

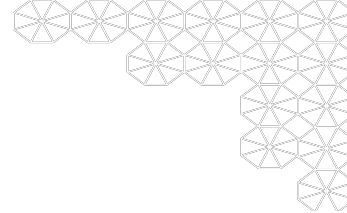


Guardians of the City: **Introducing *TorontoSafe***

Final Presentation

Elena Peng Xie, Chih Ling (Phoebe) Yueh, Nhan (Leo) Le, Abraham Yang

Agenda



1. Objective
2. Usability Study Summary
3. Data Visualization Update
4. Website Update
5. Website Demo
6. Future Update

Objective



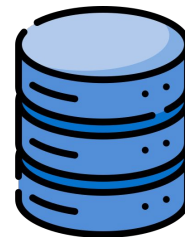
Users

Tourists,
new to Toronto,
individuals who are
not familiar with the
Toronto area



Task

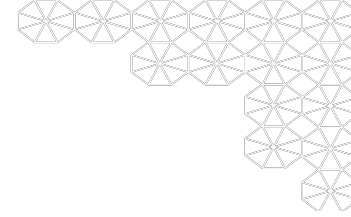
Comprehensive,
detailed and
interactive views of
crime statistics and
guides for tourists







Data

Toronto Police
Public Safety
Data

Usability Study Summary



	User Feedback	Actions
	Users reported having trouble navigating through the website, impacting their ability to find necessary information, due to limited instructions	<ul style="list-style-type: none">• Instructions on how to use different sections• clearer definitions of the data presented.
	Our main page currently presents more like a tourism portal rather than emphasizing safety, which is our primary concern.	<ul style="list-style-type: none">• Redesign the main page to highlight safety-related information
	Some headings, charts, and graphs did not have legends and correct labeling, making it hard for users to understand	<ul style="list-style-type: none">• Will update all our visual content to include correct and clear labeling, legends, and explanations, making them more user-friendly and informative.
	There is a demand for more detailed information regarding costs, numbers, and directions related to tourism attractions.	<ul style="list-style-type: none">• Limited by available data in current state

Visual Update - Neighbourhood Comparison



User Feedback:

Can be confusing and very not readable if users accidentally clicked “all” for neighbourhood set.

Title is small and not sure what to do at first look

Updates:

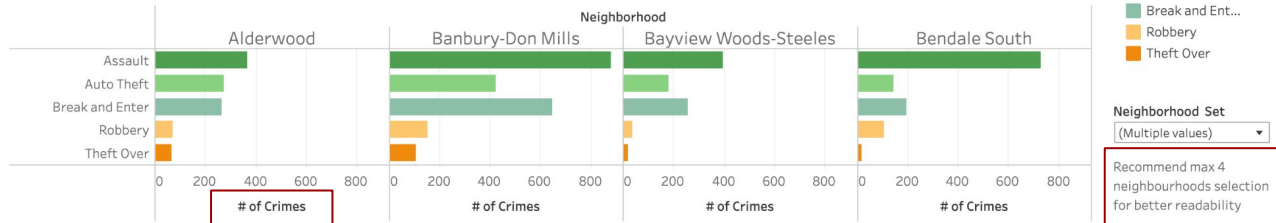


Added recommendations on maximum selections

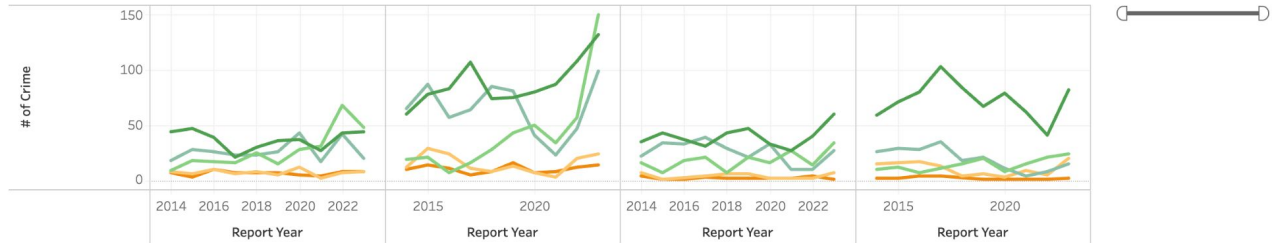
Edited the format/layout for Tableau to make the visual more clear and easier to navigate

Neighbourhood Comparison

Crime Counts



Crime Trend



Visual Update - Toronto Safety Trend

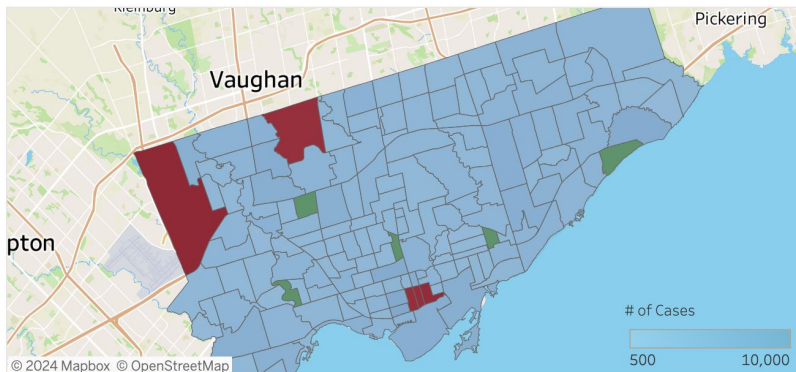
Monthly Crime Trend over the past 5 Years

Based on data in the past 5 years, *January and February* are generally regarded as safer periods to visit due to a lower incidence of crime cases in the city.

Year	January	February	March	April	May	June	July	August	September	October	November	December
2019	7.7% (2710)	7.1% (2473)	7.7% (2681)	8.0% (2817)	8.7% (3030)	8.6% (3015)	9.5% (3335)	8.8% (3068)	8.4% (2939)	9.1% (3173)	8.6% (3022)	7.9% (2752)
2020	9.3% (2859)	8.6% (2636)	9.1% (2794)	7.0% (2156)	7.2% (2203)	7.9% (2409)	9.3% (2856)	9.2% (2831)	8.8% (2691)	8.4% (2566)	7.7% (2376)	7.4% (2283)
2021	7.3% (2243)	6.7% (2062)	8.0% (2442)	7.1% (2178)	8.5% (2609)	8.4% (2571)	8.7% (2671)	9.1% (2776)	9.1% (2801)	9.4% (2892)	9.0% (2746)	8.6% (2625)
2022	6.6% (2395)	6.6% (2413)	8.4% (3052)	8.2% (2979)	8.9% (3253)	8.3% (3042)	8.4% (3060)	8.7% (3163)	8.9% (3225)	9.1% (3299)	9.0% (3286)	9.0% (3269)
2023	7.5% (3257)	7.0% (3015)	7.8% (3395)	8.0% (3487)	9.1% (3955)	8.6% (3721)	8.6% (3730)	9.0% (3889)	8.4% (3637)	8.7% (3766)	8.9% (3848)	8.4% (3620)

* The numbers enclosed in parentheses represent the total count of cases that occurred within the given time period.

Toronto Safety at a Glance



Top 5 Safest Neighborhoods

See Areas highlighted in **Green** on the map

Woodbine-Lumsden	277
Guildwood	279
Lambton Baby Point	289
Maple Leaf	400
Yonge-St.Clair	427

Top 5 Dangerous Neighborhoods !

See Areas highlighted in **Red** on the map

West Humber-Clairville	5,062
Moss Park	4,198
Downtown Yonge East	3,767
York University Heights	3,387
Yonge-Bay Corridor	3,152

User Feedback:



1. Didn't understand what numbers represent in the heatmap

Updates:



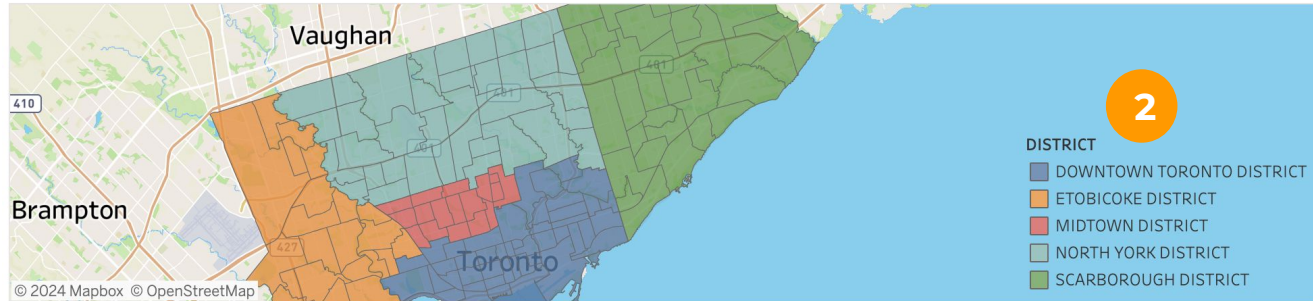
1. Percentages of total cases and number of monthly cases are clearly presented in the heatmap with annotations below.

Visual Update - Safety GeoSpotlight

For an interactive experience tailored to your needs, explore **Safety GeoSpotlight** for crucial safety insights regarding your visit to Toronto. It provides user-friendly access to official Toronto Police data from the past five years, highlighting **areas of caution**, identifying the **most dangerous day of the week and frequently occurring offenses**. Your safety is our priority, and we aim to equip you with the necessary information for a secure visit!

Step 1: Select the area(s) you're planning to visit

Instructions: You may hit control (command if you're on Mac) and multi-select 2 or more districts.



Step 2: Select the month(s) you're planning to come visit

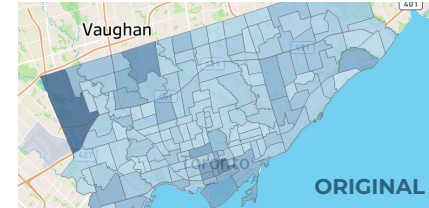
Instructions: You may hit control (command if you're on Mac) and multi-select 2 or more months.



User Feedback:



1. No user instructions
2. Tourists/Newcomers have little knowledge about where each neighborhood located



Updates:



1. A clear overview and step-by-step instructions are now available;
2. We grouped 140 neighborhoods into 5 districts for easier user selections.

Visual Update - Safety GeoSpotlight

Step 3: Based on your input, here are some safety precautions to observe !

Note: The output generated by this dashboard is calculated based on the data from the past five years provided by the Toronto Police.

Beware of crimes happening in these top 5 locations!

Apartment (Rooming House, Condo)	26.91%
Single Home, House (Attach Garage, Cottage, Mobile)	23.39%
Streets, Roads, Highways (Bicycle Path, Private Road)	20.56%
Other Commercial / Corporate Places (For Profit, Warehouse, Corp. Bldg)	15.39%
Parking Lots (Apt., Commercial Or Non-Commercial)	13.75%

Beware of the top 5 offences that happened the most frequently!

Assault	45.91%
Theft Of Motor Vehicle	24.25%
B&E	19.01%
Assault With Weapon	11.40%
B&E W'Intent	2.36%

* B&E stands for 'Break and Enter'.

1

Day of Highest Historical Crime Occurrence in a Week

Sunday	1,961
Monday	2,228
Tuesday	2,178
Wednesday	2,239
Thursday	2,318
Friday	2,345
Saturday	2,024

* Numbers in the bubble represent total count of cases happening in a given day of the week.

2

User Feedback:



1. Didn't understand what the number in each bubble represents and what acronyms mean
2. Didn't understand what 'The Busiest Day of the Week' means in the title

Updates:



1. Annotations & Comments are added
2. Updated the title to a user-friendly and easy-to-understand one

Visual Update - Tourist Attractions

Filter By Category:

- ☒ (All)
- ☒ Attraction
- ☒ Beach
- ☒ Convention & Trade Centres
- ☒ Featured Park
- ☒ Gallery
- ☒ Garden / Conservatory
- ☒ Landmark
- ☒ Museum
- ☒ Performing Arts
- ☒ Shopping
- ☒ Sports / Entertainment Venue
- ☒ Transportation
- ☒ Visitor Information

Cancel Apply

Search a Destination:

(All)

Top 10 Must-Go Destinations

- CN Tower
- Toronto Island Park
- St. Lawrence Market
- Ripley's Aquarium of Canada
- Royal Ontario Museum
- Distillery District
- Casa Loma
- Steam Whistle Brewery
- Art Gallery of Ontario
- Hockey Hall of Fame

TORONTO Explorer

Click on a star to discover more

Richmond Hill Markham Ajax Pickering

1

© 2024 Mapbox © OpenStreetMap

Updates/Enhancements:



- Added a search function for the destination
- Fixed typos/grammatical errors in each tooltip

The Ultimate Guide to 180 Tourist Attractions

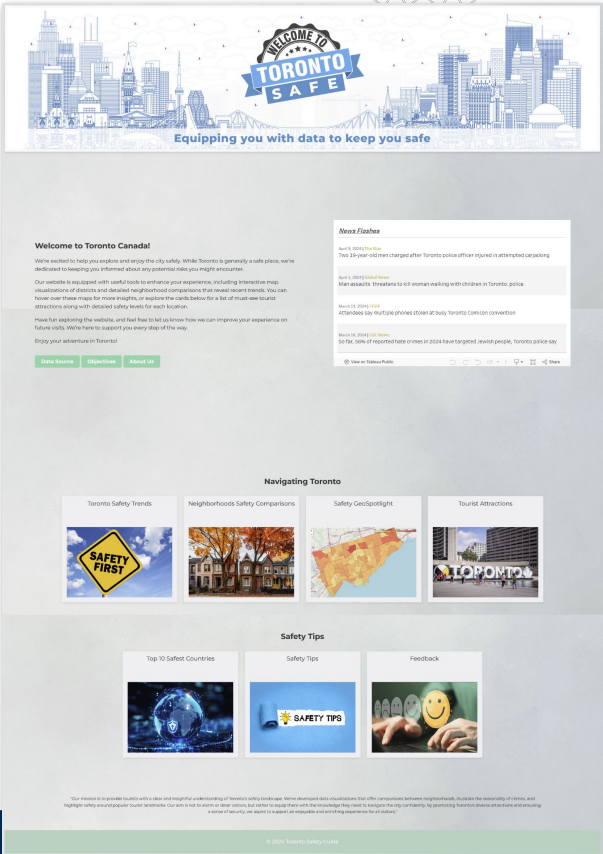
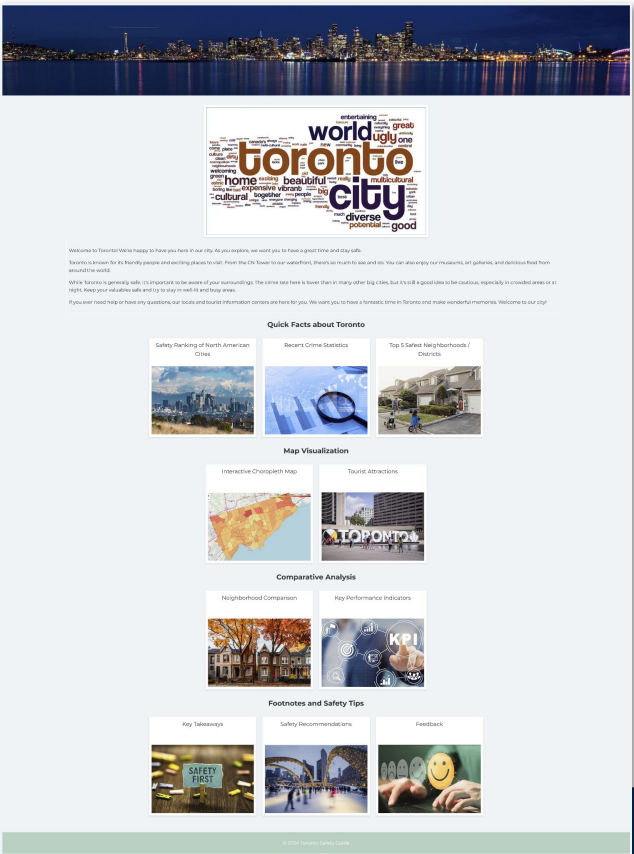
Hover over the address to see more detailed information

Alexander Muir Memorial Gardens	311	2901 Yonge St
Allan Gardens	311	19 Horticultural Ave
Allstream Centre	416-263-3000	105 Princes Blvd
Alumnae Theatre Company		
Annex Theatre (see Randolph Theatre)		
Art Gallery of Ontario		

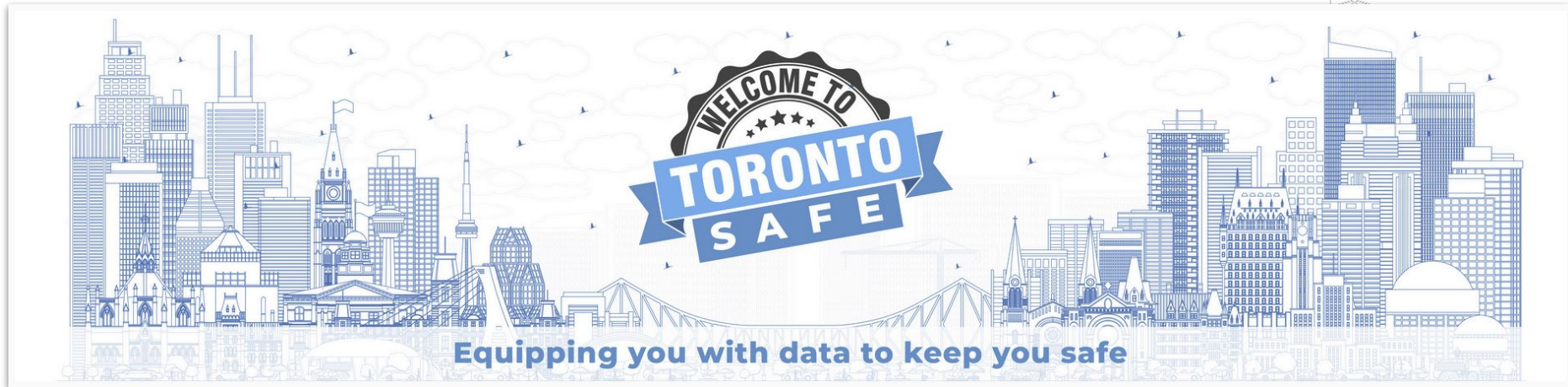
Allstream Centre

The Allstream Centre is an environmentally friendly conference venue.

Website Updates



Website Update - Banner



- Design simplification
- Welcoming our visitors
- Clearly communicate our mission

Website Update - Welcome Message



- Update to welcome message

Welcome to Toronto Canada!

We're excited to help you explore and enjoy the city safely. While Toronto is generally a safe place, we're dedicated to keeping you informed about any potential risks you might encounter.

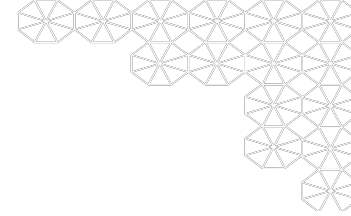
Our website is equipped with useful tools to enhance your experience, including interactive map visualizations of districts and detailed neighborhood comparisons that reveal recent trends. You can hover over these maps for more insights, or explore the cards below for a list of must-see tourist attractions along with detailed safety levels for each location.

Have fun exploring the website, and feel free to let us know how we can improve your experience on future visits. We're here to support you every step of the way.

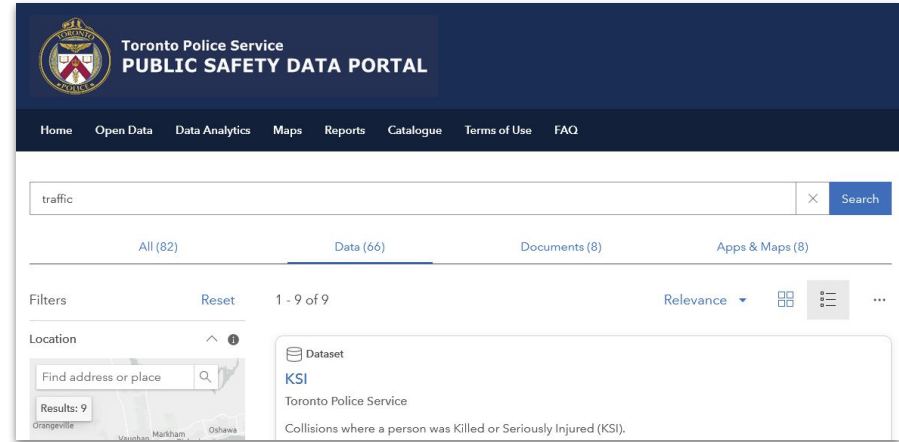
Enjoy your adventure in Toronto!

[Data Source](#)[Objectives](#)[About Us](#)

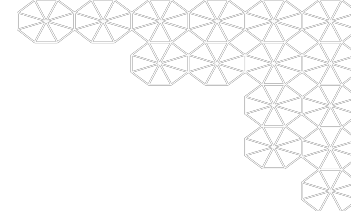
Website Update - Data Source



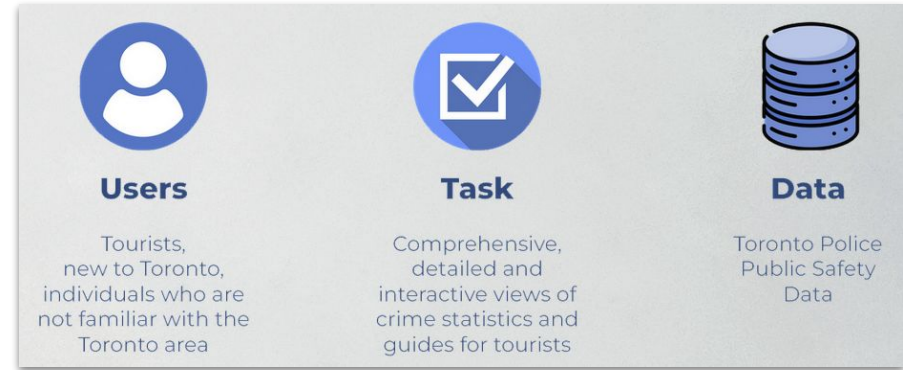
- Additions of
 - Data source



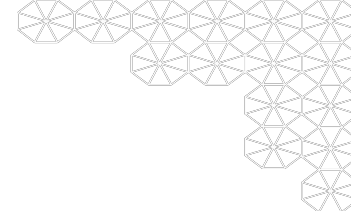
Website Update - Objectives



- Additions of
 - Data source
 - Objectives



Website Update - About Us



- Additions of
 - Data source
 - Objectives
 - About Us

About Our Team!

We are a dedicated group of 4 students from UC Berkeley, driven by the mission to empower tourists and newcomers to Toronto with comprehensive safety information.

Our project is centered around creating a dashboard that serves for those seeking to familiarize themselves with the city, with a particular interest in understanding the safety landscape. This features detailed insights into recent safety trends, comparison of different neighbourhoods, and interactive map visualizations. Beyond safety, we recognize the importance of experiencing the city to its fullest with inclusion of key tourist attractions.

Our goal is to offer additional, helpful information that ensures a safe and enjoyable stay for all visitors and new residents of Toronto."



Nhan Le



Elena Peng Xie

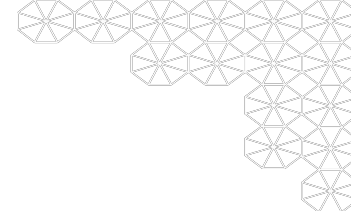


Abraham Yang



Chih Ling (Phoebe) Yueh

Website Update - Newsflash



- Newsflash for current crimes

News Flashes

April 9, 2024 | [The Star](#)
Two 19-year-old men charged after Toronto police officer injured in attempted carjacking

April 1, 2024 | [Global News](#)
Man assaults threatens to kill woman walking with children in Toronto: police

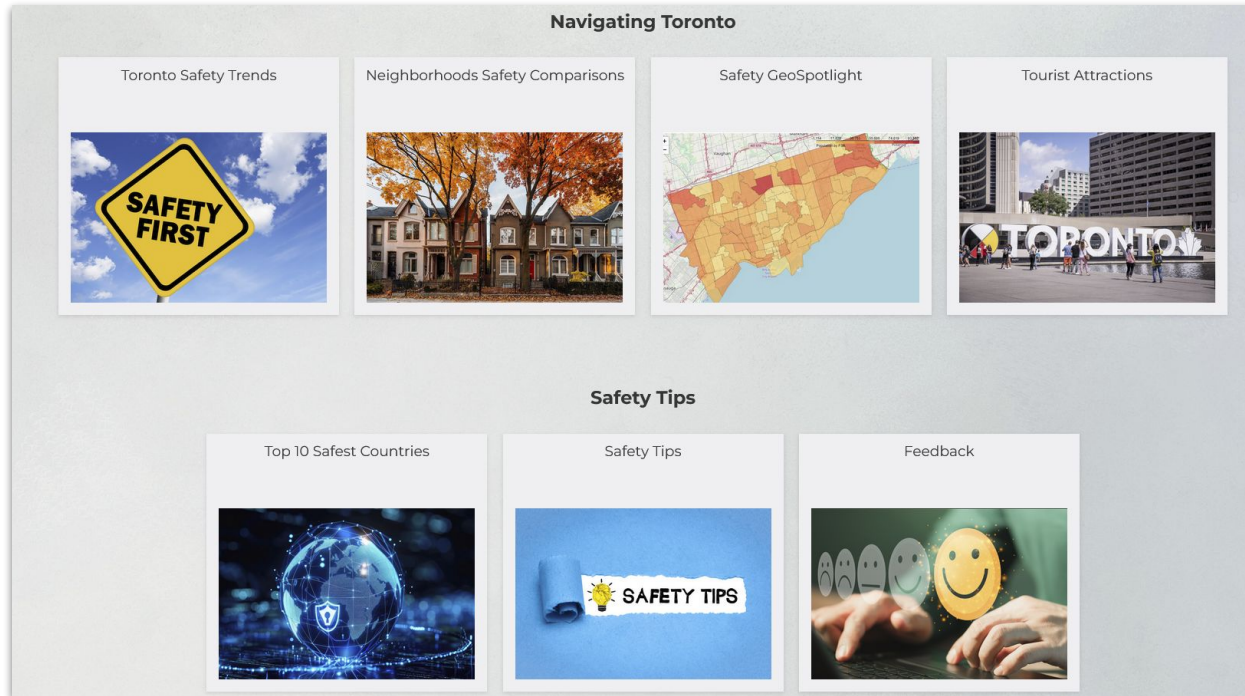
March 19, 2024 | [CP24](#)
Attendees say multiple phones stolen at busy Toronto Comicon convention

March 18, 2024 | [CBC News](#)
So far, 56% of reported hate crimes in 2024 have targeted Jewish people, Toronto police say

View on Tableau Public

Share

Website Update - Cards Placement

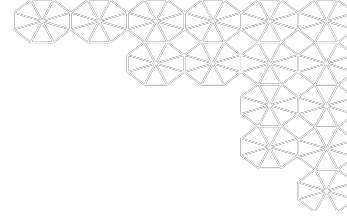


Website Update - Mission Statement



"Our mission is to provide tourists with a clear and insightful understanding of Toronto's safety landscape. We've developed data visualizations that offer comparisons between neighborhoods, illustrate the seasonality of crimes, and highlight safety around popular tourist landmarks. Our aim is not to alarm or deter visitors, but rather to equip them with the knowledge they need to navigate the city confidently. By promoting Toronto's diverse attractions and ensuring a sense of security, we aspire to support an enjoyable and enriching experience for all visitors."

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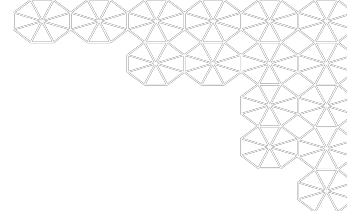


Website Demo

Future Updates

- Additional features for
 - City planners
 - Homebuyers
- Design changes

Contact Information



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