Findings From A Survey With Foreign Workers
Great Market Potential

High mobile usage by more than 770,000 FWs

Usage is also increasing

Easy access to internet as many large dormitories already provide wi-fi

Potential revenue source

(All large dormitories will also be required to do so under FEDA)
FW Mobile Usage Patterns

Based on survey done with 850 FWs in 2015

53% of the FWs surveyed use Smartphones

84% Uses Android platform

82% Subscribe to local data plan

80% of the FWs tap on Wi-Fi at their accommodation

19% do not have Wi-Fi access at their present accommodation

1% will not use Wi-Fi

Most Popular mobile app among FWs:

- Facebook
- YouTube
Going in-depth to understand our target users
Target Users: 2 Broad Segments

The Newbie (new & home/in country)

Profile & Interests
• Has 2 phones, one is just for calls and the other has the data plan
• Spends more than an hour every night on Facebook chatting with his friends, posting pictures and commenting
• Interested in playing cricket but is unsure of who to contact to pursue his interest
• Goes to Mustafa on Sundays to spend time with his friends and eat briyani
• Relies heavily on his friends and seniors for advice

The Old Hand

Profile & Interests
• Likes to cook his own food and watches Tamil movies on Sundays
• Has many friends and depends on them for any help or advice
• Aware of the employment rules and follows them strictly
• Gets news information about India from Facebook posts
• Wants to bring his family to Singapore and is working hard to make more money
Primary User: NEW WORKERS

• been in Singapore for less than 6 months, or
• Preparing to enter Singapore to work

- Why this group
  - Have many queries even before they come to Singapore to work
  - Apprehensive about how life in Singapore is like
  - Unsure what they will need to do once they reach Singapore

- When to reach out to them
  - Before and After they arrive in Singapore

- What they want to know
  - What to expect in Singapore
  - Employment rights & responsibilities
  - Who to contact for advice or help
Target User Segments

Secondary User: EXISTING WORKERS

- been in Singapore for 2-3 years or more

Why this group
- Need work-related advice
- May not be familiar with employment rights and obligations

Who do they get information from
- Rely on friends and supervisors for advice and information

Their interest
- Communication with family and friends via FB, Whatsapp, IMO, Viber
- Entertainment: movies, sports and music
Communication Preferences

- Communicate in their **native languages**
- Indian worker => Tamil words typed in English for communication, e.g. FB, Whatsapp
- Bangladeshi worker => use English and Bengali for communication (Ridmik keyboard plug it)

- Prefer **voice** as a mode for communication over typing (e.g. use of voice chat on Whatsapp)
- Use voice recorders to record calls so that they can listen to it later
Example of Design Principles

1. Reach out earlier
2. Keep content simple
3. Make it engaging
4. Focus on interests and values