

J-1 Visa System

UX Design Case Study

J-1 Visa System

Jun 2016- Feb 2018

Background

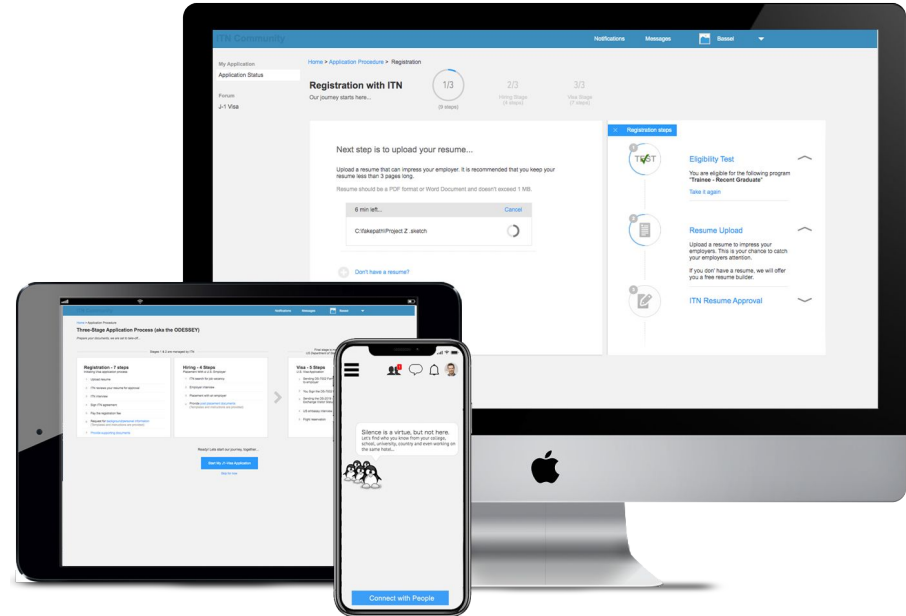
International Trainee Network (ITN) is a cultural exchange organization and the largest provider of J-1 paid luxury hospitality internship and traineeship programs in the US. The J-1 Visa System is about onboarding the students and young professionals from around the world in an international cultural exchange program.

Role(s) Played

- UX Researcher & Interaction Designer
- Prototyping & Testing

Activities Performed

- User Interviews
- Persona
- Wireframes, Usability Testing, and Card Sorting



“

I have worked with Bassel for at least 10 UX UI projects so far for different platforms, his professionalism and expertise have been key to our organization and we will no doubt continue to work with him

”

— François BREBION, Co-founder and CIO at ODYSSEY International Exchange

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Research

User Interviews (Phone) & Persona

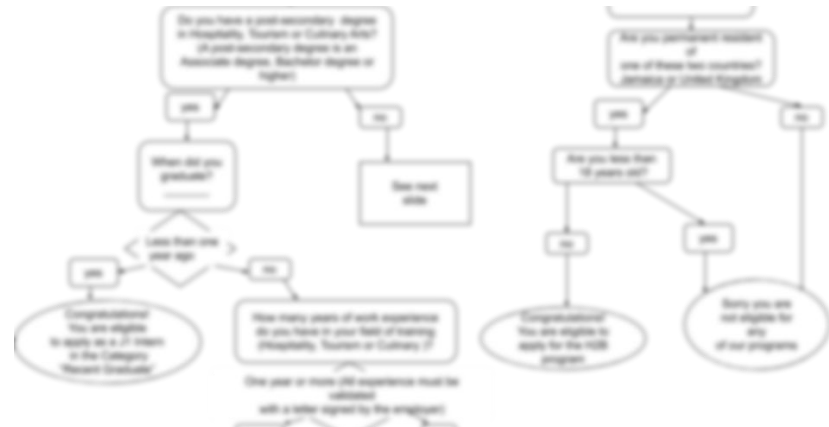


After agreeing on the business goals and objectives, we started defining the students and young professionals goals, needs, wants, and pain points. Through running several phone user interviews, we recognised that there were three key user types that our product will be built for. Our sampling size was based on the ITN user population in the countries they operate.

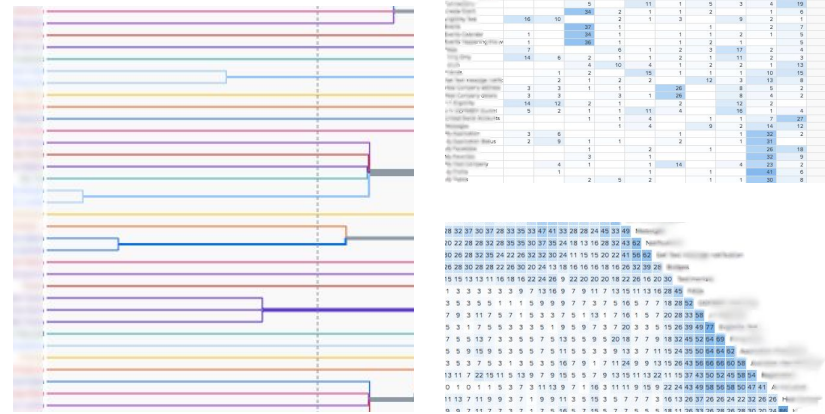
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Early Designs

Flow



Card Sorting



I worked with the founder to understand the current processes in the program, the acceptance criteria, and evaluation paths. I translated these into flow user flows, hierarchies, and functional specs which explain the interaction between our personas and the company.

To be sure we're addressing the right problems we designed our process around regular cycles of prototyping and remote user sessions, validating every step of the way with the input from real users.

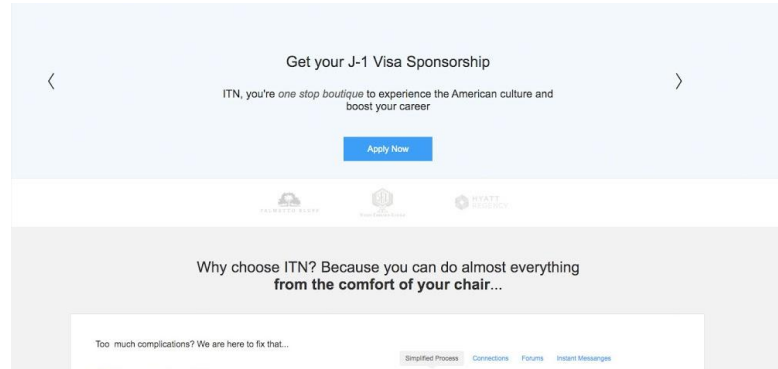
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Results

Remote Moderated Usability Testing



Design



User testing was an iterative process that was conducted at every milestone of the project to identify the biggest pain points in the current version. Once feedback was gathered, we would revisit the prototypes and test again.