Interim Report
City of Peterborough

This interim report covers the period from March 31 – September 30, 2016 and includes the following items:

    A. An interim update on the status and progress of the report to date, including:
          (i)   Status to date of each of the project's major activities
          (ii)   Progress of the project to date towards achieving the objectives
          (iii)   Project evaluation results to date
          (iv)   Overview of any variances in the achievement of planned/outputs/outcomes and barriers encountered; and if appropriate, planned remedial actions to ensure activities are completed and objectives are met.

    B. Report on project revenue and expenditures to date (financial report)

A. An interim update on the status and progress of the report to date

(i) Status of activities

The following activities were pursued to advance the project objectives during this reporting period: 1) stakeholders focus groups, 2) on-line and paper survey outreach on the immigration portal, 3) investigation and evaluation of other portals for design and content elements; 4) review of Google Analytics' reports on visitor use; and 5) section and page by page evaluation of the current portal.

<u>Focus groups</u>

During the reporting period eight focus groups were held in Peterborough City on the immigration portal with different target audiences. Each focus group lasted for 1.5 hrs. Participants were asked in advance to review the website overall (e.g. the clients) or certain targeted sections (e.g. education or housing for the education or housing service providers respectively). A local consultant was hired to help facilitate the focus group discussions. Each focus group was asked these three core questions: 1) What they liked about the portal; 2) What could be improved to make the portal more effective and useful; and 3) What additional information or resources they wanted to like to see on the portal (to supplement existing tools and information). The following table summarizes focus groups calendar and the main findings.

Date	Target audience	Main themes on what needs to change
Mar 31	Economic development stakeholders	Difficult to navigate Text heavy New economic information/tools suggested

Apr 7	Education Institutions	Very heavy in text Do more visually A news feed that is constantly updated is needed Use carousel with banner and pictures Accessibility re too much text a problem for people with a learning challenge
Apr 12	Post secondary institutions	Text heavy Loading pages is very complex Differentiate between international students and domestic students Use more pictures and graphics
Apr 19	Health and social services	Text heavy Ensure simple language Add a "what's new link"
Apr 21	Housing service providers	Text heavy More pictures Model after the PED's "Why Peterborough?" The site is not mobile friendly New info/tools suggested on the cost of housing, housing market trends, etc.
Apr 20*	Municipal staff from Arts, Youth Recreations Department *Two focus groups held	Pictures over words Improve banner look Pop up questions to help direct the visitors depending on their profile (e.g. age, location) Better representation for youth Videos to be used rather than textual instructions
Apr 14	Newcomers: Clients focus group	Text heavy More pictures and graphics More info on Canadian education system More info on credential assessment Sources of employment Link to sites that provide info on how to start a business Link to sites that advertise available housing, i.e. landlord association

For the detailed focus groups report refer to Appendix 1 attached.

<u>On-line and Paper Survey Outreach</u>

The portal survey produced twenty-five completed forms. Because of the limited number of respondents, the project staff arranged for two meetings with the Immediate English Conversation group held at the local settlement agency. The survey was presented to the students and its purpose was explained. Following the visits several participants filled the online and paper survey. We noticed that from this group few had visited the

portal before and those who had done so, found it difficult to navigate. They felt there was too much information on the site. The level of English comprehension was another factor influencing site navigation. The better their facility with English the better they were able to find information on the portal. This held true for participation in the survey itself. The on-line survey had no translation capability from English. This in part may explain why survey responses outside Peterborough were non-existent.

For the summary of the survey highlights refer to Appendix 2 attached.

Evaluation of other portals for design and content elements

Program staff investigated and evaluated over 50 immigration and other portals for design and content elements. These include all the sites found at http://www.ontarioimmigration.ca/en/living/OI_HOW_LIVE_CITIES.html (28 in total websites) and a number of other immigration and non-immigration websites from outside the province, including similar websites in British Columbia, Alberta, Manitoba, Newfoundland and Labrador, Saskatchewan and Quebec.

Google Analytics

The main outcome from the review of Google Analytics data on WelcomePeterborough.ca is that the majority of visitors come from Canada and the Living section is the most visited section. The reports show the page duration use and bounce rates of each page. Couple this information with Focus Group and Survey responses we have now compiled the list of sections that need to be trimmed down and/or redesigned to make them more accessible.

Section and page by page evaluation

Program staff also completed a section and page by page review of the Peterborough immigration portal based on the portal knowledge, the redesign objectives, visits to other websites, and recommendations from the focus groups, survey and Google Analytics' reports. Notes compiled in this process will be passed on to the new program staff and the website designer or company to be contracted for the next step.

(ii) Progress of the project to date towards achieving the objectives

The above project activities are helping us progress toward the final project objectives, with the main objective remaining an overall improved site with scalable design, accessible on a wide range of devices and with new information tools. As we are launching the portal redesign next, we will have a better picture on the progress toward the final objectives once the redesign process takes on. We believe with the wealth of information and feedback received, we will make the necessary changes on the portal on a timely fashion and meet our final project objectives. We will include a detailed update on this section with the next report.

(iii) Project evaluation results gathered to date

The followings represent the project evaluation results to dates as per MIIO Web Metrics.

Metric	Q1 Apr- Jun	Q2 Jul - Sept	Q3 Oct-Dec	Q4 Jan-Mar	Year Total/Avgas
Visits	13,430	17,959			31,389
Page Views	22,530	27,668			50,198
Page View Average	1.68	1.54			1.60
Time Duration Average	1:11	0:57			1:03
% International Visits*	24.00%	24.66%			24.34%
Visitors New	11,677	15,493			27,170
Visitors Returning	1,753	2,466			4,219
Bounce Rate	77%	80%			78.70%
Visits from Mobile Devices**	6,174	9,470			15,644

* Excludes Canada
** Includes tablets

Top Countries***	Number of Visits
Canada	23749
United States	2072
India	1111
United Kingdom	717
Philippines	546
Kenya	159
South Africa	151
Australia	143
Pakistan	124
Brazil	114
Germany	108
Malaysia	90
Netherlands	84

*** Includes Canada

Top Referrers	Number of Visits	Top Viewed Pages	Count	Top Exit Pages	Count
com.google.android.googlequick	551	Living/Arts & Culture/ Festivals /Multi/Canada Day	6188	Living/ Arts & Culture/ Festivals/ Multi/ Canada Day	5114
peterborough.ca	177	Welcome	3940	Working/Job Search/ Types of Employment	3219
ontarioimmigration.ca	87	Working/Job Search/ Types of Employment	3521	Living/Transportation/ How can I travel between cities	2696
city.peterborough.ca	69	Living/Transportation/ How can I travel between cities	3247	Welcome	2110
m.facebook.com	44	Living/Housing/Where do I find apartments & houses	2455	Living/Housing/Where do I find apartments & houses	1717
ca.search.yahoo.com	35	About_Peterborough/Canadian Values	1797	About_Peterborough/Canadian Values	1593
facebook.com	22	Living/Government What is Provincial Government	1663	Living/Government What is Provincial Government	1344
int.search.tb.ask.com	19	Living/Housing	1468	Living/Government What is a Municipal; Government	950
duckduckgo.com	18	Living/Garbage and Recycling	1456	Living/Garbage and Recycling	879
nccpeterborough.ca	18	Living/Personal Finance/What is cost of living in Peterborough	1299	Living/Personal Finance/What is cost of living in Peterborough	877
		Total	27,034	Total	20,499

(iv) Overview of any variances in the achievement of planned/outputs/outcomes and barriers encountered; and if appropriate, planned remedial actions to ensure activities are completed and objectives are met.

One development should be mentioned here as it has an impact to some degree on the project schedule of activities. This summer the Research and Content Developer extended his resignation on personal grounds. This led to the need to recruit a new program staff, a process that is done through the New Canadians Center. Some negotiations were needed with them on the start day of the new staff due to the NCC's staffing and project priorities. This created a one-month delay in the project. The new portal staff was selected in late in August and will start working on October 3rd. On the plus side, the newly hired staff has a good understanding and familiarity with the portal project through her prior role with the local immigration partnership. She is also formal staff of the local settlement agency which will ensure a better blend of the portal work with the work of the settlement service provider.

The followings are the proposed steps to get back on schedule and meet the final project objectives.

- Have the new staff stationed at the City Hall, where she can work closely and more effectively with the Program Coordinator and City Web Programmer (both

City staff). Physical proximity with the City staff and services will improve collaboration and efficiency. (Please note that earlier staff worked offsite.)

- Increase staff hours if needed. Program staff is currently hired to work for 24 hrs/week. The need to increase work hours will be assessed later in the year, depending on the progress shown and volume of work achieved. We will inform the Ministry if any budget adjustments might be needed for this purpose as necessary.

- Consider hiring an outside web designer to carry on the portal redesign work. We have issued an RFP to solicit proposals by local companies for the portal redesign. This might speed the process and ensure the quality of the work. We will consult with City staff on RFP procedures and site technical requirements as well as keep the Ministry updated on this progress.

- Re-engage with the community stakeholders through calling another meeting of the Portal Steering Committee. One of the first fall activities will be the hosting of the Portal Steering Committee meeting for the purpose reviewing the progress to date - including the stakeholders and client feedback - as well as making decisions on the portal redesign stage and the new information tools to be implemented.

B. Report on project revenue and expenditures to date

MIIO Portal Project 2016-2017			
Revenue by Source	**Total Budget**	**Actuals**	**Remainder**
Ministry	$ 61,953.66	$ 55,400.00	$ 6,553.66
In-Kind			
Project Coordinator	$ 18,538.47	$ 9,117.29	$ 9,421.18
Website hosting, backup & security	$ 6,250.00	$ 3,653.85	$ 2,596.15
Promotion & Publicity	$ 6,000.00		$ 6,000.00
Steering Committee	$ 1,500.00	$ 500.00	$ 1,000.00
Benefits Expenses Total	$ 5,005.39	$ 2,552.84	$ 2,452.55
Total Revenues	**$ 37,293.86**	**$ 15,823.98**	**$ 21,469.88**
Project Expenses			
Salaries & Wages			
Research & Content Developer	$ 34,521.12	$ 14,802.58	$ 19,718.54
Facilitator	$ 2,500.00	$ 1,250.00	$ 1,250.00
Employment Intern	$ 3,165.00	$ 266.29	$ 2,898.71
City Web Designer & Programmer	$ 8,910.00		$ 8,910.00
Project Coordinator	$ 18,538.47	$ 9,117.29	$ 9,421.18
Salaries & Wages total	$ 67,634.59	$ 18,234.58	$ 49,400.01
Benefits Expenses Total	$ 8,253.93	$ 3,653.85	$ 4,600.08
TOTAL S&W +Benefits	**$ 75,888.52**	**$ 21,888.43**	**$ 54,000.09**
Project Expenses			
Website hosting, backup & security	$ 6,250.00	$ 3,653.85	$ 2,596.15
Promotion & Publicity	$ 6,000.00		$ 6,000.00
New Logo/ Banner	$ 1,000.00		$ 1,000.00
Steering Committee	$ 1,500.00	$ 500.00	$ 1,000.00
Focus Group meetings	$ 750.00		$ 750.00
Evaluation	$ 1,000.00		$ 1,000.00
Portal Launch event	$ 350.00		$ 350.00
Project Expenses Total	**$ 16,850.00**	**$ 4,153.85**	**$ 12,696.15**
Sub-Total (Salaries+ Wages+Project Expenses)	**$ 92,738.52**	**$ 26,042.27**	**$ 66,696.25**
Central Administrative Expenses	$ 6,509.00	$ 2,394.67	$ 4,114.33
Central Admin $ Total	**$ 6,509.00**	**$ 2,394.67**	**$ 4,114.33**
Total Expenses (inc In-Kind)	**$ 99,247.52**	**$ 28,436.94**	**$ 70,810.58**

Appendix 1: Report on Stakeholders Focus Groups on the Immigration Portal

March – April 2016

Content

Summary Table

Target Audience	Common themes
Economic Stakeholders	Difficult to navigate Text heavy New economic information/tools suggested
Education institutions	Very heavy in text Do more visually A news feed that is constantly updated is needed Use carousel with banner and pictures Accessibility re too much text a problem for people with a learning challenge
Post secondary institutions	Text heavy Loading pages is very complex Differentiate between international students and domestic students Use more pictures and graphics
Health & social services	Text heavy Ensure simple language Add a "what's new link"
Housing service providers	Text heavy More pictures Model after the PED's "Why Peterborough?" The site is not mobile friendly New info/tools suggested on the cost of housing, housing market trends, etc.
Municipal staff	Pictures over words

	Improve banner look Pop up questions to help direct the visitors depending on their profile Better representation for youth Videos to be used rather than textual instructions
Clients (New Canadians)	Text heavy More pictures and graphics More info on Canadian education system More info on credential assessment Sources of employment Link to sites that provide info on how to start a business Link to sites that advertise available housing, i.e. landlord association

Detailed focus groups notes are provided below.

Economic Stakeholders Focus Group (March 31, 2016)

Possible additional material:

Economic history of Peterborough re role of natural resources, industrialization, diversification of economy Action: Tom to provide

List of top/biggest employers and their links

Economic/social impact that Trent has on the community soon to be released. Indicates the important role of creative economy, intellectual fabric of community. Action: keep in touch with Tom re when/how it could be included on website

Workforce Development Board re Magnet Link and Labour Market Gateway re job postings – connect to their website

Local Employment Planning Council (LEPC) goes live in 2017 and covers 4 counties

Voice of Business is Chamber's weekly page – Action: Chamber rep and portal staff to talk about how to make the linkages to portal

Status of "business-eco system map" – could provide good visual of economic system (connected with Start Up Peterborough and LEPC)

Put the FAQ's as an introduction to each section as they will serve as an introduction.

Comments on the portal:
1. What is working well
   Translation feature good

   Drop down menus work well

2. Need for change as follows
   Found it difficult to navigate

Different orientation needed

A lot of text, needs more pictures, more icons

Font size is small – need to look at accessibility standards

Website a little overwhelming as it is

Need more introduction to the sections before getting into the content

Other Economic Sector Issues:

We have not as a community studied the impact that more retirements will have on employment opportunities and impact on labour market

Education Institutions Focus Group (April 7, 2016)

Comments on the portal:

1. What is working well

Translation feature good

Seamless

Good recognition of the role of First Nations re opening page

2. Need for change as follows

too heavy in text although comprehensive

move towards more button menus

consider scrolling screen

should be no more than 3 clicks in order to get user engaged

limit sub menus

use carousel with banner and pictures

scrolling news feed keeps people engaged/interested

if you have a news feed ensure that it is constantly updated

do more visually – ensure pictures are high resolution

graphic designer would help with clarity, sophistication

accessibility re too much text is a problem for many with a education/learning challenge

consider how much duplication there could be with NCC's website

ensure all links are translatable

consider 1 button for learning and education

What if you have the logos for each institution with a short description?

Distinguish between adult learning and children's learning

Is there a part of the website that celebrates diversity in Peterborough?

Engage/enlist the partners to provide appropriate content from their agencies for website

Regularly email request for updates from partners

Consider format of Pickering's website re use of single words i.e. EXPLORE, INVEST

Logos can be hyperlink to other organizations

Other Education Sector Issues:

Document what is happening to make this a welcoming community

Post Secondary Institutions Focus Group (April 12, 2016)

Comments on the portal:

1. What is working well

Very comprehensive

Translation available

Leaving the 'learning' tab rather than renaming it the education tab – learning reflects a broader sector such as 'adult learning' or 'life-long learning'

Story gallery is well done

You are able to open different tabs simultaneously

2. Need for change as follows

Very heavy in text

Identify the population you are wanting to support

Loading page is very complex

Need clarity for the links: for example the portal takes you to the Trent main page but not directly to the international student programme

Can Fleming's link connect with the services available to internationals students rather than going directly to the main page?

Recruitment process/information needs to be more visible

Can Fleming & Trent put the welcoming portal on their websites?

There needs to be a differentiation as to "are you an international student vs a domestic student" in order that they go to the most appropriate service information

For the benefit of the International students add information on

- o Temporary resident visa

- o Electronic travel authorizations

- o Post graduate work permit programme

- o Kathleen will send links to Ralph

Use more pictures and more graphics

Students today want limited text and more simplified buttons to access information very quickly

Format for the information could be:

- o If you are an international student go to…

- o If you are an immigrant go to…

- o If you are a refugee go to…

Consider OCASI and OADA websites

Consider that there is a need for balance in how the information is presented. It must be usable/attractive to the potential student but also their parents who are helping research information on Trent and Fleming.

Does Mayor's message have to be on front page?

Use more pictures and ensure that there is diversity in the pictures.

Could use pictures of key places such as the hospital and then be able to click on the picture to go to website

Important to keep the information on 'where to shop', 'how to access health care'

Org reps will confer with staff and get other information back to portal staff

Employment:

Section should read Employment Services not agencies

Flip the order to read "Here are the Employment Services and what they can provide to help you get a job" then list the services and their websites

Employment Ontario services act as the gateway to get the correct service.

Tab should be changed from "job search" to "looking for work"

Add link to the Local Employment Partnership Council

CERP (Community Employment Resource Partnership) can provide further input. Debby will put it on their next agenda. (see email below)

Other Education Sector Issues:

Fewer students coming directly to college from high school

Majority are now coming to college with lived experience or mature students, under employed

Health & Social Services Providers Focus Group (April 19, 2016)

Comments on the portal:

1. What is working well:

Information rich

Translatable

Intent is good re attracting newcomers and attempting to use it as a marketing tool

Use of short videos

2. Need for change as follows:

Very heavy in text

Use more pictures and more graphics that depict how organizations/agencies work together in partnerships

Ensure language is simplified; shouldn't go over grade 4 level

Consider the Apple website – geared to simplifying information for all ages

Define who is the intended audience? Can it be set up as follows:

o   If you are thinking of immigrating to Canada click here

o   If you are thinking of coming to Peterborough from another province click here

o   If you are thinking of coming from another part of Ontario click here

Provide information that helps a newcomer understand how the health and social service system works. Too often newcomers are afraid to access services because they think they will receive a huge bill for the service. They need to understand what 'universal'

health care means to a newcomer. Send information that has been used by Sick Kids Hospital that can help people who lack trust in facilities/systems.

Need to understand that many cultures do not understand 'westernized medical model' and may put more emphasis on getting support from the community i.e. supports may come from their mosque, church community.

How do we address fears of women who may not be able/want to access services provided by male service provider?

Need to also note that the hospital is the second largest employer in the community – link to economic section/employment opportunities

Can we have a 'what's new link'?

Try to position agencies such as police and CAS as 'here to work with you not do to you'

Position these agencies from an asset-based approach so that people see their value rather than seeing them as threatening

Frontenac, Lennox & Addington CAS has software that allows them to develop short simple videos

Provide some graphs that indicate the increasing amount of immigration that is happening here – shows a community where people are wanting more and more to move to

Other Education Sector Issues:

More agencies/organizations are moving toward 'cultural competencies' – we need to get the message out that we will adapt our approach to meet their cultural needs. Hospital is developing strategies to meet different needs.

Community needs a meeting to bring different groups together to share experiences/benefits of cultural competencies and learn of different models, build relationships amongst health and social service system partners

Housing Focus Group (April 20, 2016)

Comments on the portal

1. what is working well:

Easy to get around

Information rich

Translatable

Housing section has some good links to other sites

14

2. Need for change as follows:

Very heavy in text

More pictures and bullets

Use quick links built on the logos/pictures i.e. Canoe Museum can be reached by clicking on its logo on the portal page

Similar intent as the PED's "Why Peterborough"

Real Estate Board's website has the School Boards' maps

Changes in policies/legislation important information for newcomers; for example the Real Estate Board has information on the city's proposed changes to the Rooming House bylaw, the Parking bylaw and the Secondary Suites bylaw

Housing Resource Centre provides vacancy listings which provides housing availability to low income and people with barriers

Home Buyer's Action Plan is on the website of the Real Estate Board re how to buy a house

Can there be short videos re 'how to….'?

Cost of housing (both low income and high end) is always important information as people make decisions about moving

Font may not be compliant with accessibility guidelines

Was not easy to navigate on a phone

Trends:

New houses/subdivisions are already fully bought

Housing market very hot

Increased interest in this area as 407 completion draws near

Only 1318 listings at present time

Millbrook very hot market

Will be seeing more commuting

Seeing more professionals moving here but spouse not wanting to move

PED positioning this community as "Kawartha is the new Muskoka"

Creative economy experience the greatest employment increases

Huge difference in renting in the county and city re no transportation, rents going up

Municipal Focus Groups* (April 20, 2016)

*Two focus groups held with municipal staff and stakeholders were held on the same date.

Comments on the portal:

1. What is working well:

 Good use of photos

 Information rich

 Translatable

 Major headings are good and broad

 Housing section has some good links to other sites

 Use of short videos

2. Need for change as follows:

 Very heavy in text

 Font may not be compliant with accessibility guidelines

 Was not easy to navigate on a phone

 Not youth friendly re quick and easy access to information

 Celebrate more of the things that show that we value youth – this helps market Peterborough as a place you want young people to move to

 Provide more lead-ins such as "if you are interested in _____ go to_____"

 Need more information on how to become involved/engaged in the community i.e. list of boards, committees

 How can we have a more visible way of reaching out and connecting people? Can we develop a calendar of events for the city's website?

 Can we provide a closer link to the Housing Resource Centre and its listing of available housing?

 Likes the idea of being more specific to individual audiences i.e.

  o If you are thinking of immigrating to Canada click here

  o If you are thinking of coming to Peterborough from another province click here

  o If you are thinking of coming from another part of Ontario click here

 Ask some defining questions that will help provide navigation through the site:

        a. Where are you from?
        b. What is your age?

- o Insert algorithm based on answers from these questions that lead people to specific information

More emphasis on CRRC re promote/celebrate that this community has been supporting diversity through work from groups such as CRRC for over 30 years

Re child care – promote the value of licensed child care

- o Peterborough Family Resource Centre keeps a list of providers that they support through programming

- o Put active links to Social Services page

- o Rather than promote Trent Childcare put in a directory of child care

- o Change Ministry of Children & Youth to Ministry of Education

Use more photos and make sure they are local; each department has access to local photos

Re planning – provide short overview of how our regulations for building and for having home-based businesses.

Include links to the City's asset mapping re where to go for services, food

Do we have a map that displays all the trail system?

Promote move active transportation

Can we get information that helps people decide which neighbourhood in which they wish to live? i.e. school districts as designated by the School Boards, where the closest bus stop is located, closest grocery store

Peterborough Family Resource Centre through its Early Development Instrument (EDI) breaks information down by neighbourhood. New data coming out will be owned by municipality

Do a screen shot of Elementary & Separate School page and send to school board reps re how to improve/change it from a neighbourhood perspective

Add information on housing programmes i.e. how to apply for subsidized housing

Videos are effective way to help walk someone through a process i.e. how to apply for child-care

Add references to Montessori, Rema, Trinity College, Lakefield College, new school for Monseigneur Jamot

Clients (New Canadians) Focus Group (April 14, 2016)

Comments on the portal:

1. What is working well

Employment clients confirmed use of the portal when job seeking

PED uses it – supporting people who come to them for assistance

One participant used the portal extensively prior to coming from Romania

Assisted her to make decision about coming to this community

Information on recreational services helped with son's ability to participate and integrate into community

The site allows for translation

Living, learning, working tabs are good

2. Need for change as follows

Very heavy in text

Use more pictures and more graphics

Would have liked more information on Canadian education system; this is the type of information you need to make informed choices

Newcomers find information on job availability one of the most important things to get information on

Information on how long it takes to get credentials assessed/improved

Sources of employment but also chances of jobs leading to advancement

Newcomers want information on how to get their families through the immigration process

Ensure language is simplified

Link to sites that provide step by step process re how to start a business

Include more information on what is needed in order to be able to rent/acquire housing

Can there be links to sites that advertise available housing i.e. landlords association

Other Education Sector Issues:

People want information on volunteer opportunities in order to gain experience

Appendix 2: Survey Responses Highlights

Content - "What is working"

Comprehensive and solid

Seems current

Great information and lots of links

It is full of great information; I felt welcome to browse

Really content & links to service providers are relevant

Organized, lots of info, pictures

It can be translated into multiple languages

Site is important and necessary for many

Content - "What is not working"

It is very dense and verbose, hard to know what is new

Too wordy and not well worded but fantastic information

Text heavy

Content is fine. Presentation is where work is needed

Keep the language simple (grade 3-4 max)

Design & Look

Website doesn't "pop" and is somewhat boring and text heavy

Should be simplified and much more visual

Great graphics and visuals

Very useful but needs to be more accessible

More pictures and shorter sentences

More pictures less text

More photos of faces representing diversity/culture and fun in Peterborough

Add logo hyperlinks with more graphics

Make use of full screen area

I think the design looks very professional

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Less block text, more bullets with streamlined information

More graphics, less text, bigger pictures, fewer lists

Less content more visuals

Home Page made to look different info broken down in a different way depending on where the reader is e.g.

Great info but details for newcomers without English is overwhelming

Navigation

It is user friendly

Too much information on each page

Students don't spend a lot of time reading and want their info quickly

More user friendly - potentially consult with someone who is an expert in web design

Can be tricky for newcomer

Layout & many links may be hard for someone who isn't computer savvy

Concentrate on how the info is organized & making it easy to navigate as possible for the user

Cleaner, clearer pathways to quick info links

Purpose

Needs to be more clear who the target audience is and purpose

Information should flow from there

Unclear who target audience is - immigrants? or people coming from Canada

What's Missing

Include some news stories about current trends in Peterborough immigration (refugees etc.)

Pictures of people to talk to, buildings to go to e.g. NCC building

More graphics across all sections

Videos with slower speakers

Needs to be fun to read

Home

Add language option for Arabic and Farsi

Learning

Include school board info for people with children needing language support

Need better info about educational partners

link "housing" for off-campus student; maybe preschool or daycare? or under living

Immigrating

External links need to be translatable into other languages

Temporary Resident Visas, Electronic travel authorization, post grad work permit program

Working

More entry level jobs should be on the website

Possible additional info added to or changed on employment page

Link to employment in Health sector

List major employers; identify local labour market information

Living

Health section could be updated

Recreation - more info on YMCA and low income rates, Trent Athletics, Cobourg beach and Port Hope

Video clips with "What I love about living here"

Household affordability, map of school locations