Jisr-Az-Zarka: Inside and Outside

Ebrahim Assi
Evgenya Kerdik
Ilan Brajzblat
The life in Jisr-Az-Zarka
Jisr-Az-Zarka in the news

'Living in Jisr al-Zarqa is like living in jail'
Aljazeera.com - August 26 2017

Israeli-Arab Town Haunted by History of Violence
Looks for Way Out
Haaretz - February 27 2016

In Israel's poorest town, Palestinian fishermen forced to give up their craft
Middle East Eye - May 20 2016

Overlooked Arab Israeli beach town opens its doors to tourists
The Times of Israel - June 9 2015

Our challenge: Bringing to Jisr the technological tools necessary to make of Jisr a tourist attraction and improve it’s image in the news
Two Points of View

A Website to Advance Community Cohesion

• Platform in Arabic
• Local news and updates
• City services
• Visualizing local events
• History of Jisr for the residents

A Website as a Window to the Outside World

• Platform in English
• News feed of the village main events
• Detailed map with local businesses and initiatives
• Visualizing sites of interest
• Tourist oriented historical description
A Community Website as a Window to the World

Giving the ‘Jisraoui’ the opportunity to redefine the image of their village

Objectives

• An accessible platform for the residents to share their projects with the community

• Giving the residents an opportunity to make their voice heard

• Create a digital presence for the village and promote its tourism potential

Challenges

• Create a user friendly interface to advance less digital oriented inhabitants

• Give the young people of the village tools to manage their project on the long run

• Ensure visibility on Google and other social networks in an effective way
Jisr al Zarka
I haven’t been everywhere, but it’s on my list

Jisr az-Zarqa (Arabic: جسر الزرقا, Hebrew: גשר הזרקה) is an Arab town on Israel’s northern Mediterranean coastal plain. Located just north of Caesarea within the Haifa District, it achieved local council status in 1963. The town had a population of 13,689 in 2014, living on 1,500 dunams of coastal land. 80% of residents reportedly live below the poverty line. The name Jisr az-Zarqa is a reference to Taninim Stream, which is known in Arabic as the “Blue Valley” (Wadi az-Zarka). Jisr az-Zarqa is the only remaining Arab town in Israel located on the coast of the Mediterranean Sea.
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Jisr on the Map
Insights and conclusion

• First time we work with an end user
• What is obvious for us is not natural for others
• HCI design must be driven by surveys

• Communication is the key!
• It’s not about technology— it’s about what you do with it
Thank you!