

## Mall Shopper Research

### The Need

Our brief was to survey foot traffic within the mall, as well as determining if the client's architects were on the right track with some proposed renovation plans.

### Our Solution

Utilising our bespoke video research method for this project we were able to efficiently track shoppers through the section of the mall in question. And, when they later decided that they needed to know about pedestrian behaviour as well we were able to go back to the footage and analyse what shoppers did, and specifically how they interacted with the environment.

### The Outcome

Not only was our client able to reach an amicable solution with mall tenants over rents, they were also given approval to proceed with the proposed layout changes knowing that the pedestrian data supported the investment. Sharing this information with other occupants also encouraged cooperation between businesses while the work was being carried out.

### Going forward...

We have since worked with this client on other similar projects, each requiring the same sort of information and we have been able to quickly provide the data they required so that they could move forward quickly and confidently.

