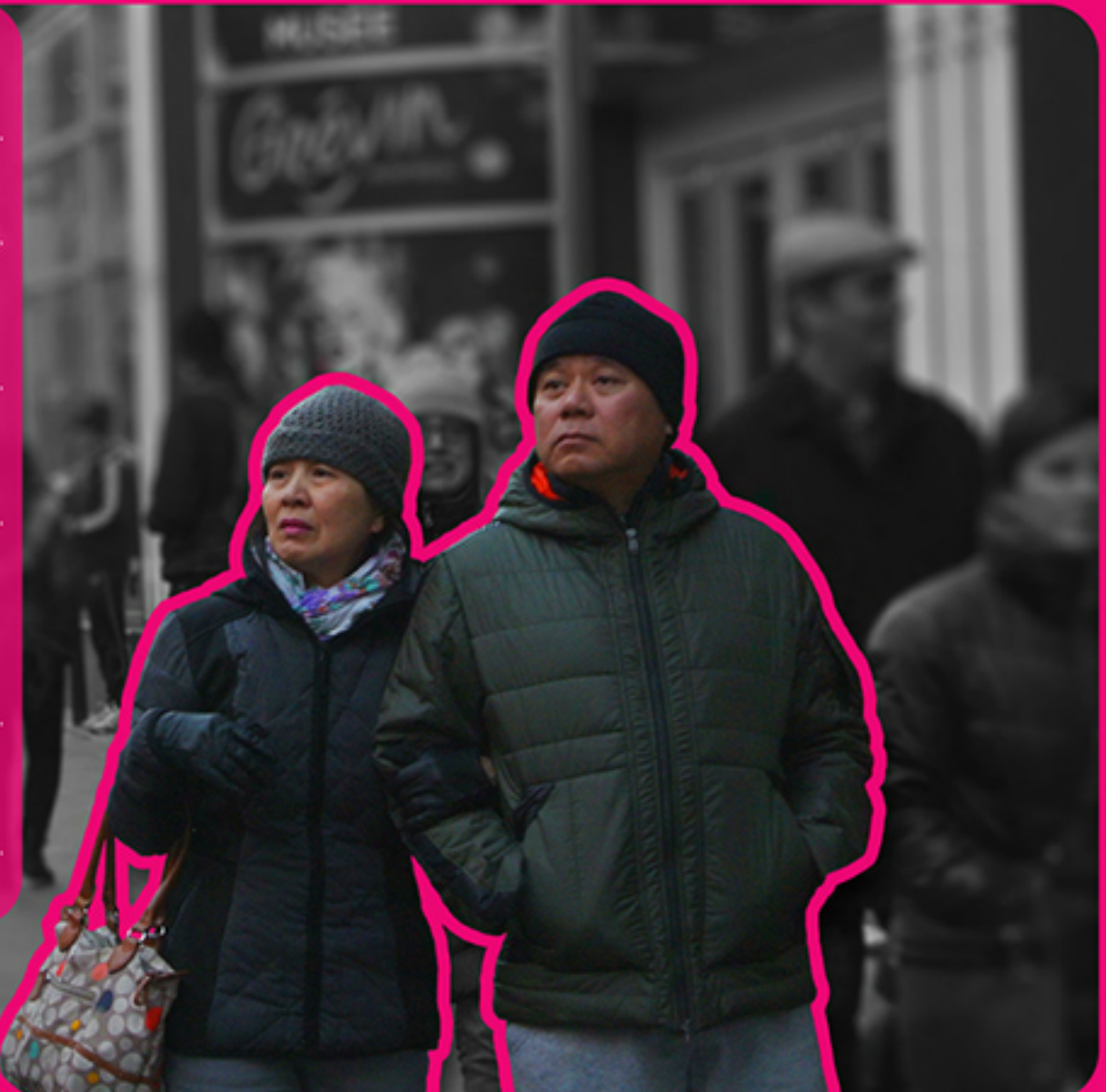




THEN & NOW STE CATHERINE STREET MONTREAL, QC

Ste-Catherine Project
 D/CART 498K Information Design
 Prof. Valerie Lamontagne
 Fall 2014
 Maria Julia Guimaraes, Melanie Palapuz & Kimberley Lam

Newcomers
 AGE 25 ~ 50 yo.
 HOW OFTEN THEY COME 3~5 days/week, mostly week days and during stores' working hours
 HOW THEY USE THE SITE usually a family activity, it's mainly visited for shopping and food
 WHY THEY COME primary goal is to shop for their new settlement, due to the easy access to a great number of stores to whom depends on public transportation
 EXPECTATIONS easy access to goods, cheap food, great discounts, some amusement
 WHAT COULD SURPRISE THEM underground city and its complexity



Hockey Fans
 AGE 10 ~ 80 yo.
 HOW OFTEN THEY COME 1~2 days/week, on match days and close to match hours
 HOW THEY USE THE SITE wandering around Bell Center, meeting friends in pubs
 WHY THEY COME to find quick entertainment while waiting match to start; to meet friends before/after match; to watch match in a pub
 EXPECTATIONS kill time before match, and have some fun hanging out after match
 WHAT COULD SURPRISE THEM several other entertainment spots

Lovin' couples
 AGE 25 ~ 50 yo.
 HOW OFTEN THEY COME 1~2 days/week, mostly weekends, during stores' working hours and/or evenings
 HOW THEY USE THE SITE wandering down the street, some shopping, going to pubs/restaurants
 WHY THEY COME hang out, meet friends, have fun, go to pubs or cinema
 EXPECTATIONS mainly entertainment
 WHAT COULD SURPRISE THEM quiet and intimate places

