



## CREATIVE SOLUTIONS CASE STUDY

### THE DUBAI MALL DIGITAL DIRECTORY

#### PROJECT SUMMARY

A technology that benefits both clients and customers by enhancing mall tenants visibility and increase footfall. Providing easier wayfinding through digital assistance of an interactive directory. A smart platform that offers improved customer experience.

#### INDUSTRY

Retail

#### LOCATION

Dubai, UAE

#### DATE

January 2018

#### CREATIVE TEAM

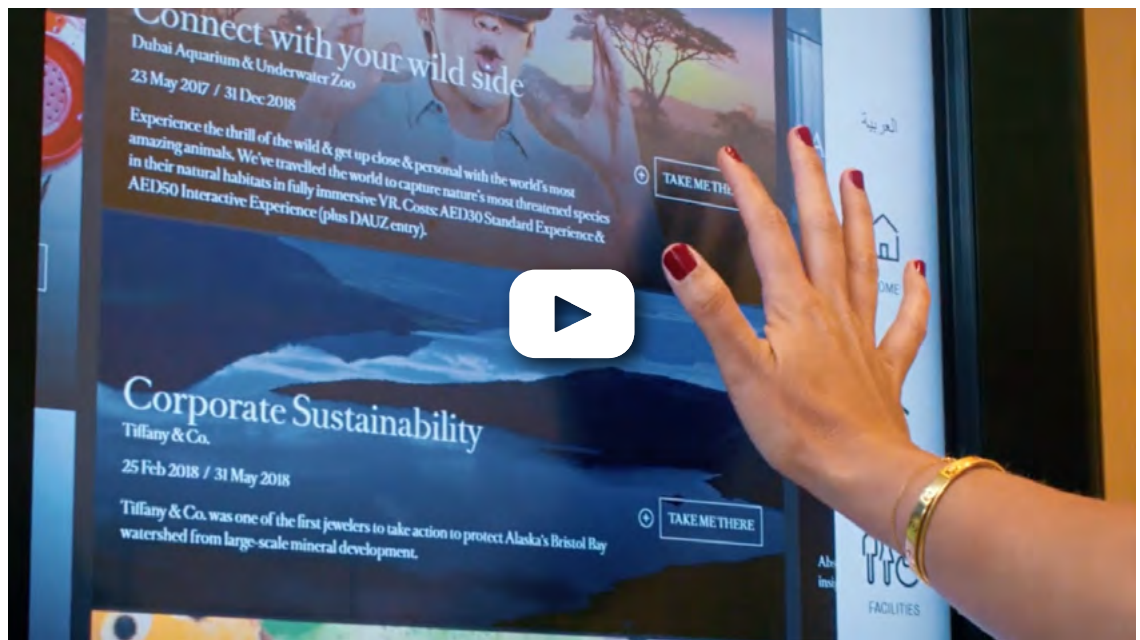
##### JOHN KENNETH

Creative Director

##### JOHN ROBERT RAMOS

UI & UX, Graphic Designer,  
Case Writer

[www.nearbuygroup.com](http://www.nearbuygroup.com)



## THE DUBAI MALL DIGITAL DIRECTORY

### THE CHALLENGE:

Client's current digital directory was outdated and doesn't create interaction with mall visitors. It needed to be rebranded and have the latest technology in locating stores inside the mall. The new interface needs to be user friendly for all ages without overwhelming users with hundreds of mall features. At the same time, not losing the ability to create upbeat design trends matching the client's branding.



### THE CLIENT:

Located in the heart the prestigious Downtown Dubai, described as 'The Centre of Now,' is The Dubai Mall, the world's largest and most-visited retail and entertainment destination, which welcomed more than 80 million visitors in 2014.

With a total internal floor area of 5.9 million sq ft, The Dubai Mall has 3.77 million sq ft of gross leasable space and over 1,200 retail outlets including two anchor department stores - Galeries Lafayette and Bloomingdale's - and over 200 food and beverage outlets. The Dubai Mall offers an unparalleled retail mix combined with world-class dining, entertainment and leisure attractions.

The Dubai Mall is the world's largest shopping mall based on total area and includes 1,200 shops.



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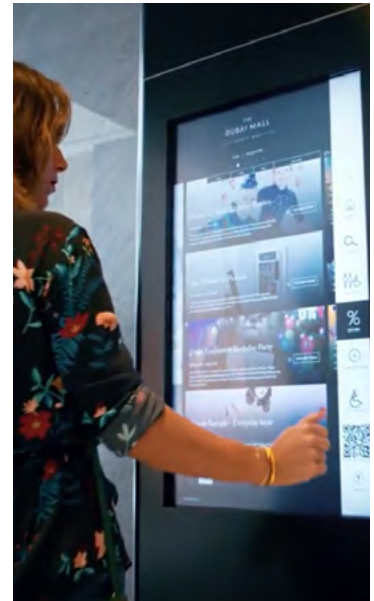
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## THE USERS:

Men and women of all ages with different nationalities and languages.



## THE SOLUTION:

Today, almost everyone knows how to operate a mobile phone. With basic hand gestures, users are able to navigate from an app to another.

Similar to that we came up with a user-friendly interface that adopts the familiarity navigating handheld mobile devices. A touch based interface that allows users to swipe between pages making them in control of the directory with the touch of their fingers.

More to the overall user experience, we made sure that the new "Touch Map" was everything that they need, from locating a store or facility to finding latest offers and events. Being able to download the map to their phone by scanning a QR code from the screen is already amazing and it doesn't stop there. Here are the other main features:

- A 3D interactive map of the entire mall that able to walk through visitors with a clear 3-dimensional visuals
- Multi-language options (Arabic, French, Dutch, Mandarin, etc.)
- Accessibility mode for physically challenged visitors
- Wayfinding from location A to location B with multi floor view
- SMART SEARCH, an advanced search feature that evolves with the user experience and the mall directory.
  - » Ability to set tags and search by tags
  - » Search by Amenities to include: Prayer Room, Baby Room, Toilets, ATM, Guest services
  - » Search by Points Of Interest
  - » Search by Brands (ex. Samsung, Armani, etc.)
  - » Search by Store name
  - » Search by Products (phone, curtains, etc.)
  - » Auto-correct suggestions while searching.
  - » Search by Categories (Men Fashion, Women Fashion, etc.)
  - » Auto-Complete/Suggested Search while searching.
  - » Predictive search based on profile and all users based on previous search.
  - » Ability to provide ranked search
- Proximity (Prioritize results based on closest proximity)
- Detours planning (e.g. closed off paths).
- Ability to promote locations.
- Show advertisements
- Location-based journey (i.e. directions orientated from starting point).

A touch based interface that allows users to swipe between pages making them in control of the directory with the touch of their fingers.



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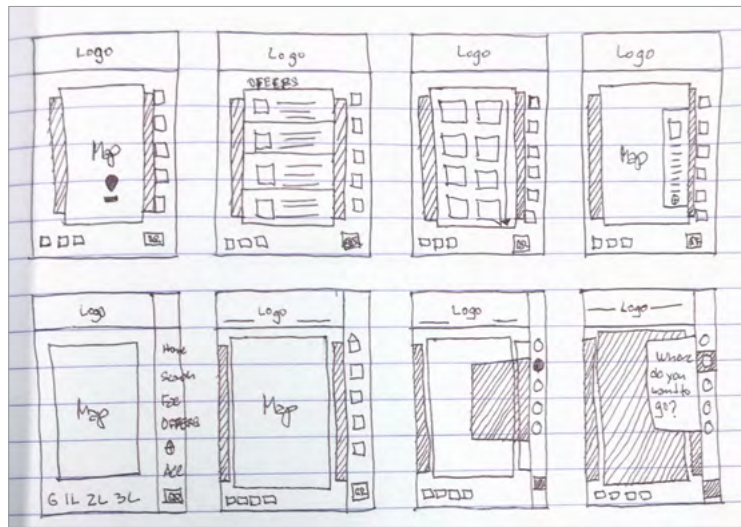
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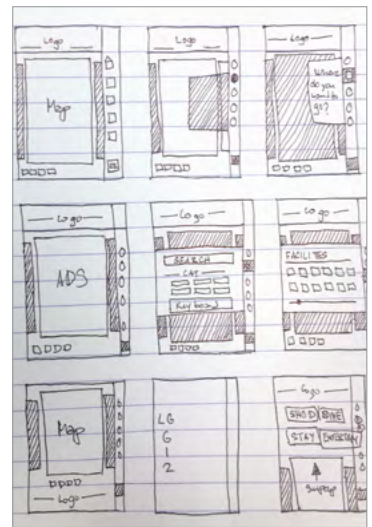
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**DESIGN PROCESS:**

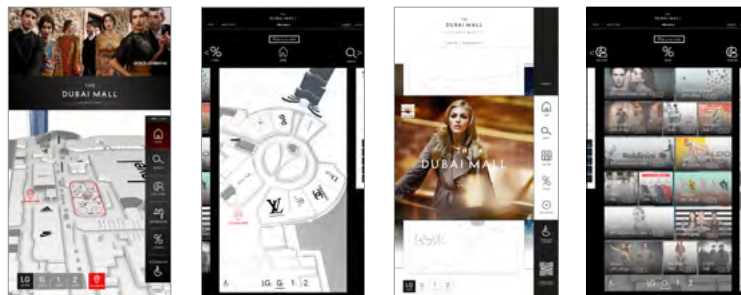
Our team brainstormed to conceptualize different directions for the overall look of the digital directory while being fully aware of client's branding guidelines. We've gone through experimenting looks and user interface which will suit all ages.



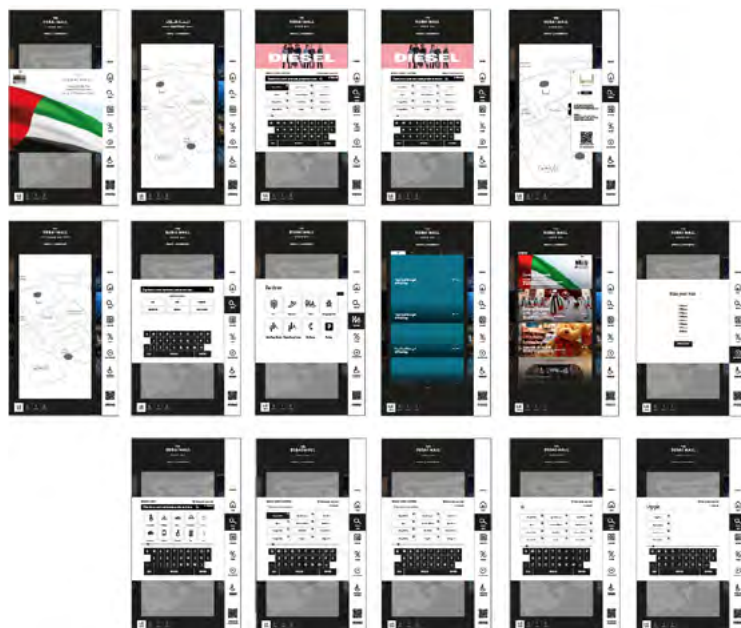
▲ Initial layout sketches



◀ Interface design exploration in high-fidelity mock-ups. This is the stage where client is involved with the overall look of the platform until we reach the right direction.



▼ After we reached the right direction, we proceed to working with the workflow of the whole platform. Setting the navigations, design functions and features. Work closely with the developers for the technical aspects of the platform.





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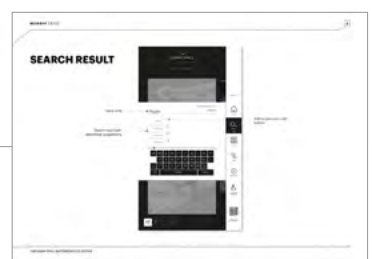
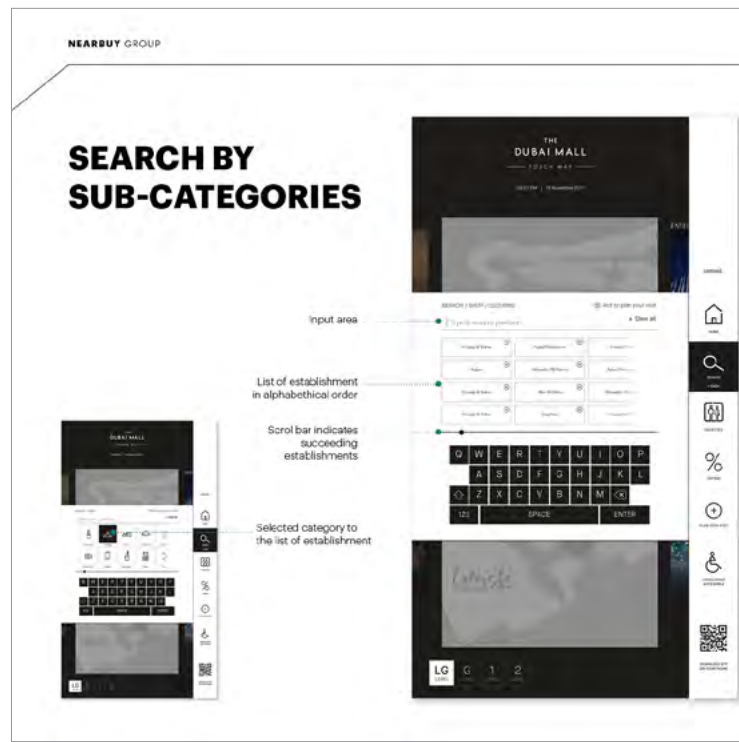
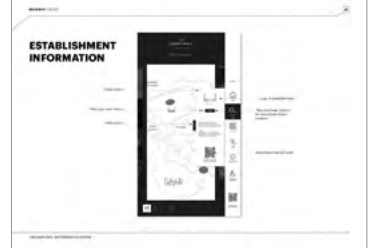
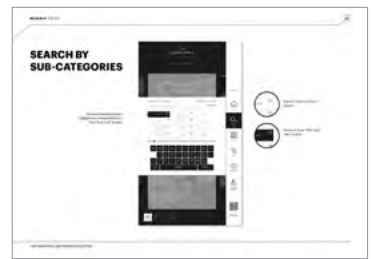
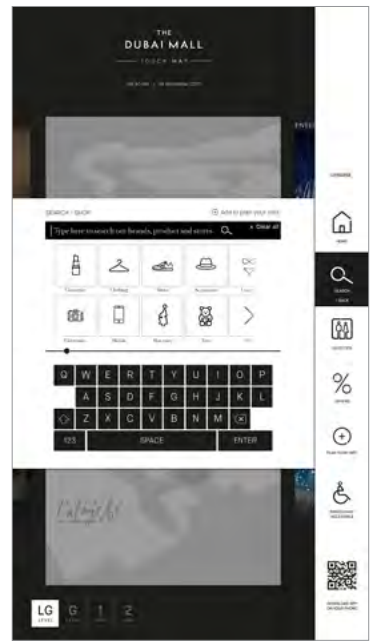
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**USER INTERFACE DESIGN:**

The idea was to create a platform for all age and race visiting The Dubai Mall that is familiar to their mobile devices and we did just that. A highly interactive interface in a high definition 80 inches touch screen. Featuring interactive map, location services, information about mall facilities, discount and current events. We used familiar iconography that is similar to the mall existing signs.



We created the interface design detail guide and worked closely with the development team to ensure consistency as the pixel based designs.



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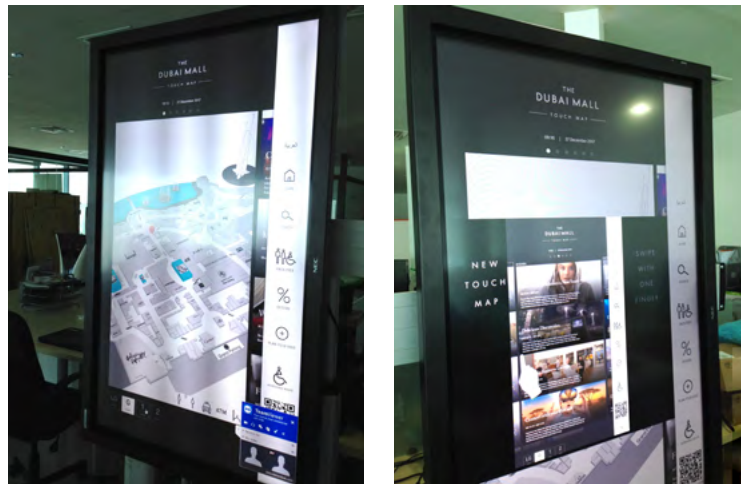
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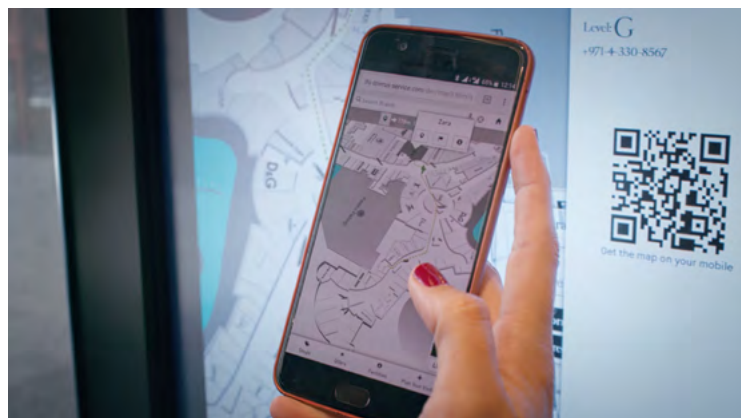
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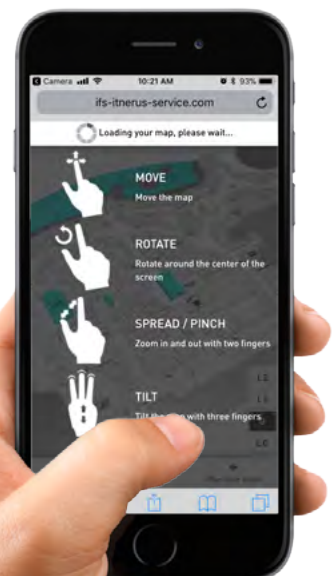
▲ Together with our architect, we build the 3D map with the client's brand aesthetics.



▲ Internal testing with the actual screens. Examining future functionality flaws, the ease of touch experience and assessing the overall usability before we proceed with pilot testing on the client site.



▲ Developed the mobile mirroring function when visitors scan the QR code on the screen. This enables visitors to carry the map with them along their journey inside the mall.





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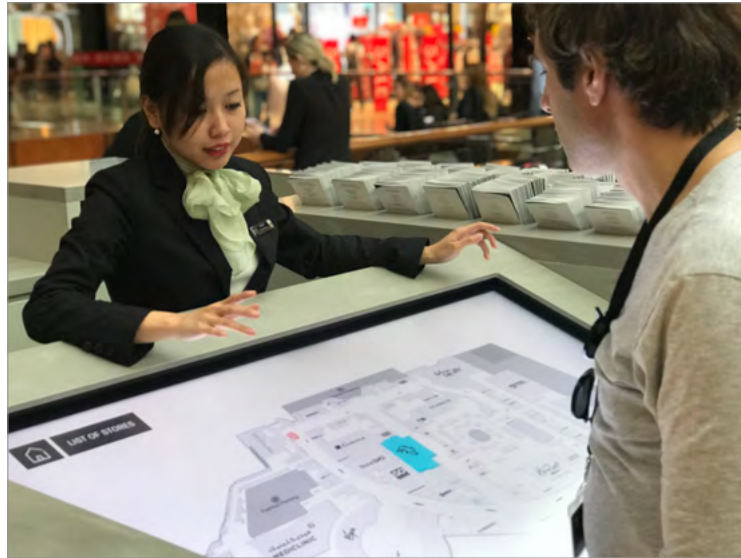
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## INTERACTION:

The primary purpose of a retail digital directory kiosk is to engage customers and handle inquiries. It modernize the ambiance with its touchscreen technology minimizing manpower and maximizing their use by monetizing through brand/product visibility.

Interactive directoy enhance customer service by providing much acurate directions using visuals aids and variety of retail functions like events and promotions.

Interactive kiosks also helps analyze consumer behavior giving store owners insight on how they can provide the overall consumer experience by providing them better products and services.



◀ Our team also updated The Dubai Mall customer services' static kiosks with a new interactive 3D map.

Below is an image of its previous version.



## OUTCOME:

We provided a total of 82 digital directories in 40 different locations in The Dubai Mall. From the day of deployment in January 2018 until June 2018, number of users reached 2,950,000 with a daily average of 17,900 users. Average number of clicks per day is 53,800, total of 8,800,00.

Overall feedbacks are positive and promising.

Watch demo clip with this [LINK](#)

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day