



PERFECTING THE IDEAL CUSTOMER JOURNEY

Welcome to Rawls Town. Shopping has always been a social and highly personal activity. So much more than a practical necessity, it is a communal activity about people coming together in markets, malls or streets. It encompasses both the buying of essential commodities and the temptation of that luxury item that has only one use – to raise our spirits and give our lives extra sparkle.

It is an opportunity to meet friends, to gather information or to just watch the world go by. A great shopping experience is the melting pot that binds a community together. Whether you are young, old, an habitual shopper or first time visitor, that is driving, walking or arriving by public transport, Rawls Town is a shopping centre where everyone is welcome.

1. A birds eye view

The high street is our main focus, but our roads and lanes of all shapes and sizes helps spread activity evenly. Rawls Town is a network of public spaces, squares, streets, lanes, courtyards and arcades on a variety of scales from the generous to the compressed. Open and enclosed to add variety, hotels, dining clusters, office districts with live / work space in active and secluded courtyards add the element of surprise and delight.

2. Car friendly

Cars are welcome but we would help drivers to keep calm and drive carefully with smart paved streets (no tarmac here for the boy racers). Street parking would be integrated and carefully landscaped. The majority of cars will be diverted to underground car parks around the perimeter of the scheme. Valet not VIP parking is the norm and more democratic.

3. Window shopping

Shops are windows into another world. Carefully curated and visually merchandised to entice, they would be in varying shapes and sizes with awnings, canopies and beautiful signage. The architecture allows the integration of soft fabrics, planters, timber, stone and lights. Each carefully briefed, reviewed and executed with attention to detail.

15. Meeting someone special

Meet your mate at the entrance gate, the natural place to start your journey and to admire the public art.

14. Helping hands

Our invisible helpers provide a tangible benefit. Wi-fi would be free and reliable, phone signals strong and iBeacons offering helpful hints.

13. Pets at home

A dedicated enclosed area for our dog to run and spend her pennies and meet friends. Water and pooper scooper disposal points are a must.

12. Planting for growth

Enjoy the evening. Lit trees and planting arranged among the buildings, public spaces and promenade routes. Make every visit feel special.

11. Just clicked

As the host brand we'd have a clever set of cubicles and guest relations areas with friendly hosts to help. Drop off zones to aid the courier and pick up parking for customers sit alongside the returns desk, fitting rooms and guest lounge. All conveniently located at the heart of the centre.

10. I Beckon

Bluetooth beacons would be discretely located, each reaching to a mobile device, or other systems. Dynamic displays and contextual info reach each customer, shop, event space or happening. Customers are alerted to offers appropriate to them in the language they require.

9. Undercover

Partly or fully covered, variety is the key. A blend of arcades, canopies, colonnades, awnings and enclosed warm spaces. Think the historical style of Burlington Arcade and Milan to the modern comfort of Dubai.

8. Brand partners

The retail mix would include the best ingredients for food stores, international fashion, speciality, department stores, farmer markets, pop-ups, and a whole host of fast, casual and fine dining, stuff for kids of all ages, mums to be, dads to be free. This is multi-trip destination retailing.

4. A place to be seen

The squares are the place to be seen in Rawls Town. Event spaces and a place to pause under the cafe awnings or to enjoy the serendipitous seating in a shady spot. They are also the connection to our transport interchange and parking. Take centre stage at our squares.

5. Natural light

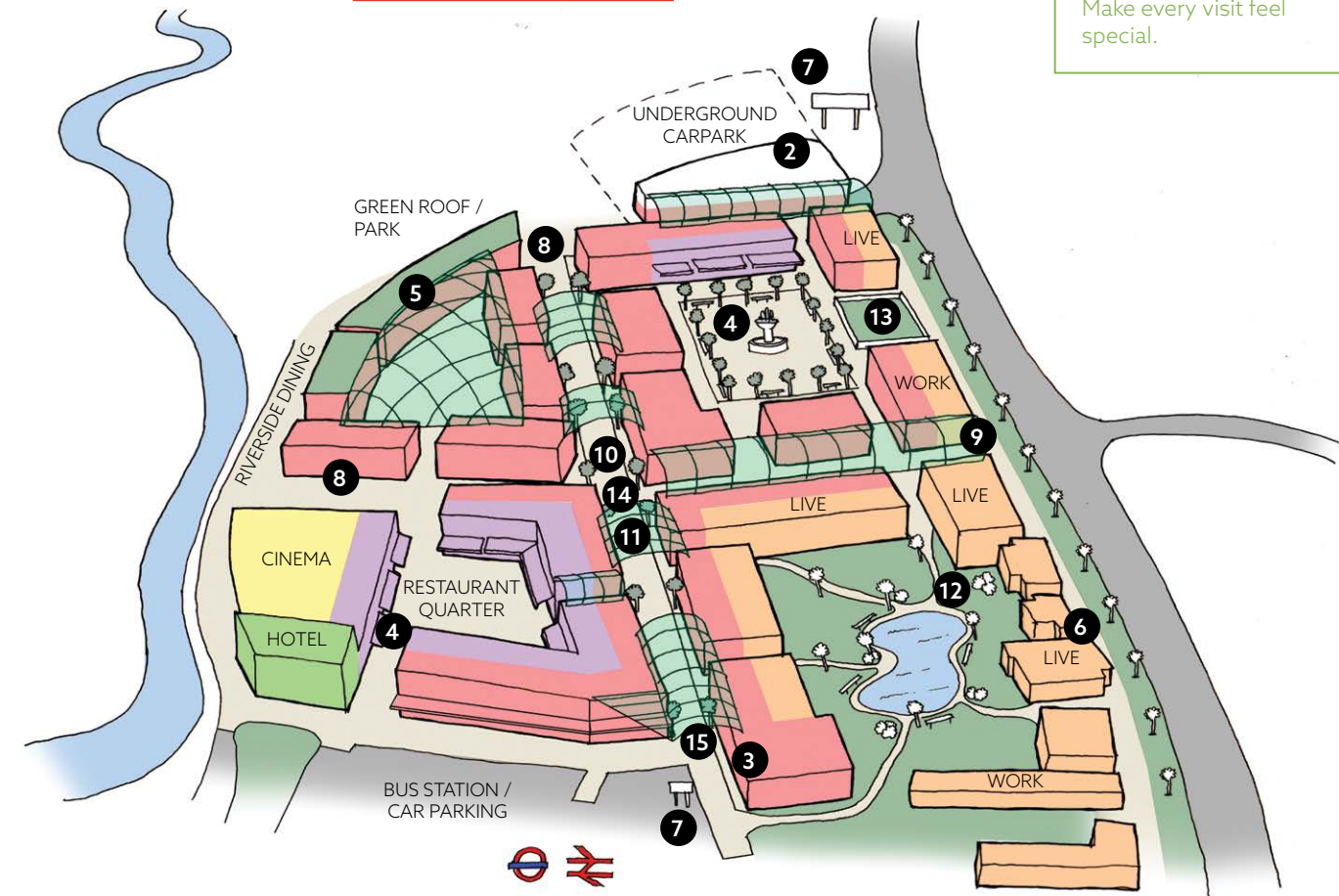
A series of glass roofed areas cover the food market, roof top gardens, bee hives, dining spaces, event and performance areas which all keep the locals and visitors entertained and busy year round. All spaces would be naturally ventilated where possible.

6. Live, work, shop

Workers and residents will enjoy the most convenient locations above the buzz of the shopping with easy access to transport, and underground car parks while enjoying the day and night-time views across Rawls Town.

7. The unseen

It's a doddle. Heads up mapping placed at eye level, easy to read with simple (but bespoke) icons. Less is more in both design and location. Our golden rule is: The more signage you need the less there is interesting and captivating for the visitor to naturally navigate by.



A sample customer journey

Adam's TV isn't working. Here's the journey he takes to find a service engineer then get a new one.

Discover

He didn't know where to start looking for a local engineer. Having heard a radio ad and recalling a recent mail drop, he decided to look online. Here he found details of local providers and customer reviews from various blogs.

TV Repair

Call now

Blog...

Contact

Adam chose the two top hits that looked like they fitted his needs. He explored one site on his laptop, and the second on his mobile between meetings. Online chat made it easy to quickly see who would be able to get out to look at the TV the same day.

Choose

Adam chose to go with the business that gave the fastest most comprehensive service at a good rate. It was a mix of personal service with quick and easy access, the right info and a promise that if it couldn't be fixed they could offer a trade in at their brand store partner in Rawls Town to cover the cost of the service visit. He booked an appointment and the engineer came that afternoon. The TV was too expensive to fix and needed replacing, so he looked at options online, ordered and then went to Rawls Town to pick up. On arrival at the "Just Clicked" area the TV was already there, ready to go.

JUST CLICKED

Review and repeat

Adam posted details on the centre's Facebook page and wrote a positive review about the centre and the brand.



1. Surprise & delight



2. Car friendly



3. Windows into another world



PERFECTING THE IDEAL CUSTOMER JOURNEY

www.rawls.co.uk



4. Take centre stage



5. Entertaining spaces



6. Live, work, shop



7. Easy navigation



8. The best ingredients



9. Undercover



10. Dynamic displays



11. Guest relations



12. Places to promenade



13. For all the family



14. Free reliable wi-fi



15. Meeting points