



# Wayfinding by Rrota

Helping Visitors Navigate Seamlessly  
in the Largest Malls

**Wayfinding by Rrota**  
Smart Navigation for Modern  
Malls



رَدْ سَيَّا مَوْل  
RED SEA MALL



# The Wayfinding Product

At Rrota, we create digital solutions that improve user experience through design and technology.

Our standout product, Wayfinding, is an interactive indoor navigation system for complex spaces like malls and airports. Built with Vue.js and React Native, it offers real-time navigation, store discovery, and integrated promotions.

With around 20 million visitors yearly, Red Sea Mall and Prishtina Mall use Wayfinding to enhance shopping.

About 15% of visitors—around 3 million—rely on our navigation tools to explore these large retail spaces.

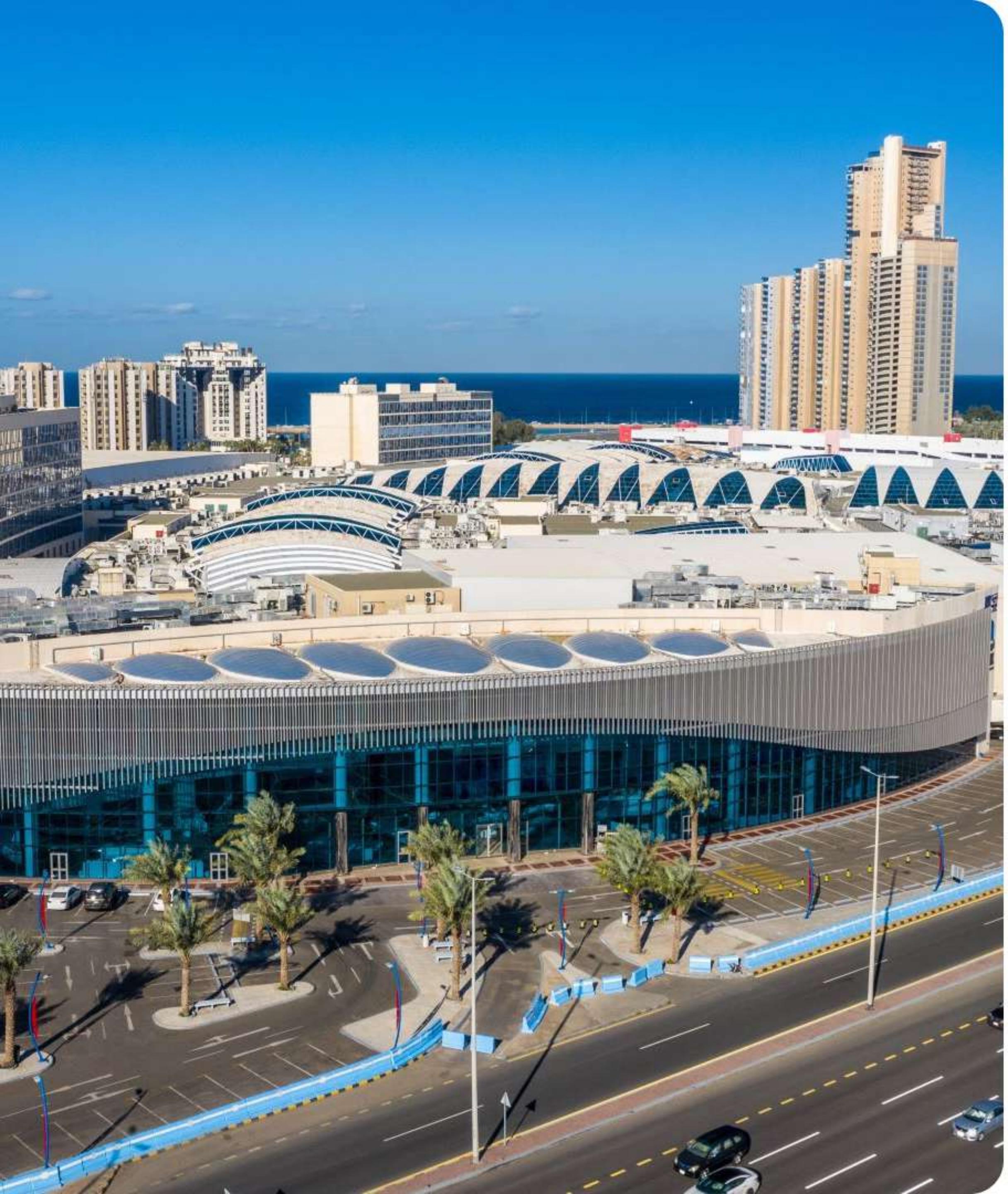


## Prishtina Mall Wayfinding

958K Views For One Year   2K Total Daily Visitors   71K Total Monthly Visitors

## Red Sea Mall Wayfinding

646K Views For One Year   1K Total Daily Visitors   16K Total Monthly Visitors



## Red Sea Mall, Saudi Arabia

Red Sea Mall is not only one of the largest shopping centers in Jeddah but also one of the most iconic retail destinations in Saudi Arabia.

With over 242,000 square meters of retail space, the mall features more than 400 stores, a five-star Elaf hotel, a cinema complex, and multiple entertainment zones that cater to families and tourists alike.

Strategically located along the Red Sea coast, the mall is a hub for both luxury shopping and everyday essentials. It's known for hosting international fashion brands, seasonal events, and cultural experiences, making it a major footfall generator year-round.

Red Sea Mall has also earned recognition for its commitment to innovation, sustainability, and exceptional visitor service –making it a perfect fit for Rrota's intelligent navigation solution.



## The Challenge

With high foot traffic, complex layouts, and thousands of daily visitors, Red Sea Mall needed a navigation system that was fast, scalable, and intuitive across all platforms.

## The Solution

Rrota implemented Wayfinding on three platforms:

A mobile app (iOS/Android), touchscreen kiosks, and the official website. A centralized dashboard allows mall staff to manage all data in real-time—from store locations to campaigns and events.

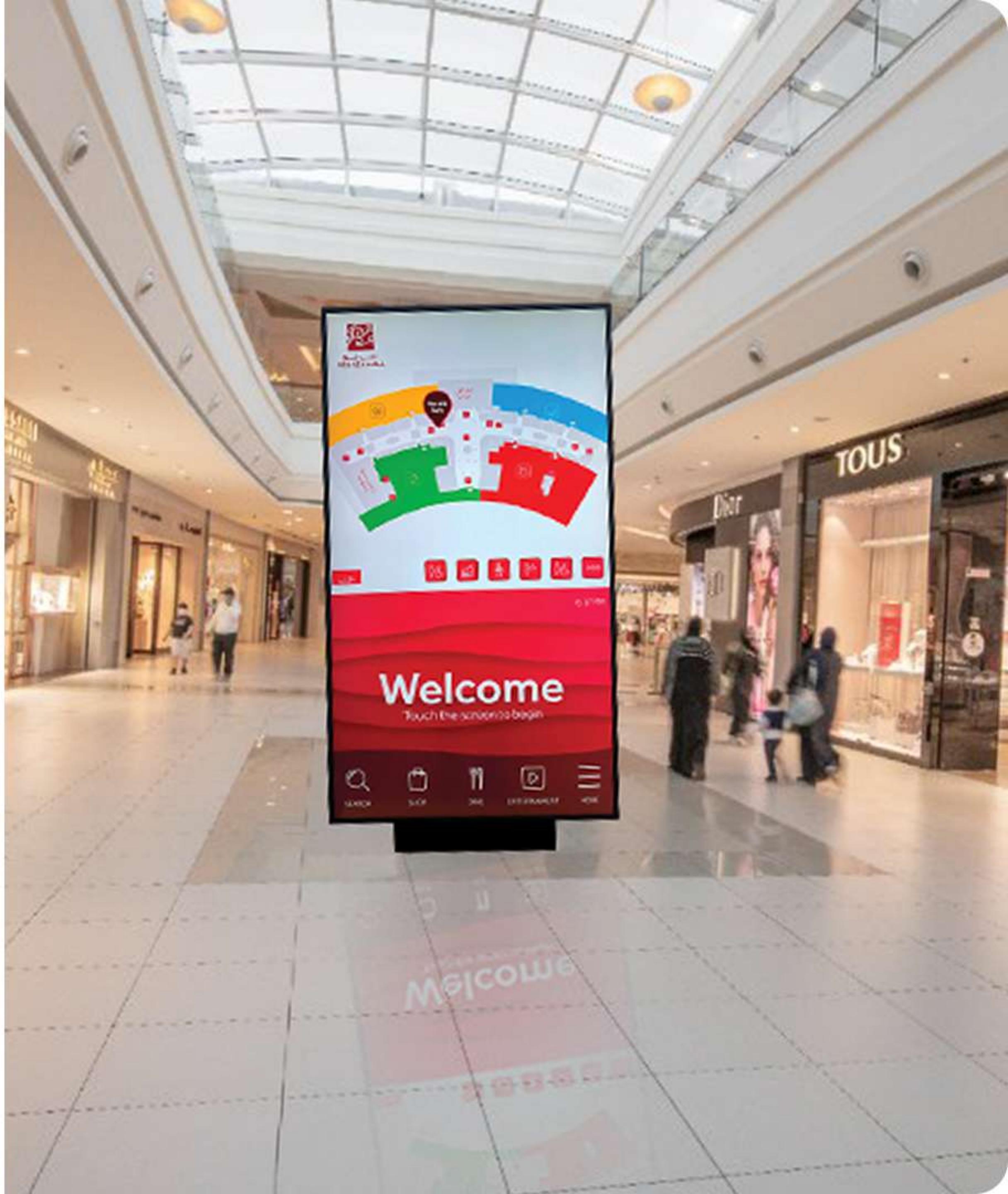
Real-Time Navigation using interactive maps and A\* pathfinding

Saved Parking Location to find your car with ease

Dynamic Offers & Events synced across devices

Multi-language Support and accessibility-friendly routes

Touchscreen Kiosks placed strategically across the mall





## Technology Stack:

### Frontend:

Vue 2 (Wayfinding)  
React Native (App)

### Backend:

.NET Core 5  
MySQL, Dapper

### Features:

A\* algorithm for shortest path,  
centralized CMS, API integration  
with store systems

## Impact:

Wayfinding enhanced visitor satisfaction, reduced lost foot traffic, and allowed Red Sea Mall to centralize content management across all digital touchpoints.

## Ground Level



# Red Sea Mall / How the Map Works

The Red Sea Mall Wayfinding map is designed for clarity and efficiency, helping users navigate confidently and quickly.

## Escalators & Elevators

Clearly marked with universally recognizable icons and dynamically highlighted in navigation paths.

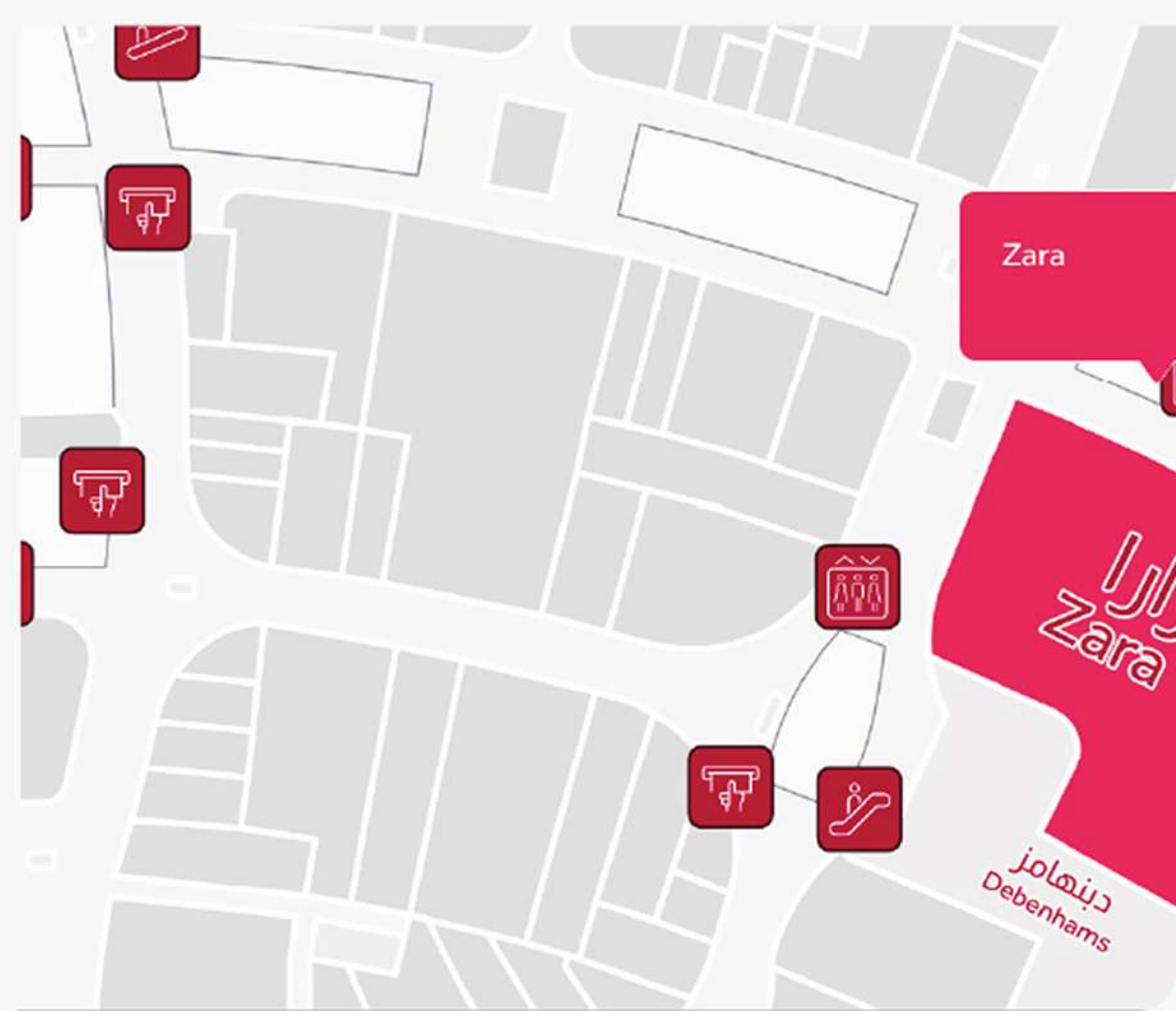
## Shops & Categories

Every store is marked by name and color-coded by category (e.g., Fashion, Electronics, Dining).

## Live Search

Type a store name or category and instantly locate it on the map with a highlighted route.

Zara is on Ground Level and Upper Level Floor





## Prishtina Mall, Kosovo

Prishtina Mall is the largest shopping and entertainment center in Southeast Europe, with over 115,000 square meters of retail and leisure space.

Located just outside the capital of Kosovo, it brings together a wide mix of global brands, premium dining, and immersive entertainment across four expansive levels.

Its design is inspired by the latest retail trends, combining open-space corridors, natural light, and modern architecture to offer a premium visitor experience. The mall has quickly become a regional landmark—attracting visitors not only from Kosovo but also from neighboring countries.

With hundreds of stores, event spaces, and an ever-growing list of tenants, Prishtina Mall needed a navigation system that could scale with its ambitions while staying user-friendly and accessible for all demographics.



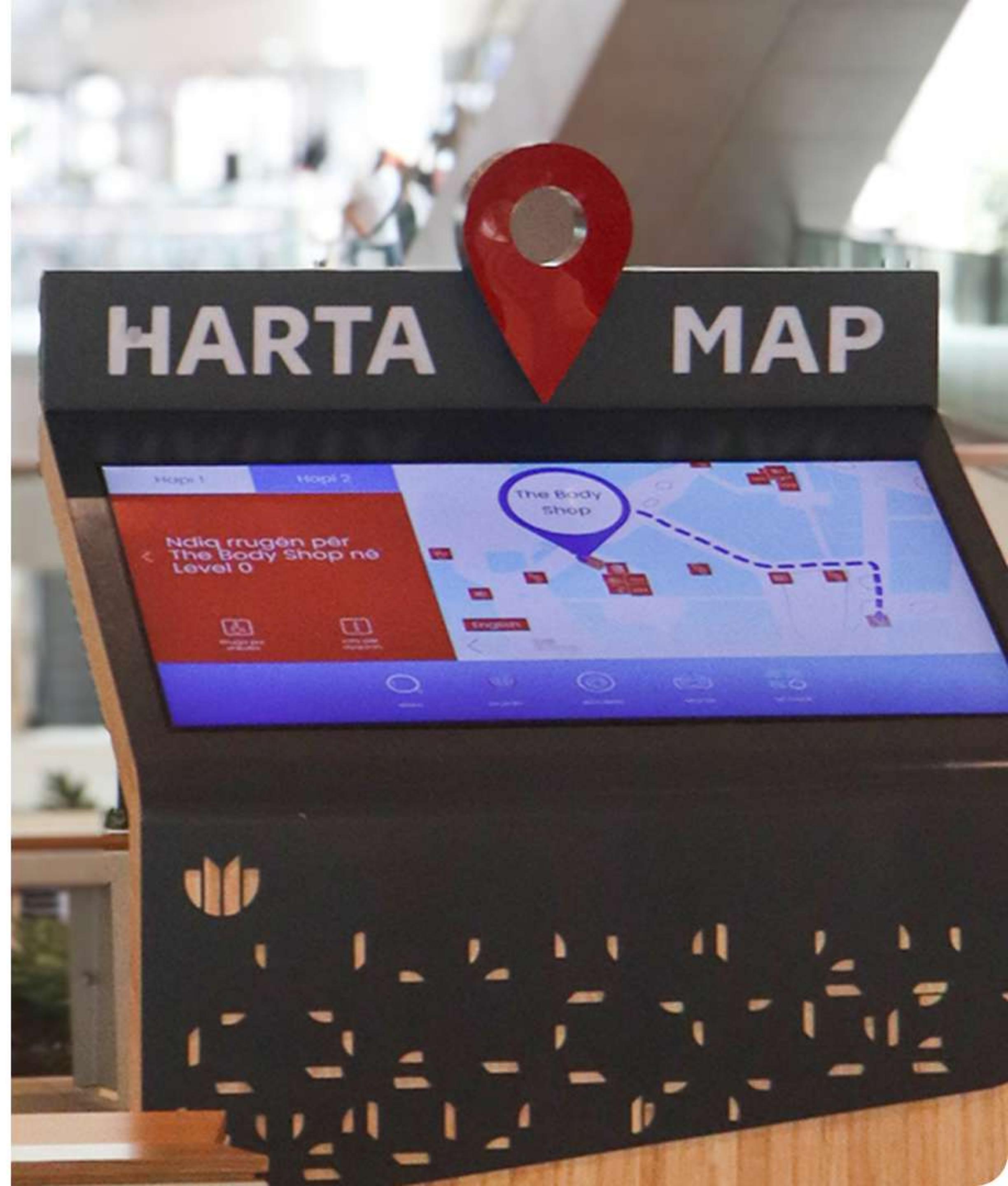
## The Challenge

Navigating such a massive mall—especially for first-time visitors—was overwhelming. The client needed a reliable, user-friendly navigation tool available at every step of the visitor journey.

## The Solution

Rrota deployed Wayfinding as an integrated solution accessible through the mall's website, touchscreen kiosks, and mobile app.

- Real-Time Guidance across all levels and categories
- Accessibility Routes tailored for all visitor needs
- Live Promotions & Events displayed within the UI
- Search & Filter to find brands, services, and hidden gems
- Interactive Kiosks placed at key decision points





## Technology Stack:

### Frontend:

Vue 2 (Wayfinding)  
React Native (App)

### Backend:

.NET Core,  
Centralized CMS  
Dashboard

## Features:

Mobile + kiosk sync, event feeds, store profiles, real-time search

## Impact:

Wayfinding became an essential part of the Prishtina Mall experience—improving orientation, increasing foot traffic to featured stores, and enhancing accessibility for all visitors.

# Prishtina Mall / How the Map Works

Navigating Southeast Europe's largest mall is easy with the intuitive Wayfinding map at Prishtina Mall.

## Dynamic Escalators & Elevators

Highlighted based on user's current location and route. Icons change depending on direction and level.

## Store Highlights

Each brand has a unique marker; tapping shows details like logo, category, and promotion (if active).

## Smart Filters

Instantly filter by services (ATM, Info Desk), food, fashion, and more.



# Why Choose Wayfinding?

Wayfinding is not just a map.

It's a powerful experience layer for large venues:

## Cross-Platform:

Works on kiosk, mobile, and web

## Centralized Management:

Single dashboard for all platforms

## Customizable UI:

Reflect your brand identity and mall layout

## API-Ready:

Syncs with store systems, event feeds, and CRMs

## The Wrap-Up

Wayfinding has already helped thousands of visitors feel more confident, more informed, and more connected inside some of the largest malls in the world. If you're ready to improve navigation, increase engagement, and create seamless visitor journeys—let's build your custom Wayfinding solution together.

# Thank you

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