

Dedicated to People Flow™

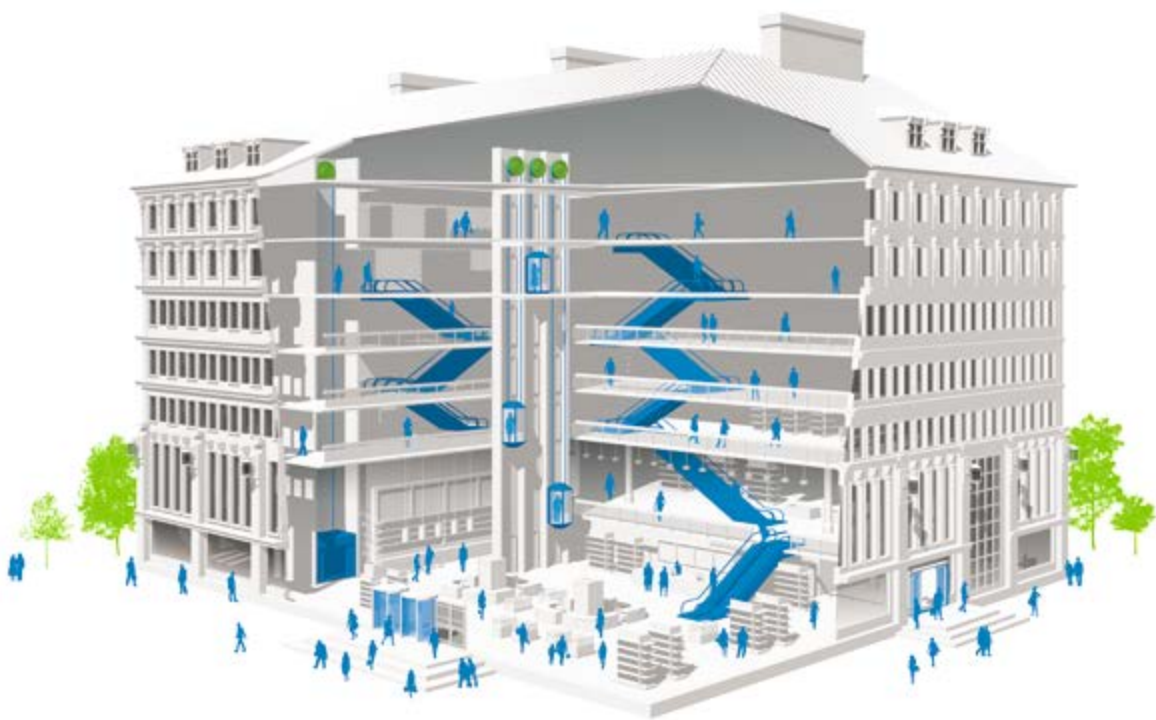


A HANDBOOK FOR ARCHITECTS, DEVELOPERS, AND BUILDERS

Planning retail People Flow

When people flow, cash flows

There's no one-size-fits-all solution to creating the best possible people flow for retail facilities. Every store type and building is unique in how shoppers move around, how many visit and when, and how they browse. Regardless of the business model, smooth, safe people flow plays a critical role in creating the optimal shopping experience and ensuring the quickest possible return on investment.



Department stores

Creating an enjoyable shopping experience relies on providing the freedom to browse a wide selection of products in visually appealing surroundings. The ground floor draws people in, with escalators and elevators encouraging browsing on upper floors and impulse purchases.



Shopping centers

Variety and balance characterize multi-purpose retail centers, where visitors come to shop, enjoy leisure activities, and eat. Accessibility is critical – using a mix of escalators, inclined autowalks, and elevators, shoppers are encouraged to visit all areas.



Big-box stores

Out-of-town facilities draw large volumes of people, with visitors coming for specific items, bulk buys, and savings, not to simply wander or window shop. Guiding shoppers along a defined route and encouraging impulse buys along the way is the basis of a profitable business. While there are fewer elevators, escalators, and inclined autowalks than in other retail environments, the equipment plays a critical role in creating the desired people flow.



Independent retailers

Typified by the need to offer quick, easy access to one or two upper floors, larger main-street stores often feature a single escalator, an elevator, and a staircase to allow visitors to return to the lower level. Shoppers usually have specific purchases in mind and so proceed to the relevant part of the store, but may also browse. Visible vertical transportation encourages them to visit upper floors.

Shopping centers

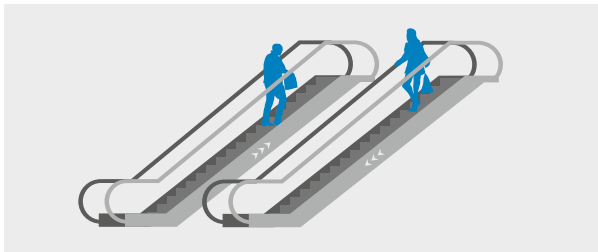
PEOPLE FLOW PLANNING

Balanced people flow is the key. People need to be able to easily access the retail space from the parking facilities and move freely through all areas of the center without feeling forced in a particular direction or hitting dead ends. The more balanced the circulation, the better the income from tenants.



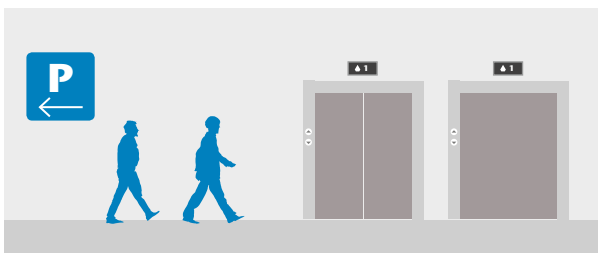
Tip 1: Elevator capacity

Elevator capacity should be planned so that you have sufficient equipment to serve the expected volume of visitors. Families with strollers, those in wheelchairs, and older people need elevators to be able to access upper floors.



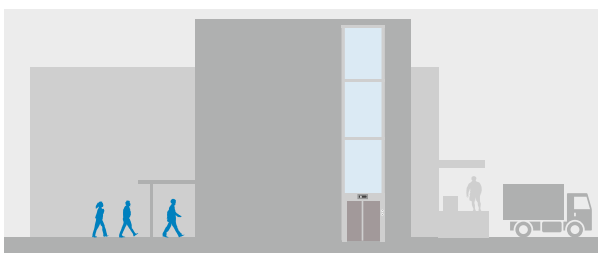
Tip 2: Escalator direction

This is key to balanced circulation. In order for people to feel like they are free to go wherever they like, escalators going in both directions should be located close to each other to encourage visits to other floors.



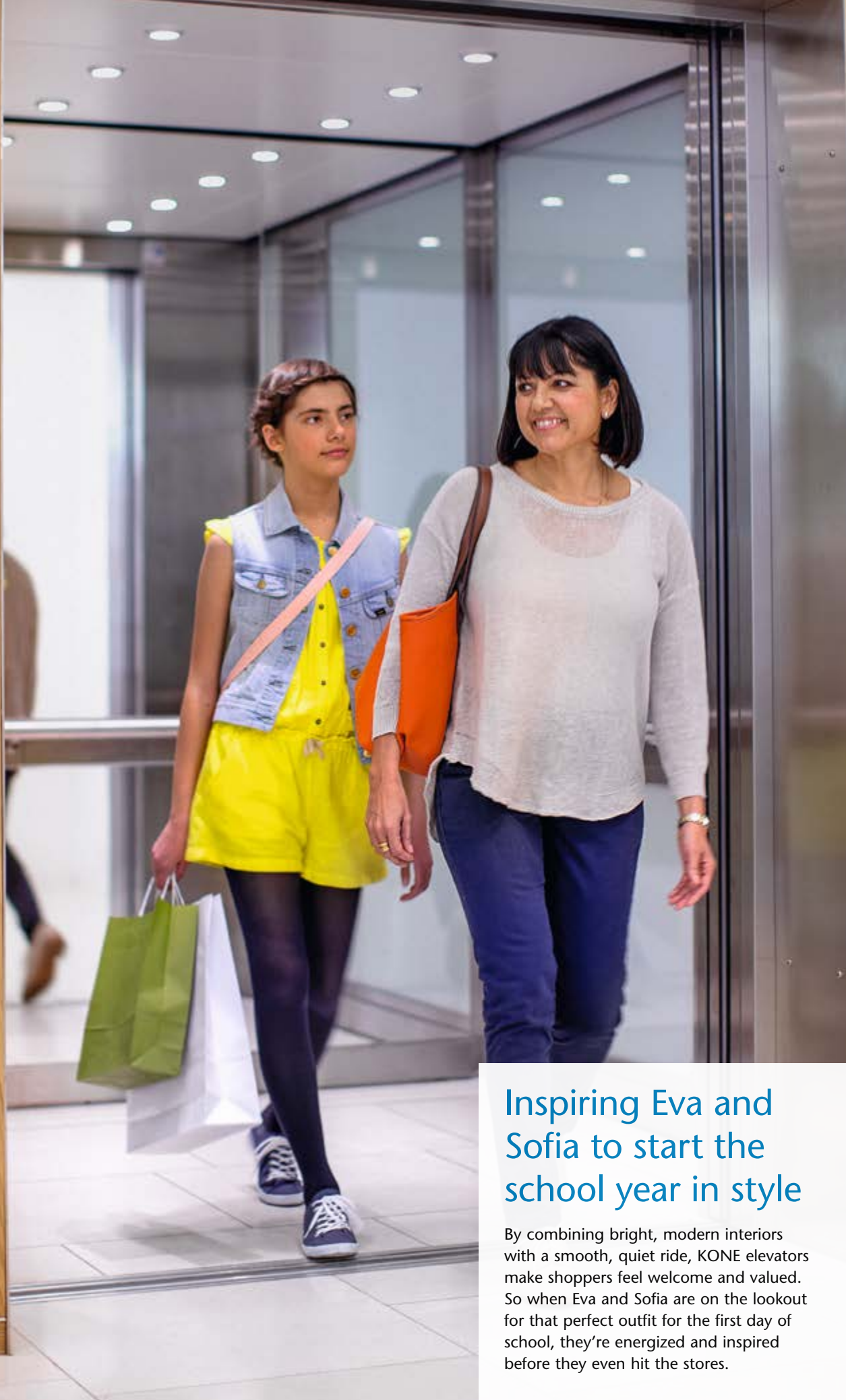
Tip 3: Parking access

Sufficient elevator and escalator capacity provides visitors coming by car with easy access to the retail space and prevents long walking distances to the nearest exit.



Tip 4: Goods delivery and flow

Goods elevators need to facilitate efficient distribution of goods throughout the center without disrupting the shopping experience. Typically these elevators include some form of access control to prevent unauthorized use by the general public.



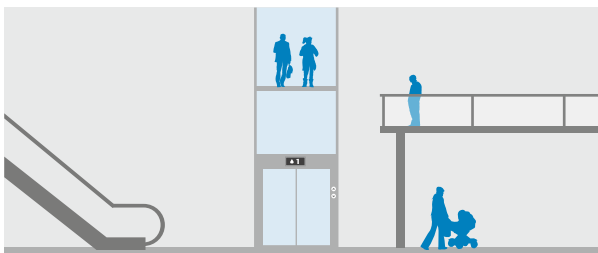
Inspiring Eva and Sofia to start the school year in style

By combining bright, modern interiors with a smooth, quiet ride, KONE elevators make shoppers feel welcome and valued. So when Eva and Sofia are on the lookout for that perfect outfit for the first day of school, they're energized and inspired before they even hit the stores.

Department stores

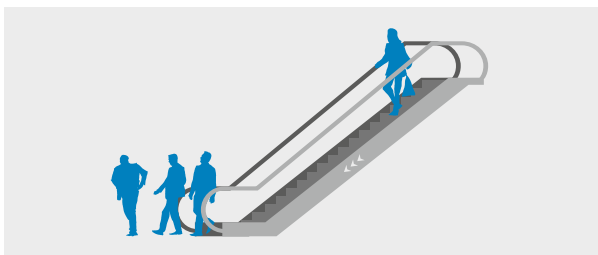
PEOPLE FLOW PLANNING

Attraction is what matters – drawing people in to an appealing ground-floor space and encouraging impulse buys, all while creating the feeling of freedom of movement. Escalators draw people to upper levels while showcasing other departments, and can also be used to gently direct shoppers through promotional areas.



Tip 1: Elevator design

Scenic elevators and elevators with glass doors create a feeling of openness, provide visibility over the whole store, and increase the likelihood of impulse purchases.



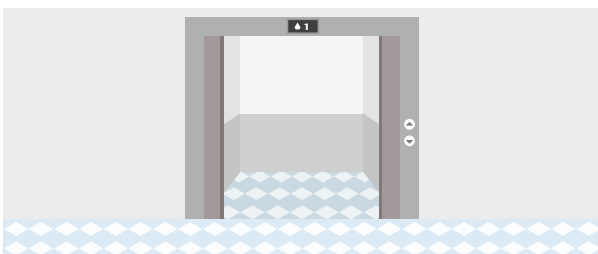
Tip 2: Escalator landing zone

People tend to slow down and start looking around as they step off escalators. In compliance with existing regulations, sufficient space at the landing zone allows safe exit and reduces the risk of bottlenecks.



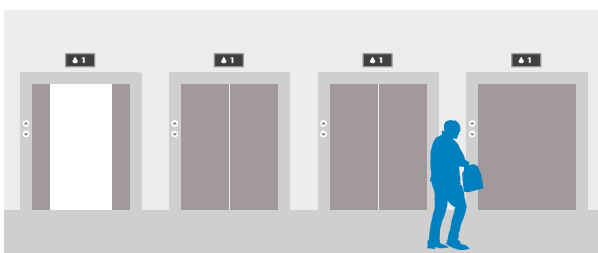
Tip 3: Escalator placement

While the ground floor is the main attraction and the most valuable floor space in a department store, making sure escalators are easily visible from the main entrance encourages visitors to browse upper floors and increases the probability of impulse purchases.



Tip 4: Visual design

Creating a seamless look and feel can make a big difference to the quality of the shopping experience. Reflecting the building design and interior décor in the materials, colors, and accessories of elevators, escalators, and doors enhances the image of the store.



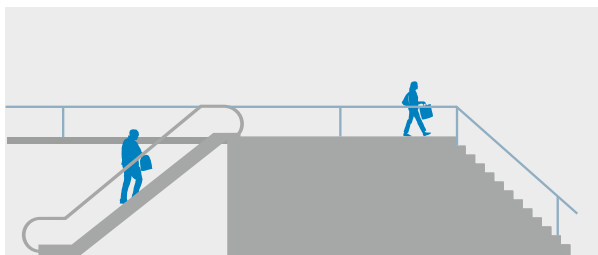
Tip 5: Elevator group size

With large elevator groups, shoppers may not notice when an elevator arrives, especially if they are some distance away. Clear signalization with visual and aural cues notify people that an elevator has arrived, while longer door opening times give them sufficient time to reach the car.

Independent retailers

PEOPLE FLOW PLANNING

Less complex retail spaces need to provide quick access to one or two upper floors, typically via a one-direction escalator combined with an elevator and staircase for fast “in-and-out” people flow.



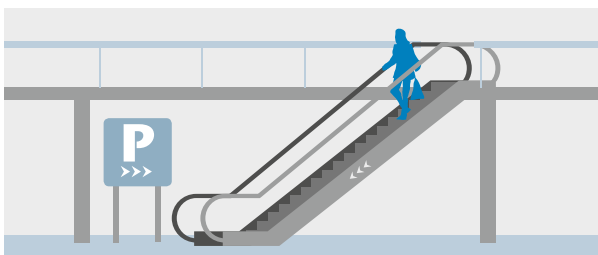
Tip 1: Escalator access

A single escalator going up is a cost-effective way to provide fast access for shoppers to the upper floor, with exit via a staircase.



Tip 2: Mixed-use equipment

When there's no need for separate goods and passenger elevators, the same equipment can be used for both. As well as being a cost-efficient solution for retailers, it also allows passengers who cannot use the escalator to access the upper floor.



Tip 3: Signage location

Information signs hanging from the ceiling or on the floor should not block the view of the escalator or be placed in or near the entry and exit zone.



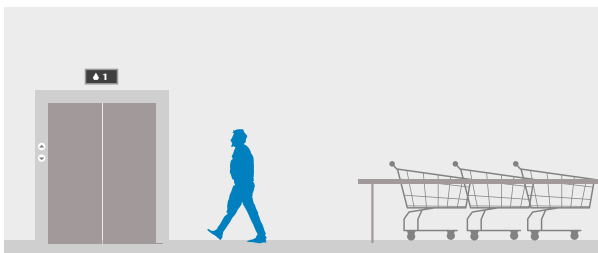
Tip 4: Up-to-date information

Customers can be informed about special promotions or events via information screens located inside elevators or at escalator landing zones.

Big-box stores

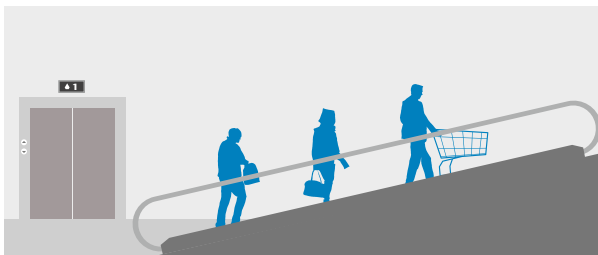
PEOPLE FLOW PLANNING

Elevators, escalators and autowalks combine to create the desired routed flow that means people visit every part of the store. Despite typically visiting with specific items in mind, shoppers are encouraged to make impulse purchases along the way. A mixture of inclined autowalks and elevators will provide convenient access for all shoppers.



Tip 1: Shopping-cart parking location

To prevent bottlenecks and blocking of elevator entry and exit, shopping cart parking zones should be located a sufficient distance from the store's elevators.



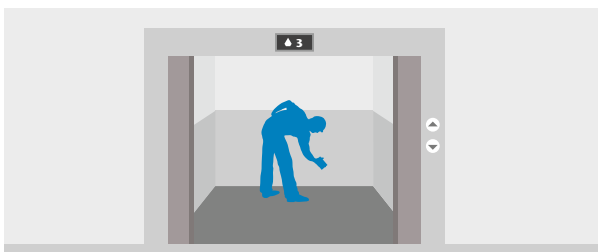
Tip 2: Multiple access methods

Inclined autowalks are common in big-box stores as they provide easy access for large numbers of shoppers with carts. However, it is also important to provide sufficient elevator capacity for those wanting faster access to the retail area and for goods delivery.



Tip 3: Elevator durability

Passenger elevators in big-box stores have to accommodate high volumes of visitors, often pushing carts, and so need to be durable enough to cope with heavy usage and high wear and tear.



Tip 4: Cleaning

Choosing suitable materials and finishes for the equipment is critical in these stores. Heavy usage means that elevators and inclined autowalks should be easy to clean.



Tip 5: Easy entrance and exit

Wide-opening doors and accurate leveling in passenger and goods elevators make entry and exit easy when pushing carts, strollers, or heavy roll cages or pallets. Goods elevators should have sufficient depth to allow effortless goods transport.



Helping Peter and Hannah prepare for a family get-together

KONE inclined autowalks are the ideal way to provide convenient access between retail spaces and parking facilities, especially for shoppers pushing carts. So when Peter and Hannah are picking up the groceries for a family dinner, they know the only hard work they've got ahead of them is choosing what to eat.

Tools and analyses to create flow that pays off

Now that you've got some inspiration from our planning tips, we can help you put them into practice with our tools and services. In addition to creating the perfect people and goods flow for your project, we can also advise on best practices for accessibility and safety, and calculate the energy consumption performance of the proposed solutions.



Detailed traffic analysis

KONE TrafCal™ analysis determines the correct level and type of elevator service for your building. At the planning stage, KONE experts will check that the proposed solutions give you exactly the right amount of capacity to maintain smooth, safe people flow. Under or overcapacity is expensive and difficult to correct retrospectively.

Cutting your carbon footprint

If your project is aiming for green building certification such as LEED or BREEAM, our eco-efficient solutions can help you achieve credits. We can also provide detailed declarations on their environmental impact, and energy

calculation tools that demonstrate the annual and lifetime consumption of our solutions compared to other technologies.

Designing your equipment

The KONE Elevator and Escalator Toolbox is an online resource that contains everything you need to create detailed elevator and escalator specifications, including customized CAD drawings and 3D building interface models. Once you have specified your solution, you can download the plans and models you need. With the KONE Car Designer you can create a virtual elevator interior, including colors, finishes, and accessories.

Your dedicated retail partner

KONE is with you every step of the way – from planning and design to modernization. You benefit from expert planning advice and tools to help you specify the optimal people flow solutions, proven and efficient installation methods that maximize safety and minimize disruption, and modernization that will keep people flow and cash flow healthy for years to come.



1 Expert design and planning services

Creating exactly the right kind of people flow for your retail facility starts at the planning stage. Our people and goods flow expertise will help maximize the return on investment, and choosing a single provider for equipment, maintenance, and modernization saves time, money, and hassle.



2 Efficient, safe installation and quality-assured completion

In construction projects, time is money. Efficient installation methods and simple building interface cut costs and minimize disruption to other ongoing work, while proven safety procedures reduce risk. Cash only starts flowing once people start flowing, so reliable equipment from the day you open is a must. We carry out rigorous safety, performance and ride-comfort tests before we hand equipment over, and provide ongoing support once it's in operation.

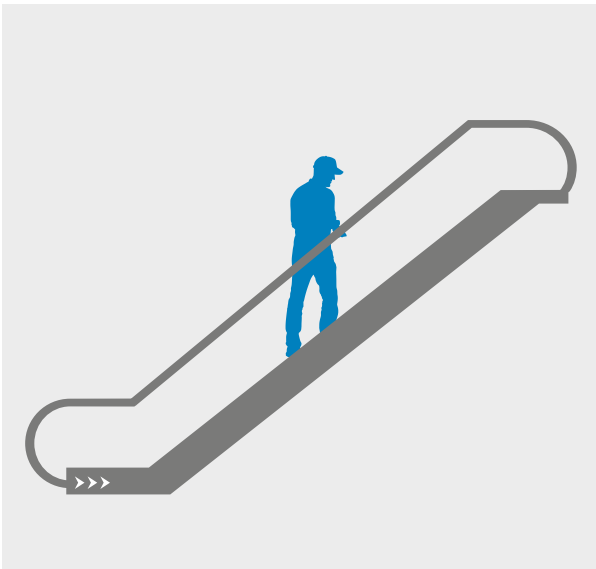


3 World-class maintenance services

We help you minimize the risk of expensive, disruptive unplanned downtime and keep your equipment running like clockwork for its entire operational life span. Tailored maintenance plans ensure the right components are maintained at the right time, and our global maintenance network provides you with fast, professional service 24 hours a day, seven days a week.

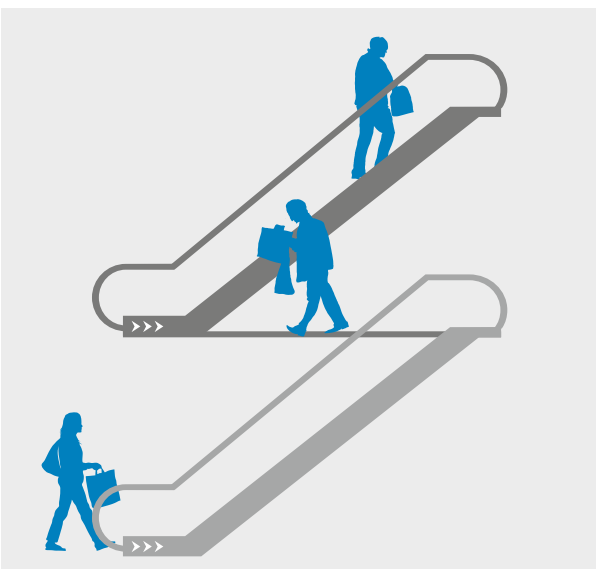
Escalator arrangement

The way your escalators are arranged is the basis for creating the right circulation of people. Escalators are not only ideal for moving large numbers of shoppers between floors, but also for directing them – for example, to encourage impulse purchases in promotional areas.



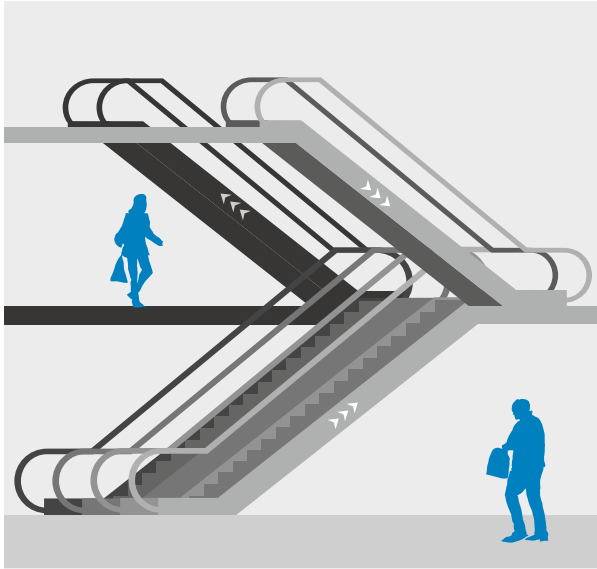
Single upward escalator

This is an ideal arrangement for smaller independent retail facilities where space is limited. The escalator can be free standing or placed against a wall. An easily accessible staircase is required for passengers to return to the ground floor level.



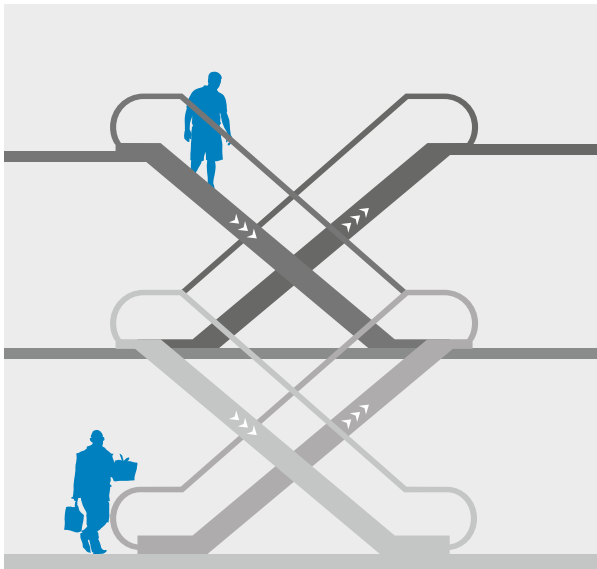
One-direction flow

This arrangement is a cost-effective way of transporting passengers between three floors. Because visitors have to make a detour to reach the next floor, placing displays and promotions along the route will increase the chance of unplanned purchases. Although not the fastest way to transport shoppers, this arrangement can help maximize spend per visitor.



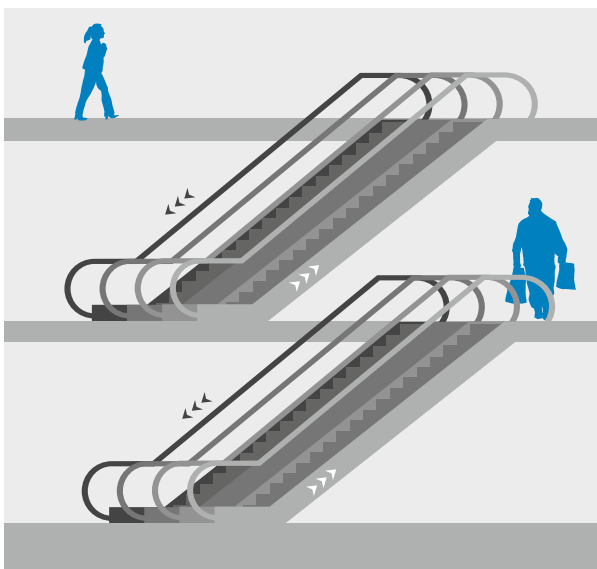
Continuous flow, criss-cross

A common setup in shopping centers and other large retail facilities, this arrangement allows quick transport of large numbers of shoppers between floors. With good visibility over the whole facility, people can browse other departments or stores while traveling. By separating upward and downward flows, it also reduces congestion in landing zones.



Continuous flow, scissor

Particularly suitable for larger department stores with two or more levels above the ground floor, this arrangement encourages travel to upper floors and is the most efficient way of transporting large numbers of shoppers. People can step off one escalator and immediately access another, allowing them to reach their desired destination as quickly as possible.



Interrupted flow, parallel

This is an ideal arrangement when your goal is to encourage travel to upper floors and give exposure to specific items or promotions. Just as with one-direction flow, forcing shoppers to make a detour provides the opportunity to encourage impulse purchases and maximize spend per visitor.

Elevator solutions

Elevators combine with escalators and inclined autowalks to create a comfortable, enjoyable shopping experience. Our retail elevator solutions cut energy consumption, give passengers a smooth ride, and make a great impression with their eye-catching design.



Best-in-class eco-efficiency that cuts your carbon footprint

For modern retail facilities, eco-efficiency is increasingly a must-have. Our energy-efficient elevator solutions – powered by the KONE EcoDisc® – can help you gain LEED and BREEAM credits.

Ride comfort that enhances the shopping experience

Comfortable, convenient elevators add value to your retail facility, boost its reputation, and keeps visitors coming back for more. In a KONE elevator, everything from the hoisting machinery and brakes to the car is designed for a smooth, quiet ride. We never hand over an elevator before it passes our strict ride comfort tests.

Design that makes a lasting impression

Your elevators should complement your building's design and make it an attractive place to shop. They also need to be easy to clean and resistant to wear and tear. We offer the industry's most extensive selection of car designs, with a huge range of options to choose from.

No compromises on safety

With hundreds or even thousands of people visiting a retail facility every day, safety is paramount. Our elevators include the latest safety technology as standard to ensure maximum safety for passengers and make inspecting the equipment as easy as possible.



Making Henry's workday smoother

With robust materials, accurate leveling and wide-opening doors; KONE elevators are suited for both passenger and goods traffic. So when Henry is restocking the shop inventory, he has easy access from storage to store.



KONE provides innovative and eco-efficient solutions for elevators, escalators, automatic building doors and the systems that integrate them with today's intelligent buildings.

We support our customers every step of the way; from design, manufacturing and installation to maintenance and modernization. KONE is a global leader in helping our customers manage the smooth flow of people and goods throughout their buildings.

Our commitment to customers is present in all KONE solutions. This makes us a reliable partner throughout the life cycle of the building. We challenge the conventional wisdom of the industry. We are fast, flexible, and we have a well-deserved reputation as a technology leader, with such innovations as KONE MonoSpace®, KONE EcoMod™, KONE UltraRope™.

KONE employs on average 40 000 dedicated experts to serve you globally and locally.

KONE Corporation
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