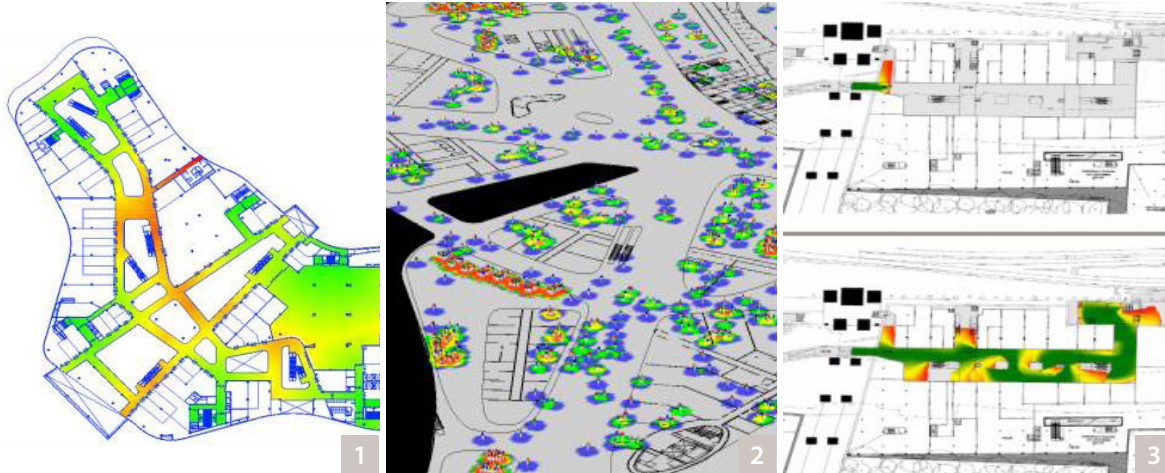


## SMART SPACE | RETAIL DESIGN AND OPERATIONS

Enhancing visitor experience and footfalls.



1. Optimising stair positions: Retail Mall, Zibo
2. Airport retail footfall density map
3. Analysing retail 'visibility' to maximise footfall

The physical design of the retail space has an enormous influence on the mood and behaviour of shoppers. The decision to buy or not to buy is affected by the spatial layout, quality, and ambience of the environment. Design for efficient and effective circulation space is therefore crucial to the experience of the shoppers and also to revenues and profit.

In a large retail complex the success is often in the detail. Easy navigation through the centre, strategically placed rest and eating areas and interactive information points are all conducive to extended shopping. Our people movement consultancy focuses on an integrated approach to optimising the circulation space, working closely with the architects and other stakeholders. We integrate our assessments with the infrastructure and transport planning to ensure shoppers can park easily and have a good first impression on arrival.

Optimised space layout with adequate management can:

- Increase footfall and maximise retail revenues
- Ease wayfinding
- Facilitate safe movement
- Meet the requirements of busy and quiet areas, night and day
- Minimise the need for management (reduce running costs)
- Enable value engineering

Our in-house tool SmartMove allows real time optioneering capability to rapidly assess impacts of various design options. We have also developed powerful tools for monitoring people movement and dwell times. We use these to capture current performance and inform design to improve footfalls and revenue.

Using latest people movement simulation technologies our work focuses upon informing the circulation layout and provisions in the venue (layout, circulation widths, stairs/escalators, door locations/widths, mobility assistance, toilet provisions/locations, etc) in relation to footfalls, queuing and comfort. We take into account potential social, cultural and community users to provide an environment suitable for diverse user groups.