Tamer Shihab

WEBSITE: Toronto: info and tourist guide website

Unit 1: Site Design

Themes and Purposes

The main theme of my website is simple: the city of Toronto. I will base everything in my site around this theme.

the site will highlight the main attractions in Toronto and neighboring areas as well as its sports teams, significant landmarks, best tourist attractions, history of the city and historical buildings, best places to eat, interesting facts about the city and the Greater Toronto Area (GTA), the main Toronto-based celebrities and influencers, and music.

Essentially, the website will be catered to anyone interested in the city of Toronto; whether they are a tourist, sports fan, music fan, or history fanatic. It will be available to anyone. I am hoping to integrate a translate option for people of many languages, a zoom option for people with reading disabilities, and maybe a speech program to read the information to them. However these functions will be extra when I finish the basic website with the main functions.

I will try to integrate different social media platforms to showcase some of the topics I will cover in my website. For example I will have a link or a widget to some celebrity's twitter or Instagram page, sports teams' social media pages, and the city of Toronto twitter page. All these gadgets and plug ins will come after I publish the main information I am portraying.

Personas

https://www.gettyimages.ca/detail/photo/casual-young-asian-businessman-smiling-towards-royalty-free-image/500433328?adppopup=true

David Chun

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35 years old male of Chinese background follows bhuddist religion. David is thinking of coming to Canada to complete his graduate studies in Canada and wants to find a school that is most convenient for him. His motive for visiting my website is to see what there is to do in Toronto and see what schools are available in the area. David is bhuddist so he will also be looking for places of worship in Toronto. David is a crawler type of web-surfer who is interested in the content of the website as opposed to the fancy pictures and widgets. Since david is interested in moving to Toronto, he is most likely to re-visit the website.

https://www.gettyimages.ca/detail/photo/philipino-woman-in-apron-with-arms-crossed-outside-royalty-free-image/108113830?adppopup=true

Lily Teresa

Age 35 of philipino descent, of catholic faith. Lily loves to bake and is thinking to open a bakery in downtown Toronto. She has her own bakery business from home in Peterborough, Ontario, but now needs more space and wants to relocate to a busier area. She is a big basketball fan so she is excited to live in Toronto because of the Toronto Raptors basketball team. Lily's main motive of visiting my website is to scout the area and see any nearby bakeries and food places so she can optimize in which area she wants to open her bakery. The way lily will use my website is similar to a butterfly web-surfer. She will scan my website but focus on the parts that are significant to her such as food places and busiest areas in the city. She will look at the pictures and descriptions of food places and areas in downtown Toronto. Lily will use my website and a few other websites to gain as much information she can. She will probably re-visit my site to re-read some of the information.

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Kyle Evans, age 14, white Canadian of Christian faith. Kyle is a high school student who loves gaming, hockey and basketball. Kyle lives in the suburbs of Toronto. Kyle's main motives of visiting my website is to read about the Toronto maple leafs and Toronto raptors since he is big fans. He will visit my website to watch highlights and learn about the history of the two teams and their significance to the city.

Kyle is a butterfly web-surfer who is more interested in the structure of the website as opposed to the content. He will look at pictures, videos, and memes about his favorite sports teams. Kyle is a casual visitor as he spends most of his time playing fortnite.

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Marcus Smith age 27 white Canadian, atheist. Marcus is a game designer student living in Hamilton, Ontario who enjoys photography in his spare time. He loves capturing the perfect photo of nature and interesting people. Marcus' main motive of visiting my website is to find the perfect spot for his next photography adventure. He's heard a lot about Toronto culture and is intrigued by the people, the parks and the famous Toronto lakeshore. Marcus is a photographer so when he surfs the web, he is more interested in the pictures of the scenery and a brief history of each. Marcus is more likely to re-visit the website for directions to each destination and more ideas for photography.

Mohammad Abbas, age 29 from Palestine, practices Islam religion.

Mohammad has been living in Canada for 2 years and is still getting accustomed to Canadian culture. He lives in Toronto and has always been interested in the culture of the city. He is a big soccer fan as well as a big hip hop music fan. He follows English league soccer but he is becoming a fan of Toronto FC. His motive for visiting my website is to learn about the history of Toronto FC and to watch their highlights. He is also a big music fan so he will be interested in reading about Drake and other Toronto hip hop artists as well as listening to their music. Being relatively new to the city, Mohammad will be interested in different attractions around the city and different places to see and eat at. Mohammad is a crawler type of web-

surfer so he will be more interested in the content of the website as opposed to the structure. Since he lives in Toronto and is fascinated by the culture and the people, he is more likely to re-visit my website.

Scenarios

a) David Chun, a resident of China, was looking at graduate programs offered at the University of Toronto. This led him to look at places of residence in the Toronto area. This leads him to my website with the main theme being Toronto. Alongside his house search, he wants to see what Toronto has to offer.
When he enters the website from his laptop, he lands on the home page which has nice pictures of Toronto in the background as well as different topics and categories of what to do in Toronto. David navigates between categories with ease and is very interested in all the history and attractions in Toronto. He discovers Canada's wonderland under the entertainment category and found that it was similar to another theme park in Hong Kong that he enjoys going to.
In addition to the different things he read about on Toronto, he is a bhuddist and wanted to find a temple where he can go and worship. Under the Diversity category, he found that Toronto is a very diverse and inclusive community with many faiths and orientations so he felt comfortable he won't have a problem fitting in. David ends up on the map of Toronto to get a sense of proximity of each of the things he read about.

b) After a long day of work, Lily Teresa just finished cleaning up her kitchen after baking all day, and opens up her laptop. Lily's bakery business was growing and she is considering changing locations to a bigger location that would get her more customers. One of the areas she is considering is Toronto, which isn't too far from her town of Peterborough. She finds her way to my website and lands on the home page. Lily's first impression was the beautiful skyline of downtown Toronto which is on display on the home page. She then easily finds and navigates the food section of my website. She sees that Toronto is very diverse in its cuisines and there are many places all over the city and metropolitan area. She finds that downtown Toronto is the busiest area in the GTA with a lot of traffic and potential customers for her business. Her interest In the city grows and as she is a huge Toronto Raptors fan she is very excited to be close to the very arena that the basketball team plays out of. She navigates to the sports catgory of the website and reads about the raptors and their history and in the process she is redirected to a webpage to purchase a ticket to watch their first home season game in Toronto. Back on my website, she navigates to the entertainment subpage and sees all the different things one can do in Toronto. At the end of her visit, she is very pleased with the structure and layout of my

website as everything was easy to access and she got the information she needs.

c) Kyle Evans has just come home from school after discussing the history of Toronto sports. Kyle turns on his tablet and goes onto my site whom it was referred to by a friend at school. He lands on the home page of the website. Kyle quickly recognizes the CN Tower as it is a landmark in Toronto. He then navigates to the sports section from the menu. On that screen he sees the diversity of sports in Toronto from basketball to hockey to tennis etcetera, and clicks on the basketball subcategory. In there he can choose from which basketball team he wants to read about, and clicks on the Toronto Raptors. On that page he discovers the history of the Raptors as well as significant players. He also finds on there links to videos of highlights and big moments in Toronto raptors history. Also, there will be a social media widget linked to the Toronto raptors social media page so Kyle can be up to date on any news. After learning more about the Raptors and watching some highlights, Kyle goes back into Toronto sports and selects hockey where there he will find different Toronto hockey teams with the Toronto maple leafs being one of them. He goes into the Toronto maple leafs page and reads their history, about significant players and highlight videos as well. There is also a social media link to the TML on this page. Kyle only came to this website to learn about his favorite sports teams and as he finishes, he exits the website.

d) Marcus Smith comes home from work one day and is planning to go on a trip on the weekend to shoot some pictures. He goes onto the internet browser on his smartphone and visits my website. He lands on the homepage. From there he goes into the 'history' category and reads briefly about the history of the city and the different areas of Toronto. He then goes into the landmarks subcategory under history and reads about all the buildings and landmarks that make Toronto what it is today. With a few potential spots for his upcoming photography shoot, Marcus still wants to do a bit more research and find different spots. He goes back and navigates to the 'nature' category and discovers different parks and nature scenery areas that may be perfect for his expedition. Marcus records the location of these destinations and then navigates to the Map category of the website where he sees the proximity of each location so he can plan his trip for the weekend.

e) Mohammad Abbas has just heard Drake's new song and he liked it so much he wanted to learn more about his music and others' in Toronto. He visits my website from his PC and lands on the homepage. From the homepage, Mohammad quickly recognizes the Toronto skyline over Lake Ontario. He then navigates to the entertainment category and easily finds the music section of the website. On the 'music' page of my website, there he will find a brief history on

music in Toronto and how it part of the culture. Below will have different categories for each genre and since he is interested in Hip-hop, he will go to the Hiphop page. In this page, Mohammad sees different prominent Toronto hip-hop artists and he gets to learn about each artist and how they contributed to the music culture of Toronto. Also, a short summary of their discography and top hits as well as a link to their itunes or Spotify profile as well as a link to their social media. Big names such as Drake or Justin beiber (under Pop subcategory of music) will have a link to their page under Significant People category from the main content menu. Mohammad takes his time in learning about these artists and listening to some new music and ends up following Drake on social media.

f) Kyle Evans is working on a school history project and chooses Toronto as his research topic. Kyle returns to my website from his laptop. This time around, Kyle wants to learn about the rich history of the city and the people. From the home page, Kyle navigates to the history section of the website. From there he learns about the city and the 6 boroughs that make up Toronto and what the city stands for. He takes notes on the information he reads on my website to help him start his report. He goes to the landmarks subcategory under history and learns about all the buildings and landmarks that have been around from the beginning of the city. To further help with his report, Kyle goes back and goes into the Significant People category of the website and goes through each subcategory to learn things about historical figures of Toronto to help with his project. Kyle keeps in mind that he has to cite his information properly to avoid getting accused of plagiarism. Kyle finds most of the information he is looking for on my website, however he has to google some things that he may not have found on my site.
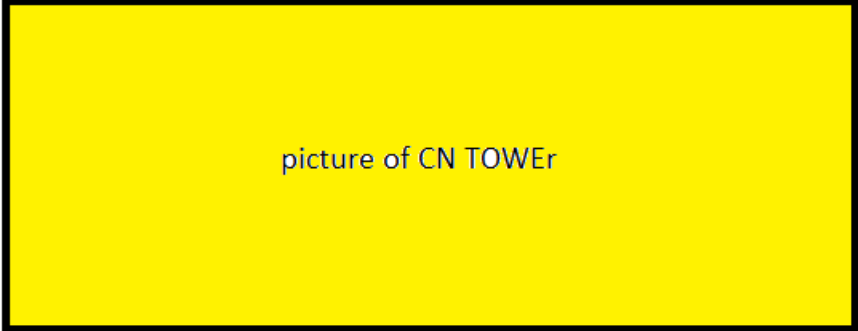
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MOCK UP OF MY WEBSITE.

Below will be the main pages of my website. It would be redundant to show ALL possible pages my website will have because my website is mainly informational.

The header on the top of each page will include the categories of my website. There will be a clickable link to go to the homepage from each page(except the homepage).

header of different categories of the website: (history, entertainment, sports, music etc...

THE CITY OF TORONTO (TITLE)

picture of CN TOWEr

INTRODUCTION TO THE WEBSITE

-

(text)

-

-

header of different categories of the website: (history, entertainment, sports, music etc...

MUSIC (TITLE)

List of several pop artists with a brief description of their accomplishments and interesting facts.
- include pictures, links to the artists' webpage or music page.   (external link)

-

have a form for the audience of the website to submit who is their favorite artist.

header of different categories of the website: (history, entertainment, sports, music etc...

HISTORY OF TORONTO (TITLE)

brief history of toronto (paragraph text)-

-

-

-

landmarks of toronto

each one with a brief history and description and a picture

1
2
3
4
5

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header of different categories of the website: (history, entertainment, sports, music etc...

NATURE (TITLE)

this page of my website will highlight the nicest parks and places to appreciate nature in Toronto and Greater Toronto Area.

this page is for nature lovers.

will have pictures and locations of each spot in the list.

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header of different categories of the website: (history, entertainment, sports, music etc...

FOOD (TITLE)

brief description about the different cuisines in Toronto.
this page highlights the best food (subjective) in toronto. this page will be split into three sections (might lead to different pages)

1. multicultural cuisines
2. Bakery
3. desserts

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header of different categories of the website: (history, entertainment, sports, music etc...

SPORTS (TITLE)

brief history of sports in toronto,
most popular sports.

links. each sport goes to a different webpage. these webpages just give a more detailed description of how this sport is significant to toronto culture. Also has best players, most significant highlights (external links)

-soccer
-hockey
-basketball
-baseball
-football

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header of different categories of the website: (history, entertainment, sports, music etc...
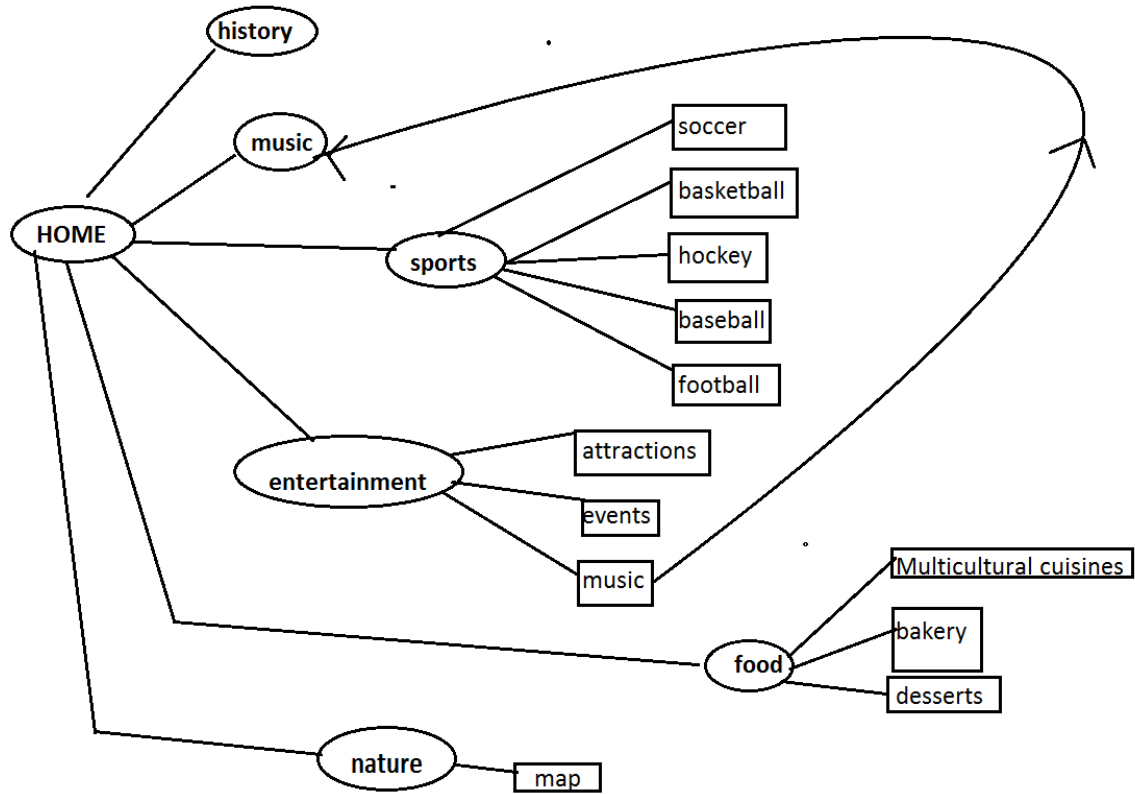
ENTERTAINMENT (TITLE)

this page highlights (most) of the fun stuff to do in toronto. includes attractions, significant events, and music(which goes to another page on my website).

Attractions (a list of major attractions and for each one a description and price range. includes picture for each.

Events (a list of major events in toronto (music events, art events, holiday events etc.

Music is a link that takes you to the MUSIC category of my website.

SITE MAP

THE CITY OF TORONTO

The music subcategory under entertainment points to the same category "music".