

Portfolio 1

IDSN 3202 – Spring 2019



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Awaken

Awaken your senses and find the better you...

Retail Design

Basic approaches to retail design and their layout:

Threshold: This is the first space prospective customers will walk in. This is where customers will make the most critical judgements.

Right Side: In North America, 90% of customers unconsciously turn right when they enter a store. The first wall that the customer sees is called the power wall.

Create a path: Most stores use a circular path to the right to get customers to walk all around the store. Some even cover the path with different textures or designs utilizing the old saying “where the eyes go, the feet will follow.”

Pause: You do not want the customers to hurry past your products so put in some speed bumps along the way. This is anything that will give the customers a visual break.



Retail Design

Comfort: A typical customer will avoid going after merchandise if there is a potential of brushing against another customer, even if they are very interested in a product. Adding a seating area can help with this. However, if you have a seating area, face it towards the products.

Checkout: The POS should be located at a natural stopping point. The placement of the checkout counter will be different depending on the design layout.



Pop-Up Venues

- Pop-up shops have become more relevant in recent years and continue to grow in popularity.
- Ecommerce merchants often use pop-up shops to reach new customers and test out a physical retail environment.
- Due to the fact that pop-ups are small-scale, business owners can be creative and use innovative techniques to attract people walking by.
- A successful pop-up will combine a good location and retail concept that give customers a memorable experience.
- Pop-ups enable customers a chance to interact with the brand in a physical space and handle the merchandise. Creating a deeper connection between the brand and customers.



Tobacco Barn Research

In the 1950's about half a million tobacco barns resided in North Carolina, today, only about 50,000 still stand. Most barns were tall, plain, and about 20 by 20 feet. The barns were strategically located far enough apart to prevent fires from spreading as the heat within the barns could reach anywhere from 120 to 180 degrees, depending on the weather.

“Flue-Cured Tobacco” derives its name from the drying process. The tobacco leaves were strung on tobacco sticks and were hung from tier poles within the curing barns. The barns had flues that ran in from externally fed fire boxes. Through this process of curing the tobacco was not exposed to smoke. Within the curing process, a tobacco leaf can lose about 80 percent of its weight within just a few days; within the first two weeks of the curing process, an acre of hanging tobacco sheds nearly five tons of water.



Inspiration Images

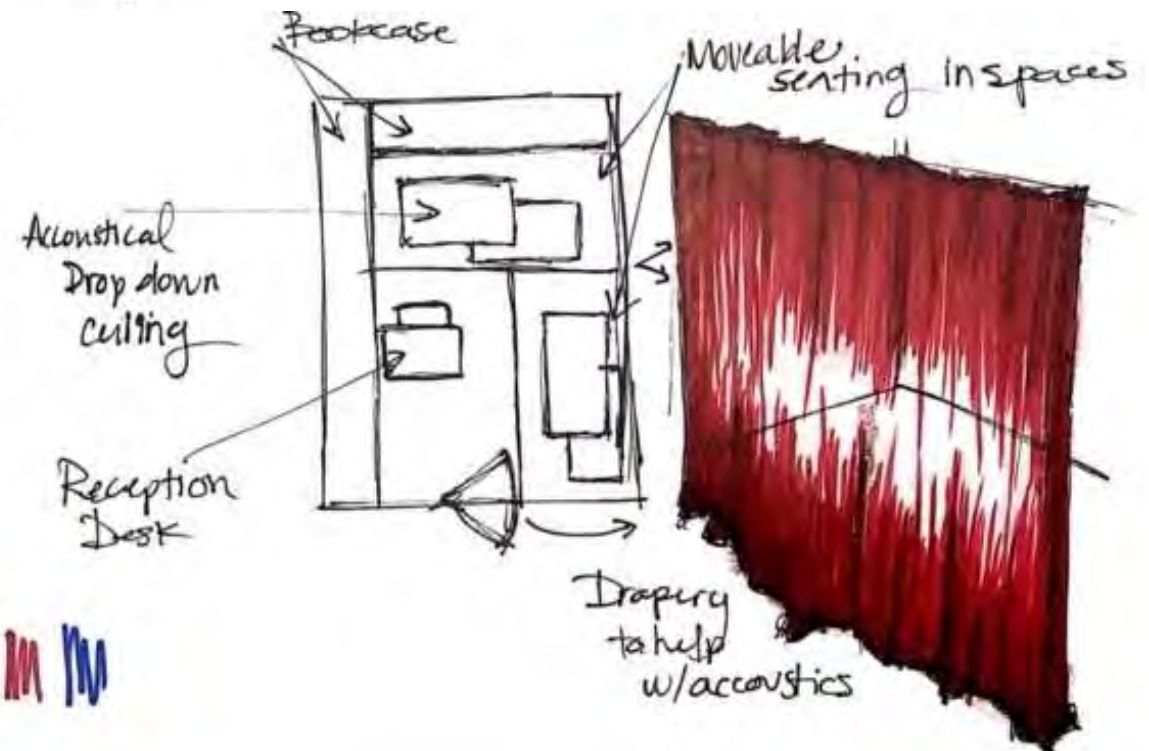
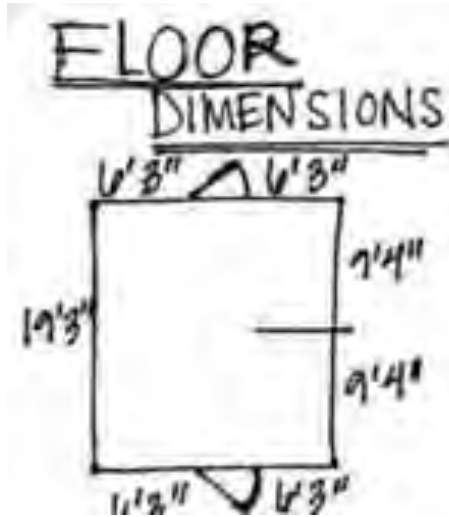
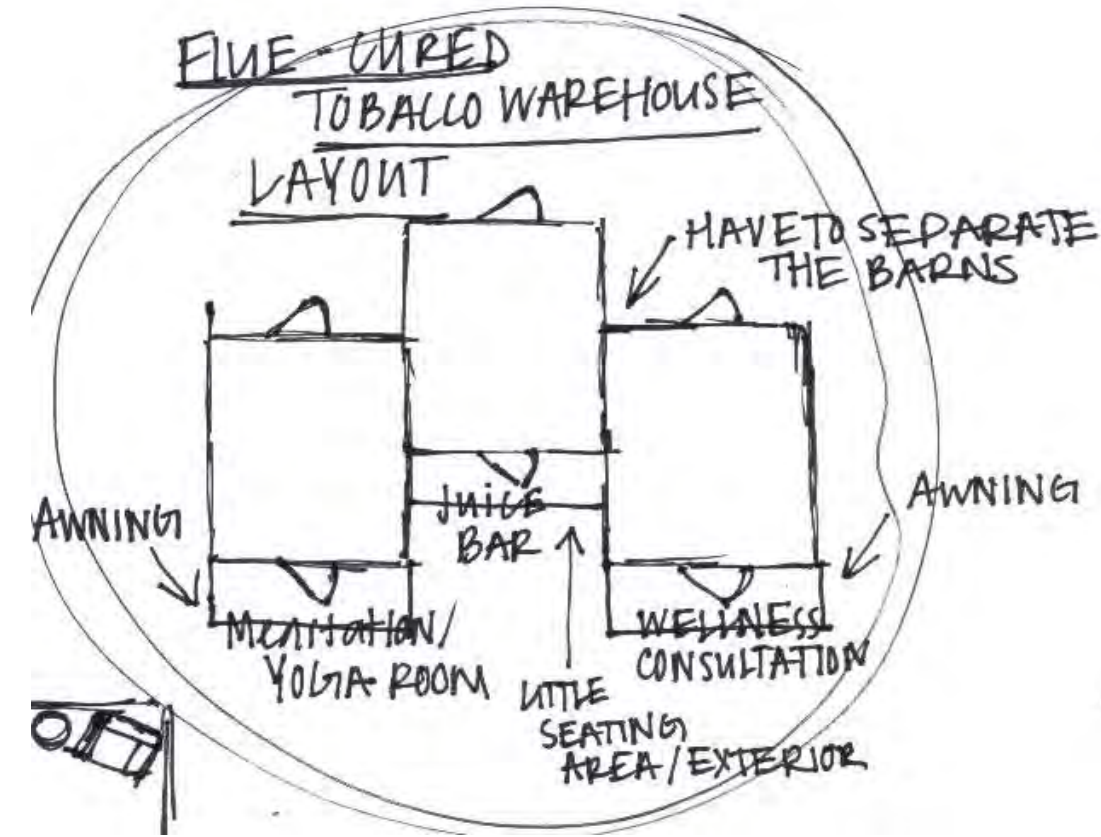
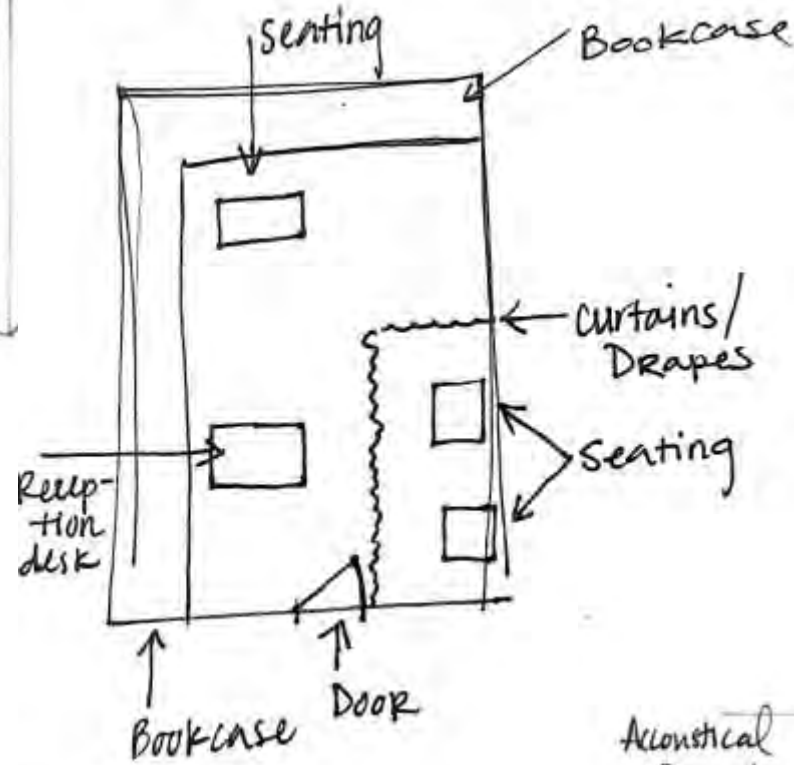


Location

The selected lot for the pop-up barns is located directly behind Sup Dogs, on Reade and 4th. There will be foot traffic coming from downtown, and the location is a convenient walking distance from East Carolina University. Downtown has multiple parking options including directly in front of the lot on Reade St.



Sketches – Marbella

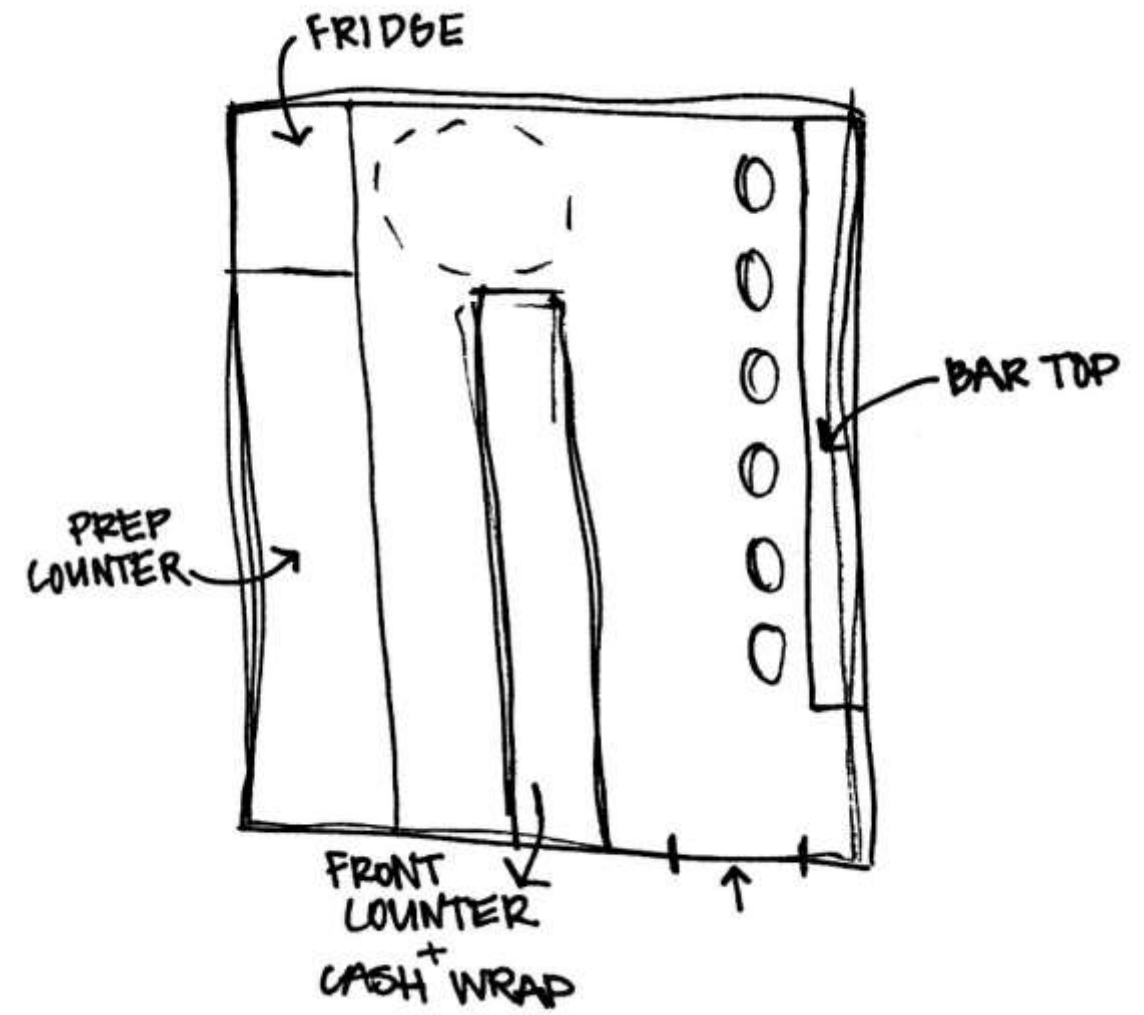


SketchUp - Marbella





Sketches - Amanda

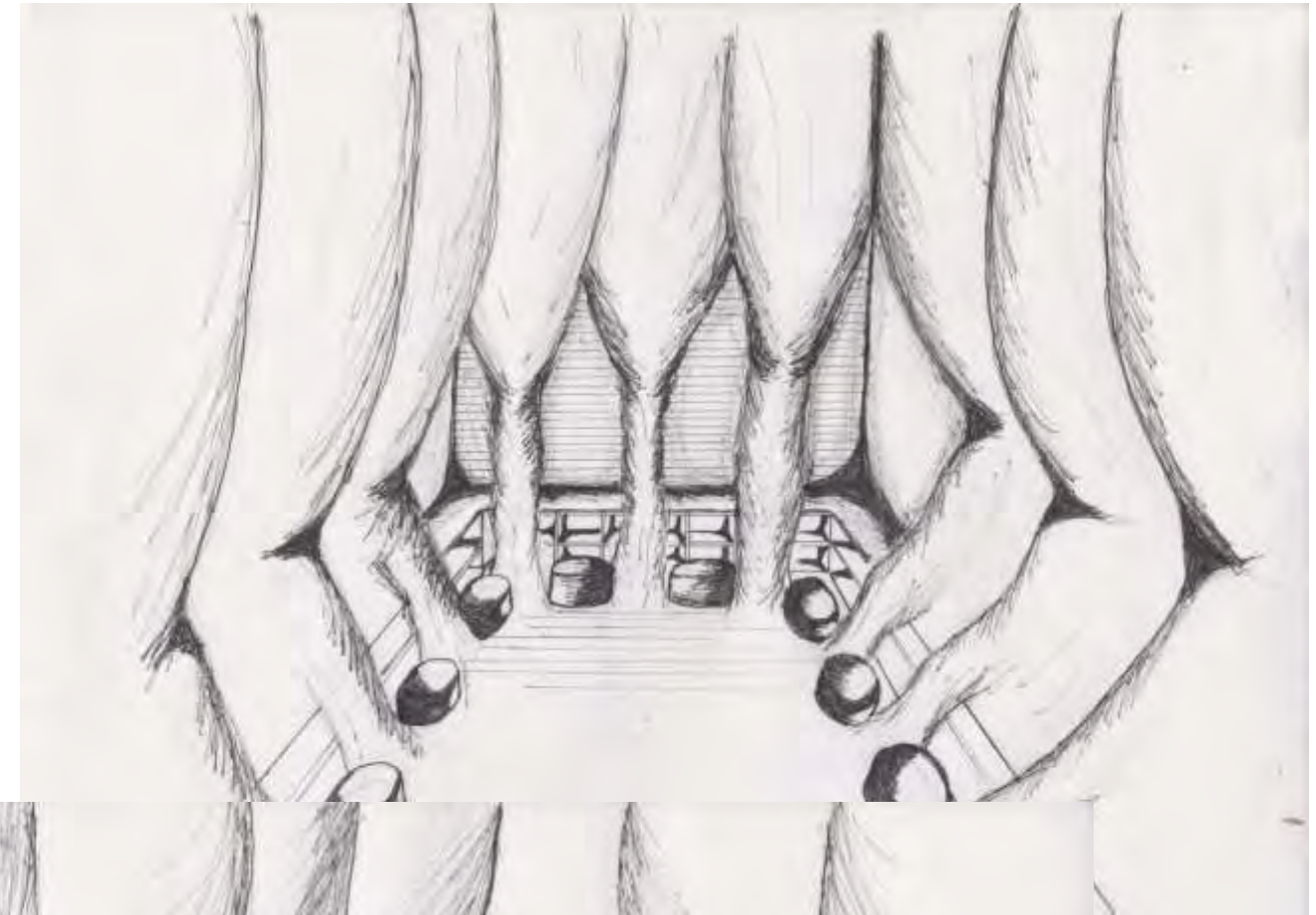
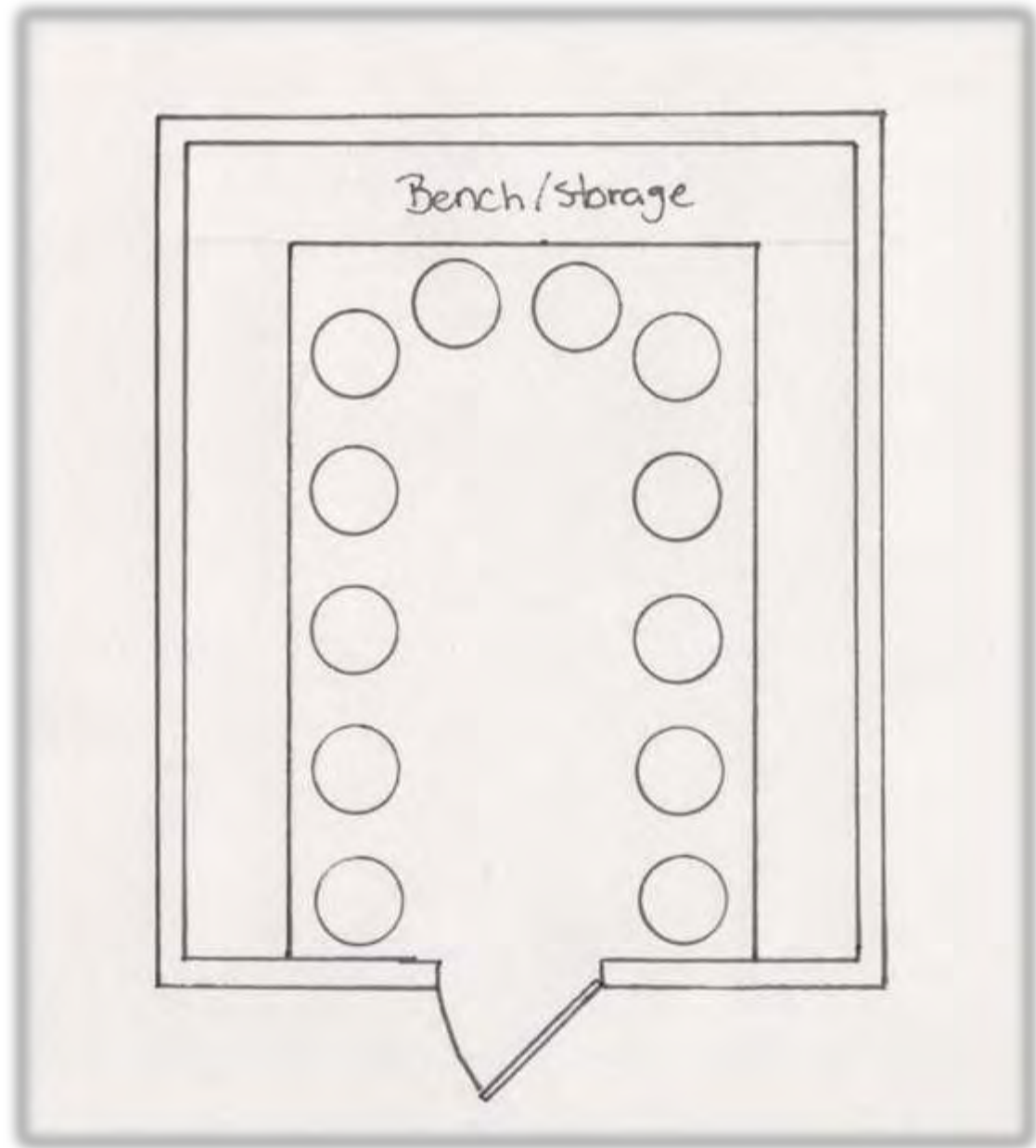


SketchUp - Amanda





Sketches - Hope



SketchUp - Hope

