

Usability Design Brief in Shopping Mall Asset Enhancement Projects

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ABSTRACT

COVID-19 pandemic has forced the retail sectors to scrutinise at the impact of an unexpected crisis leading to shut down of businesses in shopping malls. Customers were cautious of getting infected in public spaces, where many avoided shopping malls for their essentials. This change in customer behaviours with respect to safety. The usability dimension of shopping malls needs to consider the safety factors. This pandemic has made it apparent that businesses in shopping malls may not be sustainable. changes in customer shopping behaviours and oversupply of retail spaces are set to change the landscape of retail industry. The primary goal of every shopping mall is to attract the customers, thus embarking on asset enhancement initiative (AEI) is vital to remain competitive. This study aims to develop a usability design brief based on customers' perception as an input for feasibility study of shopping mall asset enhancement initiative (AEI) project. The feasibility study for AEI must include the usability dimension to ensure that the shopping mall is enhanced based on customers' needs and wants. This study covers eight (8) usability attributes, namely, image, accessibility, business mix, functionality, atmosphere, navigation, interaction, and safety. Sunway Pyramid Mall is selected for this study as the findings will contribute significantly to knowledge area of shopping mall usability. Data collection will be based on Exploratory Sequential Three-Phase Mixed Methods with interview, survey and framework development.

Keywords: Usability design brief, Asset enhancement projects, Customer behaviour

