OVERVIEW

Embarking on the journey of immigrating to a new country is a significant life decision. Having adequate support and assistance in your chosen destination is crucial for a smoother and more efficient adaptation process.

I had the privilege of playing a key role in redesigning of "Up Immigration" website, working collaboratively with a team of three talented designers, guided by our mentor, Caio Costellubber.

THE SOLUTION

Up Immigration is committed to easing the challenges of newcomers at the beginning of their journey. The platform is dedicated to simplifying the immigration process for a smoother transition.

THE PROBLEM

Moving to a new country can be overwhelming. Making the right decisions and having support is crucial. "Up Immigration" is here to assist with any questions or challenges newcomers may encounter at the start of their journey.

THE GOALS

User Goals:

0.1 Quickly finding essential information about immigration services, fees and requirements.

0.2 Efficient application process, to save time and reduce the complexity.

0.3 Support and guidance from the beginning till end of the immigration process.

0.4 Timely notification. Users would appreciate if they receive notifications for important deadlines, appointments, and any other changes to their application status.

Business Goals:

0.1 Increase conversion rate by refining the user journey and making it easier for visitors to become clients.

0.2 Improve the overall design of the website to reflect professionalism, trustworthiness and credibility.

0.3 Implement features that encourage repeated visits, such as personalized accounts, newsletters, loyalty programs retaining long term relationships with clients.

COMPETATIVE ANALYSIS

I began my competitive analysis by evaluating Investimmo, CEO Consulting, Canaprove, and Onemmigration. Subsequently, I transitioned to creating surveys for both companies to gain deeper insights into the customer experience.

Comparison of functionality within competitors

Feature	Canaprove	Onemmigration	Investimmo	CEO Consulting	Notes
Website Accessibility	Working	Working	Working	✓	
Functionality Across Devices	✓	✓	✓	✓	
Detailed Eligibility Criteria	✓	✓	✓	✓	
Clear Fees	✓	✓	✓	✓	
Comprehensive Information Provided	✓	✓	✓	✓	
Testimonials	✓	✓	✓	✓	
Contact Information	✓	✓	✓	✓	
Initial Response Time Measured	Not Tested	Not Tested	Not Tested	Not Tested	

INTERVIEW

During the website redesign, I interviewed five users to gain insights into their experiences with the site and to pinpoint areas needing improvement. Additionally, I developed two personas based on specific demographics for the interviews.

WIREFRAMES

I've progressed to making wireframes and prototypes as part of my design process. This approach helps me visualize how the website will appear and function. It's all about sketching out ideas and building mock-ups to refine the design and ensure it meets user needs.

FINAL TAKEAWAYS

I've had a great time working on this real-world project. It was my first volunteer job as a designer, and it was exciting to learn from my mentor and collaborate with a team. This project has provided valuable experience in conducting in-depth user interviews, assessing project needs based on feedback and facts, and enhancing overall user experience. It's been an incredible journey, and I've learned a lot along the way.

THANKS
FOR WATCHING