

Case Study – Shopping Center

Planning a mall or shopping centre is a complex task, where a variety of processes have to be analysed regarding functionality, comfort or safety. Therefore, many things have to be considered early in the planning phase to avoid costly errors: from the direction of visitor flows to fire protection and escape routes. Furthermore, with a tangible proof of the usage of a building, it can be used to determine the price structure of such a building.

Crowd simulation is a powerful tool to analyse these processes. With the existing layout of your shopping centre, the placement of shops and billboards can be evaluated and provides you with an overview of the main movement patterns within your building. It enables operators to make forecasts about the location of the shopping center and the behavior of passenger flows.

accu:rate was commissioned to simulate a shopping centre in the planning phase. We were able to detect the bottlenecks and improve the overall layout of the shops by comparing different variations. With the results of the simulation, accu:rate could support the operator to optimally plan, build and organize the shopping center.

