

FAMILY Initiative

By Team Swanky Danky





Problem Statement

- ❖ How can we encourage Torontonians to spend more time with their family while engaging in community events?
- ❖ How can we effectively organize this diverse information to be time efficient for the user?





Alignment and Solutions

Engagement and Information Management

❖ Points

- Allows families to keep progress of the time spent together
- Tracking community involvement

❖ Rewards

- Encourages users to upload their progress by incentivizing with prizes

❖ Individual Development

- Encourages physical, mental and educational well-being

❖ Organization information

- Services and events separated in an easy to access webpage

Future Impact

- ❖ Strengthen and connect family relationships
- ❖ Increase community involvement and development
- ❖ Opportunity for corporate sponsors to promote products upcoming events



MAKING A POSITIVE IMPACT

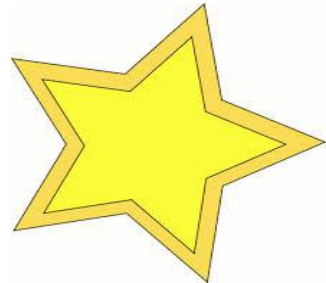


Point and Reward System

Rewards users by redeem their points through a variety of sponsored systems.

Point Redemption examples:

- | | |
|---------------------------|----------------------------|
| ❖ TD Rewards | 1 TD Rewards= 2 points |
| ❖ PC Points | 1 PC Points= 2 points |
| ❖ Scene Points | 1 Scene Points= 2 points |
| ❖ Tim Hortons free drinks | 1 Free Drinks = 200 points |
| ❖ Community centre passes | 1 centre pass= 500 points |



Data Privacy

- ❖ Enable user to become a member of the website by signing up using email address and password
- ❖ Use IP address and location check to detect anomalies
- ❖ Set up security questions when user log in with an unrecognized device





Feasibility and Implementation (E.A.S.Y.)

Step 1

Establish contact with nearby community centres

Step 2

Awareness promotion (Public Spaces)

Step 3

Social sustainability (Analyze corporation and centre to community involvement)

Step 4

Yielding results and improving services with collected data



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