To: Dr. Erika Paterson

From: Anna Karolina Atehortua

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**Subject**: Proposal for the Development of a Navigation App for Metrotown Mall to Improve Customer Experience.

**Introduction**

Metropolis at Metrotown, located in Burnaby, is one of Vancouver's largest malls. The mall provides a range or activities to it’s customers, including shopping, dining and entertainment. With approximately 330 stores and services, the mall allows individuals to find what they are looking for. Given that it is a big space, customers must navigate it with comfort. To provide customer satisfaction, information desks were installed throughout the mall, which customers can use to identify their location and where they are attempting to go. Nonetheless, these information desks are not everywhere, and they are occasionally out of service. Accordingly, it is harder for a customer to navigate the mall without appropriate guidance. As a result, some customers get lost and loose time while trying to get from one location to another. It would be far more convenient if customers could have access to a Metrotown navigation app that they could always use to assist them with their shopping experience.

**Intended Audience**

Metrotown Manager

**Statement of Problem**

Despite Metrotown's efforts to provide the best customer experience possible by enabling information desks/stands and a website with a map, given the mall's size, some customers still struggle to move from point A to point B. The lack of an easily accessible app with a map results in people losing time trying to find an information desk/stand or navigating the website from a phone browser, which is less convenient. In addition, on crowded days even the information desks can be hard to access, given the constant flow of people approaching them.

**Proposed Solution**

One possible solution to the problem of navigating Metrotown with greater comfort for the customer would be the development of an online app with a map that identifies your location and provides guidance to where you are attempting to go. Customers will save time by not having to search for information desks/stands and will be able to navigate the mall with ease right from their pocket. Such a solution may not be necessary for people who are familiar with the mall, but it would undoubtedly improve the shopping experience for newcomers and tourists. Given how welcoming Vancouver is to newcomers, such a solution could be extremely beneficial to them.

**Scope**

To assess the feasibility of developing an online app for Metrotown Mall, I plan to pursue these six areas of inquiry:

* How large is the demand for an online app of Metrotown mall?
* Are many people familiar with the locations of places at the Metrotown Mall?
* Would having an app ease the shopping experience of the customers?
* Would people spend less time at the mall if they know how to get from point A to point B?
* Do people experience being lost at the mall?
* How likely are individuals to refer to the app for navigation, rather than information desk/stand?

**Methods**

The primary method will be to create and distribute a survey to examine and evaluate people’s experiences navigating the Metrotown Mall. The survey will be distributed on reddit, as well as local groups on Facebook to get people’s responses. In addition, I will ask my friends to distribute the survey among their friends, who are located in Vancouver.

Second method, includes my own research. I will go to Metrotown and count the number of information stands on each floor. In addition, I will calculate how far/close they are to each other. To predict how convenient it is for people to navigate across them.

**Qualifications**

Given that I have lived in Vancouver for 6 years, I myself still struggle to navigate Metrotown and other malls across city. Although, I have been there approximately more than 15 times, I still find myself wasting time to find an information stand and then get to a needed location. Having an opportunity of being in different malls across the world, I found that the most convenient way to navigate such spaces is when there is an app with a detailed map available for the customer.

**Conclusion**

Given that there is a constant flow of newcomers, as well as locals coming in and out of the city, there is a need for easier navigation of spaces such as Metrotown Mall. Having an app in your pocket that allows you to navigate from point A to point B, rather than an uncomfortable web browser and information stands, will save time and increase customer satisfaction.