# interaction 19 | Social Experiments

Yuxin Cheng | 02.07.2019

### BACKGROUND

#### The Team

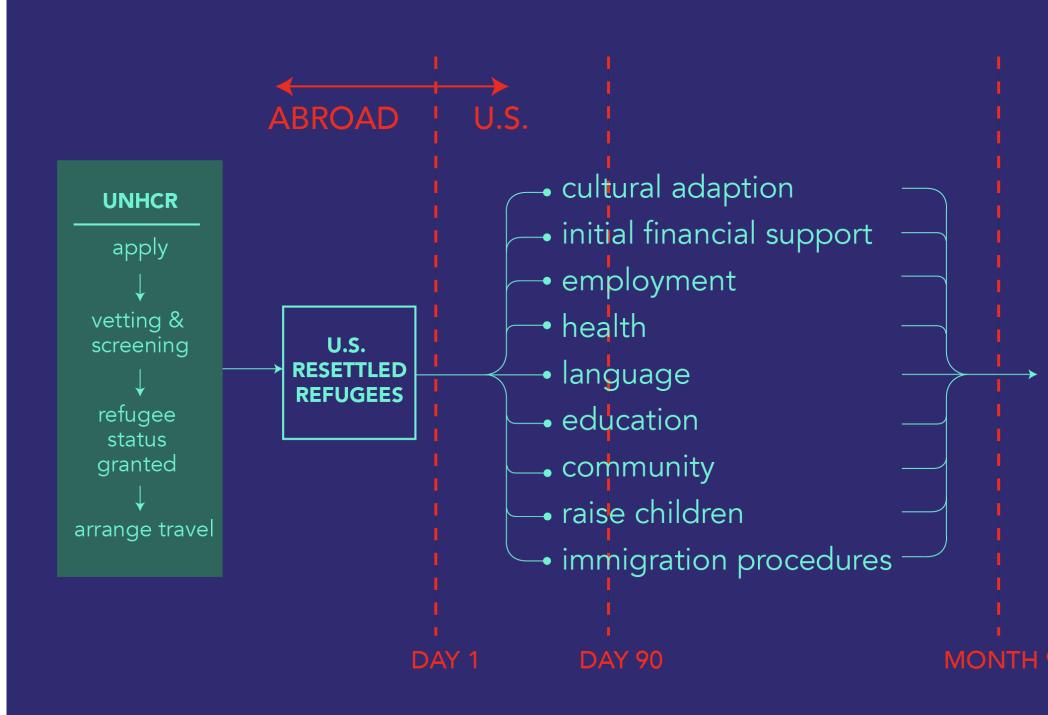
**The Airbel Center** is the innovation team at the International Rescue Committee, developing products, services, and systems to improve humanitarian response creating lasting impact for people affected by conflict and crisis.





#### **The International Rescue Committee**

helps people whose lives and livelihoods are shattered by conflict and disaster to survive, recover and regain control of their future.



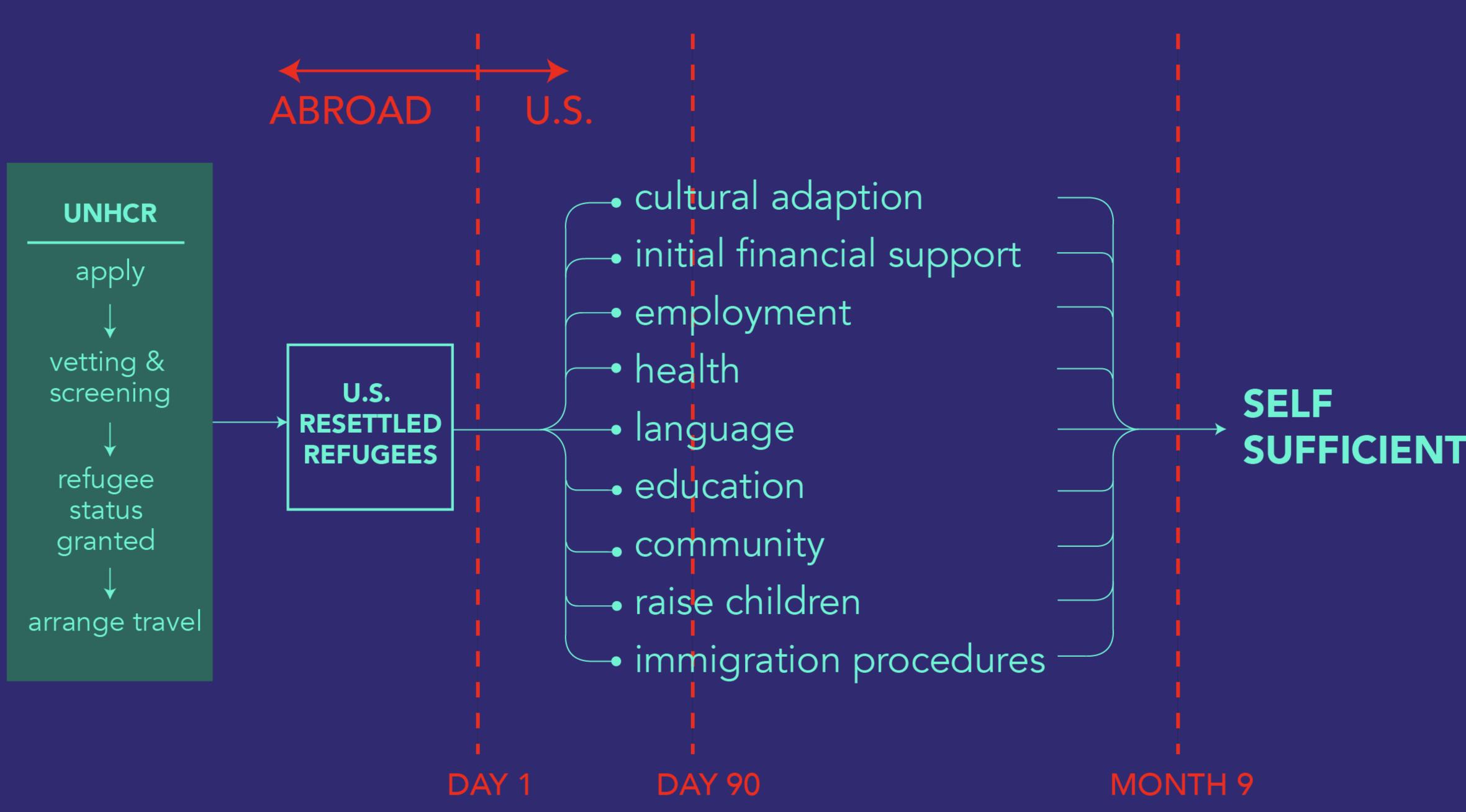
#### SELF SUFFICIENT

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### BACKGROUND

#### The Resettlement Process





### CHALLENGES







### THE PROCESS

### Agile Development

### **Testing and** Improvement



### HMW....

clients?

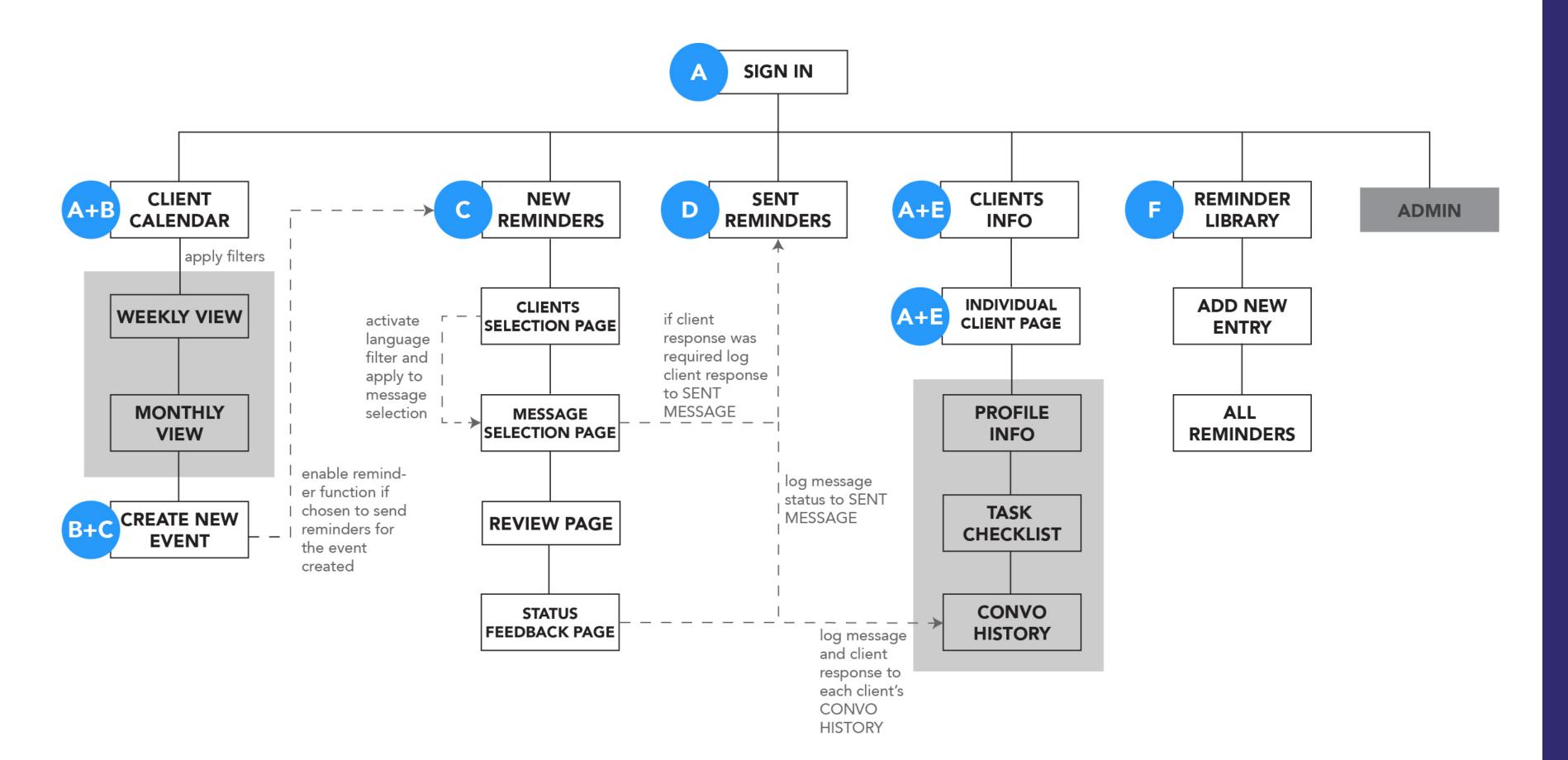
reduce the possibilities of miscommunication and time invested in waiting for responses from different departments?

best solve the obstacles in translation?

### Field Research

### THE PROCESS

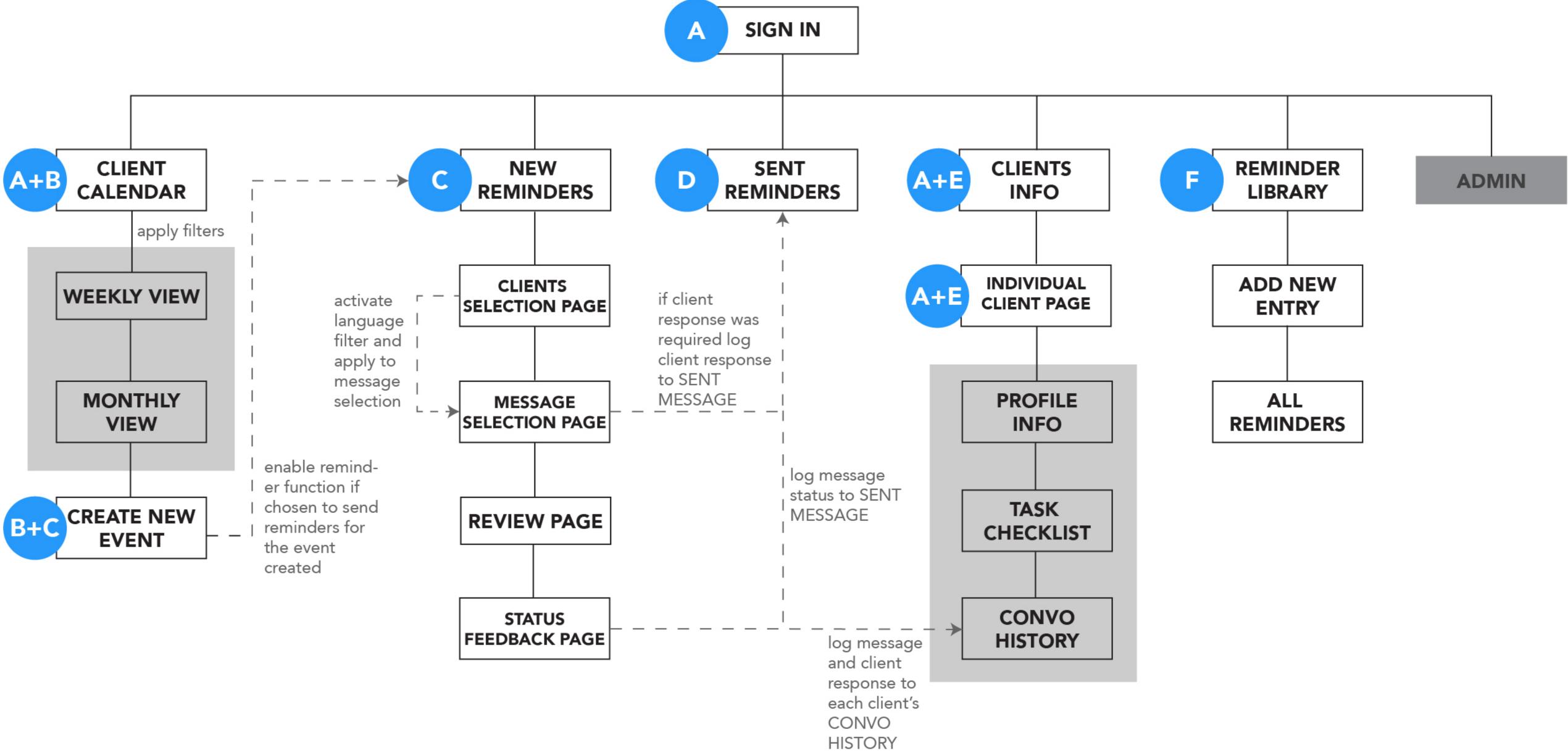
measure the comprehension of the messages received by



#### User Flow





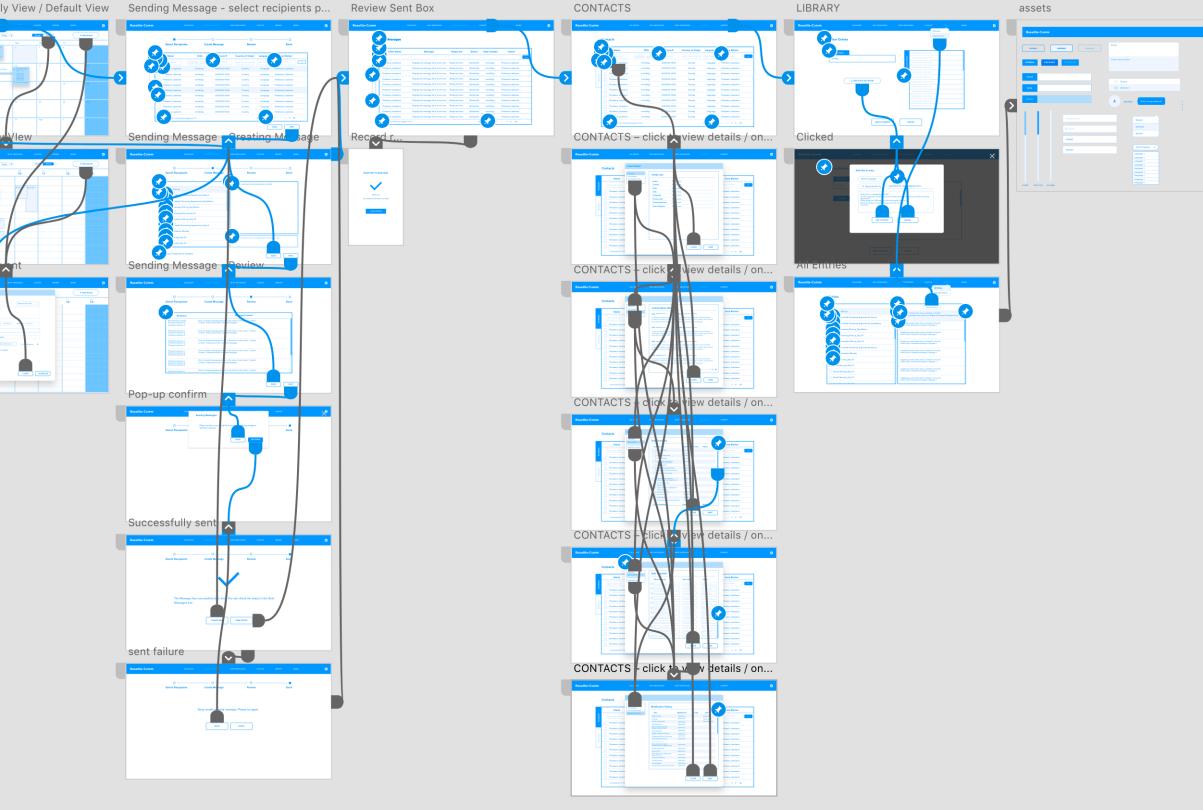


### Minimum Viable Product

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Going Digital			CALENDAR	NEW MESSAGES
Filters O Show my events	Jan 2	0 – 26, 2019		<
Clients Case # Event		Sun 1/20	Mon 1/21	Tue 1/22
Type the client's name	7am			
<ul> <li>Jane Kazane</li> <li>Willy Mbilizi</li> </ul>	8am			
<ul> <li>Abdulrahman Khalaf</li> <li>Jazi Mtair</li> </ul>	9am			
<ul> <li>Rumaieh Al Mtair</li> <li>Maximain Gamando</li> </ul>	10am			
Ammar Khalaf     Osee Mutegeka	11am			
Dieudonne Mpungwe	12pm			
Rasoul Shahidi     Mohamed Alareed	1pm			
O Mohammad Khalili	2pm			
APPLY CLEAR	3pm			
Current Filters	4pm			
Event types All types	5pm			
	6pm			
	7pm			
	8pm			
	9pm			

	SEN	IT MESSAGES	CLIE	NTS	LIBRARY			
	Today		month	week	$\subset$	New Event	)	
2		Wed 1/23		Thu 1/24		Fri 1/25		Sat 1/26



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	Today		month	week	$\subset$	New Event	)	
2		Wed 1/23		Thu 1/24		Fri 1/25		Sat 1/26



11:03 🗸



### Minimum Viable Product

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If no: https:// qaresettlecom.rescue.org/ 51208



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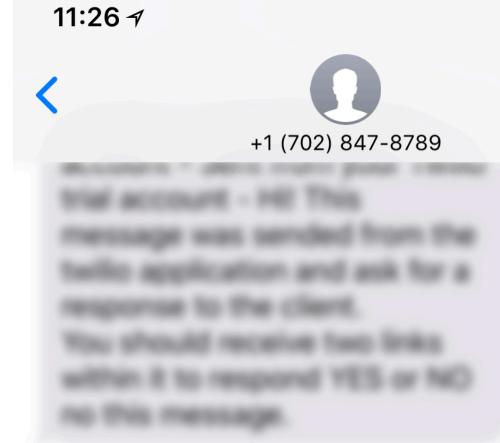


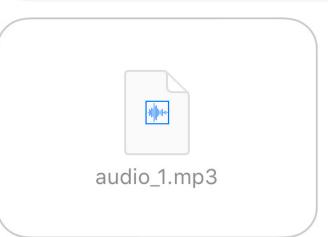
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audio\_1.mp3

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Sent from your Twilio trial account - Sent from your Twilio trial account - هذه رسالة IRC.

سيقوم أحد موظفي IRC باصطحابك وعائلتك صباح الغد بين الساعة <u>7:30</u> و <u>8:30</u> في اتجاه الدخول الخاص بك. لن يتم تقديم الغداء من قبل IRC. يرجى إحضار الغداء لك ولعائلتك. خطط لتكون في IRC من <u>8:00</u> حتى خطط لتكون في IRC من <u>03:00</u> حتى يرجى أن تكون مستيقظًا ومستعدًا لمغادرة منزلك غدًا من <u>7:30</u> صباحًا حتى <u>8:30</u> صباحًا. Mello Everyone - Hello Everyone!











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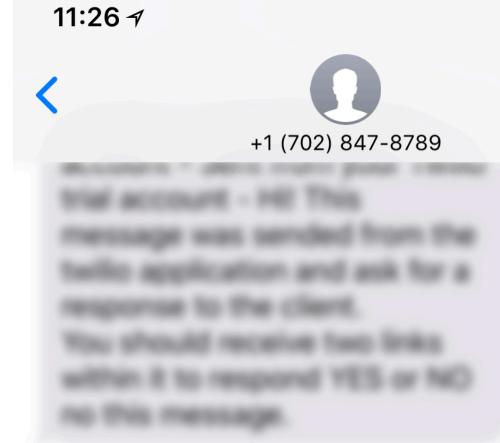


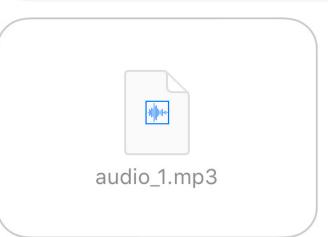
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## THE OUTCOME

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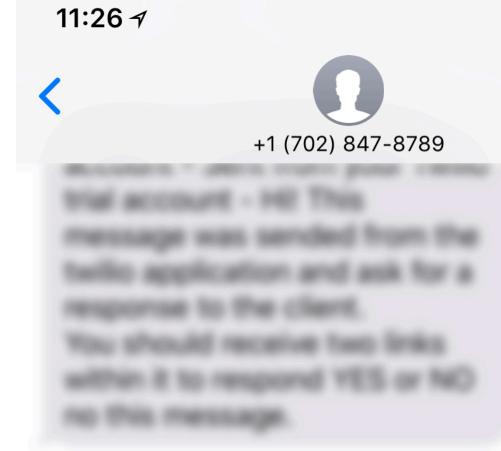
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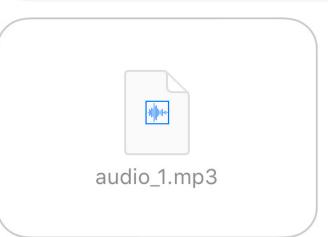
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audio\_1.mp3

+1 (702) 847-8789





Sent from your Twilio trial account - Sent from your Twilio trial account - هذه رسالة IRC.

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#### Minimum Viable Product

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#### **Audio Message**

audio\_1.mp3

+1 (702) 847-8789

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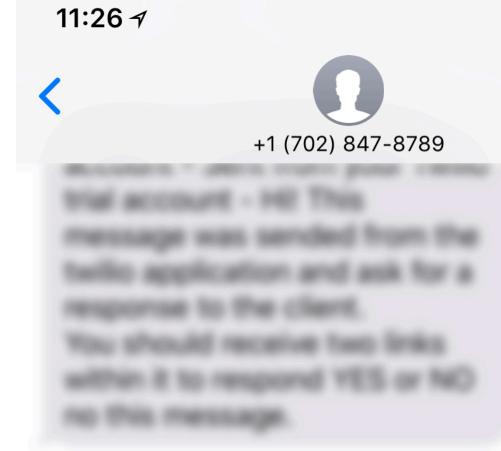
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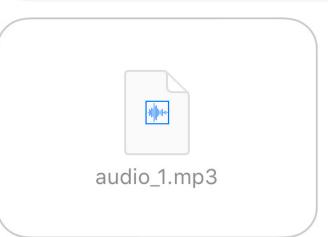


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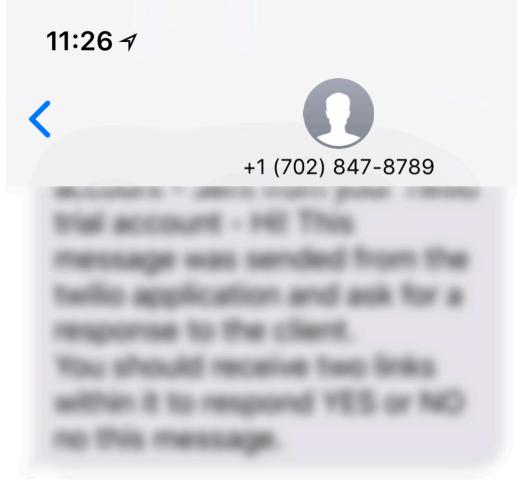


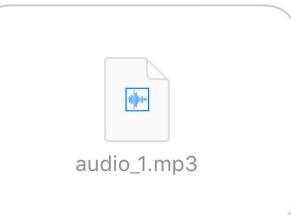


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	Text Message	







Sent from your Twilio trial account - Sent from your Twilio trial account - مرحبا ، هذه رسالة .IRC من

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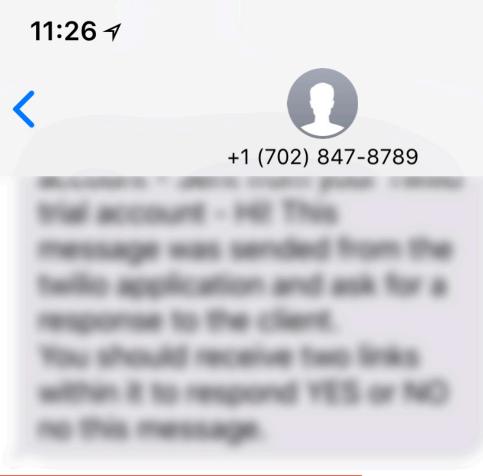


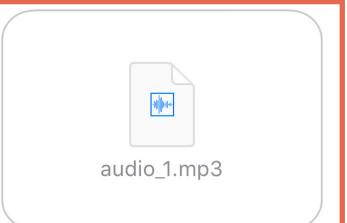


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Text Message

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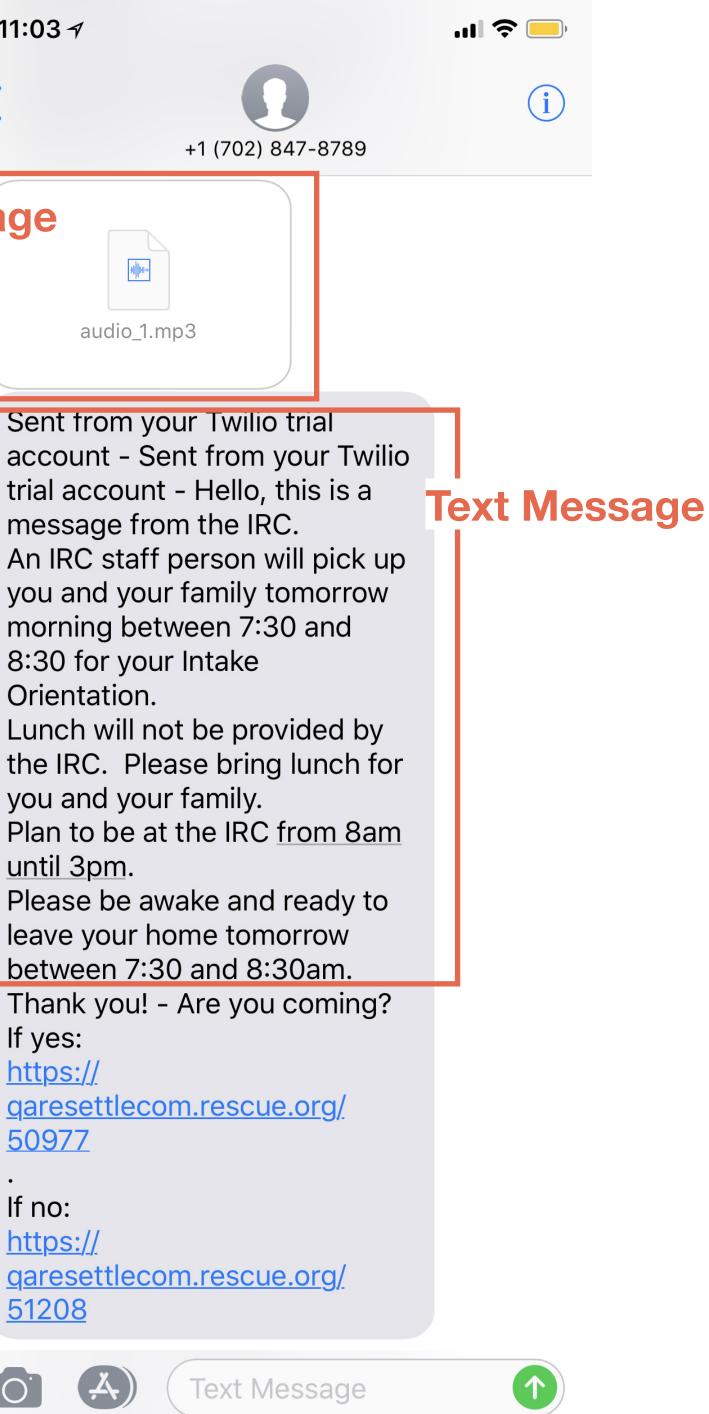
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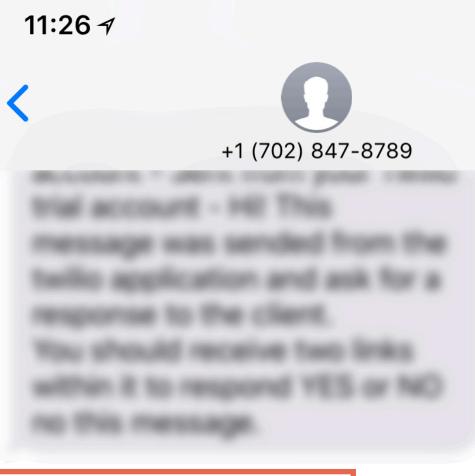
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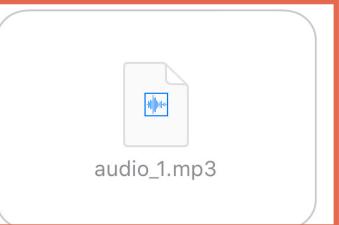
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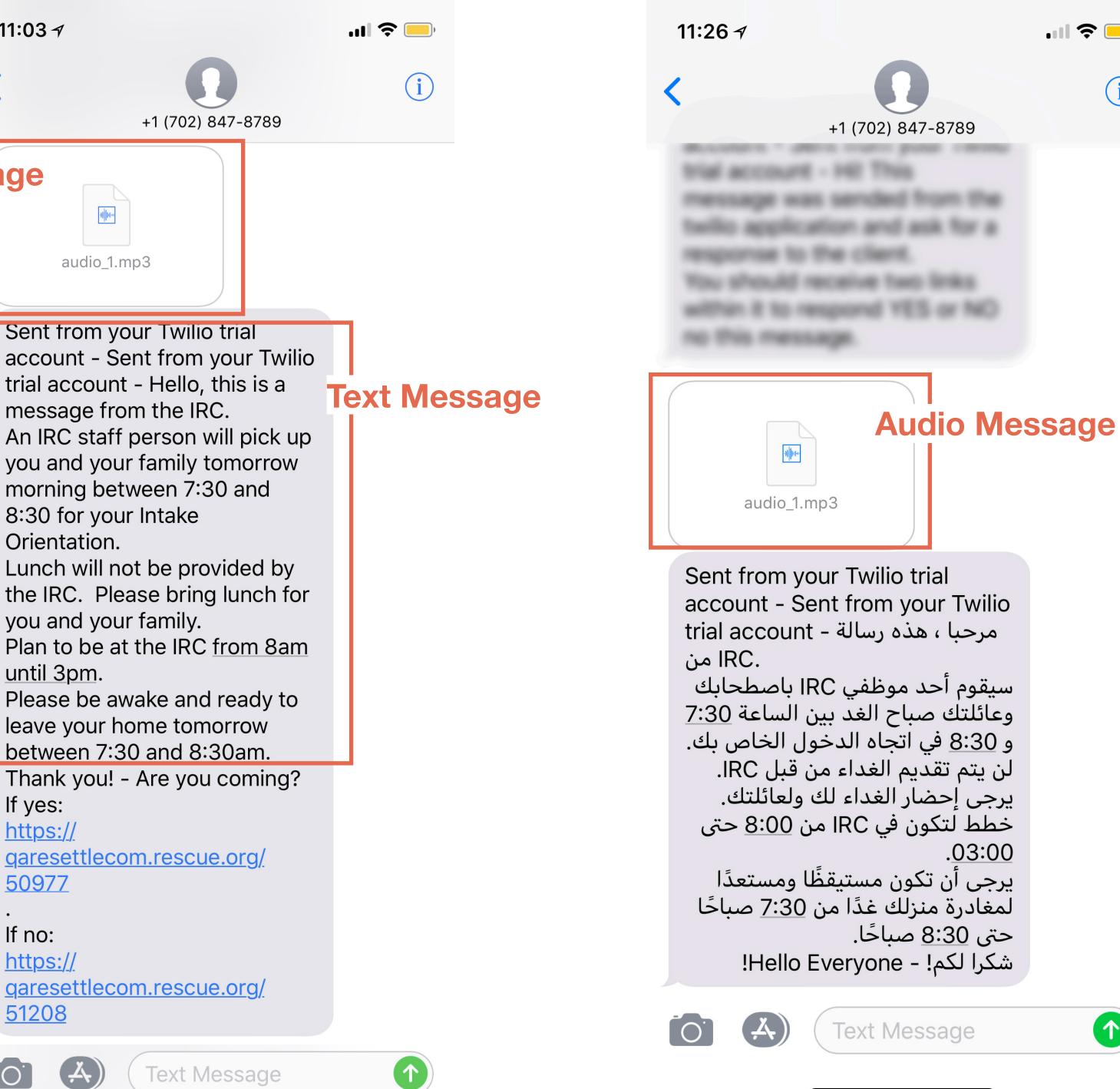
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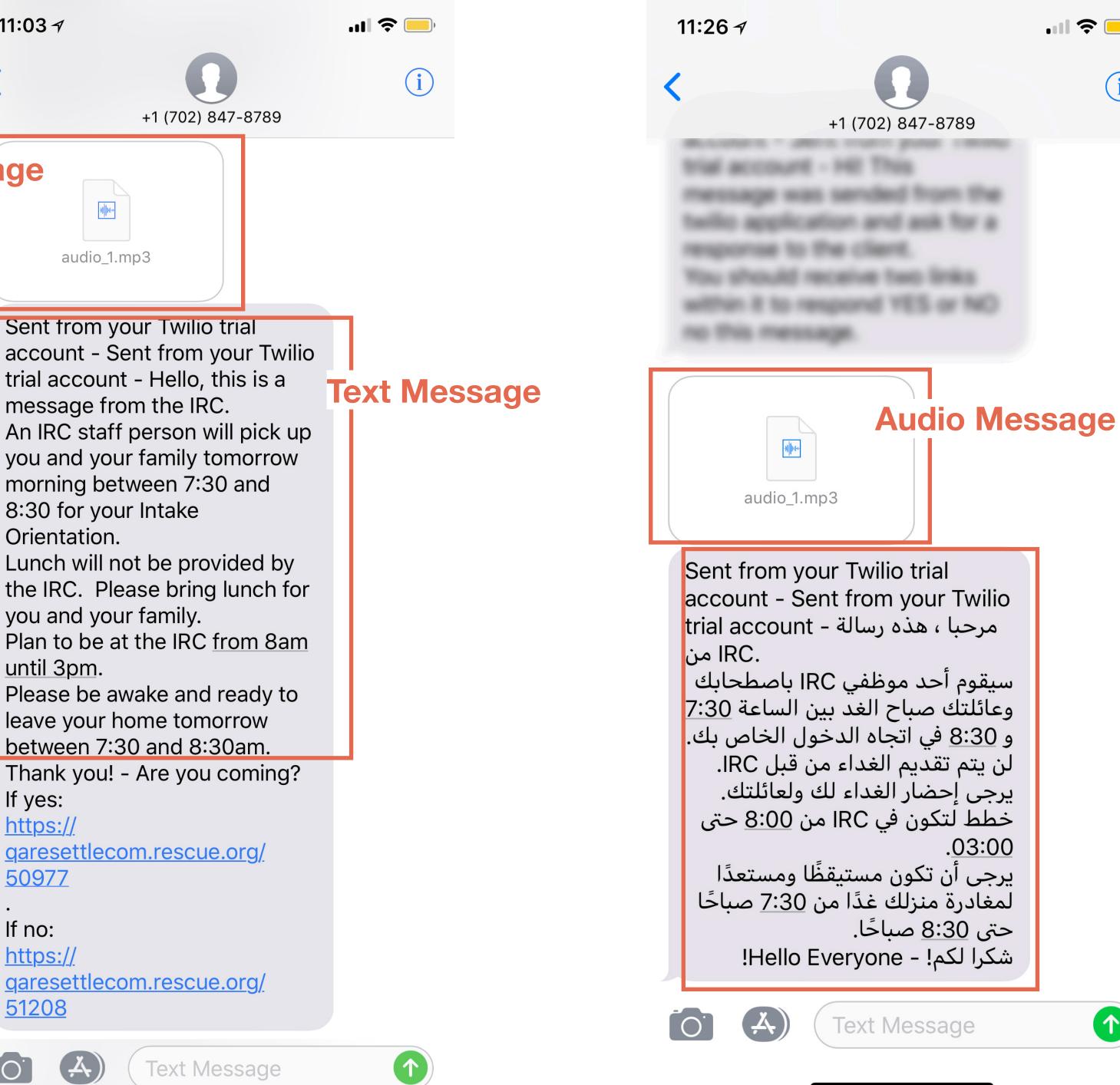
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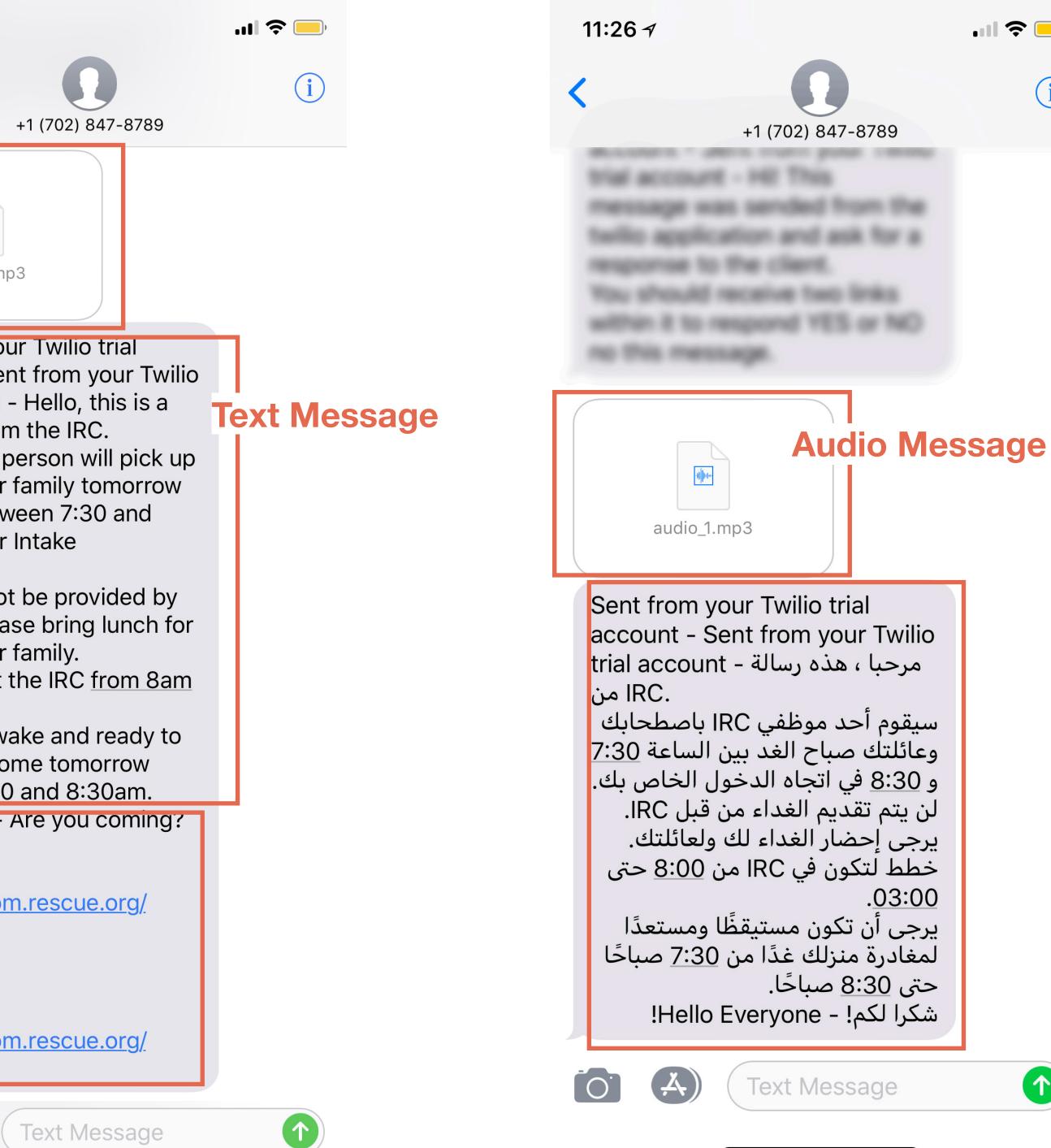




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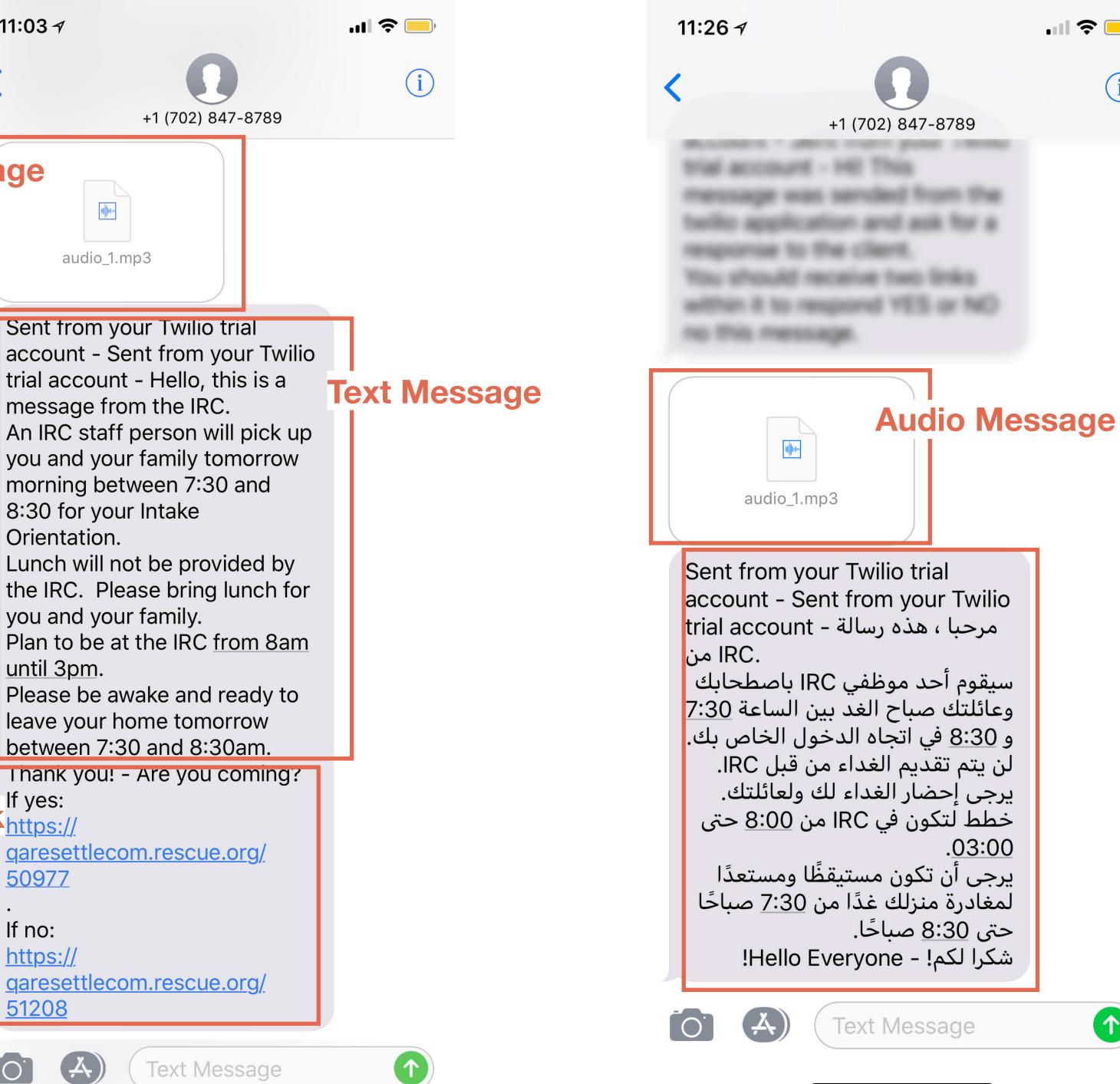






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11:03 1 **Audio Message** audio\_1.mp3 Sent from your Twilio trial message from the IRC. 8:30 for your Intake Orientation. you and your family. until 3pm. Response Link https:// garesettlecom.rescue.org/ <u>50977</u> If no: https:// garesettlecom.rescue.org/ <u>51208</u>  $(\cancel{A})$  $\bigcirc$ 



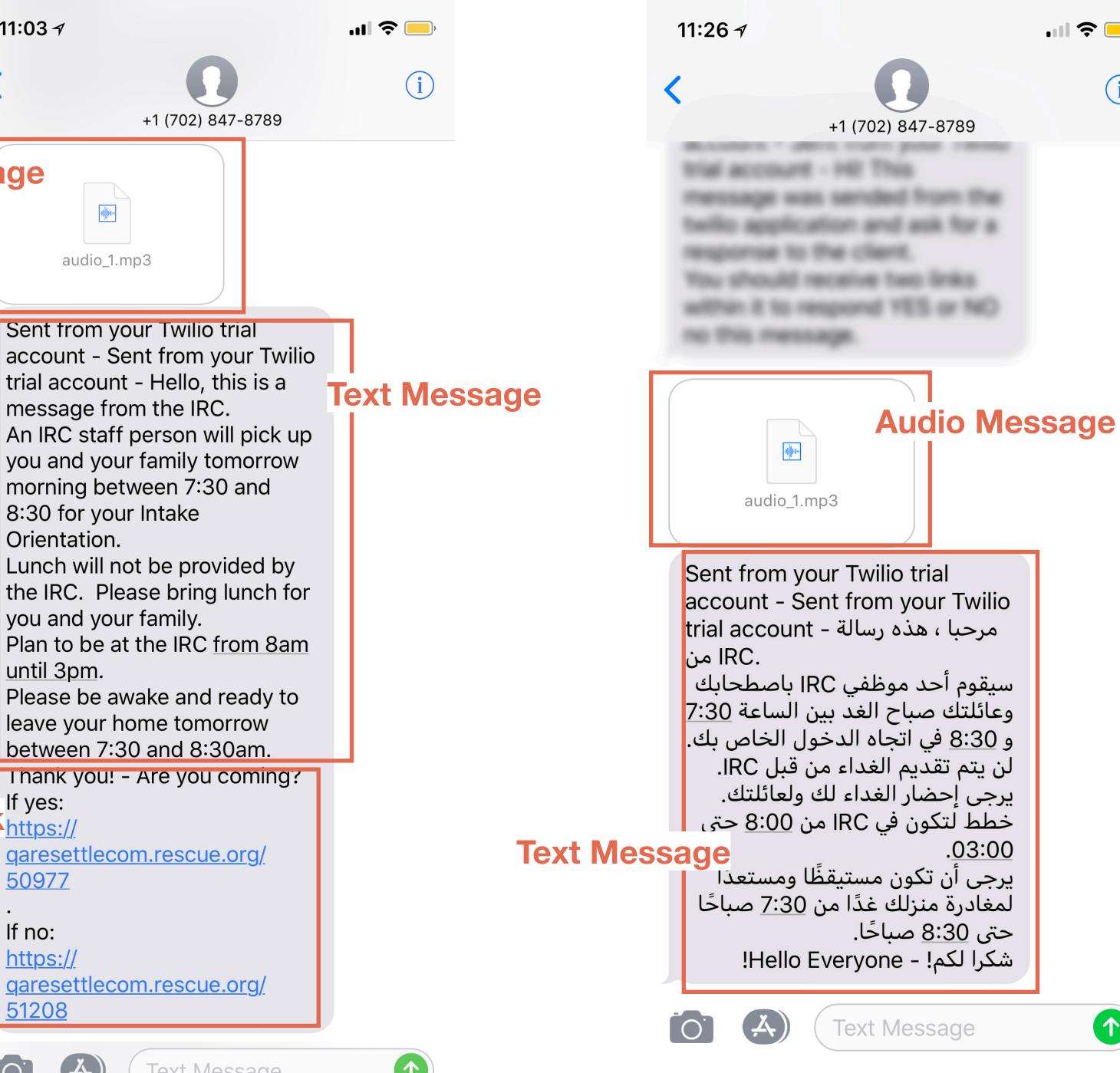






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