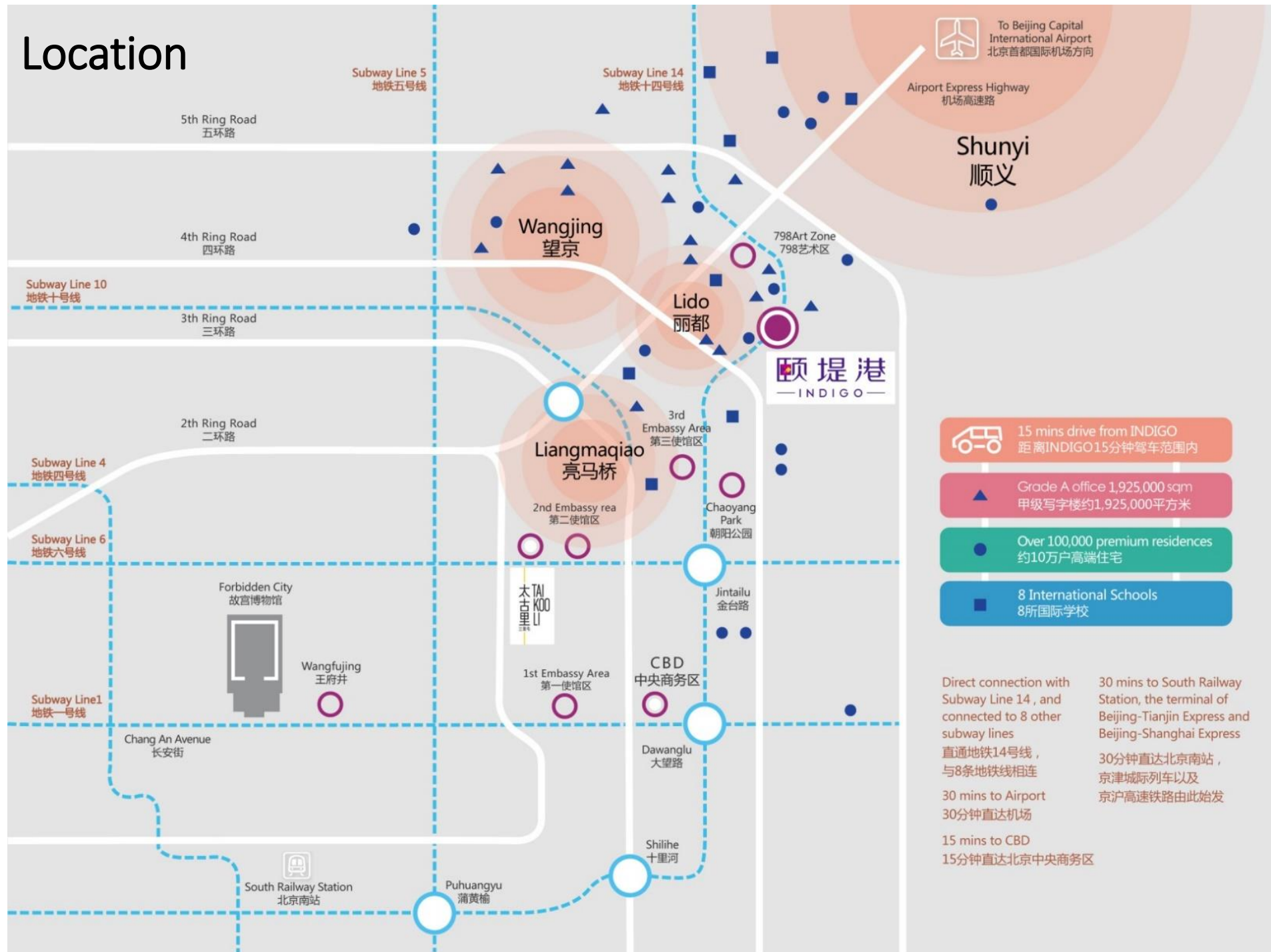



# ONE INDIGO Communal Space

INDIGO Beijing



# Location



 15 mins drive from INDIGO  
距离INDIGO 15分钟驾车范围内

 Grade A office 1,925,000 sqm  
甲级写字楼约1,925,000平方米

 Over 100,000 premium residences  
约10万户高端住宅

 8 International Schools  
8所国际学校

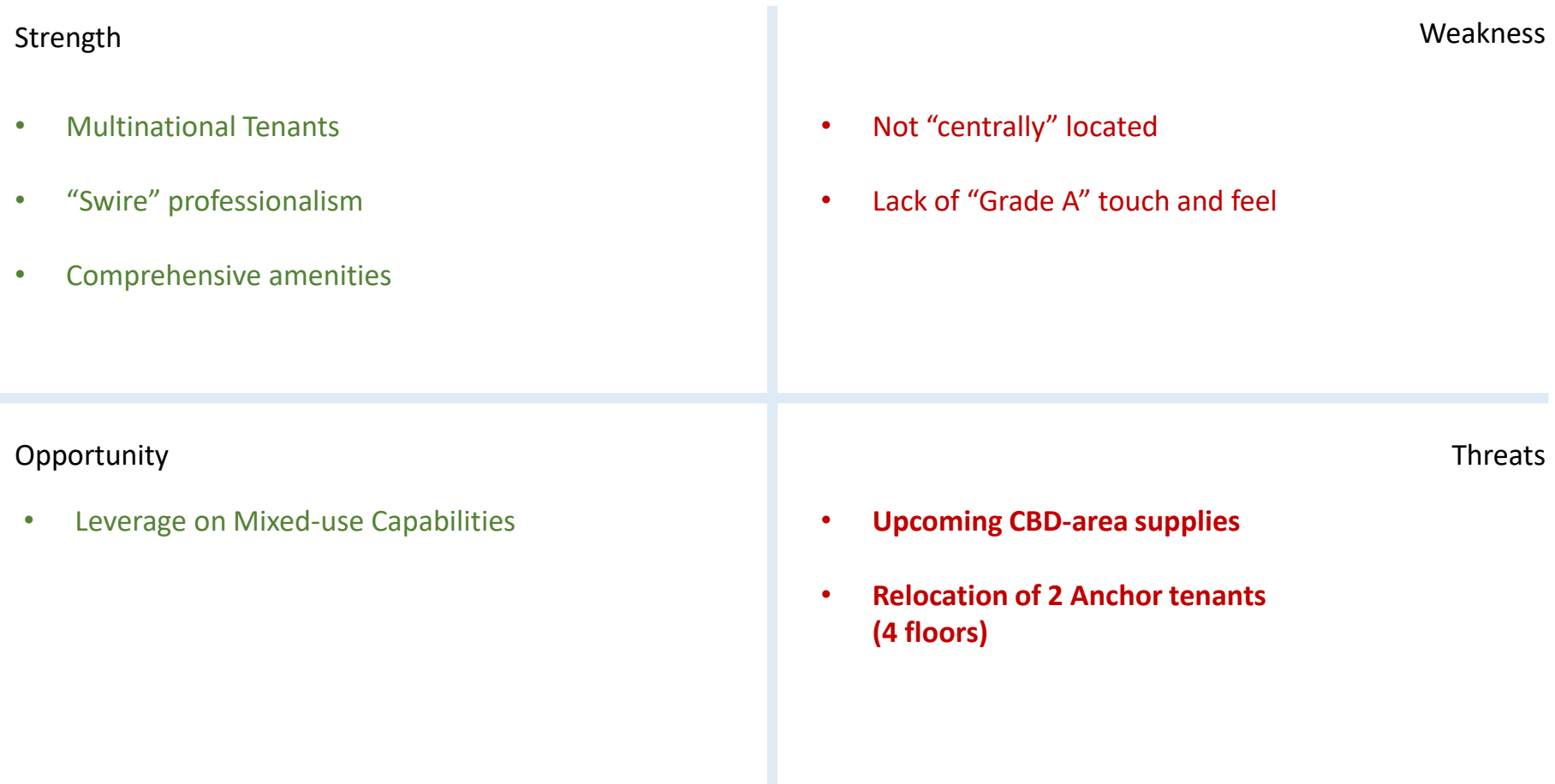
Direct connection with  
Subway Line 14, and  
connected to 8 other  
subway lines  
直通地铁14号线，  
与8条地铁线相连

30 mins to Airport  
30分钟直达机场

15 mins to CBD  
15分钟直达北京中央商务区

30 mins to South Railway  
Station, the terminal of  
Beijing-Tianjin Express and  
Beijing-Shanghai Express  
30分钟直达北京南站，  
京津城际列车以及  
京沪高速铁路由此始发

# Imminent Threats



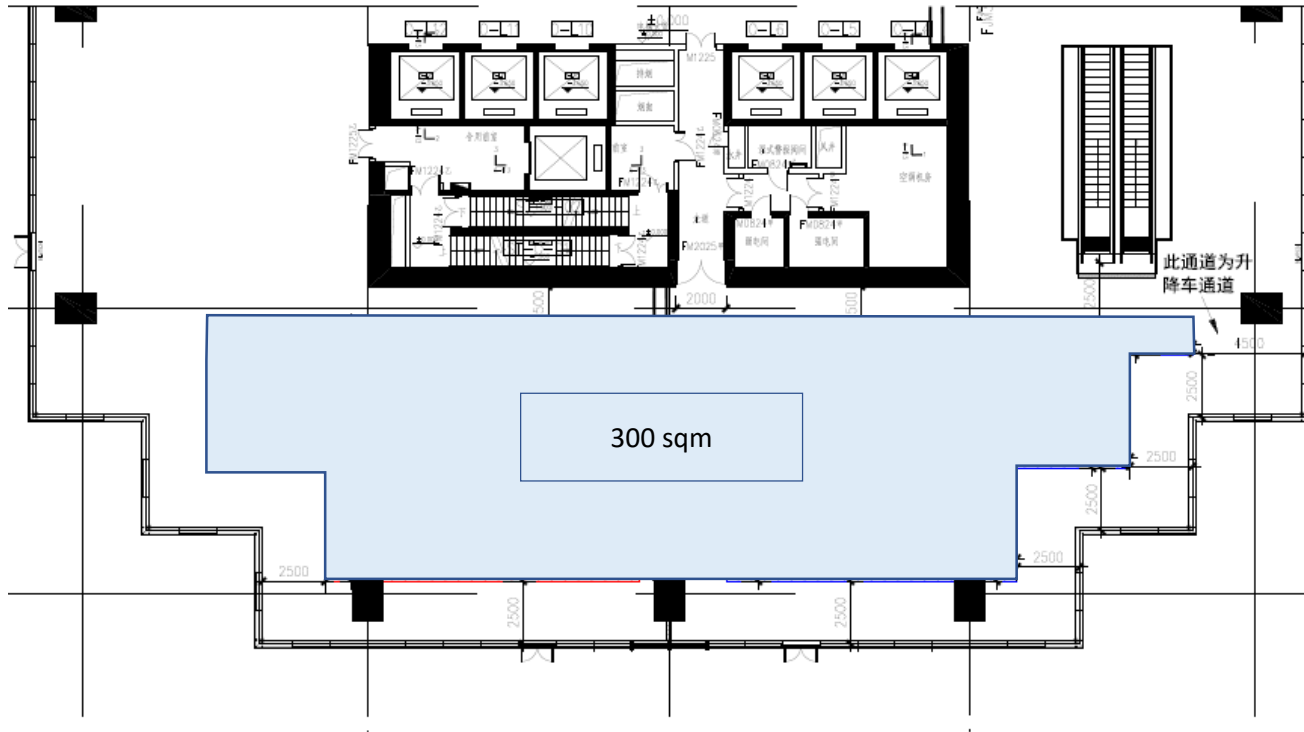
# Area for Improvements

2018 Office Tenant  
Customer Satisfaction Survey

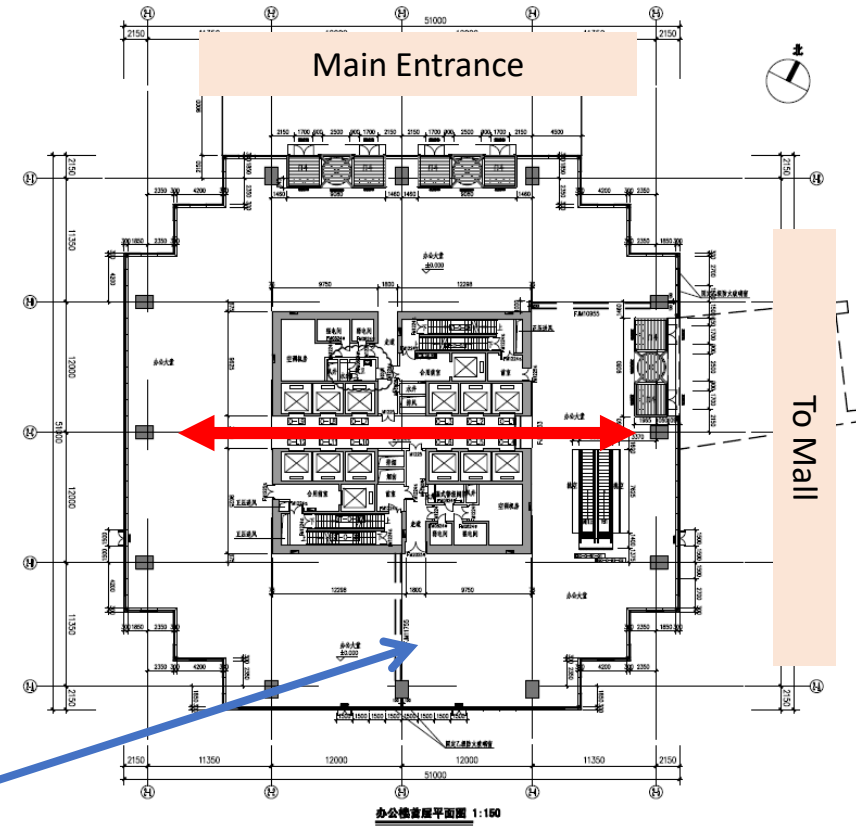
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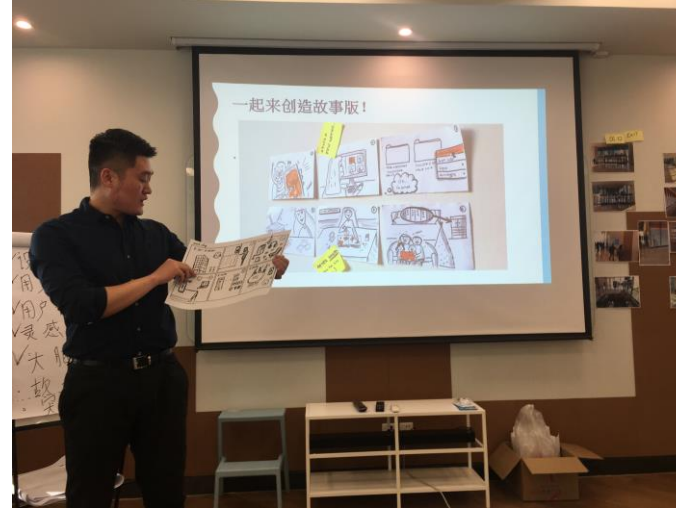
# Area for Improvements



Art : Stone Chairs



# Design Thinking Process



Design Thinking Process (3 weeks):

- End User Interviews
- Internal Stakeholder Engagement
- Cross Department Brainstorm
- SH & HK Colleagues' Involvement



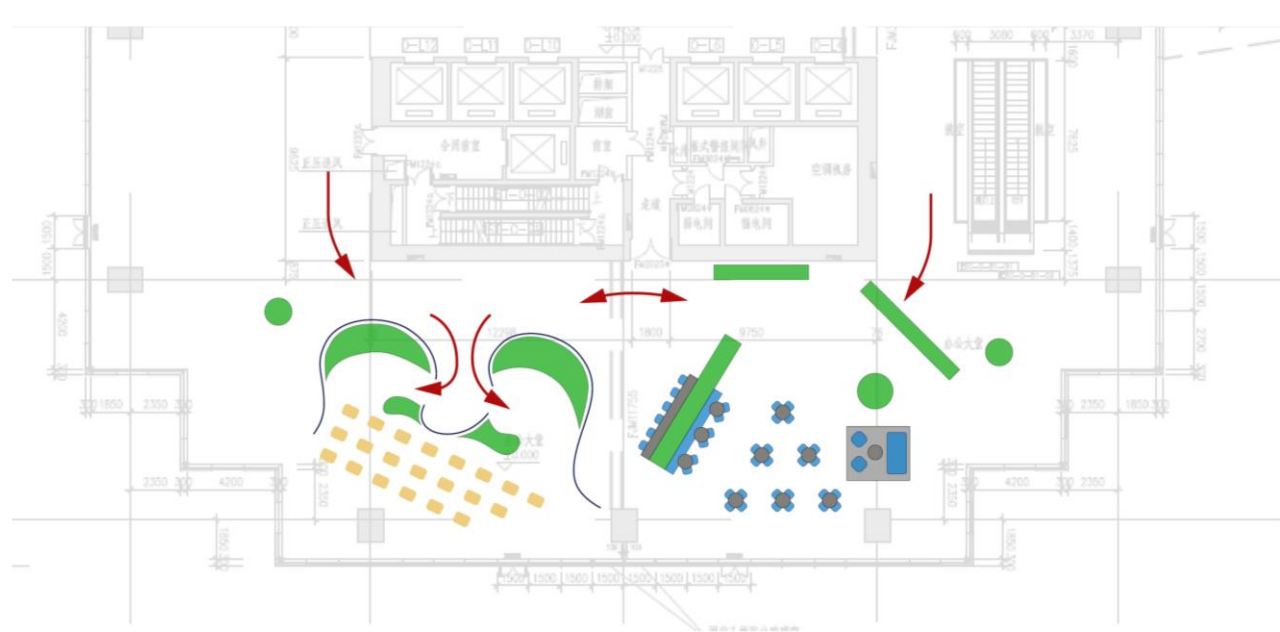
# ONE INDIGO Communal Space

Concept design floor plan

© Studio HVN

19

- Routing



- A place to meet, a space to breathe
- More than a space – A platform to engage with Tenants and enhance Loyalty
- Test **ground** for new technology and digital application
- Brand Reinforcement

# ONE INDIGO Communal Space





# ONE INDIGO Communal Space – Launch Event Video



# Content – Work in Progress



## Tenant Engagement & CSR Collaborations

- Socials
- Festivals
- Personal Development
- Employee's Family Days
- Sustainable Development



# Value Creation

- Talent Retention
- Sense of belonging



- Retail Promotion
- Support Local Designers & Artists

- Brand Loyalty (i.e. CRM)
- Positive Rental Reversion



- Support Tenants' Environmental and Sustainability Initiatives

# Interim Evaluation

- ✓ 4 months: From Ideation to Execution
- ✓ Expediated processes & streamlined procedures
- ✓ Tenant Sponsors
- ✓ Cross-departmental collaboration

- Insufficient F&B and Services (Work in Progress)
- On-site User Feedback
- Extra Manpower:
  - Office Tenant Engagement
  - Retail Tenant Promotion
  - Event Execution
  - WeChat Mini-Programme launch



# Upcoming Plans – Performance Measurement & New Ventures

How do we know our users better?  
How do we better serve their needs?



- Spatial & Dwell Time Mapping
- Overlapping footfall (Office x Mall)
- Emotion Sensors



- Wechat Mini-Programme
- Office Tenant Archetypes
- Push Marketing & Cross Selling



- Sound Masking
- Ambient Music