

### eeVisa Overview

**eeVisa** platform transforms the working visa application experience to create tangible benefits for both applicants and sponsoring businesses.

- Simple and efficient working visa application management
- Easy-to-track application status
- All Visa documents in one place
- Alerts on upcoming expiration and renewal dates

### **Project Team**

#### **Product Owner**

Simon Kim Sangwon Park

#### **Product Planning, Strategy**

Jisun Suh

#### **Technical Project Manager**

Adel Rashid

#### Research

Simon Kim

#### **UX/UI Design**

June Kang (Platform UX, UI, Website UI) Chrisanthy Rebecca (Website UX)

#### **Product Naming**

Simon Kim Sangwon Park

#### **Data Architect**

Stephan Pak

#### **Backend Development**

Abdul Basit Qaiser Shehzad

#### **Front-end Development**

Qaiser Shehzad Patrick Matias Arvey Jimenez

#### **Translations**

Jisun Suh (Korean) June Kang (Korean) Vicky Sato (Chinese) Mitsushi Ono (Japanese)

### **Process**

#### **Product Planning Workshop**

- Product definition
- Product goals (long / short)
- Target users
- Competitive analysis
- User Journey Mapping
- Feature Prioritization
- Technical requirement

#### eeVisa Branding/ Product Design Workshop

- Brand positioning exercise
- Product Best Practice Review

#### **Design Direction**

- App-flow, wireframes
- Look & Feel, UI design (eeVisa platform, website)

#### **Design and Development Sprints**

- UX Design 2 sprints
- UI Design 2 sprints
- Development Sprints 7 sprints
- Sprint Planning and Review

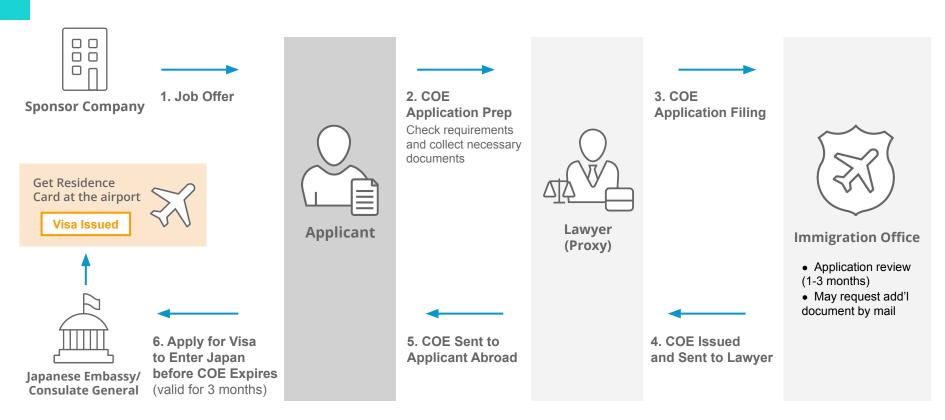


### eeVisa Problem Statement

# How can we improve the inefficient, outdated work visa application process?

- 1. Macro Trend in Japan: Shortage of labor with aging population
- Slow, frustrating, expensive process that involves paper forms, mailing, and an agent (lawyer)
- 3. Lots of back and forth between company, lawyer and applicants
- 4. Hard to keep track of the application status

### **Current Engineering Visa Application Flow**



### **Target Users**

#### **KEY USER GROUPS**

#### **Individual Applicants (Foreign Employees)**

- Country: Chinese, Korean, Vietnamese
- Age: Employment age
- Gender: Majority male
- College educated

#### **Sponsors (Employers)**

- Nationality: Mainly Japanese and some foreign
- Size: Target SMEs (under 300M USD in revenue)
- Locations: Tokyo first, Osaka, Aichi prefecture (manufacturing center)
- Industry: Technology
- User: decision maker (CEO or HR), admin (HR)

#### **OTHER GROUPS**

Document delivery person (assistant, HR staff, etc.)

#### **Other Players**

- Lawyers
- Japanese government (Immigration department; offices per prefectures)

### **Project Goals**

#### **SHORT TERM GOALS (MVP)**

- Make engineering visa application process easier, faster, cheaper (highest value in the industry)
- Reach 50 paying clients / month
   within the first 6 month
- Become profitable in 12 months
- First milestone: process the first visa successfully

#### **LONG TERM GOALS**

- Expand to other visa categories.
   Become "GO-TO Destination" for all visa applications
- Build an ecosystem for all expats and foreigners (w/ potential business partnerships)
- Global expansion to other countries
- Support outbound Visa needs for Japanese companies

### eeVisa Mission / Vision (Business Goals)

### eeVisa is a Working Visa Application Platform that aims .....

- To become one stop solution for immigration services
- To become your one and only immigration consultant (thinking of expanding this to other roles when cross-selling)
- To provide best possible service for growing number of foreign workers in Japan
- To provide transparent and painless experience to the visa application process
- To provide a transparent and painless experience to relocating/relocation \*for future expansion

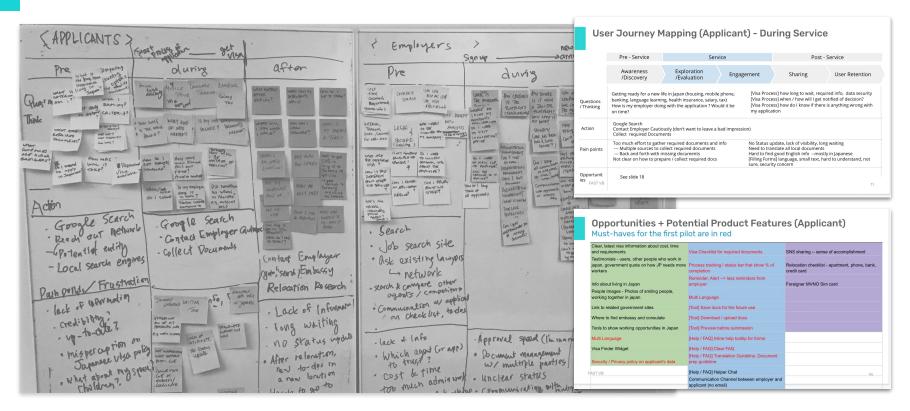
### eeVisa Positioning Statement

For companies, who need to secure work visas for foreign staff, **eeVisa** is an online service that guides companies and foreign staff
through the painful visa application process.

Unlike traditional immigration agents, **eeVisa** offers quicker, simpler, and more cost-effective application processing and fulfillment.

(efficient, transparent, secure...)

### **User Journey Exercise & Feature Prioritization**





# How does the COE application form look like?

- 4 pages in total
- First 2 pages done by applicant,
   and the rest by the sponsoring company

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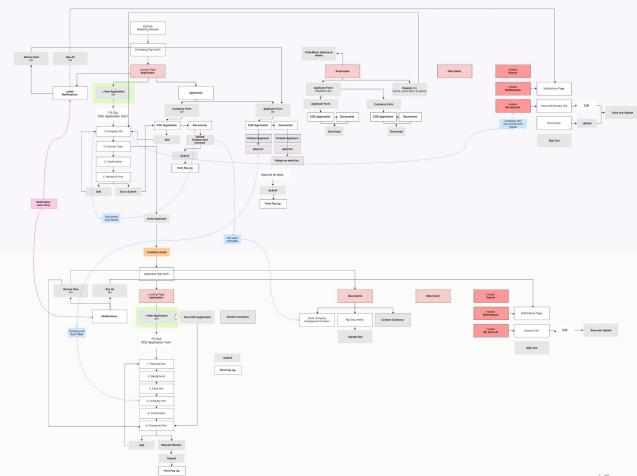
# **Product Site Flow**

Company

#### 3 Users/Roles

- Company
- Applicants
- eeVisa admin

Applicant



### Each user's goal

#### **Company**

- Create applications for applicants
- Able to renew expired/expiring employees (avoid repetitive process)
- Manage all documents in one place
- Avoid repetitive application process (company info/doc.)

#### **Applicant**

(not clearly defined for MVP)

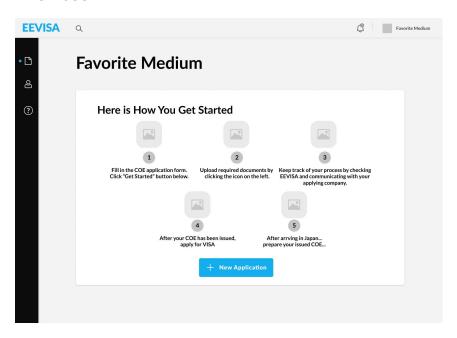
- Able to apply for the sponsoring company
- Get info & help (localization)

#### eeVisa Admin

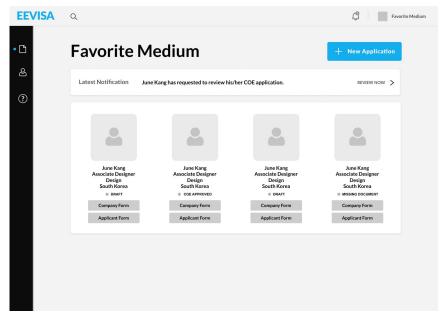
- Review company/applicant's application forms including documents
- Notify/contact applicant/ company on any updates

# **Wireframes: Platform landing page**

#### New user

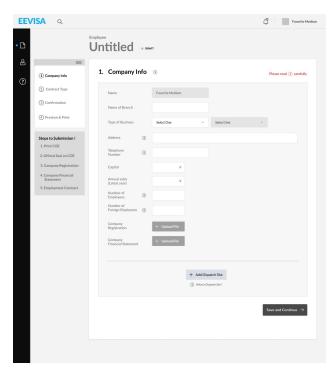


#### Revisiting user

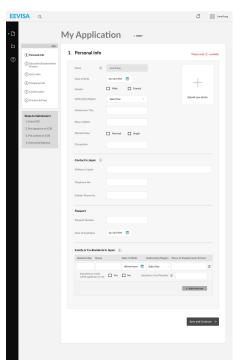


### **Wireframes: Application**

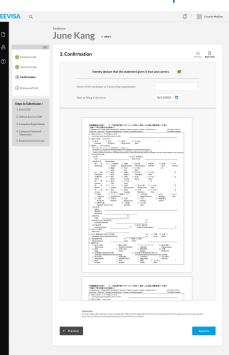
#### Company



#### **Applicant**

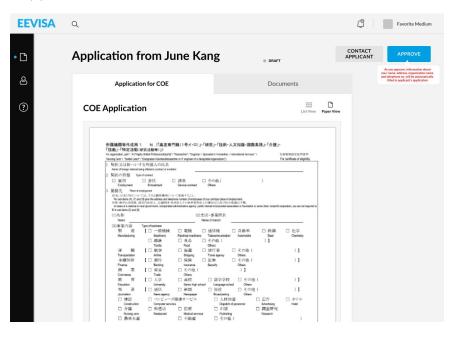


#### Preview in text view & pdf view

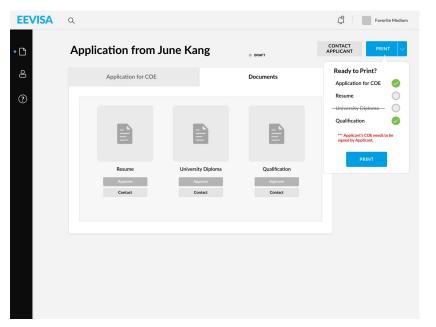


### **Wireframes: Applicant**

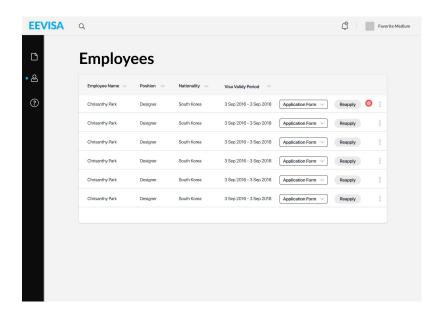
#### **Application**

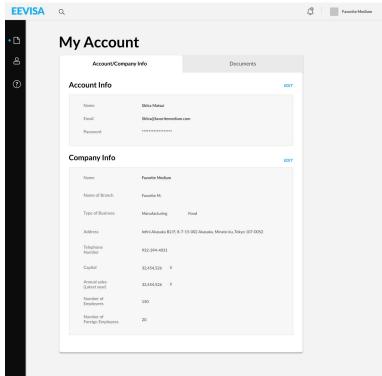


#### **Documents**



### Wireframes: Employees, My account



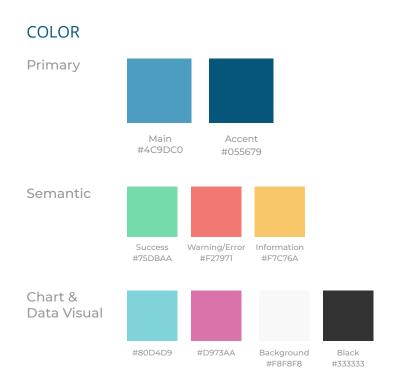


### **UI Design Goals**

• UI should be modern, professional, solid, innovative and easy-to-use during application

#### eeVisa Attributes How do you want your audiences to describe eeVisa? eeVisa Should NOT Feel **TOP 5 Brand Attributes TOP 5 Visual Design Attributes** (eeVisa is....) (eeVisa feels...) Complicated Manual Transparent\*\* Modern Childish, amateurish Secure (PSW) Professional Dodgy+Janky+Bad security Credible (PSW)\*\* Solid (data breach) Efficient\* Simple and easy-to-use Boring (this is a tough one) Approachable (PSW) Innovative Others: Smart, A good tech product

### **UI Visual Elements**



#### **FONT**

Heading/Display

#### Montserrat

Good morning, Favorite Medium

**Body Text** 

#### Roboto

Please fill in COE application form

### **UI Visual Elements**

#### **GRAPHIC & ILLUSTRATION**

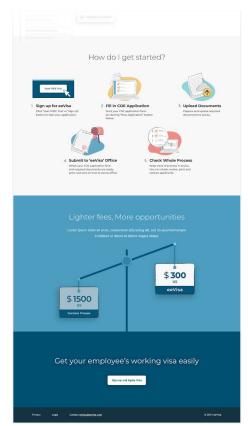
- Hand drawn like illustration
- Texture / Stylized



# UI Design : Marketing Site(Desktop)







### **UI Design : Marketing Site(Mobile)**



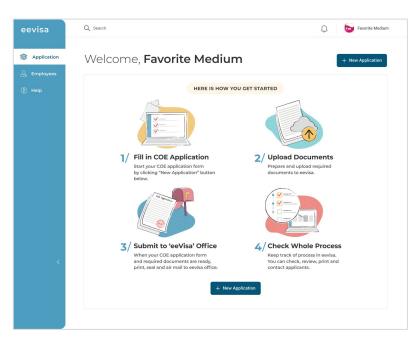




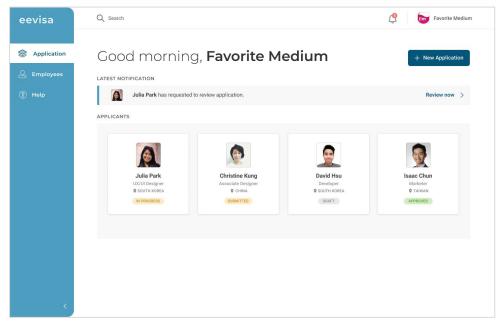


# **UI Design: Platform Landing Page**

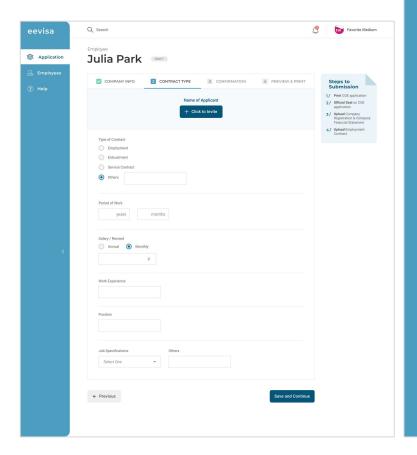
#### New user

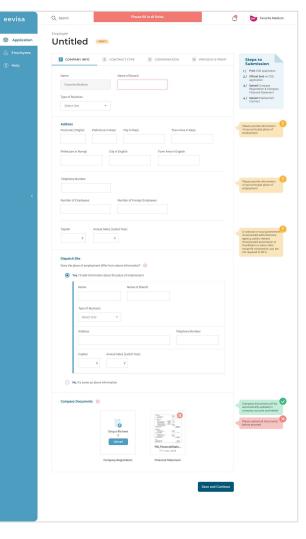


#### Revisiting user

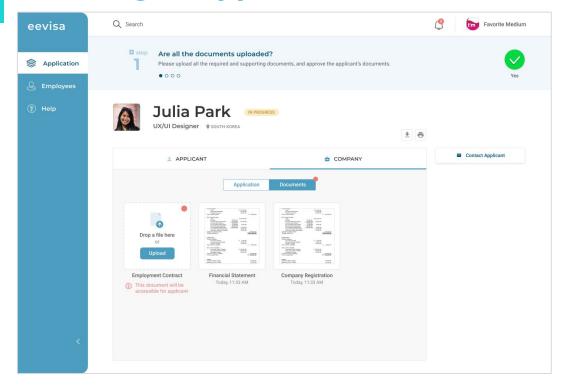


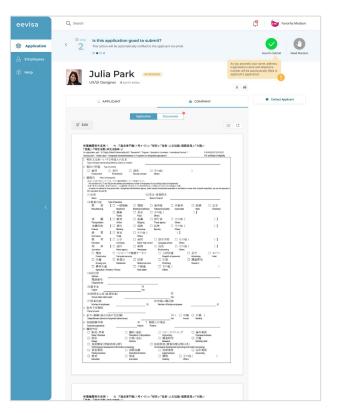
# **UI Design : Application**



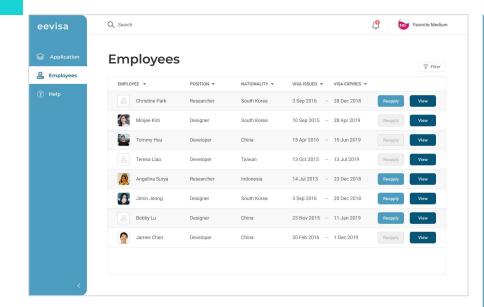


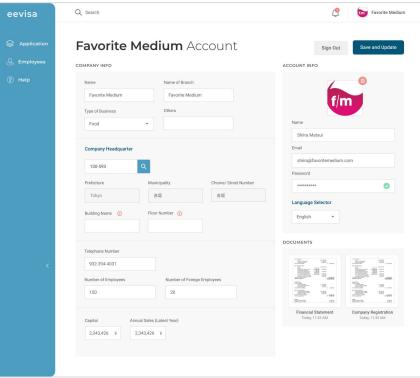
# **UI Design : Applicant**



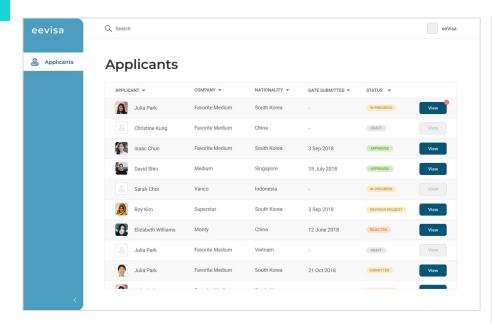


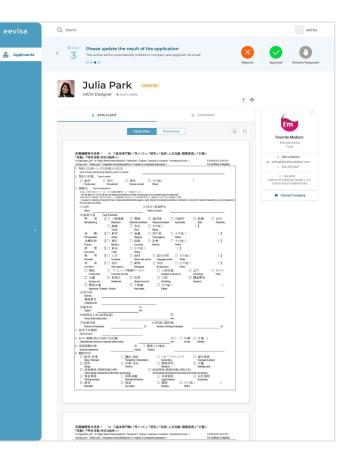
## **UI Design: Employees, My account**



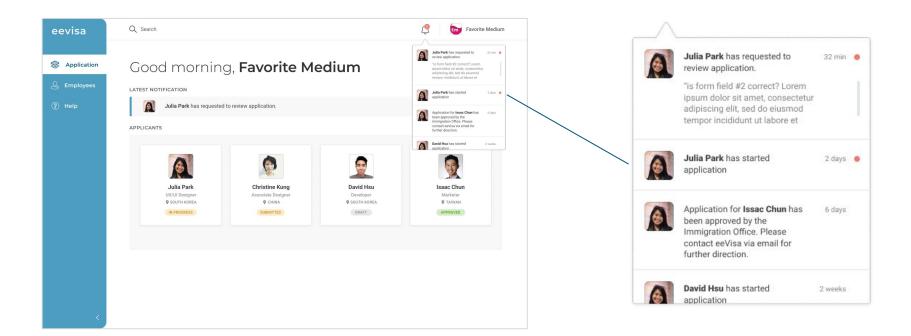


### **UI Design: eeVisa admin view**



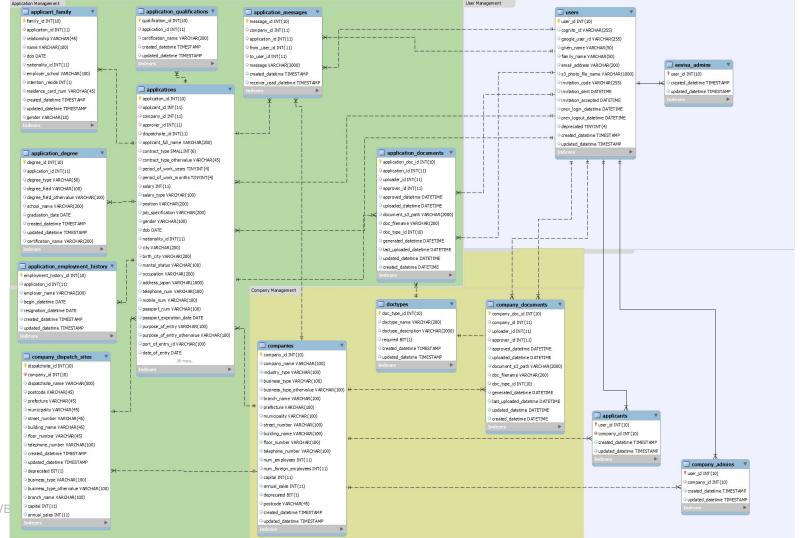


### **UI Design : Notification bubble**



# **Product Walk Through**

# **Data Model**





### **Tech Stack**

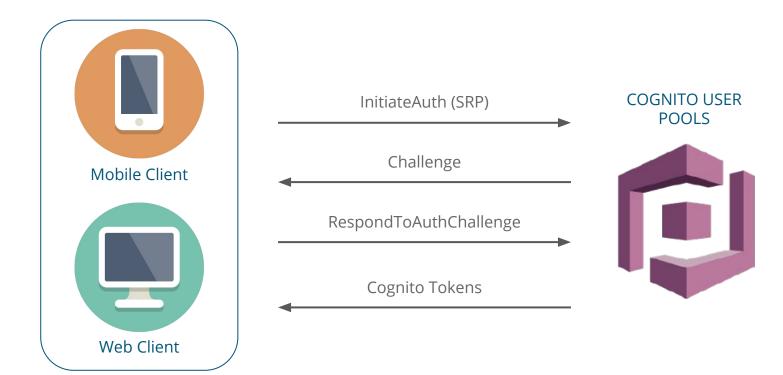
- React Core Frontend Framework
- Ant Design React UI Library
- Redux Application State Management & Localization
- Redux-Saga Application Middleware
- Google and AWS Cognito User Authentication
- React Axios Network Communication
- html2Canvas PDF Generation

## **Ant Design**

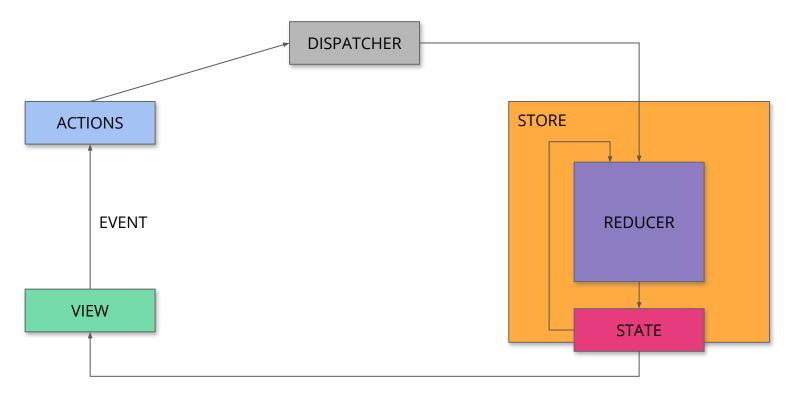
**Antd** contains a set of high quality components and package for building rich, interactive user interfaces.

- Upload
- Table
- Sidebar Menu
- Select
- Dropdown

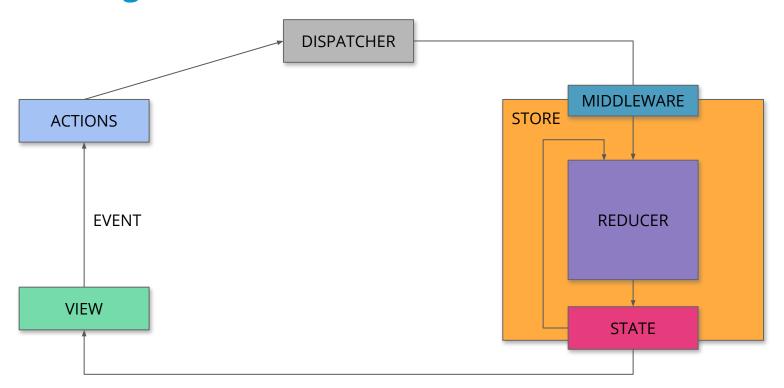
# **AWS Cognito**



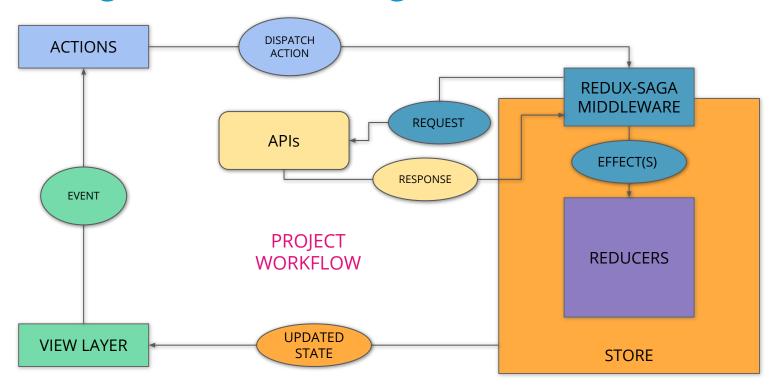
### Redux



# **Redux-saga** ~ middleware



## **API Integration & Redux-saga**



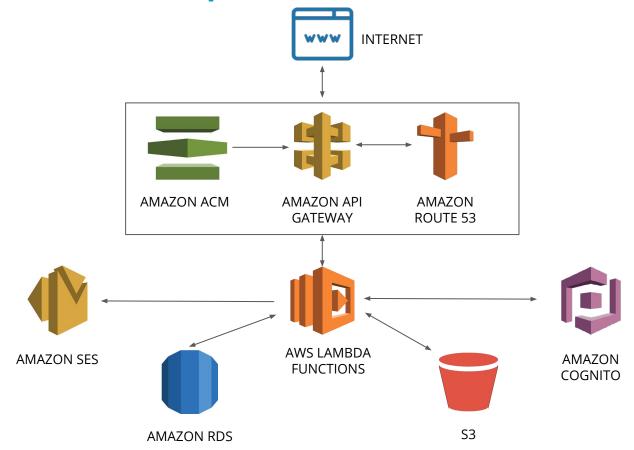


### **Tech Stack**

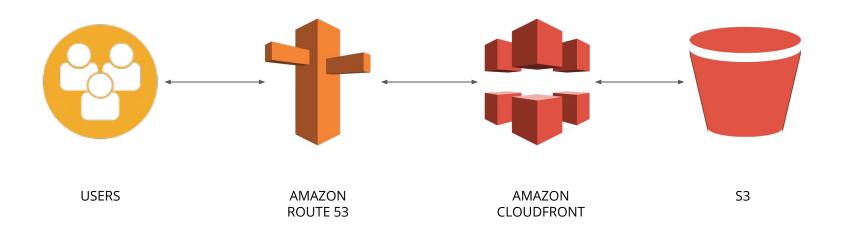
- AWS Lambda
- AWS API Gateway
- AWS Route53
- AWS SES
- AWS Certificate Manager for TLS/SSL
- AWS S3

- AWS Cognito
- AWS RDS
- Django
- Google Auth
- AWS CloudFront

## **Infrastructure Setup API's**



# **Infrastructure Setup Frontend**



### **AWS Lambda**

AWS Lambda lets you run code without provisioning or managing servers. You pay only for the compute time you consume - there is no charge when your code is not running.

With Lambda, you can run code for virtually any type of application or backend service - all with zero administration. Just upload your code and Lambda takes care of everything required to run and scale your code with high availability. You can set up your code to automatically trigger from other AWS services or call it directly from any web or mobile app.

More details: <a href="https://aws.amazon.com/lambda/">https://aws.amazon.com/lambda/</a>

### **AWS API Gateway**

Amazon API Gateway is a fully managed service that makes it easy for developers to create, publish, maintain, monitor, and secure APIs at any scale. With a few clicks in the AWS Management Console, you can create REST and WebSocket APIs that act as a "front door" for applications to access data, business logic, or functionality from your backend services, such as workloads running on Amazon Elastic Compute Cloud (Amazon EC2), code running on AWS Lambda, any web application, or real-time communication applications.

API Gateway handles all the tasks involved in accepting and processing up to hundreds of thousands of concurrent API calls, including traffic management, authorization and access control, monitoring, and API version management. API Gateway has no minimum fees or startup costs. You pay only for the API calls you receive and the amount of data transferred out and, with the API Gateway tiered pricing model, you can reduce your cost as your API usage scales.

More details: <a href="https://aws.amazon.com/api-gateway/">https://aws.amazon.com/api-gateway/</a>

### **AWS Route53**

Amazon Route 53 is a highly available and scalable cloud Domain Name System (DNS) web service. It is designed to give developers and businesses an extremely reliable and cost effective way to route end users to Internet applications by translating names like www.example.com into the numeric IP addresses like 192.0.2.1 that computers use to connect to each other. Amazon Route 53 is fully compliant with IPv6 as well.

More details: <a href="https://aws.amazon.com/route53/">https://aws.amazon.com/route53/</a>

#### **AWS SES**

Amazon Simple Email Service (Amazon SES) is a cloud-based email sending service designed to help digital marketers and application developers send marketing, notification, and transactional emails. It is a reliable, cost-effective service for businesses of all sizes that use email to keep in contact with their customers.

You can use our SMTP interface or one of the AWS SDKs to integrate Amazon SES directly into your existing applications. You can also integrate the email sending capabilities of Amazon SES into the software you already use, such as ticketing systems and email clients.

More details: <a href="https://aws.amazon.com/ses/">https://aws.amazon.com/ses/</a>

### AWS S3

Amazon Simple Storage Service (Amazon S3) is an object storage service that offers industry-leading scalability, data availability, security, and performance. This means customers of all sizes and industries can use it to store and protect any amount of data for a range of use cases, such as websites, mobile applications, backup and restore, archive, enterprise applications, IoT devices, and big data analytics. Amazon S3 provides easy-to-use management features so you can organize your data and configure finely-tuned access controls to meet your specific business, organizational, and compliance requirements. Amazon S3 is designed for 99.999999999 (11 9's) of durability, and stores data for millions of applications for companies all around the world.

More details: <a href="https://aws.amazon.com/s3/">https://aws.amazon.com/s3/</a>

#### **AWS RDS**

Amazon Relational Database Service (Amazon RDS) makes it easy to set up, operate, and scale a relational database in the cloud. It provides cost-efficient and resizable capacity while automating time-consuming administration tasks such as hardware provisioning, database setup, patching and backups. It frees you to focus on your applications so you can give them the fast performance, high availability, security and compatibility they need.

More details: <a href="https://aws.amazon.com/rds/">https://aws.amazon.com/rds/</a>













#### **AWS CloudFront**

Amazon CloudFront is a fast content delivery network (CDN) service that securely delivers data, videos, applications, and APIs to customers globally with low latency, high transfer speeds, all within a developer-friendly environment. CloudFront is integrated with AWS – both physical locations that are directly connected to the AWS global infrastructure, as well as other AWS services.

More details: <a href="https://aws.amazon.com/cloudfront/">https://aws.amazon.com/cloudfront/</a>

# **API Development**

- Django
  - pyJWT
  - o Boto3
  - Google API for auth
  - Django Rest Framework
- MySQL 8.0
- Zappa

### **Django Rest Framework**

Django REST framework is a powerful and flexible toolkit for building Web APIs.

Some reasons you might want to use REST framework:

- Authentication policies including packages for OAuth1a and OAuth2.
- Serialization that supports both ORM and non-ORM data sources.
- Extensive documentation, and great community support.
- Used and trusted by internationally recognised companies including Mozilla, Red Hat, Heroku, and Eventbrite.

More details: <a href="https://www.django-rest-framework.org/">https://www.django-rest-framework.org/</a>

## Django

Django is a high-level Python Web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of Web development, so you can focus on writing your app without needing to reinvent the wheel. It's free and open source. Ridiculously fast.

More details: <a href="https://www.djangoproject.com">https://www.djangoproject.com</a>

