

**Miccosukee Tribe of
South Florida**

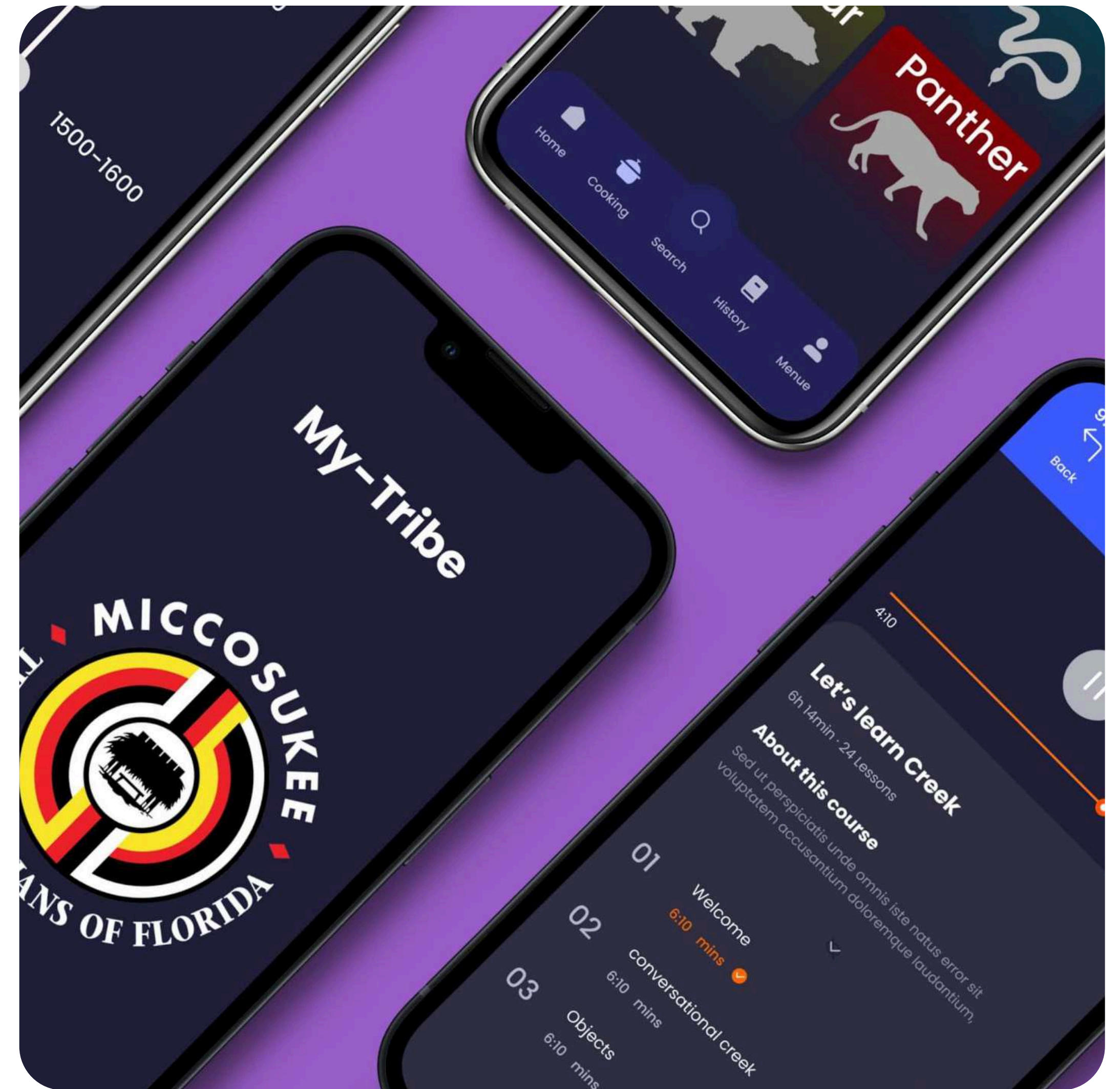


Design Brief

My-Tribe

Our Vision

To create a compassionate, empowering platform where individuals navigating personal challenges can build meaningful connections, find support, and grow together through shared experiences. My-Tribe envisions a future where emotional resilience and community are accessible to everyone, anytime.



Preliminary Observations

When tribal members seek to learn their native language and cultural traditions, they often encounter fragmented resources or feel disconnected from knowledgeable community members, which causes frustration, cultural erosion, and low engagement with tools that don't foster authentic, peer-driven learning experiences.

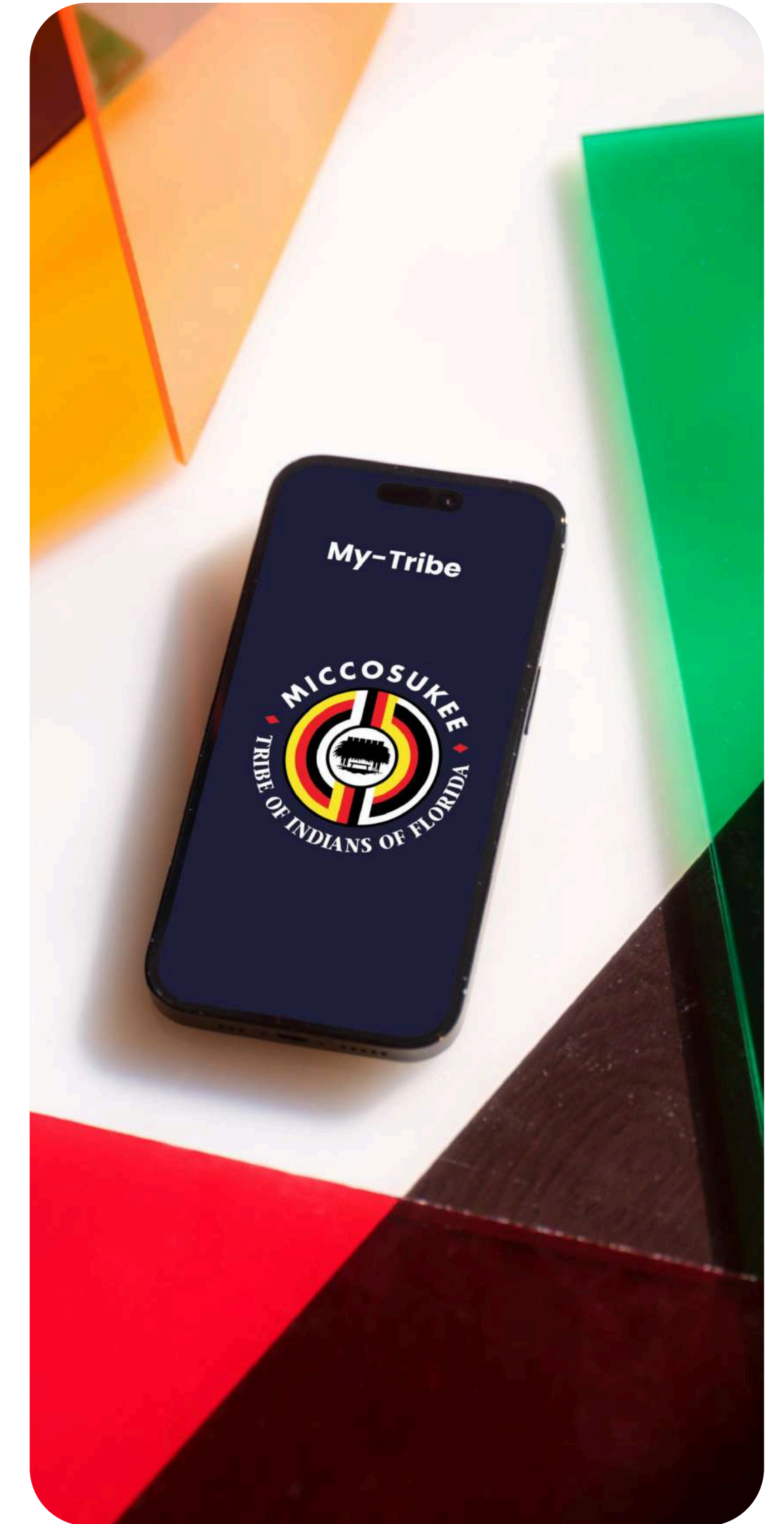


💡 Research Hypothesis

We believe that creating a culturally-rooted, peer-supported platform for learning language and traditions would help tribal members feel more connected, supported, and motivated in their cultural journey, which will increase user engagement, retention, and community-driven content creation on the platform.

🎯 Project Goal

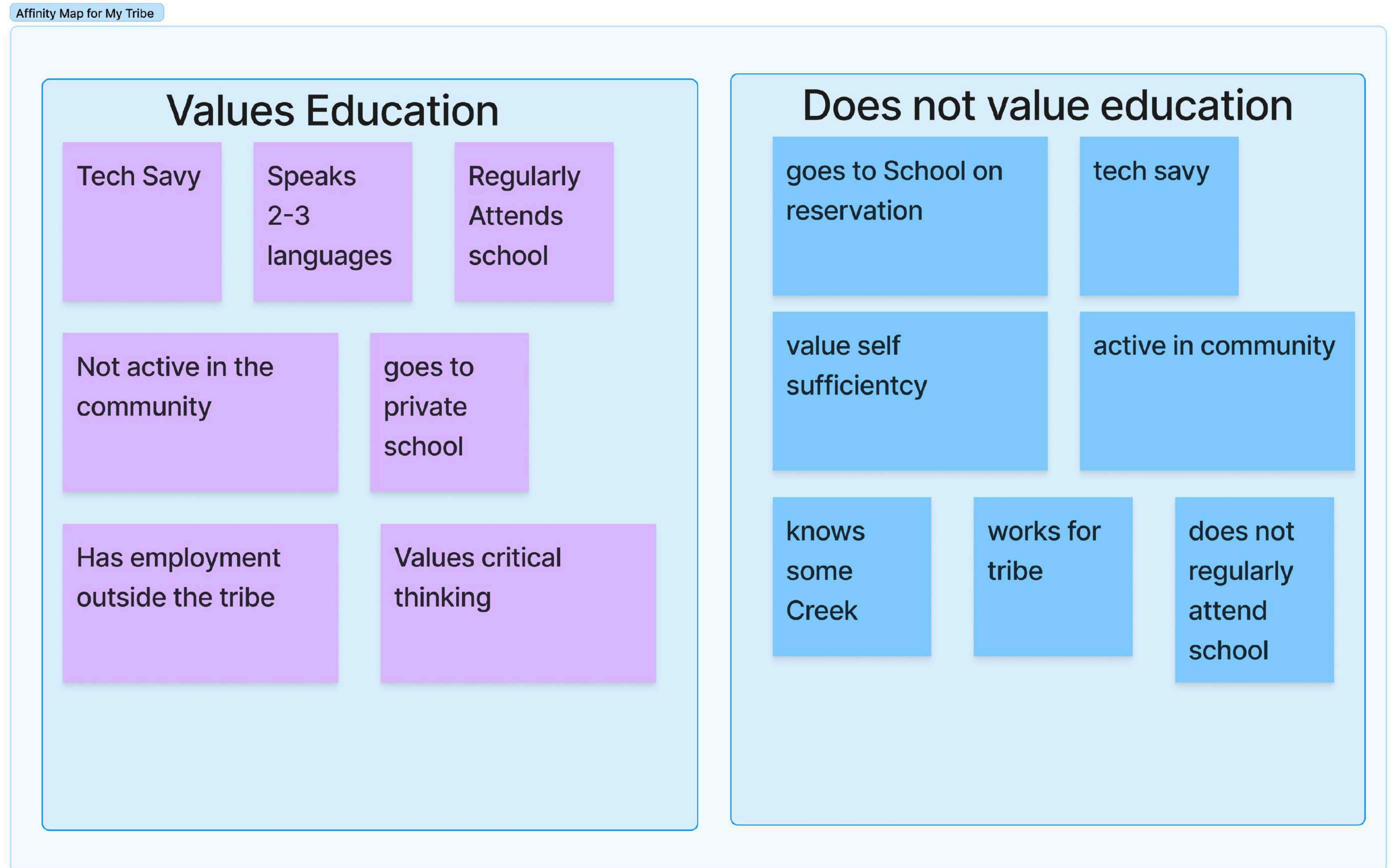
To design a community-driven digital platform that empowers tribal members to reconnect with their heritage by learning their native language, cultural traditions, and stories through trusted peer support, mentorship, and shared experiences — fostering intergenerational healing and cultural preservation.



Synthesis

Affinty Mapping

This map captures key insights from user research around tribal members reconnecting with their language and culture. It highlights shared needs, emotions, and challenges to inform feature ideas and guide user-centered design decisions.



Synthesis

Personas

We have developed fictional characters to illustrate user types that might use a product in a similar way. We identified three main groups:

- Student parents care about education
- Teacher on Reservation
- Student parents don't care about education



Personas

Age: 5

Location: Everglades, Florida

Education: kindergarten

Background

Rory is a young member of the Miccosukee Tribe. His parents place little emphasis on formal education, and Rory currently receives his schooling on the reservation. He has limited exposure to his native language but is a bright child who enjoys using his tablet.

Goals

- Rory wants to learn the language and traditions of his people to feel more connected to his identity and culture.
- He's especially motivated by interactive and visual learning, and would benefit from culturally relevant digital tools that match his curiosity and tech habits.

Frustration

Rory has limited exposure to his native language, traditional dances, and other cultural practices. Additionally, the available teaching methods are not well-suited to his learning style, making it difficult for him to fully engage and retain the material.

Synthesis

Personas

We have developed fictional characters to illustrate user types that might use a product in a similar way. We identified three main groups:

- Student parents care about education
- Teacher on Reservation
- Student parents don't care about education



Personas

Age: 7

Education: 1st Grade

Location: Everglades, Florida

Background

Colton is a young member of the Miccosukee Tribe. His parents place a strong emphasis on education, and as a result, Colton attends a private school in Miami. He has limited exposure to his native language and primarily speaks English or Spanish. Colton is a bright and curious child who enjoys spending time on his tablet.

Goals

Colton is eager to learn the language and traditions of his people.

Frustration

Colton lacks sufficient exposure to the language, traditional dances, and other cultural practices. As a result, his progress has been slow and often frustrating.

Synthesis

Personas

We have developed fictional characters to illustrate user types that might use a product in a similar way. We identified three main groups:

- Student parents care about education
- Teacher on Reservation
- Student parents don't care about education



Personas

Age: 42 **Location:** Everglades, Florida
Status: Married **Education:** High School Grad

Background

Mary is a proud member of the Miccosukee Tribe who is passionate about preserving her culture and language. She works as an educator on the reservation, teaching young tribal members both academic subjects and cultural traditions. Mary speaks Muskogee Creek fluently and is dedicated to helping the next generation maintain a strong connection to their heritage. She is bright, energetic, and enjoys music and spending time with her friends in the community.

Goals

- Pass down tribal traditions, language, and customs to the younger generation
- Incorporate modern technology into education while preserving cultural integrity
- Foster pride and identity within tribal youth

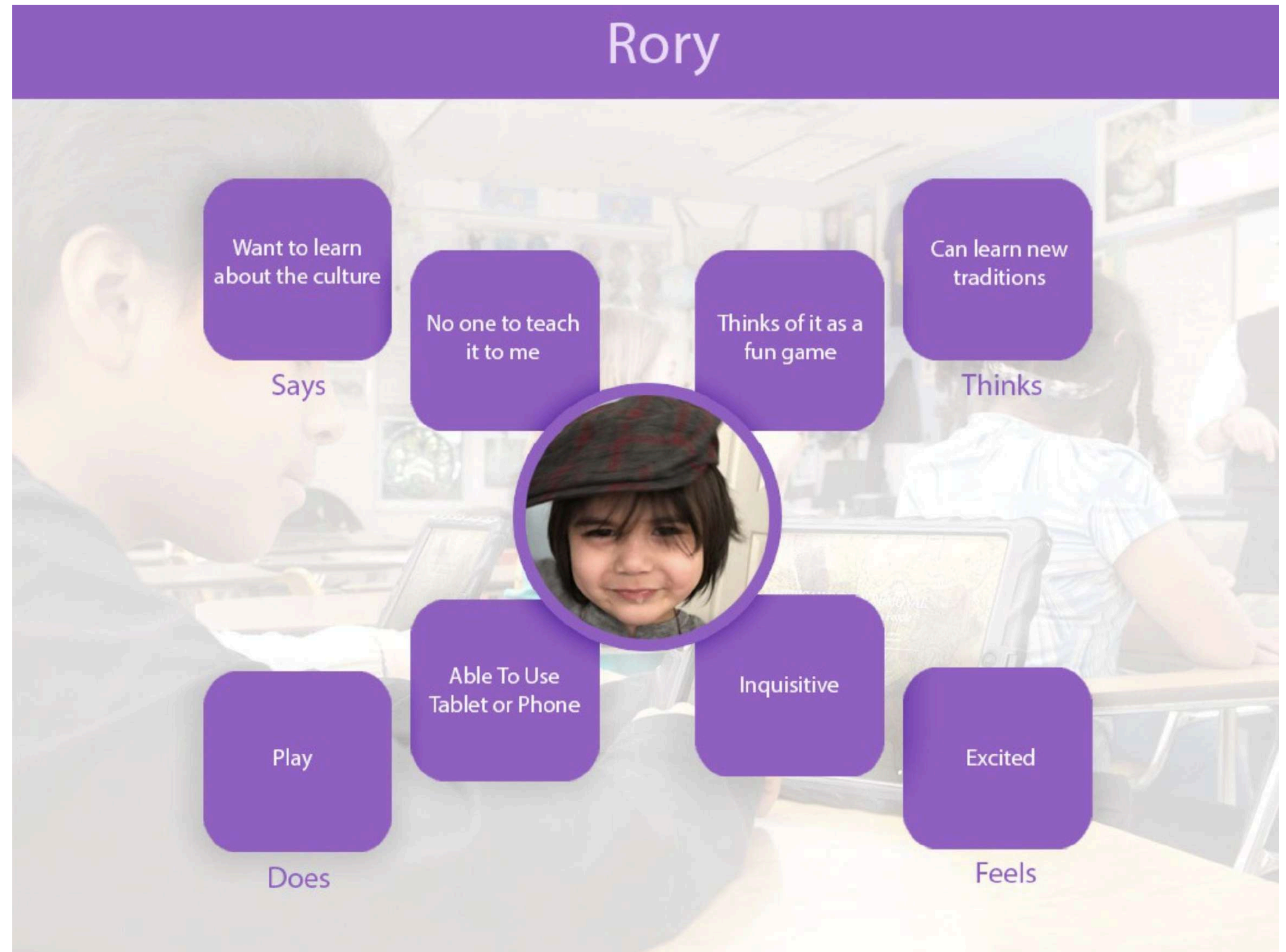
Frustration

Mary is struggling to pass on the language and cultural traditions to the next generation. Her frustration largely stems from the fact that the language cannot be formally written down, restricting her to a single, oral teaching style. This limitation makes it difficult to adapt her methods to the diverse learning needs of today's youth, leaving her concerned about the long-term preservation of tribal knowledge.

Synthesis

Empathy Map

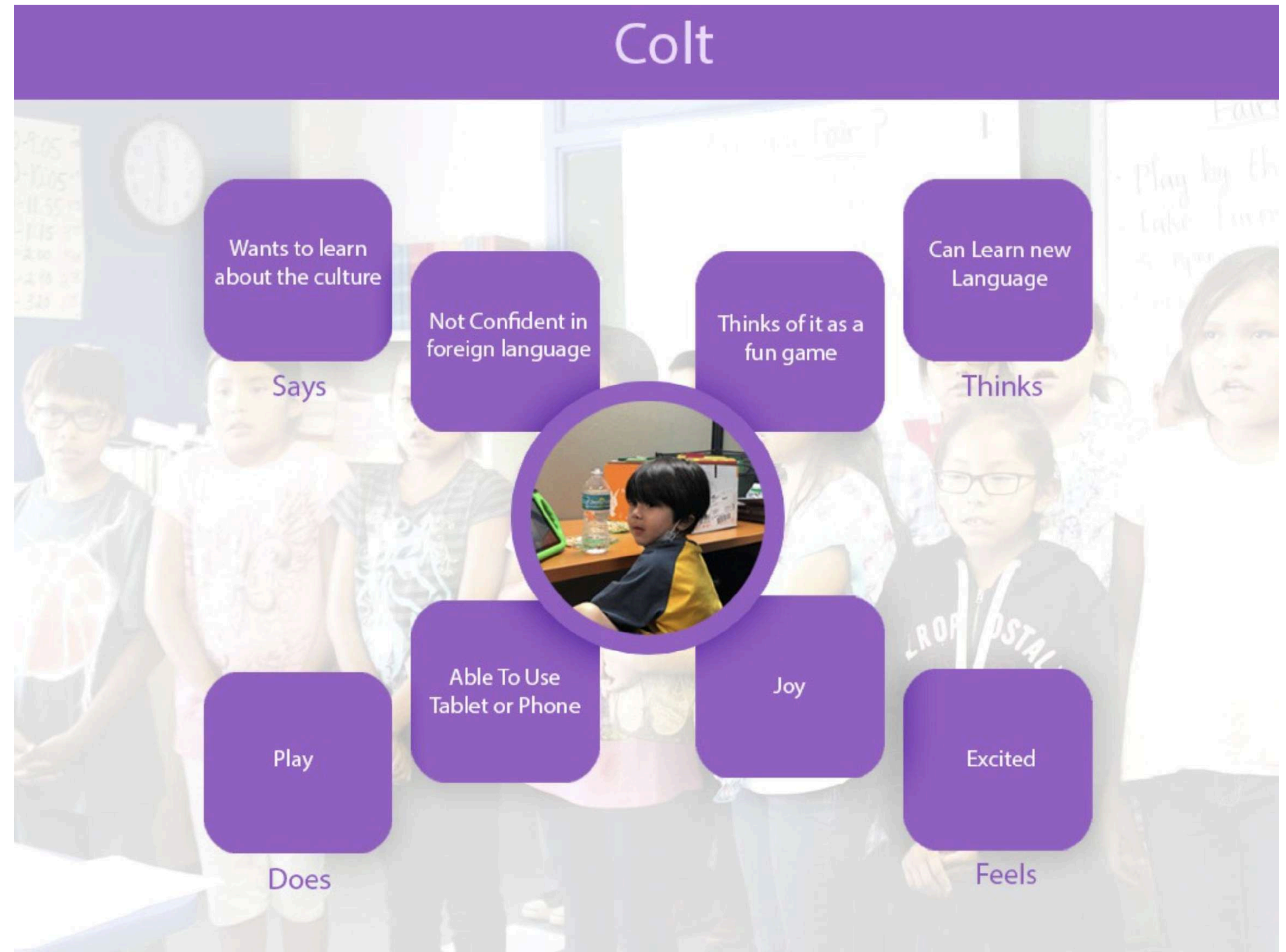
We used this map to visualize and understand the problems and mindset of users based on our findings.



Synthesis

Empathy Map

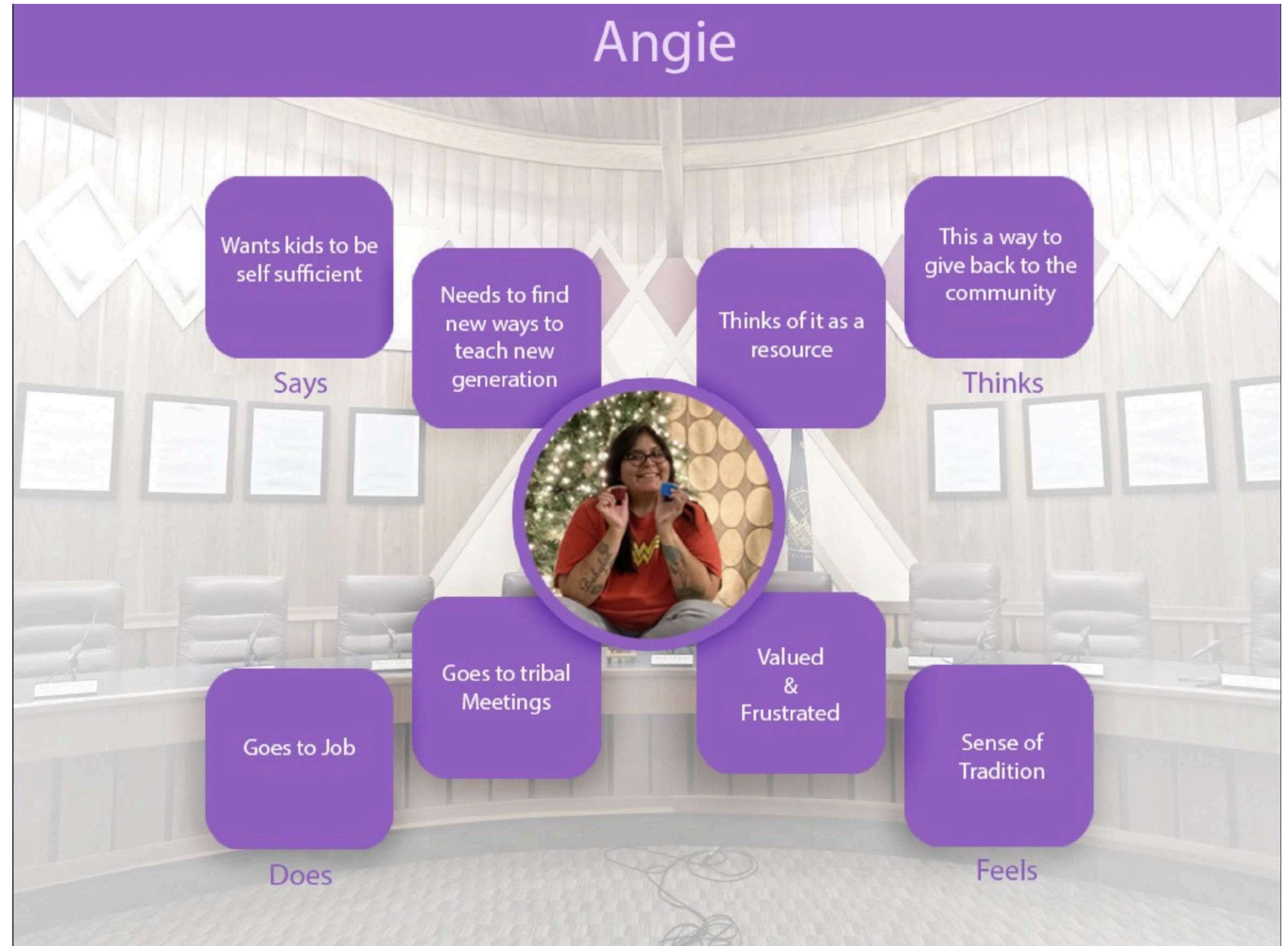
We used this map to visualize and understand the problems and mindset of users based on our findings.



Synthesis

Empathy Map

We used this map to visualize and understand the problems and mindset of users based on our findings.



Validated Observations

With these tools, we have identified two major frustrations

Primary Frustration

When [], users [], which results in [].

Secondary Frustration

When [], users [], which results in [].

Further Insights

Users are looking for more explanation and guidance about what to do and how to use the platform right from the start.

Users don't have much ownership over their interests; they want to be able to edit and update what they like the most.

User Goals

Learn my native language through lessons, conversations, and community guidance.

Connect with other tribal members who share similar backgrounds, regions, or experiences.

Preserve and share cultural stories, traditions, and practices with others in a respectful space.

Find a mentor or elder to guide me through cultural learning and identity-building.

Contribute to my tribe's knowledge base by sharing what I know and learning from others.

Feel a sense of belonging by engaging in a supportive, trusted community focused on healing and growth.

? Problem Statement

Our tribal members and descendants, when trying to reconnect with their language and traditions, are disconnected and frustrated because they lack accessible, community-driven learning tools.

Solving this would help users feel more connected and empowered, and benefit our business by driving engagement and building long-term platform trust.

How Might We...

This brainstorming session helped us rephrase the problems discovered from our research to help identify future opportunities.

help tribal members learn their native language in a way that feels natural, engaging, and culturally respectful?

create a safe space for users to share and preserve traditions across generations?

foster meaningful connections between users who share similar tribal backgrounds or experiences?

balance tradition and technology to keep elders engaged while attracting younger generations?

build trust among users so they feel safe sharing personal stories or asking questions?

ensure language and tradition content is authentic while remaining easy to understand for beginners?

empower elders and culture bearers to become accessible mentors within the platform?

encourage users to contribute knowledge and stories without feeling intimidated or unqualified?

design a digital experience that feels rooted in culture, not just technology?

visually and interactively represent cultural values in the design of the platform?

support users who are reconnecting with their identity for the first time and may feel unsure or hesitant?

make cultural learning feel rewarding and consistent, even for users with limited time or access?

👉 Final Observations

- Users seeking to learn their native language and traditions often carry a sense of urgency, loss, or generational disconnection. Tools that feel impersonal or overly academic fail to meet their emotional and cultural needs.
- Tribal members are more likely to engage in learning when they feel safe, supported, and understood by peers or mentors who share similar backgrounds or goals.
- Current learning paths are scattered across books, websites, and elders — often without continuity or structure. This leads to drop-off and inconsistent progress.
- Language and tradition are sacred. Any UX decisions from iconography to tone of voice must be made in collaboration with tribal voices to ensure trust, adoption, and sustainability.



Thank you!

Any Questions?

Reach us at
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