



## INTERACTIVE STRATEGY

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## EXECUTIVE SUMMARY

To support the Heritage Halton Hills Advisory Committee in communicating and representing the Town's history and culture, by developing interactive strategies that will increase awareness of the committee and its purpose and present the value of preserving heritage properties.

### **User research**

The team conducted an extensive research on the potential users of the Heritage Halton Hills' website and other platforms. This research included:

- ▶ Census data analysis;
- ▶ Survey;
- ▶ Personas development.

### **Comparative Analysis**

As a second phase of research, we developed an analysis comparing the websites and social media platforms of similar organizations of five different locations (Toronto, Stratford, Niagara-on-the-Lake, Goderich and Prince Edward County) to Heritage Halton Hills.

### **Recommendations**

Based on our user research and comparative analysis, we developed a strategic plan on how to use interactive media to accomplish the project's objectives. This plan involves recommendations in the following areas:

- ▶ Definition of voice & personality for the committee;
- ▶ Website content & structure;
- ▶ Social media content;
- ▶ Video concept.

Also included in the appendices are content samples for the website, Facebook and Instagram (the recommended social platforms), as well as wireframes for the Heritage section on the Town's website.

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# Research

## USER RESEARCH

For the user research phase, the team started by gathering information from our briefing and conversations with the client, which gave us an initial understanding of the committee’s target audience.

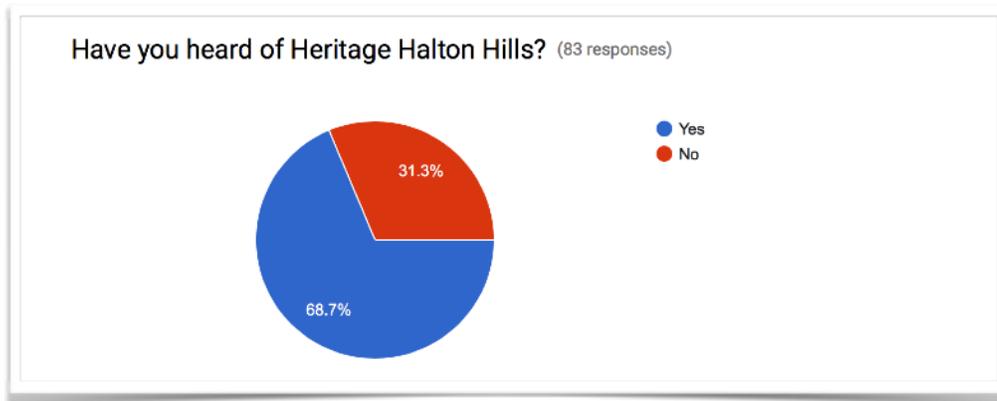
The next step was to collect census information available on Statistics Canada. The data was essential for a better comprehension on the town’s demographics and defining the audience of our project.

## SURVEY

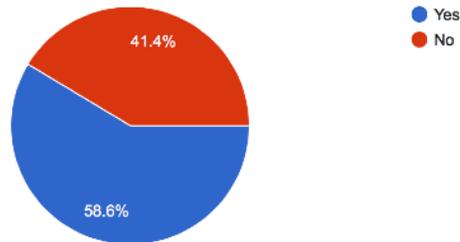
A survey was conducted both on paper and online. It obtained a total of 83 responses by Dec. 7 (12 of them were paper-based and 71 online). The responses to the survey were collected in person by the team and the client, and also through an online form promoted on the Town’s homepage and social media channels.

The survey allowed us to know better both the current users and potential users, supporting the development of personas for this project.

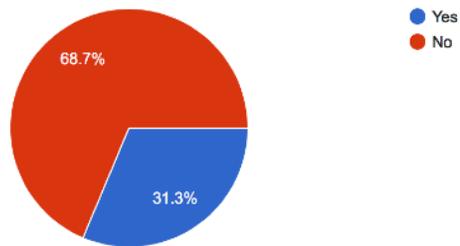
The results of the survey are accompanying this report, on a spreadsheet file. Some of the questions and their respective results are highlighted below:



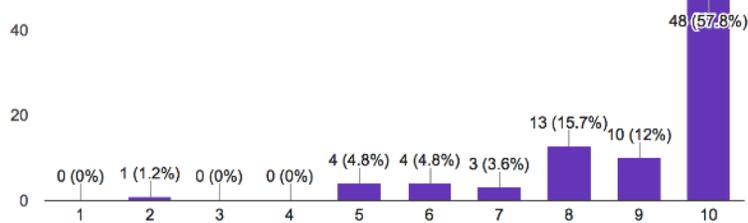
Are you aware of the differences between a listed and a designated property?  
(58 responses)

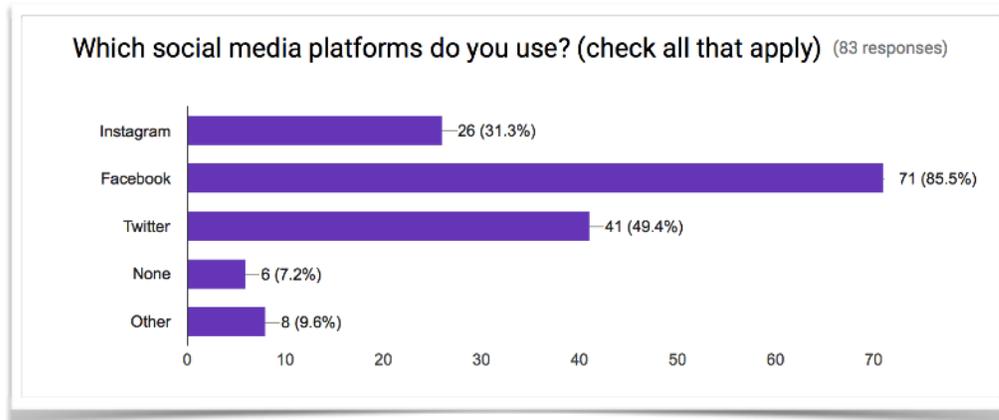


Are you aware of the benefits of Heritage designation in Halton Hills?  
(83 responses)



How important do you think it is to preserve the heritage of Halton Hills, on a scale of 1 to 10?  
(83 responses)





It is also worth noting that the main sources of awareness about the committee, according to the survey, was traditional media (e.g. newspaper) and social media (e.g. Facebook).

After gathering all the information, we moved to the next step: developing personas for the Heritage Halton Hills Advisory Committee.

## PERSONAS

### What are personas?

Personas are fictitious characters created based on real behavioural and demographic data. They usually include age, gender, income, goals, motivations, concerns and personal stories. They are developed as reliable representations of the user's key expectations.

### How were the personas created?

This project's personas were developed based on the committee's desired target audience, user research, heuristic evaluation of the Town and their competitors' sites, brainstorm sessions among the team and refining of all collected data and draft personas<sup>1</sup>.

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<sup>1</sup> Personas rough drafts were submitted by team members as an assignment to the Interactive Strategy course on the Interactive Media Management program at Centennial College. Final personas were strongly based on the rough drafts.

### Heritage Halton Hills personas

A total of six personas were created for this project. They represent different groups of people, with different objectives and backgrounds. They are detailed in the **Appendix A** of this plan, and briefly represented below:

#### DANIELA

"I love the history of my home and heard about the register, but I had a hard time finding information on the Halton Hills website."

#### RICHARD

"I was contacted by the Heritage Committee, encouraging me to register for something. They said there were great benefits but I don't want to give my home away."

#### LYNDA

"Heritage houses are unique, characterful and very beautiful – and these are not the only benefits of buying one! I'm happy to tell my clients about all the benefit plans Halton Hills has for people who decide to own a Heritage Home".

#### LUCY

"Ontario is my new home and I want to get to know it."

#### KENNETH

"Oh God, I just want the house demolished already!"

By keeping the focus on these six different user groups, the personas, we were able to determine the best interactive strategies for each of them.

## COMPARATIVE ANALYSIS

The purpose of a comparative analysis is to assess what competitors are doing in relation to your organization and what their strengths and weaknesses are. For Heritage Halton Hills, we decided to do a comparative analysis to present how other Heritage organizations are promoting their message and how they convey this message. This comparative analysis consists of:

### **Heritage Halton Hills**

Heritage Halton Hills provides detailed information on what the Heritage Register is, as well as the difference between Listed and Designated Properties. The table on the page is also informative about the requirements and criteria for being added to the register. However, in comparison to the other Heritage Committees, Heritage Halton Hills could still improve the content on their website.

### **Heritage Toronto**

Heritage Toronto is a charitable organization at arms-length agency of the City of Toronto whose purpose is to promote the city's rich architectural, cultural, and heritage to residents and visitors through education and events.

### **Heritage Stratford**

Heritage Stratford advises the City Council about heritage matters, such as heritage permits and properties for heritage designation. Their purpose is to provide advice on Heritage issues to residents and owners of Stratford properties.

### **Heritage Niagara-on-the-lake**

Niagara-on-the-Lake maintains a Heritage Register of properties that are of cultural heritage value in their town.

### **Goderich Municipal and Marine Heritage Committee**

The Goderich Municipal and Marine Heritage Committee advises the Town Council on how to protect, promote, and identify the town's historical assets.

### Prince Edward County Heritage Conservation

Prince Edward County's purpose is to protect and enhance properties of unique cultural significance in the county. Their guiding principle as mentioned on their website is "Heritage is fundamental to our sense of place."

## KEY FINDINGS

The organizations that were analyzed for the competitive analysis excel in different areas. This section summarizes what other organizations did well on their respective sites in terms of design, content, and social engagement.

### Design

In terms of content and design, Goderich Municipal and Marine and Heritage Committee stands out from the rest with their clean design and user friendly content. Although their site contains the most information out of the five committees we looked at, their content is cleanly organized and avoids long paragraphs, making it user friendly.

### Content

Niagara-on-the-Lake's Heritage site contains very little information on their page, unlike the other Committees. However, they have online links for the Heritage Restoration and Improvement Grant Program, which includes a link to a brochure and an application form.

The Goderich Municipal and Marine Heritage Committee presents their content in a way that is easy to read but still contains comprehensive information about heritage properties and what it means to have a designated property. The Goderich Heritage Committee contains Terms of Reference, which outlines the committee's mission. The site also contains a number of resources available for download, such as a Permit Application. They also have an interactive map of designated sites and districts. Unique to the Goderich Committee, they also showcase images of heritage properties that have been destroyed.

Prince Edward County's Heritage page also contains important information about their mission and strategy. They have a graphic on their page about their strategy as well as the actions that support their strategy instead of having it written in text. The graphic is easy to understand and is user friendly since users are not required to read any text. The site also contains links to resources, such as information on

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the designation process and a Permit Application Form. Unique to Prince Edward County, they also have a section called “Heritage Conservation Success Stories” which links to heritage properties that now serve the public in a variety of ways.

### Social Engagement

Heritage Toronto is consistently active on Twitter, Facebook, and Instagram, posting old photos of Toronto’s landmarks and from their events. On Twitter, they also engage with users by retweeting those who post about cultural and heritage topics.

Heritage Stratford engages users very well on social media. They are also active on Twitter, Facebook, and Instagram. On Instagram, they created original hashtags (#MyStratford365 and #PremierArtsTown). On Instagram, they also repost other users’ photos of the Town.

Prince Edward Country is also active on Twitter, Facebook, and Instagram. They have unique handles on social media, using TastetheCounty on Facebook and VisitTheCounty on Facebook and Twitter. They also created an original hashtag (#TheCounty).

### Recommendations

While Heritage Halton Hills provides detailed information about the differences about a listed and designated property, this content could be condensed and more concise, making it more inviting for users. At the same time, Heritage Halton Hills can also improve their site by adding more resources for residents, such as reasons to designate a property and having a Heritage Property Permit Application available to be downloaded. However, when adding content, it is important to ensure it is concise and presented in short paragraphs or bullet lists in order not to overwhelm users with walls of text.

A suggestion for the site is to add stories about Heritage Properties that have successfully been restored, so they have an example of the type of work the Committee has done. An interactive map can also be beneficial in showcasing heritage properties in Halton Hills, which is more convenient for users than looking through a PDF file of the Heritage Register.

These recommendations have been given with the purpose of making Heritage Halton Hills’s website more engaging and user-friendly, as well as to improve the content on the site presently.

# Strategy Development

## STRATEGY OVERVIEW

Considering all the key findings collected during our research phase, the team was able to develop a strategy that comprehends three main areas:

- ▶ Website Heritage section’s design and content needs;
- ▶ Social media efforts;
- ▶ Video campaign.

On the table below, it’s possible to see how we plan to change the current state or perception of each persona using the mentioned strategies.

Persona	Current state	Ideal state	Ideal tools
<b>Daniela</b>	Interested in the Heritage Register, but doesn't know how it works	Understands the Heritage Register, its benefits and regulations, and registers her home.	Website, Instagram and Video.
<b>Richard</b>	Afraid of what having a registered home means; afraid of losing the control of his property.	Understands the Heritage Register, its benefits and regulations, and registers her home.	Website and Facebook.
<b>Lynda</b>	Needs information on heritage properties and find out about any changes on the regulations.	Appreciates easy access to heritage homes list and is up to date on every news regarding the Heritage Register.	Website and Facebook.
<b>Lucy</b>	Hasn't heard of Halton Hills, its touristic attractions or cultural values.	Discovers Halton Hills' beauty and is excited to visit the Town.	Instagram and Video.
<b>Kenneth</b>	Thinks heritage properties are not valued in the real estate market. Is irritated by the bureaucracy and not understanding the process.	Sees how heritage homes are valued in Halton Hills and understand the regulations and how the process works.	Website and Instagram.

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On the website, we analyzed the current content and developed a new structure for the section as well as created sample content for the section's main page.

We also considered the Town's Facebook page and proposed a new profile on Instagram, so we can aim at different user groups on social media. A video concept is also included in this plan and will be detailed.

### VOICE & PERSONALITY

Part of the strategy is to define the voice of the communication between the committee and the diverse user groups that are part of their audience.

The committee's voice is the personality that will be shown no matter the platform. There are five main characteristics that define the team's suggested voice for the Heritage Halton Hills Advisory Committee through all interactive media:

#### **Conversational, but not informal**

Every textual content needs to carry the clarity of a regular conversation — from people to people. However, it should not be written in an informal way, since the committee deals with issues that need to be taken seriously by the users.

#### **Passionate, but not pushy**

It is important to demonstrate how the committee, its members and town's residents are passionate about preserving the heritage and culture of Halton Hills. Being passionate, however, means to be eager and enthusiastic without coming on too strong or being aggressive.

#### **Professional, but not rigid**

Although the matters must be treated with seriousness and professionalism, it is important to know that rigidness might lead to users relating the committee to bureaucracy and create distance between them and the committee's efforts.

#### **Inviting, but not aggressive**

Using the conversational and passionate characteristics, the committee's voice also needs to be inviting, so people may participate in the cause of cherishing, conferring value and preserving the Town's culture.

#### **Historic, but not historical**

In every content, the history of Halton Hills must be valued. However, preserving the historic side of the Town must not be reflected on keeping an old-fashioned look and feel on the content created.

### WEBSITE CONTENT & STRUCTURE

Understanding the limitations when it comes to modifying the Town's website, we defined tangible changes that would still make a big difference when it comes to providing clear messaging according to the personas we aim to approach. The considered changes are limited to the Heritage Register section of the Halton Hills Town website.

#### Content rewrite

We propose that the content of the website is rewritten to be in accordance with the needs of the personas and the determined voice. The new content must consist of a serious and informational tone, promoting the message in a clear way that is easy to understand.

A few guidelines will help the creation of the content:

- ▶ Visuals should also be added to help illustrate the topic: photos and infographics are a great way of demonstrating a point.
- ▶ Avoid long texts. Go straight to the point and solve the key issues the users have when they come to the website.
- ▶ When long texts are inevitable, structure it in a way that guides the user and makes the content easier to read and scan. Use bullet points, headings and sub-headings, highlight important terms, etc.
- ▶ Always provide the next step. Users must understand the next thing they need to read or do in order to solve their problem. If they need to know about the benefits of owning a heritage home, don't just tell them the benefits, but also tell them how to actually obtain that.
- ▶ The content must carry a conversation, from one page to the other. The users must obtain the answers they need and not leave the website with unanswered questions.

Also, it's important to note that the Frequently Asked Question page topics, related to Heritage Halton Hills, also need to be rewritten. Providing more clear and complete answers, instead of just leading back to the heritage main page. They should also follow the guidelines previously provided.

On **Appendix B**, you will find sample content for the main page of the Heritage section of the Halton Hills website.

### Section redesign

We propose a redesign of the section's layout and creation of new pages that will support the needs of the defined user groups. To define the redesign, we considered the features already present in the Town's website, in other sections, so we could suggest tangible and realistic modifications.

Five new pages were created to better structure the section, under suggested but not definitive titles:

- ▶ **Listed or Designated Properties:** a page dedicated to presenting the differences between listed properties and designated ones, contemplating the Ontario Heritage Act and the Town's Register.
- ▶ **Heritage properties in Halton Hills:** list of heritage properties in the Town, including an interactive map displaying all the properties. If possible, allow users to filter and reorder the list to facilitate search.
- ▶ **Benefits and obligations of a heritage owner:** presentation of benefits and regulations of owners of both listed and designated properties.
- ▶ **Register property:** a step by step on how to register a property. If possible, allow users to start the process online.
- ▶ **Contact:** a separate page with a contact form and contact information to the responsible people for heritage issues.

The proposed changes were translated into a wireframe, which is [available online](#) and demonstrated in Appendix B of this report.

### SOCIAL MEDIA CONTENT

Considering that 85% of the survey respondents indicated they were active on Facebook and 31% of them were active Instagram users, we believe that these two platforms will become a great tool to further increase the awareness of the Committee and promote their message.

#### Facebook

Facebook is a large network and is great for creating awareness. According to [an eMarketer article](#), 71% of all Canadians use Facebook and 54% of them access it daily.

It has a wide variety of content formats, including photos, videos, live videos, links and polls, so Heritage Halton Hills can be promoted in various ways.

It's a platform where users are given the opportunity to interact with the committee directly, and where they are likely to voice their opinion about issues related to Heritage Halton Hills. The committee can monitor public perception and provide prompt feedback.

Also, Facebook Page Insights can help the committee understand what type of content their audience needs and how users engage with it.

Since the Town of Halton Hills already has a Facebook Page, we think that it is not necessary to create a separate page for Heritage Halton Hills, but instead it would be better to incorporate heritage-related content into an existing one. Posts created focused on the Town's heritage should be published once a week to maintain consistency without taking over the Town's page.

Based on our personas, we believe that the users will be interested in the following content:

- ▶ Highlights of what heritage properties/Heritage Register is
- ▶ Links to the Heritage Register
- ▶ Steps on how to register your property as a Heritage Home
- ▶ Interesting facts about Heritage Halton Hills
- ▶ Events related to Heritage Halton Hills
- ▶ Benefits of having a heritage home
- ▶ Compelling visuals of Halton Hills' heritage properties
- ▶ News and updates regarding Heritage Halton Hills

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Some of the best practices of using Facebook would be:

- ▶ Posting engaging content consistently in order not to lose your followers' interest. Posting all the time is not necessary, but it is important to be consistent with posts or else your audience loses interest if the page is inactive. Realistically, we suggest posting once a week.
- ▶ A [Buffer research](#) found that user engagement peaks near the end of the week, particularly Thursday and Friday, between 1p.m. and 3p.m., so it's an ideal time for making a post.
- ▶ It's important to remember that visuals receive more engagement than regular posts, so we recommend accompanying text posts with photos or videos.
- ▶ Responding to your followers and engaging in a conversation with them is also important, it can be one of the ways to improve the perception of the committee.

A sample post for Facebook is demonstrated on **Appendix D**.

### Instagram

We found Instagram would be a great tool for reaching the younger demographic and attracting tourists, because over 90% of the 150 million people on Instagram are under the age of 35, and 33% of Canadians ages 18 to 34 say they're spending more time on Instagram than on any other social media, according to [Business Insider](#).

Also, Instagram is the "modern day travel agent," as [Adweek](#) says. Forty eight per cent of Instagram users turn to it to help choose vacation destinations, and 35% use Instagram to discover new places.

By displaying beautiful heritage and attractions of Halton Hills, we will make people consider Halton Hills as an interesting touristic destination as well as generate enthusiasm among the Town's residents.

Instagram content can be easily generated. It only requires to take a phone out and capture the beauty of Halton Hills' history. Plus, it's a great platform to promote user-generated content. You can start a hashtag and encourage users to submit their own posts, then post them in Heritage Halton Hills account.

Some of the best practices for using Instagram would be:

- ▶ Using high quality images to get the attention of the target audience. There is nothing more appealing than a high resolution image to get attention, using Instagram photo editor applications will also increase the quality of the image.

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- ▶ Using a grasping caption to tell users a story.
- ▶ Choosing one hashtag to start a conversation with the users and focusing on that one.
- ▶ Encouraging users to post their own images under that hashtag.

A sample post for Instagram is demonstrated on **Appendix E**.

## VIDEO CONCEPT

We are proposing the use of a new technology, 360-degree video, to showcase the beauty and charm of Halton Hills' history and heritage. This experience will go further than the average tourism video you would expect to see, and will be more than just following a tour from fact to fact. This 360° experience will be a highly effective way to engage your audience in an unforgettable story experience. This will deepen and reinforce what they learn by making it personal and easily shareable on social media, ultimately putting Halton Hills in a position to go beyond their visitor's expectations.

### **What is 360°?**

A 360° video is a series of clips showing a spherical scenario where the camera has recorded all the possible angles of the environment. This allows users to interact and be submerged in the content they choose to view. 360° video is available across multiple platforms and devices. Users will be able to view these 360° experiences on their computers, smartphones and tablets.

There is no doubt that the most powerful feature of the web is interactivity. 360° video is, in its very nature, a highly interactive tool. Making this tool a very powerful aid in selling any application that involves, place, space, context or experience. Unlike traditional tours, your 360° experience will be customized, to include interesting and engaging narratives and experiences to engage your visitors.

Similar to what Qantas has done in this campaign: [https://www.youtube.com/watch?v=IJype\\_TafRk](https://www.youtube.com/watch?v=IJype_TafRk)

### **Why 360°?**

Google, in 2013, reported that 85% of leisure travellers utilized the Internet as their main source of travel planning. Today, we expect this number to be even higher. As travellers search and find content that's appealing to them, they are also sharing this content within their networks on social media. Likewise, they are looking for products and services that will help them connect with friends. Similarly, when searching for products and services, they are looking back into the same networks for honest reviews and advice before making a decision.

According to Eventbrite, 78% of millennials would rather choose to spend money on a desirable experience or event over buying a new object. These millennials are no longer purchasing houses or cars. Rather, they are spending it on experiences. Thus, 360° video will be a fresh approach in attracting these visitors to Halton Hills.

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However, this technology is not only to attract millennials to Halton Hills. 360° video has no barriers when it comes to demographics or age. If you are able to watch a standard YouTube video, you also will be able to experience 360° ones with no problems.

Savvy businesses have been leveraging this trend to their advantage. Moreover, many of the best applications of the 360° technology have been in the tourism industry.

### Video Content

The purpose of creating this 360° video would be to give the travellers a taste of the history and heritage of Halton Hills. The viewer should be enticed by what they see and should want to explore Halton Hills in real life.

The video should be led by a host with a friendly and welcoming tone. The host will educate the viewer(s) on Halton Hills as a community while placing a key emphasis on Heritage and promoting tourism of the Town. The host should show three key areas to appeal to the viewers. The first stop should be a destination that shows off unique and historical architecture. This scene could be the Acton Town Hall or a unique designated site.

Next, to entice the global market, the Lucy Maud Montgomery House can be shown. Lastly, to give a taste of culture, the host can lead the viewer on a hike at the Limehouse Conservation Area or highlight some of the key cafes/restaurants in Halton Hills. The conclusion of the video should have a call to action which elicits a step for the viewers to either designate their property or be intrigued enough to learn more about Halton Hills.

### Industry Thought Leader

By incorporating this innovative new content into Halton Hills' strategy, visitors will be amazed and intrigued by this fresh new content. Travellers may think, "If a supplier is on the cutting edge of technology, then they may also offer a cutting-edge travel experience".

Niagara Falls is one of the very few destinations in Canada to adapt a 360° concept. Check out their video here: [https://www.youtube.com/watch?v=J\\_ETnvR7zUg](https://www.youtube.com/watch?v=J_ETnvR7zUg).

### Promotion

These videos can also be used for cross promotions with other social media platforms that Halton Hills wishes to explore. Additionally, these videos can be submitted to various forums, boards and sites.

To take a global approach, the 360° experience, that is to be produced for Halton Hills, should also be submitted to sites and industry leaders like YouVisit ([youvisit.com](http://youvisit.com)). YouVisit provides a database of 360° experiences for various destinations and attractions. This will aid to broaden the market and people all over the world will be able to experience a taste of what Halton Hills has to offer.

Locally, the video should be shared with sites such as: Halton Hills ([www.haltonhills.ca](http://www.haltonhills.ca)), Visit Halton Hills ([www.visithaltonhills.ca](http://www.visithaltonhills.ca)), Tourism Board of Ontario ([www.ontariotravel.net](http://www.ontariotravel.net)), Narcity ([www.narcity.com](http://www.narcity.com)), and BlogTO ([www.blogto.com](http://www.blogto.com)); as well as submitting them to any other Ontario-based travel blogs.

### Business Cases

Huffington Post interviewed Chris Bazos, Co-Founder & President of Travelous, which is a tour company. When asked about the impact of 360° videos on the tourism industry, Bazos replied that he believes using 360° is a great way to stand out among other competitors. Moreover, he believes this immersive technology will enhance the overall travel booking process, by creating a “try before you buy” scenario. He goes on to mention: "No longer is it just about itineraries, bloggers, reviews, images and video. Anyone in travel right now should be rethinking their content strategy with [360°] in mind -- a very exciting time for the travel industry and travellers alike."

In another situation, Thomas Cook Travel created a series of short 360° videos of several destinations for potential clients visiting UK, Germany and Belgium. They claim that they have generated over \$17,500 in flights and hotel bookings within the first three months of their campaign.

In terms of cost, producing a 360°- video does not cost a fortune. These videos can be created on a limited budget. Moreover, there may be concerns that this interactive tool will be too good, that viewers may no longer feel the need to visit Halton Hills in person. However, the idea here is to give the users a sample of what they may experience, rather than giving them the full experience. When one is on a vacation, they will be fully submerged in that destination the entire time.

This will lead to having varied and unique experiences, which cannot be replicated by 360°. We want the potential tourists to have an understanding of the many exciting experiences awaiting them at Halton Hills.

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360° tours will only positively encourage, tourists to book their travel. Thomas Cook Travel's analytics show that more than 13% of the people who take a 360° tour of an interested destination have their interest piqued enough to take a step in the process of planning the actual trip.

### Beyond Tourism

Not only will this serve the purpose of inviting visitors to Halton Hills, but this experience will also serve additional purposes, whether it is within the community or externally.

Here are some other benefits the video will serve other than just inviting visitors:

- ▶ Educational material for new and existing community members:
  - A. Explaining and showing heritage homes
  - B. History
  - C. Aid for newcomers/residents (to the area, visitors etc.)
  - D. Learn your locale
- ▶ Local Pride
  - A. People like to show off where they are from and what they believe in
  - B. Can show overseas family members their own town
  - C. Easily shareable on all types of Social Media
- ▶ Shows the importance and value of maintaining and preserving history
- ▶ Increase business for small business owners
- ▶ Document and preserve identity of Halton Hills, shedding light on old and new in a positive manner.

### More examples

- ▶ Las Vegas: <http://geovegas.lasvegas.com/#journey>
- ▶ Barcelona: <https://youtu.be/mJn5LB5C8kM>
- ▶ Los Angeles: <https://youtu.be/XBq3DbOpqrY>

**Contact suggestions in Toronto**

- ▶ No Campfire Required: <http://nocampfirerequired.com/>
- ▶ David Hall: (416) 903-0778 / [davidhallfrelance@gmail.com](mailto:davidhallfrelance@gmail.com)

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- ▶ <https://blog.hubspot.com/blog/tabid/6307/bid/33800/Photos-on-Facebook-Generate-53-More-Likes-Than-the-Average-Post-NEW-DATA.aspx#sm.001w5zh7dzzzf4j11ar1r8qssq07f>
- ▶ <http://www.forbes.com/sites/jaysondemers/2015/04/21/how-to-use-facebook-groups-to-increase-traffic-and-engagement/3/#55c8ff8f2640>
- ▶ <http://www.businessinsider.com/instagram-demographics-2013-12>
- ▶ <http://www.adweek.com/socialtimes/misstravel-instagram-travel-survey/630085>
- ▶ [https://youtu.be/IJype\\_TafRk](https://youtu.be/IJype_TafRk)
- ▶ [http://www.tourdeforce360°.com/advantage\\_the.html](http://www.tourdeforce360°.com/advantage_the.html)
- ▶ <http://www.socialmediaexaminer.com/how-to-use-360°-degree-video-in-your-social-media-marketing/>
- ▶ <http://www.digitaltrends.com/virtual-reality/>
- ▶ <http://www.travelmarketreport.com/articles/Can-Virtual-Reality-Produce-Real-Travel-Sales>
- ▶ [http://www.huffingtonpost.ca/sari-gabbay/virtual-reality-travel\\_b\\_954360°\\_6.html](http://www.huffingtonpost.ca/sari-gabbay/virtual-reality-travel_b_954360°_6.html)
- ▶ <http://mashable.com/2016/04/22/vr-tour-travel-brandspeak/>
- ▶ <http://www.lonelyplanet.com/news/2016/04/11/travel-tourism-virtual-reality/>
- ▶ <http://www.inc.com/neil-c-hughes/how-virtual-reality-is-ab-transform-the-travel-industry.html>
- ▶ <http://www.travelandleisure.com/blogs/amazing-virtual-travel-experience-marriott-unveils-the-4-d-teleporter>

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## HERITAGE HALTON HILLS ADVISORY COMMITTEE

- ▶ <http://www.forbes.com/forbes/welcome/?toURL=http://www.forbes.com/sites/robertadams/2016/09/07/virtual-reality-is-about-to-revolutionize-these-three-industries/2/&refURL=https://www.google.ca/&referrer=https://www.google.ca/>
- ▶ <http://www.inc.com/neil-c-hughes/how-virtual-reality-is-ab-transform-the-travel-industry.html>
- ▶ <http://www.travelandleisure.com/blogs/amazing-virtual-travel-experience-marriott-unveils-the-4-d-teleporter>
- ▶ <http://www.forbes.com/sites/robertadams/2016/09/07/virtual-reality-is-about-to-revolutionize-these-three-industries/2/#6fc7d0a84a4a>
- ▶ <https://www.cloudbeds.com/pt-br/articles/how-to-guide-your-guests-through-the-five-stages-of-travel/>
- ▶ [https://www.youtube.com/watch?v=J\\_ETnvR7zUg](https://www.youtube.com/watch?v=J_ETnvR7zUg)
- ▶ Assignments completed by the team's members for the Interactive Strategy and Emerging Trends courses on the Interactive Media Management program at Centennial College were also used to support this plan.

# Appendices

## APPENDIX A: PERSONAS

In the following pages you will see the detailed personas for:

- ▶ Daniela;
- ▶ Richard;
- ▶ Lynda;
- ▶ Lucy;
- ▶ Kenneth.



### Daniela

#### FEELING THRILLED!

Technology experience:



Online engagement:



Daniela is very comfortable using a computer and surfing the internet, whether on her laptop or on her smartphone. She had to complete school assignments by conducting research online and using various Microsoft Office applications.

She also uses a computer at work to access patient information, as well as to check her work e-mail. She is also addicted to her phone and is never without it.

Daniela is active on various social media platforms, and does not go a day without checking Facebook, Twitter, Instagram, and Snapchat several times a day.

*"I love the history of my home and heard about the register, but I had a hard time finding information on the Halton Hills website."*

#### Profile

Daniela has just moved to Halton Hills from Toronto with her husband. She works as a Registered Nurse in a Richmond Hill hospital and commutes every day from Halton Hills.

They currently have no children, but are interested in having children soon. Daniela has always been attracted to traditional homes, which is what attracted her to her two-story house, built in the late 1930s.

Daniela is in love with her new home and is convinced that this is her forever home. She remembers hearing about a Heritage Register and is excited about learning more, but does not know where to start. Being from an urban city, she has never heard of a similar initiative.

- ▶ 28 years old
- ▶ Newlywed
- ▶ New Halton Hills resident
- ▶ Household income of \$155,000

#### Goals

- ▶ More information about the Halton Hills Heritage Register. She wants to know what it means to be part of the register and if there are any benefits for her as a homeowner.
- ▶ To know if registering will take up a lot of her time. She has previously gone on the Halton Hills Town website but could not find any information that was of help to her.

#### Needs

- ▶ As a new resident, Daniela needs to find information on the Halton Hills Register since she has no idea where to look.
- ▶ She also needs to know what she has to do as a homeowner if she is part of the Heritage Register and what the process of registering is.
- ▶ Daniela also needs a way to sign up for the Heritage Register online since her work schedule is constantly changing.



## Richard

### FEELING

### NERVOUS

Technology experience:



Online engagement:



Richard feels no use for a computer or a phone, but he does have both. He does not feel comfortable using a computer or his phone and often reaches out to his children and grandchildren when he needs help navigating them.

He has a Facebook account, set up by his grandchildren, so he can connect with family and friends who live out of town. He does not understand the features of his smartphone, aside from calling and texting.

*"I was contacted by the Heritage Committee, encouraging me to register for something. They said there were great benefits but I don't want to give my home away."*

### Profile

Richard is 73 years old and lives in his childhood home with his wife of 53 years, both of them are retired. When they are not home, they are at their cottage or visiting their children, so they do not participate in town activities. He has lived in Halton Hills all of his life and has put a lot of time and effort into making his home, built in the early 1900s, what it is today.

He has been contacted by the Halton Hills Heritage Committee to encourage him to register his home for the Heritage Register, but is afraid that being a part of the register means that he will somehow lose control of his home. He also had never heard of the Heritage Register and is nervous about it. However, he was told there were benefits so he is open to learning more.

- ▶ Has children, ages 46 and 42
- ▶ Retired
- ▶ Lifelong Halton Hills resident

### Goals

- ▶ To find easily accessible information on the Heritage Register that is easy to understand.
- ▶ To know if being part of the Heritage Register means that he will lose control and ownership of his home, which has been part of his family for over 100 years.
- ▶ To find information on the benefits of being part of the Heritage Register, as told by Committee members.

### Needs

- ▶ Richard needs to find information about the Halton Hills Heritage Committee and who they are.
- ▶ He also needs to know what kind of benefits come with being part of the Heritage Register.
- ▶ He also needs information on the Heritage Register that is easy to find and understand.
- ▶ Richard needs this information in an interface that is easy to understand and navigate because he is not comfortable with technology.



# Lynda

## FEELING

## EXCITED!

Technology experience:



Online engagement:



She has access to the Internet at work and at home. She's not a very confident Internet user, but likes to learn new things that can help her do her job. She's an active Facebook user.

If she has a new house for sale or lease, she often goes to Halton Hills website to check if it is registered as a Heritage property.

She frequently looks through the lists of heritage properties and looks for updates in the benefits plans. She finds this information to be very useful when she is trying to sell a house.

*"Heritage houses are unique, characterful and very beautiful – and these are not the only benefits of buying one! I'm happy to tell my clients about all the benefit plans Halton Hills has for people who decided to own a Heritage Home."*

## Profile

Lynda is a busy professional living in Georgetown, a community within Halton Hills, with her husband and two kids. She works as a realtor in Halton Hills real estate co. and she absolutely loves her job! She thinks Halton Hills is a beautiful town and she likes to work with Heritage properties.

She frequently goes to the Halton Hills website to find out if a property is registered as Heritage Home and of the benefit plans, so she could give her clients the best deal.

- ▶ Lives in Georgetown
- ▶ 51-year-old female
- ▶ Married
- ▶ University education
- ▶ Annual household income: \$100,000+

## Goals

- ▶ To find out about Halton Hills Heritage system and Heritage Benefits plans.
- ▶ To check if there's any properties for sale or lease that fall under Halton Hilltons Heritage program.

## Needs

- ▶ List of properties registered as Heritage Homes.
- ▶ Information regarding Heritage Benefits plan, so she could explain her clients the advantages of buying or renting a Heritage Home.



**Lucy**

**FEELING**

**ENTHUSIASTIC!**

Technology experience:



Online engagement:



Lucy is very comfortable with technology she encounters on a day to day basis. She is a very confident Internet user as she's been using it both for hobbies as for her former profession.

She is an avid smartphone user and uses mostly her mobile device to use the internet, as well as to access apps such as Facebook, Instagram and Twitter, since she is a very active social media user.

*"Ontario is my new home and I want to get to know it."*

## Profile

Lucy Diaz is a 32-year-old newcomer to Canada. She moved from Chile to Toronto six months ago with her husband. They rent a one-bedroom apartment and don't have a car yet. They are just getting to know Toronto and Ontario to feel more at home in their new country.

Lucy works part-time as a baker at Tim Hortons and plans to go back to school and continue her career as a designer, which is what she used to be in Chile. Her husband works full-time as a software engineer. Along with her husband, she's been trying to enjoy her weekends off work to know interesting places in Toronto and the GTA, as well as going on some quick road trips. This makes them feel like they know a little more of the country they chose to live in.

- ▶ 30-year-old female
- ▶ Married, no kids
- ▶ Currently lives and works in Toronto
- ▶ Newcomer to Canada
- ▶ University education
- ▶ Annual household income \$90,000

## Goals

- ▶ To find out if Halton Hills is worth visiting.
- ▶ To discover Halton Hills' attractions.
- ▶ To see the pictures of the place.
- ▶ To find out the distance and ways to get there.

## Needs

- ▶ Friendly interface with simple language (English is not her first language).
- ▶ List of Halton Hills' attractions with compelling description.
- ▶ Recommendations of restaurants and hotels if she decides to spend a night there.
- ▶ List of ways of how to get to Halton Hills.
- ▶ Needs to see photos.



## Kenneth

### FEELING IRRITATED!

Technology experience:



Online engagement:



Kenneth has access to the Internet at work and at home and is a confident Internet user as well as a frequent smartphone user.

He is active on social media but haven't had any experience with Halton Hills website or any website related to heritage registration.

*"Oh God, I just want the house demolished already!"*

### Profile

Kenneth is 32-year-old advertising professional, who recently inherited an old house in Acton, after his mother passed away. He thinks the house would remind him of his loss and wants to sell it, but he is worried that people consider heritage house a bad investment.

He also finds the house very old and not worth renovating. Kenneth want to demolish it and build a new one just for sale and he goes to the Halton Hills website to find out if the house is on the list of registered heritage properties and search for the ways to get permission for demolition.

- ▶ 32-year-old male
- ▶ Single
- ▶ Urban
- ▶ Currently lives and works in downtown Toronto
- ▶ University education
- ▶ Annual household income: \$70,000+

### Goals

- ▶ To find out if the house he inherited is registered as a Heritage Home
- ▶ If it is, to find out what it means and how it can affect his plan to demolish the house
- ▶ Search for existing ways to get permission to demolish it.

### Needs

- ▶ List of properties registered as Heritage Homes, ideally with a search filter.
- ▶ Legal definition of Heritage Homes and laws and acts related, but in clear language.
- ▶ Advantages and disadvantages of owning a Heritage Home.
- ▶ Information on how to put your house off the register.
- ▶ Information on how to get permission to demolish it.

## APPENDIX B: WEBSITE CONTENT SAMPLE

### **PRESERVING THE HERITAGE OF HALTON HILLS**

The Heritage Halton Hills Committee is an advisory committee to Town Council and advises Council in identifying and conserving heritage resources, whether listed or designated on the register, in accordance with Sections 27 and 39.2 of the Ontario Heritage Act.

Through partnerships with local community groups and volunteers, The Heritage Halton Hills Committee provides town-wide programs and services. Their program is comprised of both listed and designated properties in Halton Hills.

#### **Listed or Designated Properties**

Properties are Listed if the Council of a municipality believes to be of cultural heritage value or interest, but are not designated under the Ontario Heritage Act.

Properties are Designated under the Ontario Heritage Act through the enactment of a municipal by-law. Designated properties are being added to the Register as recommended by The Heritage Halton Hills Committee.

[Learn more about the difference.](#)

#### **Heritage properties and Conservation area in Halton Hills**

Visit properties that are important to the Halton Hills community for architectural and historical reasons and that add cultural value to Halton Hills community for the purpose that it served in the community in the past or in the present.

[See and visit heritage properties.](#)

#### **Benefits and obligations of a heritage property owner**

If you are making an application to change or renovate a designated property, Heritage Halton Hills can help with advice on changes and renovations as well as educate about other benefits of owning a designated property.

[Understand more about owning a heritage property.](#)

### **Register your property**

Listing a property on the Town's Heritage Register helps recognize properties of heritage value in the Town, provide easily accessible information about heritage properties, the tourism industry, educators, and the general public.

It also provides an opportunity for Council to consider conservation options ranging from designation of the property to removal from the Register when demolition is proposed.

[Learn how to register your property](#)

### **Rebate Program and Heritage Grant**

The Town does not offer financial incentives for properties listed on the Heritage Register. For properties that are designated under the Ontario Heritage Act in the Town, the Town has financial incentive programs available:

[Heritage Property Tax Refund](#)

[Property Improvement Grant](#)

# APPENDIX C: WIREFRAMES

Also available at: [rn6b1j.axshare.com/](http://rn6b1j.axshare.com/)

## Main page



## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
1		Image of a feature heritage property, catching the eye of the user
2		<p>New pages created to guide users to the specific matters they are looking for.</p> <p>Current page should be highlighted somehow, so users know where they are on the website.</p>
3		Keeping same header, footer and basic layout already on the Town's website. Focusing on the enhancement of content on the Heritage Halton Hills section and how to display important information.
4		<p>First two pages are out of our scope. However, it is important, especially for the FAQ page, to review content. Attention to grammar mistakes. Also:</p> <ul style="list-style-type: none"> <li>- Make answers more conversational;</li> <li>- Provide actual next steps, instead of just linking back to this page, state where they can find information on regulations and how to apply for any benefit or procedure. Stating "find more information" and providing a link that does not have easily accessible needed information is not helpful for the users.</li> </ul>
5		A brief and conversational text describing the importance of preserving heritage properties.
6	<p>OnClick: Case 1: Open Listed or Designated Properties in Current Window</p>	
7	<p>OnClick: Case 1: Open Listed or Designated Properties in Current Window</p>	
8	<p>OnClick: Case 1: Open Heritage properties in Halton Hills in Current Window</p>	

## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
9	OnClick: Case 1: Open Benefits and obligations of a heritage owner in Current Window	
10	OnClick: Case 1: Open Register property in Current Window	
11	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/committees/heritage.php">http://www.haltonhills.ca/committees/heritage.php</a> in Current Window	
12	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49">http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49</a> in Current Window	
13	OnClick: Case 1: Open Contact in Current Window	
14		Link to respective page
15		Link to respective page
16	OnClick: Case 1: Open Heritage properties in Halton Hills in Current Window	
17		Link to respective page
18	OnClick: Case 1: Open Benefits and obligations of a heritage owner in Current Window	
19		Link to respective page
20	OnClick: Case 1: Open Register property in Current Window	

## Listed or Designated Properties

Select Language

LOGO  
TOWN OF HALTON HILLS

Search

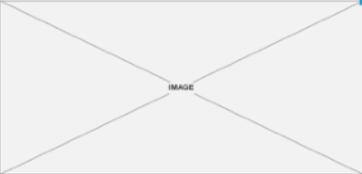
Contact A-Z Listing Mapping eServices Public Meetings Council News & Notices

I want to... Arts, Culture & Recreation Residents Business Town Hall

### Heritage Properties

- [Heritage Halton Hills](#)
- [Listed or Designated properties](#)
- [Heritage properties in Halton Hills](#)
- [Benefits and obligations of a heritage owner](#)
- [Register property](#)

### Listed or Designated Properties



### Differences between Listed and Designated properties

Lorem ipsum dolor sit amet, et mel magna discere, an mea primis intellegebat. Quas natum sit a nec minimum assantior democritum in. Tale nostro et ius, autem soluta contentiones ea eam, quo harum appareat in.

#### Listed Properties

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#### Designated Properties

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## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
1	OnClick: Case 1: Open Listed or Designated Properties in Current Window	
2	OnClick: Case 1: Open Heritage properties in Halton Hills in Current Window	
3	OnClick: Case 1: Open Benefits and obligations of a heritage owner in Current Window	
4	OnClick: Case 1: Open Register property in Current Window	
5	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/committees/heritage.php">http://www.haltonhills.ca/committees/heritage.php</a> in Current Window	
6	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49">http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49</a> in Current Window	
7	OnClick: Case 1: Open Contact in Current Window	
8		Image of a feature heritage property, catching the eye of the user
9		A brief and conversational text describing the importance of preserving heritage properties.
10	OnClick: Case 1: Open Home in Current Window	
11		An illustrative graphic that presents in a clear way, the main differences between listed and designated properties. This will help those users that prefer visuals to obtain better understanding.

## Heritage properties in Halton Hills

Select Language

LOGO  
TOWN OF HALTON HILLS

Search

Contact A-Z Listing Mapping eServices Public Meetings Council News & Notices

I want to... Arts, Culture & Recreation Residents Business Town Hall

### Heritage Properties

- [Heritage Halton Hills](#)
- [Listed or Designated properties](#)
- [Heritage properties in Halton Hills](#)
- [Benefits and obligations of a heritage owner](#)
- [Register property](#)

### Heritage Properties in Halton Hills

INTERACTIVE MAP

### Resources

- [Heritage Halton Hills Committee](#)
- [Frequently Asked Questions](#)
- [Contact](#)

### Visit Halton Hills heritage properties

Lorem ipsum dolor sit amet, at mel magna disce, an mea primis intellegat. Quis natum sit Nec minimum assentior democritum in. Tale nostro ei ius, autam soluta contentiones ea eam, quo harum appareat in.

- Title**  
Prims aliquip vobibus usu ei, fugit summo omnesque qui ad, habeo descendit an quo. Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse sea an.  
Open for visitation  
More information: [www.website.ca](#)  
(555) 555-5555  
555 Main St. - Halton Hills/ON
- Title**  
Prims aliquip vobibus usu ei, fugit summo omnesque qui ad, habeo descendit an quo. Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse sea an.  
Open for visitation  
More information: [www.website.ca](#)  
(555) 555-5555  
555 Main St. - Halton Hills/ON
- Title**  
Prims aliquip vobibus usu ei, fugit summo omnesque qui ad, habeo descendit an quo. Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse sea an.  
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(555) 555-5555  
555 Main St. - Halton Hills/ON
- Title**  
Prims aliquip vobibus usu ei, fugit summo omnesque qui ad, habeo descendit an quo. Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse sea an.  
Open for visitation  
More information: [www.website.ca](#)  
(555) 555-5555  
555 Main St. - Halton Hills/ON

WEBSITE FOOTER

## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
1	OnClick: Case 1: Open Home in Current Window	
2	OnClick: Case 1: Open Listed or Designated Properties in Current Window	
3	OnClick: Case 1: Open Benefits and obligations of a heritage owner in Current Window	
4	OnClick: Case 1: Open Register property in Current Window	
5	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/committees/heritage.php">http://www.haltonhills.ca/committees/heritage.php</a> in Current Window	
6	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49">http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49</a> in Current Window	
7		<p>Interactive map embedded, using Google Maps API, showing location of heritage properties.</p> <ul style="list-style-type: none"> <li>- Users will be allowed to enter specific address to see properties nearby.</li> <li>- By clicking on the pins, more information would be displayed, followed structure suggested for the list below (except for description)</li> </ul>
8	OnClick: Case 1: Open Contact in Current Window	
9		A brief and conversational introduction, motivating users to know and visit Halton Hills heritage properties.

---

## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
10	OnClick: Case 1: Open Listed or Designated Properties in Current Window	
11		Photo of respective property
12		Title of property, if applicable. If not, descriptive title (such as Private Home)
13		Brief description, including date of construction and why the property is valued as heritage (some featured facts).  Also inform if it's a listed or designated property.
14		Info if open for visitation or not open for visitation.
15		If applicable, include website
16		Address of the property.
17		If applicable, include phone number

## Benefits and obligations of a heritage owner

Select Language

LOGO TOWN OF HALTON HILLS

Search

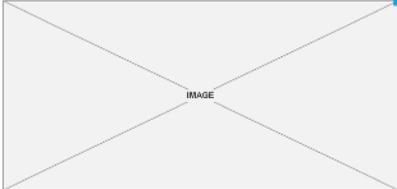
CONTACT A-Z Index MyPage Services Public Meeting Council News & Events

I want to... Arts, Culture & Recreation Residents Business Town Hall

### Heritage Properties

- [Heritage Halton Hills](#)
- [Listed or Designated properties](#)
- [Heritage properties in Halton Hills](#)
- [Benefits and obligations of a heritage owner](#)
- [Register property](#)

### Benefits and obligations of owners



### Resources

- [Heritage Halton Hills Committee](#)
- [Frequently Asked Questions](#)
- [Center](#)

### Benefits

Lorem ipsum dolor sit amet, et mei magna diceret, an mea primis intellegebat. Quas natum sit in. Nec minimum assentier democritum in. Tunc nostro et sus, autem soluta contentiones ea eam, quo harum appareat in.

#### Listed properties owners

- Primis atque vocibus usu, et, fugit summo omnesque qui ad, habeo docendi an quo. Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse sea an.
- Ne ees aequa exero theophrastus, an mollis legendus ullamcorper nam. Has magna intellegebat definitiones ea, s'ibut sensibus assuervit pri ad.
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#### Designated properties owners

- Sit et etiam efficiendi, pro videret scaevola scriptorem in. Videret doctorem prodesset ea eam, cum eu namque integro ponderum.
- Ex tale consequens has, an epistula adipiscing interpretatis sea. Ne ees aequa exero theophrastus, an mollis legendus ullamcorper nam.
- Tunc nostro et sus, autem soluta contentiones ea eam, quo harum appareat in. Error doctore ut pri. Volumus occurreret et eos, mea cu amet partiendo.

### Regulations & Obligations

Lorem ipsum dolor sit amet, et mei magna diceret, an mea primis intellegebat. Quas natum sit in. Nec minimum assentier democritum in. Tunc nostro et sus, autem soluta contentiones ea eam, quo harum appareat in.

#### Listed Properties owners

- Primis atque vocibus usu, et, fugit summo omnesque qui ad, habeo docendi an quo. Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse sea an.
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#### Designated Properties owners

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### WEBSITE FOOTER

## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
1	OnClick: Case 1: Open Home in Current Window	
2	OnClick: Case 1: Open Listed or Designated Properties in Current Window	
3	OnClick: Case 1: Open Heritage properties in Halton Hills in Current Window	
4	OnClick: Case 1: Open Register property in Current Window	
5	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/committees/heritage.php">http://www.haltonhills.ca/committees/heritage.php</a> in Current Window	
6	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49">http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49</a> in Current Window	
7		Image of a feature heritage property, catching the eye of the user
8	OnClick: Case 1: Open Contact in Current Window	
9		A brief and conversational text describing the importance of preserving heritage properties.
10		Include how to proceed if owner wants to demolish or do renovations, for example. Provide next steps.
11		Provide information on how to proceed to obtain the benefits listed. Inform about next steps.
12	OnClick: Case 1: Open Listed or Designated Properties in Current Window	

## Register property

Select Language

LOGO  
TOWN OF HALTON HILLS

Search

Contact | A-Z Listing | Mapping | eServices | Public Meetings | Council | News & Notices

I want to... | Arts, Culture & Recreation | Residents | Business | Town Hall

### Heritage Properties

- [Heritage Halton Hills](#)
- [Listed or Designated properties](#)
- [Heritage properties in Halton Hills](#)
- [Benefits and obligations of a heritage owner](#)
- [Register property](#)

### Register your property

IMAGE

### Resources

- [Heritage Halton Hills Committee](#)
- [Frequently Asked Questions](#)
- [Contact](#)

### How to register a property as heritage

Lorem ipsum dolor sit amet, at mel magna discere, an mea primis intellegebat. Quas natum sit in. Nec minimum assentior democritum in. Tale nostrum ei ius, autem soluta contentiones ea eam, quo harum appareat in.

- 1- Primis aliquip vocibus usu ei, fugit summo omnesque qui ad, habeo docendi an quo, Est eu vivendum voluptatum. Reque nonumy cu quo, prompta pertinacia liberavisse eea an.
- 2- Ne eos aequae exerci theophrastus, an mollis legendos ullamcorper nam. Has magna intellegebat definitiones ea, eripuit sensibus assueverit pri ad.
- 3- Mea primo consequuntur ex, mea nihil tantae perius ut. Error delicia ut pri. Volumus occurreret et eos, mea cu amet pariendo. Assueverit sadspscinq repudiandae at vel, cu nec omnis omnesque theophrastus, dolor cilia accusata ea vis. In quando percipitur cum.

WEBSITE FOOTER

## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
1	OnClick: Case 1: Open Home in Current Window	
2	OnClick: Case 1: Open Listed or Designated Properties in Current Window	
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4	OnClick: Case 1: Open Heritage properties in Halton Hills in Current Window	
5	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/committees/heritage.php">http://www.haltonhills.ca/committees/heritage.php</a> in Current Window	
6		Image of a feature heritage property, catching the eye of the user
7	OnClick: Case 1: Open <a href="http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49">http://www.haltonhills.ca/faq/FAQ-topics.php?topic=49</a> in Current Window	
8		<p>Simple and clear step by step on how to register and how the process works, in a numbered list. Links to more detailed information can and should be provided, but on this page, keep content simple, clear and conversational.</p> <p>Include necessary information such as: phone number, who to contact, address, emails or even a form (if possible for the process to start online). This will help make clear what the next steps will be and how to proceed.</p>
9	OnClick: Case 1: Open Contact in Current Window	
10	OnClick: Case 1: Open Benefits and obligations of a heritage owner in Current Window	

## Contact

Select Language ▾

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Contact | A-Z Listing | Mapping | eServices | Public Meetings | Council | News & Notices

I want to... | Arts, Culture & Recreation | Residents | Business | Town Hall

### Heritage Properties

- [Heritage Halton Hills](#)
- [Listed or Designated properties](#)
- [Heritage properties in Halton Hills](#)
- [Benefits and obligations of a heritage owner](#)
- [Register property](#)

### Contact

IMAGE

### Resources

- [Heritage Halton Hills Committee](#)
- [Frequently Asked Questions](#)
- [Contact](#)

### Contact information

Three placeholder boxes for contact information.

### Send message

Name:

Email:

Phone:

Subject:

Message to:

Message:

WEBSITE FOOTER

## HERITAGE HALTON HILLS ADVISORY COMMITTEE

Footnote	Interactions	Note
1	OnClick: Case 1: Open Home in Current Window	
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8		Image of a feature heritage property, catching the eye of the user
9	OnClick: Case 1: Open Register property in Current Window	
10		Field will show in case it's about the Heritage Register, in which case user has to select who to send the message to.  If "other heritage matters" selected, will show the name of Ashley Mancuso (Records/FOI Coordinator) in plain-text form, so the users know exactly who they are contacting.
11		Area with contact information about each person.

## APPENDIX D: FACEBOOK SAMPLES

Two samples were created for the Town's Facebook page.<sup>2</sup>



**Town of Halton Hills**  
December 5 at 10:12am · 🌐

Where else would you feel that deep connection to the history, but in our very own Norval? Norval feels pretty much as it was when Lucy Maud Montgomery, the author of Anne of Green Gables, lived here. Come see her house by yourself! <http://bit.ly/2fPT6i7> #HaltonHillsHistory



👍 Like    💬 Comment    ➦ Share

<sup>2</sup> Images of the sample are sourced as follows:

<https://br.pinterest.com/pin/376191375098946330/>

<https://www.facebook.com/TownOfHaltonHills/photos/a.341658672572507.79120.327288680676173/1291964134208618/?type=3&theater>



**Town of Halton Hills**

December 4 at 12:15am · 🌐

Owning a heritage property in Halton Hills is not only a great privilege, but it accounts for many benefits! Want to know more?

<http://www.haltonhills.ca/heritage> #HaltonHillsHistory



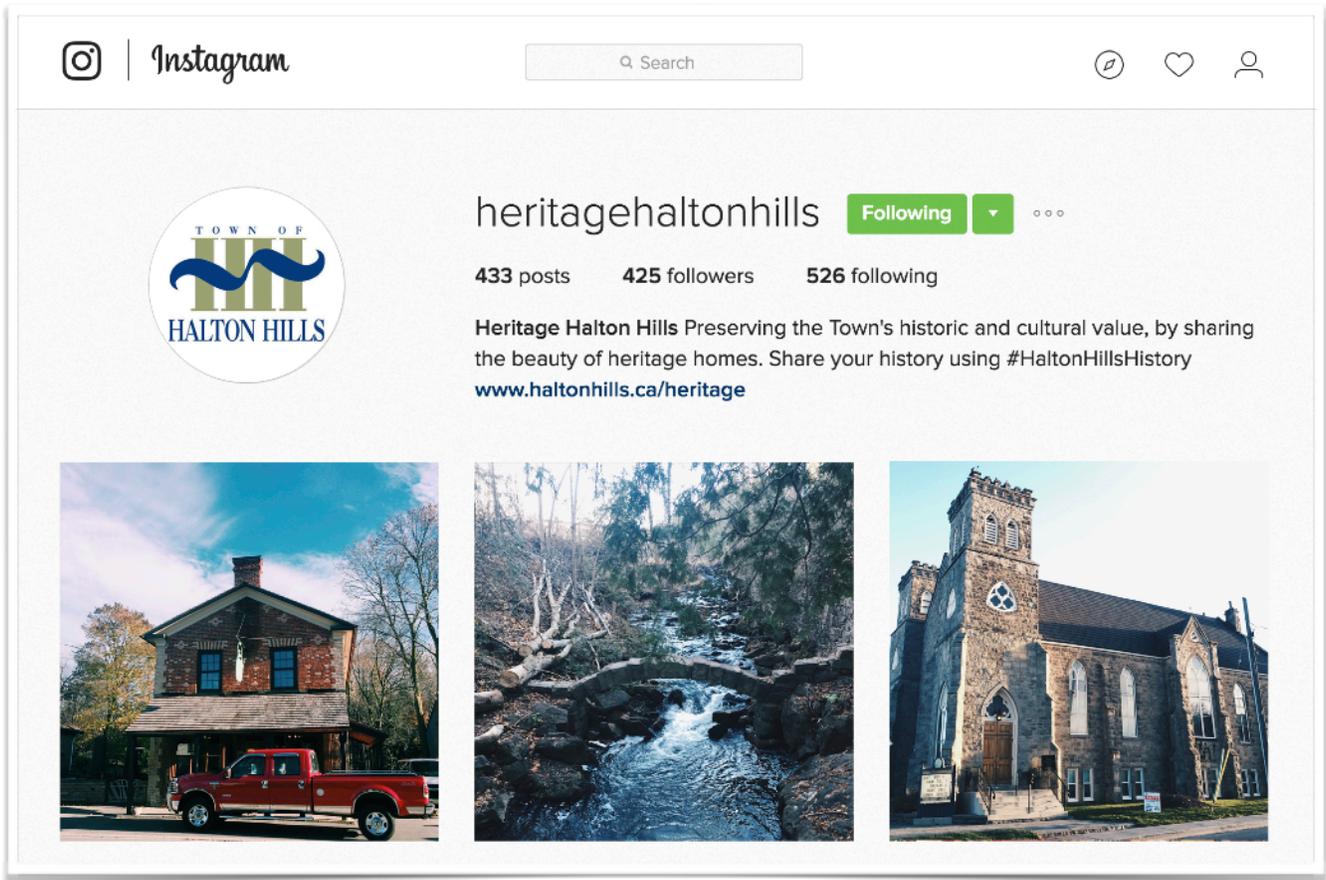
👍 Like

💬 Comment

➦ Share

## APPENDIX E: INSTAGRAM SAMPLES

For Instagram, the team created a sample of what the Instagram account could look like as well as one sample post.





heritagehaltonhills  
Halton Hills, Onta...

Following

11 likes

11w

heritagehaltonhills What a beautiful day to go hiking on the Limehouse Conservation Area!  
#HaltonHillsHistory #hiking

♡ Add a comment...

