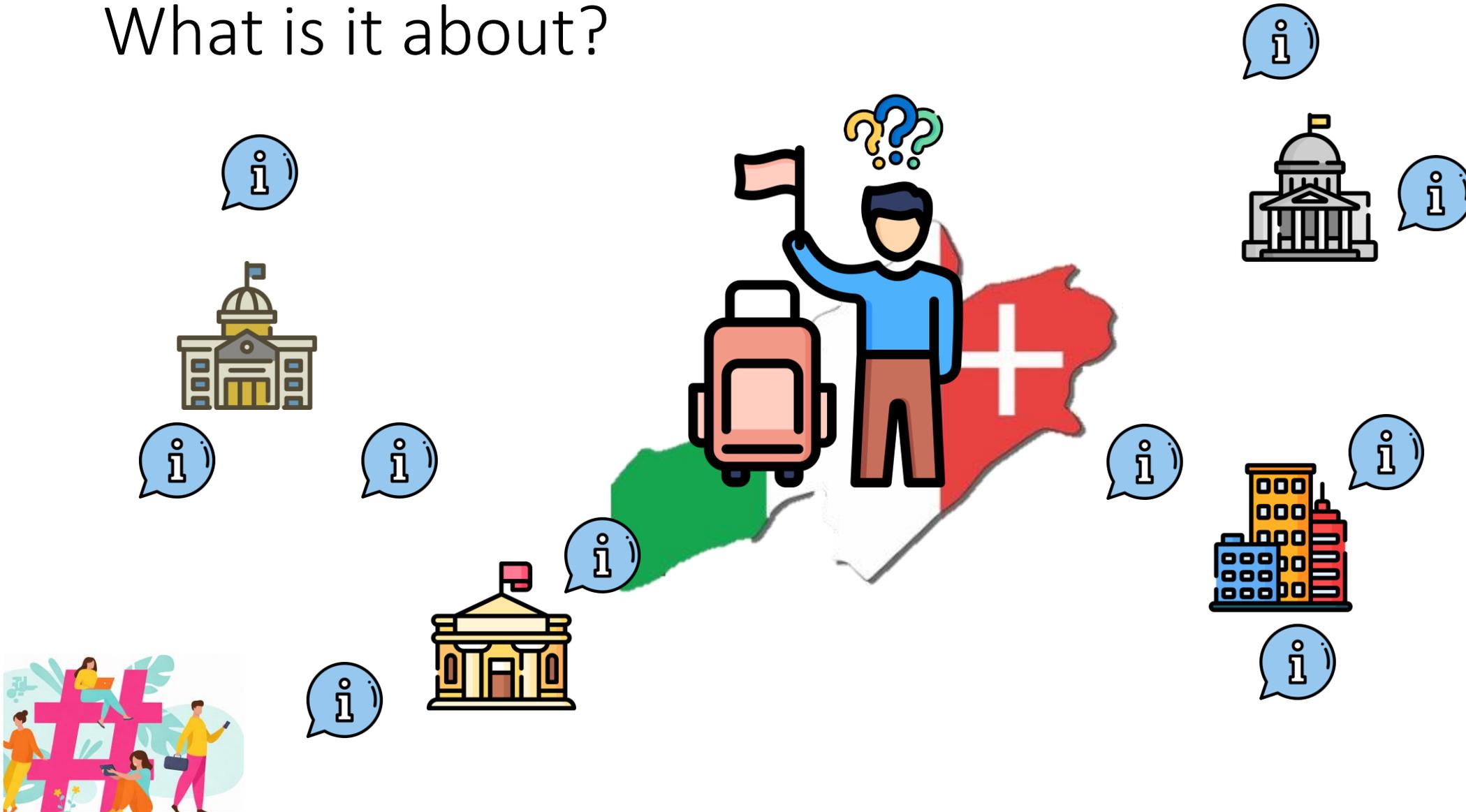


Hack4SocialGood

Smart, personalized navigation engine
for immigrants in Neuchâtel

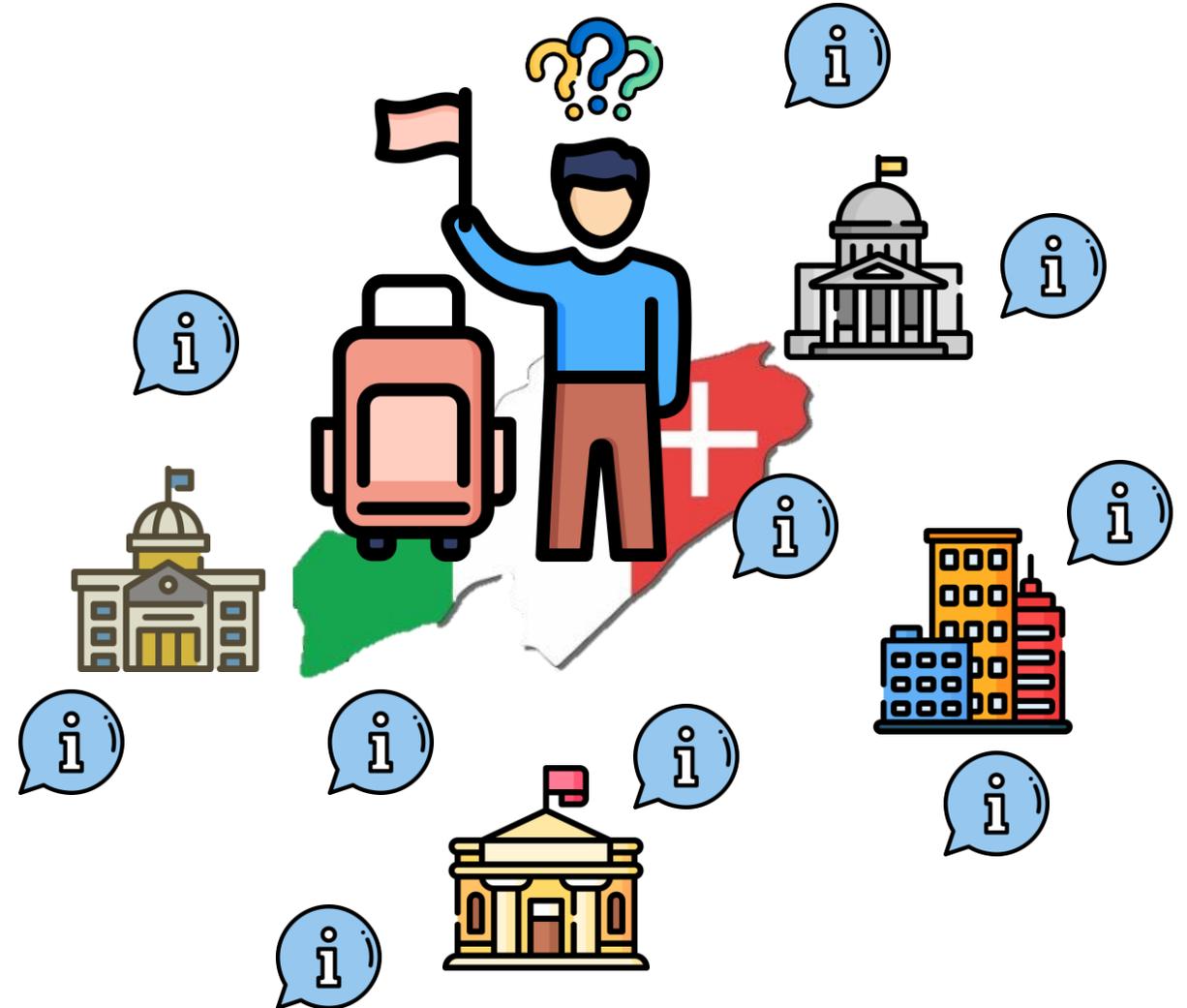


What is it about?



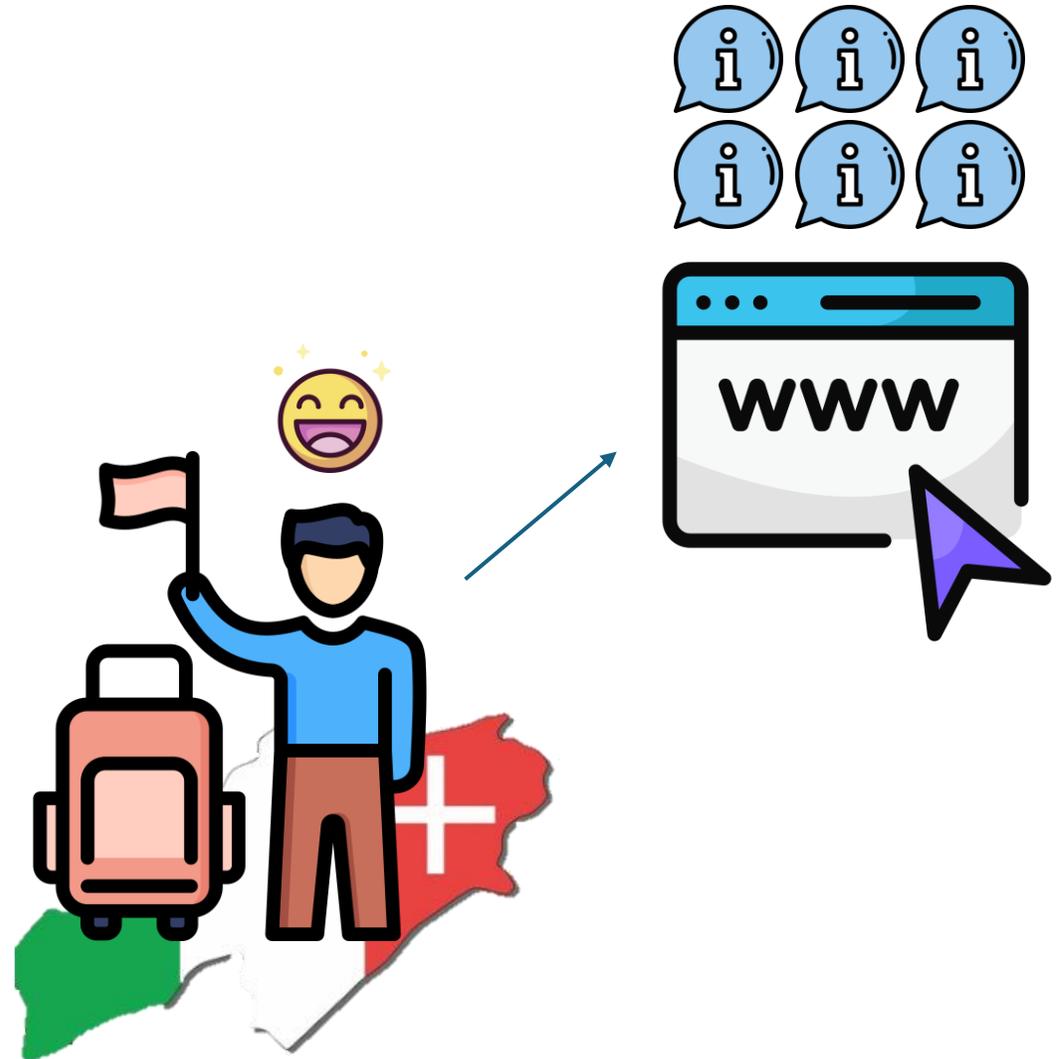
What is it about?

- Immigrants need **information** for **social and professional integration**
- It exists, but it is **spread across multiple actors**



What is it about?

- Solution : web platform that...
 1. **Centralizes** the information
 2. **Guides** the user to the correct
- Although... **how to properly guide the users to the relevant information ?**



Why is it important?

How to properly guide the users to the relevant information ?

- Avoid unnecessary confusion for immigrants
- Relieve the burden on professionals
- Guarantee the adoption of the platform



Why is it important?

Ideas to consider

1. Profile-centric approach
2. AI-assisted navigation (i.e. : chatbot)
3. Ergonomic strategy for UI guidance
4. Other ideas... ?



What resources will you provide?

- Persona and/or attributes of the potential users
- Business constraints of the project holder (COSM) and partners
 1. Item status (draft, published, old)
 2. Validation system
 3. Sources traceability
 4. Obsolescence detection
- Technology stack

