THOMPSON RIVERS UNIVERSITY

Canada Go

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Contents

Scenario

Susan D'Generes, born and raised in Australia chose to come to Canada for higher studies. She arrived in month of August and her acquaintances picked her up from Vancouver International Airport. After a short while, she left for Kamloops which is the home location of Thompson Rivers University. Initially, she lived with her friends who were already present here before she came as she was not able to find an accommodation. Despite of the grief of being separated from her family, she was interested to learn new things about this culture. In her initial days she faced trouble moving around the city. Seeing her face all these problems, one of her friends suggested her to surf Canada Go Website which would provide her with all the information she needed under one roof. However, she procrastinated this idea.

Everything was going fine until one day she caught flu due to the weather. Despite this, she overlooked it and went for work and classes. After two to three days, the torment climbed and become horrendous for her. So, she rushed to the Royal Inland Emergency Clinic in Downtown, Kamloops. Before beginning with her treating, she was requested to present her MSP (Medical Service Plan) card. To her surprise, Susan did not know anything about that. Due to the absence of a health insurance card, the hospital charged her a bill of over $1000. She gaped in awe after looking at the bill. She went back home and was weeping. She was almost bankrupted. Her friends saw her and asked her the reason for being upset. So, she narrated the entire incident to them. So, her friends told her again about Canada Go, and this time, with a detailed description. They told her that the website could provide her with all the information she was looking for under one roof. She could look for housing, transportation, health insurance, banking needs etc. She didn't need to surf dozens of websites for this. After this episode, Susan began using the website. She found the interface to be very dynamic and easy to use. It was possible for her to navigate to different parts of the website through the home page. Plus, the website composed of several different web pages for each category – Housing/Accommodation, Provincial IDs including Health Insurance, Transportation, Banking etc. So, all of it was very organized and she did not have to surf dozens of websites to get the right information. The website was convenient to use. Plus, she could also post in her own questions, if any, under the FAQ section.
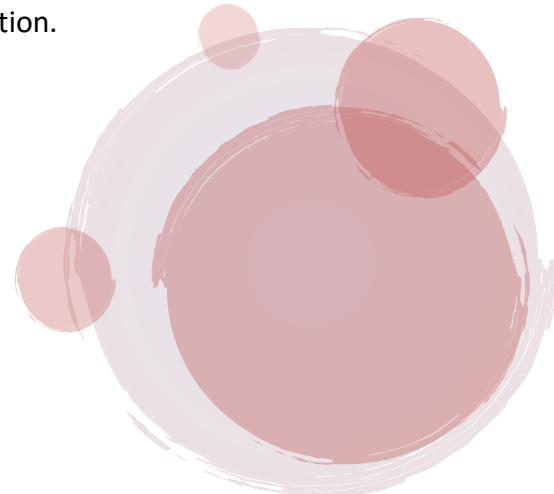
Story Board
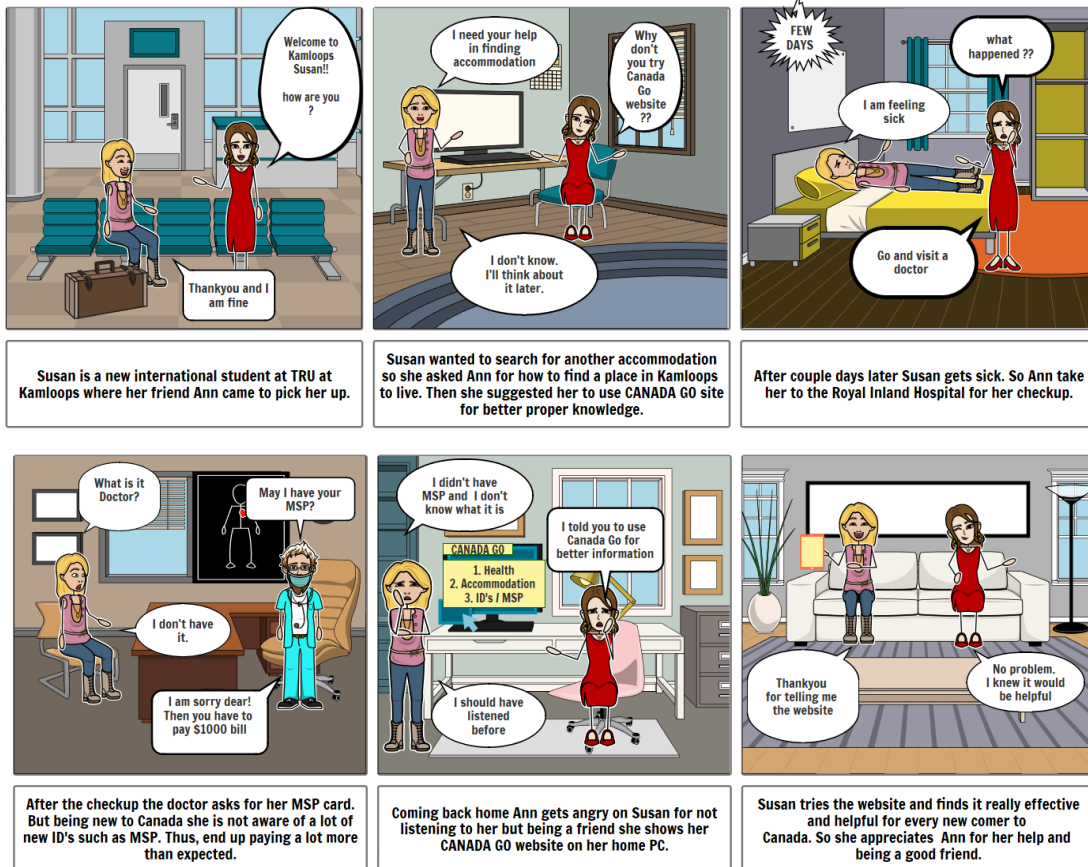
PART II

Adobe XD Prototype

Online link to the prototype
https://xd.adobe.com/view/8d826cf9-e2d3-4913-7fd5-4917526e7d5d-fbb3/

Reasons for choosing this design

Throughout the course of this project, our focus has been on building a website which is easy for the users to use and for us to develop within a short period of time. In addition to this, it should be informative for our target audience. So, we decided to include less text, and more images. Visuals are easier to use and identify with. Also, we have the FAQ section to deal with questions that users may have. These are some of the reasons why we chose this design.

Using the Prototype of Canada Go Website
Home Page

The home page serves as a link to all other pages in the website. It has a navigation bar to surf through different web pages composed in the entire website. The user can click "Learn More" to proceed further with their search and get directed to the respective webpage contained within the website.
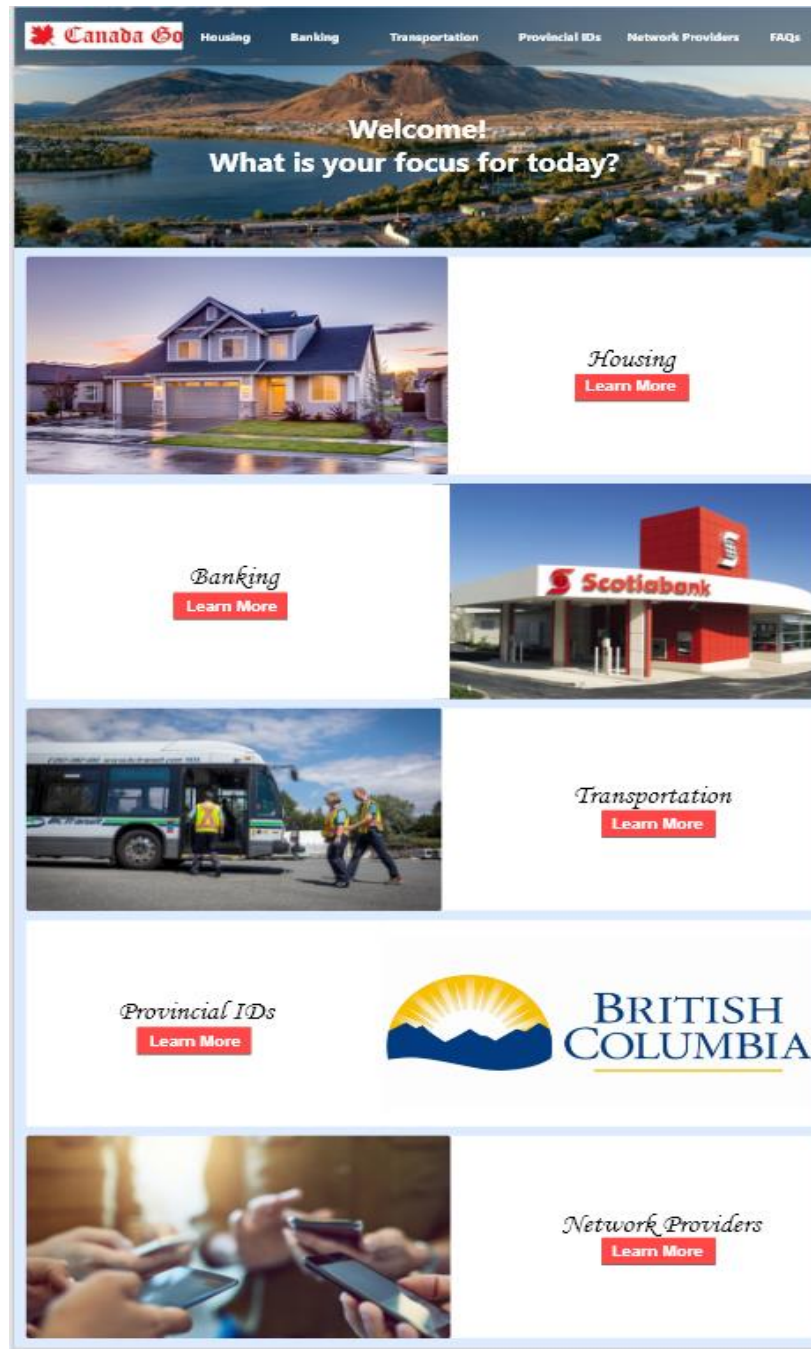
Housing in Kamloops

Housing is one of the biggest problems faced by international students when they come here initially. They don't know where to look for. So, our website provides them with on-campus housing options, such as North Tower, as well as the areas in Kamloops which are closest to TRU for off-campus housing. In the end, we also have a map which shows the locations of different areas such as Downtown, Sahali, etc. with respect to the university. The user can surf different pages through the navigation bar.
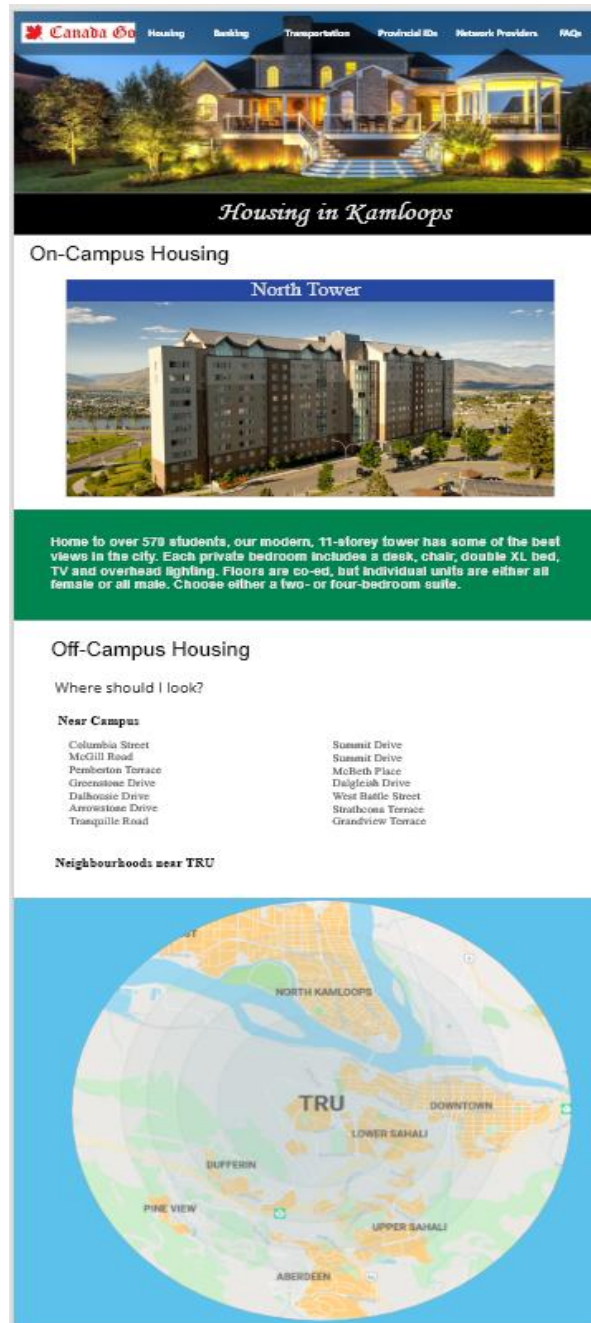
Banking

The Banking webpage informs our target audience regarding different banking options available. Students can open a student account in Bank of Montreal, TD Bank, Scotiabank, or Royal Bank of Canada. After tapping on any of these options, the user will head over to the official websites of these banks. In addition to this, we have mentioned the steps needed to follow in order to open a Bank Account.
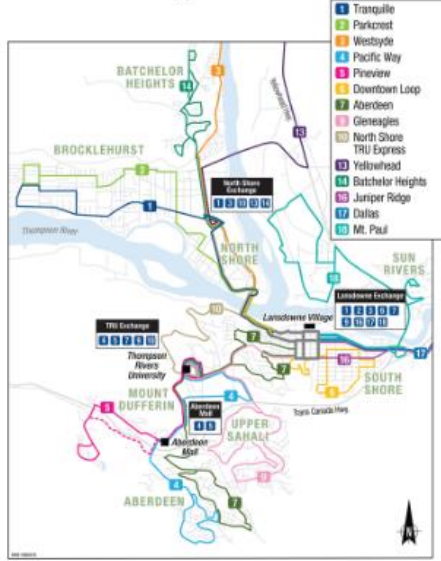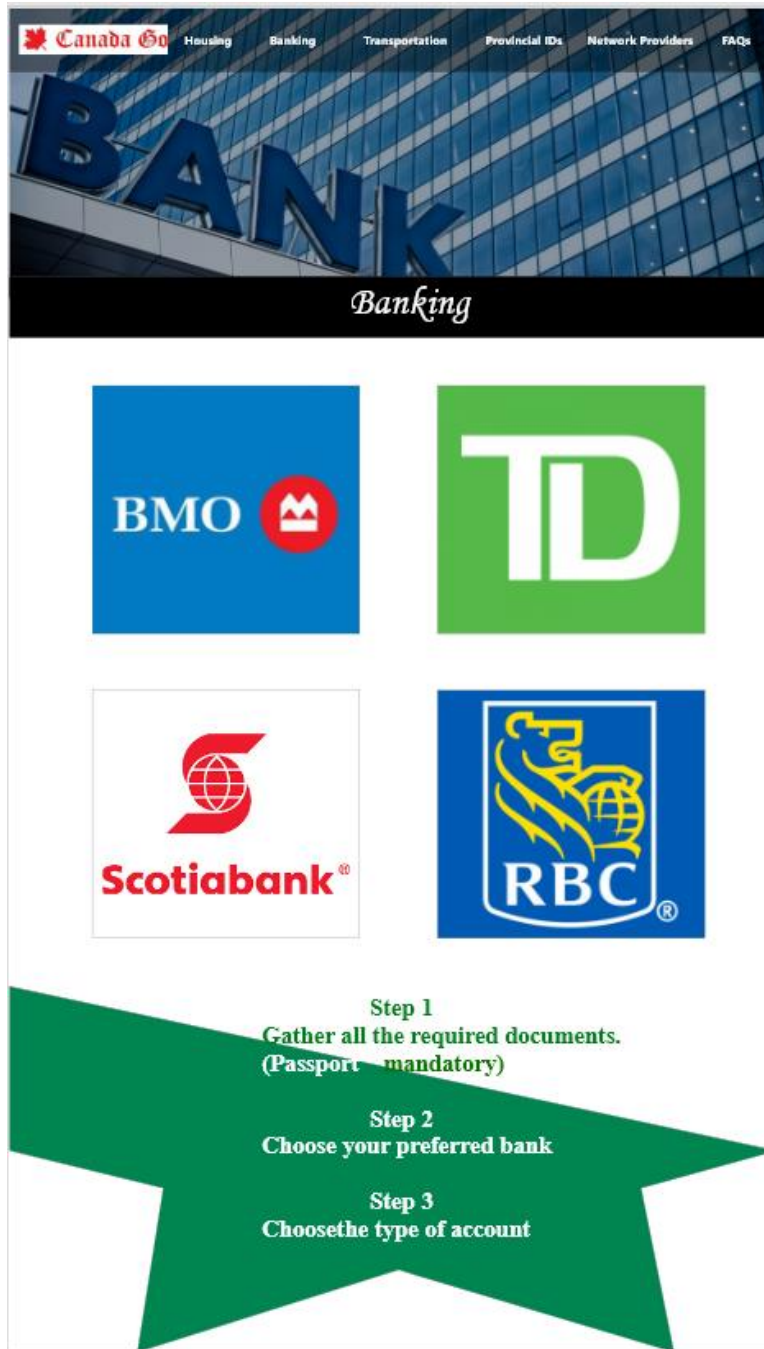
Transportation

The very next page that we have on our website is that for public transportation. We have included a map of the Kamloops Transit System which shows the bus number and the route on which the bus runs. In addition to this, we have included bus fares. These fares have been taken from BC Transit's official website; therefore, we can take guarantee on authenticity of the information provided.

Provincial IDs

Moving forward, we come across the webpage for Provincial IDs Provincial IDs for British Columbia include identity card (BCID), BC Services Card which is required by a person when he/she goes to hospital to get medical coverage, SIN or Social Insurance Number, which is mandatory to work in Canada, and BC Driver's License. If the user clicks on any of these IDs, they will be directed to the application form that they are required to fill to get the corresponding ID.
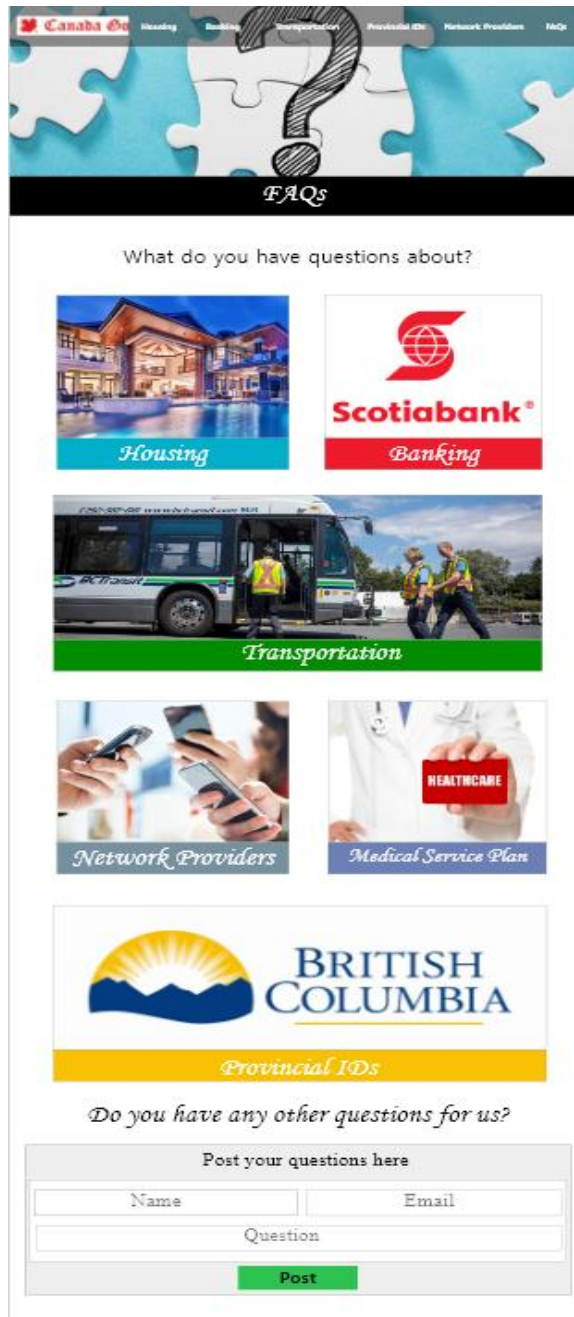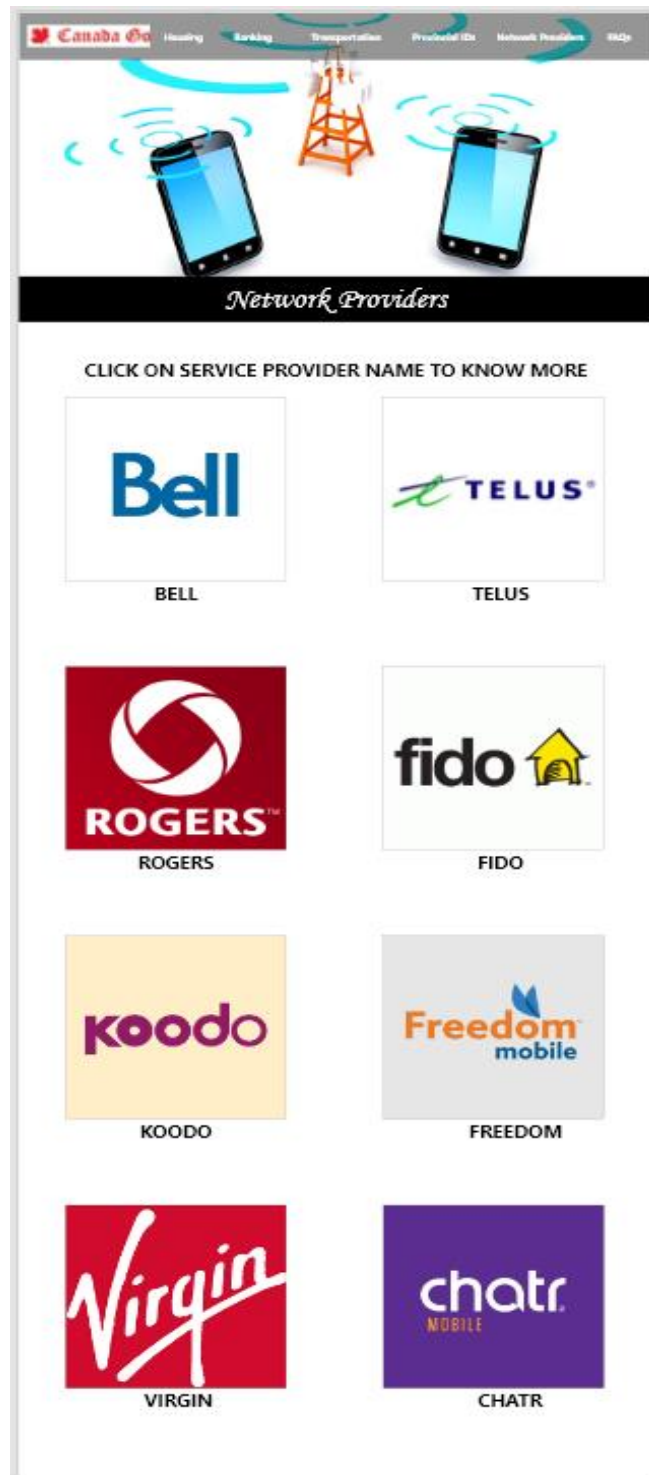
Network Providers

Next, we have the various network providers available for the users. The users will be able click on the icons of these providers in the final website, and they will be directed to the plans offered by each of these network providers.

FAQs

Last, but not the least, we have the FAQ section. The user can visit this section through the navigation bar. The icons in the FAQ section would lead to the most frequently asked questions by users regarding the sectors that we are dealing with. Down below is a form. If the user has questions other than the ones covered in the FAQ section, he/she can post the questions using this form. The details entered in the form, along with the question, will be stored in MySQL Database for review. After the review has been completed, the user will receive a response.

Feedback Provided by Target Users

The prototype we designed was shown to five international students of TRU. The feedback we received is as under:

1. According to Rishi Kumar this is very helpful website as these were main issues he dealt with in Canada at the beginning of his journey. He suggested to have a reviews or rating section in the service providers web page where other people who have used the network provider can give the rating so that it can give better comparison of which network provider is better in terms of price of the plans and in signal ranges in different areas of the country specially in remote areas.

2. Indrajeet appreciated the idea of the website and really liked the idea of having more pictures as everyone can relate to the pictures and judge what information is being provided thus feel connected. His suggestions were to have more vibrant and eye-catching color scheme which can easily attract the user. In transportation he also suggested to have information related private bus services such as Ebus and Riders Express which can connect people from different cities to Kamloops. This is especially important for someone who is new to Canada and want to book a bus from Vancouver to Kamloops.

3. Guzjar liked the interface and the theme of the website but he advised some crucial points in the web page of provincial id's such as the GPS location of the authorities where someone can apply for these ID's should be provided with methods of transportation reaching from with routes from all main bus-exchanges points in Kamloops. Also, the working hours/open days-hours should also be added the web page.

4. According to Khushali she reviewed that the project is very helpful for the new international students that doesn't know much about the city and the rules of the province . One thing she suggested to change is that the project should include more information about the house rentals and should provide the phone numbers of the property managers so that It would be helpful for the students to get to know about the vacancies of the different apartment suites.

5. According to Jaspreet the project is very good to help the various international students from different countries but she also suggested that the project should tell more information on the British Columbia Services card majorly about Medical Services Plan(MSP) that what the medical insurance covers and for which health services are not covered. She also suggested to include more information on how to open the GIC account from your country and how to activate that account on reaching Canada.
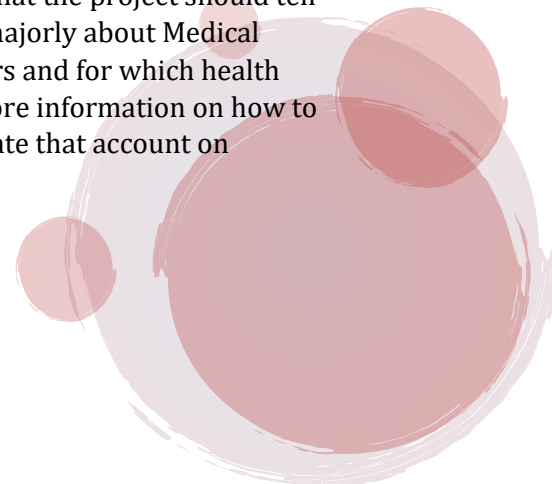
Feedback Analysis and Future Considerations

With all the feedback we received, we've understood about our prototype that it has both pros and cons. The negative sides are the ones that we need to work on. First and foremost, the font color is our main concern as we only used few colors, which was a bit uncomfortable for users. We will try to use different color combinations for different sections to make the website more dynamic. We will try to use appropriate color combinations to accommodate people with color blindness. Also, various font styles such as bold, italic may help us distinguish between attributes. Users also suggested pages such as Provincial ID's there should have more information. For example, MSP (BC service cards) does not cover expenses for Dental Health and Opticians. We will try to use the white spaces which we intentionally left to make information clean and equidistant. As of now, we do not plan to change the icon of Canada Go as our target audience thinks that it is done in a classic way. We will try to add dropdown list in the navigation bar with a slideshow on the homepage. In addition to this, we'll make use of ordered/unordered lists wherever necessary.

# Alternative Designs

Wireframe -1
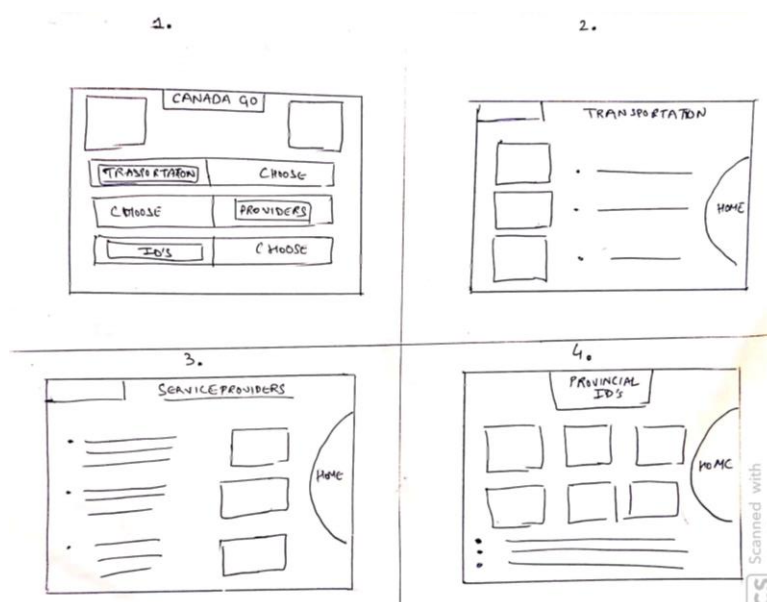
We have made an interface for our website and tried to keep it, much simplified but unique which when user opens the website a home page will be displayed which will have information regarding Canada. It will contain a navigation bar which will consists of options like Transportation, provincial id's, banking, accommodation, about us etc. The page categories will have abundant information about all the necessities required after coming to Canada. It has various categories in which the information is divided.

Wireframe 2
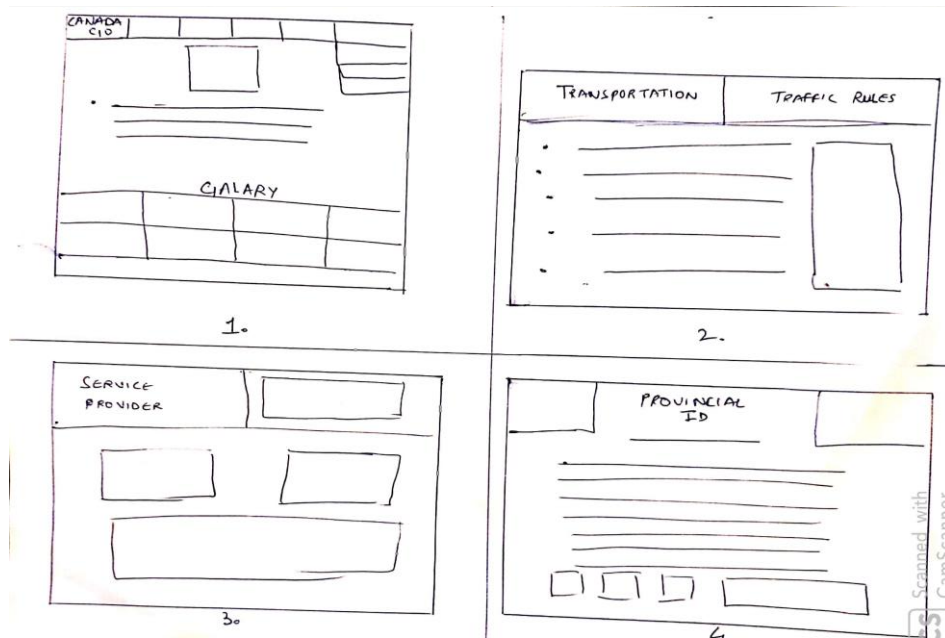
In this we have included the Photo gallery section at the home page so that people can get glimpse of what information will be provided. It will also have numerous pictures under various topics. This alternate of displaying information can also be considered as a useful way of spreading information.
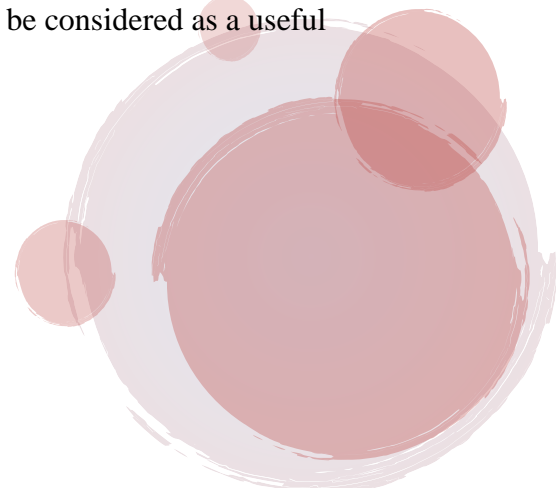
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2. BCTransit, "BCTransit," BC Transit, [Online]. Available: https://www.bctransit.com/choose-transit-system. [Accessed 27 01 2020].

3. Thompson Rivers University, "North Tower," Thompson Rivers University, [Online]. Available: https://www.tru.ca/future/housing/residences/north-tower.html. [Accessed 15 02 2020].