Guardians of the City:
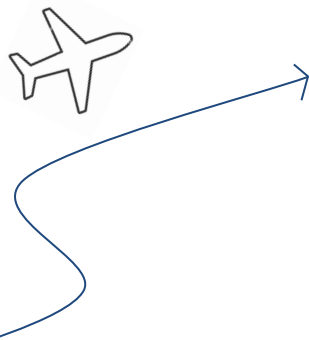# Introducing *TorontoSafe*

Midterm Presentation
Elena Peng Xie, Chih Ling (Phoebe) Yueh, Nhan (Leo) Le, Abraham Yang
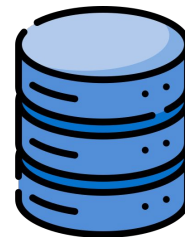
Idea Overview

Objective

Users

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

Task

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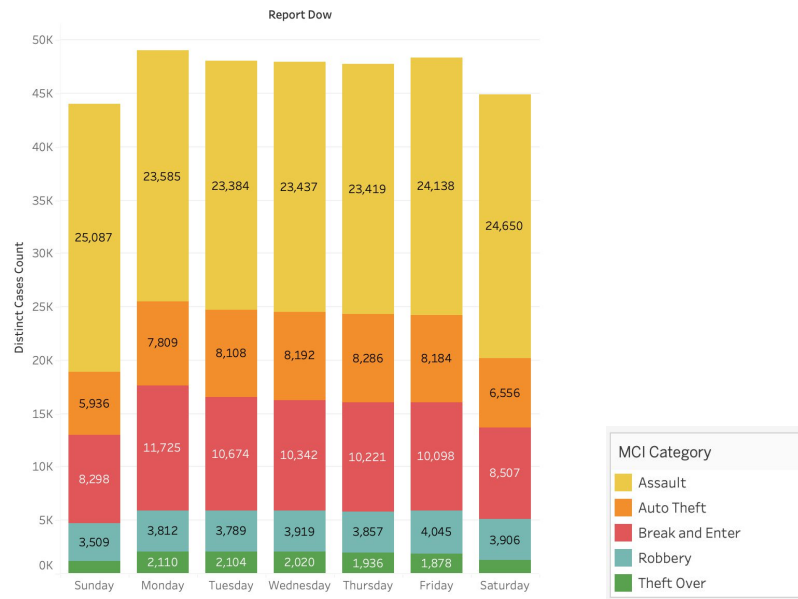interactive views of
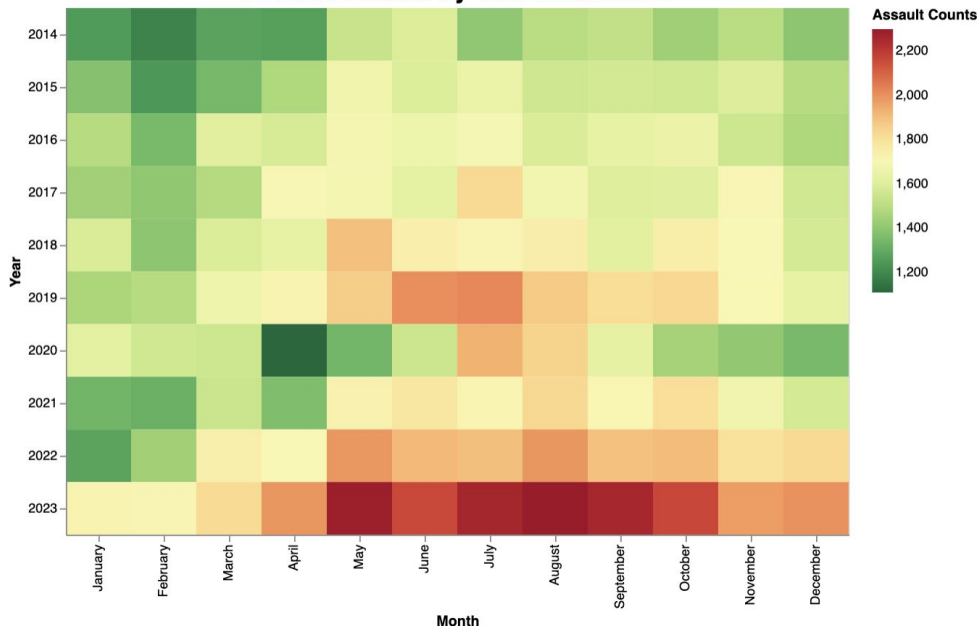crime statistics and
guides for tourists

Data

Toronto Police
Public Safety
Data

Objective – Data Examples

Crime Cases Count by Day of Week (2014-2024)

Assault counts by Year and Month

Website Design

Iteration 01

- **Dark theme**
  - To match the theme of crimes
  - Has a more serious undertone
- **Structure is simple**
  - Navigation links at the top
  - Yellow font with underline for selection
- **Intuitive browsing**
  - UI/UX is familiar to the casual user
  - User can quickly access pertinent info
- **Data Vis Mantra**
  - User has to click on chosen info
  - Once on chosen link, vis shows up
  - Then user can interact with the vis

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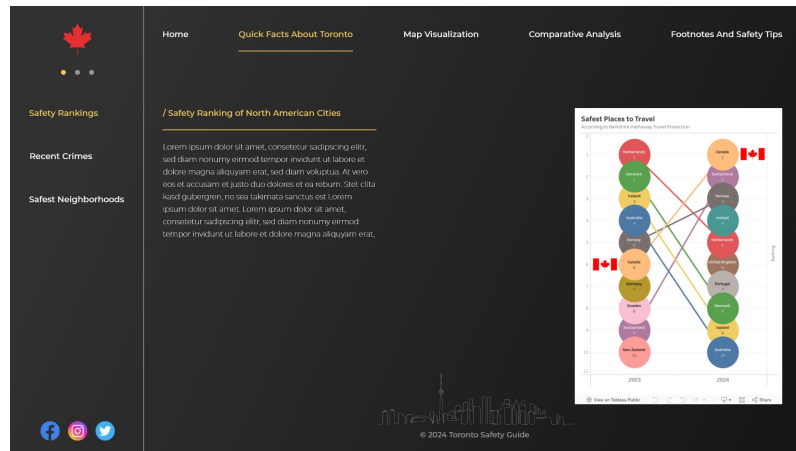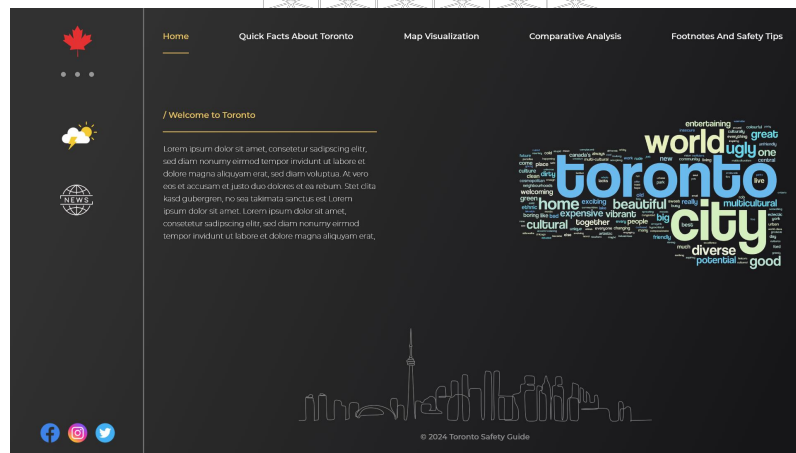
Website Design (*Landing Page*)

Iteration 01

Website Design (*Vis Page Example*)

Iteration 01

Website Design

Iteration 02

- **Light theme**
  - To offset the serious crime undertone
  - Offers a welcoming experience
- **Structure is simple**
  - Scrolling navigation with cards
  - No scrollytelling (not telling one story)
- **Intuitive browsing**
  - User has to scroll to find info but is exposed to all the options to tempt user to click on all options
- **Data Vis Mantra**
  - User has to click on chosen info
  - Once on chosen link, vis shows up
  - Then user can interact with the vis
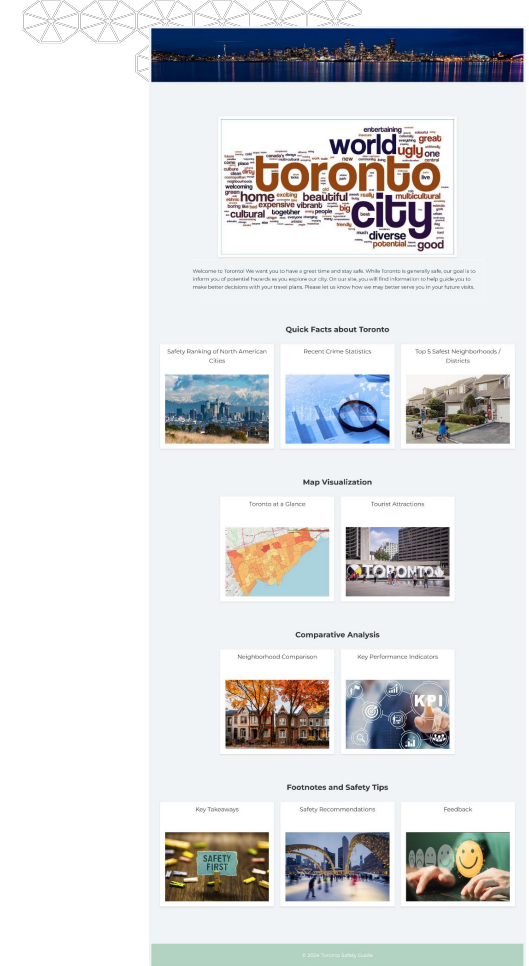
Website Design (*Landing Page*)

Iteration 02

Welcome to Toronto! We want you to have a great time and stay safe. While Toronto is generally safe, our goal is to inform you of potential hazards as you explore our city. On our site, you will find information to help guide you to make better decisions with your travel plans. Please let us know how we may better serve you in your future visits.

Quick Facts about Toronto

| Safety Ranking of North American Cities | Recent Crime Statistics | Top 5 Safest Neighborhoods / Districts |

Website Design (*Vis Page Example*)

Iteration 02

Website Design

Updates

- **Add information about**
  - Our mission statement
    - Purpose of this website
  - Target users
    - Who would benefit most from this website
  - Visualization tasks
    - What our website aims to accomplish
  - Data source / structure / limitations
    - To establish data integrity
  - Our team and contact information
    - To humanize our website

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Website Design

Updates

- **Website features**
    - Links at the top to allow users to jump to sections
    - More visuals to humanize and create a welcoming feel
    - A running news ticker and live weather information to instill liveliness, currency, and activity
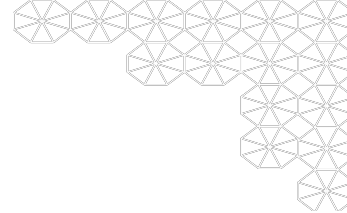
Visual Demo - 1

Find the Optimal Time to Explore with Our Crime-Free Calendar
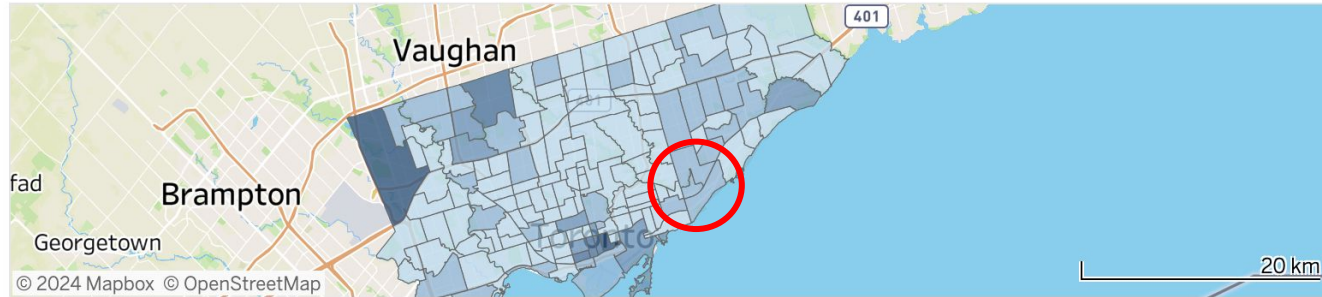
When are you planning to visit?
Select a month from clicking the icon below! 📅

| January | February | March | April | May | June | July | August | September | October | November | December |

Where are you planning to go?
Highlight the area(s) you're planning to visit! 👣

Vaughan

401

Brampton

Georgetown

fad

© 2024 Mapbox   © OpenStreetMap

20 km

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Visual Demo - 1

Find the Optimal Time to Explore with Our Crime-Free Calendar

Based on your input...
Beware of crimes happening in these top 5 locations!

Location	%
Apartment (Rooming House, Condo)	30.00%
Single Home, House (Attach Garage, Cottage, Mobile)	24.00%
Streets, Roads, Highways (Bicycle Path, Private Road)	19.42%
Other Commercial / Corporate Places (For Profit, Warehouse, Corp. Bldg	14.87%
Parking Lots (Apt., Commercial Or Non-Commercial)	11.71%

Beware of the top 5 offences that happened the most frequently in your selected area(s)!

Offence	%
Assault	46.98%
B&E	21.89%
Theft Of Motor Vehicle	19.73%
Assault With Weapon	11.11%
B&E W'Intent	3.25%

Watch out for the Busiest Day of the Week!

Day	Count
Sunday	43,325
Monday	48,313
Tuesday	47,339
Wednesday	47,183
Thursday	47,044
Friday	47,655
Saturday	44,120

3. Based on users' inputs, they can then view the **top 5 high-crime location types, the most frequently occurring offenses, and the riskiest day of the week** for the selected month.

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Visual Demo - 2
Toronto Explorer

1. Users can use the selection pane here filter one/more categories they're interested in visiting.

2. Designated destinations will be displayed as star icons on the map accordingly.
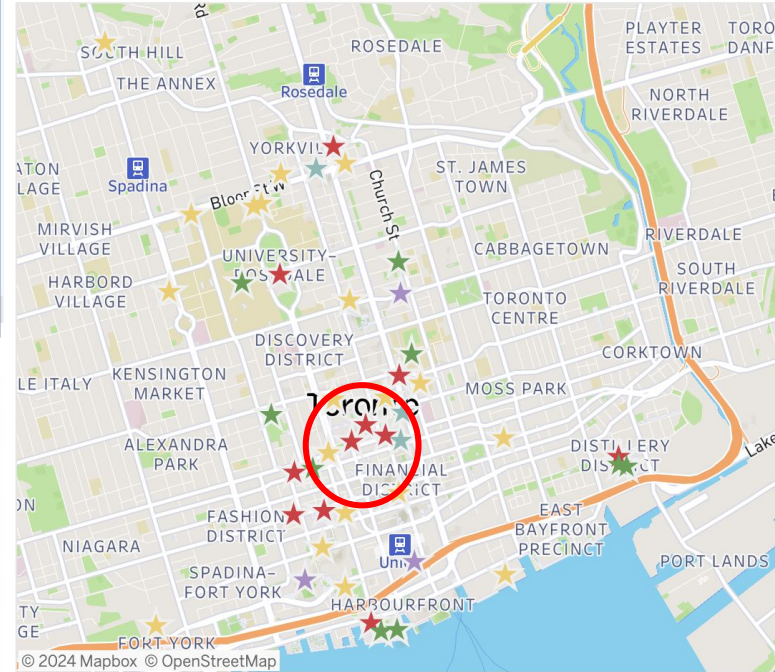
Filter By Category:
- ☐ (All)
- ☐ Attraction
- ☐ Beach
- ☐ Convention & Trade Centres
- ☐ Featured Park
- ☑ Gallery
- ☐ Garden / Conservatory
- ☑ Landmark
- ☑ Museum
- ☐ Performing Arts
- ☑ Shopping
- ☑ Sports / Entertainment Venue
- ☐ Transportation
- ☐ Visitor Information

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
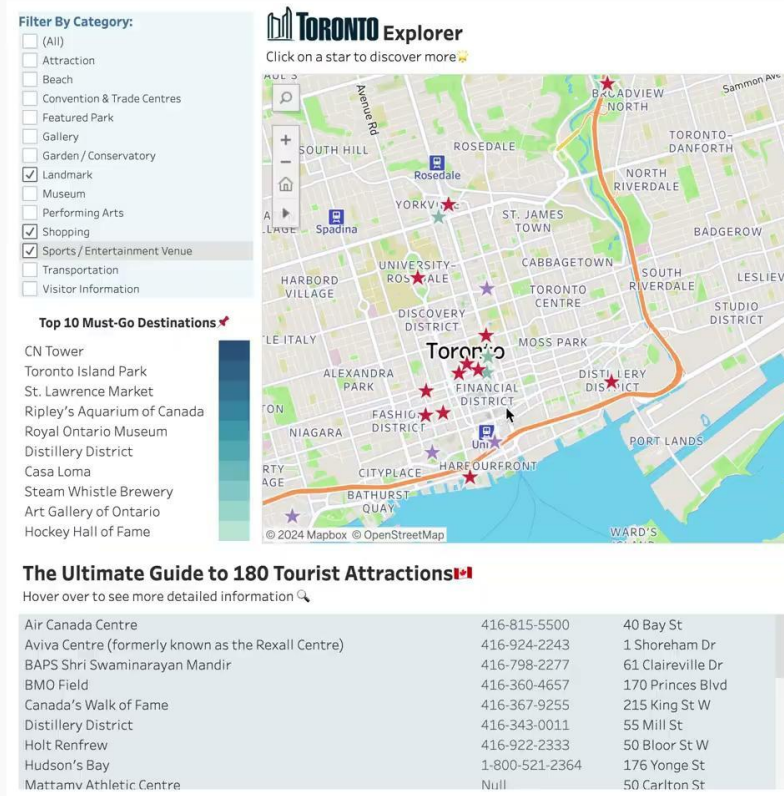Art Gallery of Ontario
Hockey Hall of Fame

TORONTO Explorer
Click on a star to discover more🌟

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Visual Demo - 2
Toronto Explorer

3. Users can see the detailed information by hovering over the destination.

Next Steps

Website Deliverable

Able to direct users to different sections based on their needs with intuitive navigation
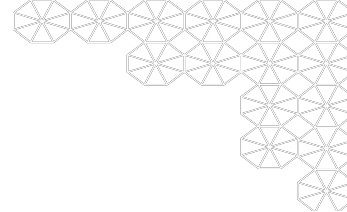
Data Visualization in Dashboard

(1) Basic Information about Toronto
(2) Quick facts, recent trends/news
(3) Neighbourhood comparison to facilitate side by side comparisons

Usability Study

To understand user preference regarding desired information on both website and visualization

Contact Information

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