



# ally.

Ally is an online platform designed to empower transition year students in Ireland by giving them the tools to bridge the gap between refugee and host communities through actions and understanding.

#allyschools

*verb*

combine or unite a resource or commodity with  
(another) for mutual benefit.





## Problem

Young members of the Irish community lack awareness and understanding around refugees and who they are as people. Young teenage refugees are forgotten about and the only access they have is through the school bus that is provided for them. This means they cannot integrate through extra curricular activities.

## Process

For our process we used a service design tool called the double diamond. Discover, define, develop, deliver are the four stages of our process. Through ethnographic research, affinity mapping, wireframing and user-testing we have created a fully rounded user centered platform in Ally.

## Proposal

Our innovation is an exciting new proposal that provides transition year students with the necessary resources they need to create a successful event by integrating refugees alike. By empowering students and encouraging schools to bridge the gap we are creating a more inclusive, accepting community.

# The concept

## Walking the bridge

Ally proposes to make a positive difference for young people in the local community and refugees alike through education and integration.



The project aims to create inclusion within communities for refugees. This can be done through actions and understanding.

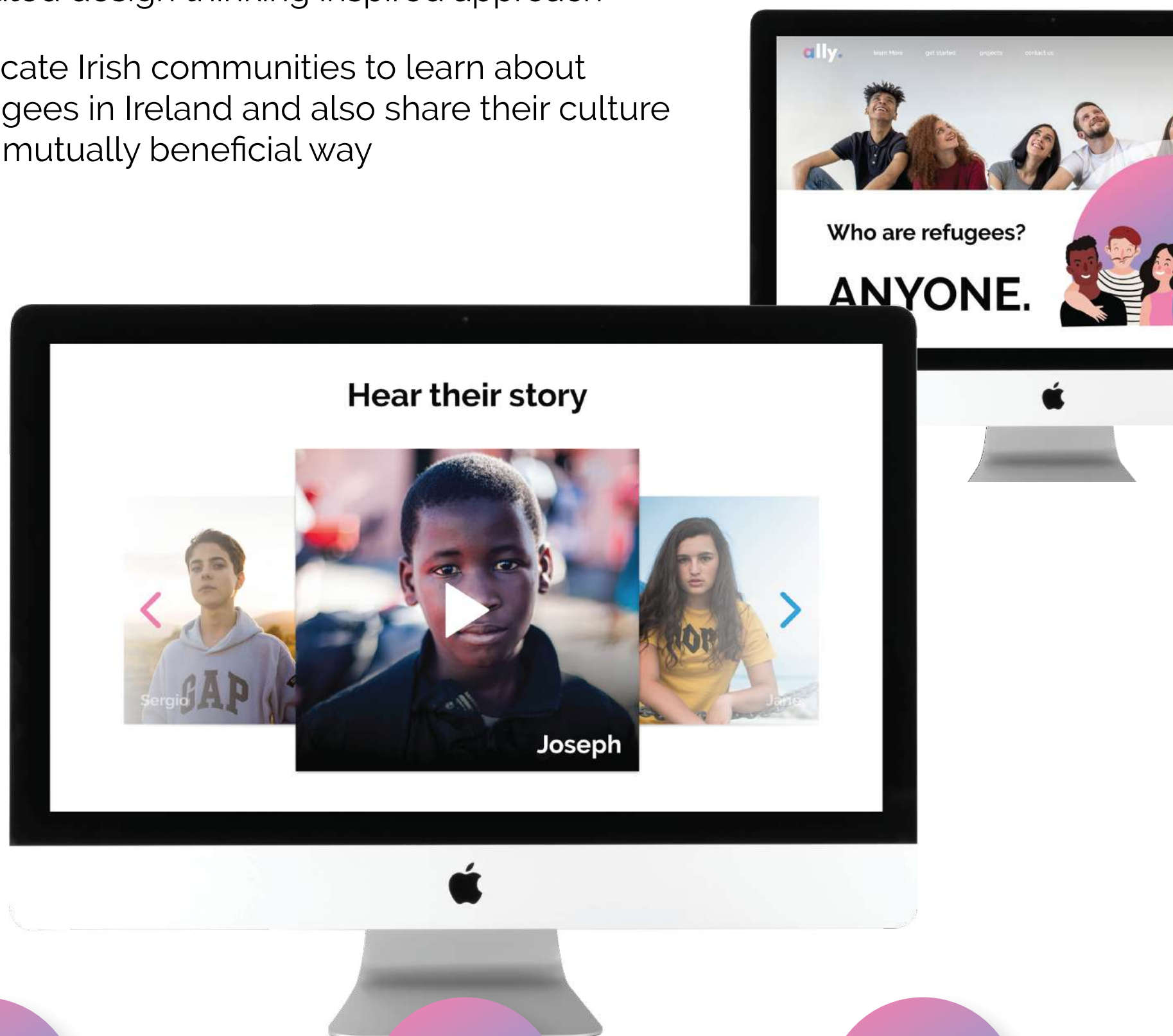
# Features

## Proposal to delivery

Empower Irish students to take action in support of refugees their age, through fun and engaging projects

Enable today's youth to be socially responsible and strive to help others in a fully supported, curated design thinking inspired approach

Educate Irish communities to learn about refugees in Ireland and also share their culture in a mutually beneficial way



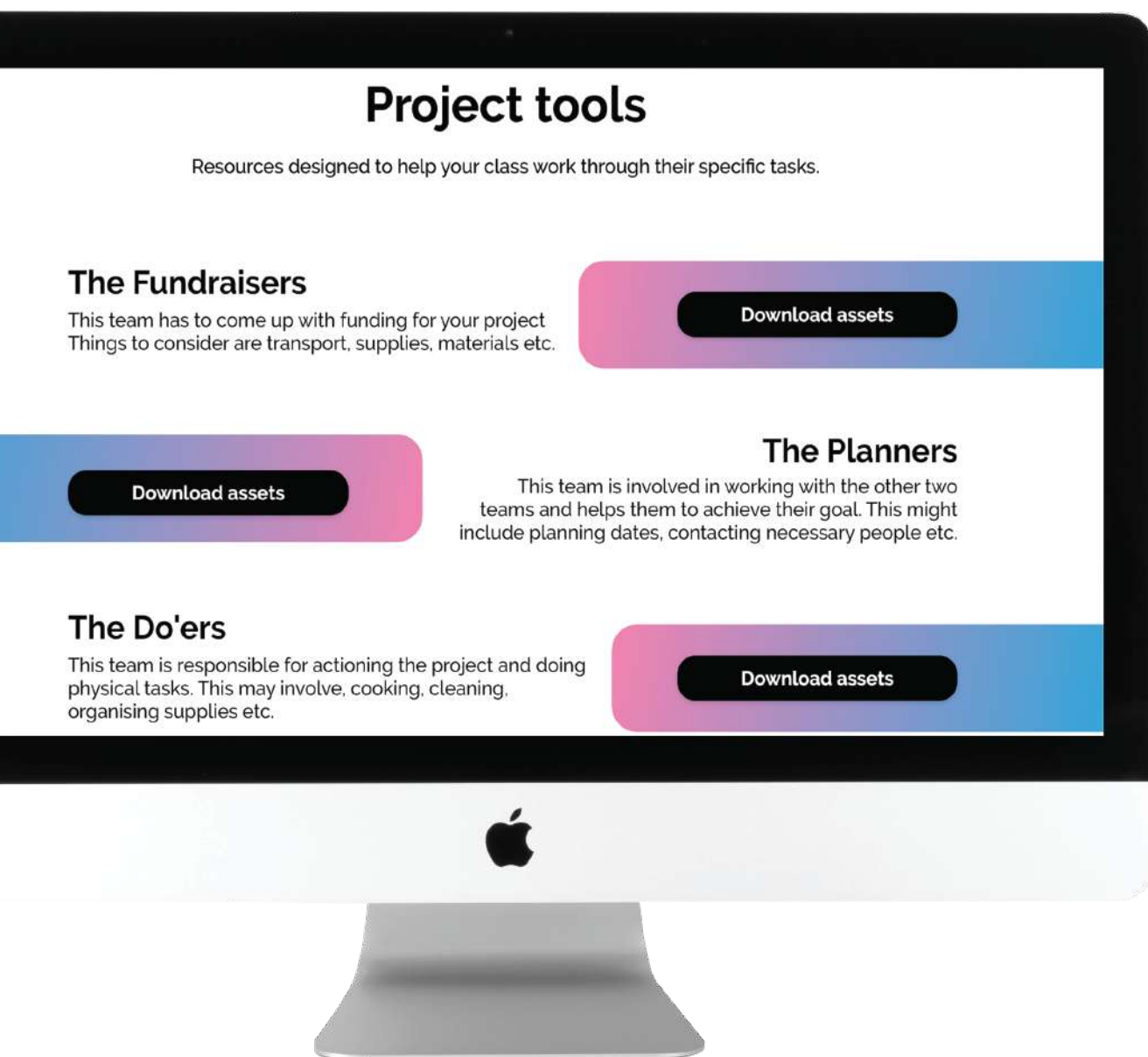
Learn  
more

Get  
started

Projects

# Viability

Ally schools will be a non-profit organisation aimed at helping young refugees integrate into the community. Upon receiving project submissions the Ally team will reach out to the refugee centres across the country and encourage them to open their doors to the program.



Through project fundraised events, students or schools take on the challenge to organise and financially pay for the event. In order for schools to take part there will be a standard fee to cover any material costs involved in rewarding the school and students for the event they have undergone. Rewards for the schools include: certificates, Ally wrist bands and Ally school flags.

## Success in numbers

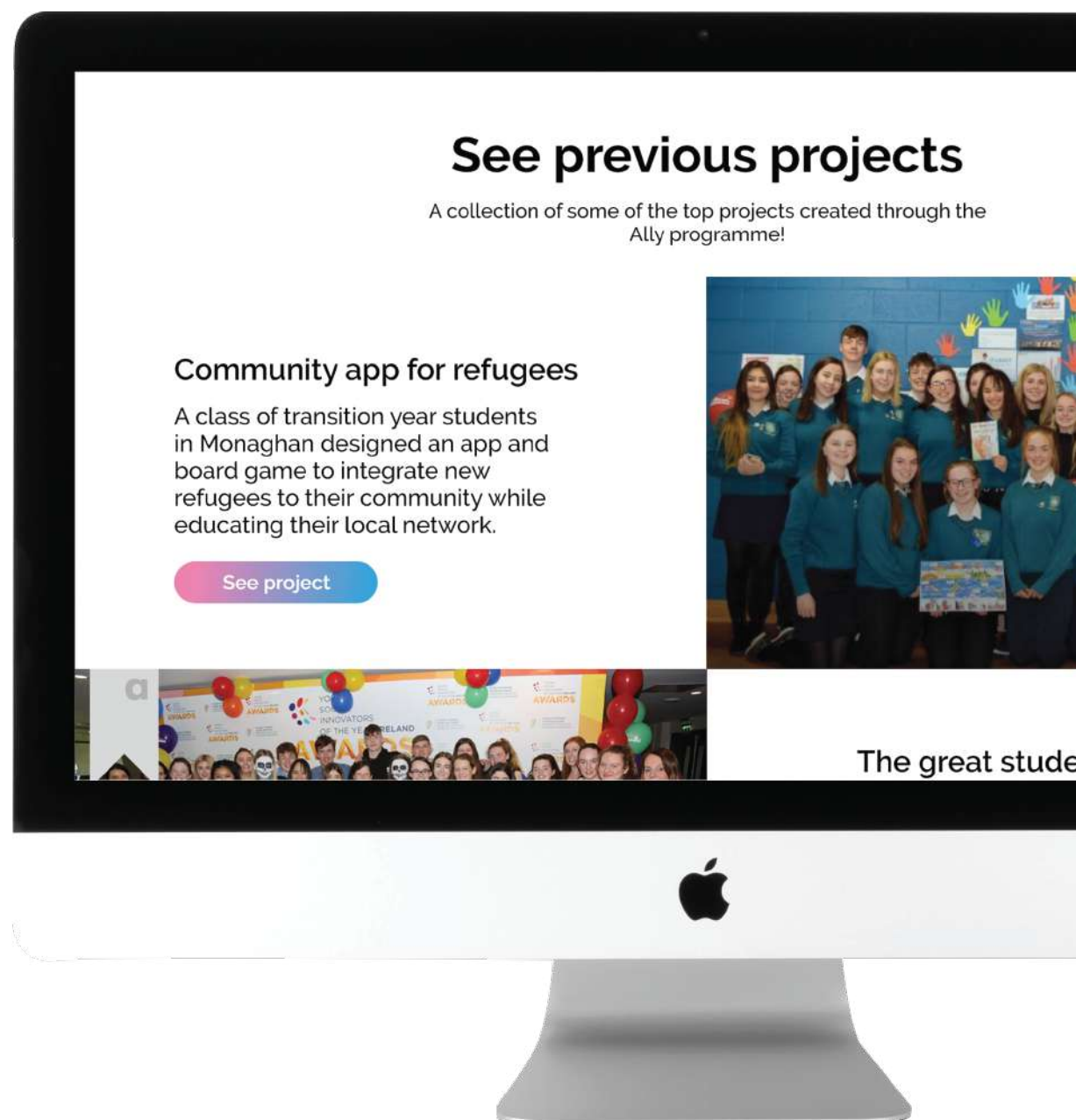
Ally's success can be measured in numbers. The number of projects created across the country, the number of schools taking part and the number of people taking part in the events.



# Our vision

## #Allyschools

The IRC found one of the major challenges facing teenage refugees in Ireland is that "A lot of focus is put on the very young kids but people always forget about the teenagers, they have no access to activities outside of school". Ally is a resource solely aimed at helping teenage refugees integrate into Irish society.



“

Integration doesn't work if you don't work with the population.. you have to work with the young people that are not Syrian refugees. You have to work with the indigenous people.

# Ethnographic Research



Integration doesn't work if you don't work with the population. You have to work with the young people that are not Syrian refugees. You have to work with the indigenous people.

- Safe Haven, a report by the Children's Rights Alliance



We reached out to secondary schools in Ireland and conducted 11 in-depth interviews with mixed groups of transition year students across two separate schools. We organised a two hour Q&A workshop with the Irish Refugee Council to the benefit of ourselves, and our course class to give everyone the best opportunity to design to the benefit of those in need.



"Group activities and teamwork are the best ways to integrate and make friends."

"I wouldn't know what to talk to a refugee about, I don't know anything about them."

"I would like to know about their experiences more, I could understand them as a individual better."

"In Ireland we have a bad habit I think of being closed off and reluctant to embrace other cultures."



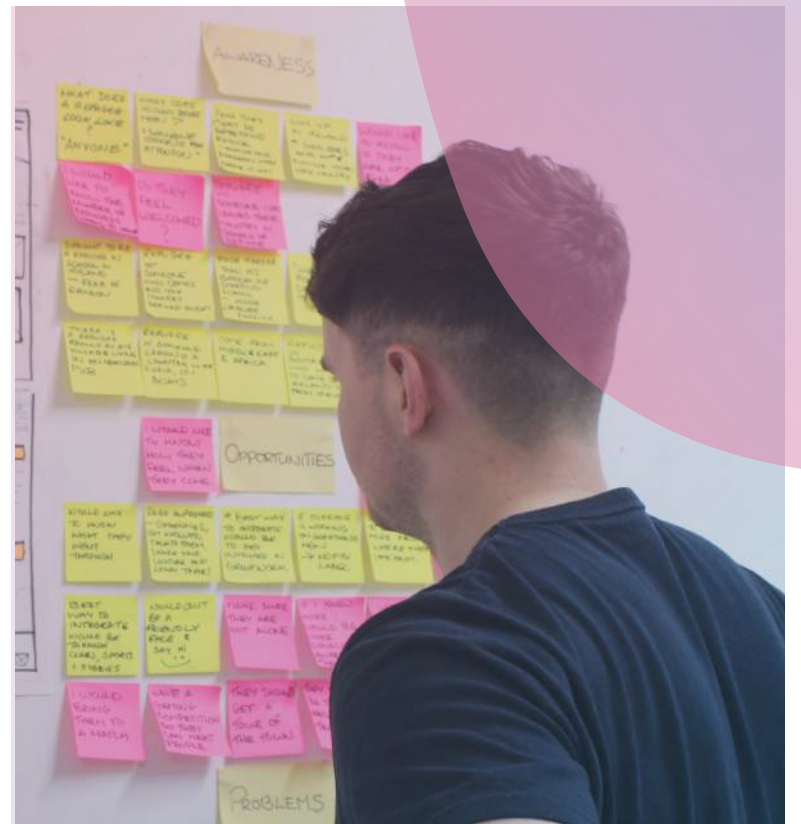
# Affinity Mapping

key themes

awareness

understanding

opportunity



"It would be good to do group work on something new for everyone, so then everyone's on an equal playing field."

- student 11

"I think there's maybe a fear that they might do something [implies malicious intent] when they arrive."

- student 9

"I guess it would be hard to make new friends, especially if they speak a different language. I wouldn't know what to say to one."

- student 5

"People in school wouldn't refer to them by their name, they would just call them the foreigner."

- student 3



# Wireframing Prototypes

Explore Ally yourself <https://xd.adobe.com/view/f22bfc41-9fc1-4935-5f06-39980e346ac5-841a/?fullscreen>



Through analysing our data from interviews, we gained insight into the core problems that we would design around. We identified that we wanted to educate, inspire and empower young students in Ireland to bridge the gap of integration on their own terms.

Develop



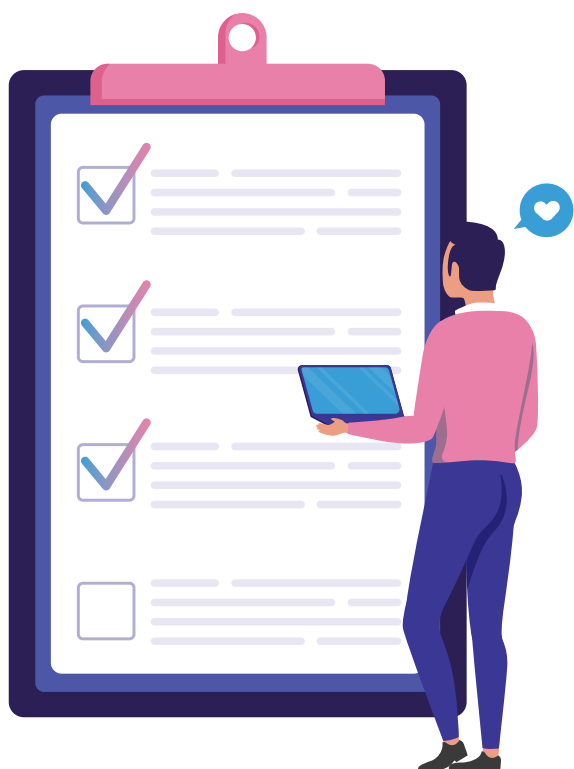
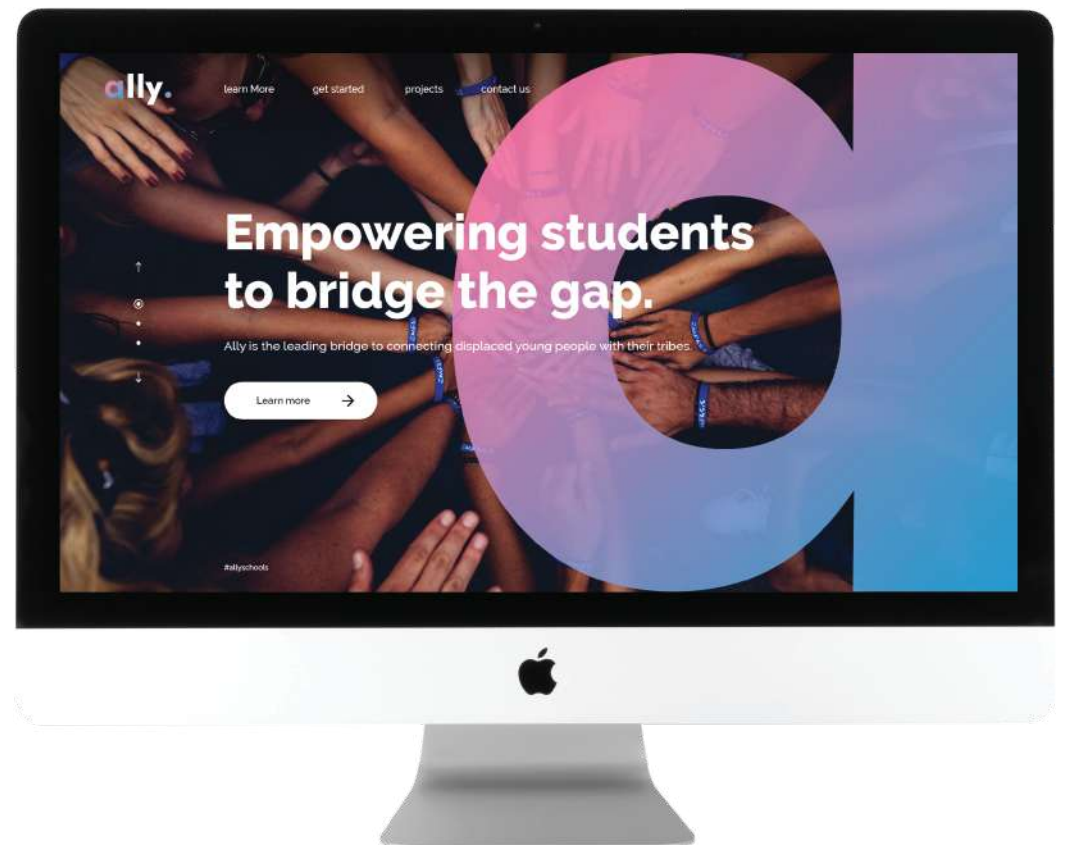
# User-testing

## Final concept



We brought our concept and working prototype of 'Ally' to our target users: transition year students (aged 16) and their teacher. We set the teacher a task to get started with Ally and we observed their experience.

Through user-testing, we were able to further develop our prototype and complete our final concept. Ally, a service fully derived from user insight, developed for its users, and refined by its users.



Deliver