Cadillac Fairview

Using Mappedin's Mobile SDKs for Optimized Navigation

A case study powered by

THE CUSTOMER

Cadillac Fairview (CF), is a globally focused owner, operator, investor, and developer of best-in-class real estate across retail, office, residential, industrial and mixed-use asset classes.

THE OPPORTUNITY

 To deliver a modernized and immersive shopping experience, CF wanted to integrate a digital indoor mapping solution into the *LiVE by CF App*, enabling maximum discovery of all 18 of their Canadian shopping centres. This includes some of the most popular malls in Canada, such as the Toronto Eaton Centre and the Rideau Centre.

LiVE by CF was built to improve the customer journey by connecting physical retail spaces with immersive digital experiences. With this initiative, CF wanted to incorporate the same enriched indoor mapping and navigation experience provided in-store and online, in their mobile app.CF has been using Mappedin's Digital Directories and Web App for years, thus they decided to use our Mobile SDKs as the foundation of their mapping application in the *LiVE by CF* app.

Mappedin's Mobile SDKs are flexible and feature-rich, containing a variety of components required to integrate mapping into a mobile app. While ensuring a seamless wayfinding experience across all solutions, a huge benefit to using Mappedin's platform is simplified map maintenance and management. CF can make edits to their shopping centre maps in real-time, and push those changes live to their directories, website, and *LiVE by CF* app, maintaining map accuracy and consistency at all times.

THE SOLUTION

Mobile SDKs: CF uses Mappedin's Mobile SDKs to integrate digital maps of their 18 Canadian shopping centres into their mobile app. Shoppers can switch between these locations to browse stores, products, and promotions, and access an interactive directory for top locations, categories, and search. Moreover, they can explore the map for directions and additional information such as up-to-date retailer hours, phone numbers, and descriptions.
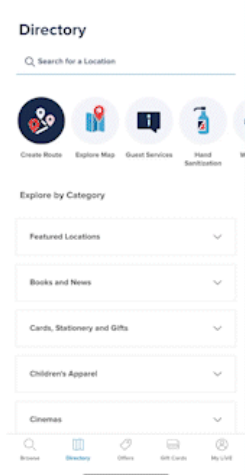
With the customizability of Mappedin's SDKs, CF was able to create an interactive directory page where customers can simply search for a location, explore by category, browse amenities and featured locations, and be guided to the directions page or shopping centre map.

Customers receive predictive results as they type in the search bar, helping them locate stores and services quickly. Alternatively, category listings enable maximum discovery of all the offerings available in the mall, which can prove useful when visitors are unsure of what they're looking for.

With the interactive shopping centre map, customers can zoom, rotate, and click on locations to see store details and populate directions. By pressing on "Get there!" shoppers can enter their starting location, along with any additional stops they would like to visit, to receive turn-by-turn directions to their desired destinations. There is also a filter allowing users to reorder stops for the most optimized route throughout the venue. With the accessibility filter, customers also have the option to avoid stairs and escalators, enabling them to navigate through routes that prioritize elevators.

THE RESULT

With support from Mappedin's developer team, strong documentation, sample apps, tutorials, and step-by-step guides, CF was able to get up and running quickly, enabling shoppers to discover the full extent of their Canadian retail portfolio directly from their mobile phones.

LOOKING FORWARD

Cadillac Fairview's *LiVE by CF* app has been a great success by continuing to drive interest and intent to their shopping centres. With Mappedin's Mobile SDKs, building your custom real-time mapping experience has never been simpler.

Contact us to find out more about our solutions for malls and retailers, or how you can start creating your own mobile app with optimized navigation today.