

# The Hub

## What is it?

Our project is to create an online platform that allows various stakeholders such as volunteers, older adults and organizations to interact with and support one another. The platform would be a hub of resources and opportunities for the stakeholders with the intent to increase digital literacy in older adults. The three main stakeholders we've identified for this project are key organizations, volunteers, and older adults themselves. The multi-purpose website provides resources and opportunities for the stakeholders with the intent to increase digital literacy in older adults.

## What is new & distinctive about your project?

The Hub is a purpose-built, all-in-one online platform that connects Verdun borough organizations, volunteers, and older adults. It is simple to use and navigate, making it an excellent resource for helping to bridge Verdun's digital divide. We want to collaborate with the community by involving Montreal-based businesses and organizations in our efforts to create our online Hub.

## Methodology

Phase 1 consists of reaching out to tech companies to help build the Hub and create the website. We would seek their help in terms of coding and making it functional and user-friendly. The website developers will have a few instructions and requirements to accommodate the target population. Furthermore, we will make sure to test any prototypes before.

Phase 2 is marketing strategies. We will use these strategies to reach our audience and communicate with organizations about linking themselves to the website. Our Hub will be marketed to them in a way that we will be able to link their organization to our site to make it easier for the older adults to obtain the information they need.

Phase 3 consists of the use of our strategies to recruit all stakeholders such as organizations, volunteers, and older adults.

Phase 4 is implementation and launch.

## MOCKUP

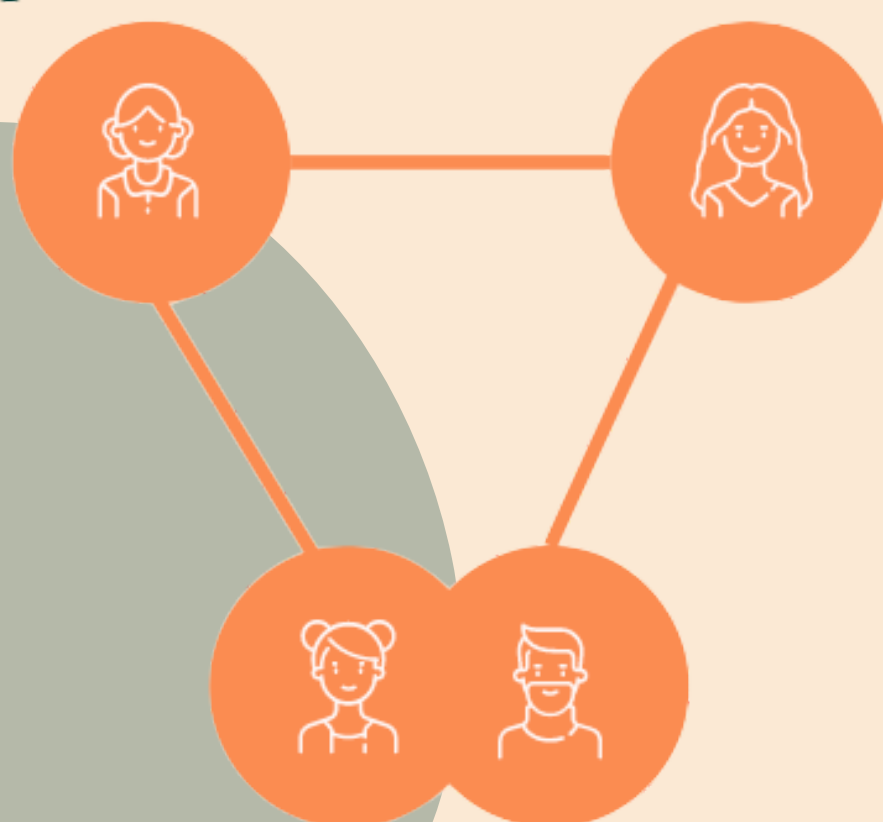


## Outcomes

In consideration of this idea, we aim to achieve three goals that contribute to closing the digital literacy gap, with each objective linked to the success of each stakeholders' interests. (1) Connect organizations working with similar missions to combine their expertise and resources to solve the issue; this platform will provide them the opportunity to be inspired by one another, share success stories, pose challenging questions, and provide mutual support. During our conversation with Laurie, we learned that the table de quartier has bisectors that focus on smaller groups of people with commonalities. We believe that reaching out to the bisector concerned with older adults can help us clarify which features of our platform would benefit organizations. Additionally, it will give us insight into how the platform could serve older adults in the most impactful and least complicated way. (2) Connect volunteers with opportunities to help older adults become more familiar with technology; which may manifest through events and structured volunteer opportunities and resources that they can use independently. (3) Connect older adults with a wealth of resources ranging from small tutorials to large events.

## Organizations

## Volunteers



## Older adults