Group Design Challenge

BROADWAY
PROPOSAL

Our goal is to provide information about the Broadway neighborhood - how it was in the past, present and future. We provide context in its rich history, discuss the state it's in today, the revitalization effort that's seeking to return the street to its former glory and the people who may get left behind in the process.

Our site's audience includes current Broadway residents and business-owners, who can use it as a resource to promote their businesses and stories, and to express any concerns or questions they have. It also includes other L.A. residents, particularly younger people who may want to live in the revitalized district in the future.

We provide resources for both visitors and residents, so that everyone can explore the neighborhood, engage with the community and local issues, learn about the district’s history and connect with local leaders and services.

On our mobile version, visitors can access the content of the full site and utilize an augmented reality walking tour, which uses a phone’s GPS, compass and camera to bring the street to life.

Ultimately, we want visitors to our site to feel more connected to the neighborhood and its colorful story.
DESIGN

Typography

The typography also plays a large role in evoking the promises as well as cultural diversity of the urban Los Angeles area. In addition to providing a clean and futuristic look, the sans-serif fonts was also chosen for its boldness and evocation of art-decor, an art culture that has a long history with Broadway and Hollywood, cultures that were born from the city itself.

Color Palette

Initially, we wanted to go for a more traditional, classic Broadway with a black, gold, and red color scheme to evoke the rich and exciting history of Broadway itself. However, we decided to change it to white and many other bright colors as we feel that the color scheme needs to gear people into optimism for the future as well as allowing us to be able to show the colorful patterns of the Mexican culture. While the modernized art decor logo remains to the keep the classic Broadway identity, the color scheme entirely shifted from black and gold to white and many other bright, saturated colors to explore the many opportunities of the neighborhood.
SITE MAP

Home

Explore
- Explore
- Shop
- Experiences

Learn
- Carousel Theatre
- Kobe Theatre
- Million Dollar Theatre
- Impulse Theatre
- Movie Theater
- Cinema Theatre
- Venue Theatre
- Related Artists Theatre
- bullen Theatre
- San Angeles Theatre
- de Beer Theatre

Engage
- Business of the Week
- Resident of the Week

Contact
- Getting Around
- Healthcare
- Shopping
- Government
SECTION 1 - ENGAGE

Engage Layout:

Key Features:
- Trending

Subsection
- Highlight

Subsection
- Each Individual

Topic
- subsections

Trending Section:
Lists a diverse range of topics decided by the operators of the site. Topics are chosen because of their relevance to the residents of Broadway.

(List functions as navigation tool)

Highlight section:
Showcases some of the most interesting and entertaining content from the whole page.

Resident and business spotlights.

Individual topic subsection:
(Gentrification in this case)

Space for browsing responses or photos. Space for writing comments or posting pictures.
Links to pages with more information if necessary, for example in the gentrification section there would be links to pages with articles on gentrification, resources, etc.
SECTION 2 - LEARN

The Learn Section is divided into two columns where you can scroll through and look at the different theaters.

Upon clicking on a theater you are taken a separate page where you can learn about each theater’s history, architecture, and the shows that are playing at them.

At the bottom of every page is a social media area where there is a live updated feed that shows what is happening at each of the theaters using hashtags.
The explore section is divided into four sections: eat, shop, explore, and experience.

Each section will showcase unique places for residents to become more familiar with the landmarks and businesses in the area. Hovering over the pictures will display the business name, and the user can click on it for more information. The idea behind the explore page was inspired by a Yelp layout where clicking for more information would display another page of results and options for filtering.
For the experience section, we wanted to include a special events calendar, allowing residents to experience the lively culture of such a historical district as well as bringing in newcomers. Each event title will also have a short description below it. The calendar will be divided week-by-week, displaying additional information if the user clicks on the date or heading.
As our site isn’t affiliated with any official organization, we thought it was important to allow our visitors to connect with groups operating in the area.

On our connect page, visitors can find information for local businesses, transportation information, contacts for government representatives and services at a local, state and national level and organizations that provide healthcare and other services to the area.

Clicking on one of four colored boxes at the top of the page will jump the visitor to that section, where they’ll find links to other sites and relevant contact information.
Our mobile site has the same content of our desktop site, but it’s represented mainly in colored squares - easy to press with a finger.

Visitors can also navigate the content through the hamburger menu in the top left. They can still toggle between English and Spanish at the top on every page, just like on their desktop. They can also login to the Engage section’s discussion forum from the top right. Key on the mobile version is our interactive walking tour, so we’re promoting it on the mobile homepage.
The mobile site’s interactive walking tour adds a new layer to the Broadway experience.

Using their phone’s GPS, compass and camera, visitors can explore the street with extra information - things like recommended restaurants, shopping destinations, the history behind the district’s storied theaters and events that are coming up nearby.

They can search for a specific type of place - coffee shops, for example - or just walk the street and explore.
The Palace Theatre

Facebook / Twitter / palacedowntown.com

Happening Now:

History:
The Palace Theatre opened on June 26, 1911 as the Orpheum with two-a-day vaudeville. Sophie Tucker was on the inaugural... Read more.

Nearby:
Clifton’s Cafeteria
L.A. Cafe
Los Angeles Theater

Reviews:
4.3/5 ★★★★★

"...a treat to see a screening in a place with such a great ambiance."
REFERENCES

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