Make the city your own.

Design Challenge
How can open data, made available by the Government of Ontario, be used to improve citizen engagement?

To my...

Usability Testing
01 Pre-Test Session
Participants completed pre-test questionnaire and discussed their likes and dislikes of the application.

Testing Session
02 Test results collected for evaluation and modification of the application.
Participants were presented with three scenarios and tested on the low-fidelity prototype of the myTO application.

Post-Test Session
03 Participants completed post-test questionnaire and discussed their likes and dislikes of the application.

Recommendations
04 1. Change the icon for the “Near” and “Back” buttons to words.
2. Include a lot of neighborhood information on the location of the search.
3. Have an option to select a range of options.
4. Include the option to select a range of dates.

Intuitive
Search by area, neighborhood or address; start with accommodations, attractions, etc.

Innovative
The Radius Dropper or RD lets you move around the GTA virtually; no other travel application allows you to interact so seamlessly with this much information.

Integrated
Uses three layers of open data from multi-government level to put the information you need at your fingertips.