**Mission statement for your Urban Hub App**

Group 4326 created the Urban Hub App to illustrate the complexity of urban expansion in Ontario, Canada, focusing on the distribution of the immigrant population. Our mission is to provide interactive visualizations for policymakers and urban planners to create insightful analyses to understand the challenges in rapid urbanization.

We believe that understanding the importance of immigration patterns and their potential connection to population density, employment, and housing conditions is essential for creating inclusive and sustainable municipalities and communities. The Urban Hub App will facilitate informed decision-making, promote evidence-based policies, and inspire action towards building resilient urban cities.

Group 4326 is driven by equity and social justice to create the Urban Hub App, which serves for a positive change in promoting evidence-based decisions, by bridging the gap between data-driven evidence and impactful decisions. We strive to create a future where urban expansion is equal for everyone.

**Statement of the characteristics of the app that make it appealing, interesting and useful**

The Urban Hub App is a dynamic tool for users to understand and navigate urban expansion in Ontario, Canada. Our App has many characteristics that make it appealing, interesting, and useful for the user:

1. Interactive interface: Through the use of visual maps, users can explore immigration trends and patterns, population density, employment rates, low-income areas, and unsuitable housing conditions in Ontario. Through our interactive interface using ArcGIS Online’s Experience Builder, users can navigate and have a deeper understanding of the geospatial trends of urban expansion. Our App visualizes the spatial distribution of key phenomena, allowing users to zoom into specific neighborhoods or regions throughout Ontario to gain understanding of how urban expansion is demonstrated across Ontario.
2. Temporal analysis: With the ability to analyze immigration trends over time, our App allows users to visualize where immigrants settle throughout the years from before 1980 to 2021. Users can visually track immigration waves and observe its connection to 2021 population density, employment rates, low-income, and unsuitable housing, to understand how urban expansion unfolds through immigration across the decades.
3. Comparative analysis: Our App displays multiple layers of data side-by-side and through various web pages, giving users the ability to make connections and correlations between various indicators. Mainly, users can compare decades of immigration to 2021 population density to understand general temporal trends. In addition, users can compare 2021 population density to indicators, such as employment rates, low-income areas, and unsuitable housing conditions, facilitating nuances analyses that will inform decision-making and policy development.

The Urban Hub App displays an innovative solution for navigating urban expansion in Ontario, through an interactive interface, temporal analysis, and comparative analysis, to serve as a beneficial resource for understanding and planning urban landscapes.