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

Global Service Jam Toronto - Welcome Toronto - March 2018



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?

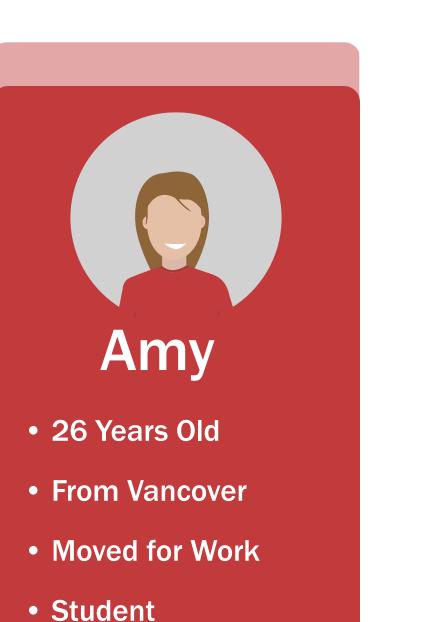
 leverage existing web-based platforms (AirBnB, Facebook, event sites) advertise on "free wifi" hotspots • immigrant services first iteration to deploy at airports: baggage carousel, wifi hotspot banner, service

counter

WHO ARE THE USERS?

Henry

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





• 45 Years Old

• From Peru

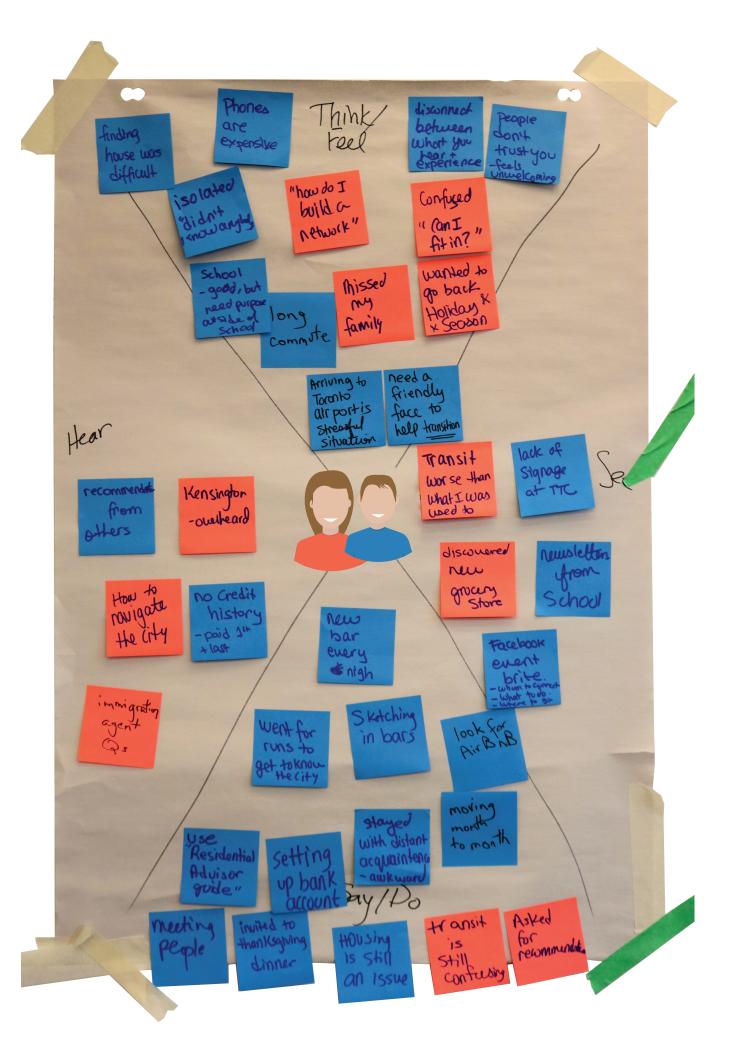
• Seeking Opportunities

• By Himself

WHAT DO THEY HAVE IN COMMON?

NOVING TO TORONTO

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



Cick 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?

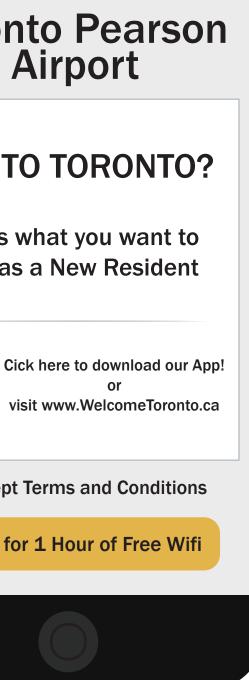
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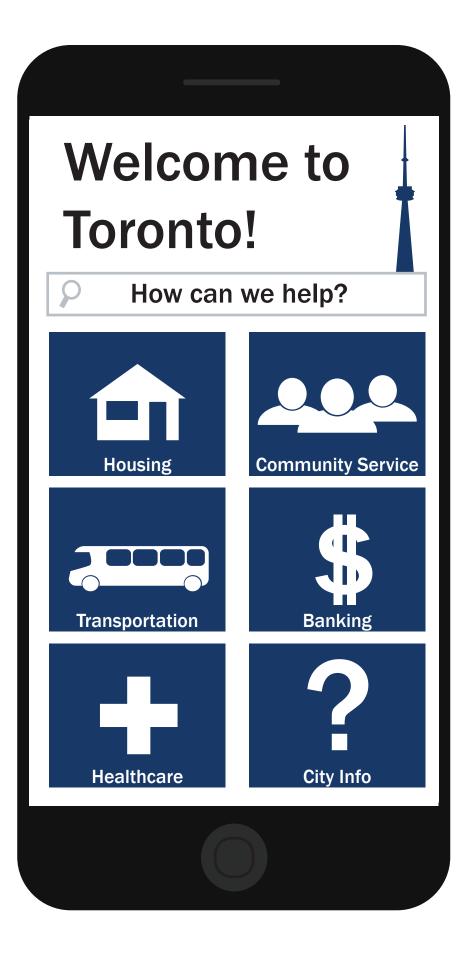


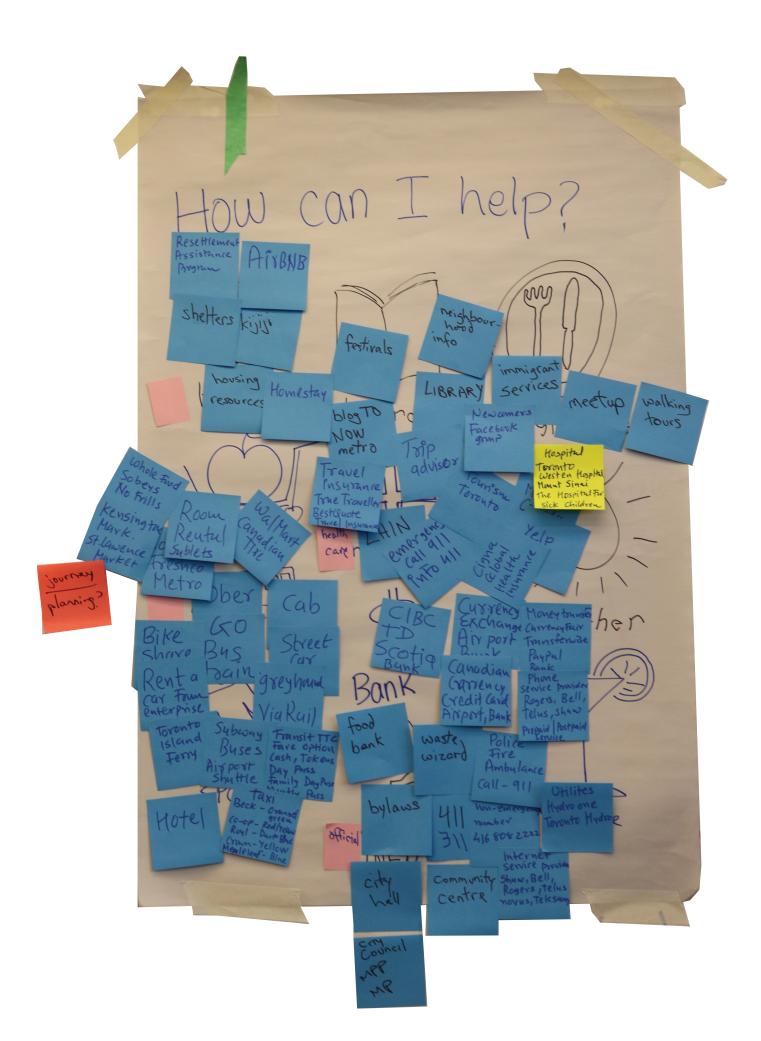
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Connect for 1 Hour of Free Wifi







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





