

**YES, NO, YES, NO,
MAYBE, NO, YES**

**How might we create a one-stop
community information resource for
new residents in Toronto?**

Lots of resources available, but how do new residents find them?

CURRENT SOLUTIONS

- friends, family
- school, workplace
- searching the web
- Facebook
- BlogTO
- Meetup, Eventbrite
- who uses a public library?

IDEAS FOR IMPROVEMENT

- research before moving? don't know what we need to know
 - at point of entry? long trip, varied locations
 - responsive web resource?
 - video? Youtube channel
 - app?
 - kiosk?
 - physical brochure?
 - leverage existing web-based platforms (AirBnB, Facebook, event sites)
 - advertise on "free wifi" hotspots
 - immigrant services
- first iteration to deploy at airports: baggage carousel, wifi hotspot banner, service counter

WHO ARE THE USERS ?



Henry

- 21 Years Old
- From Germany
- Social Person
- Student



Amy

- 26 Years Old
- From Vancouver
- Moved for Work
- Student



José

- 45 Years Old
- From Peru
- Seeking Opportunities
- By Himself

WHAT DO THEY HAVE IN COMMON?



EMPATHY MAPPING



Our Solution



Welcome to Toronto

- responsive web site with companion app
- aggregate links to information
- official web sites (city, TTC, LHIN, 311, etc.)
- commonly used apps/sites
- community based sources, blogs
- include general search



NEW TO TORONTO?

Here is what you want to
know as a New Resident



Click here to download our App!
or
visit www.WelcomeToronto.ca

☐ Accept Terms and Conditions

Connect for 1 Hour of Free Wifi

Toronto Pearson Airport

NEW TO TORONTO?

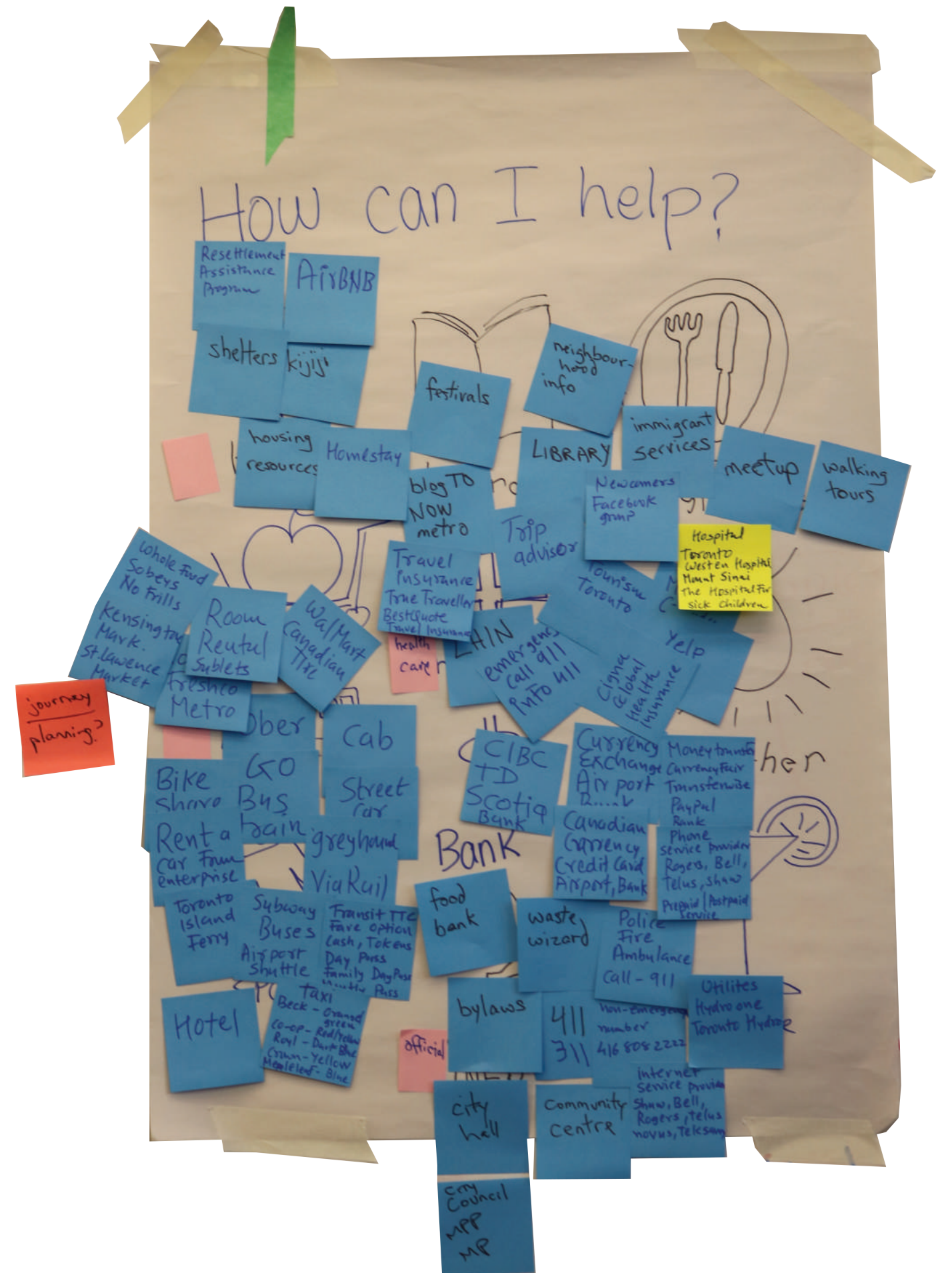
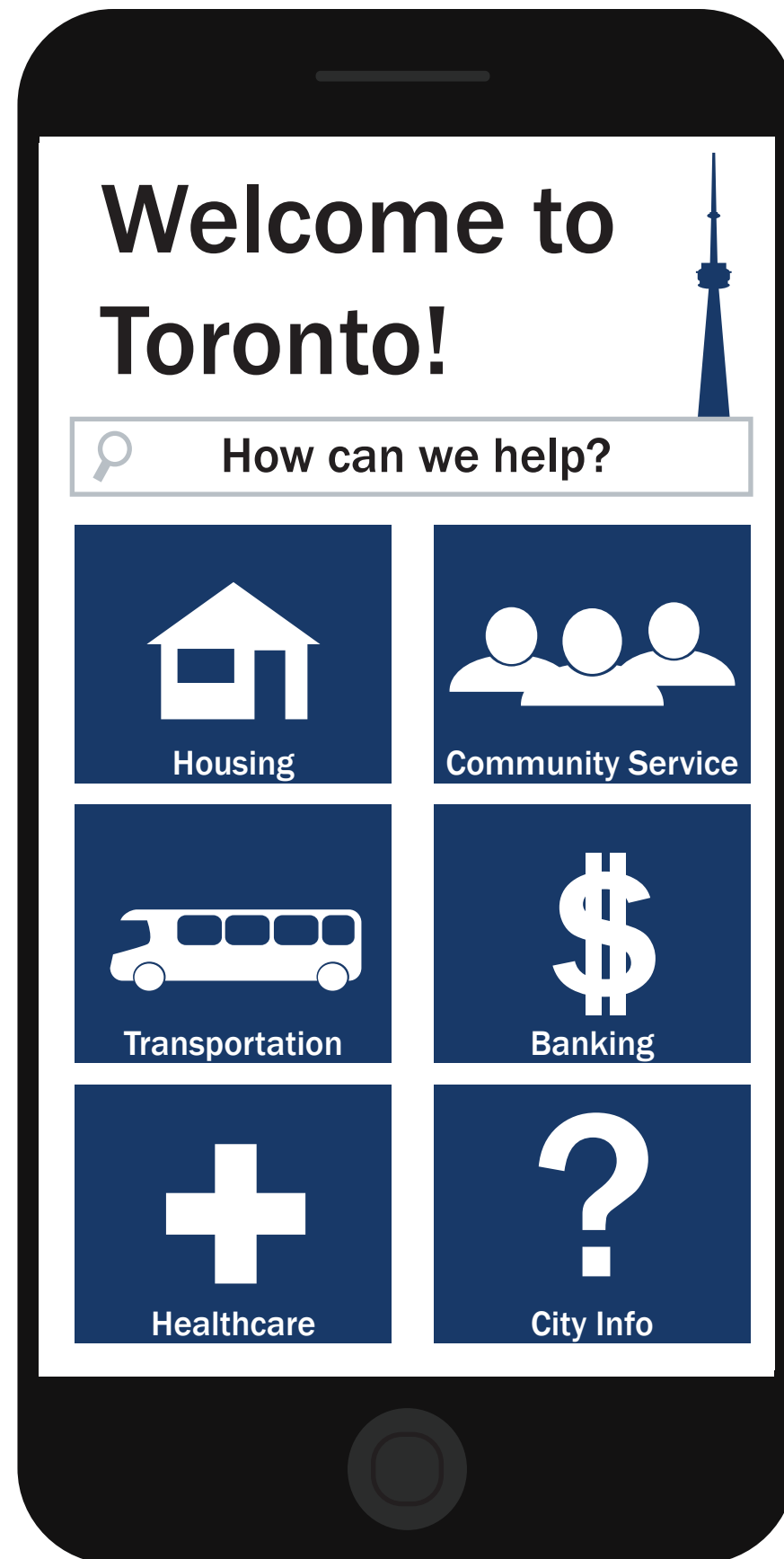
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Connect for 1 Hour of Free Wifi



Will it Work?

Desirability

Initial user testing positive; changes based on feedback

Feasibility

Ease of creation, hosting, maintenance: volunteer effort to start

Viability

Partnership with GTAA, later with TTC, City of Toronto

Future use of existing spaces (Facebook, Youtube, service sites)

Lessons learned

- **Engagement drives creative work toward a solution**
- **Be ready to start again ... and again**
- **Maintain a safe space where everyone can collaborate**
- **Self care is foundational: take breaks, hydrate, eat**
- **Ask for guidance and make use of resources**
- **Check in with the target audience**

