

Find Your Perfect Canadian City Based on MBTI

1. Project Overview

Project Name: "MBTI-Matched Canadian Cities"

Objective: To provide a fun and insightful web tool that suggests Canadian cities—where you'd likely thrive, might feel out of place, and should consider traveling to—based on your MBTI personality type.

Target Audience:

- Users planning to immigrate, work, or study in Canada
- MBTI enthusiasts seeking deeper self-understanding
- Travelers looking for city recommendations tailored to their personality

2. Concept & Rationale

- MBTI is widely recognized and helps people understand how they think, feel, and interact.
- Canadian cities vary in climate, pace, culture, and lifestyle—making them ideal for MBTI-based matching.
- The tool provides personalized insights beyond simple rankings—helpful for long-term living decisions or short-term trips.

3. Feature & Page Structure

Page	Feature , Description
Home	Landing page , Overview of purpose, quick intro, "Take the MBTI Quiz" call-to-action
MBTI quiz page	A concise set of questions (simplified) to determine MBTI type
Results page	Presents three card-style recommendations: "Best fit," "Least fit," "Travel pick"
City Detail Page	Deeper dive on each recommendation: reasons, top activities, tips, imagery

4. Content Strategy

Selected Cities (16 total across all provinces & territories)

- Western Canada: Vancouver (BC), Victoria (BC), Calgary (AB)
- Prairies & Central: Saskatchewan City (SK), Winnipeg (MB)
- Ontario: Toronto, Ottawa
- Quebec: Montreal, Quebec City
- Atlantic: Halifax (NS), Charlottetown (PE), Saint John (NB), St. John's (NL)
- North: Whitehorse (YT), Yellowknife (NT), Iqaluit (NU)

MBTI-City Matching Strategy For each MBTI type (16 types), recommend:

- "Best fit" city – great long-term living match
- "Least fit" city – likely uncomfortable or clashing environment
- "Travel pick" – a short-trip city that aligns well with the type

5. Design & UX

Tool: Figma (for wireframing + high-fidelity design)

Style: Clean, modern card layout, Flip animations to reveal details, Color branding for each city

6. Tech Stack

Layer	Options
Frontend	React.js or JavaScript + HTML/CSS
Animation	CSS 3D transforms for card flipping, or React animation library
Data Layer	Static JSON file or in-memory mapping logic for MBTI → cities
Hosting	GitHub Pages or Netlify for deployment

7. Proposed Timeline

Week	Deliverables
Week 1	Figma wireframes; MBTI-city matching matrix; content drafts
Week 2	Frontend scaffolding in React; MBTI quiz implementation
Week 3	Card layout + flipping; routing to result & details pages
Week 4	Mobile responsiveness; polish UI/UX; deployment; feedback

* Start date needs to be fixed by mutual agreement.

8. Expected Benefits

- Personalized insight: Users discover which Canadian cities align with their personality
- Informed decision-making: Helps with relocation, educational, or travel choices
- Engaging UX: Flip animations balance fun and usefulness
- Educational value: Introduces Canadian geography and lifestyle through a personal lens