

IBM CUSTOMER FACING SOLUTIONS

City of Toronto

Award-winning site for a diverse audience



Challenge

The City of Toronto faced the challenging prospect of redesigning their website, which housed over 25,000 individual web pages, for a diverse audience with varying degrees of web capabilities. In addition to the redesign, the City wanted their website's design and functionality to exceed those of other famous cities from around the globe.

Solution

IBM responded to this challenge by working in close collaboration with Corporate Communications and 32 stakeholders who contributed content. We extended the City's existing brand while adhering to a web-safe design and quick-load coding. Our team determined appropriate labels through usability studies. And a thorough review of best-of-breed city sites around the world helped us to understand what we were trying to surpass.



<http://www.toronto.ca/>

Our team designed templates and style guidelines for the website in order to ensure optimum performance would be met and adherence to the design would continue into the future. Our information architect designed the site navigation around four main audiences: Toronto citizens wanting to get the most out of their city (Living in Toronto); Toronto business owners and potential business investors (Doing Business); visitors to Toronto (Visiting Toronto); and local citizens wanting to know more about Toronto politics and municipal policy (Accessing City Hall).

Results

The City of Toronto continues to receive positive feedback on the design since its launch in December 2000 and won an Applied Arts Award in the Educational/Informative category in 2001 (see January 2002 issue of Applied Arts).