

IDSN 2102-Portfolio 1

Kaitlyn Wurster
Fall 2020

User Profile

- *Millennials as well as Generation Z

- *Both generations consider coffee shops and socializing important

- *Mainly cater towards students as well as younger professionals in the area

- *Because this location is so close to ECUs campus, students aren't too far away from being able to use this new space



**Kaitlyn
Wurster
IDSN 2102
F20**

Site Profile

*Located on S Greene and 10th St.

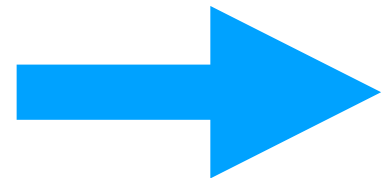
*Greenville, NC

*Right across from the millennial campus

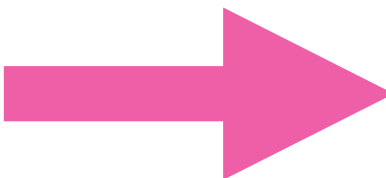


**Kaitlyn
Wurster
IDSN 2102
F20**

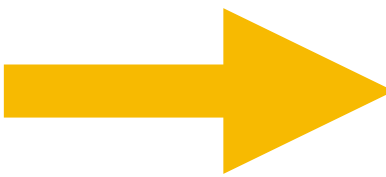
Site Analysis



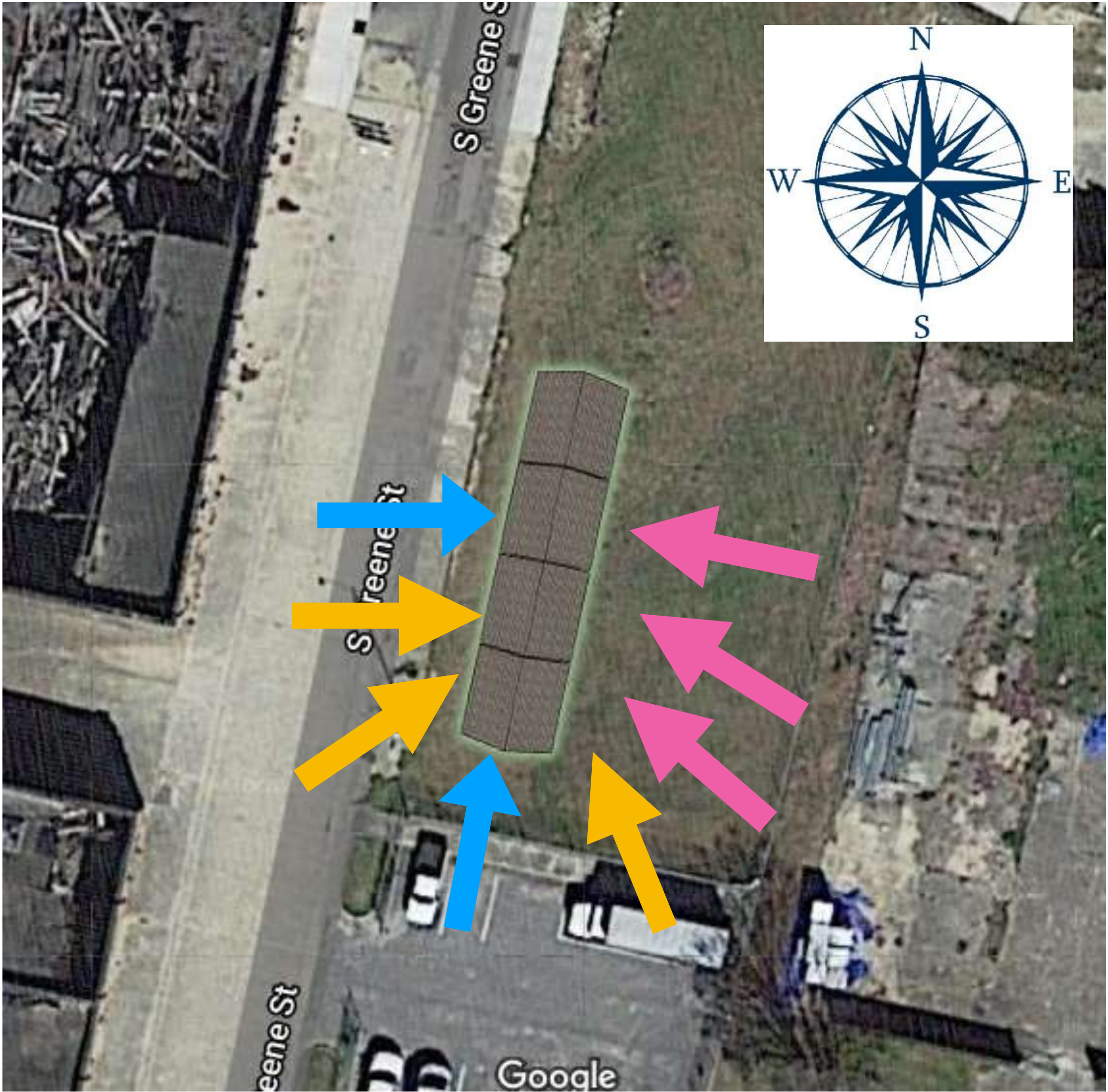
Entrances/Exits



Morning Light



Day/ Evening Light

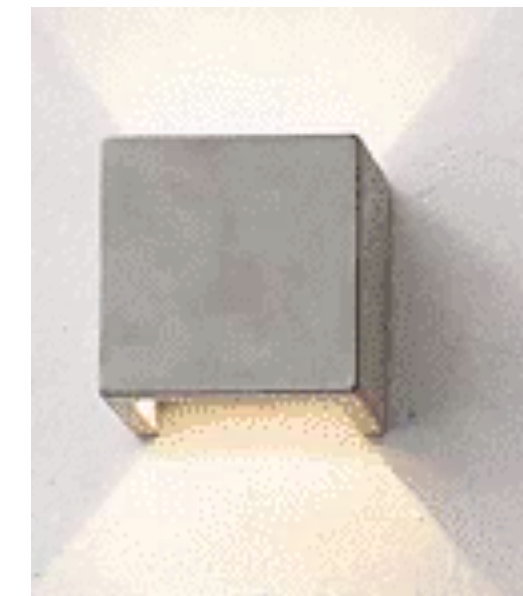


**Kaitlyn
Wurster
IDSN 2102
F20**

Design Problem Statement

- The space needs to look and feel inviting so the targeted clientele wants to come in.
 - In order to do this the designer will need to make design choices that appeal to her clients while also incorporating a little bit of history of the building into the final design.
- With all of the windows being on the upper level of the building and having none on the ground level, some artificial lighting will need to be put in to allow the space to be well lit. Ex: floor lamps, table lamps, wall sconces, string lights.
- The designer will have to ensure that there will be enough seating/ gathering spots for the desired socializing of this newly renovated space, as that's what the designer hopes will bring in customers.

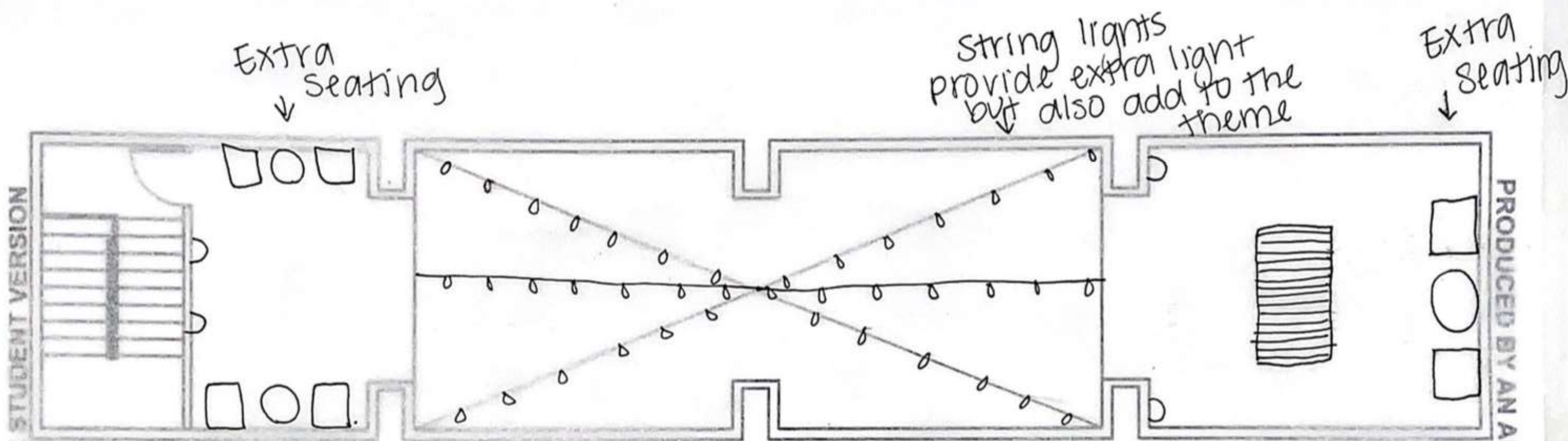
**Kaitlyn
Wurster
IDSN 2102
F20**



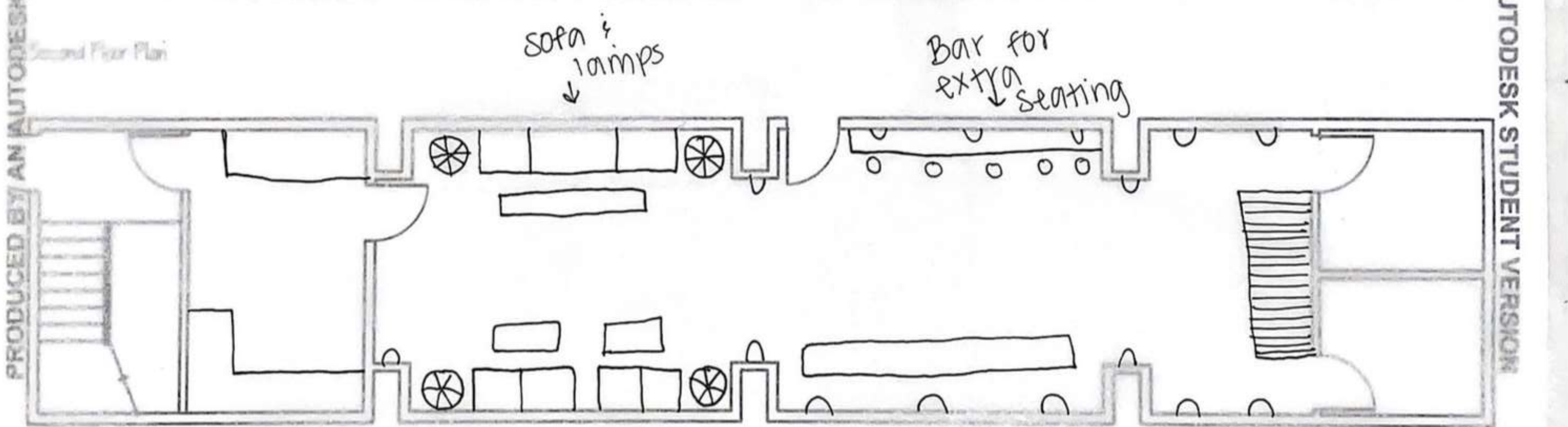
The inspiration behind the design for this third place coffee shop was a rustic design to somewhat keep the history of the tobacco leaf factory alive. Lighting such as floor lamps, sconces, And string lights across the ceiling will light up the Space. Most of the detailing on the counter tops and tables will be wood to continue the rustic look throughout the entire design.

**Kaitlyn
Wurster
IDSN 2102
F20**

PRODUCED BY AN AUTODESK STUDENT VERSION



Second Floor Plan



↑ Where select food can be heated up (pastries)

↑ Love seats and tables for guests to sit

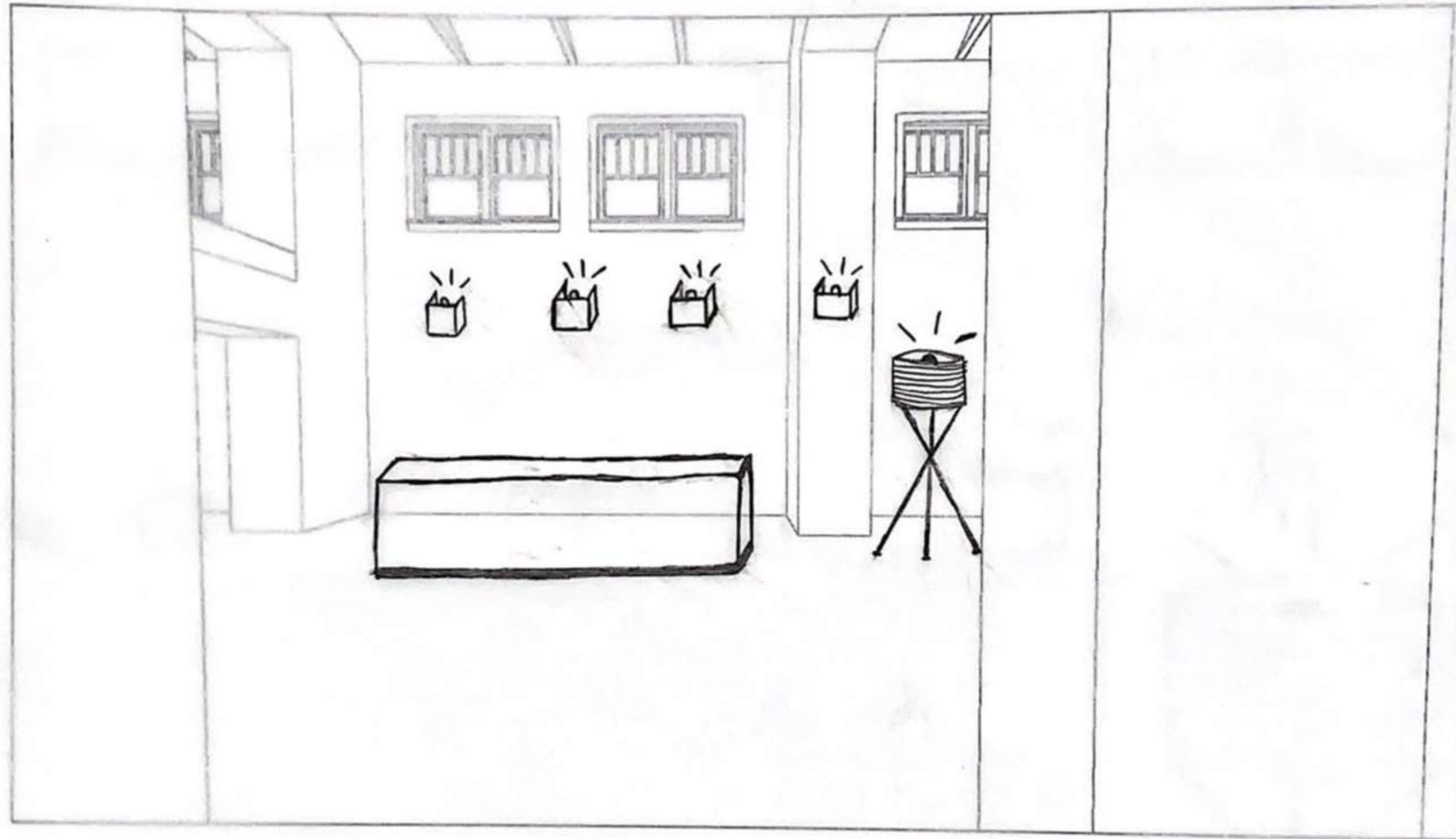
↑ floor lamps to provide more light on the ground level

↑ coffee bar where drinks will be made

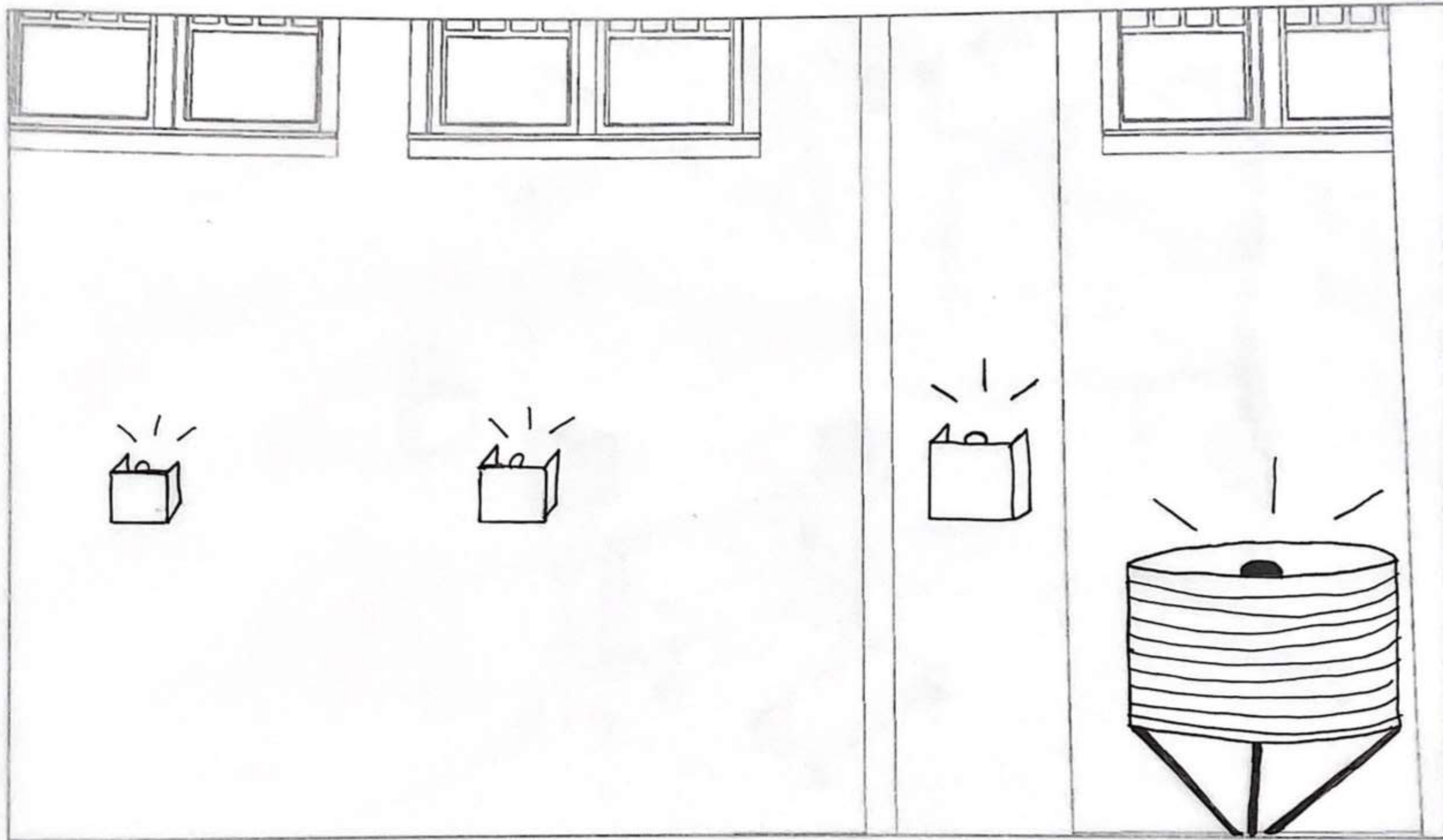
↑ stair case with glass pannels, creates a sleek look

PRODUCED BY AN AUTODESK STUDENT VERSION

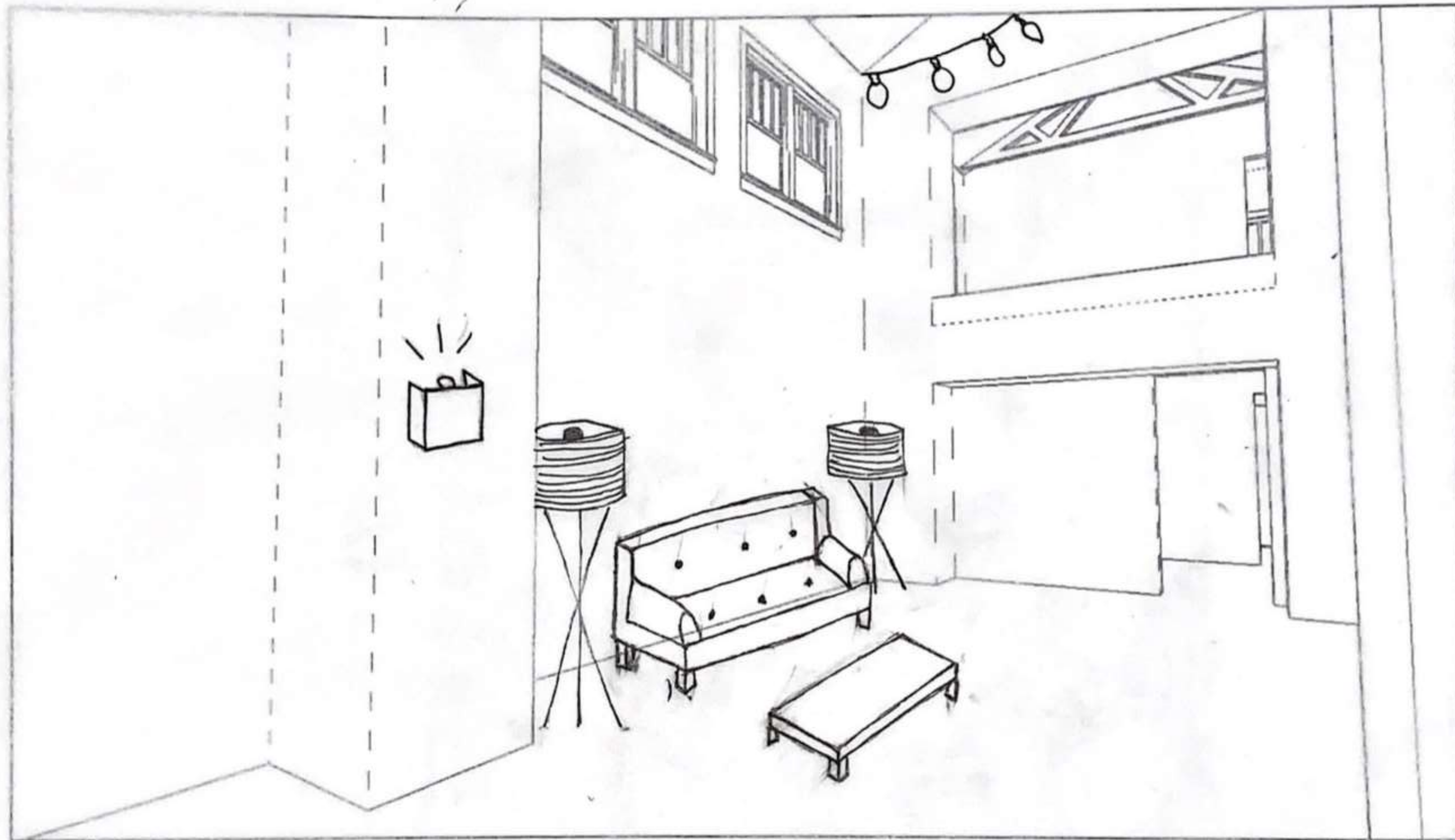
**Kaitlyn
Wurster
IDSN 2102
F20**



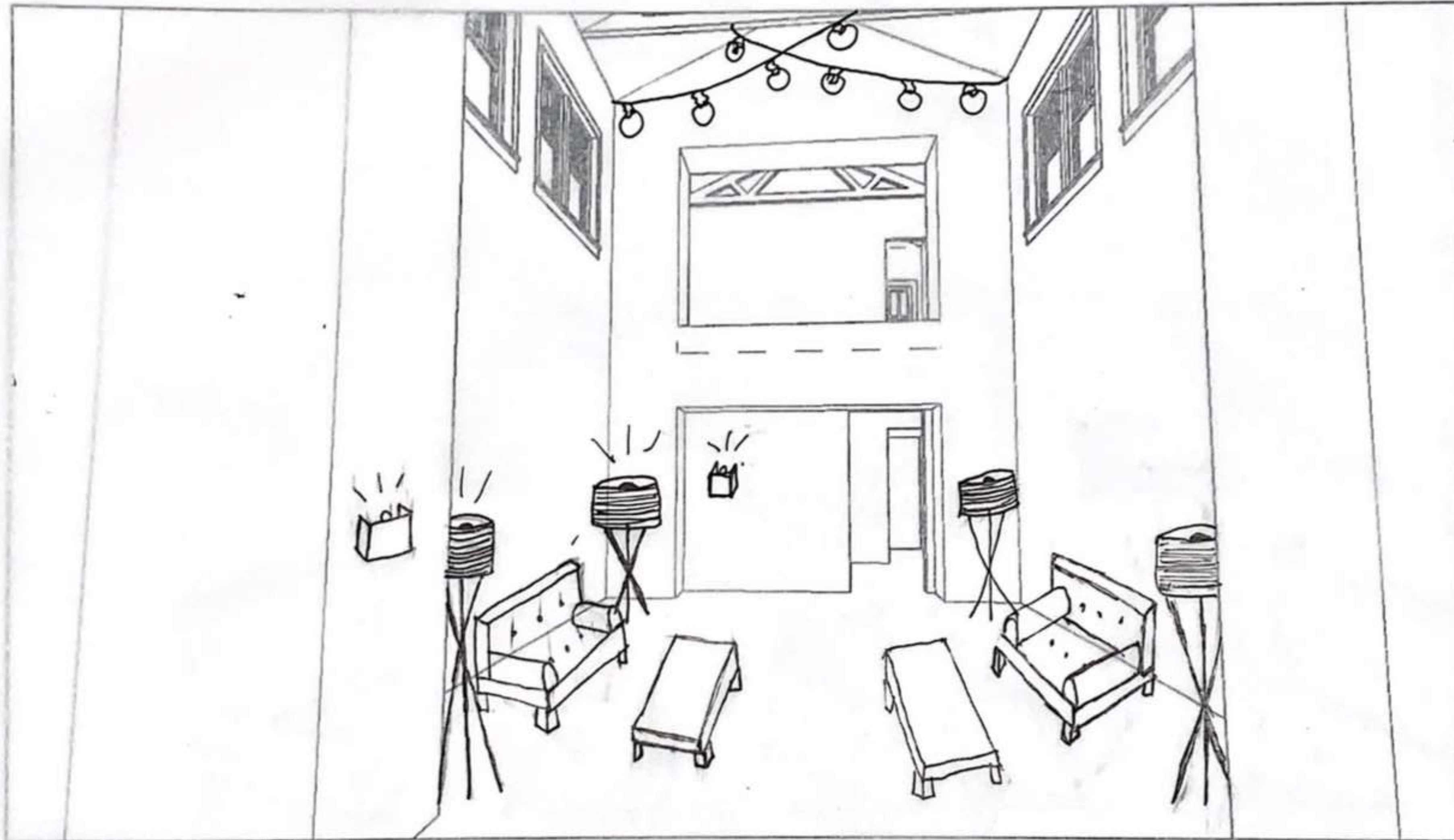
**Kaitlyn
Wurster
IDSN 2102
F20**



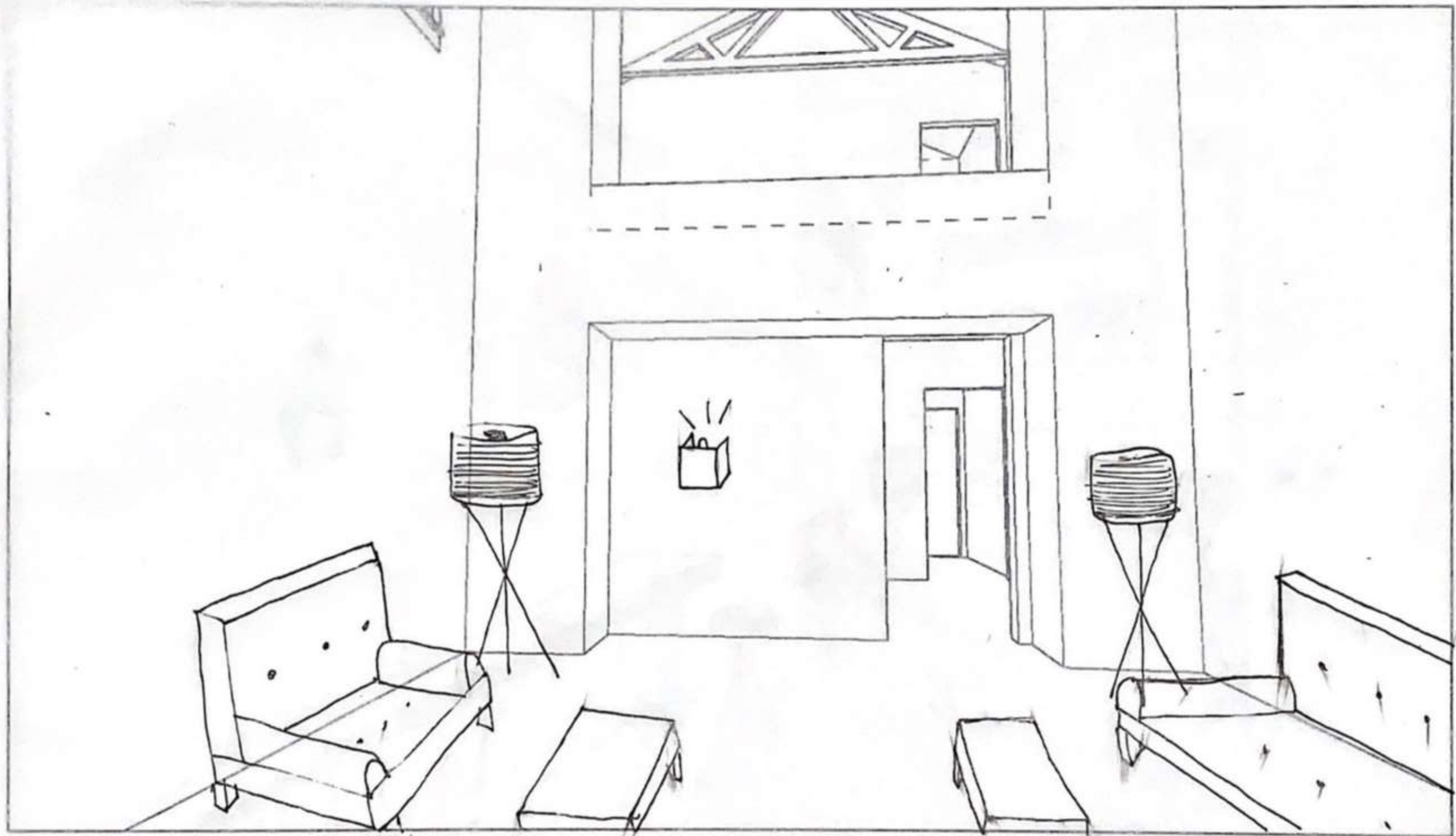
**Kaitlyn
Wurster
IDSN 2102
F20**



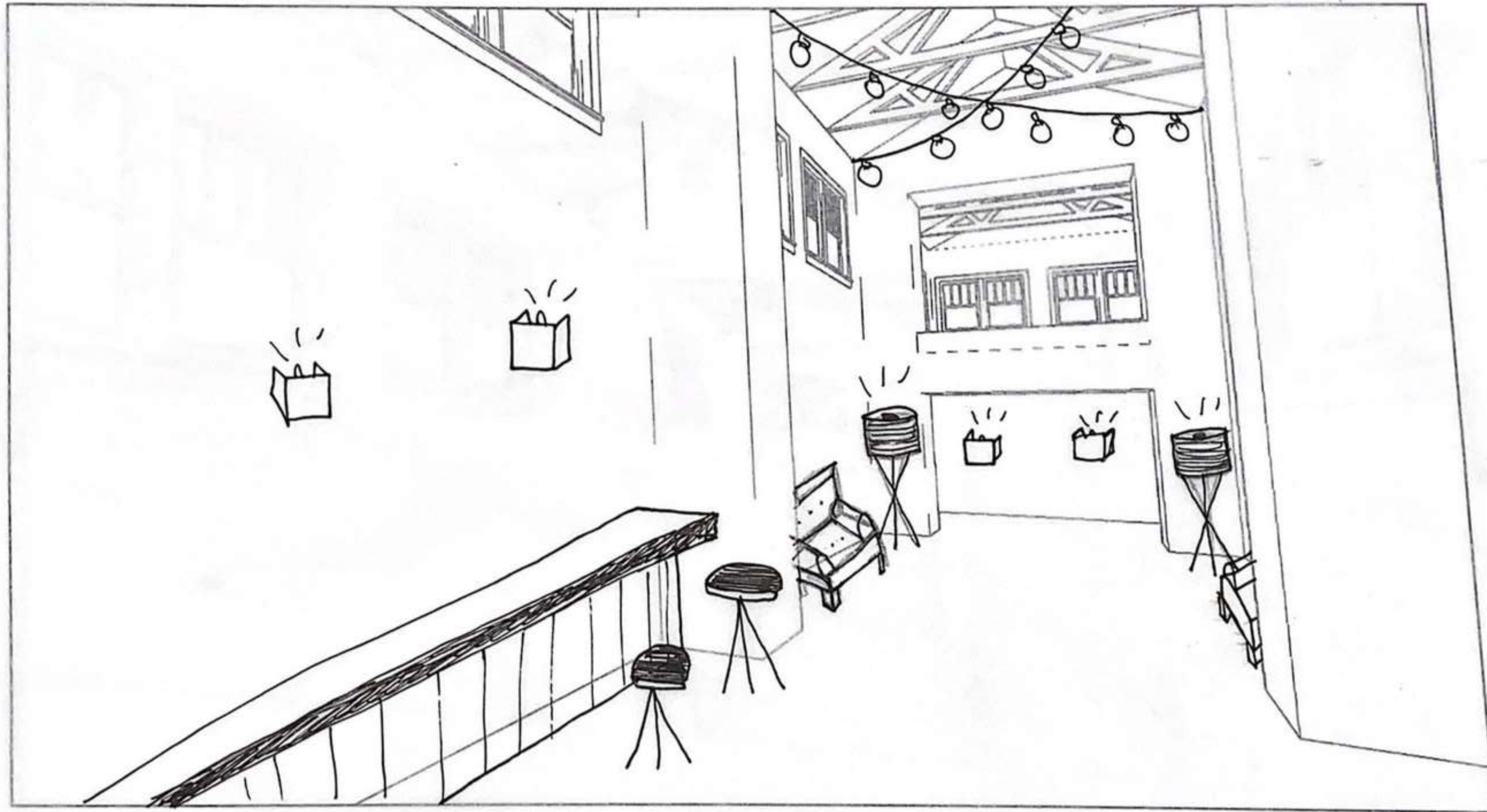
**Kaitlyn
Wurster
IDSN 2102
F20**



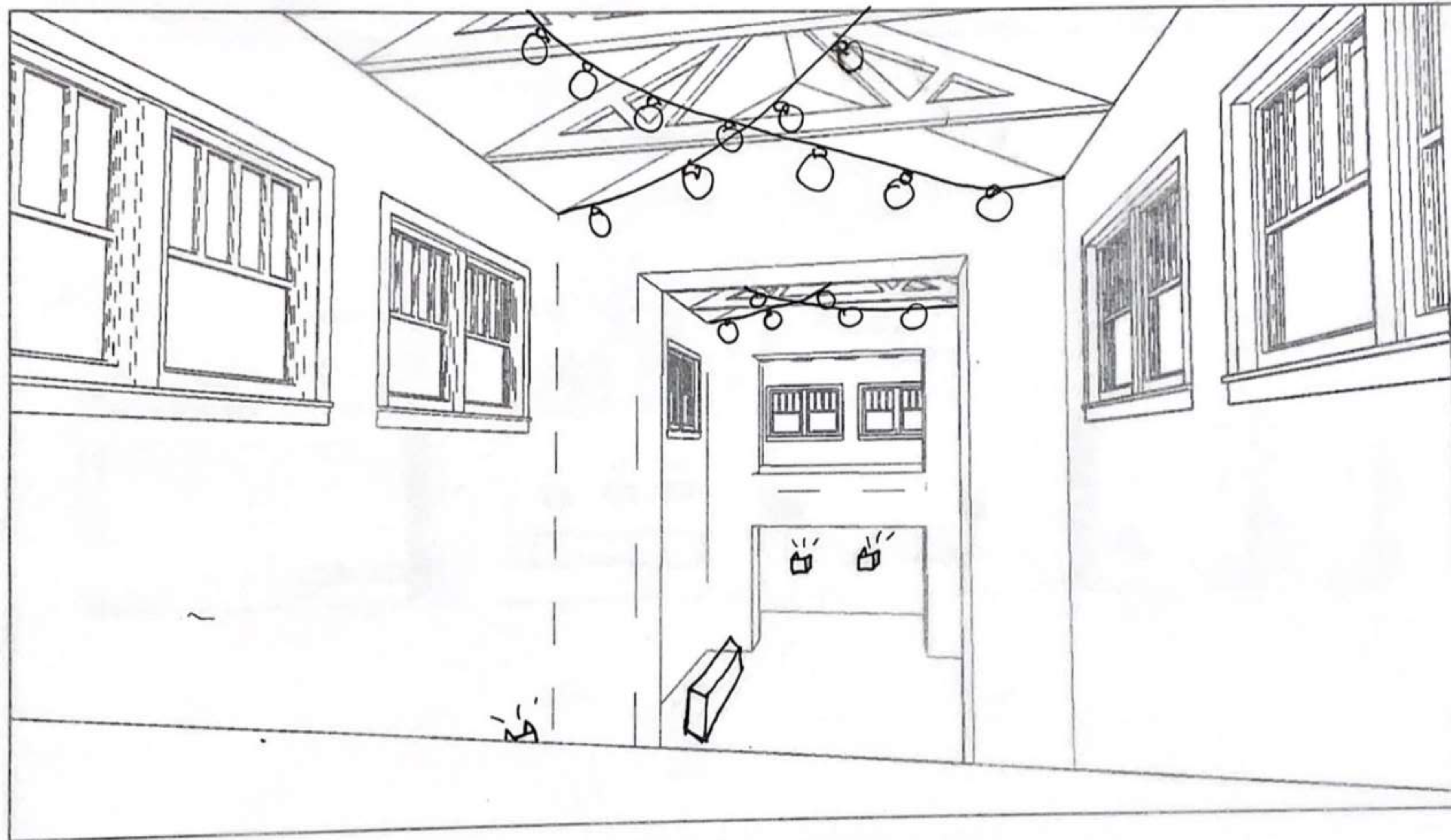
**Kaitlyn
Wurster
IDSN 2102
F20**



**Kaitlyn
Wurster
IDSN 2102
F20**



**Kaitlyn
Wurster
IDSN 2102
F20**



**Kaitlyn
Wurster
IDSN 2102
F20**



**Kaitlyn
Wurster
IDSN 2102
F20**