

# STRATEGIC SPECIFICATIONS

## Introduction

### Presentation of project and its objectives

The SDC District Central would like to develop a platform for exchange and collaboration between local businesses. This digital communication tool is intended to increase economic and social vitality by promoting connectivity between the various stakeholders of the territory: the SDC, businesses, economic partners and eventually citizens. It is an infrastructure for exchanging and sharing goods and services, as well as information, skills and best practices, connecting businesses so they can collaborate and prosper.

### Project context

#### **The SDC District Central**

The Société de développement commercial (SDC) District Central is the catalyst and spokesperson for the Ahuntsic-Cartierville business world. It represents the driving force of 2,000 business leaders working together to develop a sector with high economic, urban and human potential.

The District Central's development strategy and vision is born of a concerted approach, one that is shared by business leaders, elected officials and civil servants from within the borough. Its mission is clear: to breathe new life into this legendary neighbourhood, make it shine on a broader stage and propel it to the very top of Montreal's economic scene.

The SDC District Central has always developed its territory by putting collaboration, co-creation and knowledge sharing at the heart of its strategies. It recognizes the added value of working in an ecosystem and uses the power of networking to accomplish many great things.

Ever since the pandemic turned the business world on its head, the SDC has put in place a recovery plan to respond more effectively to the new needs of the territory and its occupants.

The development of a digital communication tool was identified as one of the key projects in this recovery plan, as a way to connect all local stakeholders, promote the local offer, liven up the territory and breathe new life into this legendary district.

More than a simple digital communication tool, a platform of this kind could become the SDC's central tool for developing its projects, communicating and improving its knowledge of the territory, and thus always responding to its constantly evolving needs.

## **The District Central**

The District Central covers three square kilometres, bordered by highways 40 and 15, and highway 40 to Sauvé Street. Montreal's new business district is comprised of five geographic sectors: Chabanel, Marché Central, Acadie, Sauvé and Saint-Laurent.

The District Central is the 4th largest employment hub in Montreal, with some 25,000 workers forming a growing business ecosystem. At its peak, the area has the potential to accommodate more than 40,000 workers.

## **SDC members**

Members of the SDC District Central are organizations having a place of business in the territory served by the SDC (contributing businesses, businesses housed in coworking facilities, and institutions exempt from the payment of contributions (schools, churches, the borough, and other .)).

Three business pillars have been identified, though there is a wide range of activity sectors on the territory.

- **Design** including SSENSE, Maison Marie Saint Pierre, Rudsak, Mackage, Point Zero, Ciot, Reitmans, FOR Design and HUMÀ design + architecture
- **Urban manufacturing** including Les Fermes Lufa, Sistemalux, Café Barista, Nanogrande and Bois Urbain
- **Technology** is well represented by PixMob, Big Bang, le Groupe FNX INNOV

Marché Central and nearby businesses bring life to the neighbourhood.

# Strategic Objectives

The platform will be a tool for collaboration and communication that will bring the District Central community closer together and bring the neighbourhood to life. Over the long term, we envision that the platform will become the preferred source of information, collaboration and connection for all members of the community, and an example to follow in terms of co-development.

We expect the platform to be a local tool that promotes short circuits in the area. It should be attractive, simple and easy to use, while reflecting our brand universe.

Its functionalities will:

- Connect community members
- Promote their collaboration
- Stimulate mutual support to amplify each member's impact
- Make members autonomous in their intra-community projects (without having to go through the SDC to collaborate or communicate)
- Promote the overall offer on the territory

## Project Overview

### Target audience and potential users

The SDC's platform must be a communication, information and collaboration tool for members of our community, namely all stakeholders in the territory:

- The SDC
- SDC members: organizations represented by their leaders and/or representatives
- Economic players in the ecosystem (private or public): see Appendix 1
- Corporate visitors (suppliers, corporate clients, businesses looking for a territory)
- Individual visitors (workers, residents, consumers)

Given the scope of the project, we are considering a phased development approach, which would not only enable us to refine our knowledge of the needs of our community members, but also to remain agile as to how to evolve in line with the region's economic development.

We currently envisage 4 development phases, prioritizing the following targets:

- **Phase 1:** SDC members with whom we already collaborate as part of our current networking activities and projects
- **Phase 2:** ALL SDC members
- **Phase 3:** Players in our ecosystem
- **Phase 4:** Corporate and individual visitors

Note that these specifications essentially concern phases 1 and 2 of the development process but will have to take into account the future needs of subsequent phases.

Phase 1 of development will serve as the pilot project. We will work with standing committees (mobility, land-use planning) and ad hoc committees (e.g. relaunch committee) and organize consultation workshops that enable us to keep in touch with our members on a regular basis. We also have two ongoing projects that could benefit fully from the platform and be good starting points.

1. **Connector of Opportunities project:** Aims to identify business opportunities to facilitate the economic growth of businesses. To do so, the SDC goes out into the field to meet with business people to identify their needs and encourage networking opportunities.
2. **Collaborative circles:** A space where District Central businesses can exchange ideas on a given theme (e.g. HR, growth, financing), with the aim of helping each other and sharing best practices. Themes are determined according to the needs expressed by the businesses the SDC meets in the field.

The platform could become a **virtual extension** of all these collaborative projects, continuing the conversation and providing access to complementary resources. In this way, we could create reflexes to use the platform with a target group that is already keen on collaborating with members of the community, and with whom we have already established close ties.

# Needs of Potential Users

The needs identified can be categorized as follows:

1. To be informed
2. To communicate
3. To collaborate

The platform must be a means to answer the information, communication and collaboration needs of the SDC as well as its members and other stakeholders. Specifically:

## 1. To be informed

For the SDC, this platform will make it possible to:

- Better understand its members and their needs, in order to feed and update its CRM (Eudonet)
- Identify potential participants for their projects and activities
- Know the opinion of its members on certain subjects
- Collect data for various economic impact studies
- Identify potential ambassadors for the neighbourhood or businesses to showcase for their inspiring achievements in the community

For members, the platform will allow them to:

- Have quick, easy and centralized access to all information communicated by the SDC
- Know their corporate neighbours
- Find a service or product quickly in the neighbourhood (rather than looking for it elsewhere)
- Know what is happening in the territory: events, projects and activities organized by the SDC or other members
- Find useful information for the development of their business (access to grants, financing, assistance programs and support) and services offered by the SDC

## 2. To communicate

For the SDC, it will serve to communicate:

- Practical information about its operation (AGMs, minutes, practical information on the neighborhood, etc.)
- Publicize its various services to members
- Promote the various projects it is working on and their progress
- Announce its events and activities
- Encourage certain behaviours conducive to the development of the neighborhood (short circuits, active mobility, etc.)

For members, they will be able to communicate:

- Their job openings

- Their needs in terms of services, materials, labour, etc.
- Their services, donations and various discounts available and promotions underway
- Their events and latest news
- Present their business

### 3. To collaborate

The platform will allow local businesses to exchange and collaborate in different ways. They need:

- An infrastructure to exchange goods and services
- A twinning tool to facilitate these exchanges
- To share information, knowledge, skills, best practices and experiences in order to help each other and increase their impact
- Mutualize their resources (offices and work spaces, tools, raw materials, human resources, etc.)

The SDC will be able to use the platform as an extension of the various networking activities it already carries out in the field. It will also be an excellent way to get members involved in its various projects, and to offer them resources and guides to support them in their activities.

## General Description of the Digital Platform and its Key Functionalities

The platform must be accessible from the current SDC website which already includes several functionalities:

- Interactive map ([carto](#))
- Business directory (address, telephone, geolocation, website link)
- Newsletter sign-up
- Contact form
- Real estate interest form
- Connector of Opportunities interest form
- History of the District
- News
- Information on major projects and services offered
- Calendar of events

It will take the form of a portal or space reserved initially for SDC members, who will be able to access it by invitation only. It will be possible in subsequent phases to invite other categories such as economic stakeholders and partners, and later visitors to the district. It will need to be linked to our CRM and should allow for autonomous updating.

For functionalities that already exist on the website (business directory, events calendar, interactive map), it will be necessary to analyze the relevance of keeping them on the website or developing them directly on the platform. The only constraint will be to keep these elements

accessible to the public on the website, even if the technological decision dictates that they be developed on the platform.

## Functionalities

Detailed list of functionalities that the platform must offer, their characteristics and their implementation priority

<b>Functionalities &amp; Characteristics</b>	<b>Public</b> (site + platform) <b>Private</b> (platform only)	<b>Priority</b> 1: Essential 2: Good to have 3: Bonus
Cross-functional features		
<ul style="list-style-type: none"> <li>Search engine (with tags or other similar system)</li> </ul>	N/A	1
<ul style="list-style-type: none"> <li>Notifications by email</li> </ul>	N/A	1
<ul style="list-style-type: none"> <li>Messaging</li> </ul>	N/A	1
<ul style="list-style-type: none"> <li>Ability to follow/join a group</li> </ul>	N/A	1
<ul style="list-style-type: none"> <li>Allow "Like" reactions to posts</li> </ul>	N/A	2
<ul style="list-style-type: none"> <li>Suggestions (based on preferences and viewing/search history)</li> </ul>	N/A	2
<ul style="list-style-type: none"> <li>Ability to follow a business or profile</li> </ul>	N/A	3
Welcome page	Private	1
<ul style="list-style-type: none"> <li>Profile</li> </ul>		1
<ul style="list-style-type: none"> <li>Menu</li> </ul>		1
<ul style="list-style-type: none"> <li>Welcome section               <ul style="list-style-type: none"> <li>Can accept different types of content (text, video, etc.)</li> </ul> </li> </ul>		1
<ul style="list-style-type: none"> <li>News feed               <ul style="list-style-type: none"> <li>Ability for anyone to make a general post</li> <li>Posts with option to attach a photo, video, document, link to an event, etc.</li> </ul> </li> </ul>		1

<ul style="list-style-type: none"> <li>User-customized categories (e.g. my groups, my events, my threads, etc.)</li> </ul>		1
<ul style="list-style-type: none"> <li>Suggestions (groups, events, might be of interest to user)</li> </ul>		2
<ul style="list-style-type: none"> <li>Link to SDC general news</li> </ul>		3
<ul style="list-style-type: none"> <li>Paid ad display</li> </ul>		3
Business directory	Public	1
<ul style="list-style-type: none"> <li>Complete business profiles: contact information, service offer (information to be defined)</li> </ul>		1
<ul style="list-style-type: none"> <li>Sub-categories and specializations</li> </ul>		1
<ul style="list-style-type: none"> <li>Ability to search by tags</li> </ul>		1
<ul style="list-style-type: none"> <li>Connected with the CRM for updates</li> </ul>		1
<ul style="list-style-type: none"> <li>CRM updated in real time</li> </ul>		2
<ul style="list-style-type: none"> <li>Ability for members to complete their profile autonomously</li> </ul>		1
<ul style="list-style-type: none"> <li>Localization on an interactive map</li> </ul>		1
<ul style="list-style-type: none"> <li>Search filters</li> </ul>		1
<ul style="list-style-type: none"> <li>Current offers/news</li> </ul>		1
<ul style="list-style-type: none"> <li>Upcoming events(public or reserved for members)</li> </ul>		1
<ul style="list-style-type: none"> <li>Video presentation of business</li> </ul>		3
Interactive map	Public	1
<ul style="list-style-type: none"> <li>Locate local members and organizations</li> </ul>		1
<ul style="list-style-type: none"> <li>Locate public services (mobility: public transportation, BiXi stations, bike paths, clicknpark parking, etc.)</li> </ul>		1
<ul style="list-style-type: none"> <li>Related to the business directory and its search</li> </ul>		1
Events calendar	Public/Private	1
<ul style="list-style-type: none"> <li>Date, location, description of event</li> </ul>		1



<ul style="list-style-type: none"> <li>All members must be able to post their events (by connecting)</li> </ul>		1
<ul style="list-style-type: none"> <li>Ability for events reserved for members only (need to connect to register)</li> </ul>		1
<ul style="list-style-type: none"> <li>Sending of invitations in registered user's calendar (Google calendar, icalendar, etc.)</li> </ul>		1
<ul style="list-style-type: none"> <li>Ticket sales (payed service*, free, special rates for members/event registration) *event organizer will have to handle payments independently</li> </ul>		2
<ul style="list-style-type: none"> <li>Extraction of list of participants for the organizer</li> </ul>		1
<ul style="list-style-type: none"> <li>Information on events sent to participants (email)</li> </ul>		2
<ul style="list-style-type: none"> <li>Waiting list management</li> </ul>		3
Exchange space (offer and demand for products and services)/Mutualization of resources	Private	1
<ul style="list-style-type: none"> <li>Announcements to post <ul style="list-style-type: none"> <li>Description of offer (or need)</li> <li>Conditions (free or paid)</li> <li>Dates of availability</li> <li>Pick-up and drop-off location...</li> </ul> </li> </ul>		1
<ul style="list-style-type: none"> <li>Ability to publish announcements on the SDC website at the announcer's discretion</li> </ul>	Public	1
<ul style="list-style-type: none"> <li>Ability to categorize offers and requests</li> </ul>		1
<ul style="list-style-type: none"> <li>Ability to share ratings and comments</li> </ul>		3
Groups (by sector, project, interests, geographic location, etc.)	Private	1
<ul style="list-style-type: none"> <li>Microsite with group-specific menu</li> </ul>		1
<ul style="list-style-type: none"> <li>Presentation of group with headshot photo</li> </ul>		1
<ul style="list-style-type: none"> <li>Posts or news thread specific to the group</li> </ul>		1
<ul style="list-style-type: none"> <li>Each member can ask the platform administrator to create their own group and become an administrator</li> </ul>		1

<ul style="list-style-type: none"> <li>Public, private or secret group (authorization needed or by invitation), as chosen by the group creator (ability of the platform administrator to accept the groups created or not)</li> </ul>		1
<ul style="list-style-type: none"> <li>Organize events reserved for group members or public as needed</li> </ul>		1
<ul style="list-style-type: none"> <li>Keep up to date with groups you follow</li> </ul>		1
<ul style="list-style-type: none"> <li>Access to content specific to groups</li> </ul>		1
<ul style="list-style-type: none"> <li>Ability to share various media formats (videos, PDF, image, docs)</li> </ul>		1
<ul style="list-style-type: none"> <li>Ability to communicate with all members through a post</li> </ul>		1
<ul style="list-style-type: none"> <li>Hold meetings via video conferencing reserved for group members (whether the solution is integrated or external)</li> </ul>		2
<ul style="list-style-type: none"> <li>Integrated chat</li> </ul>		3
Discussion thread		2
<ul style="list-style-type: none"> <li>Ability for anyone to start a discussion thread</li> </ul>		2
<ul style="list-style-type: none"> <li>Ability to share media in different formats (videos, PDF, image, docs) in the discussion thread</li> </ul>		2
<ul style="list-style-type: none"> <li>Accept likes, comments, etc.</li> </ul>		2
<ul style="list-style-type: none"> <li>Categorize threads</li> </ul>		2
Surveys	Private	1
<ul style="list-style-type: none"> <li>Ability to conduct a survey</li> </ul>		1
<ul style="list-style-type: none"> <li>Ability to see results in real time by the survey administrator</li> </ul>		1
<ul style="list-style-type: none"> <li>Anonymous surveys or not (creator's choice)</li> </ul>		1
<ul style="list-style-type: none"> <li>All types of responses (quantitative or qualitative)</li> </ul>		1
<ul style="list-style-type: none"> <li>Analysis of automatic responses</li> </ul>		3
Library of resources/Training space	Private	1
<ul style="list-style-type: none"> <li>Ability to integrate all types of content: videos, audio, pdf, live webinar</li> </ul>		1

<ul style="list-style-type: none"> <li>• Ability to categorize content</li> </ul>		1
<ul style="list-style-type: none"> <li>• Manage access rights according to the content creator's choice</li> </ul>		1
<ul style="list-style-type: none"> <li>• Content can be moderated (authorize/validate before publishing and/or ability to flag content)</li> </ul>		1
Collaborative projects	Private	2
<ul style="list-style-type: none"> <li>• Ability to propose a collaborative project</li> </ul>		2
<ul style="list-style-type: none"> <li>• Project description (initiator, objectives, steps, action plan, etc.)</li> </ul>		2
<ul style="list-style-type: none"> <li>• Resources sought</li> </ul>		2
<ul style="list-style-type: none"> <li>• Ability for resources to "post"</li> </ul>		2
<ul style="list-style-type: none"> <li>• Ability to archive projects</li> </ul>		1
Evaluation of users	Private	3
<ul style="list-style-type: none"> <li>• Ability to reward contributors using a badge system for example (top contributor, etc.)</li> </ul>		3
Emailing		1
<ul style="list-style-type: none"> <li>• Send news/newsletters and personalized information to platform members/website/group based on preferences</li> </ul>		1
Paid announcements	Public	3
<ul style="list-style-type: none"> <li>• For subsequent phases, it will be necessary to consider the possibility of monetizing the site and thus enabling the insertion of paid advertisements (via the platform and possibly publicly visible on the website)</li> </ul>		3
Transactional		2
<ul style="list-style-type: none"> <li>• Ticketing for paid activities</li> </ul>		2
<ul style="list-style-type: none"> <li>• Online shop</li> </ul>		3
Other pages/additional tabs		
<ul style="list-style-type: none"> <li>• Contact <ul style="list-style-type: none"> <li>○ To flag an issue</li> </ul> </li> </ul>		1

<ul style="list-style-type: none"> <li>• FAQ</li> </ul>		1
<ul style="list-style-type: none"> <li>• Terms of use</li> </ul>		1

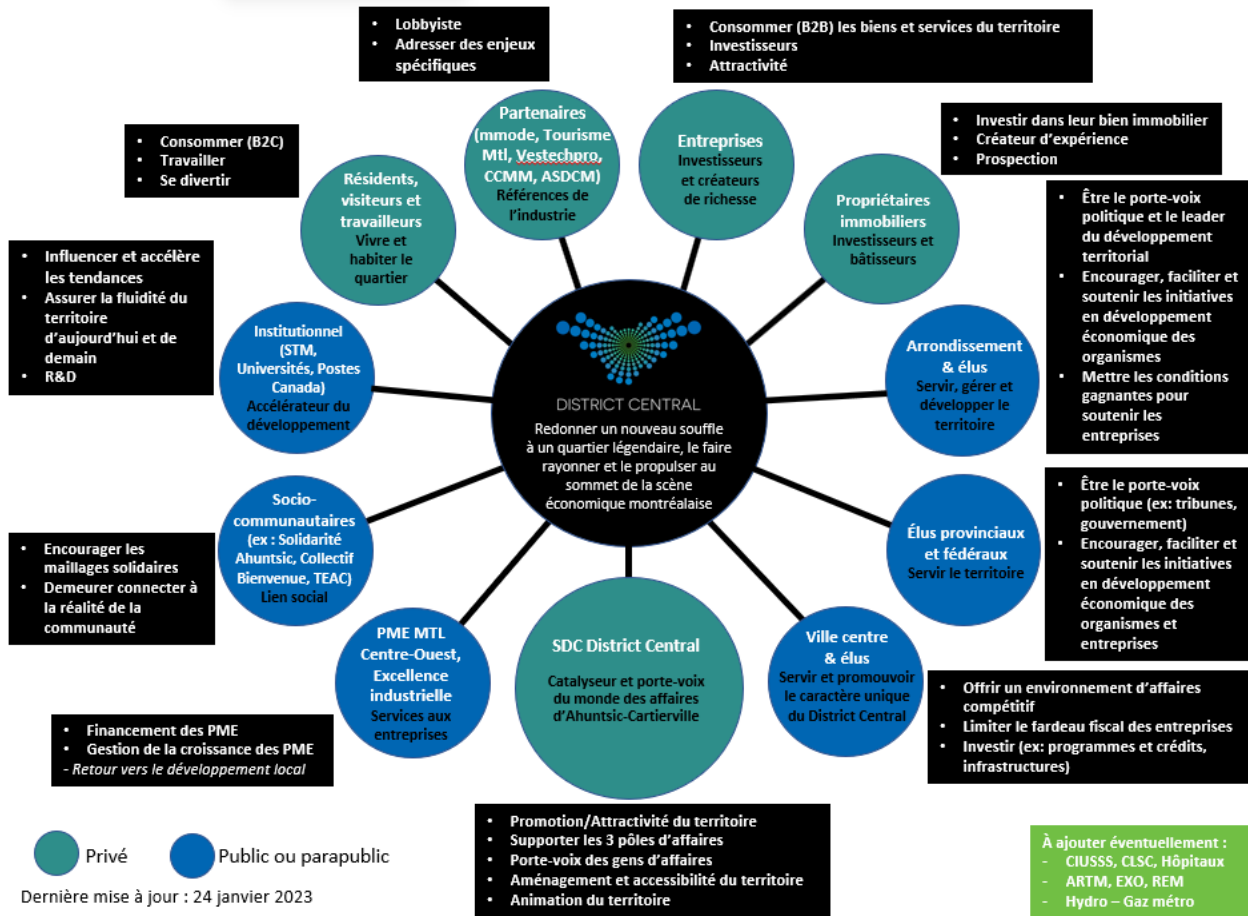
## Technical requirements

Requirements	Priority 1: Essential 2: Good to have 3: A bonus
<ul style="list-style-type: none"> <li>• Evolving: modules and functionalities can be added over time</li> </ul>	1
<ul style="list-style-type: none"> <li>• Bilingual English/French (users can choose their preferred language)</li> </ul>	1
<ul style="list-style-type: none"> <li>• API connection to other applications</li> </ul>	1
<ul style="list-style-type: none"> <li>• Responsive: compatible on different devices (computers, smartphones, tablets)</li> </ul>	1
<ul style="list-style-type: none"> <li>• A look and feel in the colors of the District Central brand</li> </ul>	1
<ul style="list-style-type: none"> <li>• Choice of menu names</li> </ul>	1
<ul style="list-style-type: none"> <li>• Guaranteed data security (compliance with Quebec laws and regulations)</li> </ul>	1
<ul style="list-style-type: none"> <li>• Ability to manage multiple user types</li> </ul>	1
<ul style="list-style-type: none"> <li>• Integrated with the CRM (Eudonet) in a bi-directional way: need to be able to complete forms and give information already in the CRM</li> </ul>	1
<ul style="list-style-type: none"> <li>• Possibility of validating information pushed to the CRM to avoid filling it with bad information (prior definition of priority data)</li> </ul>	1
<ul style="list-style-type: none"> <li>• A moderation system - possibility of flagging content, requesting pre-authorization</li> </ul>	1
<ul style="list-style-type: none"> <li>• To date, we have two interactive maps: one to locate companies (Google) and another to locate services (Carto). Need to develop a solution that brings the two maps together for ease of use</li> </ul>	1
<ul style="list-style-type: none"> <li>• Possibility of hosting different media</li> </ul>	1
<ul style="list-style-type: none"> <li>• Unlimited storage* of media and other data *storage location to be specified in the service offer</li> </ul>	1

• Data access and migration, if required	1
• Statistics on interactions, usage and engagement	1
• Intuitive, user-friendly and easy UX for all types of audiences (comfortable or not with technology)	1
• Possibility for the administrator to easily integrate content	1
• Once connected, the member can move seamlessly from the public website to their reserved area without having to log in again	1
• Possibility of archiving or disconnecting groups that have been inactive for X months (after reminder from administrators)	1
• Possibility of having a mobile and/or desktop version	1

# Appendices

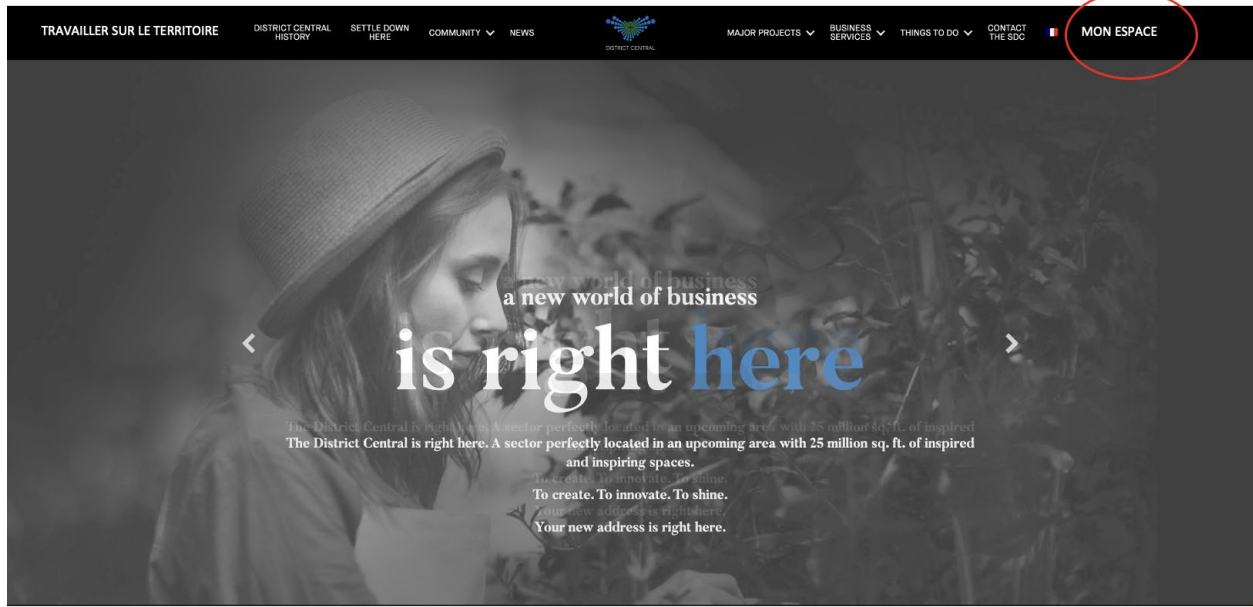
## Appendix 1: District Central Ecosystem



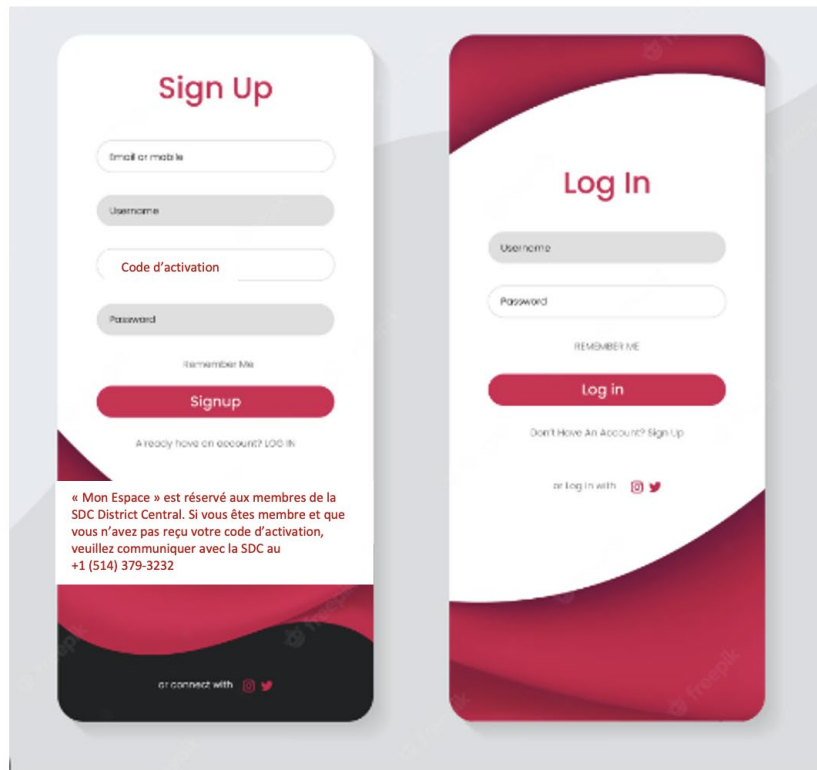
## Appendix 2: Wireframes

Wireframes are provided for inspiration only and do not reflect a portal developed for optimal user experience..

### 1. Accès à la plateforme





## 2. 1<sup>ER</sup> accès à la plateforme





### 3. Page d'accueil

Recherche
MA COMMUNAUTÉ
MES GROUPES
MES MESSAGES
MES NOTIFICATIONS
MON PROFIL

**LAETITIA BEDOUT**  
COO à la demande

[Modifier mon profil](#)

RÉPERTOIRE SUIVIES


BIENVENU.E SUR VOTRE ESPACE

Cher(e) [nom du membre],  
Bienvenue dans votre espace

FIL D'ACTUALITÉ

**Nicole Whitehead** from **CMR Bookkeeping Services** ✓  
2h SERVICE OFFERT

CMR Bookkeeping Services Offers Free Tax Services to Veterans, Police, and Fire Departments as a Token of Gratitude  
<https://www.issuewire.com/cmr-...>




CMR Bookkeeping Services Offers Free ...

CMR Bookkeeping Services Offers Free Tax Services to Veterans, Police, and Fire Departments as a Token of Gratitude ~...

[www.issuewire.com](http://www.issuewire.com)

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SUGGESTIONS POUR VOUS :


NOUVEAU GROUPE


New Bookkeeper Resource Group

Public Group


5,454 Members

Join Group

NOUVEAU MEMBRE


LAETITIA BEDOUT

COO à la demande

NOUVEL ÉVÈNEMENT


Startupfest

WED, JUL 13, 2022

Grand Quai Du Port De Montréal · Event by Startupfest

ACCUEIL

GROUPES

MARKETPLACE

RESSOURCES

PROJETS

ÉVÈNEMENTS

MES ÉVÈNEMENTS

Juillet 2023

LUNDI	MARDI	MERCREDI	JEUDI	VEDREDI	SAMEDI	DIMANCHE
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Calendrier fourni par ASPESLAB

MES GROUPES

NOUVEAU GROUPE


New Bookkeeper Resource Group

Public Group

5,454 Members

ACCÉDER AU GROUPE

NOUVEAU GROUPE


LES DESIGNERS RESPONSABLES

Public Group

5,454 Members

ACCÉDER AU GROUPE

ÉVÈNEMENT



**MONTRÉAL**  
JUL 13-15, 2022

**Startupfest**

WED, JUL 13, 2022  
Grand Quai Du Port De Montréal  
Event by Startupfest

**Smart Connect**  
for  
Smart Coaches

The Business Coach Group  
ÉVÈNEMENT

**Smart Connect for Smart Business Coaches**

Thu, July 20 at 3 PM EDT + 2  
45 Registered  
Business Coach

ACCÉDER À L'ÉVÈNEMENT

**MON QUARTIER EN METAMORPHOSE**

Le District Central est en passe de devenir un quartier d'affaires moderne et innovateur. Découvrez les projets de développement commercial et immobilier qui ont été approuvés et qui sont en cours de réalisation.

PRÊT À VOIR LA TRANSFORMATION DE VOTRE QUARTIER SE TRANSFORMER?

DÉCOUVRIRE LE PROJET


**MES ANNONCES**

J'OFFRE

J'OFFRE


JE RECHERCHE

TROUVER UNE ANNONCE




Hivebrite

Unlock the power of your community



Hivebrite


Unlock the power of your community



Hivebrite

Unlock the power of your community

NOUVELLE ANNONCE



Hivebrite

Unlock the power of your community

**MES RESSOURCES**

TROUVER UNE RESSOURCE

6 façons de financer votre entreprise



Offert par : BNC  
Format : PDF  
Durée : 3 min

ACCÉDER À LA REDIFFUSION

WEBINAR

« COMMENT RECRUTER ET FORMER SA MAIN D'ŒUVRE DANS LE SECTEUR DE LA MODE »



Offert par : MMODE  
Format : WEBINAIRE  
Date : le 20 juillet  
Durée : 60 min  
Lien : <https://zoom.us/j/3505916330>

ACCÉDER À LA REDIFFUSION

Offert par : Ma santé financière  
Format : Vidéo  
Durée : 2 min

ACCÉDER À LA REDIFFUSION

LES MEILLEURS PRIX SUR VOTRE INVENTAIRE

# GRANDE VENTE DE LIQUIDATION

**MES PROJETS**



Projet : Création d'une plateforme de communication pour le District Central

Initié par : SDC

Participants : 10

**ACTUALITÉS D'ICI :**



16-06-2023  
**Appel d'offres / Agence en événementiel**

Organisation d'un événement Semaine Mode de Montréal au District Central 1. Objectif du devis La Société de développement commercial (SDC)...