Learn Page

Teach Page

Current UI Design

UI Description

Three Representative Tasks

Task 1: Bringing cultural knowledge to the community

Task 2: Learn something from another culture

Task 3: Form relationships and eventually communities

Ideas for future enhancements

User Experience

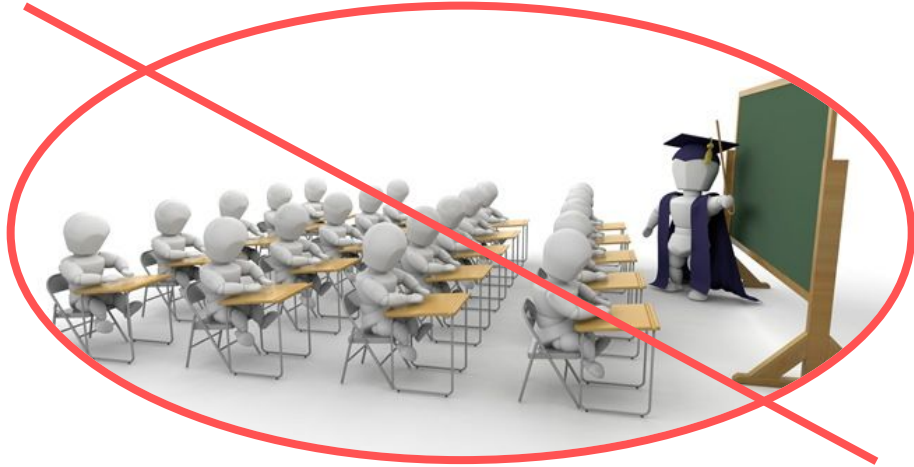● Class scheduling and communication on the site itself
● User profiles
● Ratings

One-on-one classes

Visualizations, e.g. maps

Conclusion

What's the Problem?

- **In fact, these feelings sometimes overflow into more disastrous expressions of anger, intolerance and rejection.**