



e-immigrate Case Study

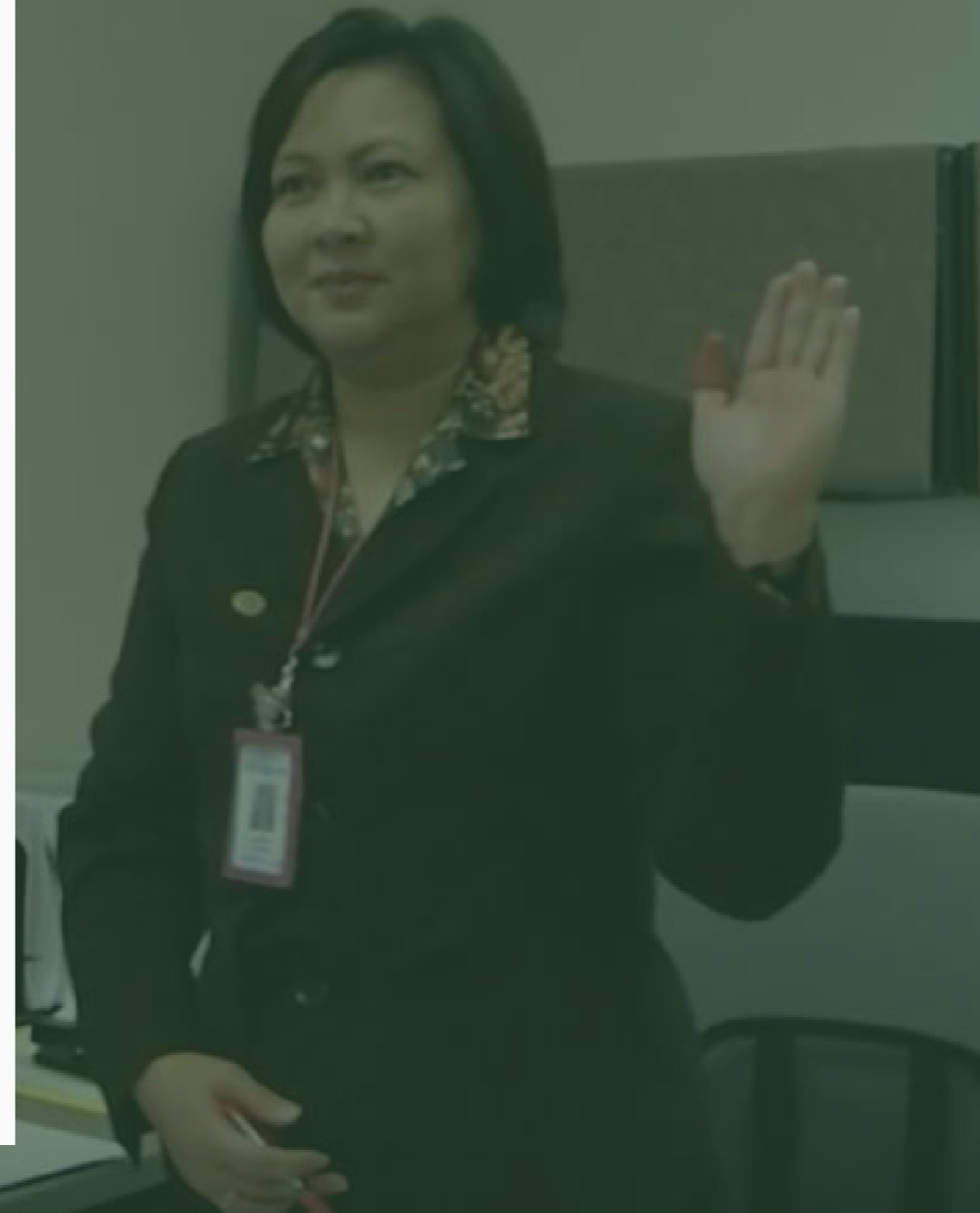
**Connecting permanent residents
with a pathway to citizenship**

IMAGINE...

You are a **permanent resident** who wants to apply for US citizenship.

You are **one of many** to reach out to the nonprofit e-Immigrate for guidance.

Your first step is to complete a **survey to see if you qualify...**



TIMELINE

4 weeks

ROLE

UX Researcher

CONTEXT

To filter the volume of applicants, the stakeholder, e-Immigrate, wanted to vet potential citizenship applicants with a survey.

My task was to **conduct usability tests** to evaluate if immigrants could **complete the survey with limited friction**.

PRIMARY GOAL

Identify pain points applicants face when completing the vetting survey.

KEY HEURISTICS

Comprehension

The users must understand the survey questions for e-Immigrate to properly vet them.

Ease of Use

By making the survey easier, we ensure that more users will complete it successfully.

HYPOTHESIS #1: COMPREHENSION

From my experience in **survey design**, I hypothesized **vague terms** and **double-barreled questions** would confuse users.

▶ Screening Questions

Have you ever been a habitual alcoholic, involved with drugs, etc? *

Yes

No



HYPOTHESIS #2: EASE OF USE

From **accessibility** conventions, I hypothesized that **lightweight font, low character spacing** and **short button margins** would add friction.

Original CTAs

Continue

Go To Step 1

Complete Questionnaire

16px

8px

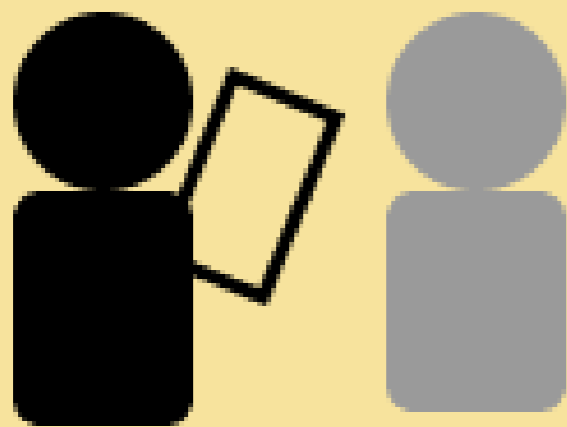
Accessible CTA

Complete Questionnaire

20px

40px

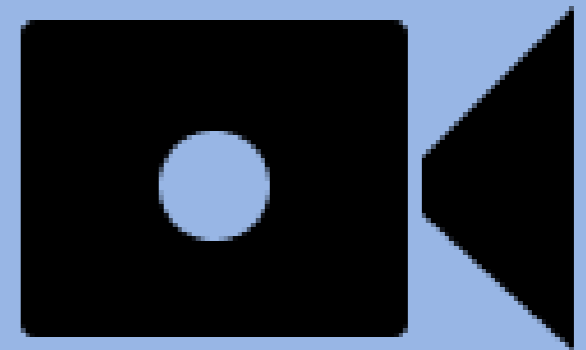
5 USABILITY TESTS



MODERATED



30 MIN



VIA ZOOM

PARTICIPANTS

*Since this was a volunteer project for a nonprofit with limited resources, we relied on a convenient sample of immigrants I had already built a relationship with who were able to participate in the tests as unpaid volunteers.



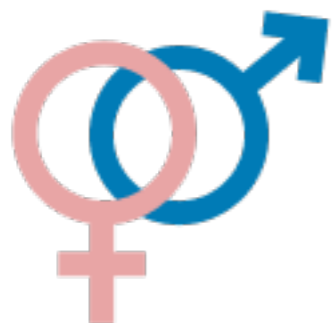
US IMMIGRANTS

Native English speakers
who live in the USA



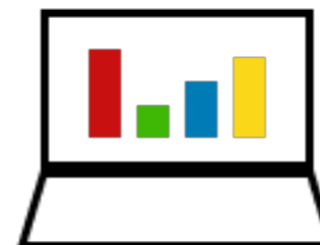
AGES 30-70

41 = median age of
naturalized US citizens



3 FEMALE/ 2 MALE

Equal gender ratio



VARIABLE TECH SAVVINESS

For a range of feedback



**BOTH HYPOTHESES
SUPPORTED**

**However, usability test results
also revealed additional pain
points I had overlooked:**

EVEN “BASIC INFO” QUESTIONS STUMPED USERS

▶ Basic Information

Full Name *

Enter full name

*“I have 4 names. Is there space to put all of them?
Has [e-Immigrate] worked with us before?”*

- Latino Tester

Let's make sure can participate workshop

Answer up to 3 questions and find out if

▶ Question 3

Are you still married to that U.S. citizen?*

Yes

No

Submit

**HUGE
HEADINGS
DISTRACTED
FROM
SURVEY**

"If you want me to do the survey, why are the questions so small and the title so big?"

- Senior Citizen Tester

IMPACT

The below recommendations helped e-Immigrate decrease completion time by launch.

Product Suggestions	Pain Level (1-5)
Define "habitual alcoholic" in more concrete terms.	4
Define "drugs." Illegal drugs only? Does it include THC in states where legal?	4
Does "Full Name" include all middle names? Legal names only?	3
Decrease heading sizes.	3
Increase question size.	3