

Health Changelab 2018 —

SafeSettle — process

illustration by Malcolm Kutar

Team SafeSettle

Born out of a dialogue filled class on September 20th, we have explored a problem space on this 12-week journey to present SafeSettle.



Armina —
Design



Jennifer —
Health Sciences



Hussein —
Health Sciences



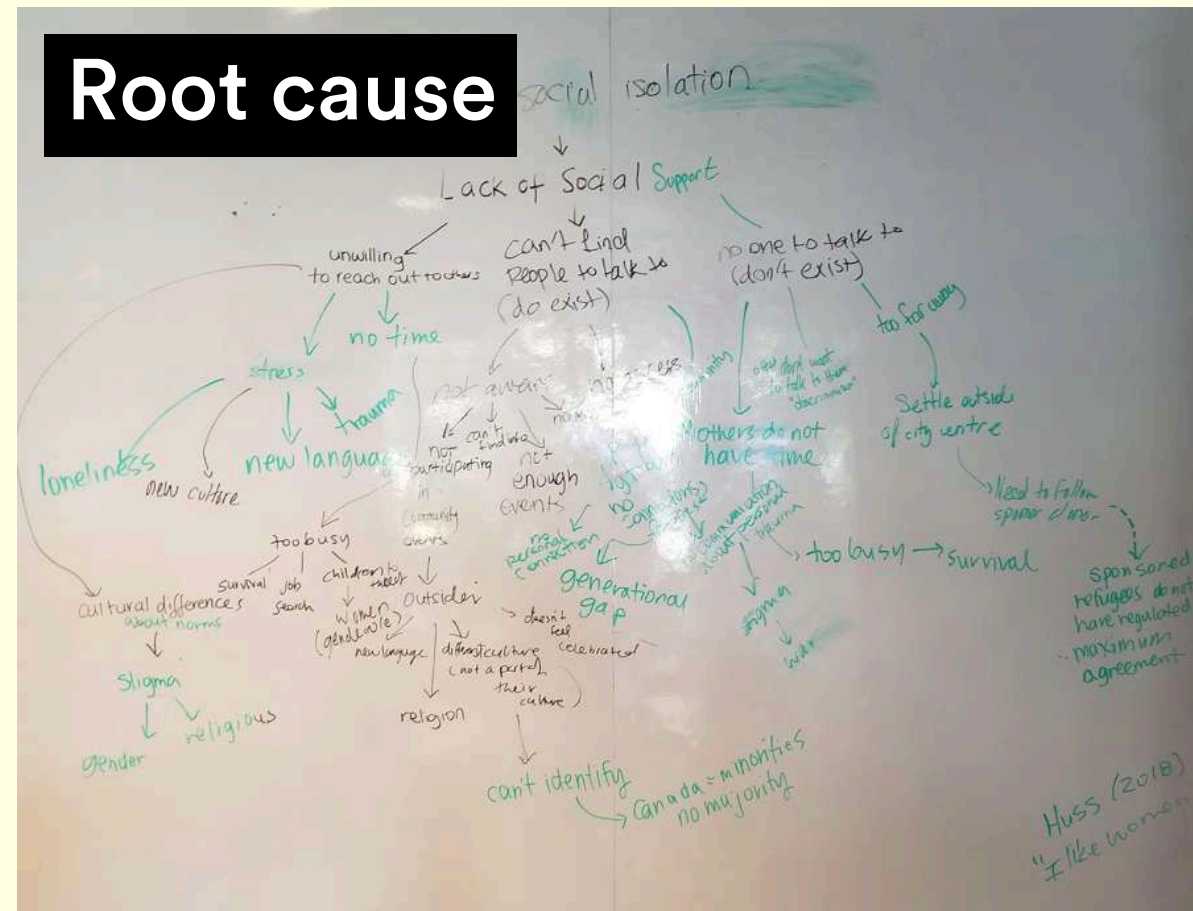
Grace —
Health Sciences



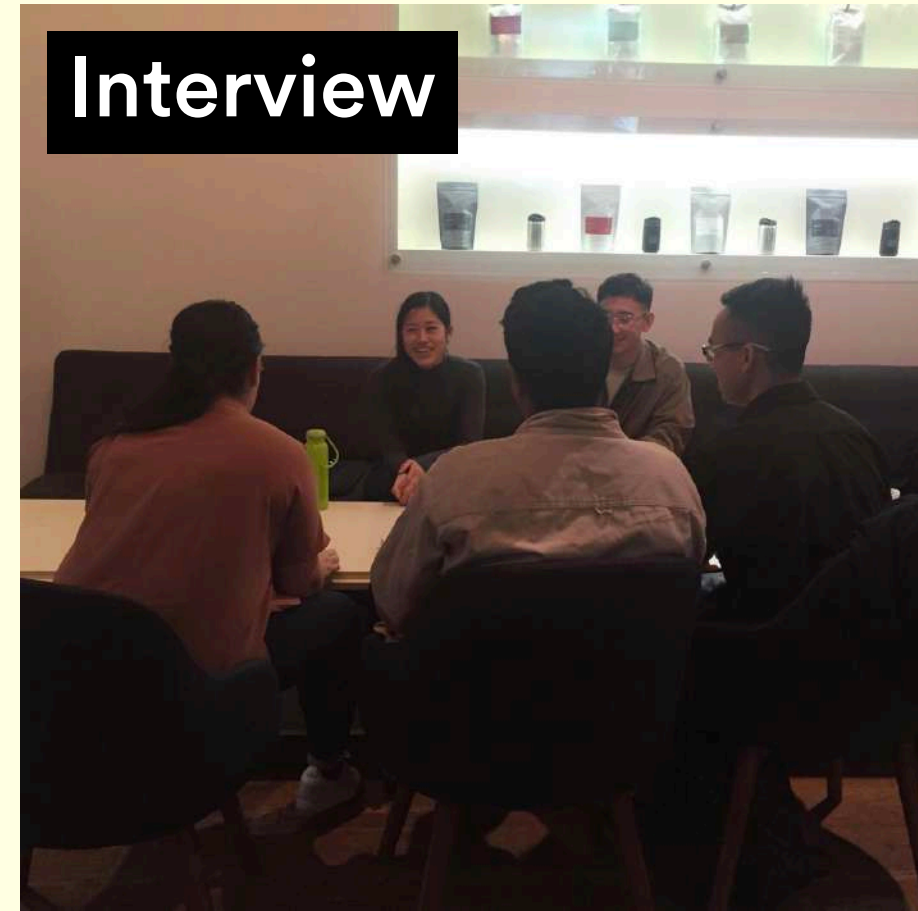
A final thank you to our instructors, Paola, Shawn and Tamara for their invaluable guidance, and to our community mentors and organizations who provided the necessary insights into the refugee settlement process for us to create SafeSettle. This was a product of testing, iterating and exploring the most effective way to initiate change.

Overview of key activities

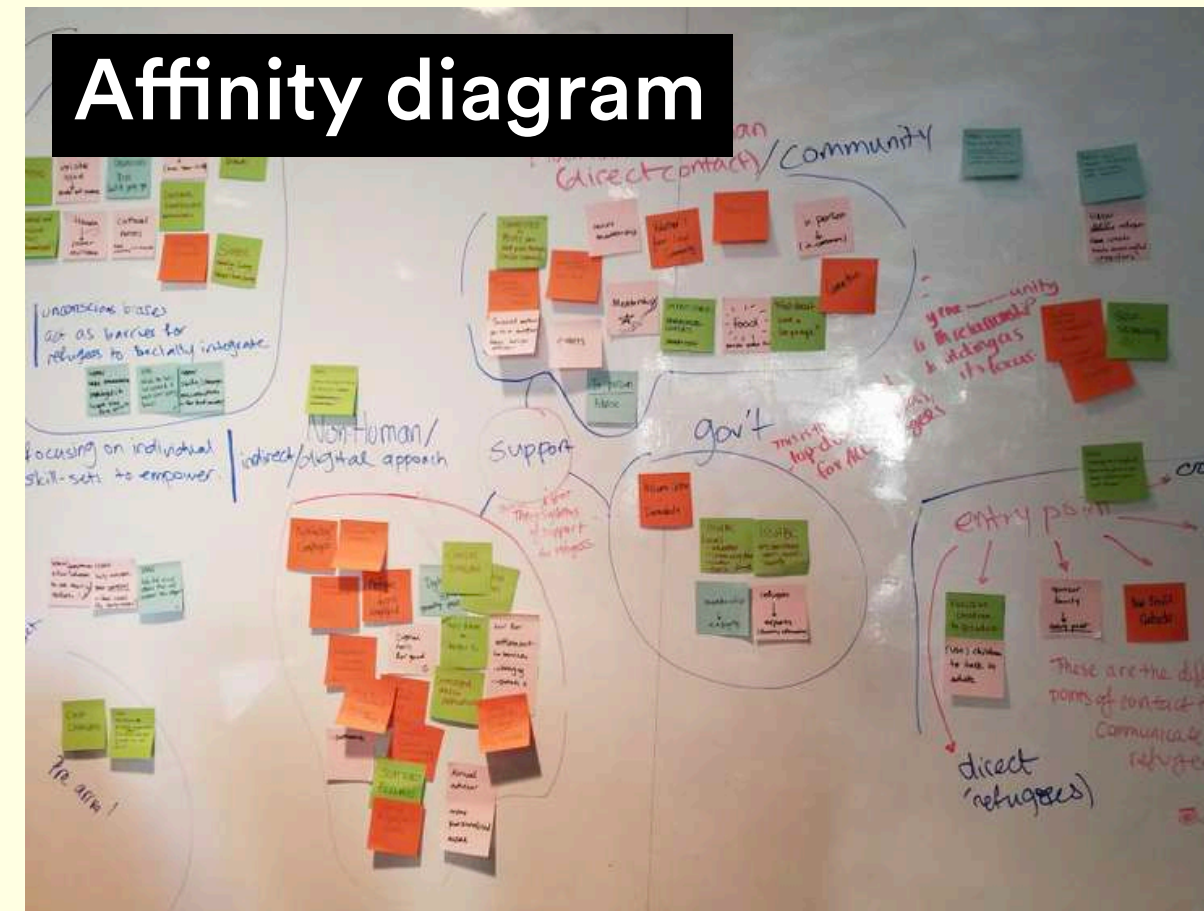
Root cause



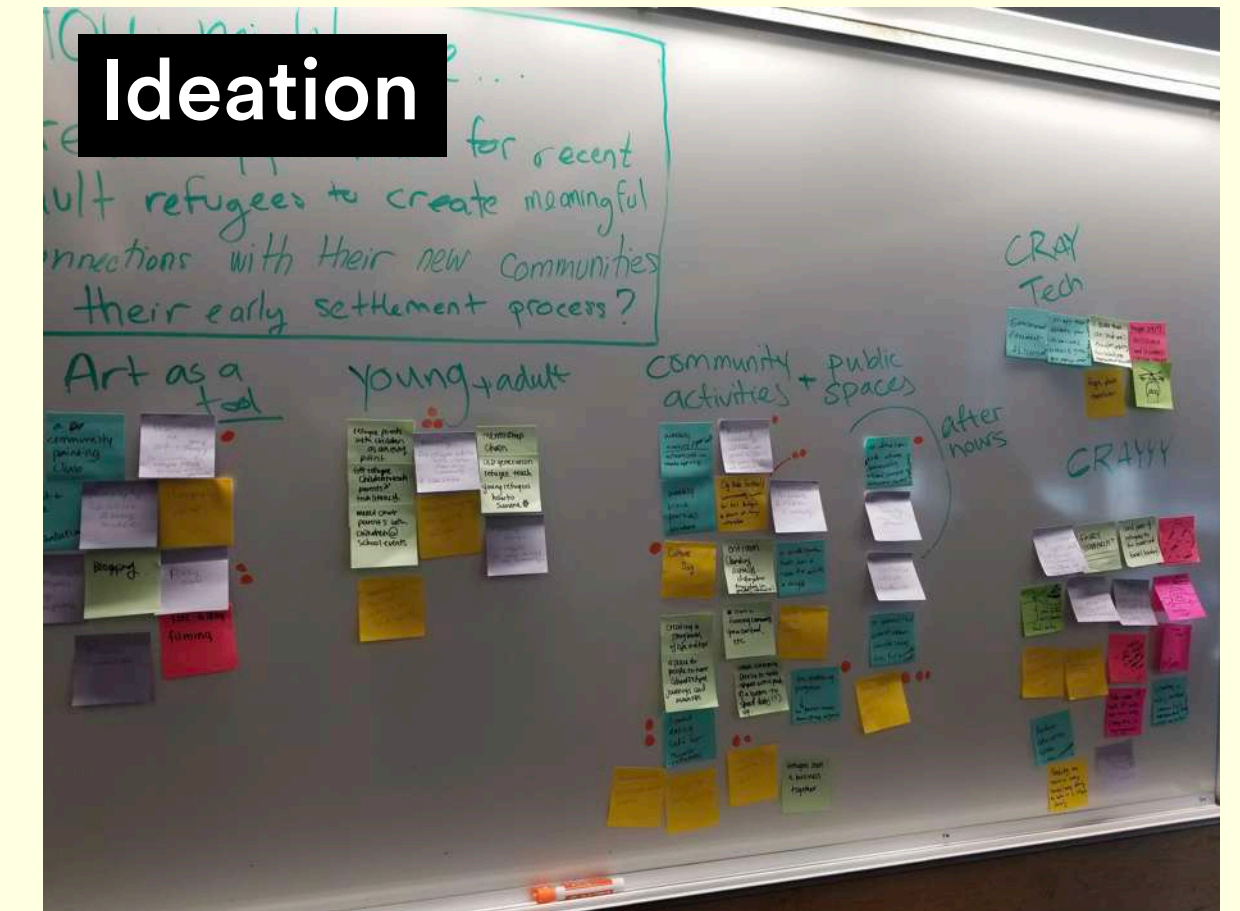
Interview



Affinity diagram



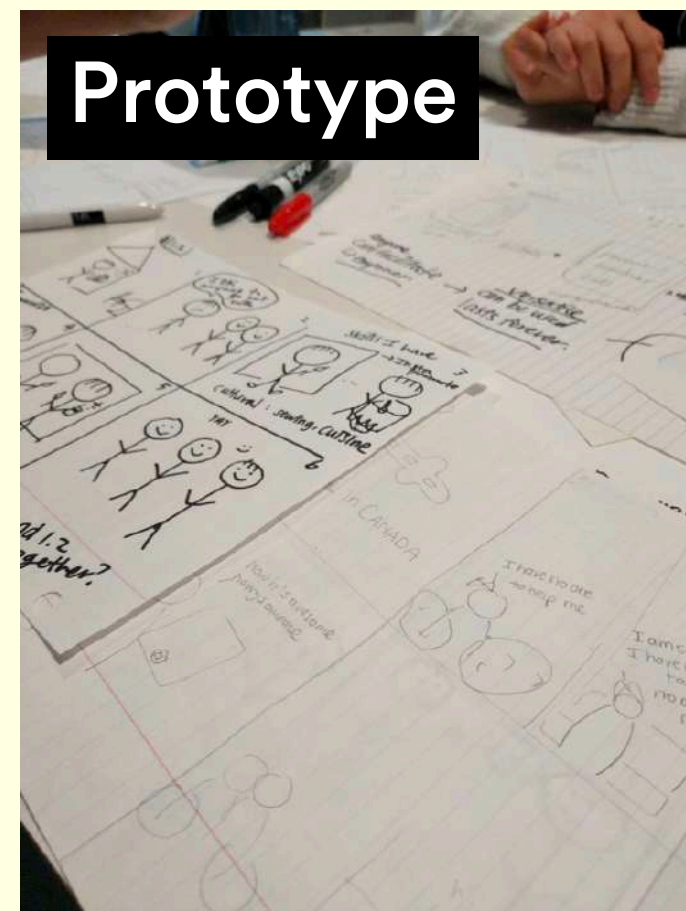
Ideation



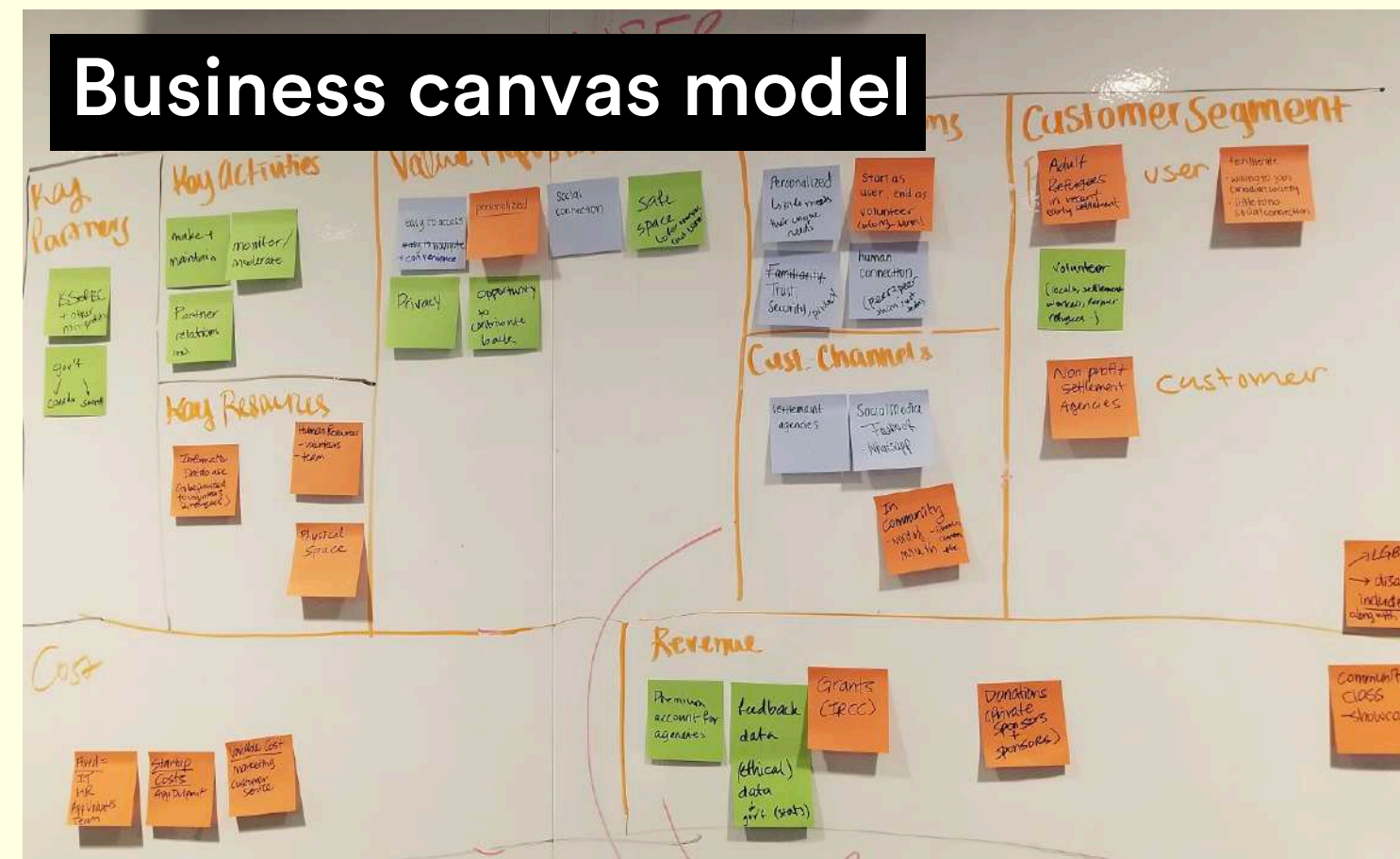
Journey map



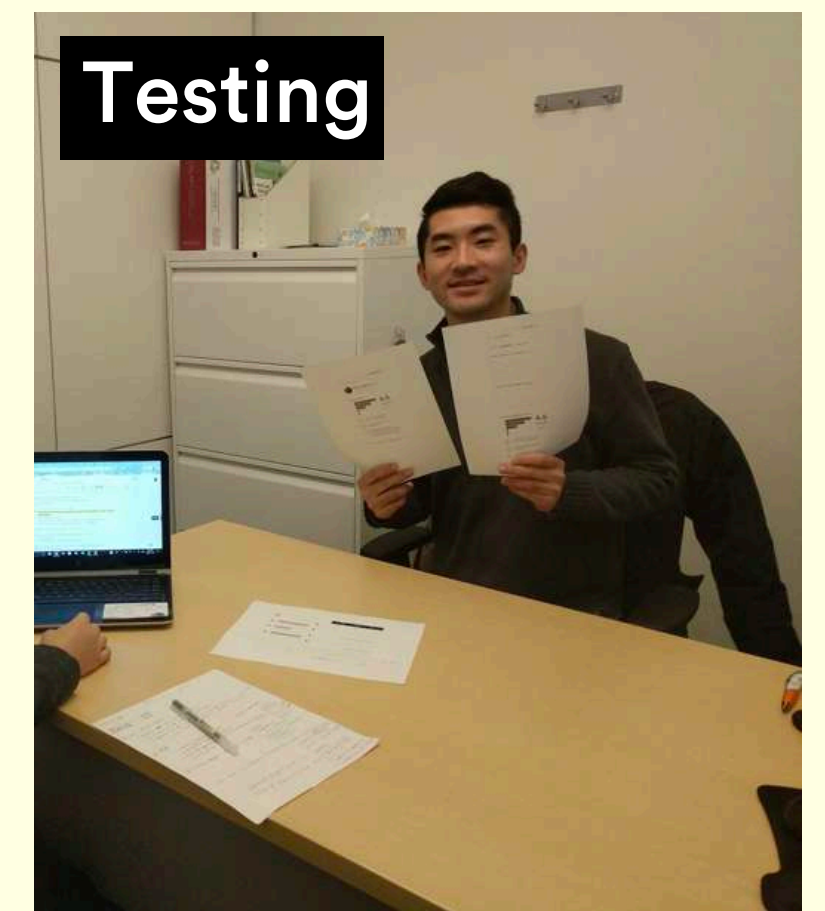
Prototype



Business canvas model



Testing



Problem

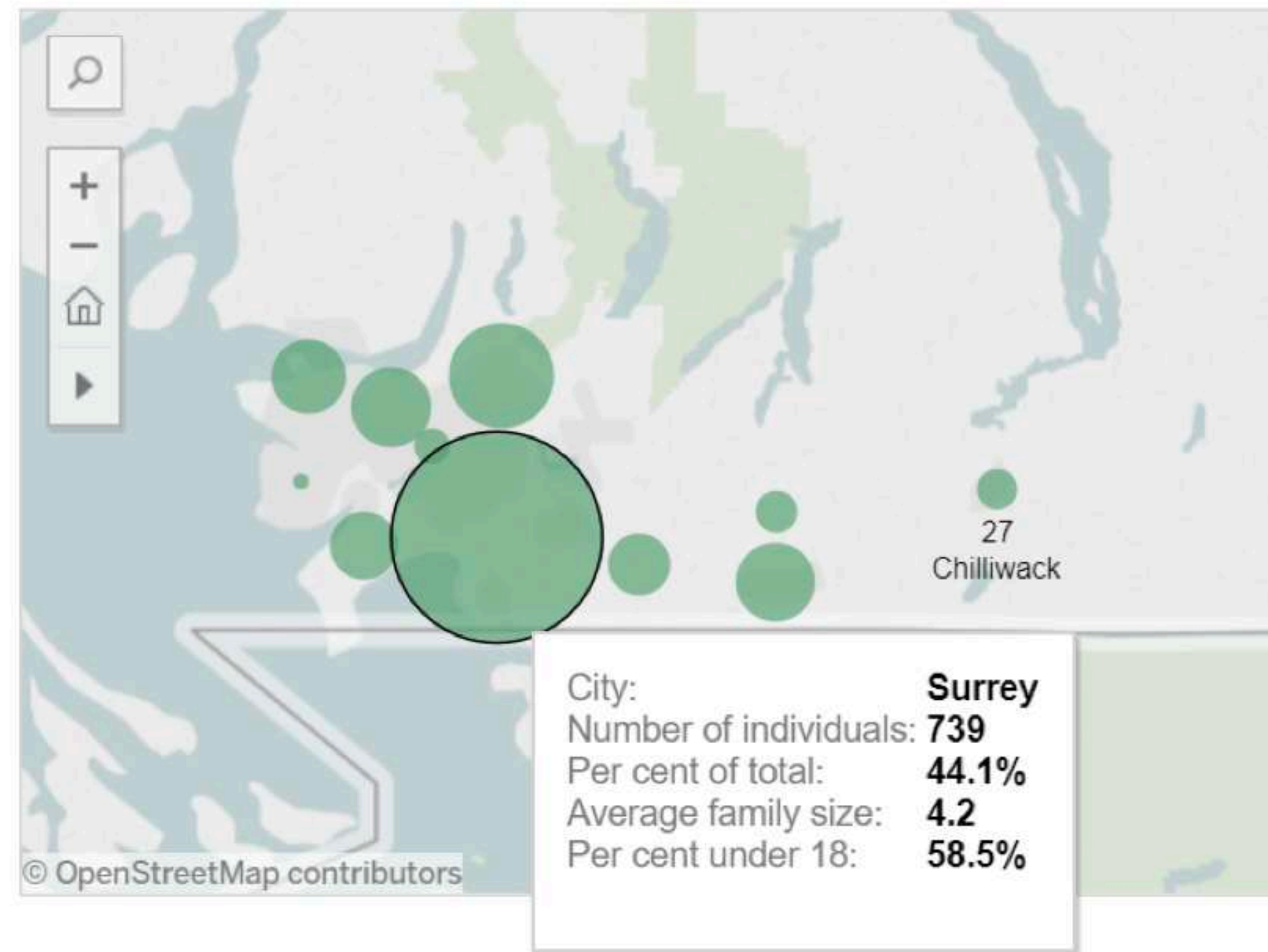
Process

Prototype + testing

Business model + testing

Future Steps

Appendix



Choosing the target —

As 1st or 2nd generation immigrants ourselves, we all had experienced moving to a new country in some way. With our awareness of the ongoing refugee crisis and exploring how important inclusivity is to Surrey from the Sustainability Charter, we wanted to learn how to help ease recent refugees' integration into the local community.

44.1% of BC Government Assisted Refugees became Surrey residents in 2016.

ISSofBC (2018)

50% of refugees don't know how to **access** services.

Lack of access to **social networks**

Surrey had the highest prevalence of social isolation.

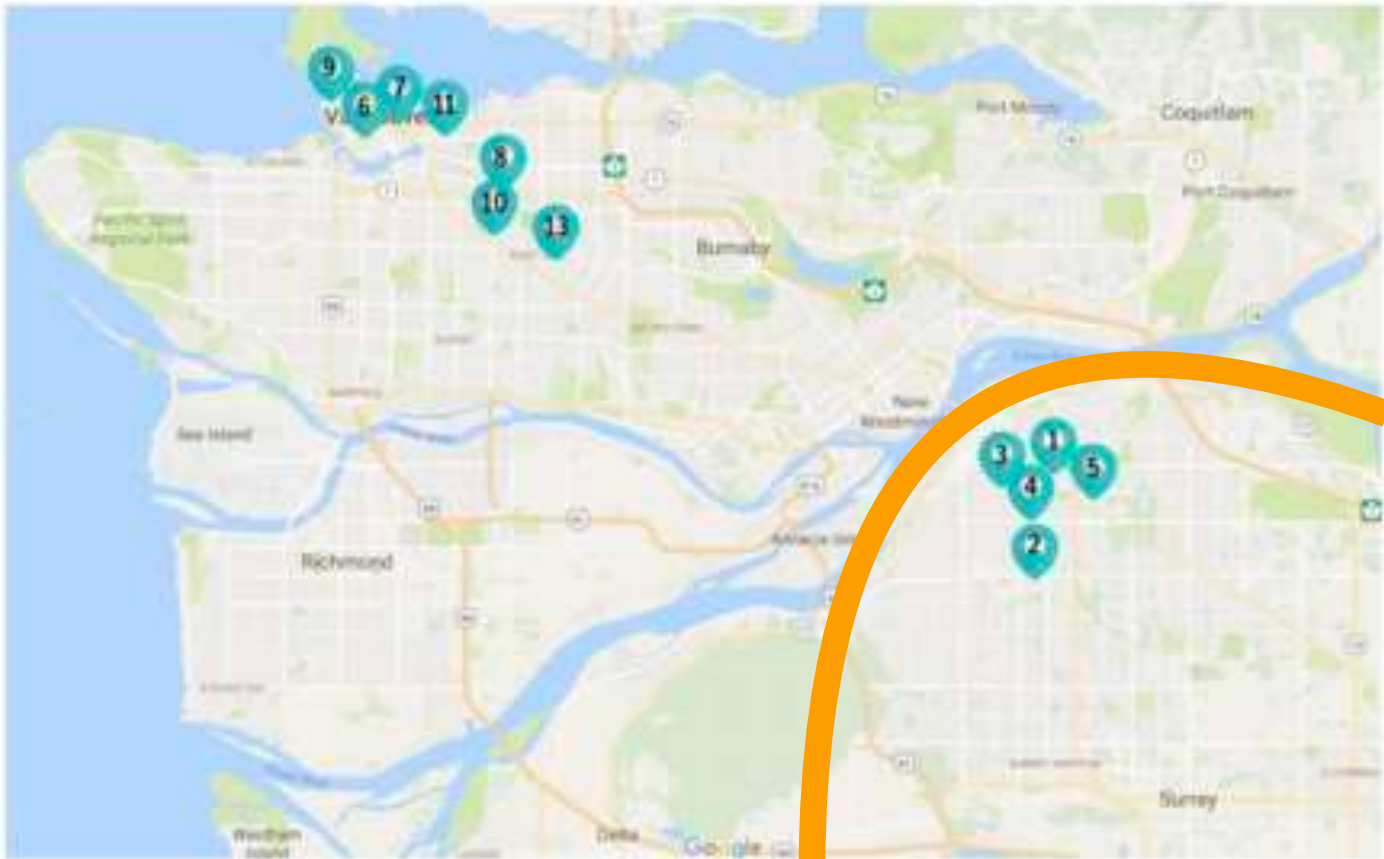
Physical distance as a barrier

Surrey has a disproportion of resources for refugees relative to the number and distribution of people in need.

Deteriorates
Individual's Health

Decreases Community
Resiliency

Makes the settlement
process more difficult



Evolution of problem statement —

We moved from a broad scope of “vulnerable newcomers”, to recent adult refugees who are 25-35 years old as they had the highest literacy in technology and motivation to integrate into Canadian community based on user and expert interviews.

We decided to focus on access to social networks because the problem isn't that social networks don't exist but that refugees can't access them either because of physical distance or being isolated.

Recent adult refugees need better access to social networks and resources in early settlement, because social isolation makes the settlement process more difficult.

We also decided to target early settlement of the first 18 months, which still considers the pre-arrival stage, as we see the greatest opportunity to bring value of social networks to them in that timeframe.

Recognizing complexity + acknowledgements

Individuality —

As helping refugees to find authentic communities that met their needs was our goal, it was important to recognize the individuality of each refugee. There are various sub-groups with various needs within the refugee population in Surrey that we wanted to make sure we consider.

Inclusivity —

We'd also like to acknowledge that none of us are refugees. We have used user interviews to try our best at creating a platform inclusive of all sub-groups including the LGBTQ+ community within the refugee population.

Problem

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Prototype + testing

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UX research + interviews



Total of 47 Perspectives

- 16 **USERS** *[with lived experiences]*
- 25 **EXPERTS** *[the City of Surrey, private sponsors and various settlement agencies like MOSAIC / ISS of BC]*
- 6 **PROXIES** *[other newcomers and people from the LGBTQ+ community]*

These interviews allowed us to test our assumptions and get the feedback needed to iterate our prototype into an app that really addressed the needs of the refugee population.

Sample interview questions + things we learned



1.

What are the biggest difficulties that you faced in each step of the journey?

→ The answers to this question showed us that the **early settlement stage** had the biggest opportunity and validated the importance of a **social network**.

2.

What tools did you use to help you with your settlement process?

→ Many had smartphones which they used to **access social media** outlets like Facebook and Whatsapp to connect with their peers. This showed that refugees have an existing behaviour of reaching out to their community to ask for help for various needs.

3.

If you didn't know something or had some difficulty, where did you go to find more information? Who did you contact?

→ Many revealed that they would reach out to **someone they knew before contacting a settlement agency**, which is why we focused on a social model and on the importance of trust and accessibility.

Landscape analysis — Settlement agencies



Key findings — Most services focus on tangible needs like English learning, employment, and housing. Only a few in-person peer mentorship programs exist that are not easily accessible because of distance and time.

Opportunity — Providing social support
Digital intervention for accessibility

Landscape analysis — Tech-based solutions



Social media

Key findings —

Ease of access

Opportunity —

Fails to address the dangers of misinformation as well as privacy concerns.

PeaceGeeks

Meets some of the needs of this niche market through innovative solutions such as “Pathways” app.

Going beyond a utilitarian app to provide more value and create a sense of community.

3 initial prototypes

Community classes

Need addressed —

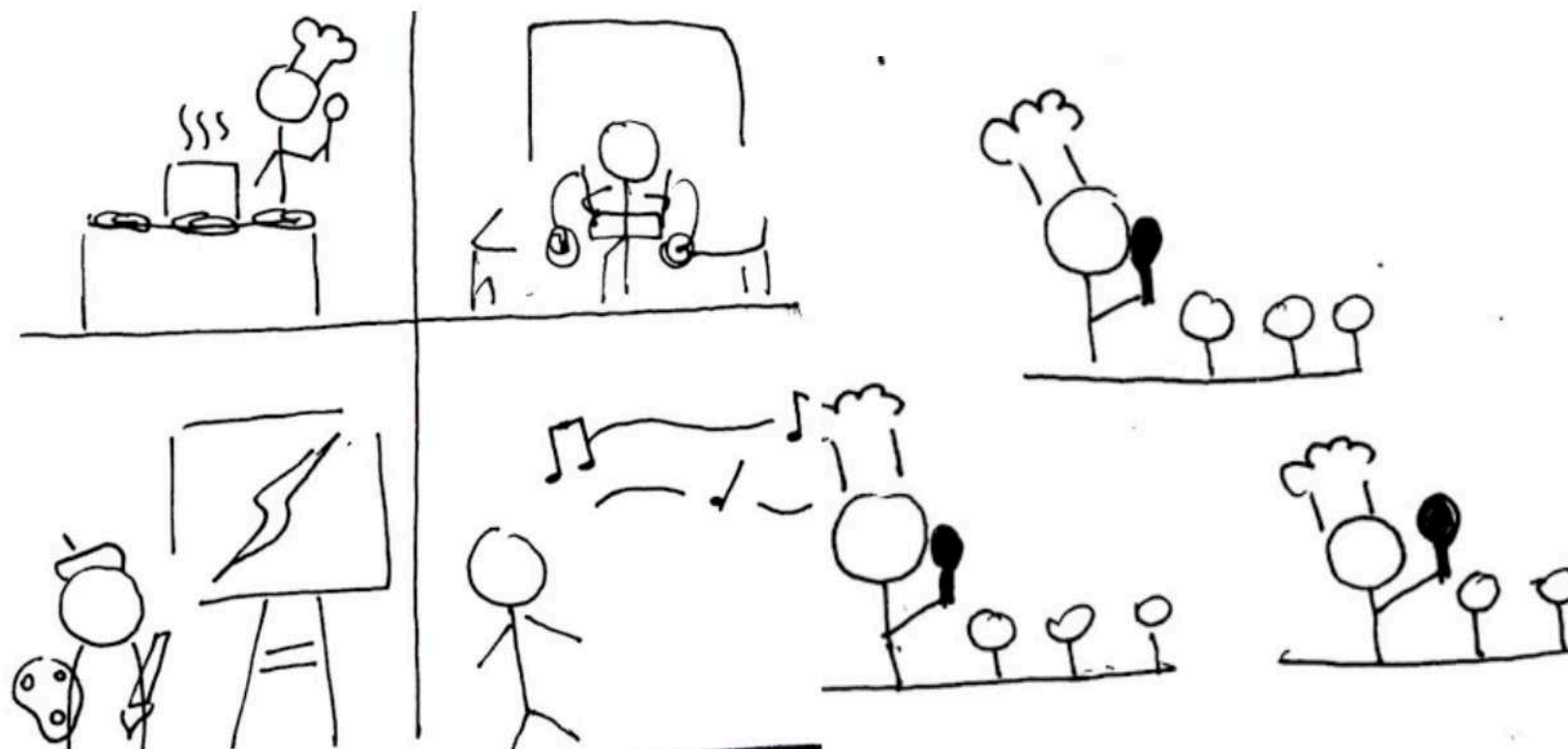
Lack of Social Network

Idea —

In-person community classes to create a space to share cultural skills and meet new people.

Why we rejected —

It failed to address the physical barriers refugees face. It also lacked an opportunity for ongoing relationship building, as it was a one-time program.



Transportation

Need addressed —

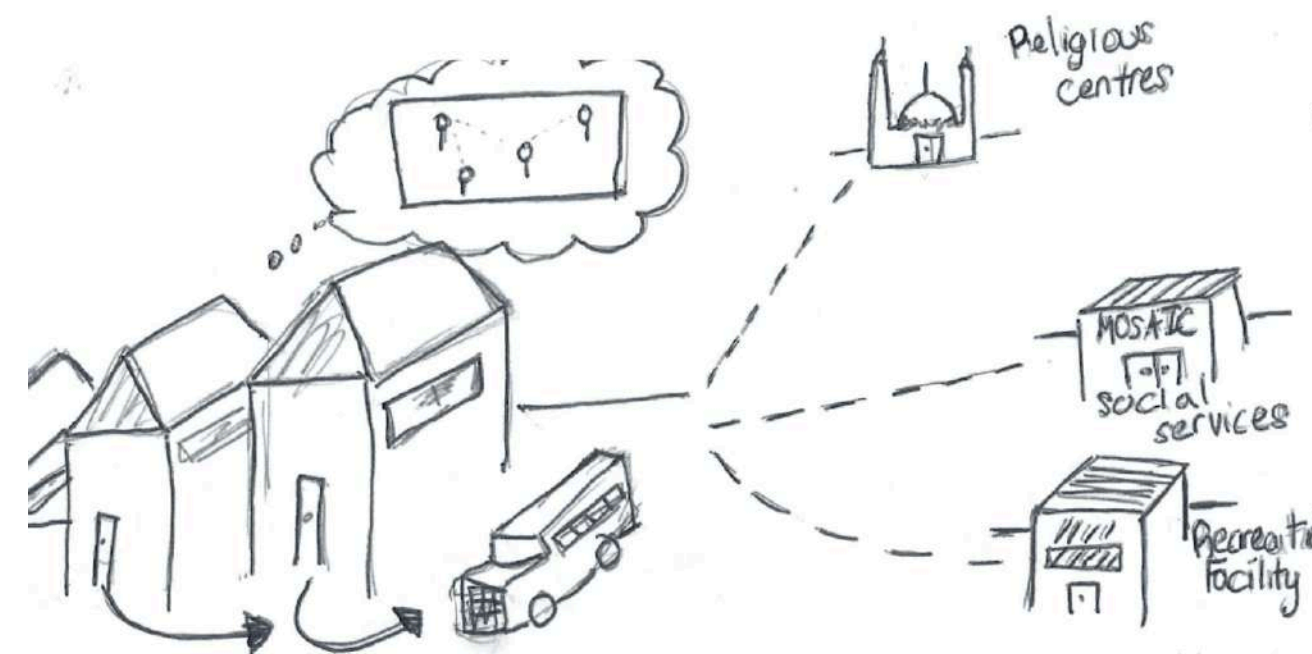
Physical distance as a barrier

Idea —

A transportation system to connect geographically-isolated residential areas to social hubs.

Why we rejected —

It didn't create a unique space for community building. It also overlapped with existing transportation models such as Translink, handyDART and didn't provide unique value.



Peer2peer model

Need addressed —

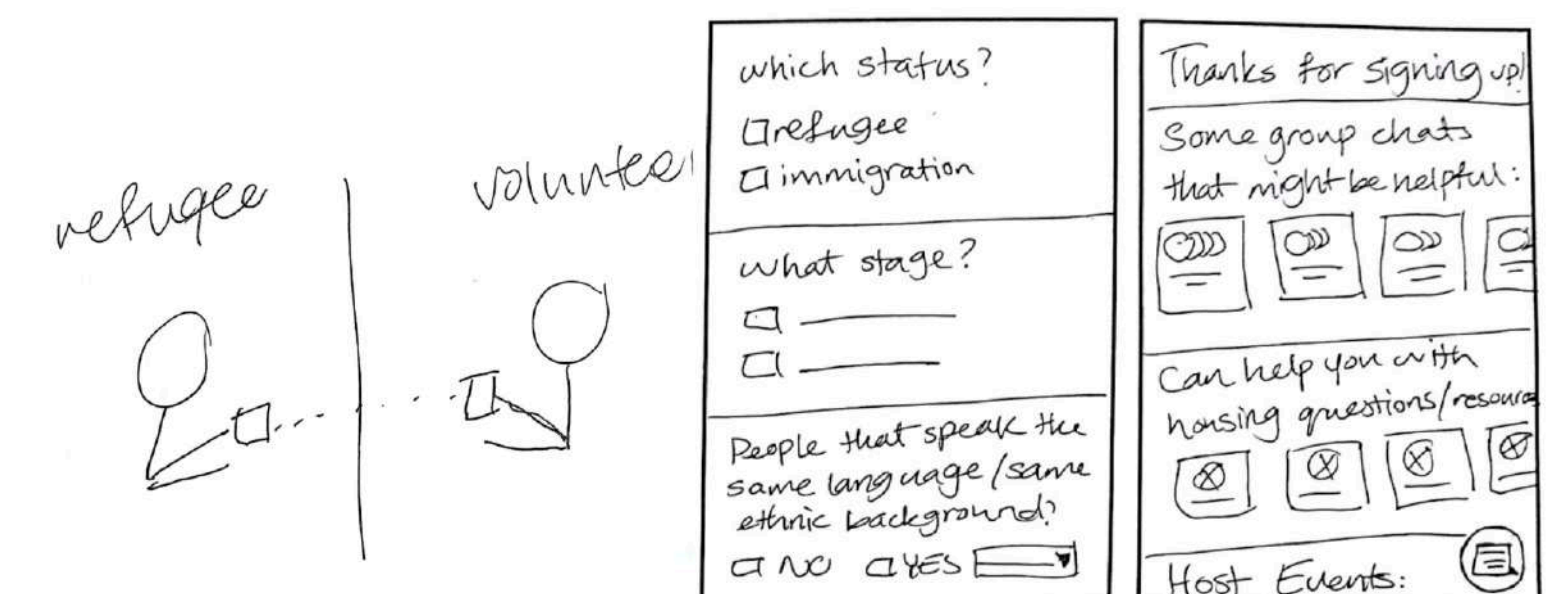
Lack of Social Network & physical distance

Idea —

A digital peer-to-peer platform that takes a social approach to provide personalized information, coaching, and assistance.

Why we accepted —

It bridges the gaps we found in current solutions by addressing both lack of social network and physical barrier. It also provides an opportunity for continued relationship building throughout the settlement journey.



Guiding principles + HMWs

After testing our 3 prototypes we also consolidated our guiding principles.

Community-first

HMW create a space where refugees can both create relationships with their new community and access information?

Transparency

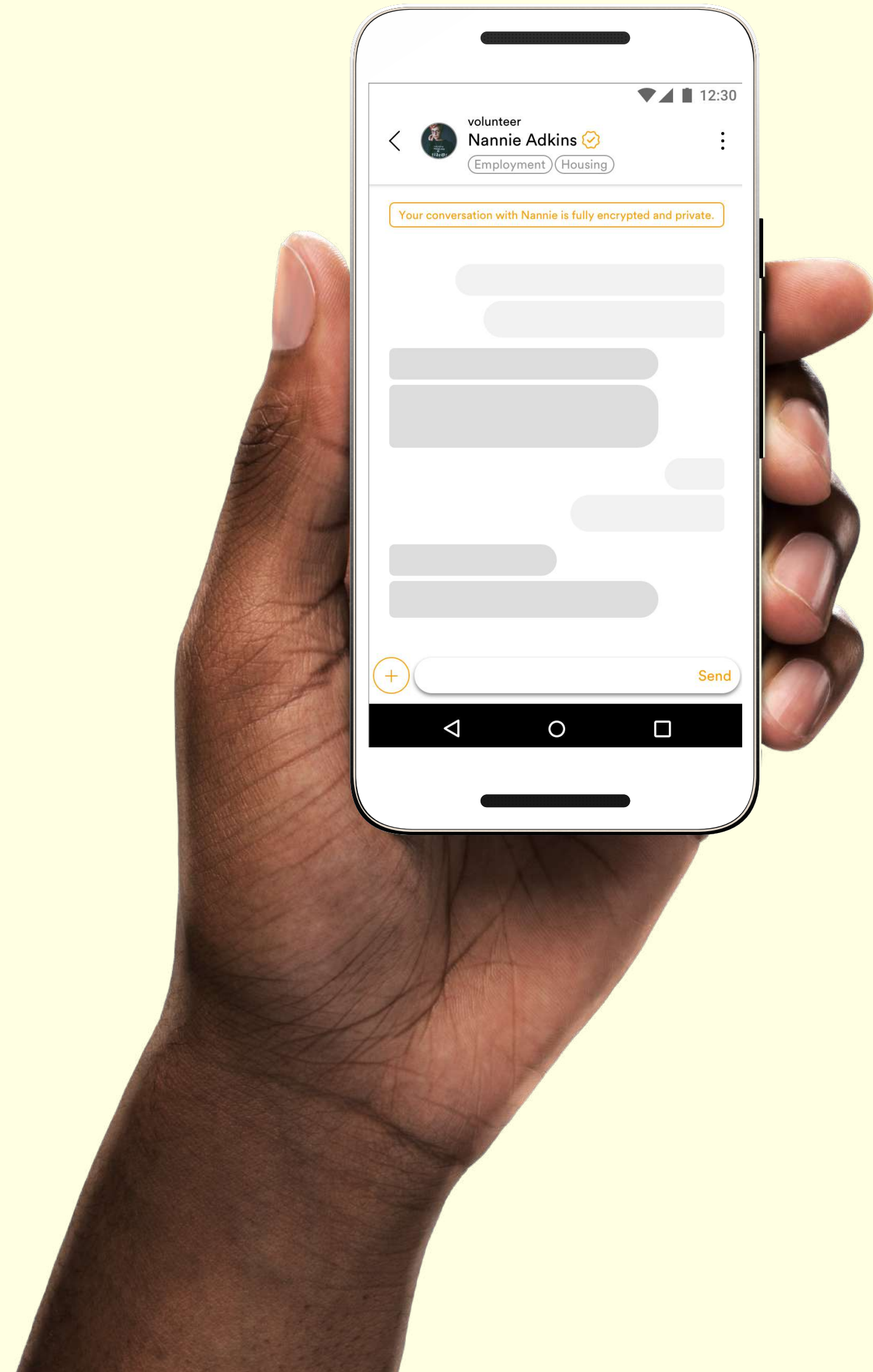
HMW provide transparency without compromising people's privacy?

Agency

HMW enable the refugees to find their own community and take control over their settlement process?

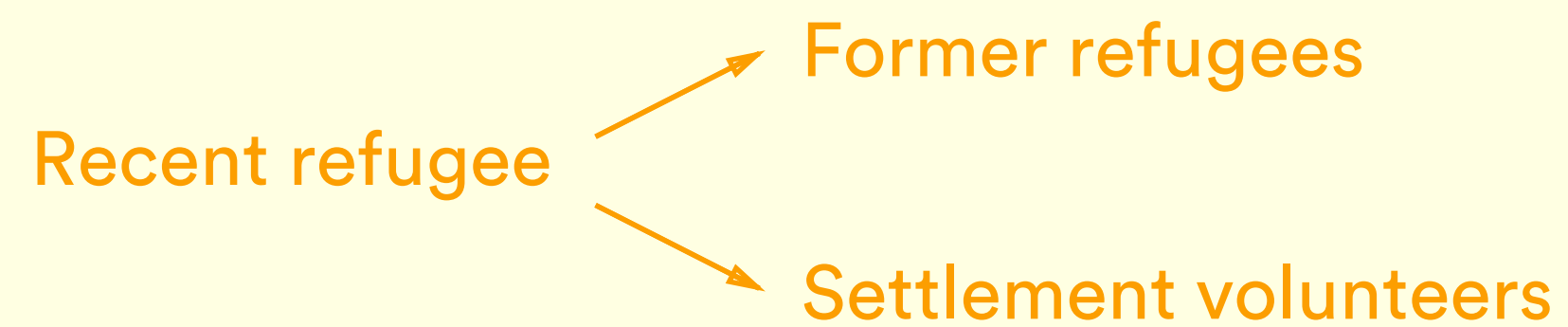
Accessibility

HMW make this solution accessible to as many people as we can?



Chosen idea —

SafeSettle



Our peer2peer social app connects refugees in the early settlement phase with volunteers from the local community, settlement agencies and former refugees. Through our chat-based app, recent refugees can build their social network in Canada, as well as get information and assistance on things like employment, recreation activities, and community services.

Problem

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Prototype + testing

Business model + testing

Future Steps

Appendix

Meet Homam *[informed by our user interviews]*

Homam Abd. 28. Syrian Refugee. Socially Isolated.

Current situation

Homam has been in Canada for 2 months and currently lives in Newton with **limited access to transportation**. He identifies as a part of the LGBTQ+ community, and he is afraid to reach out due to **privacy concerns**. It is difficult for him to find a social network to connect within his new home.

Immediate needs



Access to social networks that are right for him.
People he can rely on to ask about every day needs.

Devices



Android (Nexus)
No Laptop

Languages



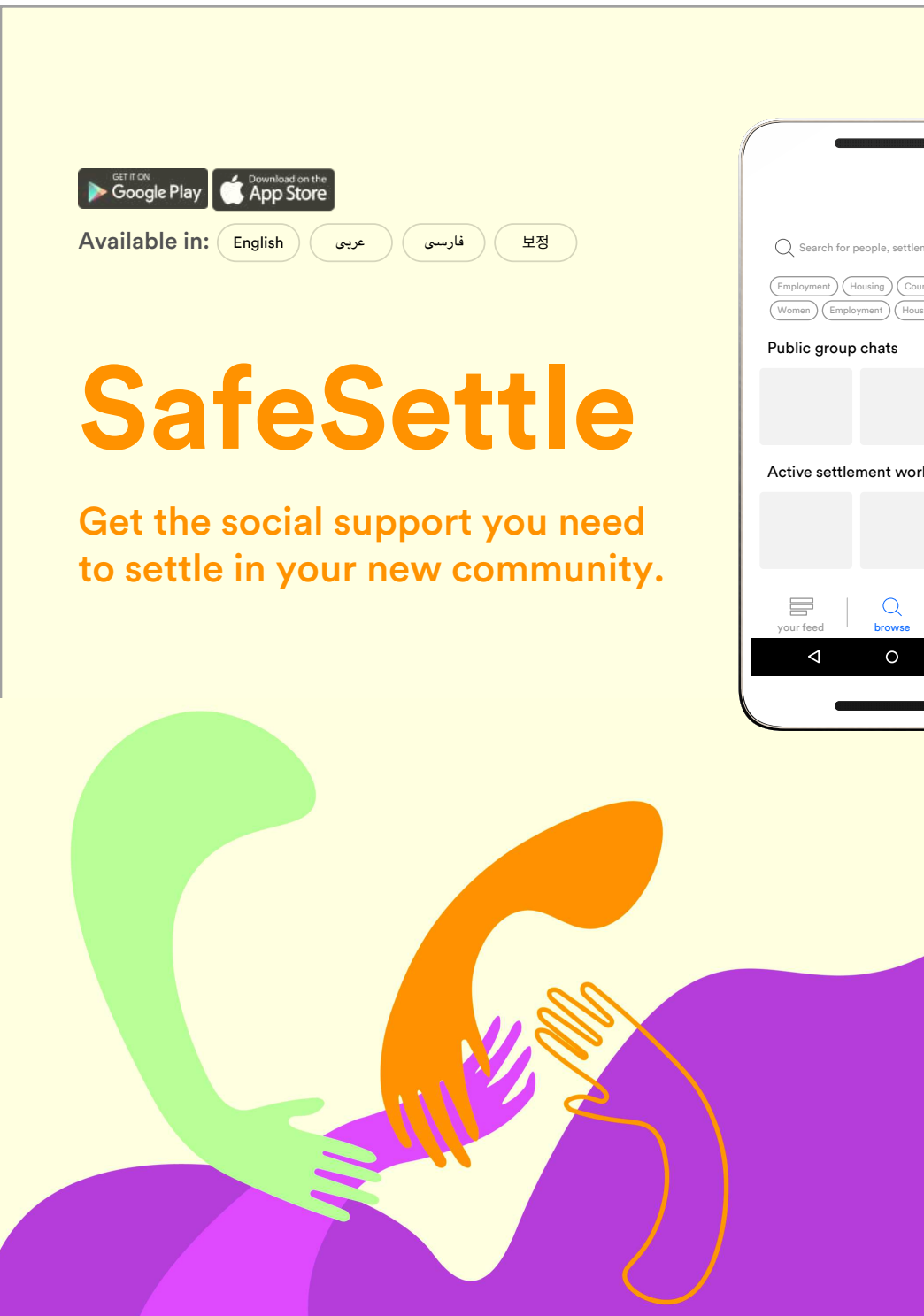
Fluent in Arabic
Limited English proficiency

Future goals

Homam wants to feel a sense of belonging in a community and find peers to ask about housing, education and jobs.



Below is a poster that could be put up at ISSofBC to create awareness of our app within the government assisted refugee population. ISS of BC is a crucial marketing partner as all government assisted refugees are connected with them in their first month in Canada. SafeSettle is open to both government-assisted and privately sponsored refugees, targeting the latter group through word of mouth and private sponsors.



English عربي فارسی 한국

Welcome!

How may we refer to you?

Username

Password

☐ I accept the terms & conditions

Sign up

More information here about the platform
(things that are available to guest users)

English عربي فارسی 한국

Welcome!

Homam

habdi123

☒ I accept the terms & conditions

Sign up

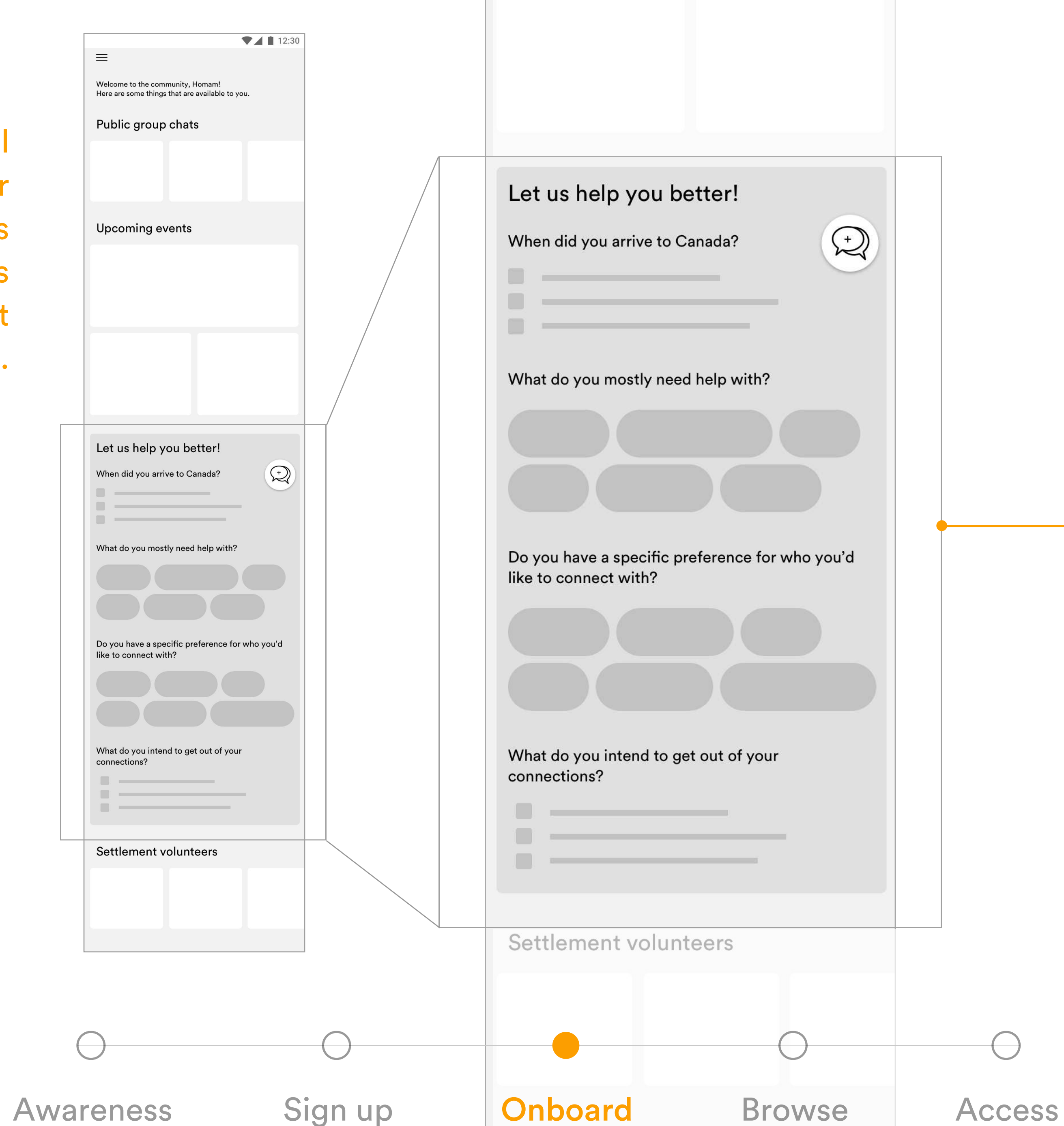
More information here about the platform
(things that are available to guest users)

Language accessibility

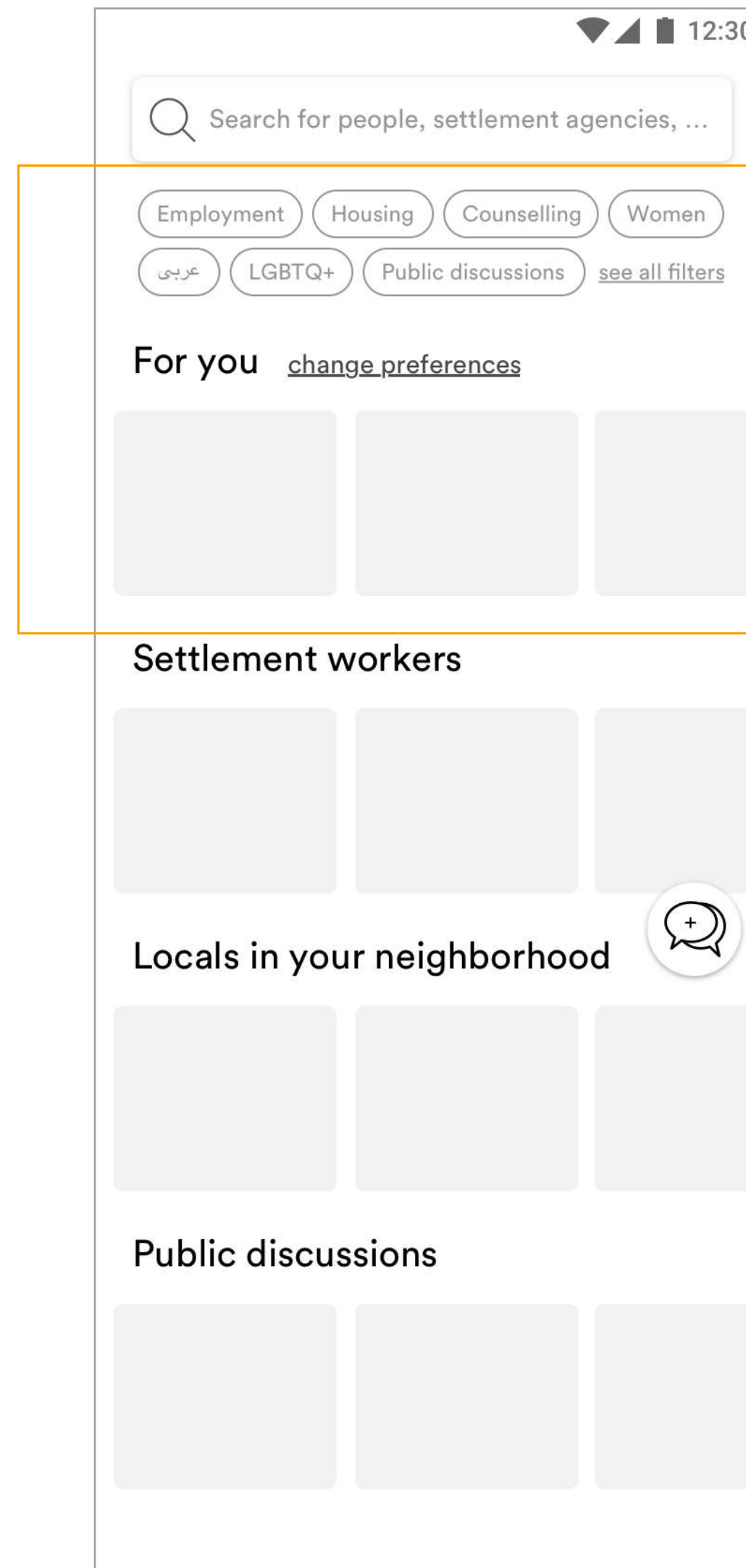
We recognize privacy is a valid concern — Homam has the option of using the app with some limited access as a guest user.



Access to all resources after signing up, such as public groups chats, settlement volunteers, etc.



Gradual onboarding to learn about Homam's personal needs so we can provide the most personalized support.



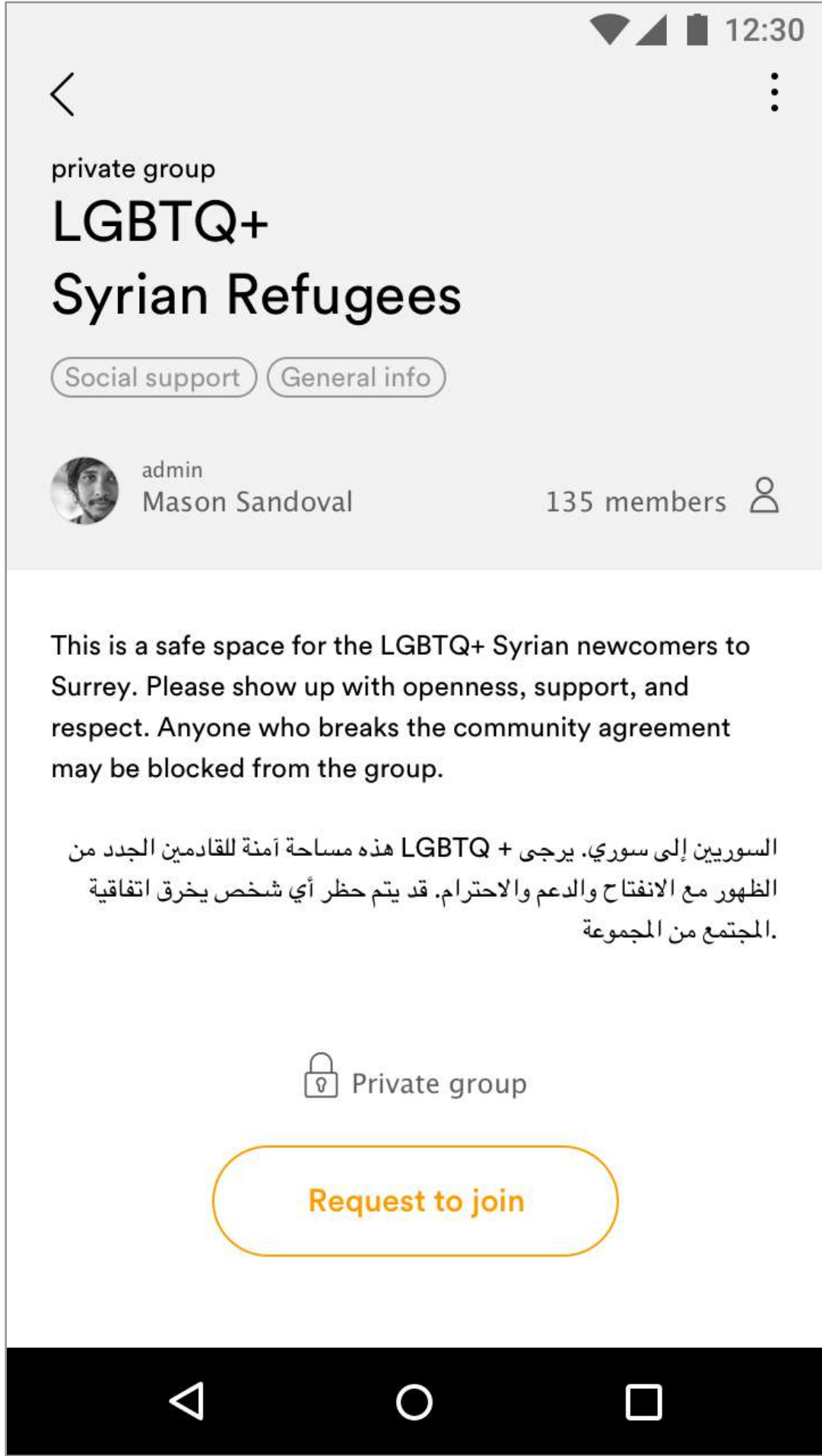
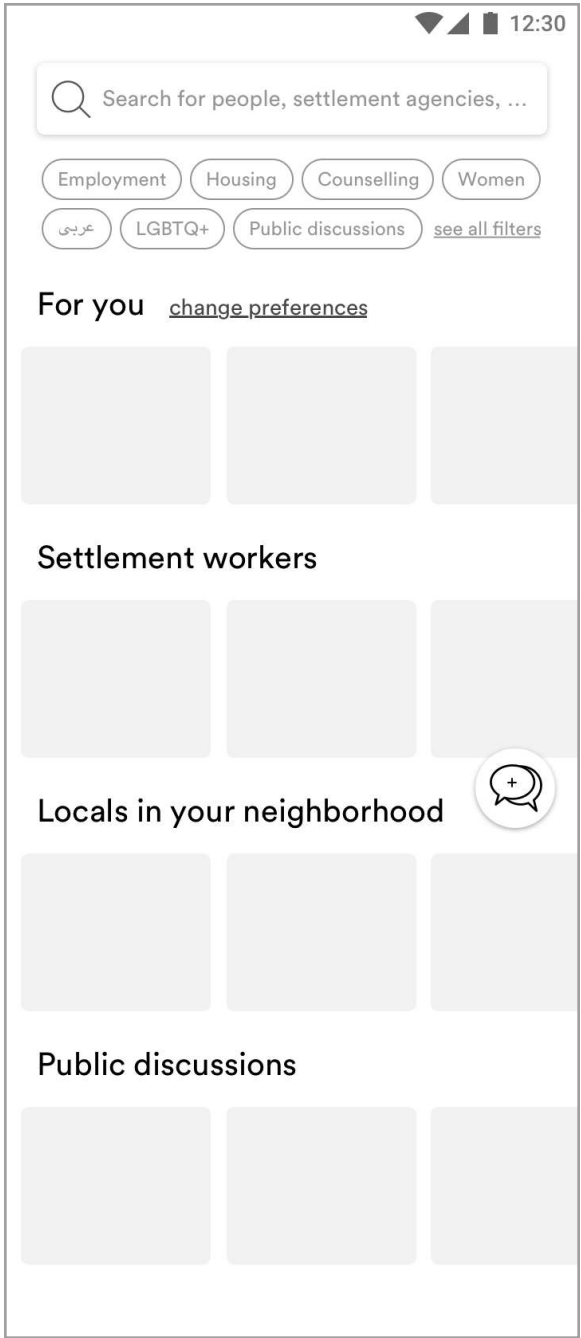
Curated feed based on Homam's own preferences.

Easily accessible message creation.



private group chat

1:1 private conversation



Based on his own contextual need, Homam is able to access groups/individuals within his community to build relationships or ask questions about employment, education, and everyday life.





newcomer

Homam Abd



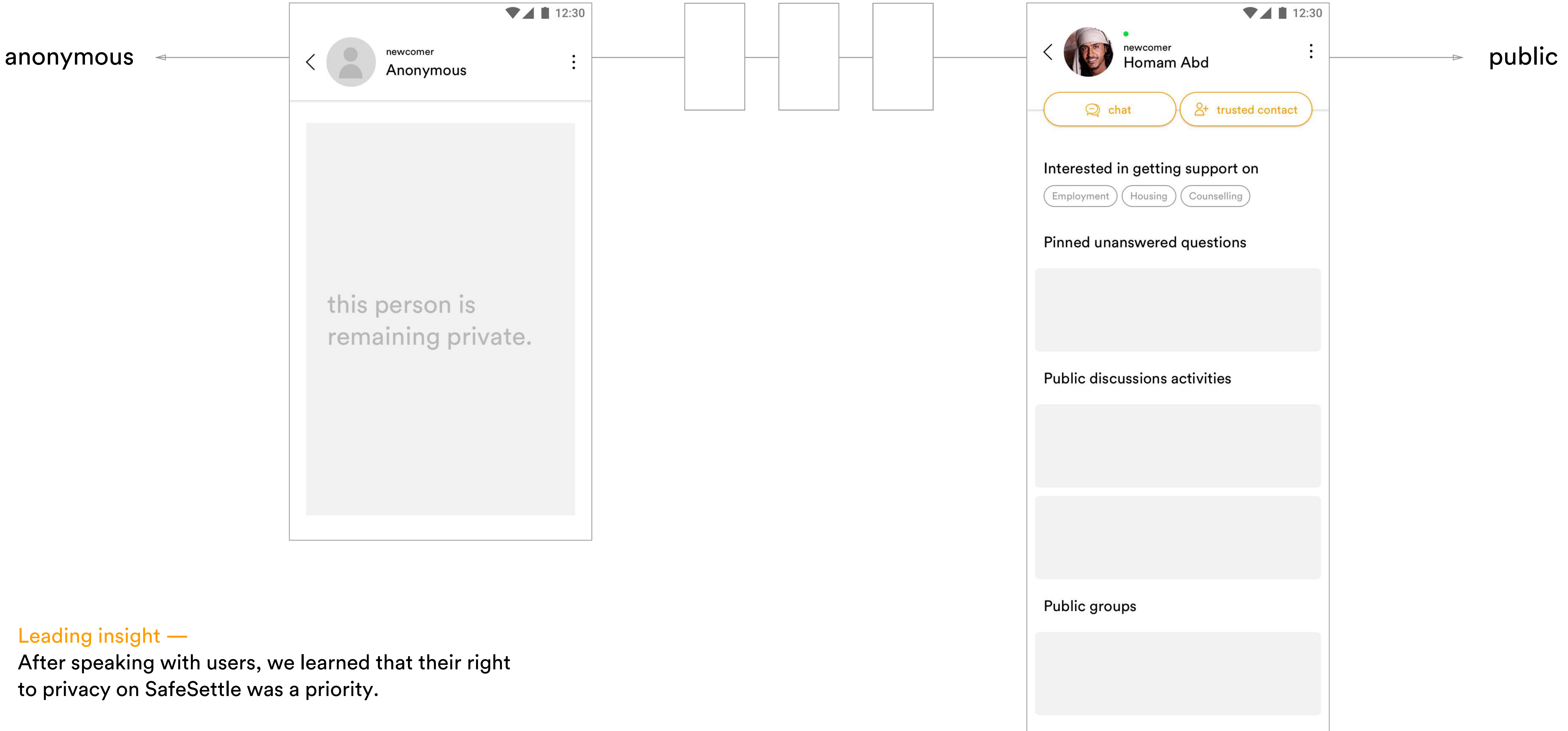
volunteer

Homam Abd

A person like Homam, who initially entered SafeSettle as a newcomer, is able to transition into a volunteer role in the long run as a way to contribute back to his community.

Addressing privacy —

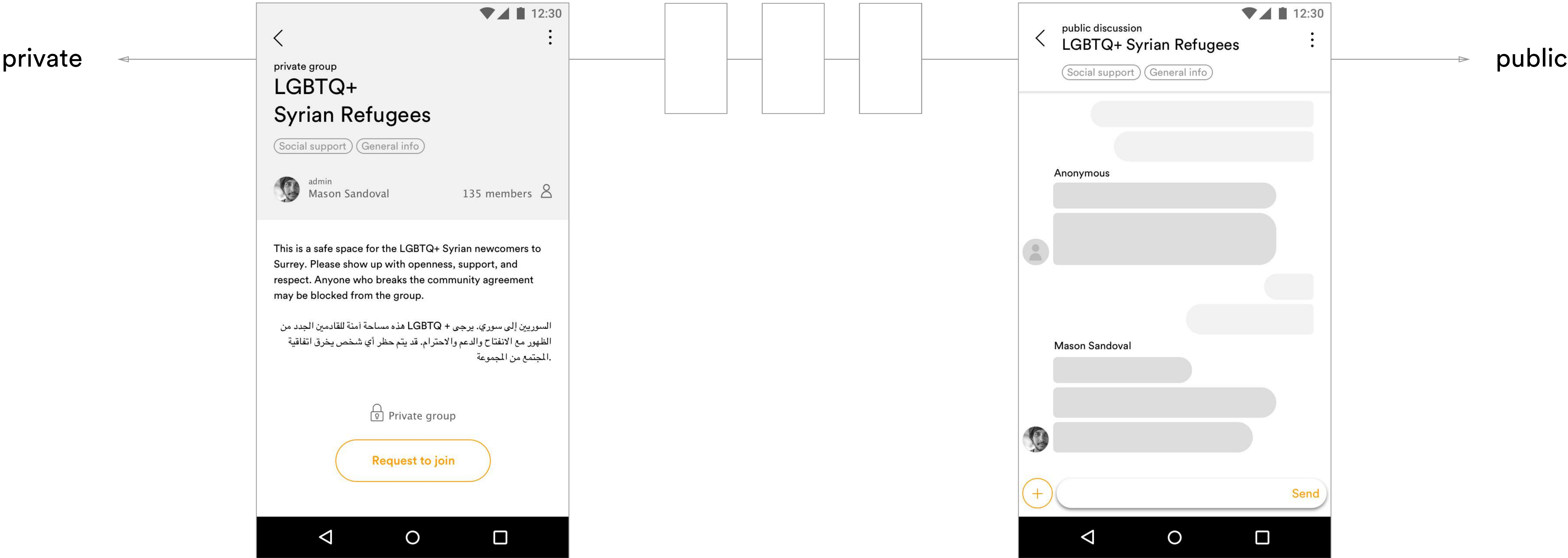
Homam has full control over the information provided on his profile



Leading insight —
After speaking with users, we learned that their right to privacy on SafeSettle was a priority.

Addressing privacy —

An admin can set a group conversation to private or publicly accessible



Leading insight —

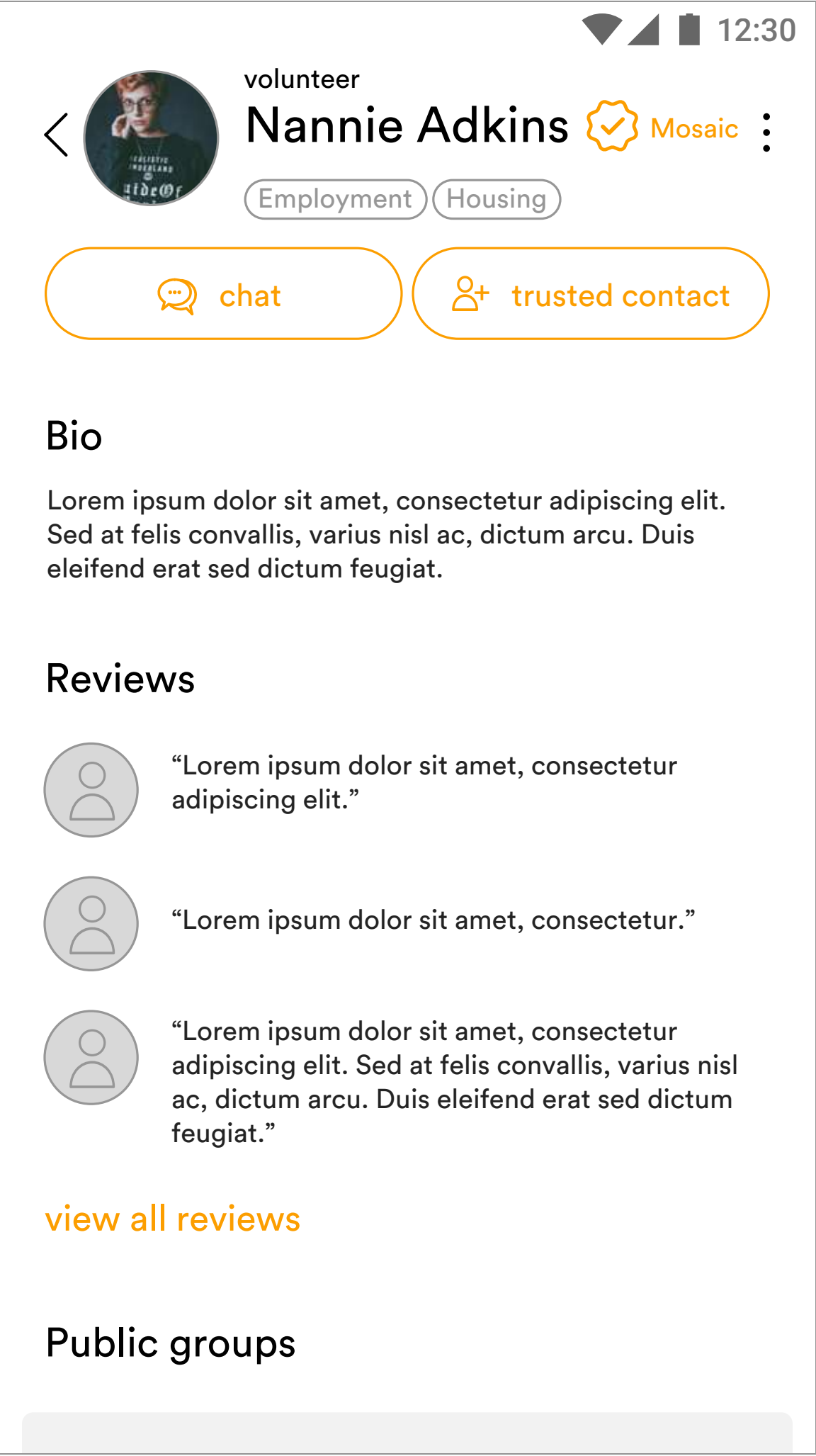
After speaking with users, we learned that their right to privacy on SafeSettle was a priority.

Addressing transparency —

Volunteer profile

Leading insight —

A vulnerable population such as refugees are susceptible to misinformation, scamming and other risks. Access to safe and dependable volunteers was a consistent note made by potential users, customers and our instructors.

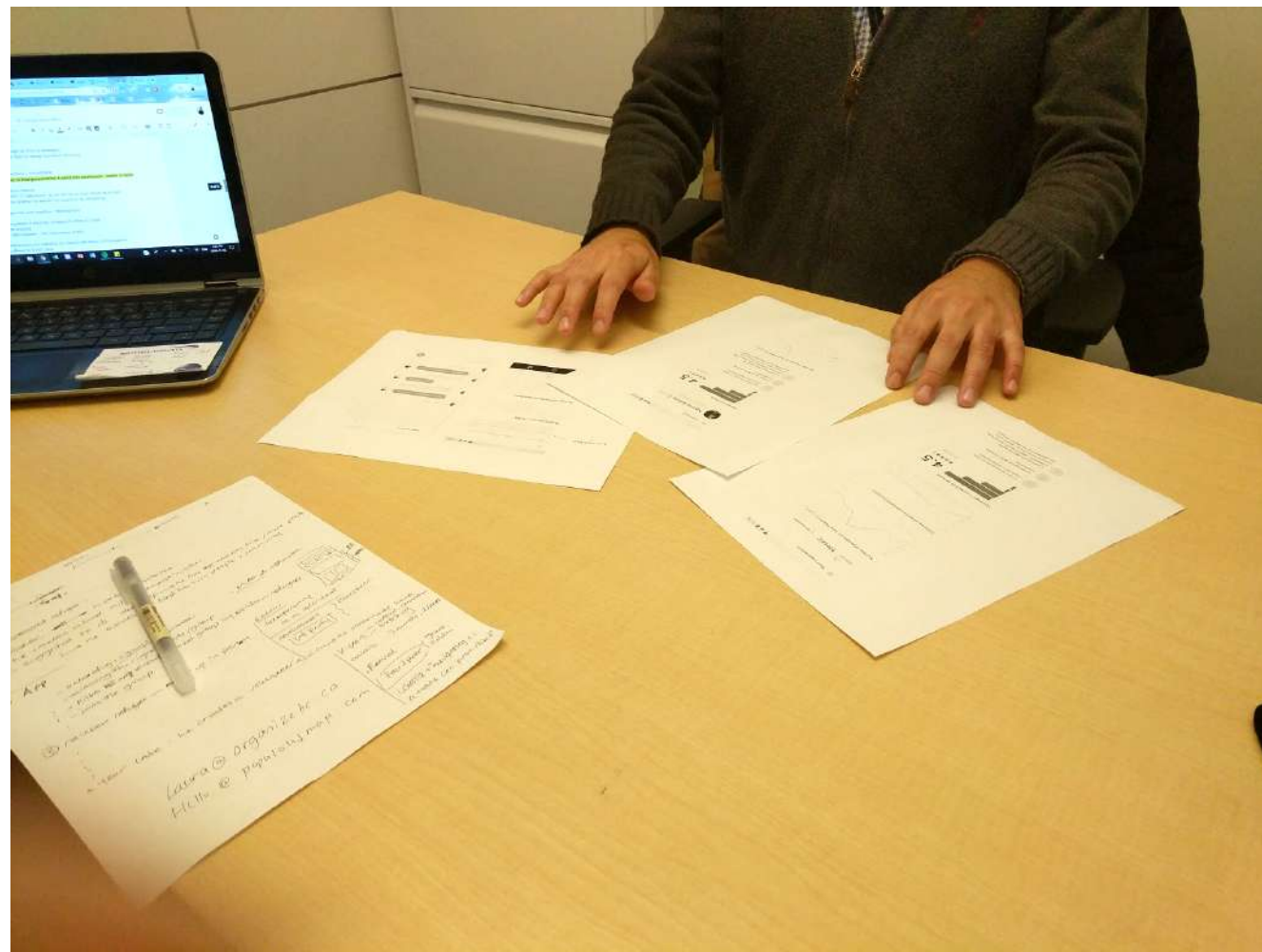


- Settlement volunteers can be verified by their agency.
- Clearly communicating what areas volunteers can help with.
- Qualitative stories that help create trust over time.

Testing results — [tested with 6 refugees + 6 proxies]

Prototype

We used wireframes of the previously presented screens to go through a possible user journey. We asked for feedback on how they would use each screen, any interesting features and what they would change.



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Easier access than going to an agency.

Value individualized support.

Connect to community who can understand and inform them.

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Concerns about those who have low tech literacy.

Privacy needs to be strengthened.

Problem

Process

Prototype + testing

Business model + testing

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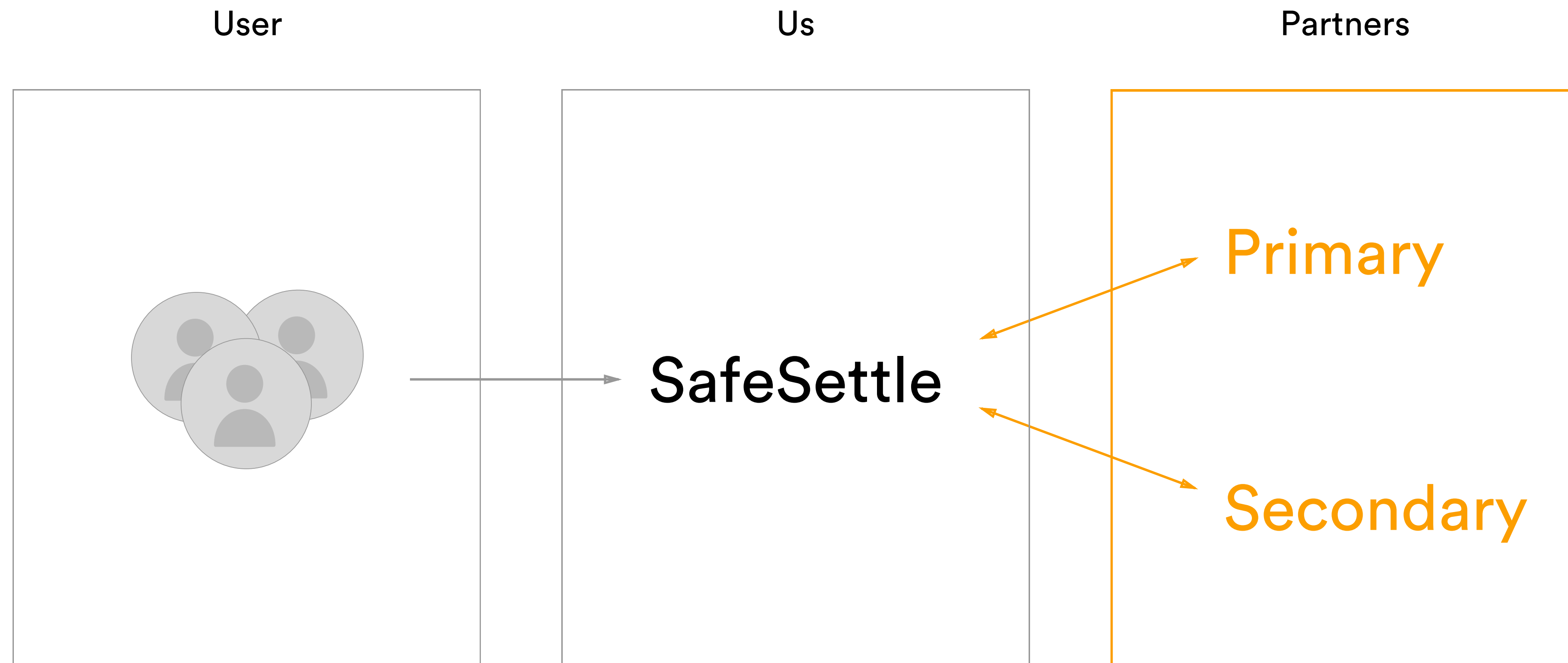
Appendix

Business model



Precedent: We were introduced to Kudoz, a platform that provides quality experiences to disabled individuals, for their unique business model of having anchor partners fund their platform.

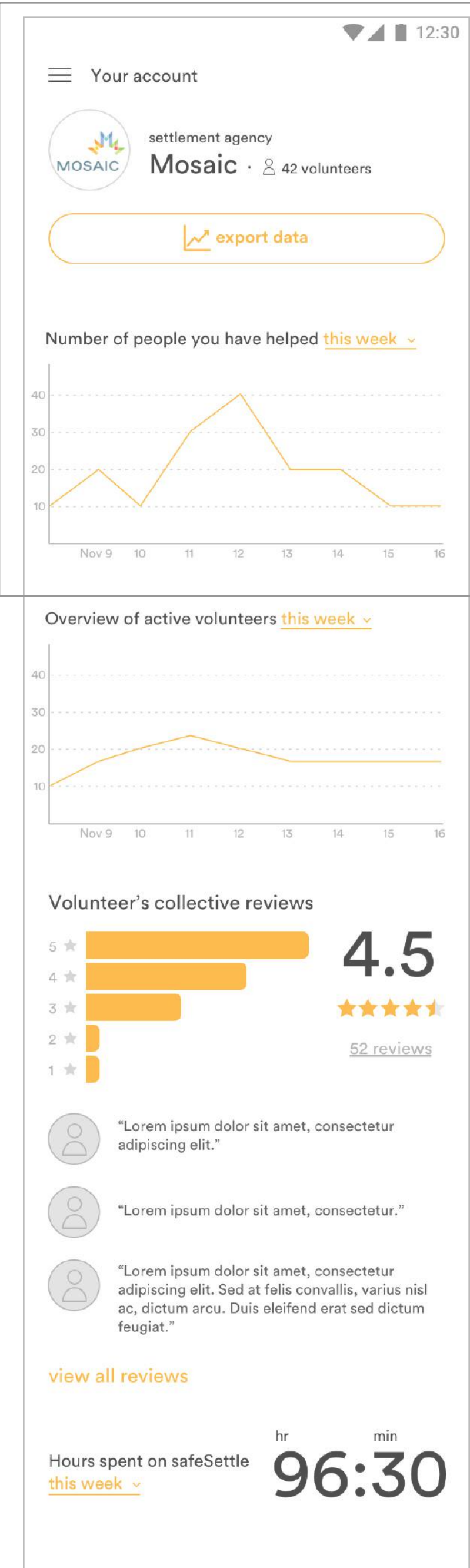
Opportunity: Through conversations with settlement agencies, we found interest in increasing social support for refugees as well as interagency communication, which inspired us to adopt a similar business model as Kudoz.



Business model —

Value for **primary partner**

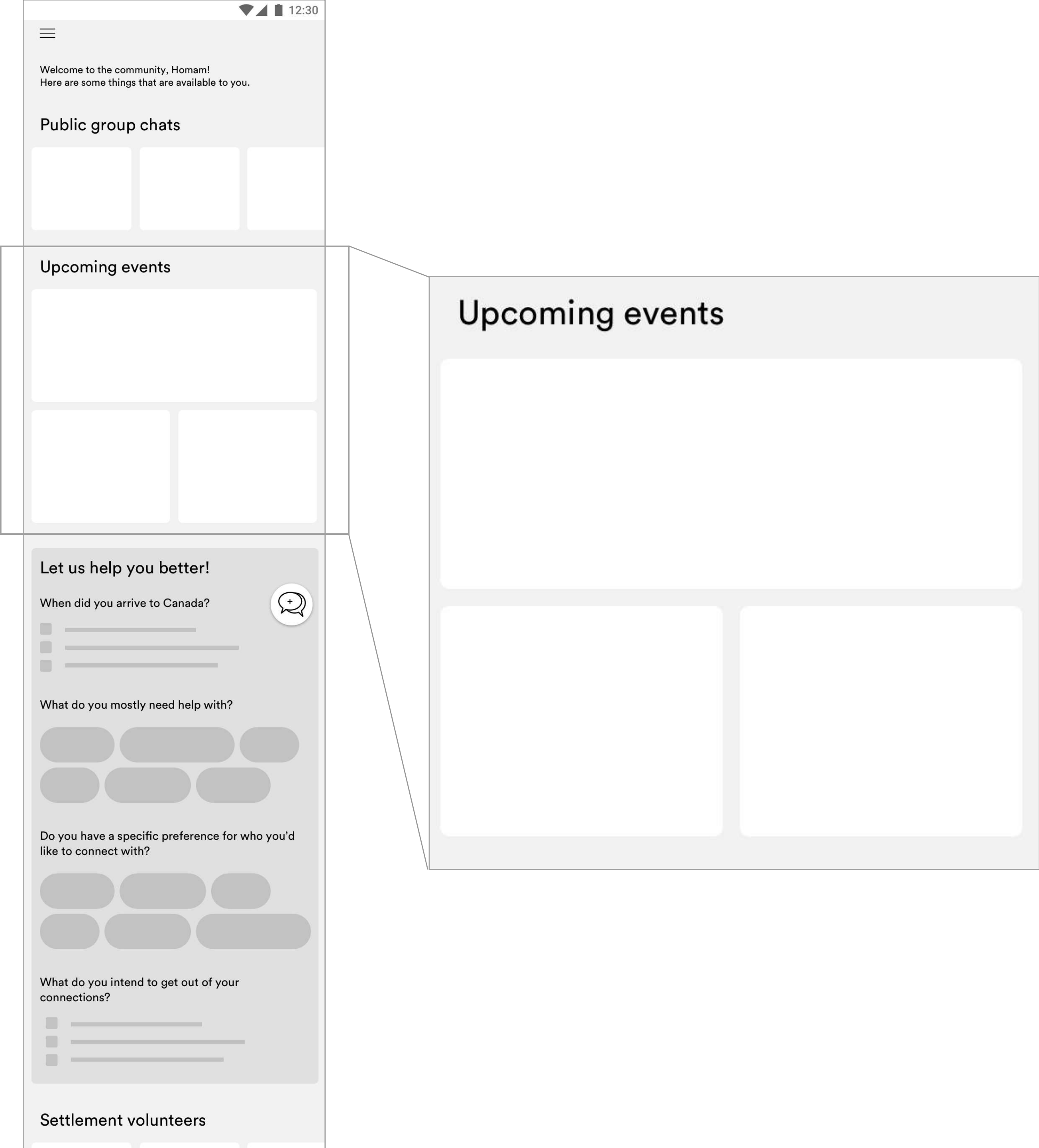
We recognized that settlement agencies need **quantitative and qualitative** data that they use for **program development and funding applications**. Through discussions with our customers (agencies) and users (refugees), we found mutual benefit in this exchange of high level data for funds.



Business model —

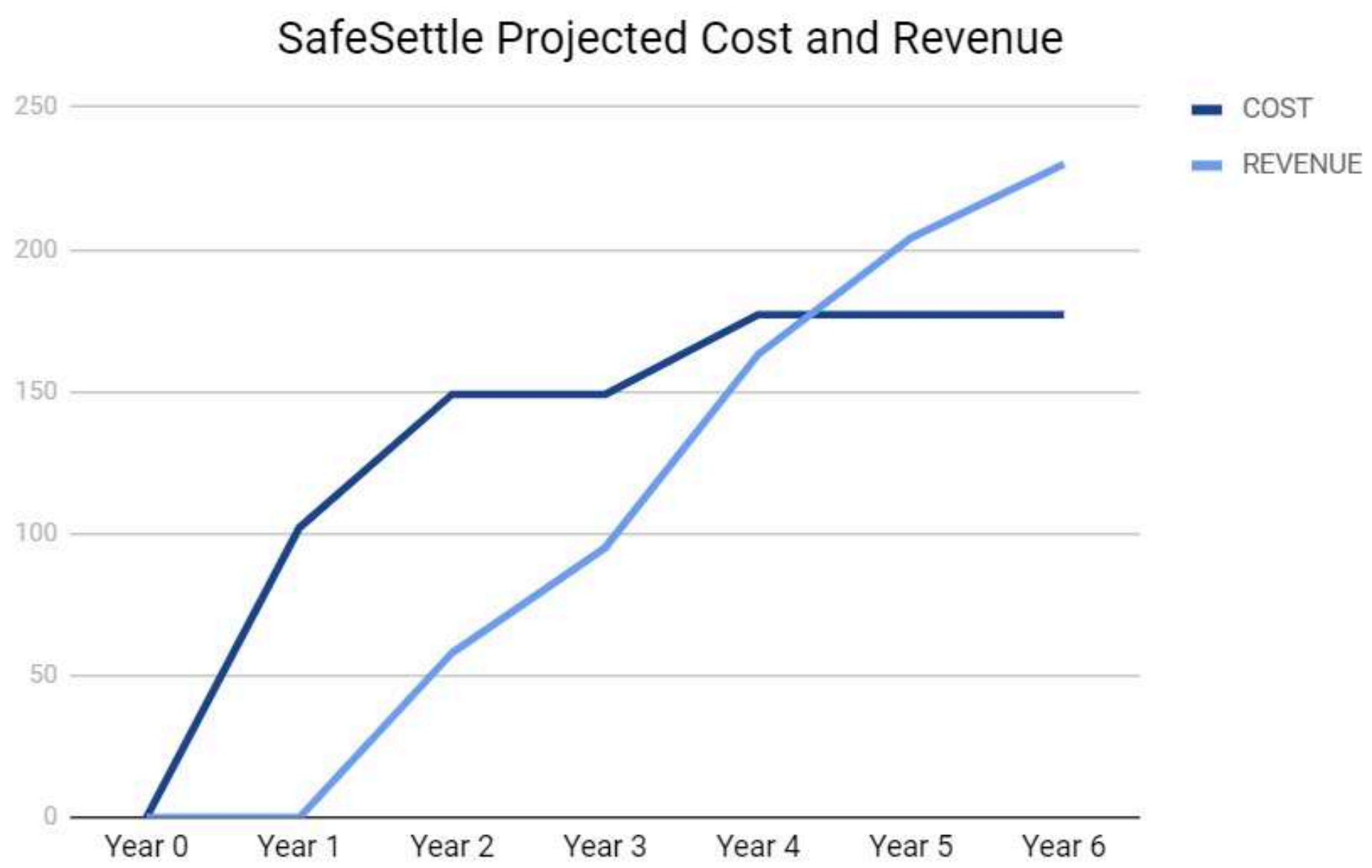
Value for **secondary partner**

Our secondary partners can pay a flat rate fee to promote events, services or programs on SafeSettle to reach their audience and receive simple analytics such as number of clicks or post event feedback.



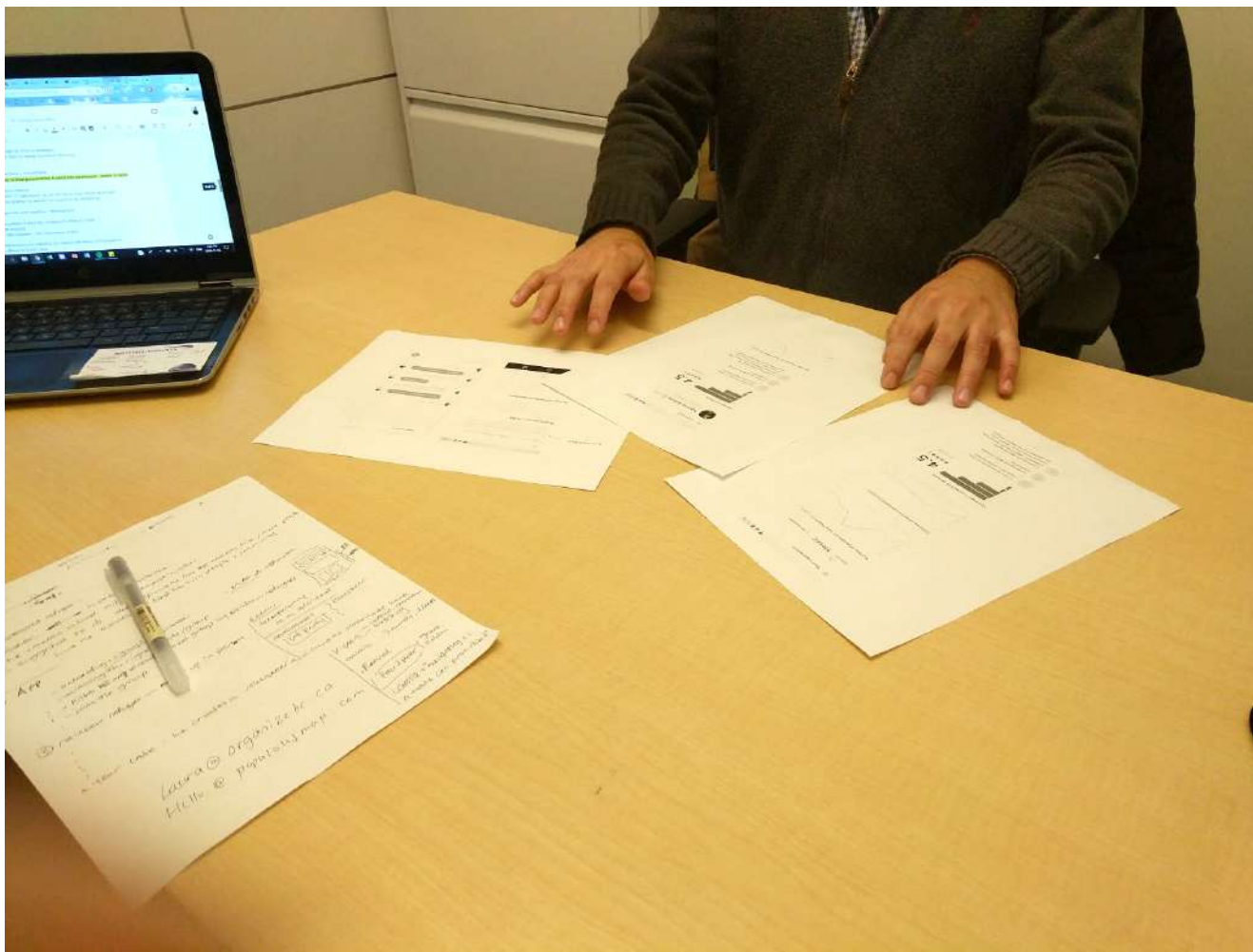
Budget

Revenue	—	\$12,000 - 36,000/year	\$5,000 - \$8,000/year	\$0- \$2,000/year/promotion
		Annual revenue from each primary partner	Revenue from private sponsors and external grant applications	Revenue from secondary partners promoting events and services on our platform for a flat rate
Cost	—	\$47,000-75,000/year	\$150,000 - \$200,000 initial	
		Salary for Program Manager, Content Manager, Translation Services and Software Engineer	Initial Start Up Cost for items such as App development, research and marketing expenses	



Testing results — Business model

We wanted to test whether we would actually be able to get settlement agencies to partner with us. To test, we pitched our prototype to our potential partners and showed them the wireframe with the data they would receive and where their promotion would go if they chose to partner with us.



+

Most expressed interest in partnering because they thought a centralized hub of resources run by a third-party was valuable and allowed for transparency for refugees.

“Funders love the idea of inter-agency communication.” — ISSofBC

—

Smaller agencies with smaller budgets were unable to provide funds to support app.

Problem

Process

Prototype + testing

Business model + testing

Future Steps

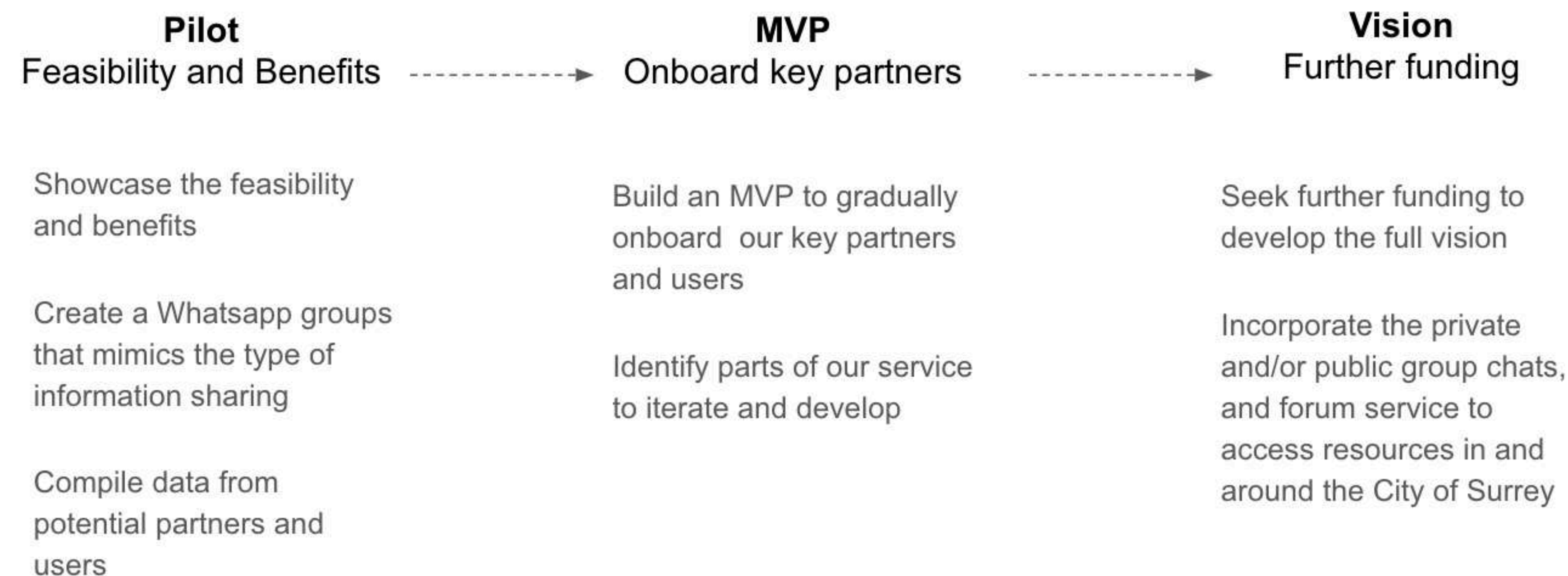
Appendix

Future steps

Developing insights include...

- Inclusivity and awareness within the platform
- Scalability to the pre-arrival stage and to other newcomers other than refugees
- Potential for organizing offline events

We will be exploring ways to continue this project with grants in the future.



Problem

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Thank you.