

Introduction

→ The Toronto Region is where AI is housed and is emerging as a major player in artificial intelligence technology. The AI cluster in the Toronto-Waterloo tech corridor is a robust ecosystem of technology companies, educational institutions and governance structures. Toronto, a fun, lively place to work and live is attracting many AI players to put down roots in the Region. Nimble start-ups and global tech giants like Google, Samsung, Amazon and OpenText are all investing and building AI research facilities in the Region.

→ The Government of Ontario invested \$50 million to help launch the Vector Institute for artificial intelligence. This targeted investment has energized an already thriving sector by signalling a strategic shift toward driving the application, adoption and commercialization of AI technologies. The University of Toronto is often credited with being the birthplace of modern machine learning and researchers have gone on to lead research teams at Apple,

Google and Facebook.

→ Each year, Ontario produces approximately 40,000 science, technology, engineering and math (STEM) graduates. AI is expected to add 14% to global GDP by 2030 and the Toronto-Waterloo tech corridor is poised to remain at the forefront of this boom.

→ The intention of the proposed design intervention is to foster more robust connections between people and places. CoTTO: Connection Toronto Tech Opportunities harnesses the potential of predictive AI technologies to connect people with professional networking opportunities. CoTTO gets people into the right jobs by making introductions possible during daily commutes. AI possibilities become real life scenarios with the potential to expand avenues of knowledge-sharing.

Personas

→ Student

→ Worker

→ Investor

→ The personas included in the design solution speak to the demographic composition of riders using the Kitchener commuter line between Toronto and Kitchener-Waterloo. The personas are representative of the possible connections between and among talent, AI firms and related industries. The personas included in this project are representative of various user groups. From a young student with an interest in AI to a business persona embodying the unique challenges of start-up firms. These personas were run through programming scenarios to document the unique journeys of these user groups.

→ Student

Angie Wong

Gender: Female

Age: 19

Ethnicity: Chinese-Canadian. First generation.

Education: Currently attending University of Toronto for Life Sci.

Family: Middle child. Older brother has moved out and succeeded (Surgeon). Big pressure on her from immigrant parents.

Occupation: Part time. Works at Tim Hortons - register.

Relationship status: Single AF, but loving it.

Location: Brampton. Long commute. :(Lives at home. Still hangs out with friends from high school.

Quote: "I want to make a difference!"

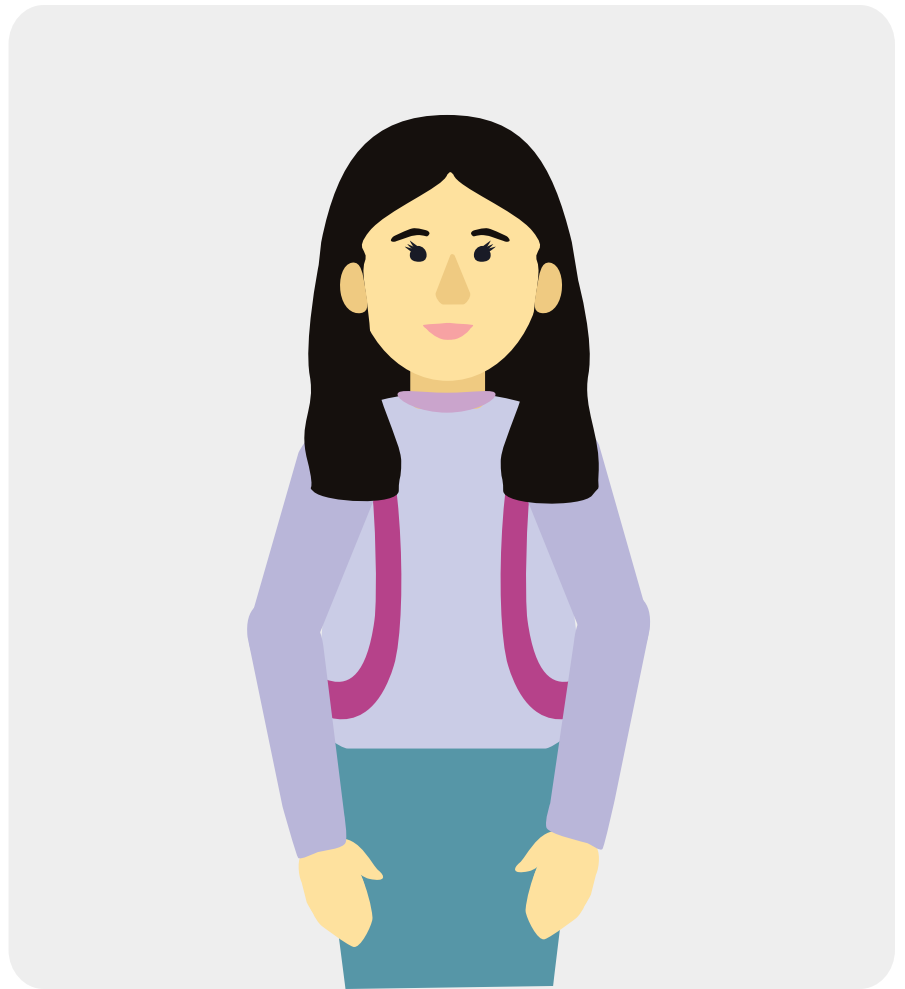
Behavior & Habits:

Sleeps on train. Or checks instagram feed.

Outgoing and friendly. Wishes there was more time to make friends at university.

Wants to move downtown with friends next year.

Up to date with pop culture, celeb gossip.
Likes Apple products.



Interested in AI: recently learned about opportunities to combine interest in biology with technology at a job fair: medical innovations.

Skills: Tech savvy.

Scenarios:

Best day:

Ed Sheeran liked her tweet!!!! Cute boy bought her a Starbucks coffee for lecture. It's a friday.

Worst day:

Snow day: classes not cancelled. Connecting bus was late. Dropped her phone in snow, shattered screen. Quiz in class today. FML.

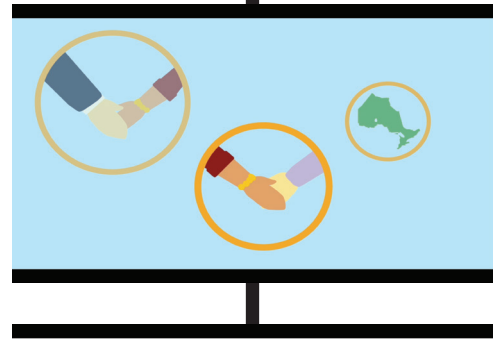
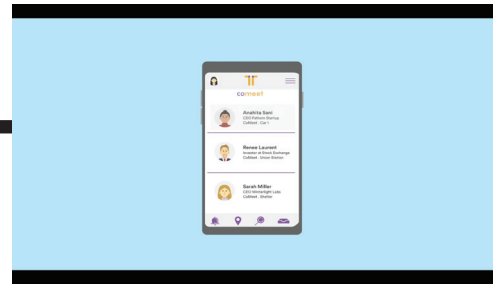
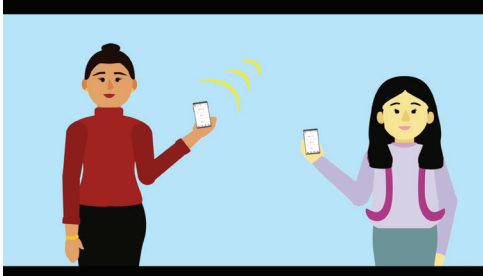
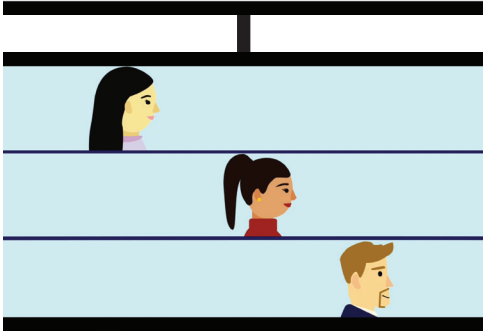
Scenarios

→ Student

→ Worker

→ Investor

→ The personas were run through programming scenarios to document the unique journeys of the user groups.



connect

collaborate

commute

→ Worker

Anahita Sani

Gender: Female

Age: 28

Ethnicity: East Asian, Indian

Education: Undergrad at MIT. Masters at U of T: Computer science

Family: Middle child. Older brother has moved out and succeeded (Surgeon). Big pressure on her from immigrant parents.

Occupation: Programmer and Developer. Start-up CEO

Relationship status: Single. Married to work.

Location: Downtown Toronto.
Quote: "I believe hard work pays off."

Behavior & Habits:

Takes streetcar to work.

Goes to the YMCA to exercise. Physical exercise helps her think
Listens to news radio in an attempt to stay "in-the know" because she thinks it will help her grow her business.

Loves to watch rom coms and superhero movies.

Skills:

Idea generation and Innovation

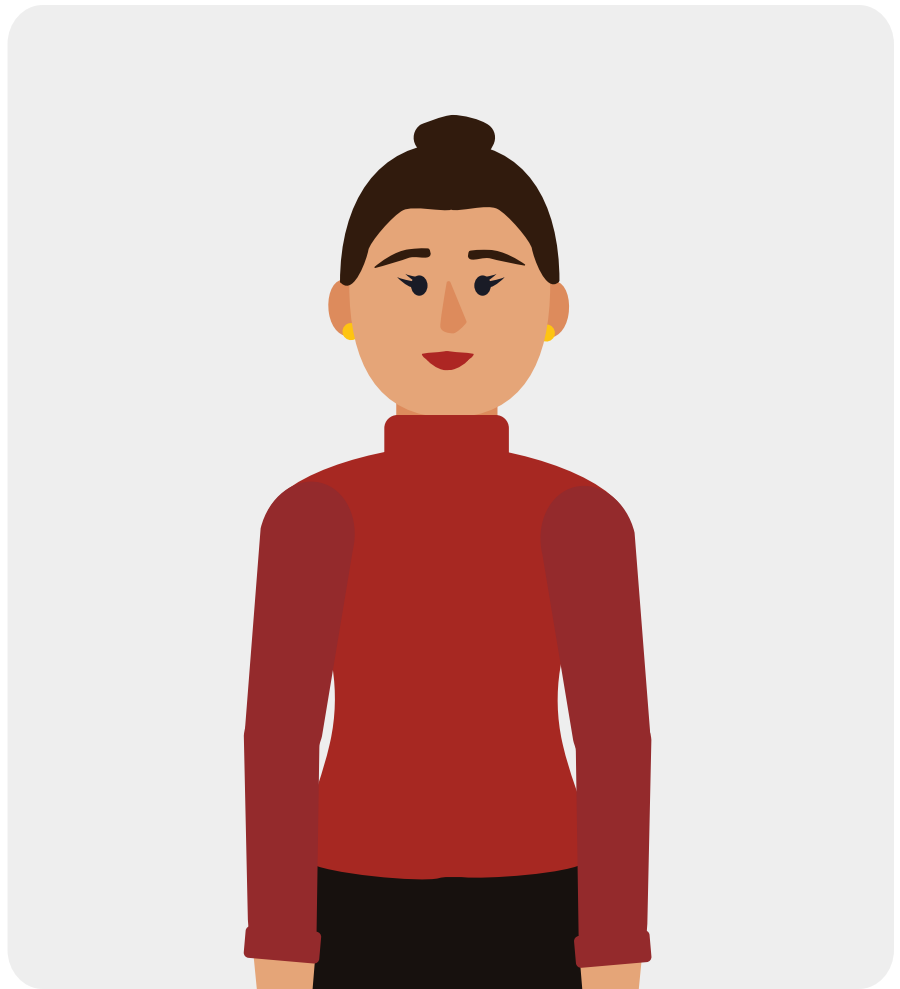
Horizontal, critical thinking.

Coding, Business Savvy

Scenarios:

Best day:

Glowing review from tech insider report.



Her team is making breakthroughs. The team orders in take-out to celebrate their hard work.

Worst day:

Falling asleep at her desk. Her team has been working for three days straight trying to troubleshoot to meet a deadline. Tensions are high and moral is very low. She wishes there were more people around to share the workload.

Start-up:

Geographic Pattern:

Horizontal working
They don't have the people to work
Access to talent pool
Risk loving
Low paying
High expectations
"Grown ups in the room"

→ Investor

Renee Laurent

Gender: Male

Age: 44

Ethnicity: Caucasian (French Canadian)

Education: Queen's University

Occupation: Venture Capital and Growth Equity Investor at Toronto Stock Exchange

Relationship status: Engaged. Fiancee, 32, is a flight attendant for Air Emirates

Location: Etobicoke

Quote: "When I see an opportunity to win, I take it"

Behavior & Habits:

Go getter - a shark.

Follows NBA very closely. Travels to games.

Travels for pleasure often. Because he can \$\$\$

Active instagram account to brag about his life. Takes picture of food.

Very social drinker. Loves to watch the game at a sports bar.

Wants to open a craft brewery

Values efficiency. Doesn't like to waste.

Takes the GO train because a station is right beside his condo.

Skills:

Communicator: King of Networking

Bilingual: French



Scenarios:

Best day:

Using his commission from a successful investment deal he treated himself to a Rolex and got to show it off at the office. A little buzzed, he is returning home from the sports bar. He placed a bet on his favorite team, the LA Lakers, and they won. .

Worst day:

Crowded. Someone stepped on his leather Armani shoes. Didn't get to sit on the train and had to stand the whole time. Messed up his order at Starbucks. Knows there is a long day of boring business meetings ahead.

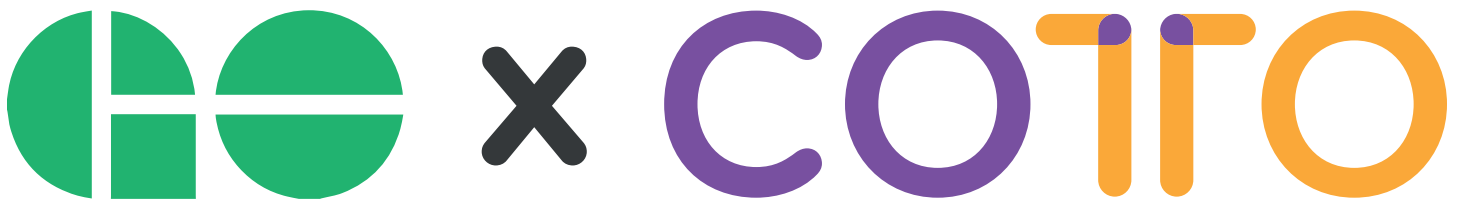
Brand Identity

- Logo
- Color palette
- Type palette
- Iconography & advertisements

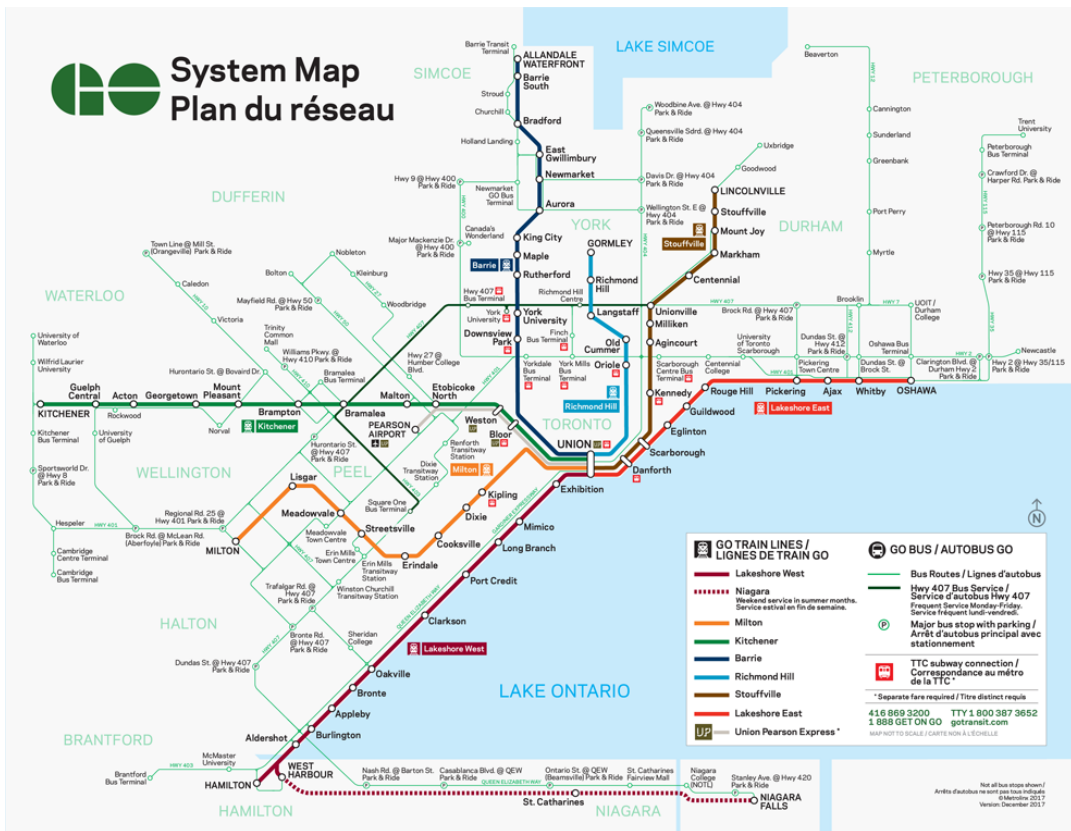
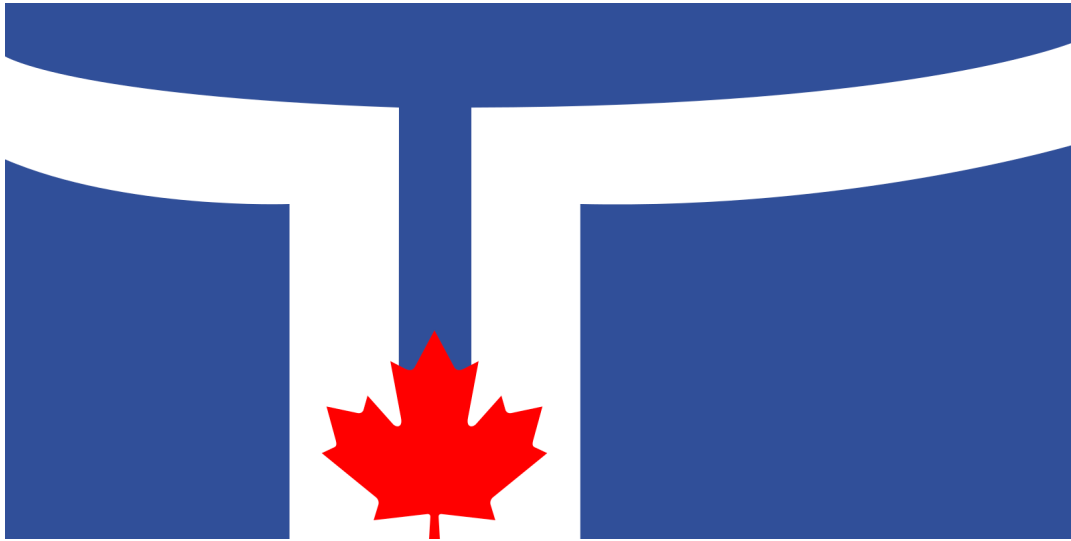
→ The identity of the brand is resultant of the word 'connection.' Connections between people, places and opportunities within the AI cluster of the Toronto-Waterloo tech corridor. The concept title is 'CoTTO' which is an abbreviation of the phrase 'Connecting Toronto Tech Opportunities.' The prefix 'Co' also pairs well with the words 'Commute' 'Connect' and 'Collaborate.' The double 'TT' is intended to demonstrate movement and is a direct reference to the train rail lines. The colours and typeface choices represent clarity, approachability and user-friendliness.

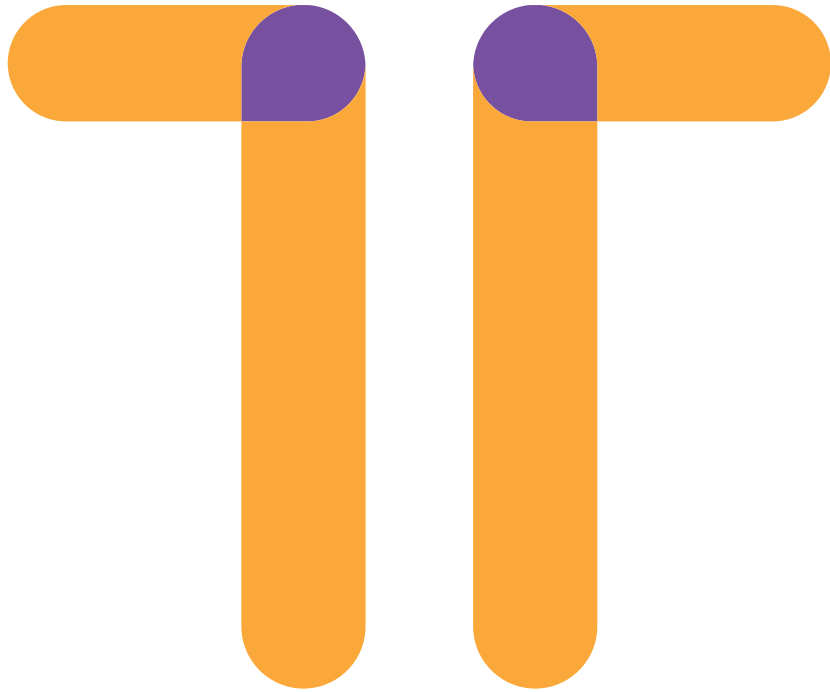
COTTO

Connecting Toronto
Tech Opportunities



Combined Logo

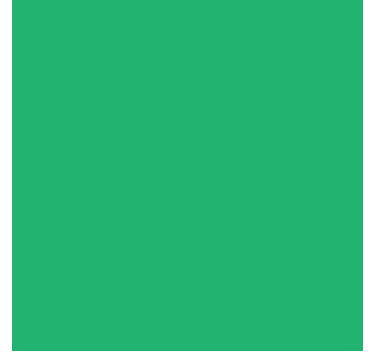




→ Color palette

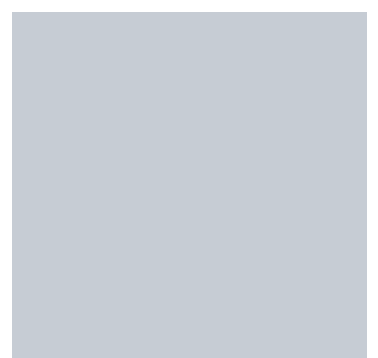
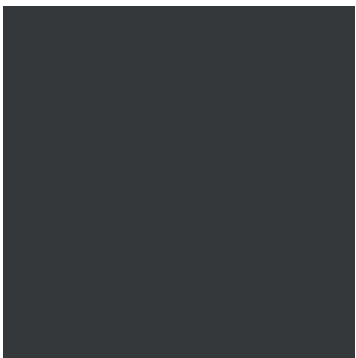
Primary Palette

Ex: Logo, Icons & Patterns



Secondary Palette

Ex: Text, Backgrounds, Trims



→ Type palette

1st Level Hierarchy

Ex: Headlines, Station Names, Titles

Circular Std - Bold

2nd Level Hierarchy

Ex: Captions, subtitles & informational signage

Circular Std - Medium

3rd Level Hierarchy

Ex: Body Text / Long form text

Circular Std - Book

Important info *italicized*

Ex: Quotes or anything that needs to be highlighted

Logo & Logo Combinations

Ex: Commute, Connect, Collaborate

Bryant Pro - Bold

→ Iconography & advertisements



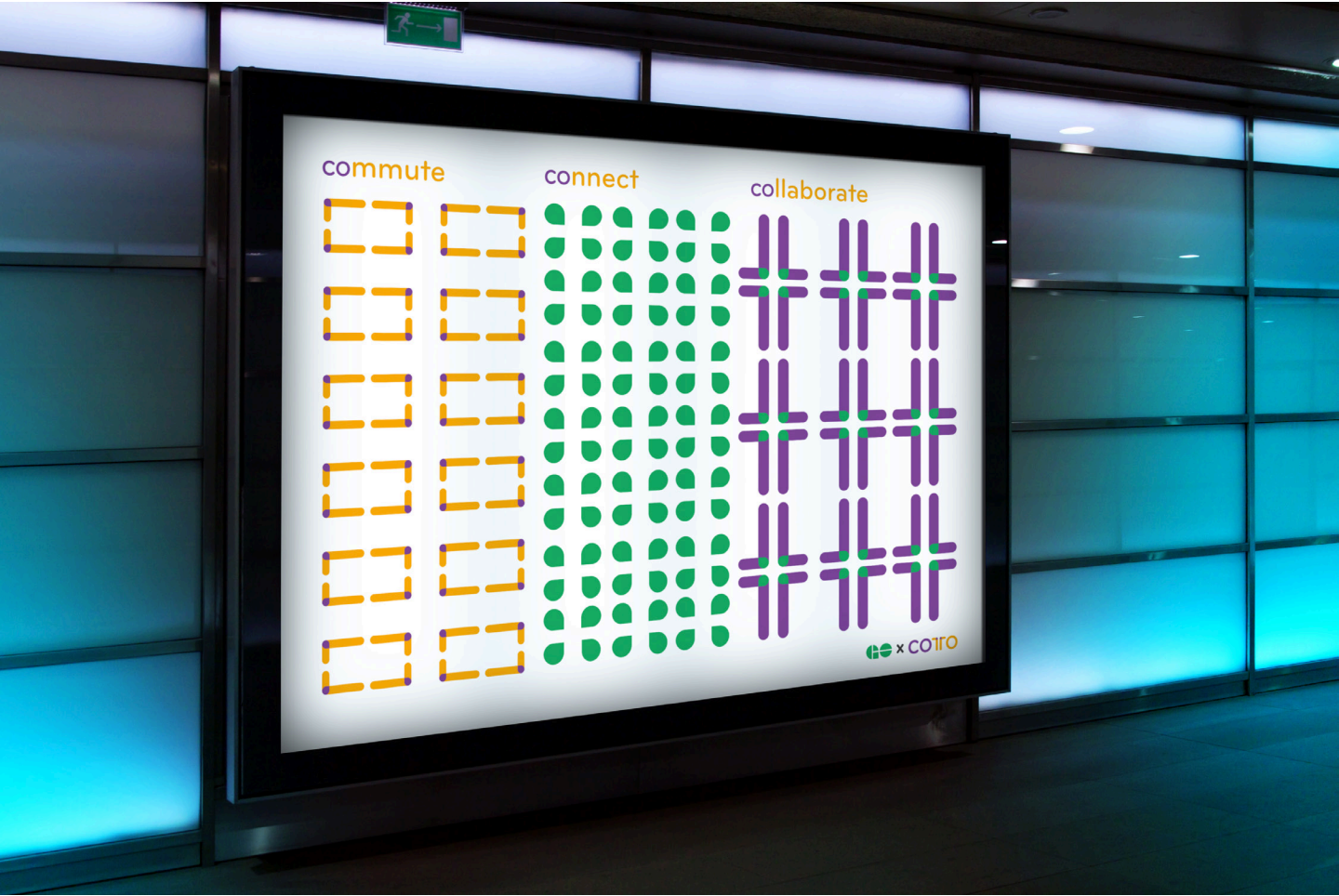
→ Iconography & advertisements



→ Iconography & advertisements



→ Iconography & advertisements



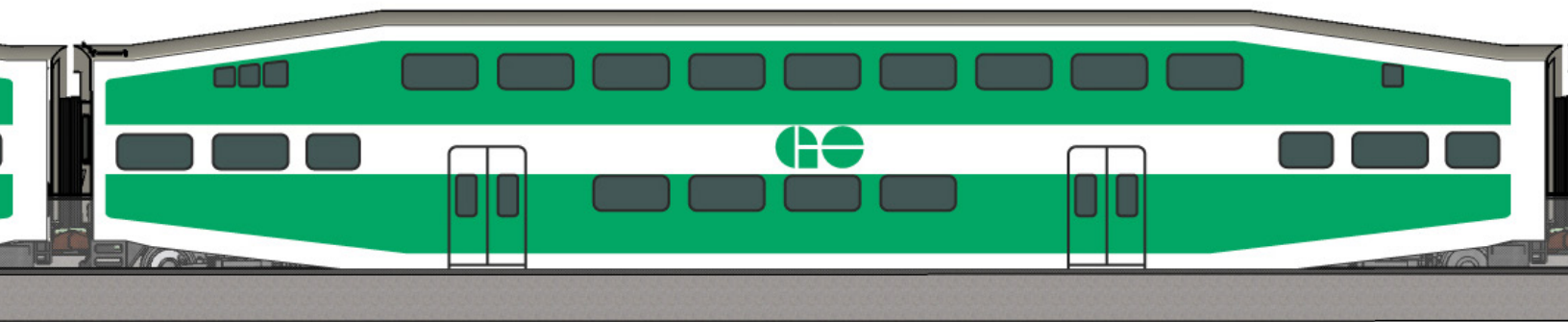
→ Iconography & advertisements



→ Iconography & advertisements



→ Iconography & advertisements



→ Iconography & advertisements



Design

→ Union Station

→ Shelter

→ Train

→ CoTTO is an interactive AI-driven networking tool in the form of a series of smart pop-ups located in GO train stations along the Kitchener line. They are intended to shape the future of networking opportunities while maximizing the utility of time spent commuting. The project details can be divided up as follows:

→ The physical spaces are designed to facilitate networking interactions for users. There are three distinct parts of the physical design. The first is comprised of the meeting pods in Union Station. They are modular compartments that can be booked by the users through the associated application. The second physical space are the shelters located along the exterior rail stations along the Kitchener line. These spaces can be used for networking meetings

while passengers are waiting for the train. The meeting spaces are colour coded to indicate the nature of the meeting housed therein. The final physical space is in the train car. One train will be set up with modular meeting spaces for commuters to use for networking purposes.

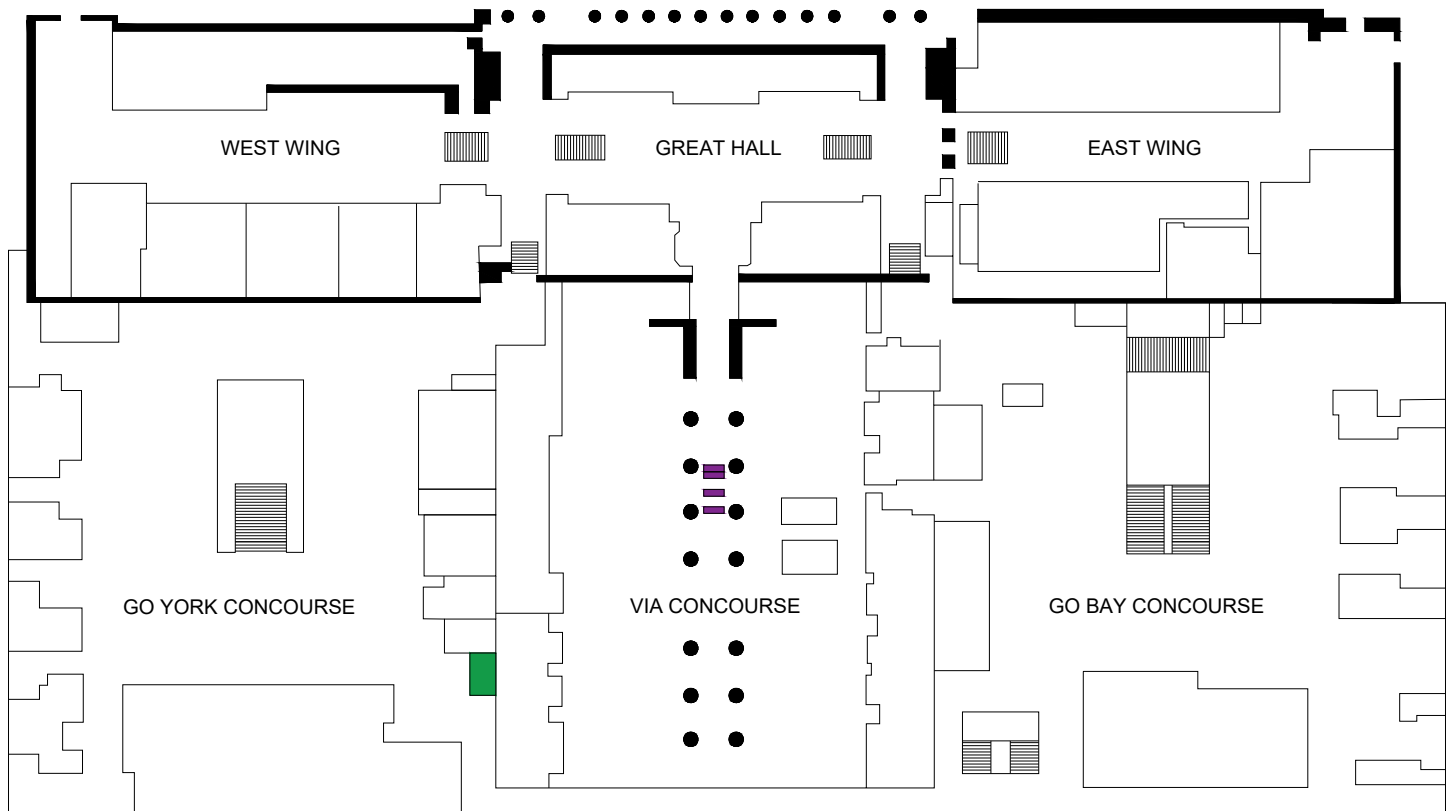


COTTO



- Logo
- Color palette
- Type palette
- Iconography & advertisements

→ Union Station



Presto System

→ Card

→ Tap machine

Interface

→ App

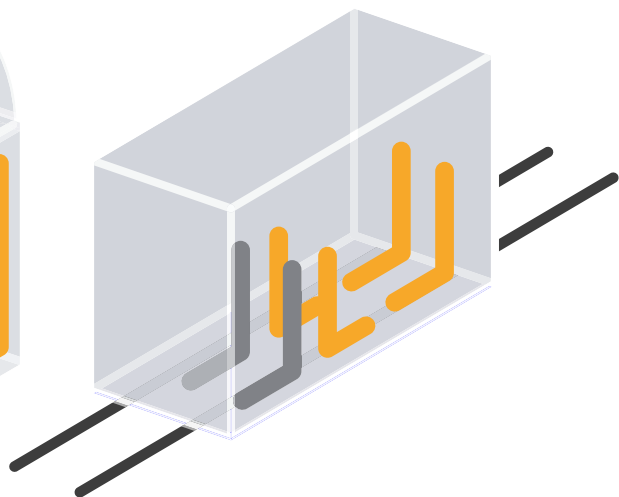
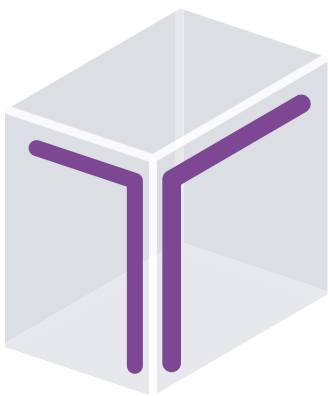
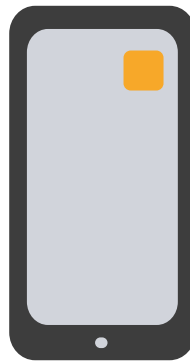
→ In-station interface screen

Physical Spaces

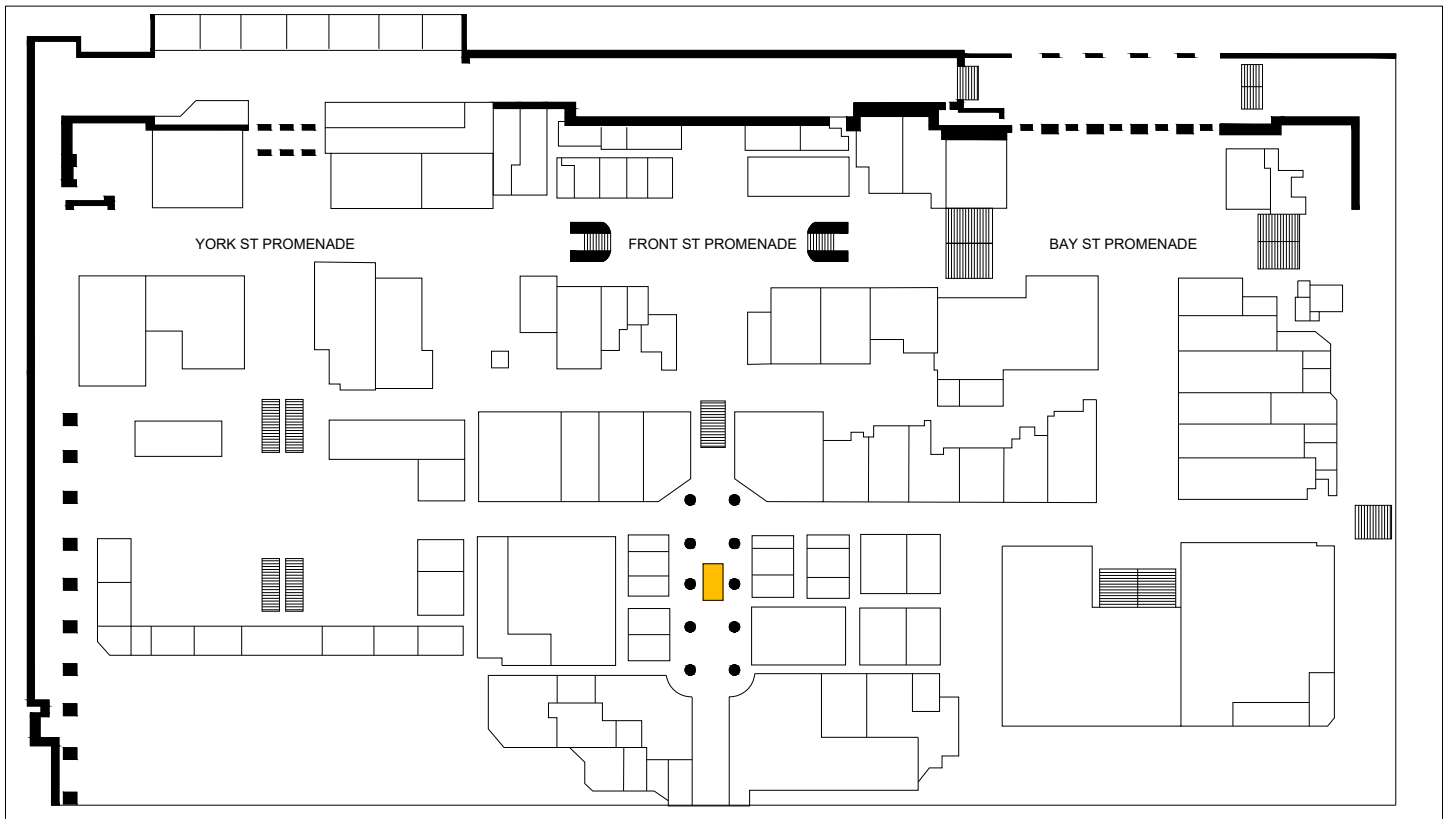
→ Modular booth

→ Platform booth

→ Train booth



→ Union Station



→ Union Station



→ Union Station



→ Union Station

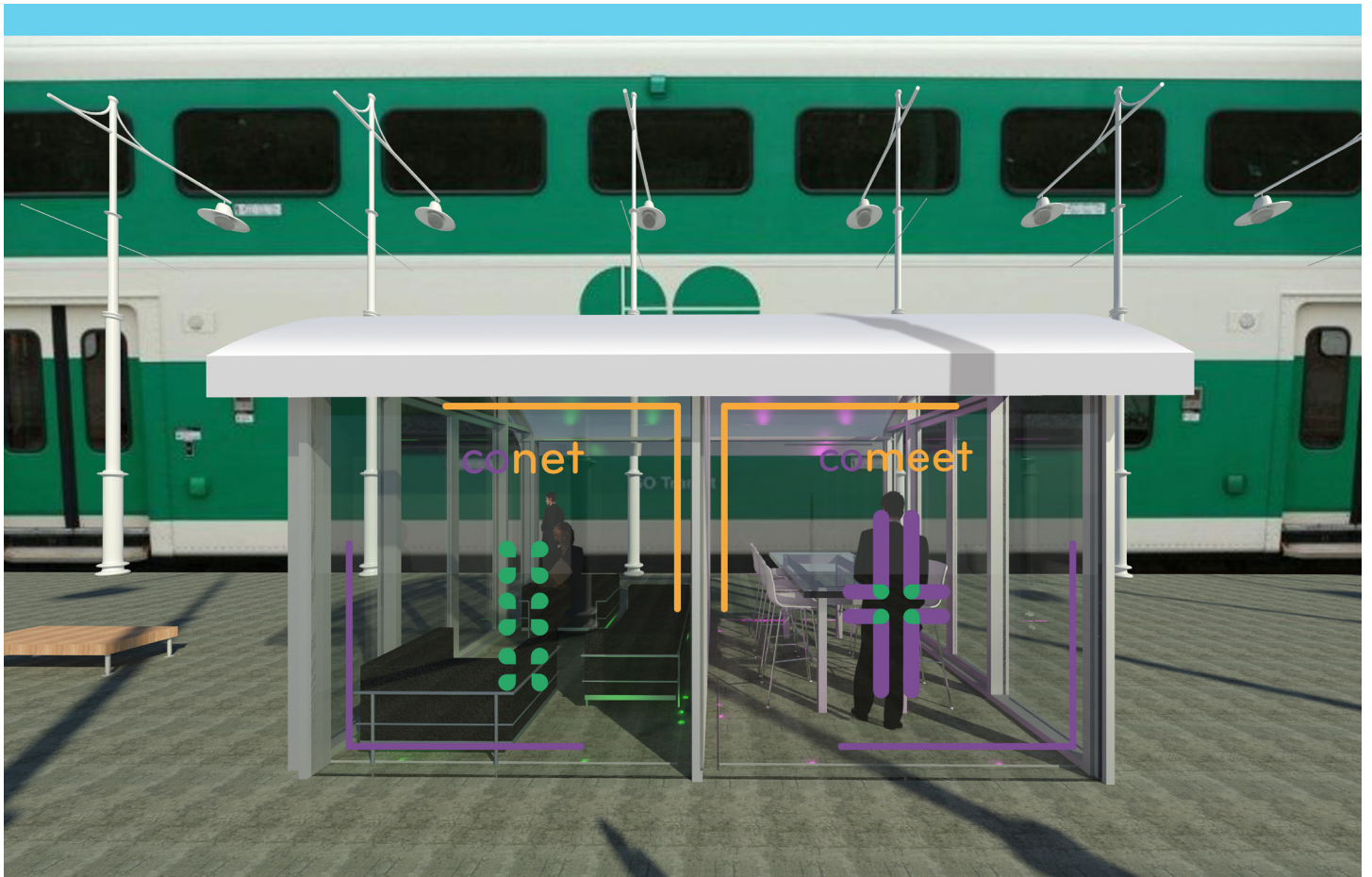


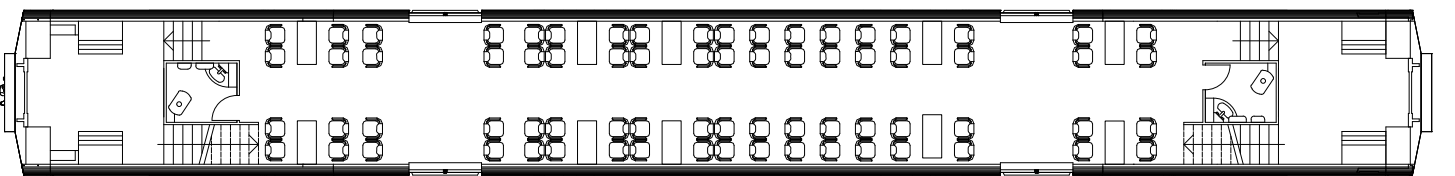
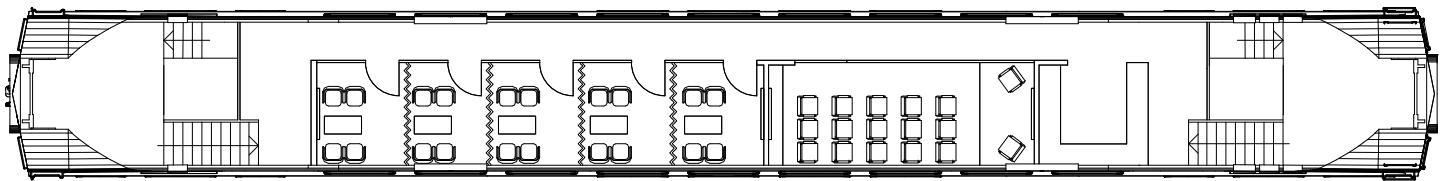
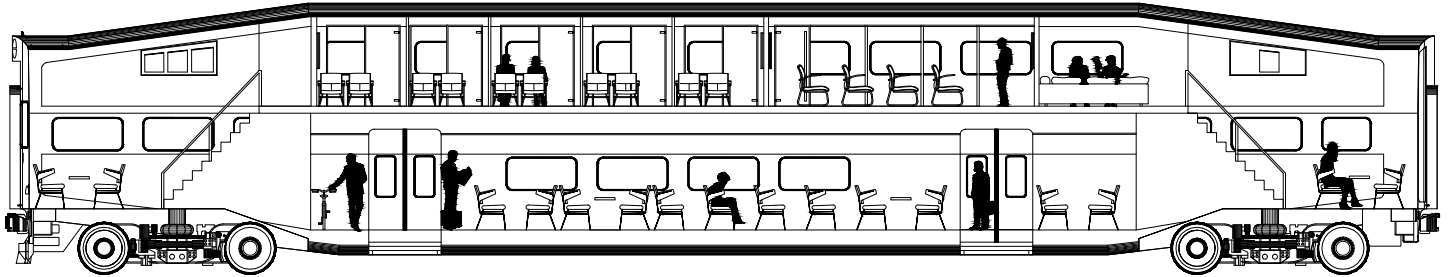
→ Union Station



→ Shelter







User Interface

→ Application

→ UI

→ The virtual spaces for the project include the AI-driven application. This application will use the Presto transit card database for the purposes of retrieving user information. The application will find users on LinkedIn and add them as a virtual connection. The application will also link possible 'people you may know' for the user based on their ridership patterns. This will enable possible networking connections within the physical spaces included as part of the design solution. Participants will indicate their availability for networking opportunities within the application interface.

→ Application





