



SOCIAL HACKATHON 2020

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Product Description

- **Common Ground** – an interactive platform to get in contact with people from different countries to share the preference for cooking and eating. An app with the possibility to broadcast recipes and cooking sessions with varied community. Get in contact virtually and meet in real life for awesome cooking events.

RECIPES TIMELINE

Advertising of the next cooking event with possibility for registration via click on the ad.

The screenshot displays the 'SOUL FOOD COMMUNITY VIENNA' app interface. At the top, there is a blue header with a menu icon, the app name, and a UK flag icon. The main content is divided into four sections: 1. A yellow circular event announcement for 'NEXT EVENT 20.05. KOCHLOUNGE VIENNA' with 'TABOULÉ' below it, including a description and 'WITH KYANO ADISA'. 2. A pink recipe card for 'CRÊPES' with a description and a photo of the dish, posted by 'Wouter DeAng'. 3. An orange recipe card for 'SCHNITZEL' with a description and a photo of the dish, posted by 'Angelika Huber'. 4. A green 'RECRUIT A FRIEND' section with a description. A red heart icon is visible on the right side of the 'SCHNITZEL' card.

Selected language and possibility to change it

Posted recipe from a user with possibility to vote for it via click on the heart icon.

(more detailed information is shown with a click on the posting)

Next posting

Request to invite a friend to broaden the community



ADISA
KYANO
FROM
NIGERIA



HAU



EN

HELLO GUYS,

born and raised in NIGERIA I moved to Vienna when I was 18 years old. Time passed by and I am keen on meeting new people and have a great time together.



FAVOURITE DISH:
Taboulé



ONLINE
RECIPIES

The Nomadic Kitchen

- The **Nomadic Kitchen** is a moveable container kitchen for cooking events. Its construction is very simple to increase mobility of the kitchen and to make the replacement of broken parts easier.
- For the most-liked recipes on the app, public cooking events with the Nomadic Kitchen will be hosted.



Target group

- Core target group: adult migrants from different cultural and linguistic backgrounds, who live in private with little contact to Austrians. Also: Austrians who want to connect with migrants but do not know how
- Extended target group: migrants in school, university or vocational training with contact to people of the host country/society



Diversity of the target group:

- Diversity awareness means understanding that each individual is unique and recognizing our individual differences
- Important categories of our target group:
 - culture
 - race
 - language
 - technology knowledge

Needs & pains of the target group:

- Integration succeeds through relationships
- Migrants with no Austrian contacts suffer from integrational and emotional problems
 - Feelings of exclusion
 - Language acquisition will take longer
 - Social inequalities and prejudices against migrants

Gains:

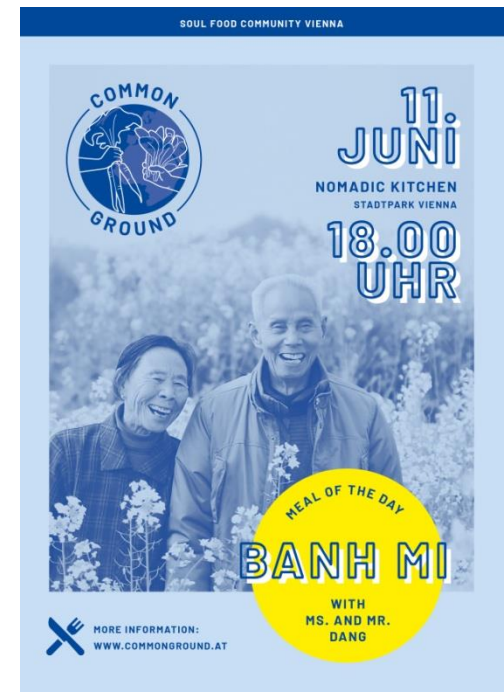
- A simple opportunity to get in contact with Austrians
- Goals:
 - more social participation opportunities for migrants
 - more tolerance and culturell understanding
 - more solidarity in society

How do we reach the target group?

- Technology affects every aspect of migration:
 - Information about other countries
 - Information about and security of the journey
 - Staying in contact with friends and family via:
 - Facebook
 - WhatsApp
 - Instagram
 - Youtube

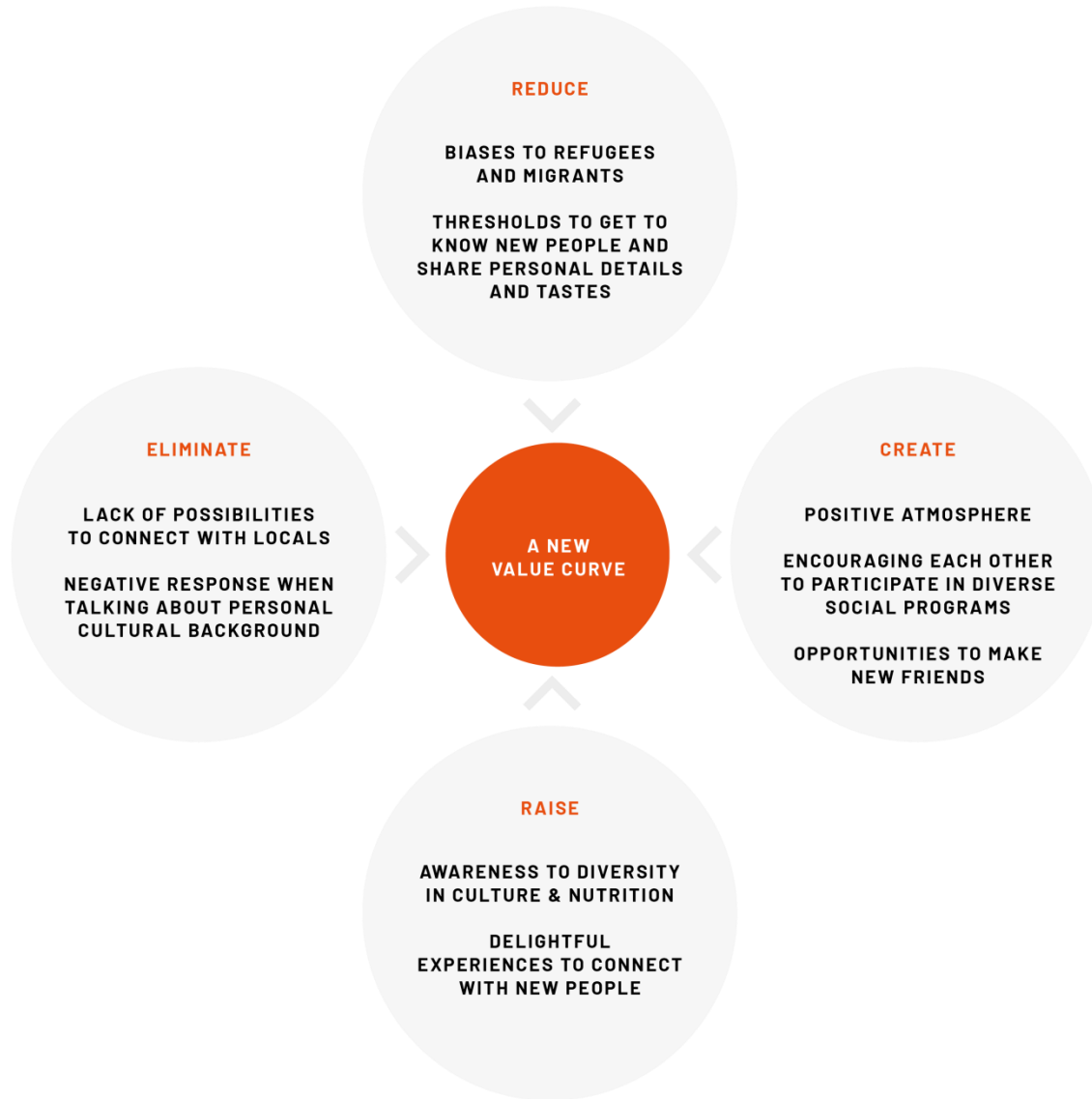
How do we reach the target group?

- Like everybody else, migrants often visit public places. So, the placement of posters in parks, central stations, shopping centers, etc. will help to reach different people of both target groups.



The value proposition of Common Ground:

- For migrants who are looking for interaction with and participation in the Austrian culture, we have developed a platform with the possibility to share and broadcast recipes from their home country. This helps building a community (in the first step) and creating long-term relationships through playful cooking events in real life (as a second step).



competitor analysis

FluentU - Language learning app designed to help those who have recently migrated to a new country where the language is different. The app personalises the user's experience through the use of real world videos (music videos, film trailers, the news, etc.) which it uses to create learning lessons.

InterNations - Available in 420 cities around the world, this app is designed to help migrants meet, connect and exchange information. The app helps to connect you to people who share similar interests and experiences to you and hosts regular events to facilitate meeting up with other users. The app is designed for a select group of users - People who have migrated for work opportunities. The user's access is only verified following acknowledgement by the user's employer.

MigApp - This app is designed to empower migrants by providing them with information on money, rent, visas, etc. and a space to share your experiences as a migrant which may help others who are moving to the same country as you.

Ankommen - This app was developed by the Federal Office for Migration and Refugees in Germany. It provides tips for living in Germany as a migrant and helps migrants learn the German language from online German volunteers.

Nebenau - An app designed to help connect residents with their neighbours (not specifically designed with migrants in mind). This is achieved through the online organisation of real life activities within the community such as community gardening.

Panion - This app is designed to connect people (not necessarily migrants) with others who have mutual interests. The app suggests ways to connect, such as activities and icebreaker games.

LoveEurope - An app designed to help migrants and specially refugees navigate, communicate and integrate into a new country. The aim of the app is to connect migrants to locals, help them learning both a new language and culture.

TikkTalk - An app designed to connect NGO's and migrants in Norway with freelance interpreters to help ease communication issues which may arise when moving to a new country.

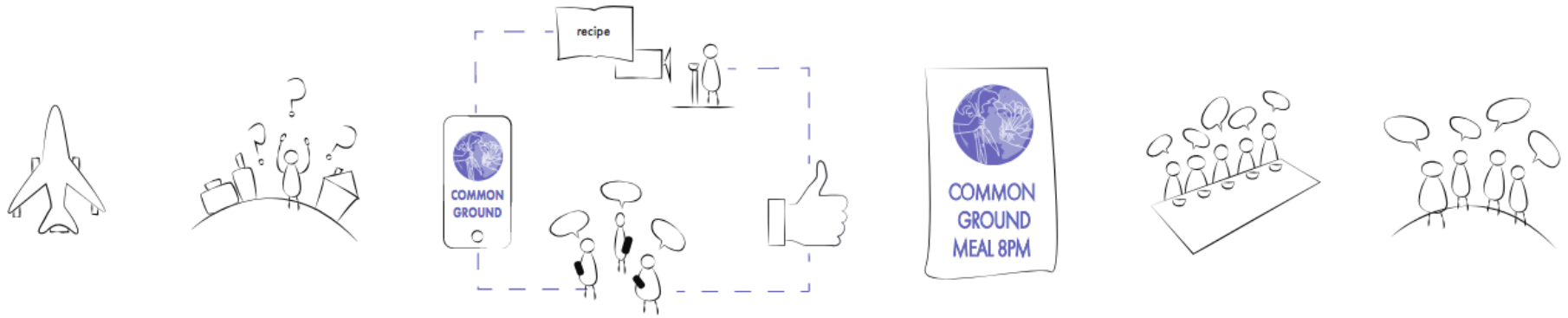
MySeoul - Designed to help migrants in Seoul, this app helps you stable settlement conditions, employment, and community relationships. This app is specifically designed with International students and workers in mind.

While researching the competition for our product we found there was a missing market for an app which:

- is designed for a wider range of age demographics.
- an app for the country of Austria specifically.
- a way to connect people through the sharing of all cultures rather than just that of the country the user has migrated to.
- an app which engages the user in an exciting game-like experience.
- a way in which users can build from low threshold social interactions to real-life activities to help build trust between users.
- an app which is designed to help locals connect with migrants (not just the other way around).

According to a paper titled "Technology, migration and the 2030 Agenda for Sustainable Development" by the Swiss Department of Foreign Affairs, mobile apps are a very important product for migrants when settling into a new country and society, allowing them to access a wide range of essential information and services, including housing, employment or training opportunities, local health and transport, schools and childcare, cultural or religious events (especially within their own diaspora community). However, due to the high volume of apps available to migrants, users are often daunted by the wide range and decide to not avail of this type of product. Our aim is to create an app which offers a specific and appealing service which will stand out to the user. By incorporating physical advertising (in the form of posters, etc. and the Nomadic Kitchen) we will also appeal to those overwhelmed by the range of apps available or those who are daunted by the idea of using technology.

user journey map



Integration and participation for migrants : Common Ground app

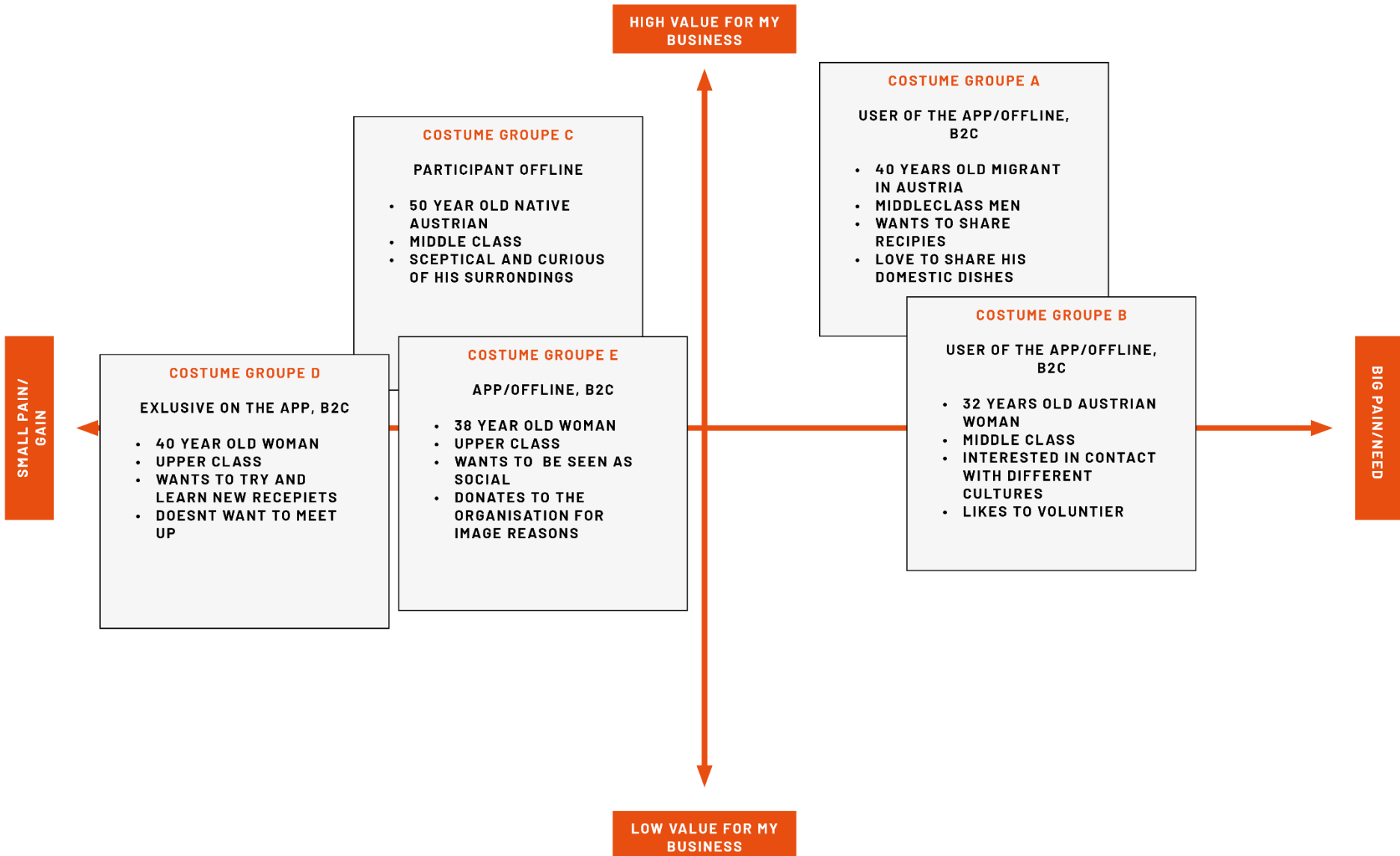
Customer benefits of Common Ground for the core target group:

- Contact with different people:
 - contact to other migrants: exchange about similar problems → being part of a group
 - contact to Austrians: feeling more included, better language understanding
- Forming of relationships → reduction of prejudices and social inequalities
- Sharing the preference for cooking and eating

Customer benefits for the extended target group:

- Getting in touch with different people:
 - better knowledge about different cultures, traditions, cooking habits and languages
 - better understanding of migrants and reduction of prejudices
 - less segregation of vulnerable groups
- Sharing the preference for cooking and eating

Customer Matrix



Sustainable Development Goals

Our idea will contribute to the following SDGs:



Funding options:

- Monetary donations & donations in kind (Geld- und Sachspenden) (the project "Kama" (<https://www.kama.or.at/uber-kama/>) is financed through donations and volunteering, for example)
- Government funding/financial support (e.g. *Asyl-, Migrations- und Integrationsfonds, Europäischer Integrationsfonds, Nationale Integrationsförderung*. Source: <https://www.bmeia.gv.at/integration/projektfoerderung/>)
- Crowdfunding/Fundraising
- Organizers work on a voluntary basis
- Asking for voluntary donations during the cooking/eating meetups
- Asking supermarkets for food donations (maybe things that have just reached their expiration date but are still well-edible → sustainability/ecological aspect)