



# PASILA

# LIVING

# LAB

# PROJECT OBJECTIVE

**Developing information, guidance and marketing channels for visitors of a compact and urban city district + visibility and access of products and services of small businesses of the district.**

**IN A USER-DRIVEN WAY**

# VALUE FOR VISITORS AND LOCAL BUSINESS

- I Pasila district visitors easily access local information before and during the visit.
- II Target group visitors easily navigate between selected places.
- III Visibility of companies and accessibility of products and services of companies are increased.
- IV Marketing channels for selected small businesses have been customized.

# EXPECTED RESULTS 2011-12

**Visual** presentations of arrival and departure gates, key routes, groupings of companies & places of interest of the district

**Service** process analysis of small companies of the district

**Operator** and maintenance model for local contents



**Browser** based regional information and guidance site built and tested with users

**Touch** screen based information and guidance system built and tested with users

**Service** process solutions and marketing channels for small companies

# CONTACT INFORMATION

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