

MADISON + FIFTH

Delivering an engaging, interactive experience for visitors at Liberty Center thanks to Indoor Maps.



The Challenge

Liberty Center retail center, outside of Cincinnati Ohio, approached Madison + Fifth to provide accessible, intuitive way to provide directions to visitors. It approached Madison + Fifth to develop something unique — not just a standard kiosk and printed directory.

The Solution

Madison + Fifth built a solution that would work on touchscreen kiosks and mobile devices to detect visitors' locations and give them interactive walking directions in real time. The team decided to build a Web app to avoid maintaining apps on multiple devices, and to prevent visitors with smartphones from having to download anything to use the service. This also allows the directory to work with both touchscreen kiosks and iOS and Android devices. The app automatically scales up to the large size of the kiosk and down to smartphones' small screen sizes.

Benefits



Visitors can use the touch-screen kiosks or the Web app on their smartphones to get customized walking directions based on their current location



With the app, users can zoom in and out around property to explore shops and other destinations



Liberty Center shoppers spend less time getting from place to place and more time in stores and enjoying time together in restaurants

"We chose Google Maps and Google Maps APIs to do it because Google offers a familiar interface for our customers, lets us layer custom information on top of maps and provides a platform that will allow us to add new features, like delivering relevant, location-based ads."

Chris Shirer
President and Chief Strategist, Madison + Fifth

Contact Us
Want more information?
Contact Woolpert at
gm4w@woolpert.com.

