



# Experience map for persona Kwame

**Goals:** Have access to events and programs available for new immigrants

**Frustrations:** Lack of knowledge about available resources and support for newcomers.

Stages

Pre-Arrival

Initial Arrival

Settling In

Long-term Living

Channels



Doing

- Researching about the process
- Contacting resettlement agencies

- Finding temporary housing,
- Seeking assistance from resettlement agencies
- trying to Socialize within the community

- Joining local community organizations and events
- Attending language classes
- Looking for work and housing

- Engaging with the community
- Continuing language training
- building a career and pursuing personal goals

Thinking

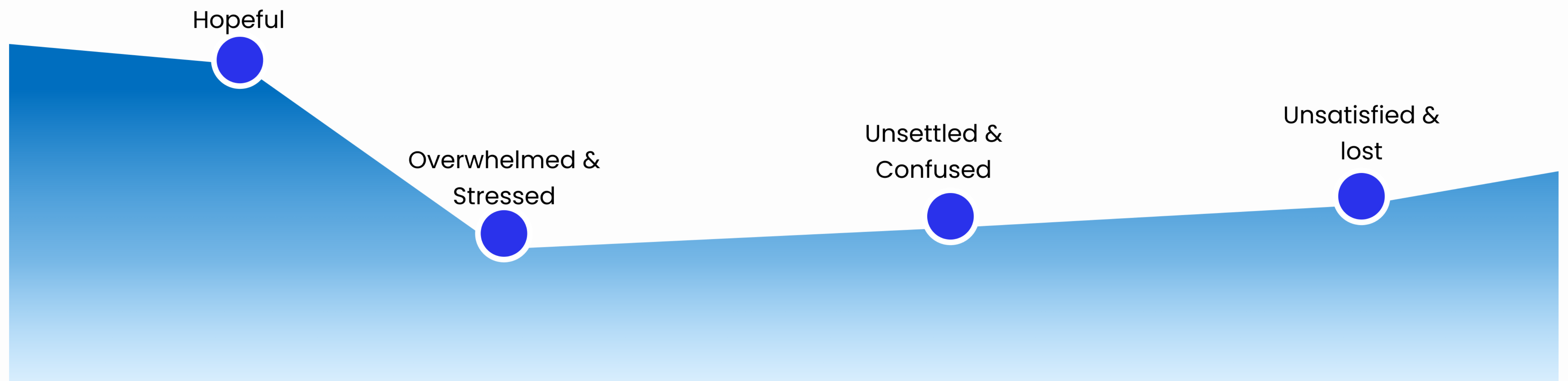
- Excitement about new opportunities
- fear of the unknown
- leaving behind family and friends

- Overwhelmed by new surroundings
- Culture shock, feeling isolated
- Hopeful for a new start

- Building a social network
- Trying to find work and housing
- Learning the language
- Navigating the cultural landscape of Canada

- Feeling more settled and connected
- Still experiencing challenges related to cultural differences and social isolation

Feeling



Opportunities

- Provide access to better information and resources
- Create a more streamlined and user-friendly online platform for accessing and discovering resources

- Create access to supportive communities for new immigrants
- Create more streamlined processes for accessing services and resources

- Creating access for finding work, housing for new immigrants as well as job opportunities and training programs
- Create access to socialize

- Help provide access to opportunities for community engagement and integration
- Access to continuous support