



Identity + Research

Trademark

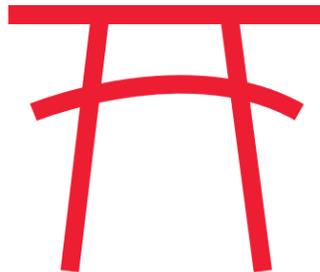


Primary Logo

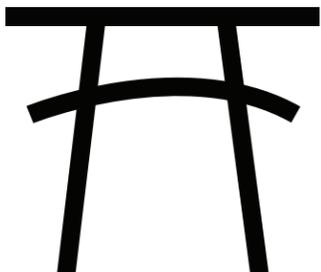


Secondary Logo

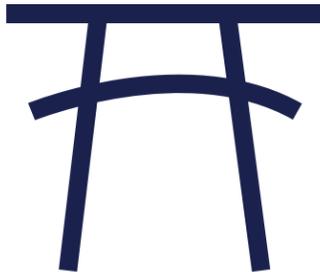
# Color Palette



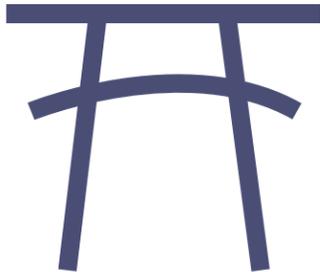
Dragon Red



Ink Black



Tokyo Blue



Ocean Navy



Grain Grey

# Typography



**Avenir Black**

# Welcome to Little Tokyo

Pr6 Medium

リトルトーキョーへようこそ

Avenir Light

Little Tokyo Historic District is a historic Japanese commercial district in downtown Los Angeles, California. Japanese immigrants settled the district in the late 19th and early 20th centuries. Before World War II, Little Tokyo was the largest Japanese community in the United States. Today, the Little Tokyo Historic District represents the original commercial heart of the community



# Little Tokyo

*Information Kiosk*



## Mission

Little Tokyo located in the heart of Los Angeles has many unique places showcasing its rich history of Japanese culture. Creating an information kiosk that allows users to get directions and discovers shops, dining, and tourism throughout the district will benefit the tourist and community.

## Benefit/Uses

- Can navigate through Little Tokyo
- Can explore restaurants in Little Tokyo
- Can discover history about Little Tokyo
- Promote easy access tourism throughout community
- Find shopping throughout Little Tokyo



# Manny Sanchez

Journalist



## Demographics

Journalist  
31 Years Old  
Austin, Texas  
Single

## Interests

Loves to travel  
Loves trying new food  
Loves Karate  
Has a Blog

## Frustrations

Can get lost when traveling  
Doesn't like using maps  
Can find places in Little Tokyo



## Erin Mancha

Real Estate Agent



## Demographics

Real Estate Agent

34 Years Old

Los Angeles, CA

Married

## Interests

Loves reading books

Likes to travel

Japanese cooking

Likes watching anime

## Frustrations

Want to eat somewhere new in LA

Too many restaurants scattered

Doesn't know what's open

Wants to do some shopping, but lost

## Says

“Let’s go eat in Little Tokyo”  
“I’m craving sushi”  
“Wanna meet up and discuss our housing plans”  
“Let’s get some boba”  
“I dropped food on my shirt, I need a new one quick”

## Does

- Goes eat in Little Tokyo
- Meets clients in Little Tokyo
- Tries to find restaurants
- Calls to see if they’re open
- Looks for clothing store
- Walks around Little Tokyo



Erin Mancha

## Thinks

- “Where can I find a restaurant”
- “Why can’t I find a clothing store?”
- “I can’t find the time these restaurants close at”

## Feels

- Annoyed
- Overwhelmed
- Nervous
- Lost



**Erin Mancha**

Journey Map



Schedules a meeting with a client -- client is interested in purchasing property near little tokyo -- wants to find a restaurant that they can meet in little tokyo -- looks for places to eat on google -- tries to find times -- is having a hard time finding a place to eat -- drives to little tokyo -- see an information kiosk -- sees a restaurant tab -- finds a restaurant -- calls makes reservation -- meets with client

# How Might We

## Questions

- Make kiosk easy to use
- Make userflow seamless
- Introduce little tokyo to tourist
- Give tourist a chance to discover
- Navigate restaurants and shops
- Give history of little tokyo
- Give little tokyo weather forecast
- Have hours of opertation for local businesses
- Let you take a rideshare to found places

# Feature Prioritization

## Map

### Must

- Be easy to use
- Allow user to find restaurants
- Allow user to find shopping
- Give navigation to places
- Give history of little tokyo
- Allow user to find tourist hotspots

### Could

- Give rideshare to places
- Give weather of little tokyo
- Allow user to explore more freely
- Allow user to search for places in little tokyo

### Should

- Give access to rideshare function
- Give access to search function
- Allow user to find hours of operation
- Gives access to user on map navigation

### Won't

- Let you find weather radar
- Let you make reservations from the kiosk
- Let you surf the internet
- Give you access to purchase tickets to events

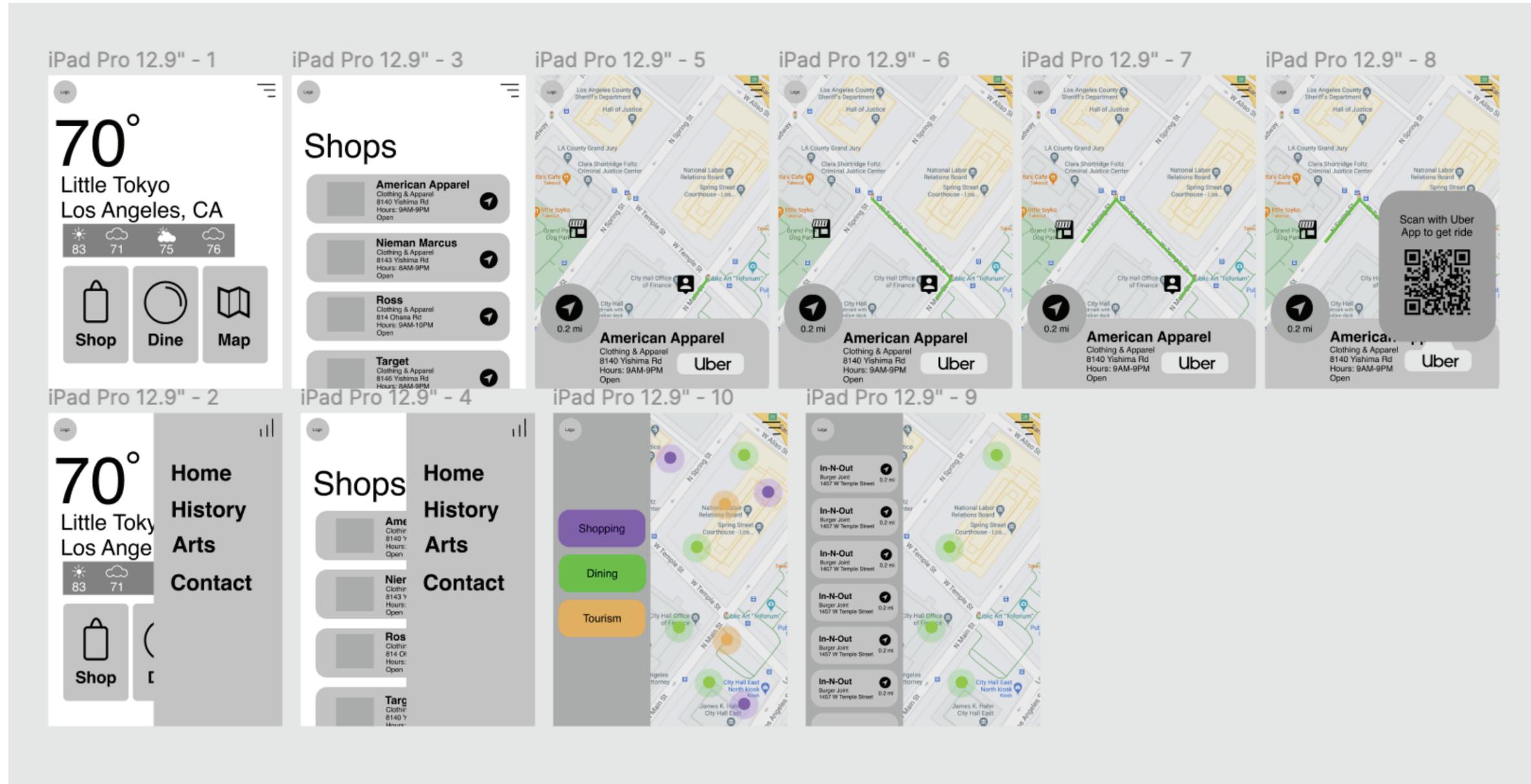
# Design Solution

Kiosk Mockup



# Wireframing

Low Fidelity (Rendered in Figma)





# Final Output

Mockup

