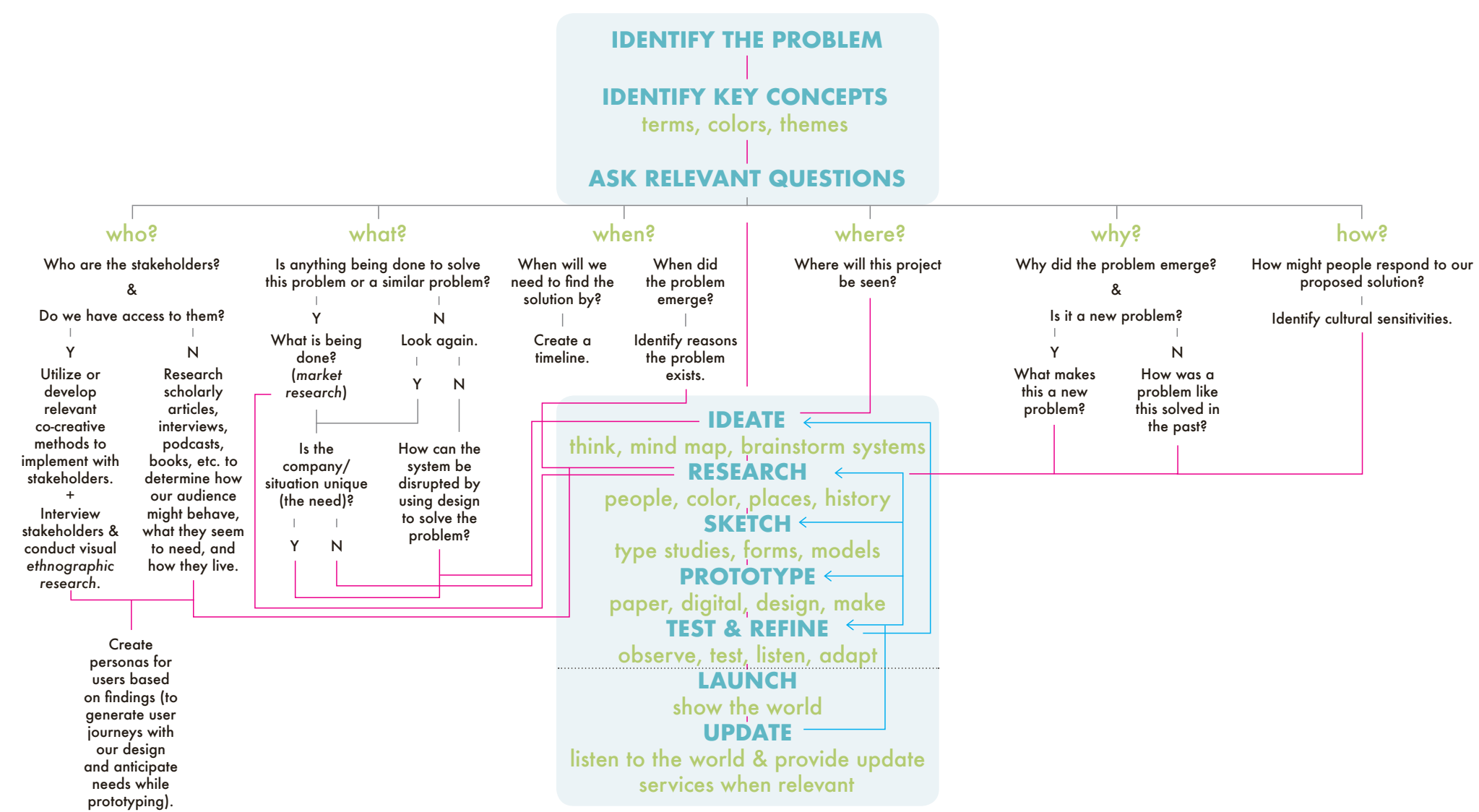




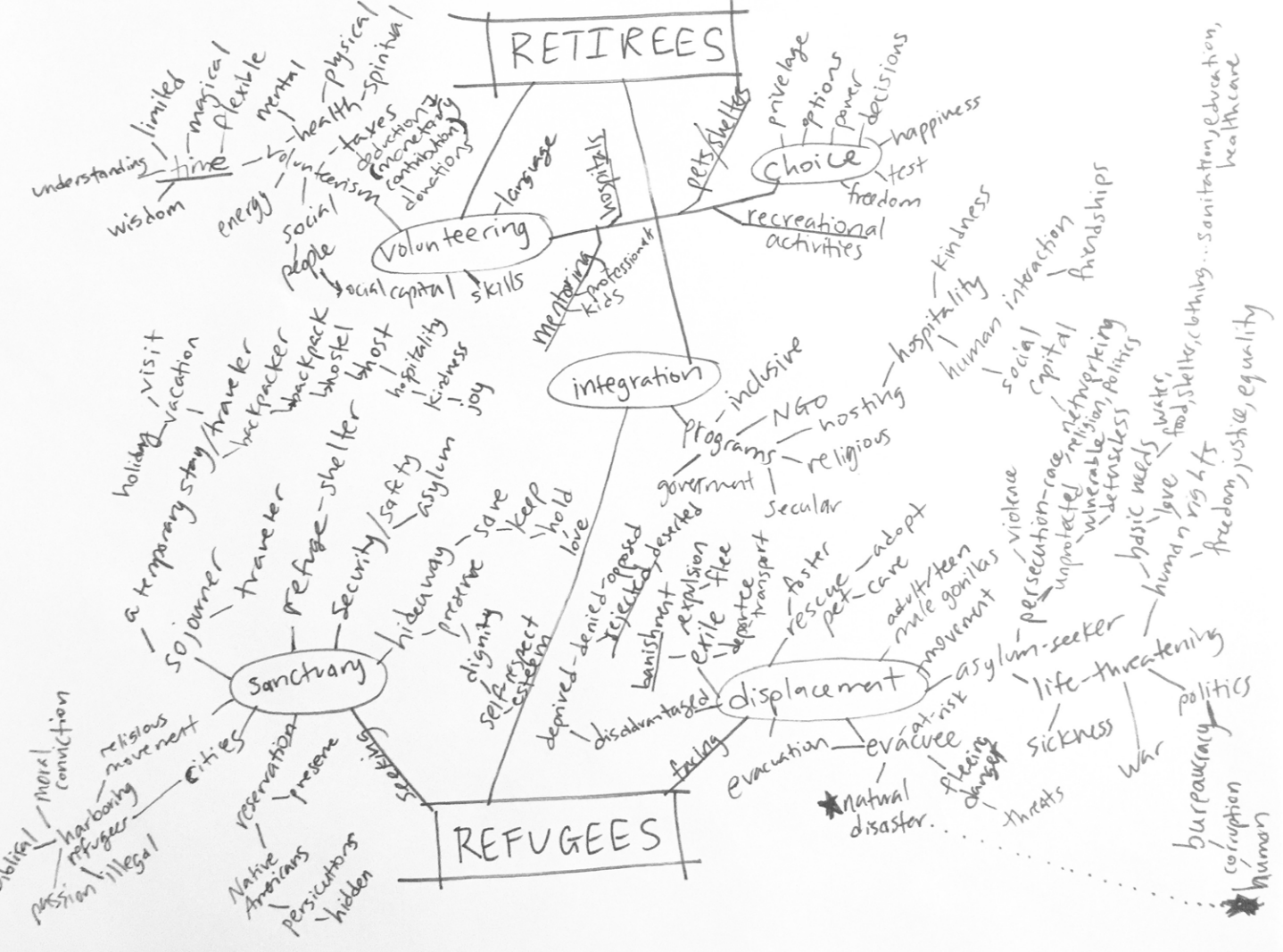
spero

retirees + refugees

a design process book
by christina singer



Disclaimer
As I understand, each project presents its own needs and requires a unique process. This is simply a general sequence I put together that I have used and observed.



mind map

This is a visual representation of my thoughts while visiting my parents' home last summer, as my dad was recently retired, after volunteering with North Korean refugees in Seoul. I began to envision how these two groups could meet each others' needs.

CONTENTS

- 3 true stories that inspired Spero
- 4 branding
- 8 personas & match scenarios
- 12 user experience (ux) sketches
- 15 advertising & referral
- 16 system overview, app demo link, & survey design
- 20 app & website at-a-glance
- 22 display design
- 24 research

These are just a few of the many stories I found about reciprocal relationships between retirees and refugees that are making headlines around the world.



CAROL BROOKS, AMERICAN, retiree

"Mentor Carol Brooks, 72, wears a charm bracelet engraved with the names of the many refugees she's helped in the past decade. "Some of them call me Mom," she says. ... "I have mentored people from Africa, China, Bosnia, too," Brooks says."

Jennifer Ludden/NPR
Image and quote source: <https://www.npr.org/2011/01/17/132705619/retirees-lend-a-hand-to-refugees-in-fargo-n-d>

WEDIG VON HEYDEN, GERMAN, retired lawyer

"Then I went to Caritas [Catholic aid organization-the ed.]—which was the group organizing these things at the time. They looked at me, thinking, 'Oh, he's an old man.' Then they asked me whether I could imagine looking after a young Syrian. Now we've been together for two years," von Heyden says, looking at his Syrian-Kurdish protégé, Nidal Rashow."

Manasi Gopalakrishnan/DW
Image and quote source: <http://www.dw.com/en/german-volunteer-finds-his-calling-helping-refugees/a-19456138>



JAWAD SHALGHIN, SYRIAN, refugee & student in Germany

"Shalghin, who says he and Bauer [retiree] have taught each other a lot, says many new arrivals often find it easier to talk to older people. "They can understand us in a better way, they have patience. They can listen to us and wait until we get the right words and we have learned lots of cultural things from them: meals and songs."

Sarah Marsh/The Guardian
Image and quote source: <https://www.theguardian.com/society/2017/nov/15/miss-family-older-germans-taking-in-syrian-refugees>

ROBERT TAYLOR, CANADIAN, retired professor & civil servant, chairs the Ottawa South Committee for Refugee Sponsorship

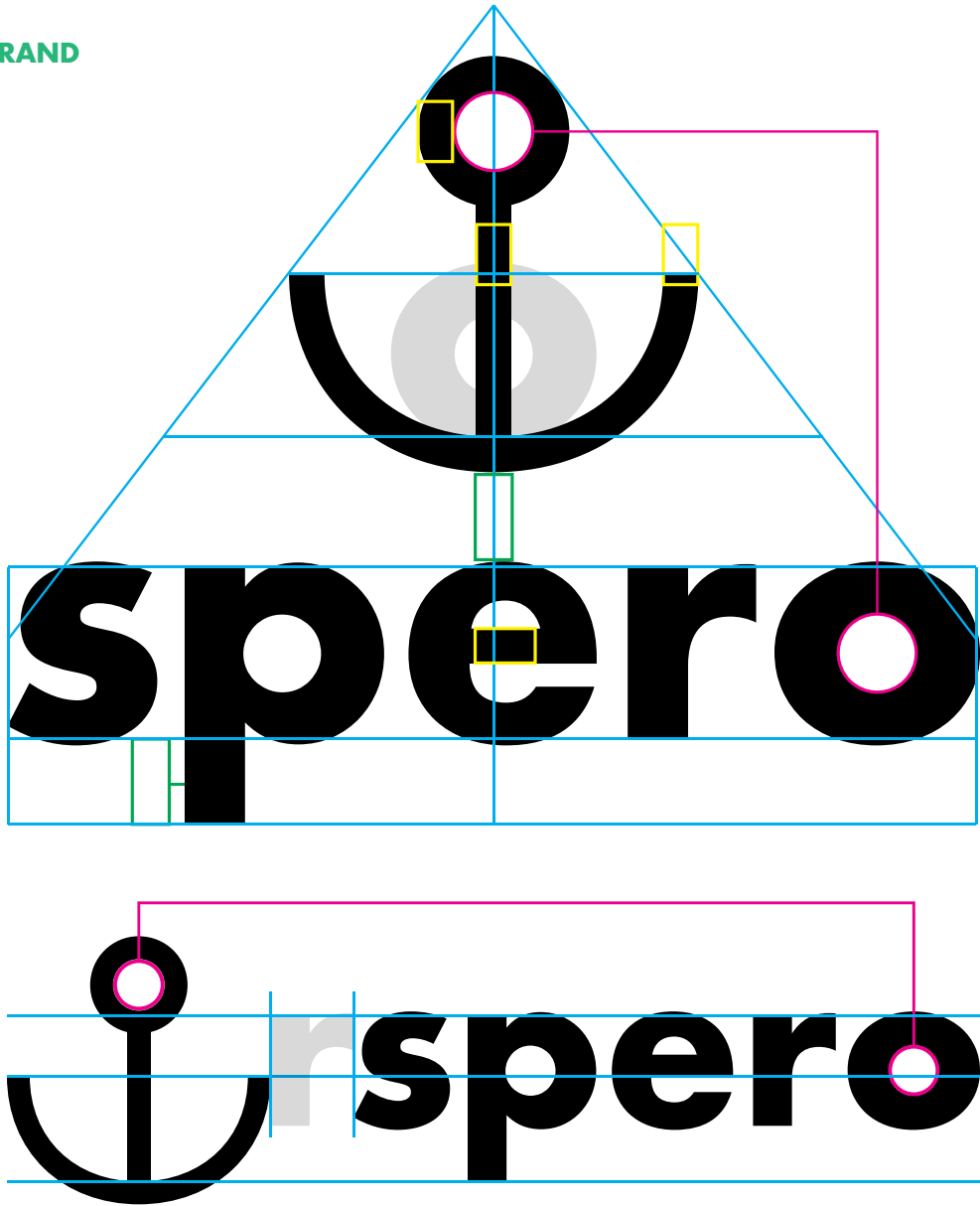
"I know some people who throw up their hands," he said, noting the millions fleeing Syria, let alone the tens of millions of refugees globally. But "we've got applications for a total of 20 refugees we're sponsoring now. That's 20 fewer that are out there."

Justin Tang/The Globe and Mail
Image and quote source: <https://beta.theglobeandmail.com/report-on-business/retirees-roll-up-their-sleeves-to-help-refugees/article32349457/?ref=http://www.theglobeandmail.com&>





THE BRAND



THE LOGOMARK

The logomark is an anchor that references the term “anchor” (n): “also referred to as a “U.S. tie,” a family member or friend in the United States who can provide assistance to a refugee during resettlement” (Catholic Charities of TN). Anchors symbolize stability, strength, hope, and a safe end to a long journey—a meaning that resonates with both retirees and refugees as they socially reintegrate and integrate, respectively. Repetition of the anchor logomark forms a tessellation that references connectivity (p. 16).

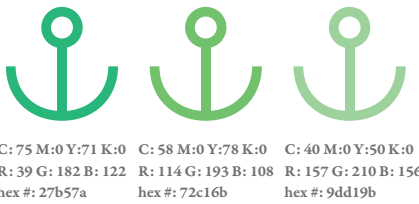


THE LOGOTYPE

The logotype uses Futura Bold for its accessibility.

THE COLOR PALETTE

The color palette is bright green with contrasting accent colors throughout the app interface. Green is a safe color around the world. It represents growth, safety, nature, luck, and renewal.



C: 75 M:0 Y:71 K:0	C: 58 M:0 Y:78 K:0	C: 40 M:0 Y:50 K:0
R: 39 G: 182 B: 122	R: 114 G: 193 B: 108	R: 157 G: 210 B: 156
hex #: 27b57a	hex #: 72c16b	hex #: 9dd19b



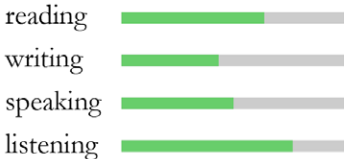
AYA H REFUGEE

AGE 34 yrs.
GENDER female
FROM Syria (3 yrs. displaced)
STATUS refugee
CURRENT CITY Chicago, IL, USA (9 mos. resettled)
OCCUPATION baker; former bakery owner w/husband in Syria
INCOME \$22,500/yr.; \$45,000 combined with husband
FAMILY husband, 2 girls (9 & 12 yrs. old), & a cousin living in Chicago, 3 siblings & an aunt in Syria
FEELING lost, disconnected, brave, & hopeful
GOALS meet Americans & understand the culture
MOTIVATIONS better future for children, survival, & integration
INTERESTS flower arranging, cooking, & embroidery

LANGUAGE

Arabic (native)

English (intermediate):



VALUES

- family
- safety
- cultural preservation
- independence

NEEDS

- social capital
- language practice
- friends

CONCERNS

- good health for herself & family members
- fear that children will be bullied or rejected by American children
- financial stability

TECH

- Android smartphone
- Dell laptop
- in-home Wi-Fi

SKILLS

- accounting
- management
- marketing
- baking

EDUCATION

Associate degree in Business Administration from Damascus University in Syria

TRANSPORTATION

- uses public transit
- comfortable walking

SOCIAL

- uses WeChat & Google Hangouts to keep in touch with family & friends
- member of Syrian Community Network on Facebook

ORGANIZATIONS

- Masjid Al-Faatir Mosque
- refugeeone.org

QUOTE

“We came to a country that is not our country, and everything changed on us: the system, the people the area, the city,” she says in Arabic.”

(SOURCE: <https://www.upi.com/2017/01/04/508220451/in-toledo-syrian-refugees-are-welcomed-amid-a-difficult-immigration-climate/>)



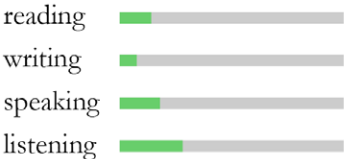
CHRISTINA RETIREE

AGE 68 yrs.
GENDER female
FROM St. Paul, MN. USA
STATUS US citizen, daughter of German immigrants
CURRENT CITY Chicago, IL, USA (33 yrs.)
OCCUPATION 3 yrs. retired public school US History teacher
INCOME \$70,000 (pension)
FAMILY 1 yr. widowed, 3 out-of-town adult children, 5 grandchildren (2, 3, 6, 7, & 10), & a brother (72)
FEELING lonely, purposeless, reflective, & optimistic
GOAL create a purposeful post-retirement life; to matter
MOTIVATIONS motivated by students & parents’ immigration story
INTERESTS tennis, walking, flower arranging, & classical music

LANGUAGE

English (native)

German (beginner):



VALUES

- security
- hospitality
- family
- privacy
- independence

NEEDS

- companionship
- to be needed (to matter)
- activities

CONCERNS

- using time wisely
- distance from family members

TECH

- iPhone
- iPad Air
- HP desktop computer
- in-home Wi-Fi

SKILLS

- teaching
- cooking
- piano

EDUCATION

B.A. in History from Winona State University in MN & Masters in Education from The Hamline School of Education

TRANSPORTATION

has a car

SOCIAL

- part of an intergenerational Bible study group at church
- uses Facebook & FaceTime to keep in touch with adult children and grandchildren

ORGANIZATIONS

- St. James Lutheran Church
- AARP member

QUOTE

“I don’t think I expected to be so close to them and care so much about them as I do. I thought this was going to be somewhat distant.”

(SOURCE: <https://www.nytimes.com/2017/03/25/world/canada/syrian-refugees.html>)



MOHAMMAD REFUGEE

AGE 29 yrs.
GENDER male
FROM Syria (1 yr. displaced)
STATUS asylum seeker

CURRENT CITY Hamburg, Germany (1 mo.)
OCCUPATION former architect in Syria; currently unable to work in Germany while seeking asylum
INCOME volunteer at a B&B for meals & accommodation
FAMILY wife, 3 yr. old girl, 2 brothers & father in Syria, 1 cousin in Germany
FEELING anxious, vulnerable, insecure, displaced, & hopeful
GOALS attain refugee status in Germany; provide for family
MOTIVATIONS better future for family & survival
INTERESTS music, art, & soccer

LANGUAGE

Arabic (native)
German & English (beginner):
reading
writing
speaking
listening

VALUES

- safety
- family
- integrity
- honesty

NEEDS

- to understand Germany
- language practice
- social capital

CONCERNS

- getting refugee status for family
- not being able to earn money
- attaining stability
- facing prejudice
- learning codes in the German architectural world

TECH

- Android smartphone
- external hard drive

SKILLS

- project management
- drawing
- design

EDUCATION

B.A. in Architecture from the University of Aleppo

TRANSPORTATION

- uses public transit
- comfortable walking

SOCIAL

- uses WeChat in public Wi-Fi to communicate with friends & family in Syria

ORGANIZATIONS

- The Refugee Centre Hamburg (Flüchtlingszentrum)

QUOTE

“Older people can understand us in a better way, they have patience. We have learned lots of cultural things from them—meals and songs.”

(SOURCE: <https://www.theguardian.com/society/2017/nov/15/miss-family-older-germans-taking-in-syrian-refugees>)



HENRYK RETIREE

AGE 65 yrs.
GENDER male
FROM Szeroka, Poland
STATUS German citizen (immigrated for university)

CURRENT CITY Hamburg, Germany (20 yrs.)
OCCUPATION retired lawyer
INCOME €68,600 (pension, etc.)
FAMILY divorced, 2 adult children, a sister, & a mother
FEELING disconnected, relief, reflective, & relaxed
GOALS leave a legacy, self-improve, & keep active
MOTIVATIONS motivated by justice & personal integration
INTERESTS golf, skiing, hiking, & reading

LANGUAGE

German (native)
English (advanced):
reading
writing
speaking
listening

VALUES

- family
- justice
- privacy
- financial stability

NEEDS

- friends
- community

CONCERNS

- health
- social re-integration
- adult children finding partners

TECH

- Andriod smartphone
- Android tablet
- in-home Wi-Fi

SKILLS

- navigating bureaucracy
- communicating
- advocating

EDUCATION

Erste Juristische Prüfung at the Faculty of Law University (Humboldt-Universität zu Berlin)

TRANSPORTATION

has a car

SOCIAL

- uses Facebook to network
- uses email to occasionally keep in touch with former colleagues

ORGANIZATIONS

- BAGSO member (Bundesarbeitsgemeinschaft der Senioren-Organisationen)

QUOTE

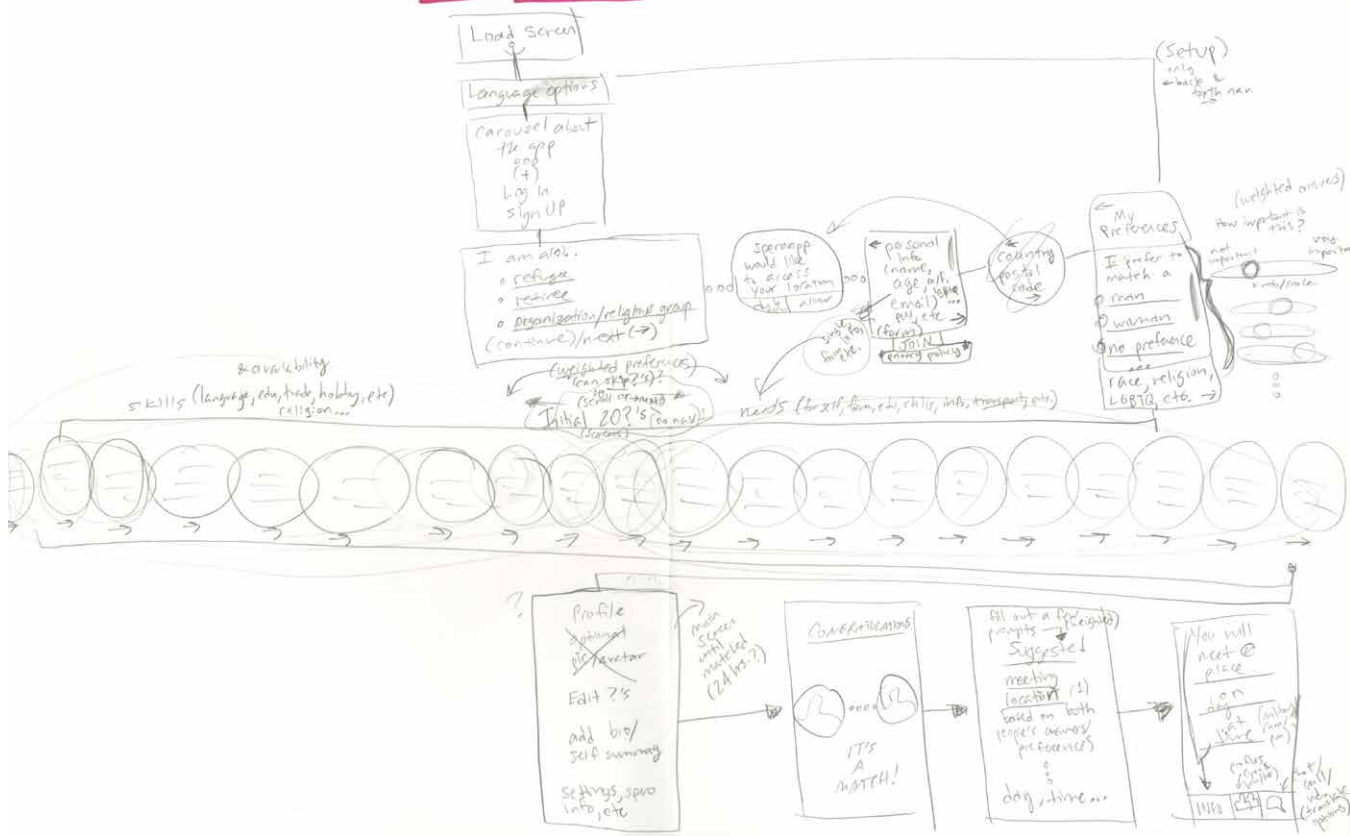
“Somebody like me has a lot of time. I live comfortably and it would be worthwhile doing something like that [volunteering].”

(SOURCE: <http://www.dw.com/en/german-volunteer-finds-his-calling-helping-refugees/a-19456138>)

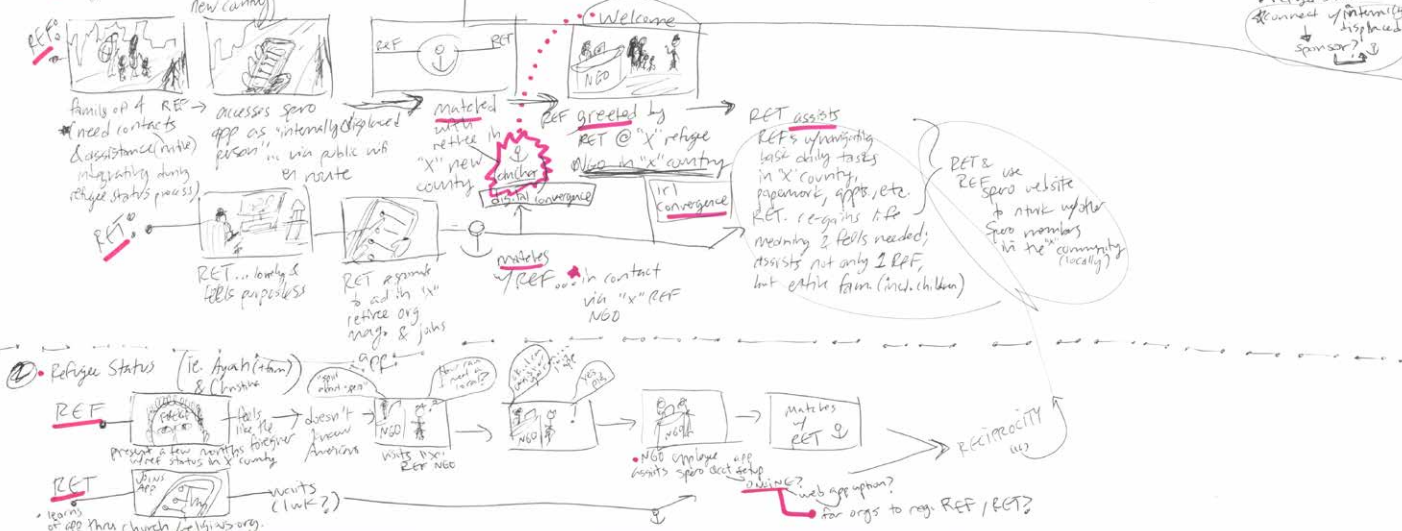
UX SKETCHES

Spero APP iA

2. Goal: to match refugees w/ retirees (1:1) based on their needs & skills



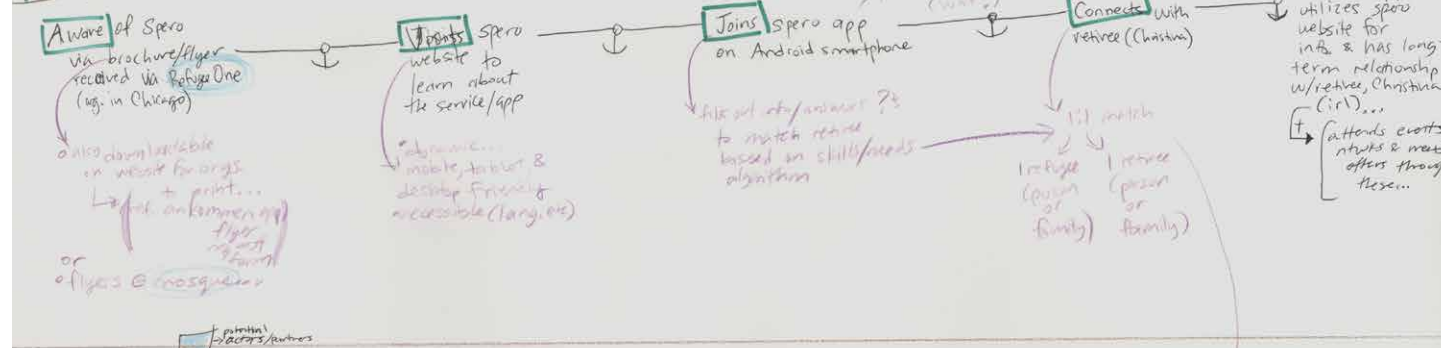
① Internally Displaced
Asylum Seekers (arrived in "X" from "X") (i.e. Ashraf & Hafeez)



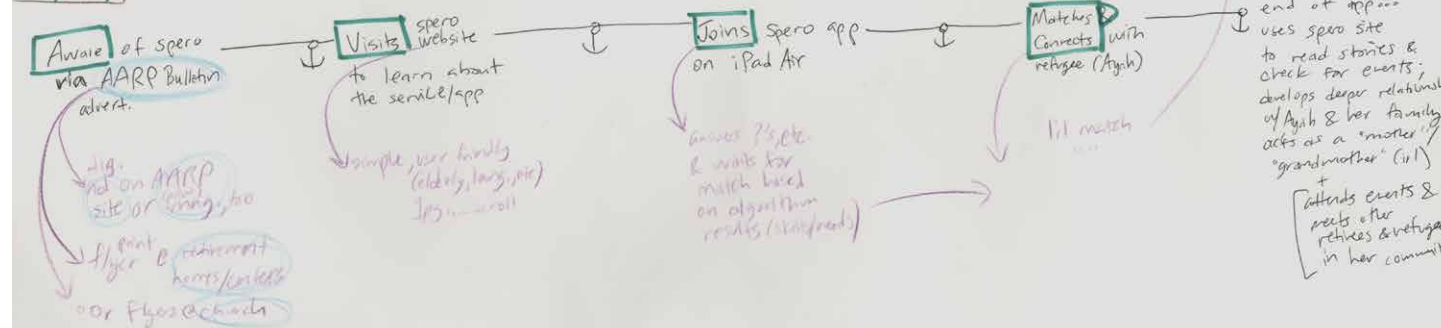
2. Refugee Status (ie. Ayah + son)



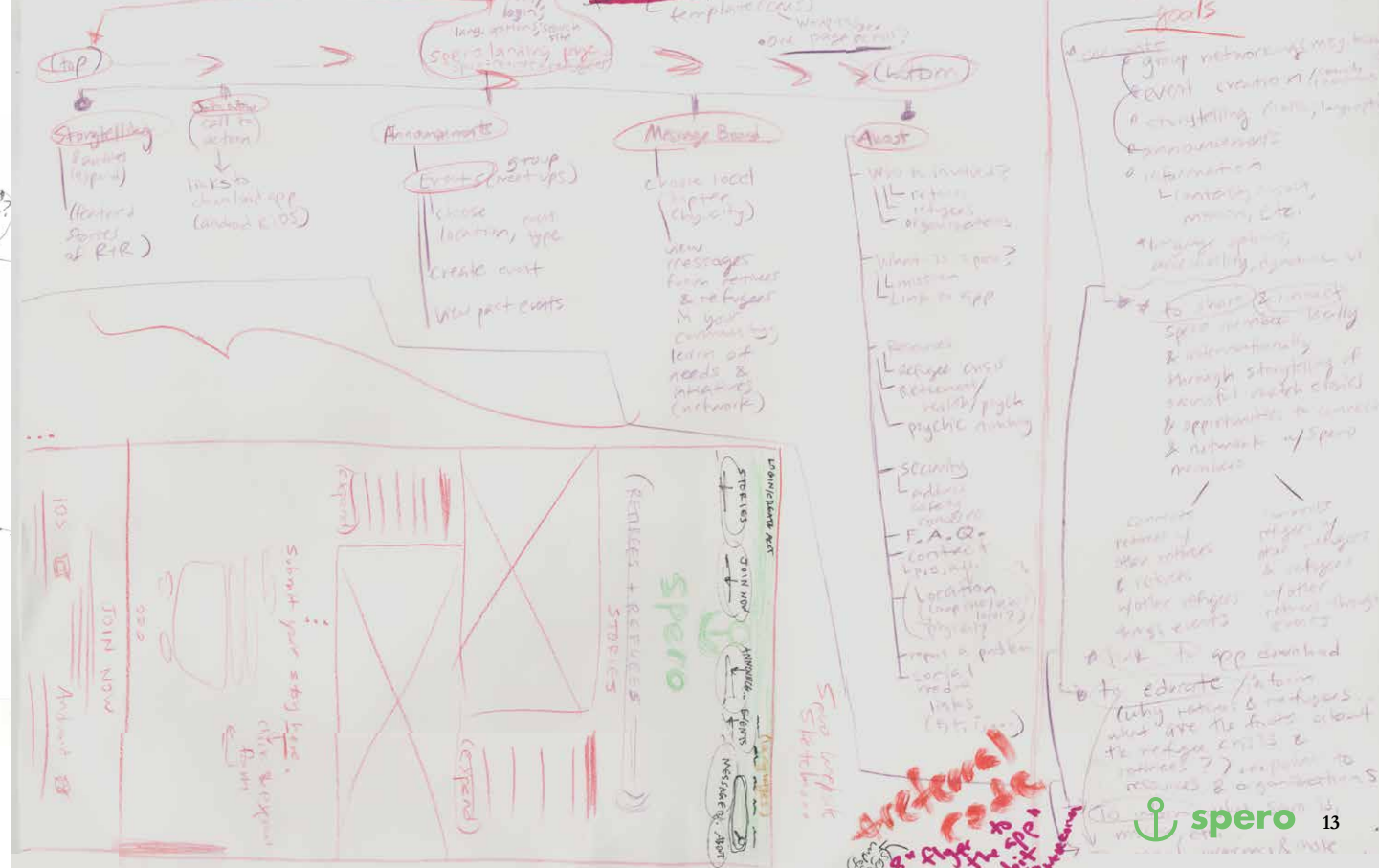
Ayah's journey

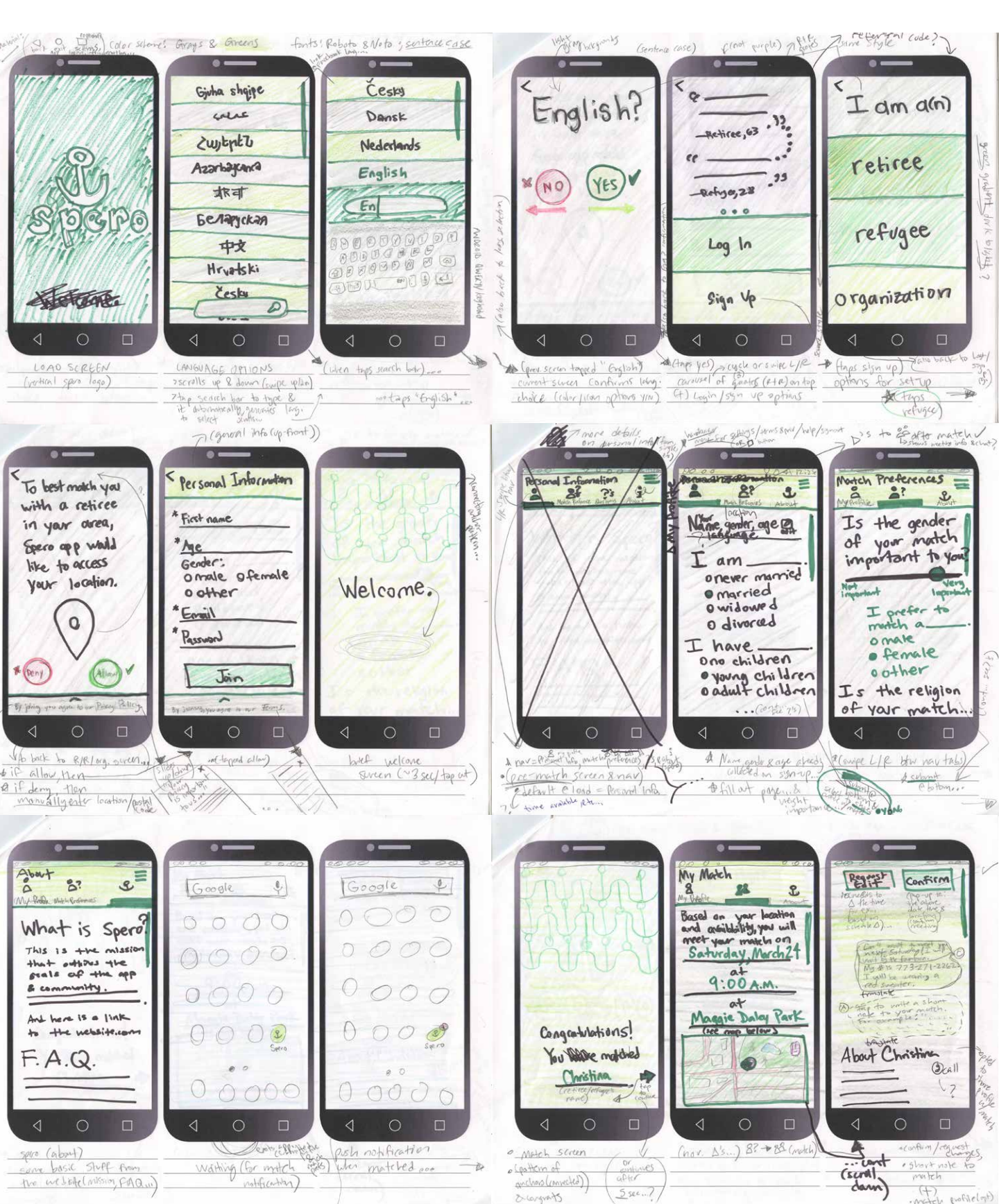


Christina's journey



SITEMAP (IA design)





MOCK-UP SPERO AD & REFERRAL CODE (example, as seen in AARP magazine)



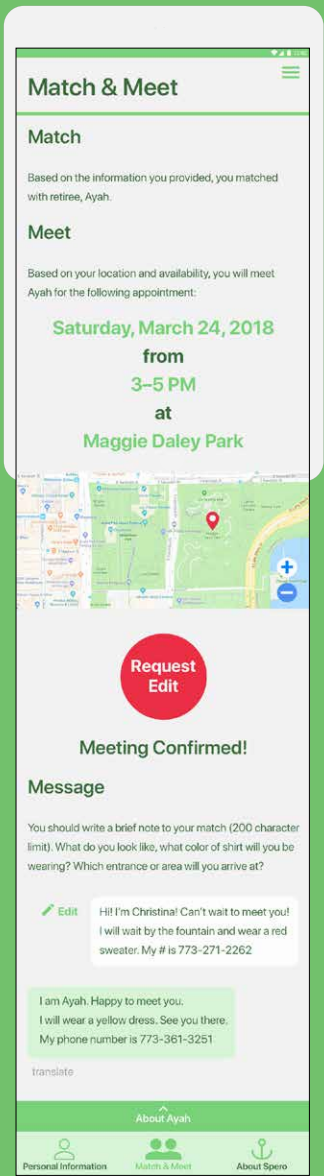
retirees + refugees

JOIN TODAY!

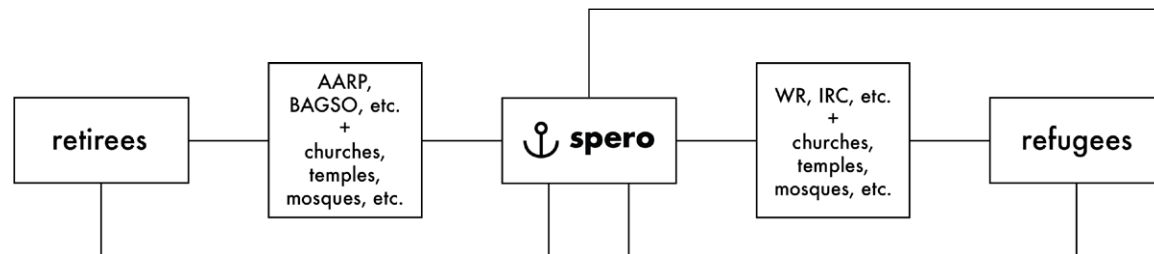
Spero: a welcoming community for retirees & refugees

Looking for a worthwhile way to spend your time while helping others?

- Match and meet up with a refugee in your local area by joining the Spero community today!
- Download the Spero app from the app store.
- Visit sperocomm.org for more information.
- For your safety, we have a simple screening process and referral code required to join the system.
- Please call 1-800-000-0000 today to get your referral code so you can join the app and get matched with a refugee in your area! If you don't have access to a tablet or smart phone, we can assist you.



spero



SYSTEM OVERVIEW

Spero is a global platform that connects retirees and refugees locally based on their needs and skills. The movement employs actors from retiree, refugee, and religious organizational sectors. From the retiree sector, Spero requires participation from organizations like AARP (American Association of Retired Persons) and BAGSO (Germany's federal association of senior organizations). From the refugee aid sector, Spero requires participation from organizations like WR (World Relief) and the IRC (International Rescue Committee).

IN-APP MATCH SURVEY DESIGN

Personal Information

Name, gender, age, language

I am ☐ never married ☐ married ☐ widowed ☐ divorced

I have ☐ no children ☐ young children ☐ adult children

I have access to a car. ☐ yes ☐ no

I am comfortable with ☐ walking ☐ using public transit ☐ ride sharing services (Uber, Lyft, etc.) ☐ taxi

I am willing to travel _____ miles to meet my match.

My native language is _____

Other languages I am comfortable with _____

I am from _____

Match Preferences

My highest level of education is ☐ PhD or equivalent ☐ Masters ☐ Bachelor ☐ Associate ☐ Trade school ☐ High School ☐ Middle School ☐ Elementary School ☐ other

My degree is for _____ (please type)

I am a(n) _____ (example: professor, Nurse Assistant) please type your job

I want to be a(n) _____ (example: nurse) please type a job

My skills include _____ (example: management, hospitality, baking) type skills. Please separate with commas.

My professional interests include _____ (example: accounting, nursing, design, plumbing) please type specific interests with commas.

I was ☐ born in the USA ☐ an immigrant ☐ a refugee

I have the following dietary needs: ☐ vegetarian ☐ halal ☐ nut allergies ☐ kosher ☐ shellfish allergies ☐ gluten-free ☐ no alcohol ☐ lactose intolerant

Please type hobbies. Separate with commas.

I prefer to match a retiree who is ☐ male ☐ female ☐ other

How important is this to you? ☐ not important ☐ very important

I prefer to match a retiree who is ☐ never married ☐ married ☐ widowed ☐ divorced

How important is this to you? ☐ not important ☐ very important

I prefer to match a retiree who is ☐ nonreligious ☐ Christian ☐ Muslim ☐ Hindu ☐ Buddhist ☐ Sikh ☐ Jewish ☐ Bahai ☐ other

How important is this to you? ☐ not important ☐ very important

I prefer to match a retiree who was ☐ born in the USA ☐ an immigrant ☐ a refugee

How important is this to you? ☐ not important ☐ very important

I prefer to match a retiree who speaks ☐ English ☐ another language ☐ both ☐ either

How important is this to you? ☐ not important ☐ very important

I prefer to match a retiree who is ☐ straight ☐ LGBTQ+ ☐ other

How important is this to you? ☐ not important ☐ very important

I prefer to match someone with similar interests. (rephrase)

I have hobbies. (rephrase)

Is the ethnicity level of your match important to you?

Is it important that your match has young children?

Is the age of your match important to you?

I prefer to match a retiree from _____

IN-APP MATCH SCENARIO (based on surveys from personas, (p. 8–9) Ayah & Christina)

refugee, mobile Android

retiree, iPad

matching

Retirees and refugees are matched based on their responses to these in-app surveys. The minimal requirements for matches to form are mutual availability and location (specified while onboarding). However, if users specify “very important” for a match preference, then the match must meet those qualifications.

typeface used

Roboto (material)

typeface used

SF Pro Display (San Francisco, iOS)

Personal Information

Personal Information

Match Preferences

About Spero

Ayah, 34, female

location: Chicago, IL language: English

I am

never married

married

widowed

divorced

I have

no children

young children

adult children

I am

non-religious

Christian

Muslim

Hindu

Buddhist

Sikh

Jewish

Bahai

Taoist

other

I am

heterosexual

LGBTQ+

I am from

Syria

My highest level of education is:

PhD or equivalent

Master's

Bachelor's

Associate's

Trade School

High School

Middle School

Elementary School

other

My hobbies are:

flower arranging, cooking, embroidery

Please type hobbies. Separate by commas (Example: hiking, watching soccer, cooking)

My professional interests are:

management, marketing, baking

Please type professional interests. (Example: accounting, nursing, plumbing)

I have access to a car.

do

do not

I can travel miles to meet my match.

1-5

1-10

1-20

1-30

1-40

1-50

I am comfortable with...

walking

public transit (bus/train)

taxis or ride sharing services (Uber, Lyft, etc.)

I am available to meet a retiree match on the following days and times (Please select all your available days and times):

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6-8 AM							
8-10 AM							
10-11 AM							
12-1 PM							
1-3 PM							
3-5 PM							
5-7 PM							
7-9 PM							
9-10 PM							

May we share this information with your match?

Allow

Deny

Submit

Match Preferences

Personal Information

Match Preferences

About Spero

How important is the gender of your match?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a retiree.

male

female

other

How important is the relationship status of your match?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a retiree who is

never married

married

widowed

divorced

How important is the religion of your match?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a retiree who completed or higher.

PhD or equivalent

Master's

Bachelor's

Associate's

Trade School

High School

Middle School

Elementary School

other

How important is it that your match be born in the USA?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a retiree who was

born in the USA

an immigrant

a refugee

How important is it that your match speak a certain language?

NOT IMPORTANT

VERY IMPORTANT

Submit

How important is it that your match be straight or LGBTQ+?

NOT IMPORTANT

VERY IMPORTANT

How important is it that your match shares similar hobbies?

NOT IMPORTANT

VERY IMPORTANT

How important is it that your match shares similar professional interests?

NOT IMPORTANT

VERY IMPORTANT

How important is the education level of your match?

NOT IMPORTANT

VERY IMPORTANT

How important is the age of your match?

NOT IMPORTANT

VERY IMPORTANT

Submit

Personal Information

Christina, 68, female

location: Chicago, IL

language: English

I am

never married

married

widowed

divorced

I have

no children

young children

adult children

I am

non-religious

Christian

Muslim

Hindu

Buddhist

Sikh

Jewish

Bahai

Taoist

other

I am

heterosexual

LGBTQ+

I am from

St. Paul, MN, USA

I was

born in the USA

an immigrant

a refugee

My highest level of education is:

PhD or equivalent

Master's

Bachelor's

Associate's

Trade school

High School

Middle School

Elementary School

other

My hobbies are:

tennis, walking, flower arranging

Please type hobbies. Separate by commas.(Example: hiking, watching soccer, cooking)

My professional interests are:

teaching, US History

Please type professional interests. (Example: accounting, nursing, plumbing)

I have access to a car.

do

do not

I can travel miles to meet up with my match.

1-5

1-10

1-20

1-30

1-40

1-50

I am comfortable with...

walking

public transit (bus/train)

taxis or ride sharing services (Uber, Lyft, etc.)

I am available to meet a retiree match on the following days and times (Please select all your available days and times):

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6-8 AM							
8-10 AM							
10-11 AM							
12-1 PM							
1-3 PM							
3-5 PM							
5-7 PM							
7-9 PM							
9-10 PM							

May we share this information with your match?

Allow

Deny

Submit

Match Preferences

How important is the gender of your Spero match?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a refugee.

male

female

other

How important is the relationship status of your Spero match?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a refugee who is

never married

married

widowed

divorced

How important is the religion of your Spero match?

NOT IMPORTANT

VERY IMPORTANT

How important is the nationality of your match?

NOT IMPORTANT

VERY IMPORTANT

How important is it that your match speak a certain language?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a refugee who speaks

English *(my selected language)

other

How important is it that your match be heterosexual or LGBTQ+?

NOT IMPORTANT

VERY IMPORTANT

Submit

How important is it that your match has young children?

NOT IMPORTANT

VERY IMPORTANT

How important is it that your match shares similar hobbies?

NOT IMPORTANT

VERY IMPORTANT

How important is it that your match shares similar professional interests?

NOT IMPORTANT

VERY IMPORTANT

How important is the education level of your match?

NOT IMPORTANT

VERY IMPORTANT

I prefer to match a refugee who completed or higher.

PhD or equivalent

Master's

Bachelor's

Associate's

Trade School

High School

Middle School

Elementary School

other

How important is the age of your Spero match?

NOT IMPORTANT

VERY IMPORTANT

Submit

Full material and iOS app demos are on display at the exhibition and at:

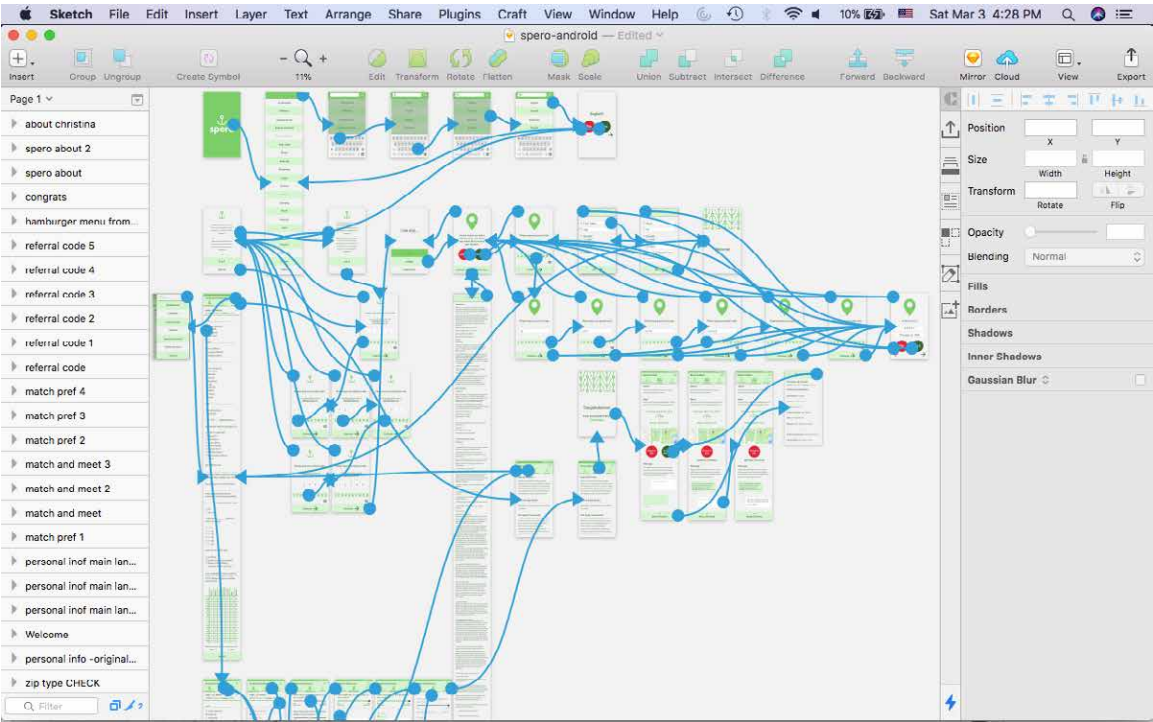
http://christinasinger.com/portfolio/mfa

software used

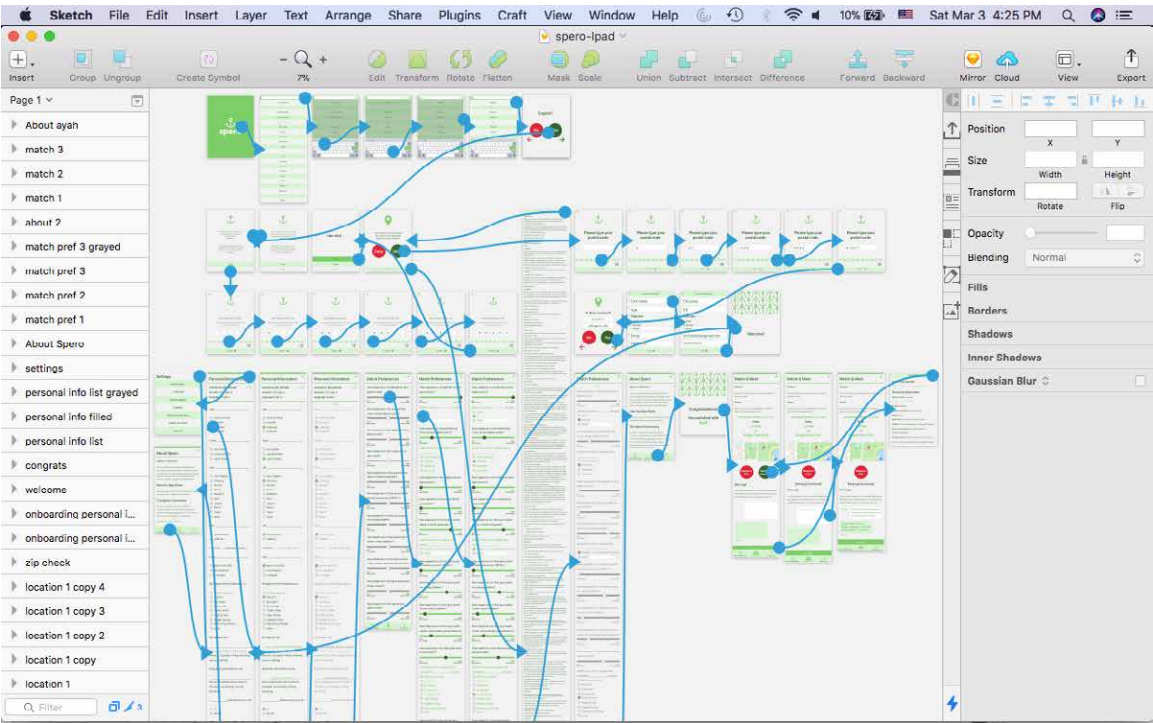
Sketch + Craft & InVision for prototyping, and QuickTime screen recording of InVision prototype for demo videos; VLC app to loop demos

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SKETCH + CRAFT FILE VIEW (ANDROID, MOBILE)

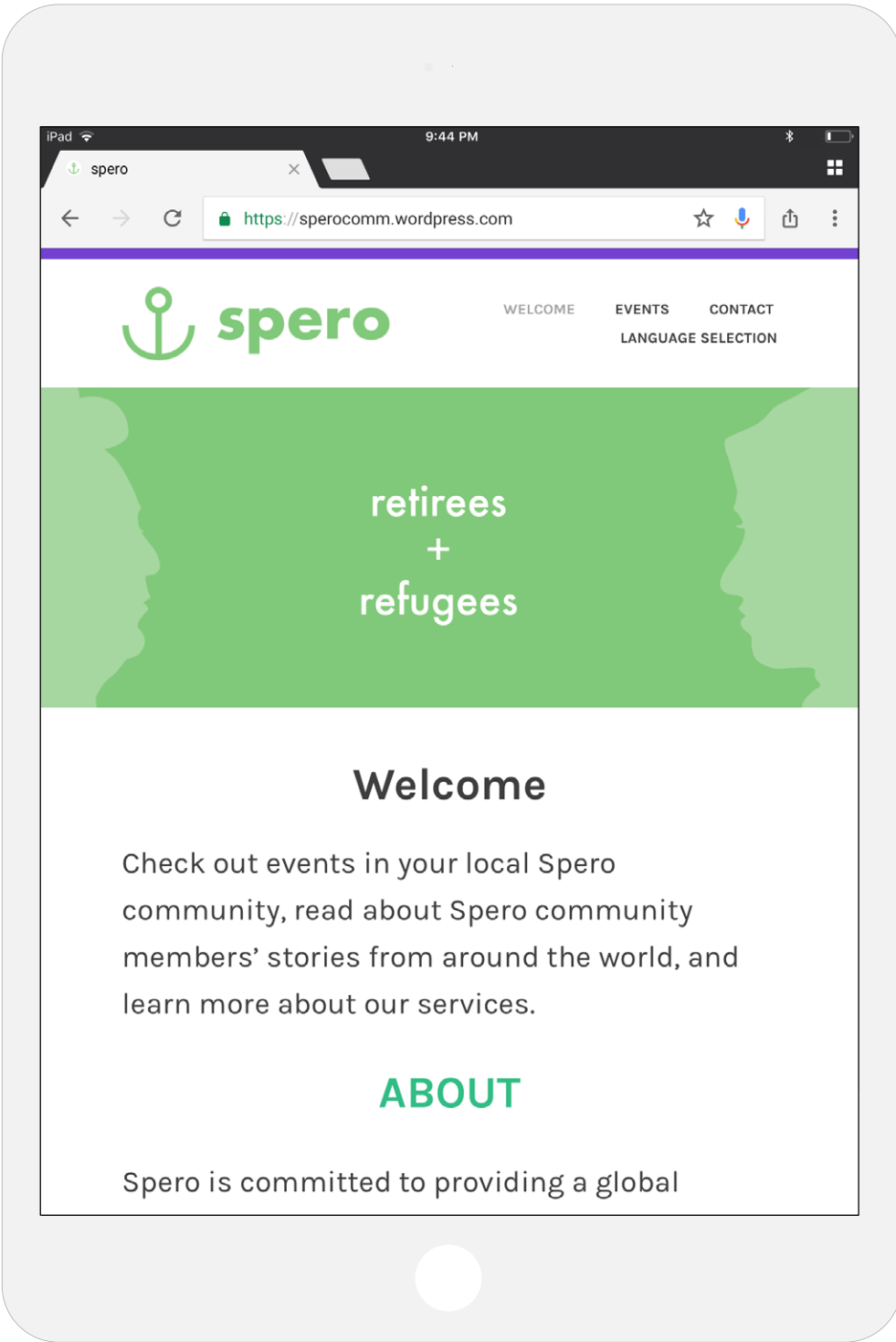


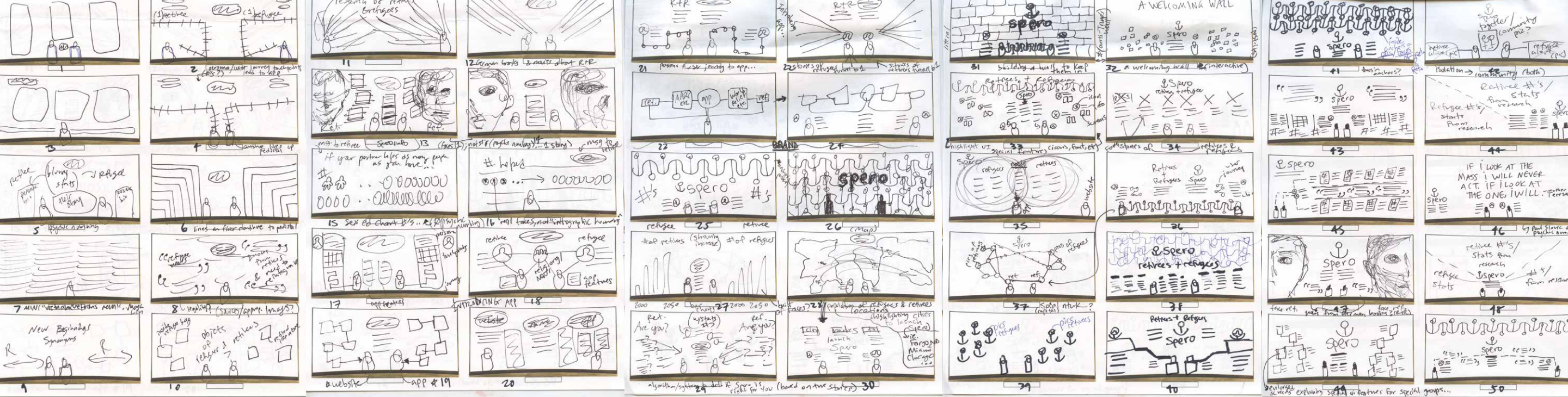
SKETCH + CRAFT FILE VIEW (iOS, iPad)



WEBSITE MOCK-UP

www.sperocomm.wordpress.com (built with Karuna, a Wordpress template)





wall graphic mock-up

After several sketches and digital iterations of the wall graphic, and with the assistance of Arabic, Spanish, and Korean translators, this display serves as an introduction of Spero to the public and a call-to-action for potential users to join Spero. The display, with interfaces included, would be placed at retirement and refugee centers around the world. The wall graphic has one statistic to represent retirees and one to represent refugees, one quote from both people featured here (based on personas, p. 8–9), a description of Spero, and a quote from Mother Teresa that addresses “psychic numbing,” as psychologist Paul Slovic describes in his research on why people can only respond to “the one” and not the masses.

STATS

report, the number
que la cantidad

마르틴, 65 세

المرجعي للسكان

QUOTES

seem to understand
nuestra familia

식사 하며

التغذية على وجبات


HEADLINES AND MAIN BODY

ONE AYAH CHICAGO

global platform

VISUAL ETHNOGRAPHIC RESEARCH

Objects that we interact with can tell us a lot about our needs and values. For example, the International Rescue Committee gathered information on what refugees carry in their bags, from technology to toothpaste. Studying objects that users interact with allows designers to effectively design for them. I collected objects from a retiree's daily life and noted observations in the following visual diary.



SUDOKU by Kresly Dool

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VISUAL RESEARCH (Pinterest boards)

branding: <https://pin.it/ujkujtvgdgj>
exhibit display: <https://pin.it/2uz6q62di5basz>
refugees: <https://pin.it/uapqmgob5yiyza>
retirees: <https://pin.it/inw2h2folqyrzg>
ux/ui: <https://pin.it/ryduocvpjdx3u5>

MY STUDIO SPACE



The global population of refugees is growing in unprecedented numbers. As the baby boomer generation ages, the world braces for the largest population of retirees in history. By examining the needs of these diverse groups, it is clear to see that willing retirees and refugees are capable of developing reciprocal relationships. There is evidence of these relationships forming around the world (p. 3).

For many retirees, the need to matter is critical to their psychological state of wellbeing. As refugees integrate into a new country, they need social capital, language practice, and assistance navigating the bureaucracy that retirees have successfully navigated their entire lives.

Spero users are intergenerational and culturally diverse, requiring special features in the app interface design. Retiree + refugee match scenarios are based on the personas that I created (p. 8–11).

This book is for display with the Spero exhibition, an MFA showcase, in the University Galleries at the University of Florida from March 20–30, 2018.
The purpose of this book is to teach the public about the design process.



In honor of my deepest inspiration and those who
launched the original Sanctuary Movement in the 1980's:
**"When a stranger sojourns with you in your land, you shall not
do him wrong. You shall treat the stranger who sojourns with you
as the native among you, and you shall love him as yourself, for
you were strangers in the land of Egypt: I am the Lord your God."**
Leviticus 19:33–34 (ESV)