Unit 1
COMP266

Maxime Thibodeau
3473836

Maxime.thibodeau2@gmail.com

Nov 1st, 2020

1   Themes and Purposes

Identify and write the main themes and purposes of your site. The first step is to decide what kind of website you want to make.

The site's purpose

The site will have one purpose which is to be a source of information about points of interest in Montreal's Old Port Neighborhood. It will be for two types of users, those who want information quickly, and those who prefer to read articles. These two user-types can also be viewed as those who visit the site for *information*, and those who visit the site for *entertainment* or leisure.

Context: Why do I want to build this website?

I love providing my friends with useful information or personal recommendations, this is why I want to build a website that presents the information nicely for others. I have noticed that some websites are great at presenting information quickly to their users (such as google with a business' hours of operation), and others are great at providing articles that allow their users to read about the location (such as mtlblog.com and their articles and reviews), but I haven't seen a website that does a good job at both. I often find myself digging through a text article looking for specific information or wishing that a website provided more of a description of a point of interest, so that I can read about it in more detail.

What kind of audience is it intended for?

It is for anyone interested in learning about Montreal's Old-Port neighborhood. The target demographic will be people 18 years and older.

What kind of people will visit it?

Tourists, locals, with varying levels of computer literacy, who are searching for information regarding places and things to do in the Old Port.

Why will they want to come there?

I hope to make a website that consistently allows them to get their information in a format that suits their needs.

Will it be formal or informal?

This will be an informal website that has the same level of casualness as a blog. The information on the site will be non-official, but will hopefully be useful to its visitors, much like the content found on yelp and TripAdvisor.

Is it about a particular thing, or idea, or product, or social group, or hobby, or subject you want to learn about?

It will be a website about Montreal's Old-Port (Vieux-Port) neighborhood.

More importantly, why does it matter to you?

I am currently living near the Old-Port, and I have been exploring it over the course of the past three years. I personally would use a site like this.

2 Personas

Identify 3 to 10 personas. These are descriptions of people who might visit your site.

2.1 Danielle Thomson

Age:	25
Occupation:	Civil Engineer
Current City:	Montreal
Originally From:	Regina
Interests:	Food, Music, Clothing
Hobbies:	Reading, Cooking, Running
Navigation Style:	Butterfly

Danielle is a structured person in her professional life and personal one. She moved to Montreal after finishing her M.Eng. in Civil Engineering and is looking to discover more about the city. She prefers using keyboard shortcuts over mouse clicks, likes structure, and is very comfortable using technology. She prefers viewing websites on a desktop but uses her phone when on the move to check certain information rapidly.

2.1.1 Danielle's Scenarios

a) Danielle and a friend are working together on a personal project and are looking for places to get work done and have a coffee. After googling "cafes that are good for getting work done" she clicks a link to this website that brings her directly to the *Cafés* page of this website. She is delighted to find that she can add filters to her search for things such as "is a good place to get work done". Once she finds a place that she likes, she can easily see the hours of operation in the *quick info table* and can read more about the place if she chooses to or click on the map to open us the directions in google maps.

b) Danielle has been browsing the site for some time and realises that there are some places that she would like to visit in the future. While reading an article she notices the + button at the top of the page that gives her the option to add this article to her list of favorite places. This will be stored as cookies, so that Danielle never has to make an account to have her favorites stored. On the **Favorites** page, she can see the places that she likes, and whether or not she has visited them already.

2.2   François Tousignant

Age:	34
Occupation:	Accountant
Current City:	Toronto
Originally From:	Toulouse, France
Interests:	Food, Mixology, Travel, History
Hobbies:	Cooking, Video Games, Hiking
Website Navigation Style:	Crawler

François moved to Canada in 2016 and enjoys travelling to discover the country. His favorite thing to do while travelling is to visit restaurants and bars with his friends. He navigates websites almost entirely on mobile devices, and likes to find the information he wants rapidly, yet his friends always have a lot of questions about the places they want to visit so he also likes to have the answers to these types of questions nearby. Like every tourists, his time in the Montreal is limited, and he wants to be informed so that he can plan accordingly and make the most of his stay.

2.2.1   François' Scenarios

a) François and his friends like to know whether the place has Wi-Fi, washrooms, air-conditioning, is dog friendly. Being able to find information quickly and efficiently is important to them. They prefer to have their information easily visible and in table form, so that they can see it right away when they reach a page. While planning their trip to Montreal, they stumbled upon this website. They landed on the home page and started exploring the featured locations to get an idea of what they wanted to visit.

2.3   Luisa Holt

Age: 18
Occupation: Studying Arts
Current City: Montreal
Originally From: Vancouver
Interests: Coffee, Art, Fashion, History
Hobbies: Photography, Drawing, Traveling
Website Navigation Style: Crawler

Luisa just moved from Vancouver and is used to studying in coffee shops. She likes the Old Port for its historic buildings and European influenced architecture, and she stumbled on this website while searching for information about historic buildings that she could visit. She enjoys reading through articles and navigates through the pages via the websites structure. She likes to shop online but prefers to go into a store to see things in person. She enjoys trying new things and has recently taken up photography. Luisa is also fairly structured and likes to plan her days ahead of time to be informed and prepared.

2.3.1   Luisa's Scenarios

a) Luisa likes to plan according to the weather to avoid things like biking in 32°C weather or planning a picnic on a rainy day. Her friend sent her a link of an article about cycling on the F1 track near the Old Port, and she noticed that the weather forecast appearing on the page allowed her to plan which day she wanted to do this activity.

b) Luisa was working in a café when her laptop died. She needs to charge her laptop to keep working on a project that's due tomorrow. From her phone, she pulls up the page of the café she is currently at and clicks on one of the links to the pages for similar cafés appearing at the bottom of the screen. She finds one that she likes, but it's a little too far, and it's raining outside, so she returns to the café category page and clicks on the map view to see which ones are nearby. She finds the nearest one, checks to see that they have power outlets, and uses the map view to open the google map directions directly from the page.

2.4   Andrew Holt

Age: 45
Occupation: Restaurant Owner
Current City: Vancouver
Originally From: St John's Newfoundland
Interests: Food, Coffee, History, Architecture
Hobbies: Photography, Cooking
Navigation Style: Butterfly

Andrew has a great relationship with his daughter Luisa. They communicate often and like to share details about how their day was, or what they have planned for the following few days. They like to send each other links to articles about interesting places and things. Luisa sent him a link from a café she was studying at, and since then Andrew took the opportunity to read more about restaurants and cafes in the old port by navigating the website butterfly style. He likes to use the website to recommend places to his daughter.

2.4.1   Andrew's Scenarios

a) Luisa just sent a link to an article to Andrew of a restaurant that she thinks he might like. Being a restaurant owner, Andrew is passionate about food, and is curious about seeking inspiration from other restaurants, so he is interested in reading about the restaurant and its dishes, seeing the restaurant in a picture gallery, and he likes to have the answers to the standard questions such as if reservations are needed, or whether the place is more casual or formal. This type of content is what makes Andrew read his way through the webpages.

In this scenario, Andrew is on his tablet when he is sent the link to the restaurant's page, and so he lands directly on the page and then browses the gallery of images, reads the article and proceeds to looks at similar restaurant pages.

2.5   Natalie Doiron

Age: 35
Occupation: Financial Advisor
Current City: Longueil, Qc
Originally From: Summerside, PEI
Interests: Interior Decorating, Triathlon,
                            Yoga
Hobbies: Activities with her kids,
                            Meditation
Navigation Style: Crawler and butterfly

Natalie loves her kids, but she has been spending a lot of time at home with the kids these days, and she is looking to start going out again to get exercise and fresh air doing activities that the kids would enjoy. She needs to quickly be able to see hours of operation, address for travel time estimates, whether the place requires reservations. She is also interested in finding activities that the kids will enjoy or looking for points of interest that are close to each other, so that one parent can visit some shops while the other does an activity with the kids nearby.

2.5.1   Natalie's Scenarios
   a) Being an incredibly busy mom, Natalie likes to schedule her personal life in a google calendar, and her professional life in an outlook calendar. She has an afternoon to herself this weekend and is looking for something to do outside of the house. She visits the website's homepage and clicks on the featured point of interest for this week, the Bota Bota Spa. On the page, she has the phone number to call for a reservation, and an option to create an event for her to save in her calendar app (I will be implementing this using iCal file format, which is relatively easy to use).

3 Site Mock-up and Map

Sketch of the rough layout and structure of the site.

The General Layout, Site Map Diagram, and all of the Page Mock-ups were made using Microsoft PowerPoint, and the maps in the mock-ups are from Google Maps screenshots. Image sources can be found on page 13.

3.1 General Site Layout

Some of the components of the website will be present throughout the different pages of the website and will serve as tools to the user for website navigation. These components are the following:

Top Navigation Bar

This will remain fixed on the desktop version of the site but might hide itself automatically when a user scrolls down on a tablet or smartphone, to give priority to the pages' content.

- Name of the website on the top left
- Category and Point of interest name will be displayed when applicable
- Current weather in the Old Port displayed on the top right, and will be clickable for more detailed forecast.

Category Navigation Panel

- List of Category pages on the left-hand side such as Restaurants, Bars, Shops, that allow the user to view a certain category of points of interest.
- This panel will probably be a hamburger menu on the left-hand side in mobile format.

Content Panel

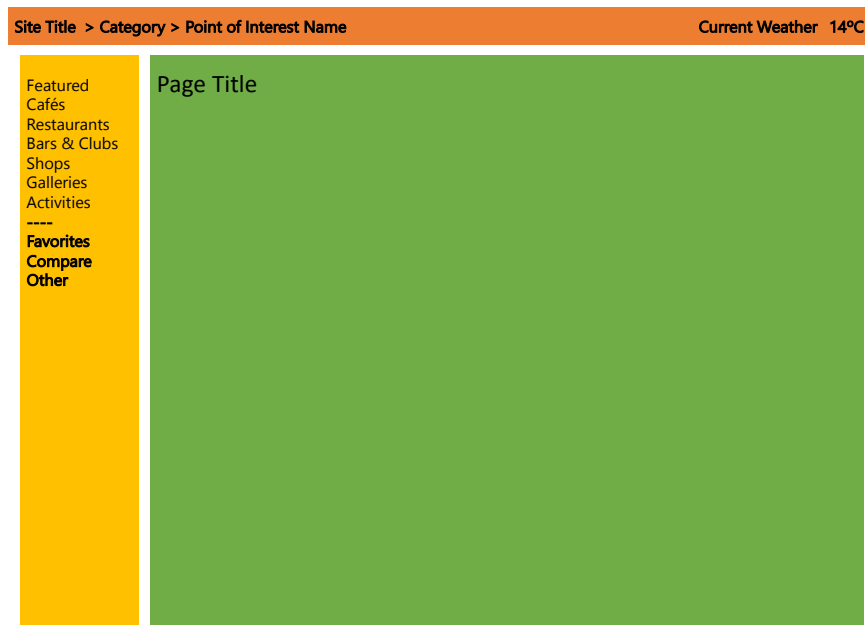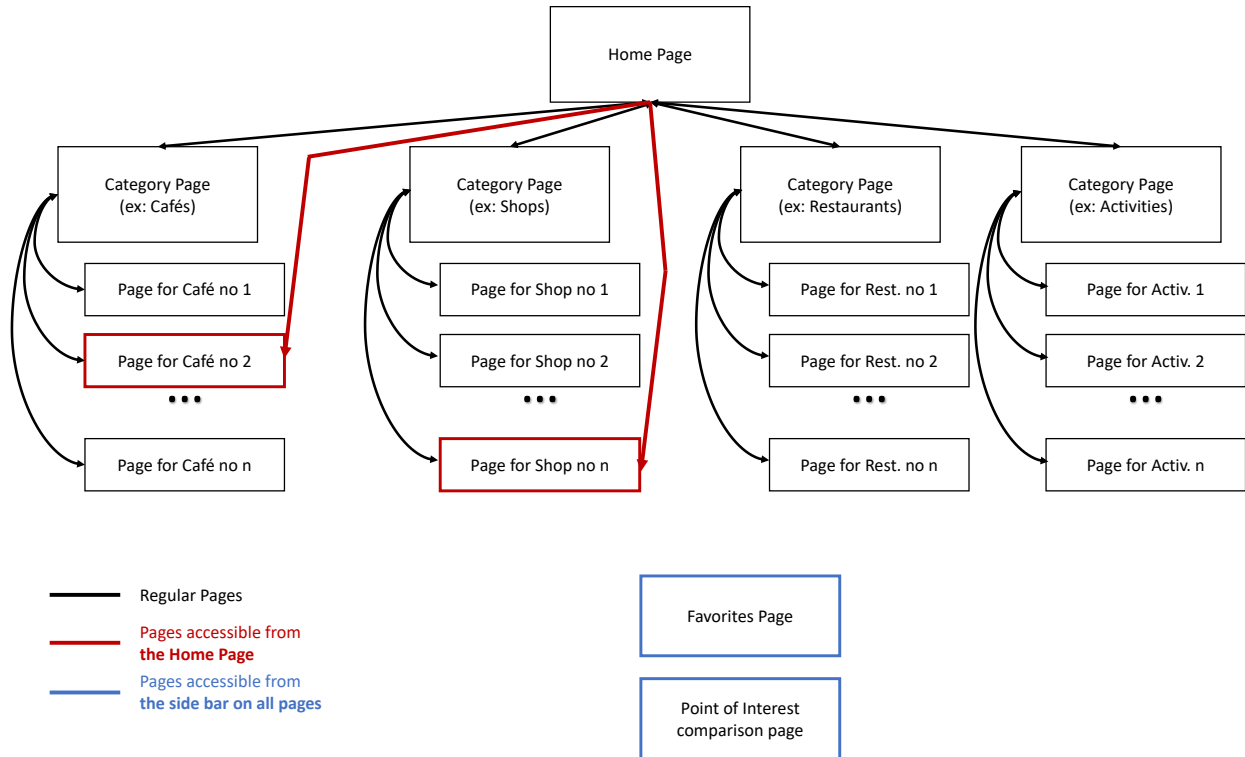- The page's main content will be displayed in this panel.

Figure 1. General Page Structure

3.2   Site Map Diagram
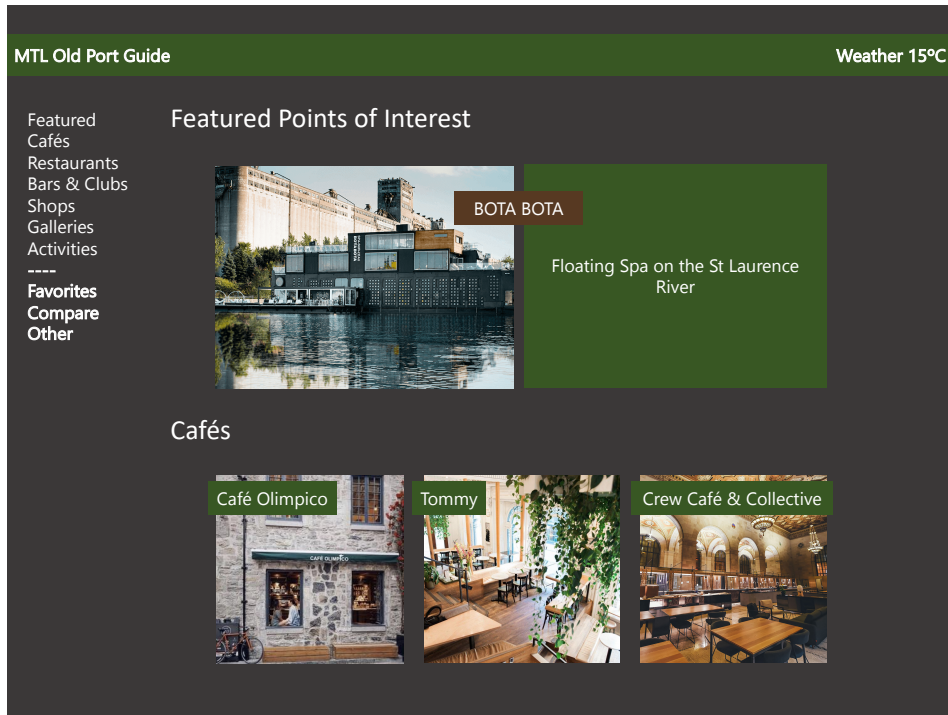
3.3   Page Mock-ups

3.3.1   Homepage
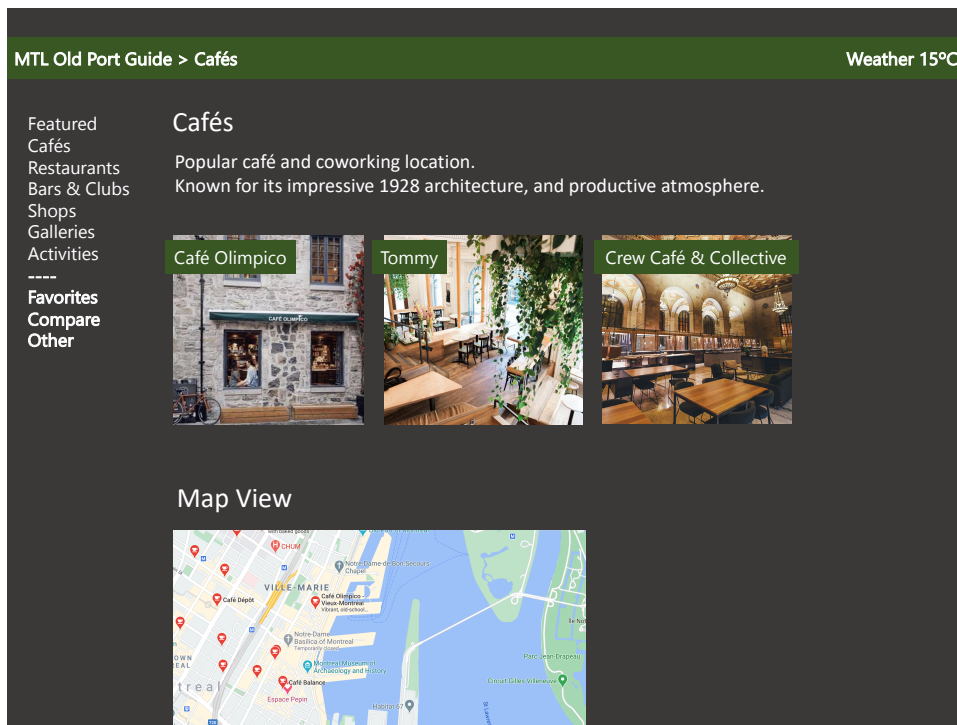

Figure 2. Homepage Mock-up

3.3.2   Category Page

Figure 3. Category Page Mock-up

3.3.3 Point of Interest Page

MTL Old Port Guide > Cafés > Crew Collective and Cafe	**Weather 15ºC**

Featured
Cafés
Restaurants
Bars & Clubs
Shops
Galleries
Activities

Favorites
Compare
Other

Crew Collective and Cafe

Popular café and coworking location.
Known for its impressive 1928 architecture, and productive atmosphere.

Location	360 St Jacques St, Montreal, Quebec H2Y 2N1
Free WiFi	Yes
Parking	On-Street City Parking, meter
Wheelchair Accessible	Yes, separate entrance*
How long do people stay here?	1 to 4 hours
Power outlets	Yes + USB type B
Are there public washrooms	Yes
Seating Capacity	Roughly 100

Gallery

Add to calendar   Add to Favorites

Description & Review

Article describing the POI to the reader. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nec augue orci. Etiam pellentesque nibh a dolor gravida mattis. Proin vulputate maximus lacus at lacinia. Fusce justo tortor, ullamcorper vel facilisis a, facilisis non augue. Vivamus imperdiet interdum neque ac pulvinar.

Figure 4. Point-of-Interest Page Mockup

3.3.4 Compare Point of Interest Page

MTL Old Port Guide > Compare Points of Interest	**Weather 15ºC**

Featured
Cafés
Restaurants
Bars & Clubs
Shops
Galleries
Activities

Favorites
Compare
Other

Compare Points of Interest

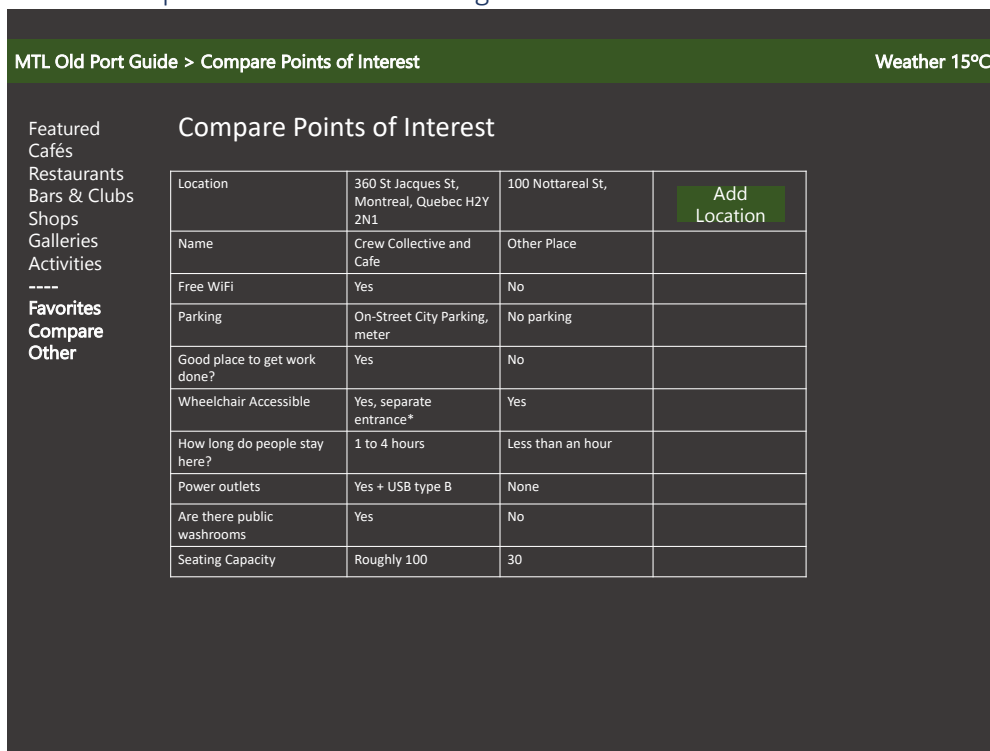| Location	360 St Jacques St, Montreal, Quebec H2Y 2N1	100 Nottareal St,	Add Location
Name	Crew Collective and Cafe	Other Place	
Free WiFi	Yes	No	
Parking	On-Street City Parking, meter	No parking	
Good place to get work done?	Yes	No	
Wheelchair Accessible	Yes, separate entrance*	Yes	
How long do people stay here?	1 to 4 hours	Less than an hour	
Power outlets	Yes + USB type B	None	
Are there public washrooms	Yes	No	
Seating Capacity	Roughly 100	30	

Figure 5. Compare Points of Interest Page Mockup
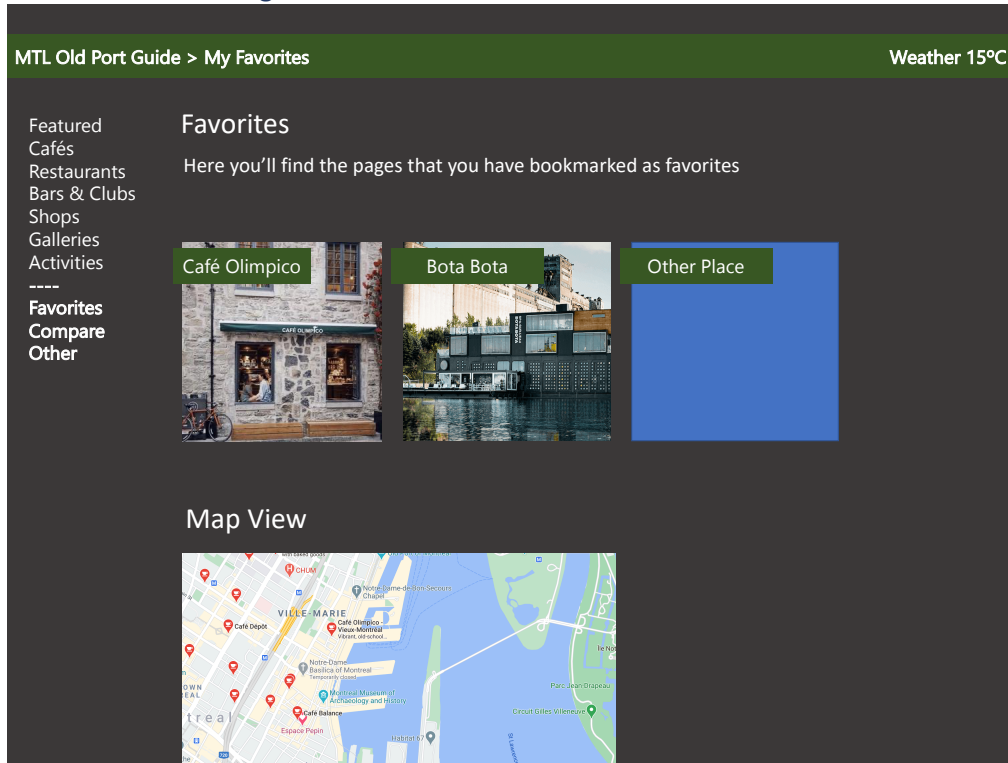
3.3.5 Favorites Page

Figure 6. Favorites Page Mock-up

4   Image Sources:

Page 3
https://www.pexels.com/photo/happy-ethnic-woman-sitting-at-table-with-laptop-3769021/

Page 4
https://www.pexels.com/photo/traveler-standing-on-stony-place-near-sea-4330265

Page 5
https://www.pexels.com/photo/woman-walking-through-building-1906886

Page 6
https://www.pexels.com/photo/focused-man-eating-dinner-in-sea-themed-restaurant-4344541/

Page 7
https://www.pexels.com/photo/kids-making-noise-and-disturbing-mom-working-at-home-4474035/

Page 10
https://botabota.ca/wp-content/uploads/2018/11/bateau.jpg
https://www.instagram.com/p/Byn1bMxFKQc/
https://assets.restomontreal.ca/sites/_webfiles/r9970/bg_image1.jpg?v=2b
https://crewcollectivecafe.com/assets/images/events/host-your-event-main-space.jpg

Page 11
https://crewcollectivecafe.com/assets/images/events/host-your-event-main-space.jpg

Page 12
https://botabota.ca/wp-content/uploads/2018/11/bateau.jpg
https://www.instagram.com/p/Byn1bMxFKQc/