

# Waasland Shopping Center

## INTERACTIVE SHOPPING EXPERIENCE

NON partnered with Waasland Shopping Center to create an interactive display solution that brings the customer's shopping experience to another level.

NON developed a complete and integrated app, for web, iOS and Android as well, with a great user experience and a clear and intuitive design. The out-of-box approach and the great customer journey map, alongside the high level of interactivity transform Waasland's app in a great and useful tool for the shopping center.

Building on this framework, NON worked with Waasland to redefine their marketing potential by creating new experiences for customers and staff. Now, customers can easily learn about Waasland's Shopping Center experience, including which offers best fit their needs and lifestyle. Also, the app can be deployed on a range of different screen sizes and devices, from all kind of tablets to big displays places in shopping centers.

