kin

Creating **meaningful** connections for **returning citizens**

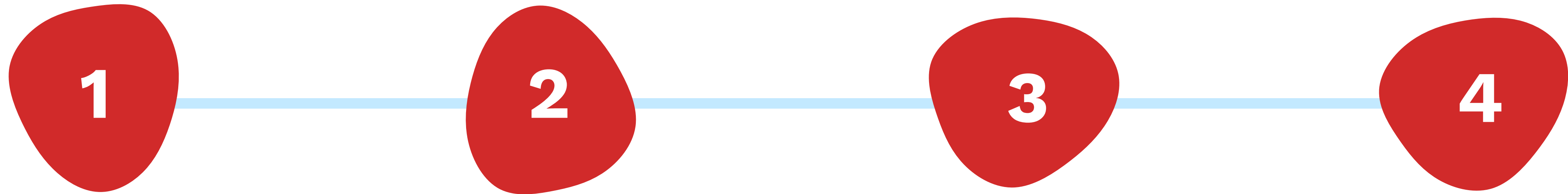Interaction Design Workshop

Shan, Minyi, Lucy | Final Presentation Fall 2021

Figma Link

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HMW

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3 use cases

Getting to **know what is happening**

Clear navigation is needed to achieve concrete goals

"

A secure housing and job are the most important things to reconstruct life and prevent them go back again and precipitate.

They need someone to navigate the pathway to these goals.

★ CHICAGO

Nick Lucius

Chief Data Officer at City of Chicago

Getting to **know the people**

There are people who are willing to offer help

"

There were people helped me with bank accounts, finances, healthcare, credit score, buying a car, driving license, birth certificate, social security etc.

I am lucky obtained help from various people.

I hope to help others as well.

James • released for 2 months

Experienced return citizens

Getting to **know the people**

Returning Citizens value people who are positive and helpful to them

"

Positive people bring the positive things.

I try to be around as many positive people as I can.

Nicole • released for 4 months

Returning citizens

Audience assumptions

Returning alone

A user who has no viable connections in the outside world, heading to a halfway house and feeling alone in the world. Looking for help with jobs, housing and everything else needed to have a fresh start and make the most of returning to 'normal life'.

Community member looking to help

A user, possibly with personal experience of returning to outside life or at the very least experience of helping returning citizens, looking to bond with someone and possibly offer any skills, connections and time that they have available.

Charlie

—

The returning citizen, with no outside connections, looking for someone to help them

BIO

Charlie is being released after 10 years, she is estranged from her family and is worried about how her old community might treat her. Her release is being impeded by concerns around finding somewhere to live after the halfway house and therefore a job to support her with a solid income. She has found a few friends inside the prison, but will be leaving them when she leaves and has feelings of loneliness.

WANTS

Self sustainable

Have a safe place to live

A good solid income

Be part of something wholesome

NEEDS

Someone to help with finding a job

Direction on safe and sustainable housing

A solid friendship group for moral support

Graham

—

Member of the community, looking to help returning citizens

BIO

Graham has been out of prison for 10 years. He is in the mentorship program for 8 years now and he has a positive experience in getting the support that he needed to help him to get back to the life where he is financially independent. He is constantly looking for an opportunity to help returning citizens by sharing his personal stories and his experience in the program. He is looking for a place where he can expand his network and meets people who want to achieve their goals, but don't know where to start.

WANTS

Give back to the community

Be a role model

Become a friend for the newly release citizens

Expands current networking

Growth

Learn to listen without judgments

NEEDS

Guide the newly release citizens

Help them to set goals, cope with stress or budget their money

Help them to deal with everyday challenges in life

Provide emotional support and be there for them

56%

finding jobs

65%

retaining jobs

Values

What we discovered in the secondary research

Returning citizens are **more likely** to find a job while in a mentorship program

56% of participants were more successful in finding jobs

And, they were **more successful** in retaining jobs

65% of who met with mentors are significantly more likely to meet the retention benchmark

Mentoring alone is **not enough,** returning citizens need more than that

Participants were more likely to get a job if they are given soft-skills training and job placement assistance

Mentoring should be based on both **emotional** and **practical** support

It should encompass all support in finding jobs, housing etc but also be built on trust between the mentor and user.

One-to-one mentoring is the most effective model

Potential to foster deeper, more meaningful relationships and provide stronger support

How might we help return citizens to create **meaningful** and **trustful connections** with the **people who** **want to help** and **resources** so that they can get **support** for "significant goals" like a secure job, safe housing, and a sense of emotional support for any needs?

Experience Model
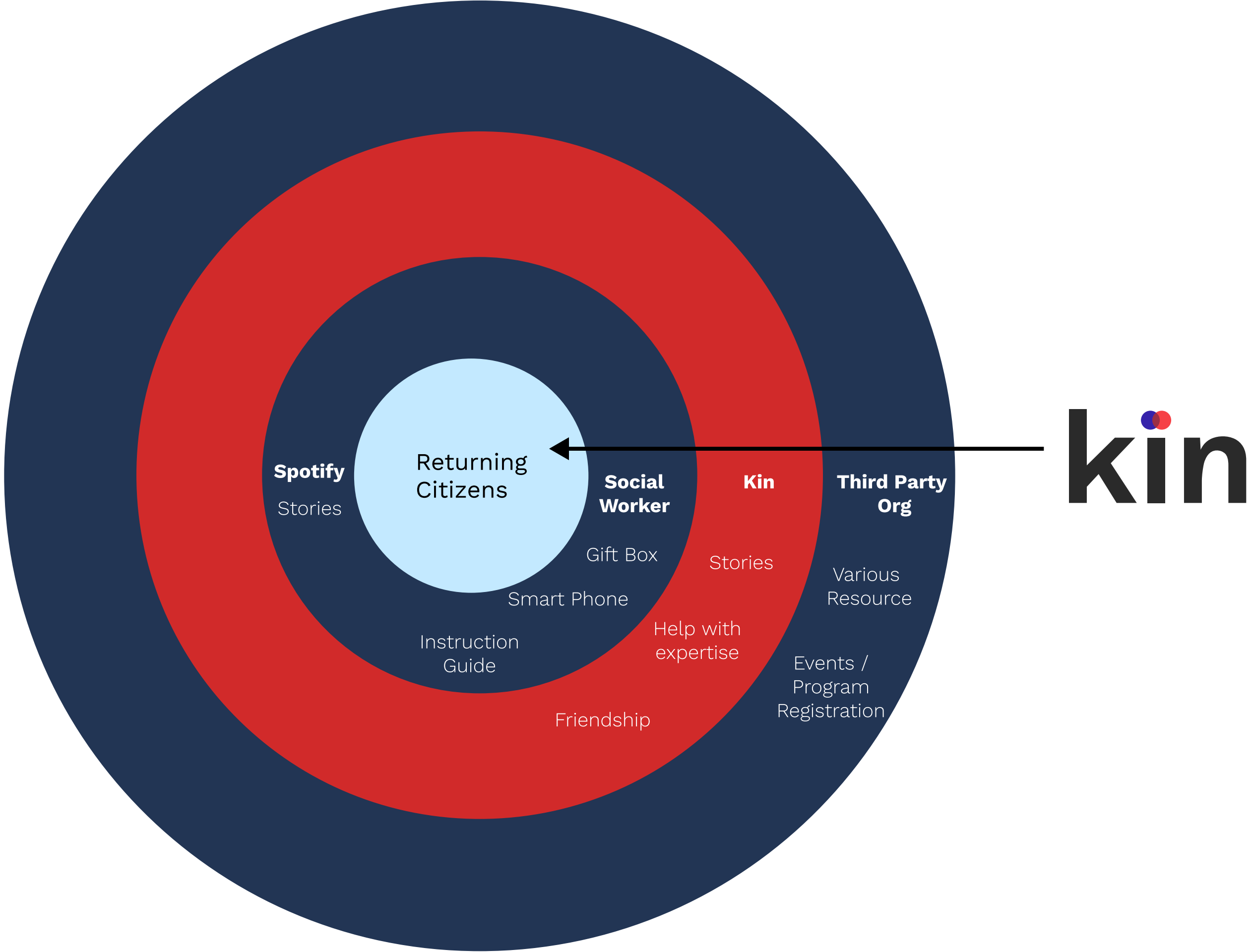
Kin **connects** with the RC through...

Gift Box

This Gift Box is sponsored by the City of Chicago as a returning gift for return citizens. A smartphone can help people with economical difficulties to get help through the internet. An instruction book can introduce all the products and services that can benefit return citizens. There is a section about what can Kin help with and how to use Kin. Promotion from Social Workers will be the main channel to promote the gift box.

Spotify

Since our Kin app would encourage people who can help and RC to share stories in diverse media formats like text and pics, audios, and videos. Spotify and content-consuming platforms could be a great place to reach our end users, the RC.

Experience Model
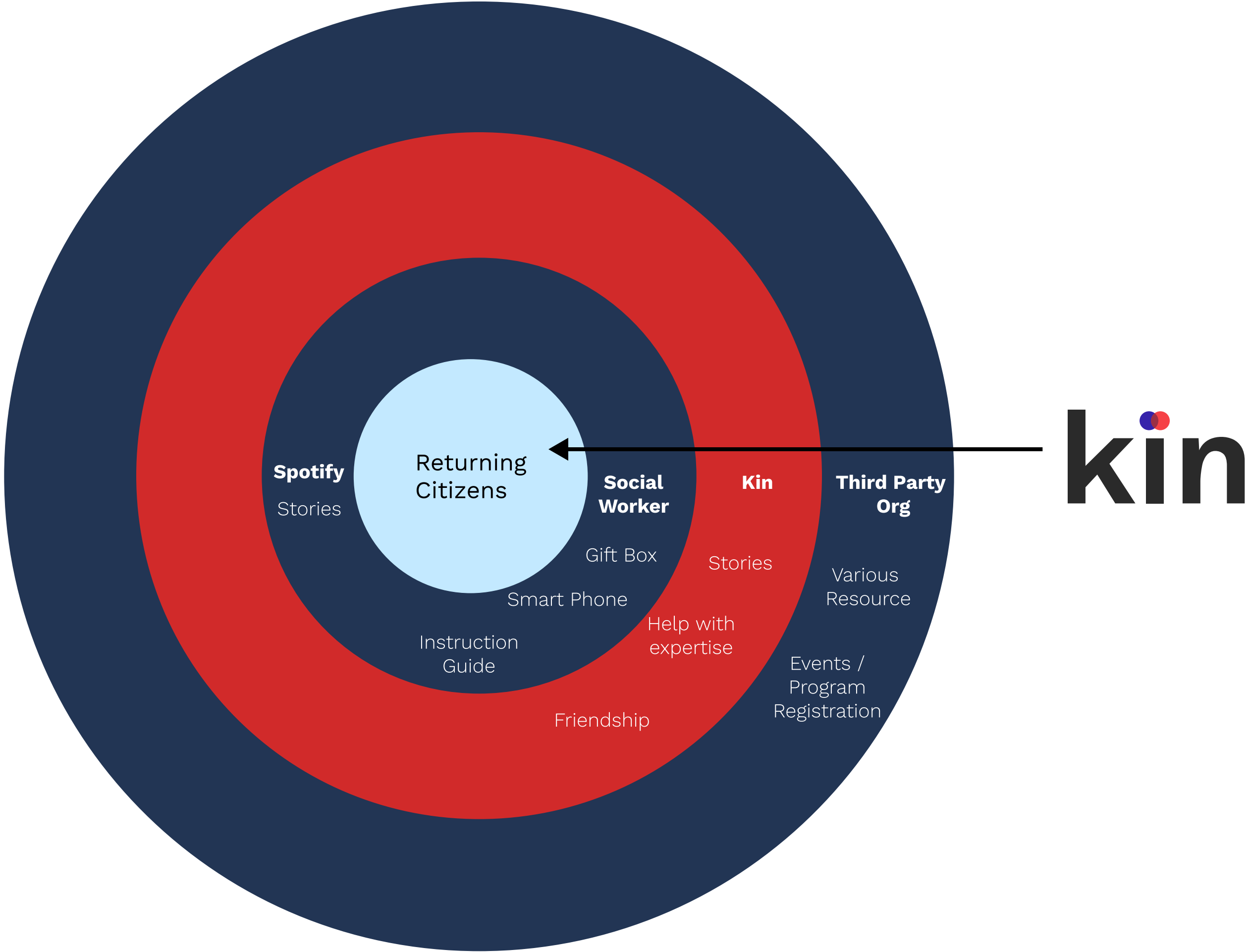
Kin delivers a pack of **people who can help** to RC

Multi-Media Stories

Documentation of stories can not only celebrate the returning citizen's accomplishments through the platform but also become a praise to the people who have helped them. In addition, The stories can help the new users of Kin quickly build trust with other users, they can also get inspired from the stories.
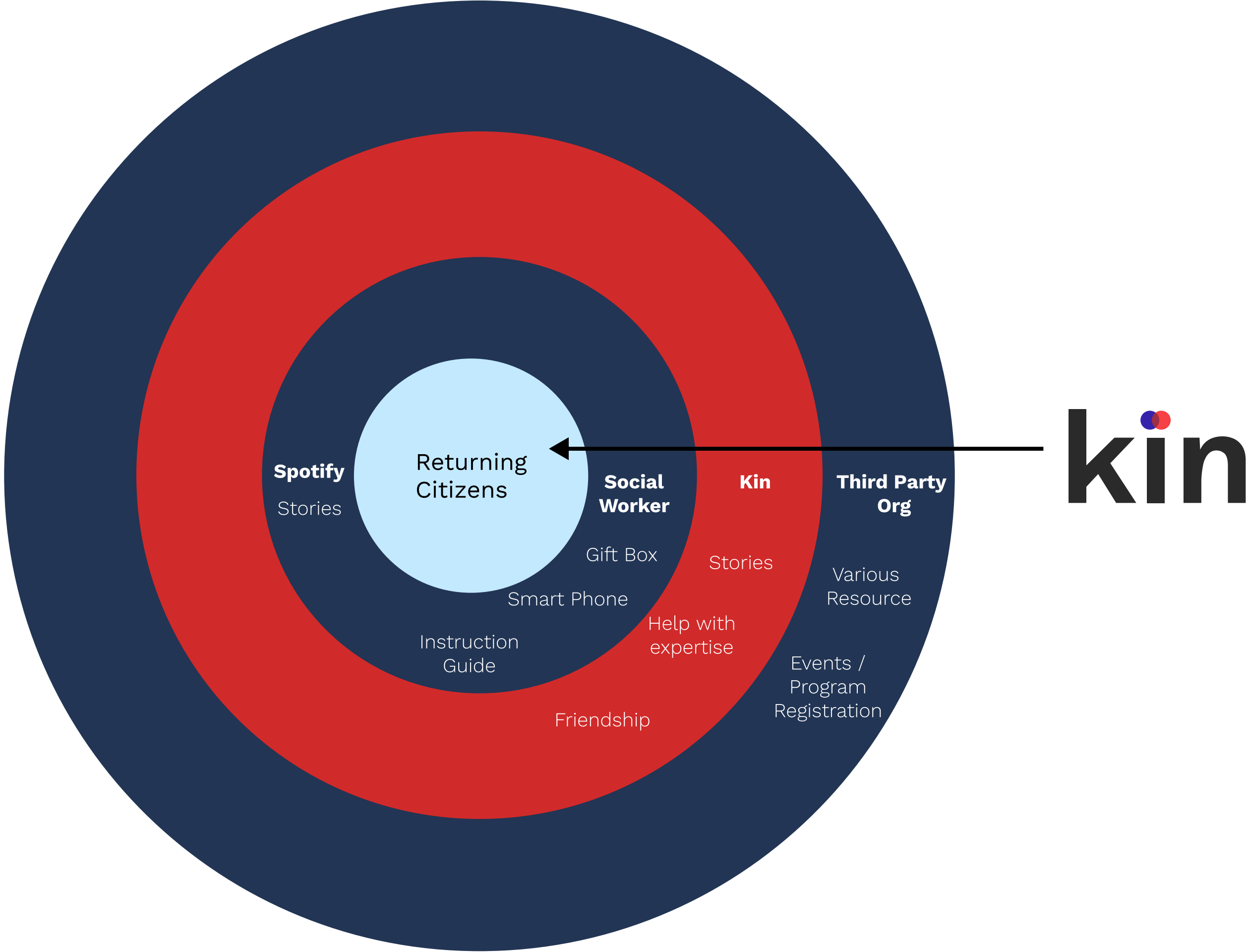
Help with Expertise

Kin is full of credible people who can help with diverse backgrounds and expertise, who can offer professional help for RC's needs

Friendship

A sense of support and belonging by way of the returning citizen being surrounded by people they have built trust with who want to help them.

Experience Model

Spotify
Stories

Returning Citizens

Social Worker

Gift Box

Smart Phone

Instruction Guide

Friendship

Kin

Stories

Help with expertise

Third Party Org

Various Resource

Events / Program Registration

Kin directs RC to **third party organizations**

Resources Promotion

Kin functions as a promotion channel that gathers external resources aid to the acclimatization of a 'normal life in all areas like Jobs, education, housing, finance, and healthcare etc. .

Event & Program Sign up

Tools will also be provided to the third-party organizations to organize their events and program registration. RC can easily sign up for events and programs that are highly rated and commented by peers and mentors.

Multi-Model Experience Storyboard
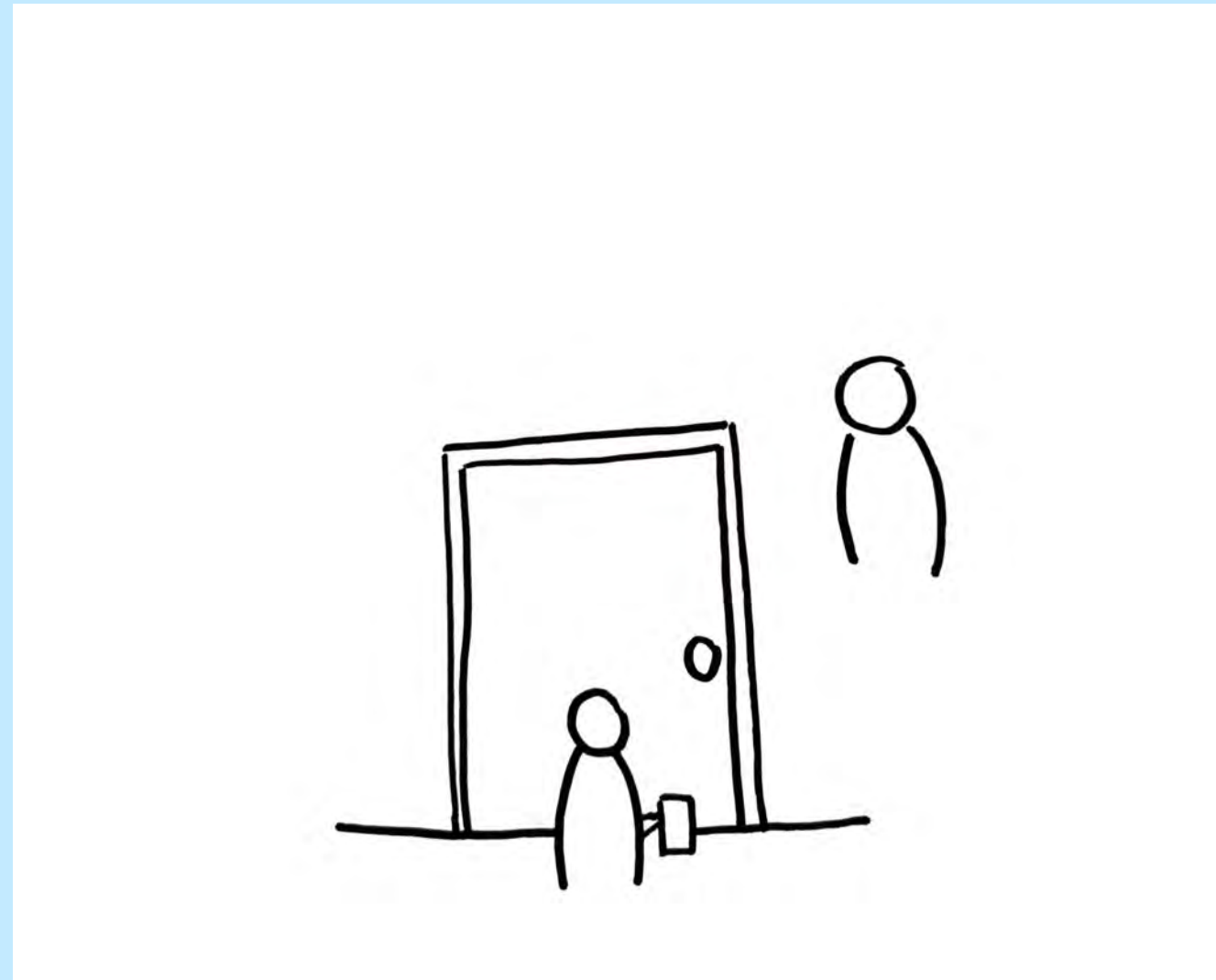
Matt (a social worker) visits Charlie (return citizen) residence to introduce the City of Chicago-sponsored Re-entry program using a poster.
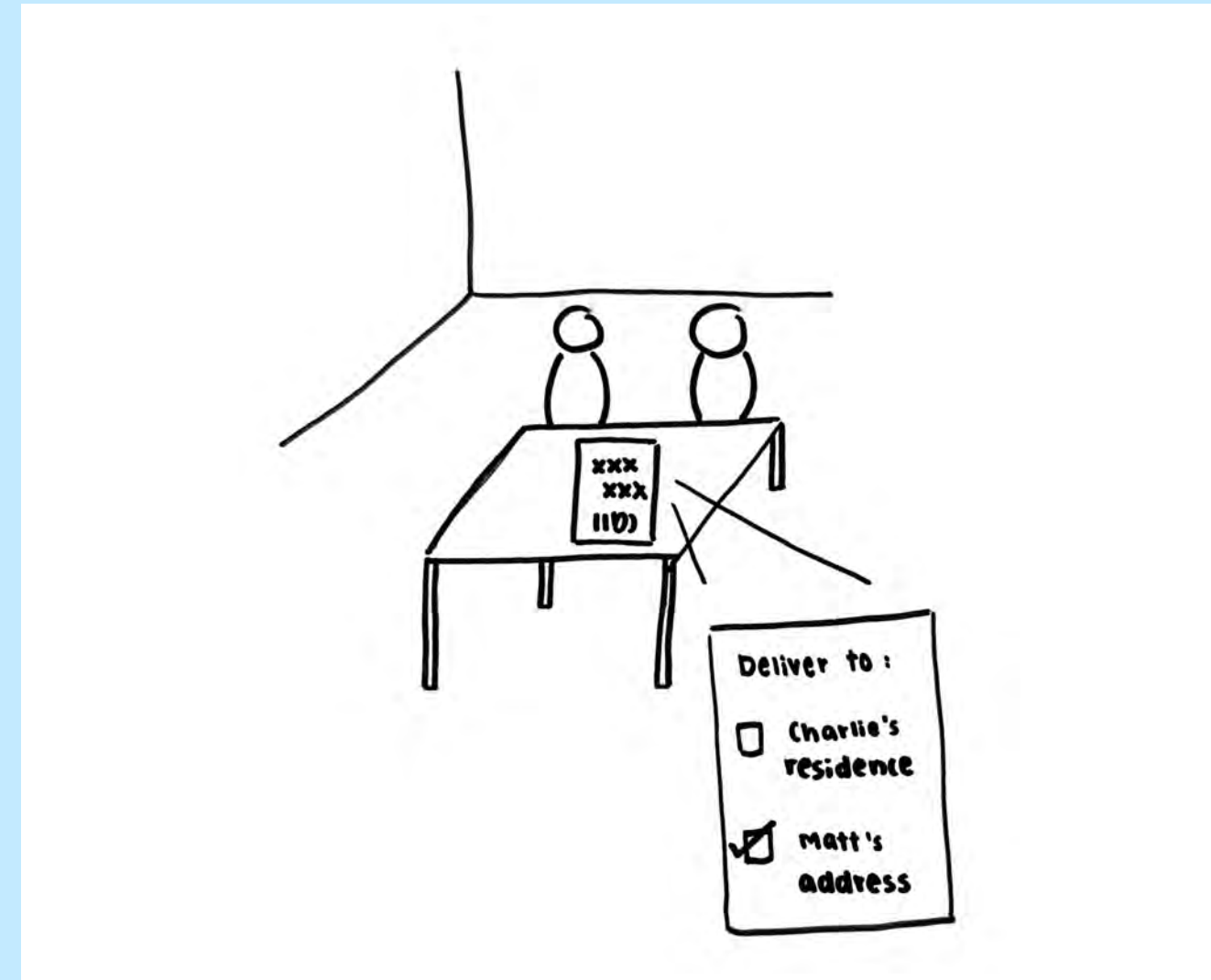
Matt guides Charlie to call the contact information on the poster to get the program gift box. They can choose to deliver the box to Charlie's residence or to Matt's address. Charlie decided to deliver the box to Matt's address
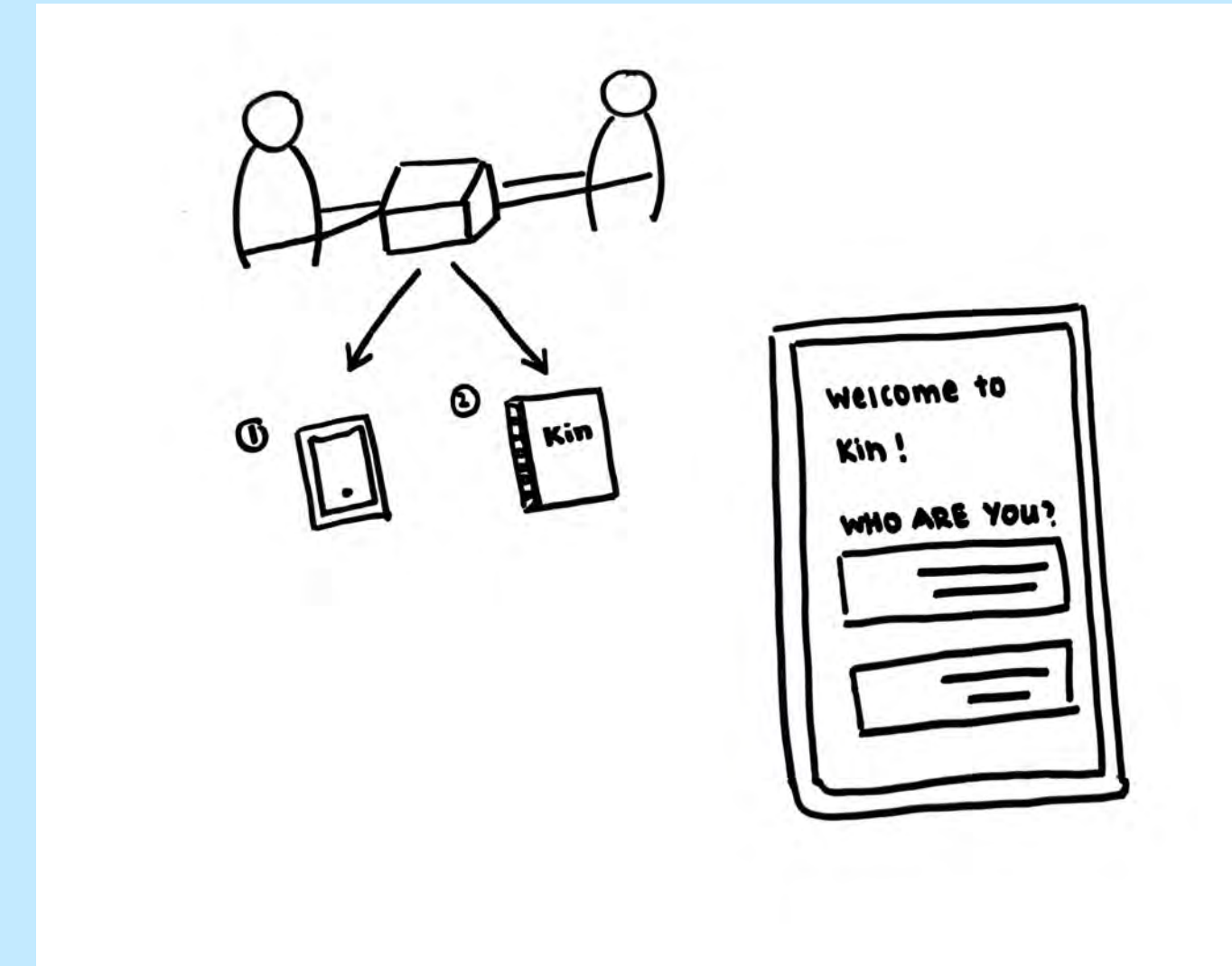
Matt brings the box to Charlie's residence, after 2 days. There are a phone and an instruction book in the box. Charlie downloads the Kin's App following the instruction book guidance. Matt guides Charlie to set up the app, go through the matching process and make the first appointment with a person who can help.

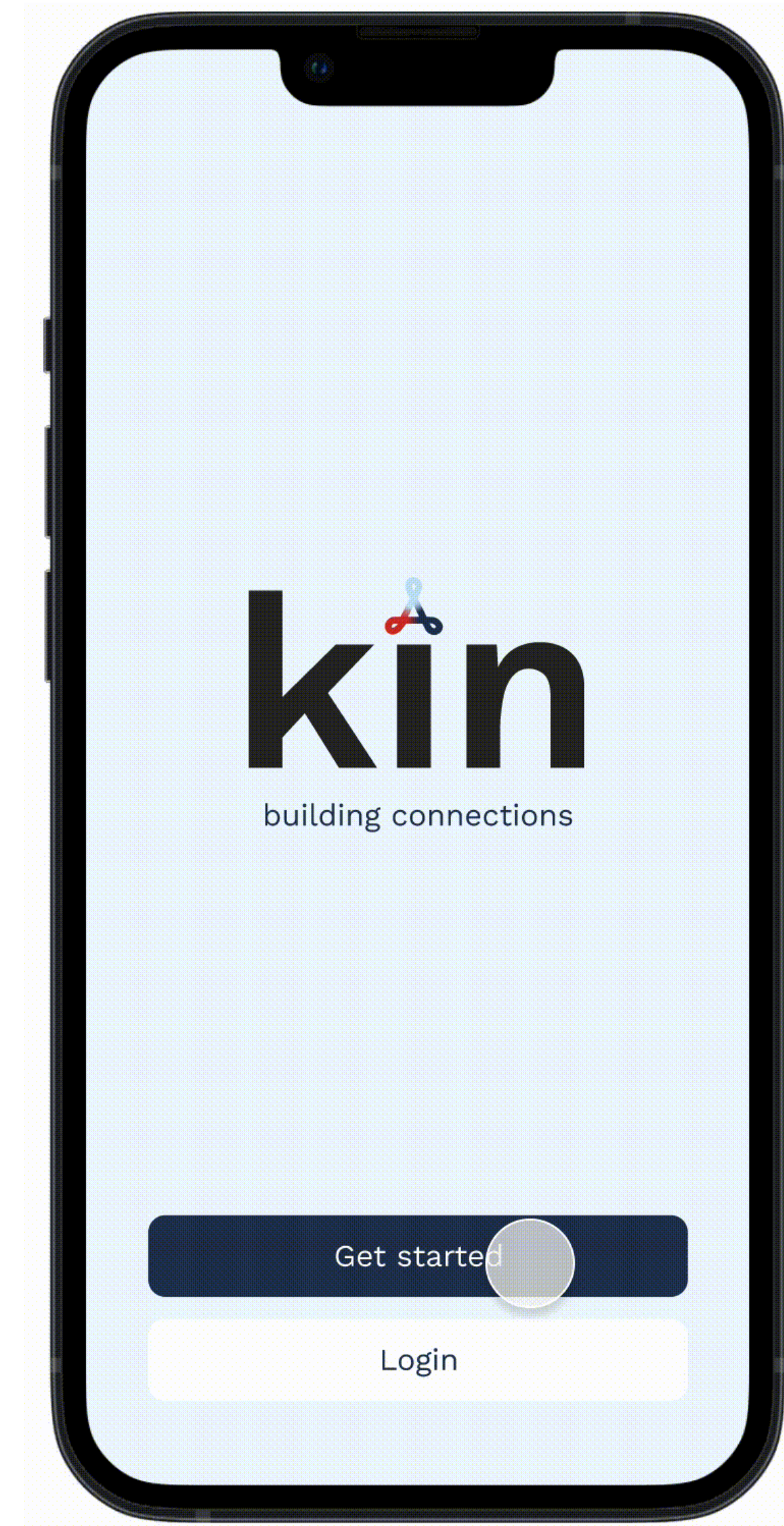# Matching returning citizens with people who can help

Kin can connect you with like-minded people by matching your background and needs with their expertise, offering a safe and effective network for re-entry.

"Many of the women here don't know how to express themselves well with men."

"I want to search mentors directly with certain skills, knowledge, or experience"

"When the mentors recommended to me, I want to know why are they recommended to me "

--- Lillian (Returned 6 months)

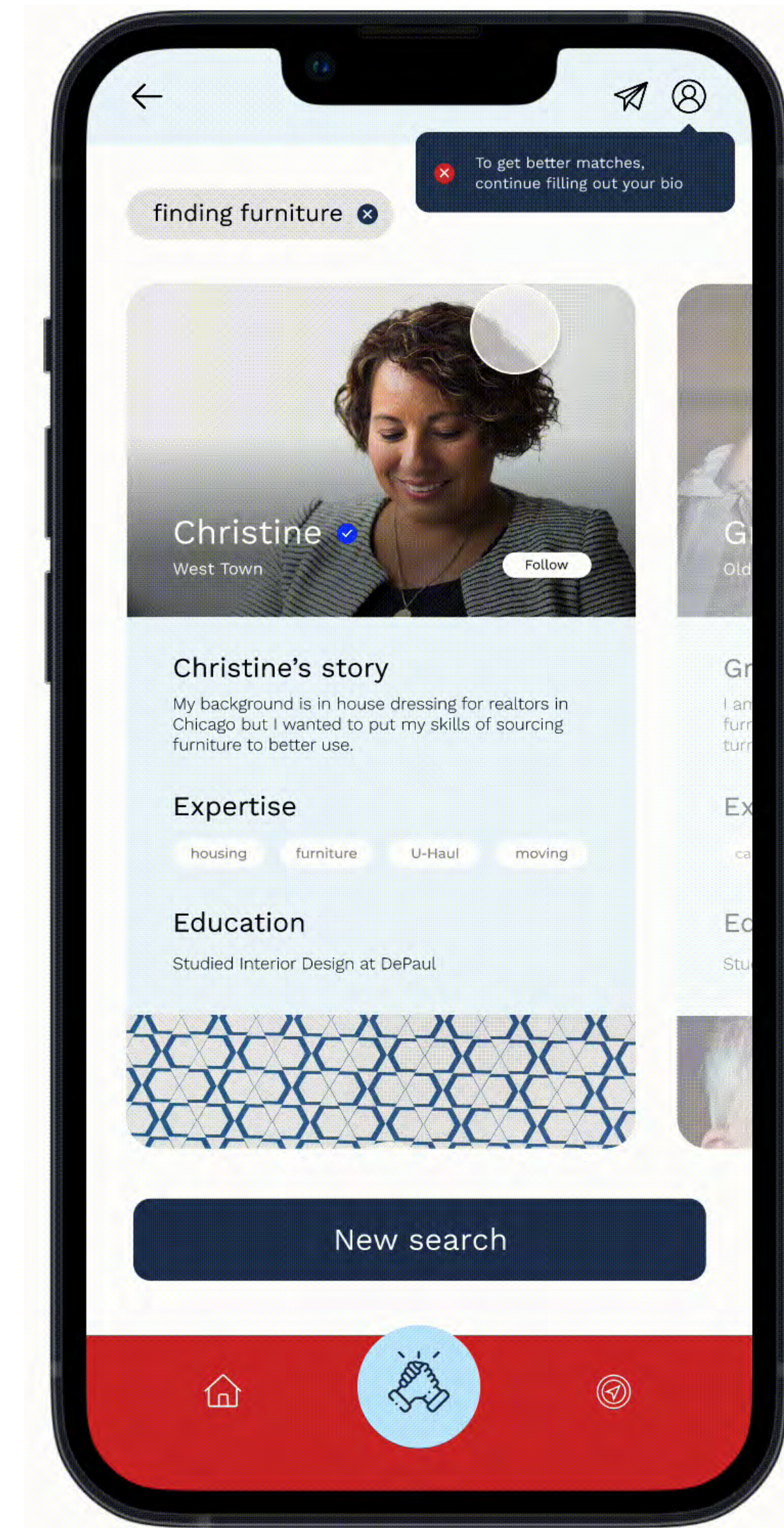# Creating **meaningful** connections

Kin helps you break the ice with customized prompt questions customized based on your goal and enable you to schedule a video or in-person meeting within the parameters availability for a specific task.

"It's very hard to start a conversation with someone you do not know.

I like to see what specific things that the meeting help me with

I would like to do a video call first since it makes me feel safe. I might want to meet with the buddy mentors if the goal is to make friends or I have known this person well."

--- Nicole (returned for 4 months)
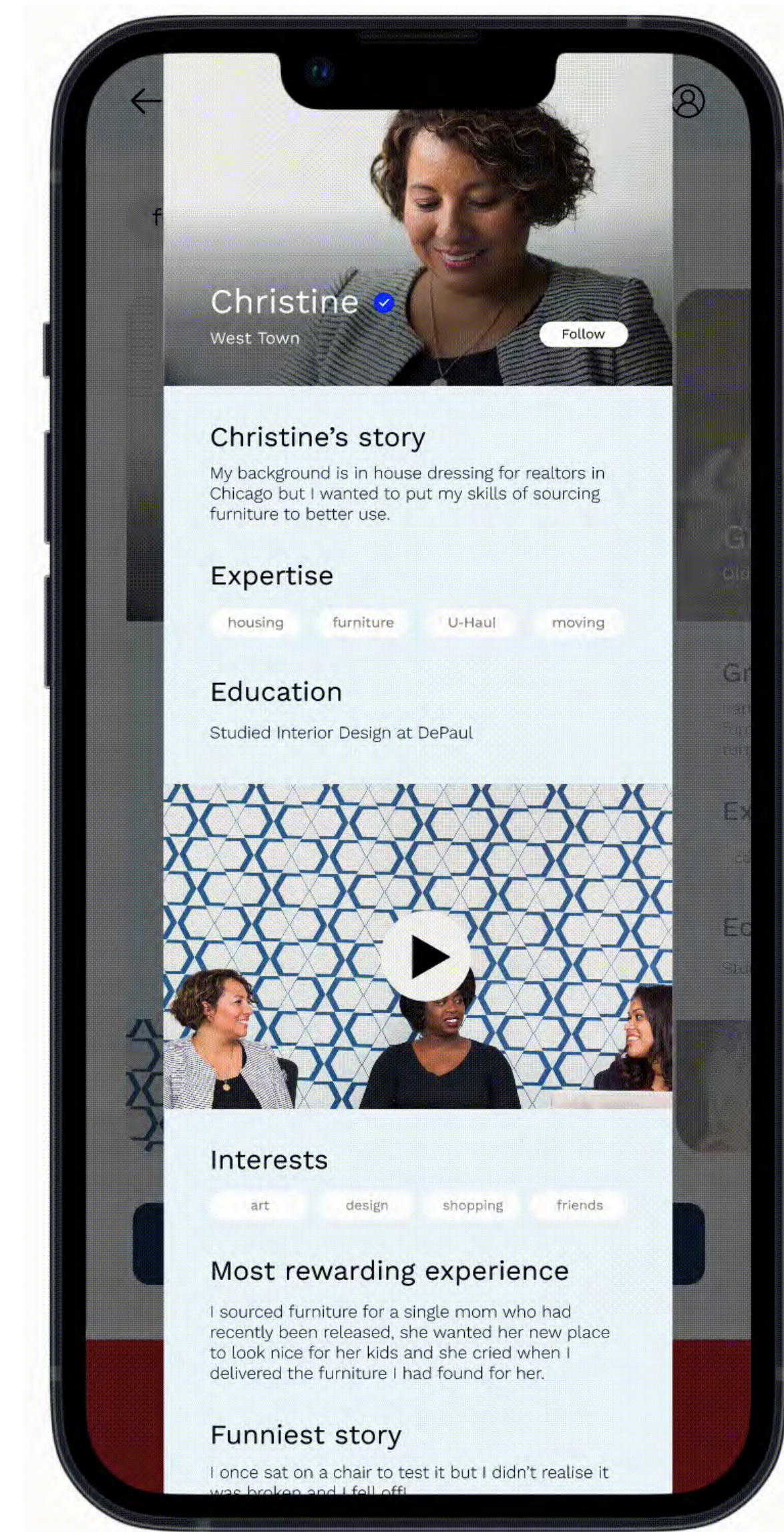
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Listening to **stories** and leveraging **resources**

Kin is a platform gathering all great and affordable resources from third-party organizations that direct return citizens with the right resource helping them achieve their goals and realize their dreams.

" Hear stories from others make me feel that I am not alone." Chicago is a city that full of resources, I would like to use these good resources to prevent me from going back. --- Lillian (Returned 6 months)

" Yes, a non-profit organization like us would like to have more people know us. We would like to Join this platform" --- Millicent Lewis-McCoy Worker from TASC, Inc. (Treatment Alternatives for Safe Communities) - a non-profit org
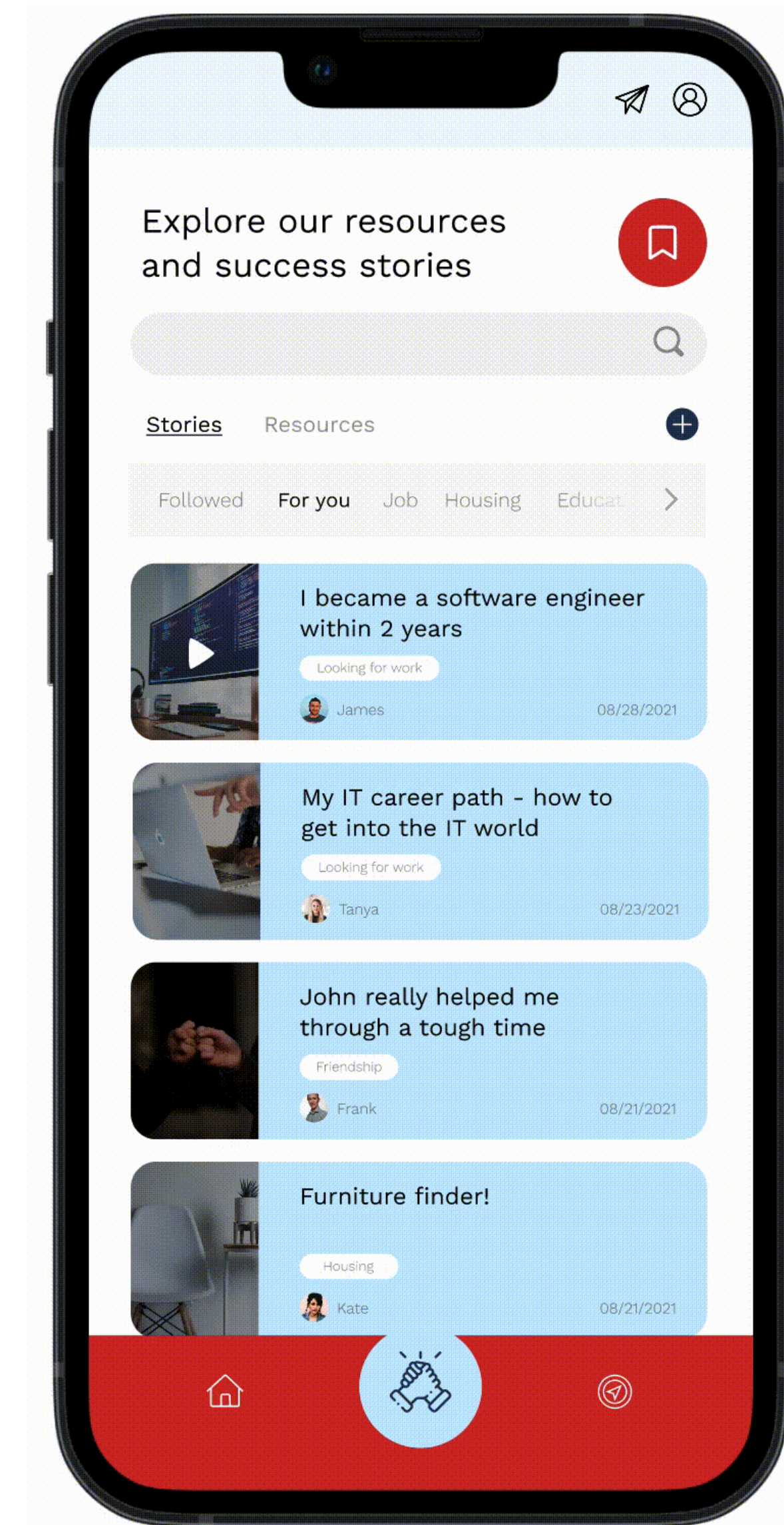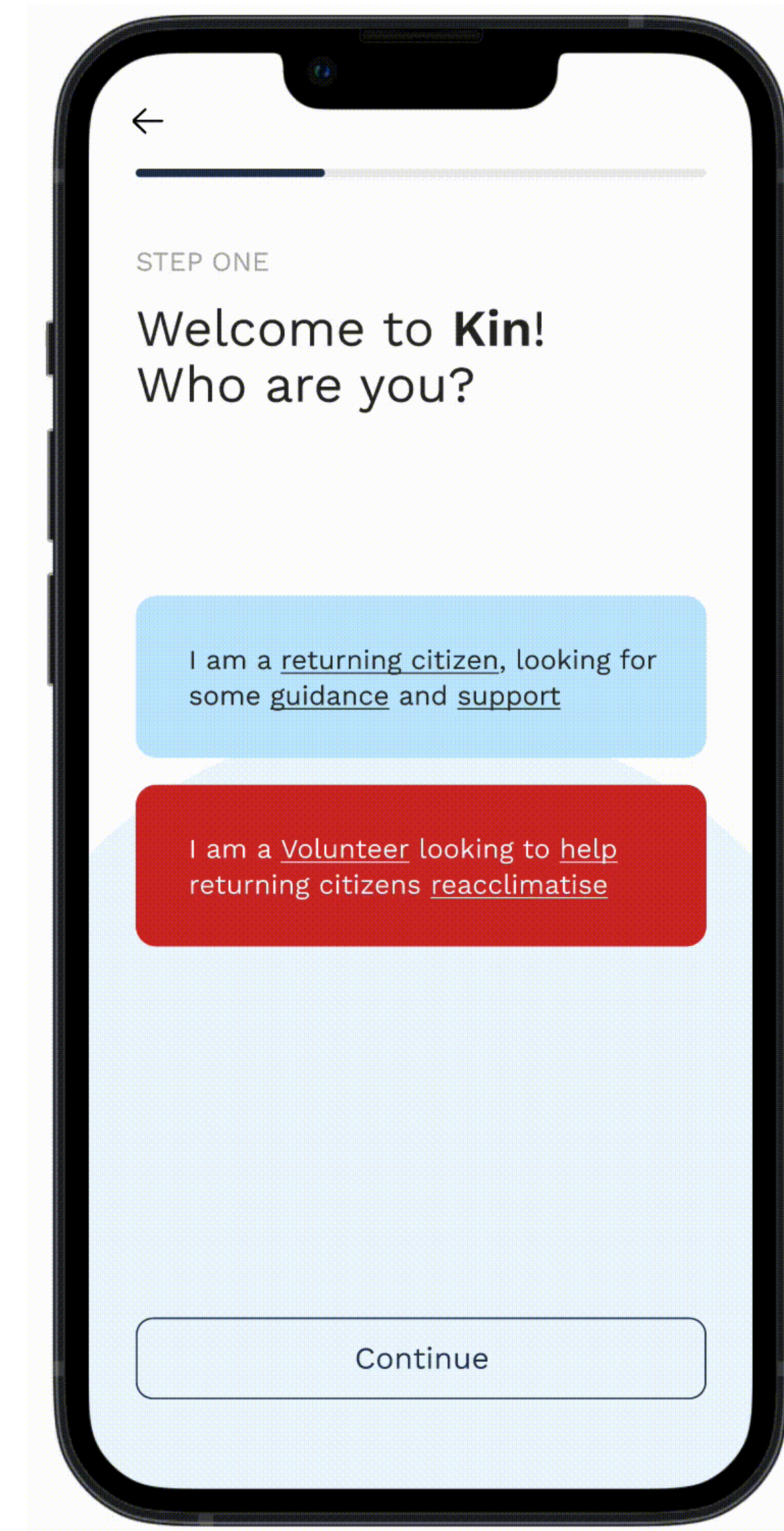
Safeguarding **all** users of the platform

Safety and keeping the users safe is paramount to the effectiveness of the platform. Both the returning citizens and the people offering help require a level of trust to be built with both the platform and each other.

"There should be a screening mechanism like a background check to filtering out those trustful Mentors."--- Millicent Lewis-McCoy Worker from TASC, Inc. (Treatment Alternatives for Safe Communities) - a non-profit org

Questions?