



THEN & NOW STE CATHERINE STREET MONTREAL, QC

Ste-Catherine Project
D/CART 498K Information Design
Prof. Valerie Lamontagne
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Maria Julia Guimaraes, Melanie Palapuz & Kimberley Lam

Newcomers

AGE: 25 ~ 50 y.o.
HOW OFTEN THEY COME: 3~5 days/week, mostly week days and during stores' working hours
HOW THEY USE THE SITE: usually a family activity, it's mainly visited for shopping and food
WHY THEY COME: primary goal is to shop for their new settlement, due to the easy access to a great number of stores to whom depends on public transportation
EXPECTATIONS: easy access to goods, cheap food, great discounts, some amusement
WHAT COULD SURPRISE THEM: underground city and its complexity

Hockey Fans

AGE: 10 ~ 80 y.o.
HOW OFTEN THEY COME: 1~2 days/week, on match days and close to match hours
HOW THEY USE THE SITE: wandering around Bell Center, meeting friends in pubs
WHY THEY COME: to find quick entertainment while waiting match to start; to meet friends before/after match; to watchh match in a pub
EXPECTATIONS: kill time before match, and have some fun hanging out after match
WHAT COULD SURPRISE THEM: several other entertainment spots

Lovin' couples

AGE: 25 ~ 50 y.o.
HOW OFTEN THEY COME: 1~2 days/week, mostly weekends, during stores' working hours and/or evenings
HOW THEY USE THE SITE: wandering down the street, some shopping, going to pubs/restaurants
WHY THEY COME: hang out, meet friends, have fun, go to pubs or cinema
EXPECTATIONS: mainly entertainment
WHAT COULD SURPRISE THEM: quiet and intimate places

