

## Main Street Newmarket BIA Website Planning and Strategy

This document is an initial effort to lay out a strategy for the Main Street Newmarket BIA's website. It includes User Personas, some preliminary User Journeys, and wireframe visualizations of the site's "anchor" pages.

### What is a User Journey?

The User Journey is a simple conceptual exercise to visualize an individual's relationship and interactions with a product or brand, in this case the Main Street Newmarket BIA's website is the "product".

### What are User Personas?

User Personas are profiles of stakeholders in the community who are likely to visit the BIA website, considering who they are, their interests, and how they are likely to use the site. They typically represent market segments.

The following are broad Personas intended to provide an understanding of common perspectives and motivations for visiting the BIA website.

#### New Residents

*"As a new resident, I'm interested in finding out more about Main Street so I can shop, dine, explore, enjoy unique experiences, and gain a heightened sense of community."*

Young professionals, young families, retirees, mid to high net worth families/individuals.

New residents have often emigrated from Toronto or other urban centers. Typically, they love the boutique experience and are seeking a heightened sense of community.

They want a family friendly small town experience and are interested in Main Street as a destination. These new arrivals are interested in attractions such as the Tom Taylor trail, Wesley Brooks Memorial Conservation Area ("Fairy Lake"), the Newmarket Community Centre and Lions Hall, Riverwalk Commons, entertainment venues, unique shops, and historical attractions.

They are looking to explore the area, find local/municipal programs, recreational activities, perhaps to get involved with the community through volunteering opportunities, and find shops, products, or services. Many would rather pay more to support local and get higher quality goods and services, hand-crafted, locally sourced, locally made, supporting the local economy.

These also include parents with young children and others looking for family-friendly outings, "date night" activities, live music venues, dancing, dining, theatre, events, etc.

- Students/Young Adults
  - Looking to explore, find jobs, local/municipal programs, recreational activities, to get involved with the community through volunteering opportunities, find shops, products, services, and hangouts.
- Seniors
  - Looking for shopping, activities, volunteering opportunities, clubs, courses, entertainment, live theatre, dining, destinations.

#### Existing Residents

*"As a resident of Newmarket, I want to know what's going on so I can enjoy my weekend. I am also interested in knowing what the Town has planned for Main Street."*

Same as new residents, but with high loyalty to existing vendors and a keen interest in promoting and advocating for the sustainability and growth of Main Street. They want to see Main Street thrive.

These residents "Live and Play" in Newmarket.

In addition to common interests shared with new residents, they are looking for information about event schedules, parking, venues, fees, or other details about events.

#### Merchants and Landlords

*"As a merchant, I want to promote my business and know what is planned so I can advocate for my interests. I want to see the BIA foster events and initiatives that benefit my bottom line and Main Street as a whole."*

Merchants are most likely looking for access to centralized information from the board to assist with the active promotion and advocacy for their business. They need updates on events, incentives, activities, and all BIA relevant content.

Both Merchants and Landlords are likely to be drawn by content featuring unique, relevant events i.e., buskerfest, music in the park to be programmed on Main street to create an experience that aligns with the priority personas.

They may also be interested in learning opportunities for marketing, sales, recruitment, and viewing metrics that speak to growth, tracking against set main street BIA goals within the Strategic Plan.

*“As a landlord I am looking for good long term tenants and information about what the BIA can do to help make my property attractive.”*

Landlords may want assistance with new merchant recruitment, Town of Newmarket services, etc.

### Store/Merchant Recruitment

*“As a business owner, I am interested in learning why Main Street might be a good location.”*

The site should assist in identifying gaps in Main Street offerings and actively recruiting to fill these gaps with innovative, like minded entrepreneurs.

Why Main Street Newmarket versus Orangeville or Unionville? What is Main Street Newmarket’s USP (Unique Selling Proposition)

### Professional Services

*“As a provider of professional services, I want clients to be able to find me and learn about my business.”*

Providers of Professional Services such as lawyers and accountants are concerned about the same issues as retail Merchants and Landlords but are less likely to have a storefront or a street-level presence. This may motivate some to pursue increased visibility. Anything the BIA website can do to promote services, such as updating the business directory, featuring them in blog posts, news, and updates, or finding other ways to highlight them, will help to ensure their success.

### Strategic Partners

*“As a Strategic Partner, I want to know that my input is helping the BIA achieve our mutual objectives.”*

These include the Town of Newmarket, The Chamber of Commerce, Local Community Organizations, Farmers Market & Associations, local media. They assist with everything from partnering to help grow local awareness, to planning events, to sharing ideas and everything in between.

Strategic Partners want to see that their assistance has been put to good use and to see Main Street (and the Town of Newmarket) thrive. They are likely to be interested in metrics that speak to growth, tracking against set main street BIA goals within the Strategic Plan.

### Event Organizers

*“As an event organizer, I want to know what kind of events the BIA is looking to host on Main Street and find out what it will take to stage my event there.”*

Event Organizers will be looking for information about permits, venues, scheduling, parking, amenities, fees, and opportunities for cooperation with the Town and BIA.

### Board Members

*“As a Board Member, I want a website that makes it easier to do my job, something I can direct stakeholders to for information, and that facilitates planning and communications.”*

Board Members are looking for baseline metrics against BIA goals as outlined in the Strategic Plan, activities, events, a centralized area for minutes, SOP’s, event information, member/partner contact information and board documentation (via town website). They also need access to easily edit and maintain website content.

### Concerns/Challenges

A few issues are common to all stakeholders and need to be considered. These include but are not limited to:

- Parking

- Maintaining diversity in merchants
- Accessibility
- Safety
- Consistency in hours
- The impact of inclement weather on the Main Street experience

These and other issues should be addressed by the BIA on the site.