https://www.rouyn-noranda.ca/

🍁Rouyn-Noranda Welcomes You🍁

Group 2

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Project Overview

Rouyn-Noranda is a small town in Northern Quebec in the Abitibi-Témiscamingue region, with a population of over 42 000 people.
This project will look at the way information is organized for non-locals, who know less about the town, vs locals, who tend to know more. The website caters more towards established locals because of how information centered around already living there is concentrated in a smaller number of clearly labeled areas.
Our goal is to reconfigure the navigation to make it easier and more efficient for non-locals, be it tourists or newcomers, to access the information they need about the town.

Content Descriptions

Information presented on the homepage shows five categories. We will be focusing on the English version of the website.

History

There is a bunch of content on how the town came to be starting off as multiple different settlements. Each settlement had something unique about them and eventually the communities came together to form Rouyn-Noranda.

Visiting/Newcomers

Resources and information for visiting tourists who want to sight- see as well as needed sources for new faces who want to move to the area and adjust to a new life there.

Business

Mining and metallurgy are the driving economic industries of the area, but many smaller businesses can thrive too. Here are the resources and information needed for such ventures. There are resources for contractors who want to work with local businesses too.

Transportation

Different methods of getting to the area via provincial highways, local highways or the Rouyn airport. The Rouyn airport is also useful for commercial travel. Information on public transport is also listed.

Life in Rouyn-Noranda

What is it like to live in this town as a student? What about a full-time worker with a family? There are also several events held in town at various points of the year to get more involved and different municipal organizations to get involved within the local political scene.

Usage Scenarios

- Looking for things to do in town
- Look for resources for moving to town
- Look and see what it's like to live there
  - Which could include such scenarios:
    - Look at schools there
    - Looking for job opportunities

User Descriptions

- Tourists who want to visit
- Newcomers who want to move to area (for job opportunity)
- Locals who want to get more involved in town
- Student who wants to study there
- An older worker who wants to retire there

Research Methods

- Content Inventory
- Open Card Sorting
- IA Testing
- Closed Card Sorting
- Usability Testing