

# Location

Our three pop up shops  
are going to  
be located on the corner of Dickinson  
Ave and S Pitt Street.  
The dog run will be located on the  
side of the lot closest to  
S Clark Street.  
We believe that this is an ideal  
location as Luna Pizza Café  
and Pitt Street Brewing  
Company are right  
next door, so there is plenty of  
foot traffic.



# Team Identity



Jacqueline Rossi  
Job Caption



Sarah Beyer  
Project Manager



Billy Weschler  
Communication Manager



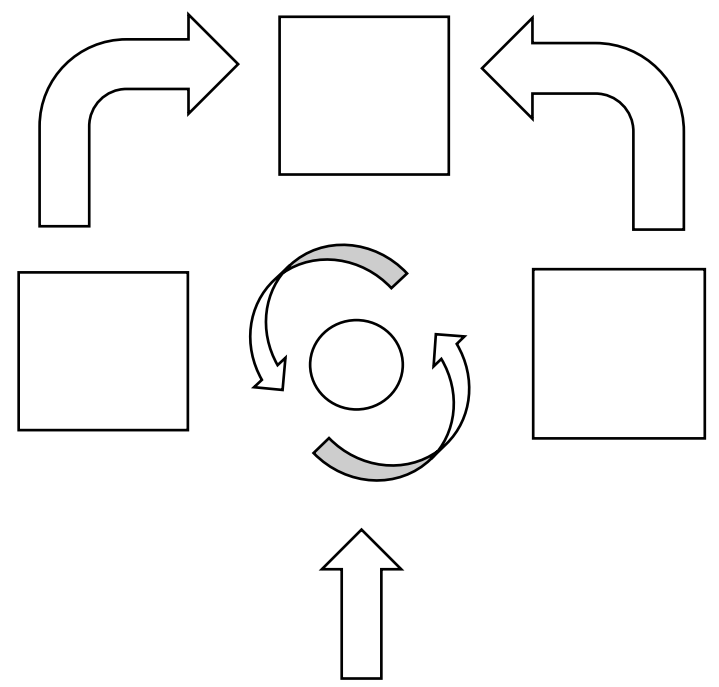
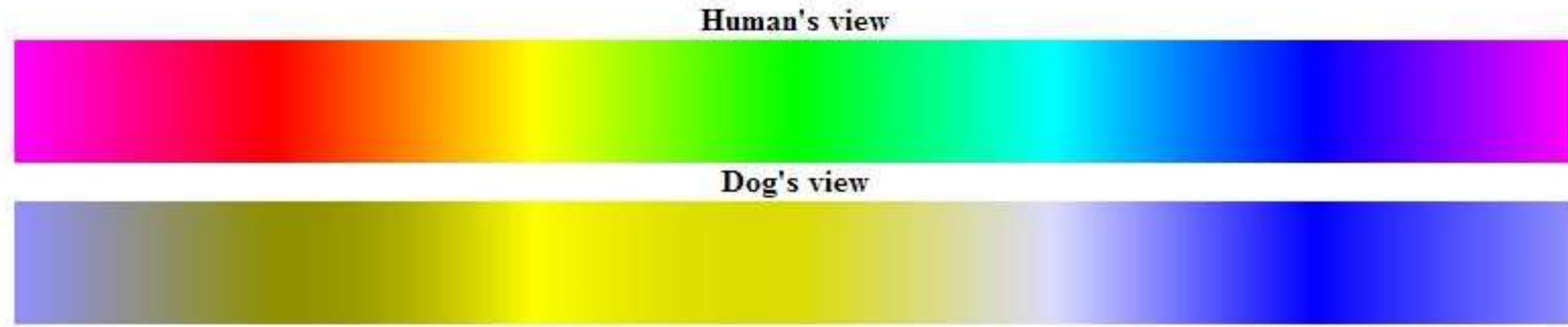
# Research

When you walk into the space there will be three directions that you can go in. The grooming space, pet supply store, and doggie day care. Each tobacco barn will lead to a dog run at the back of the space.

The cash wrap for all three pop-up stores will be located inside the center pet supply store. Shelving will be mostly used in the grooming and doggie day care spaces, and the pet supply store will use shelving as well as tables to separate different products. There will be blue, purple, and grey hues throughout the design because those are the colors that dogs see.



# Research



Layout of the Barns



# Research

- **Enter the threshold, then off right**
  - The threshold area, also known as the "decompression zone," is the very first space that prospective customers step into when they enter your store. It typically consists of the first five to fifteen feet worth of space, depending on the overall size of your store.
  - At this point, shoppers also make critical judgments like how cheap or expensive your store is likely to be and how well coordinated your lighting, fixtures, displays, and colors are.
  - In North America, 90% of consumers turn right unconsciously upon entering a store. The first wall they see is often referred to as a "power wall," which acts as a high-impact first impression vehicle for your merchandise.
- **Have Shoppers Walk a Path: But slow them down**
  - Even if your store does not have "aisles". It is still important to think about grouping products in a way that makes sense from a shopper's perspective. Also, remember to keep "higher-demand" products displayed at eye-level while placing lower-grossing products at the bottom or above eye level
- **Make Sure Shoppers Are Comfortable**
  - A typical customer, especially women, will avoid going after merchandise in an aisle where they could potentially brush another customer's backside or have their backside brushed.
- **Check out**
- Checkout/POS should be located at a natural stopping point in the shopping experience that you've purposefully designed.



# Research

- **Guide customers through pop up**

- Seamlessly guide your customers throughout the entire space. It's a tricky balance, finding the right amount of space for customers, product on display, and room for your staff.

- **Think a step ahead**

- Always think about the customer's next move, and be strategic about where you place your most eye-catching displays. This will help control the flow of the customer's path throughout your pop-up shop. Create visual breaks, or speed bumps, to slow customers down and make sure they notice your merchandise instead of just browsing.

- **Be Creative with Displays**

- Especially when it comes to pop-up shops, think outside the box to create an unforgettable customer experience. Forget the traditional fixtures and decor — get creative.
- When done well, unique product displays increase share ability, create positive customer experiences, and make your brand unforgettable — as long as they are synonymous with your brand.



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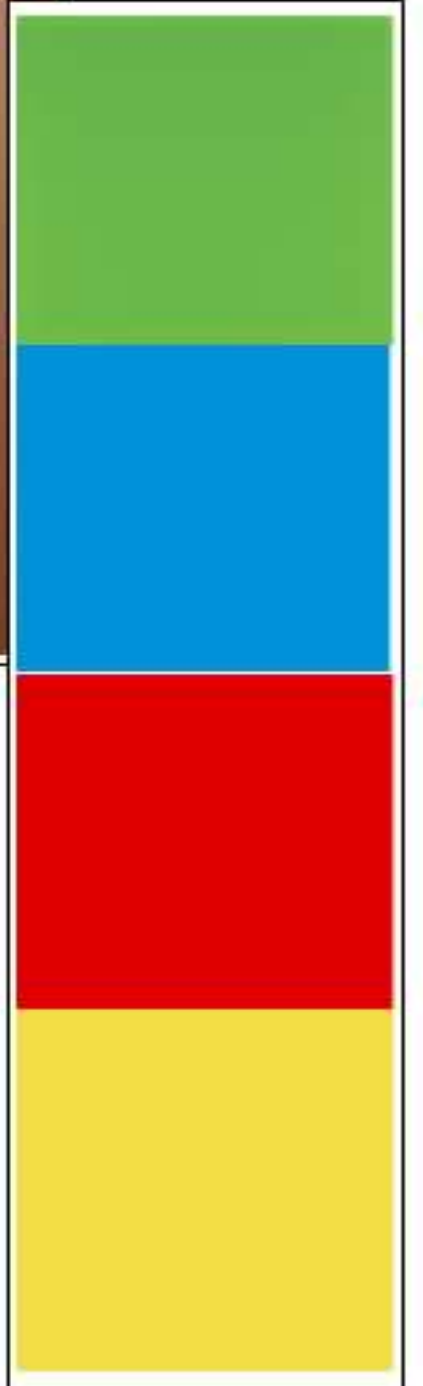
# Research

- In the 1950s, half a million tobacco barns were scattered across the North Carolina landscape.
- Flue-cured tobacco gets its name from the drying process.
- In eastern North Carolina, flues were mostly made of brick, the viable resource at the time.
- The Process:
  - Drawn by the chimney, indirect heat is distributed throughout the barn by ductwork that crisscrosses the floor.
  - Shutters on the sides of the roof are opened and closed by a pulley system to regulate the temperature of the barn



# Inspiration Images

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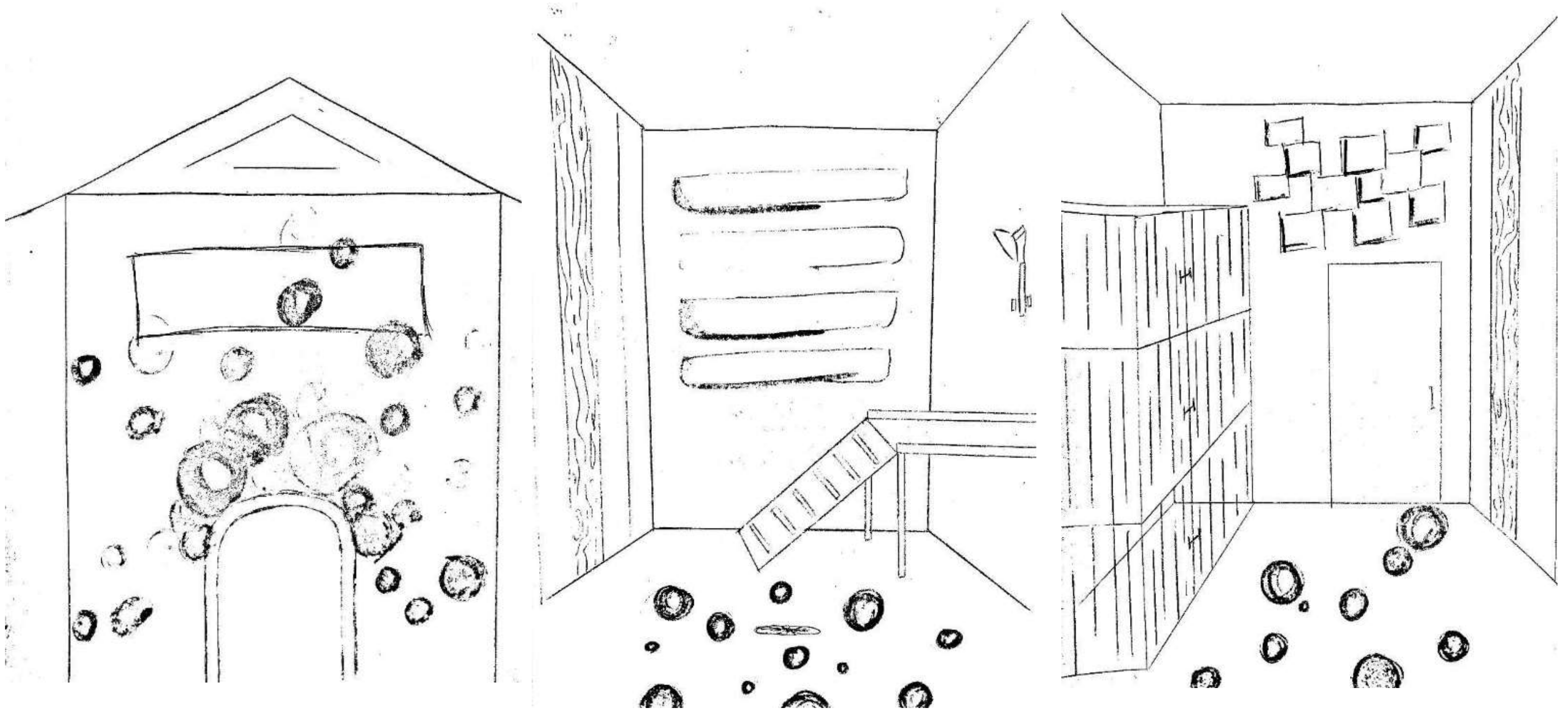


## Tribus Sanctarium

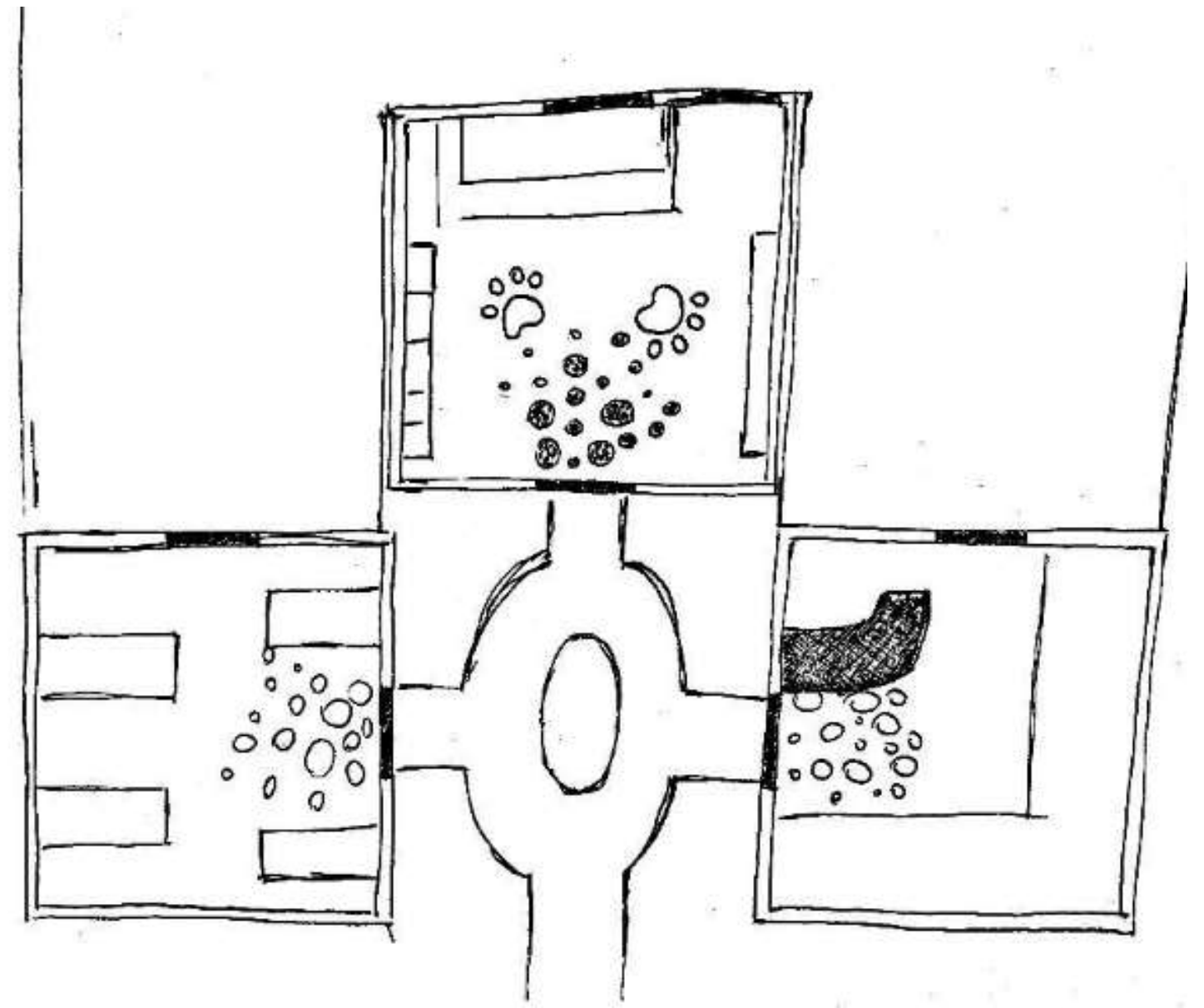
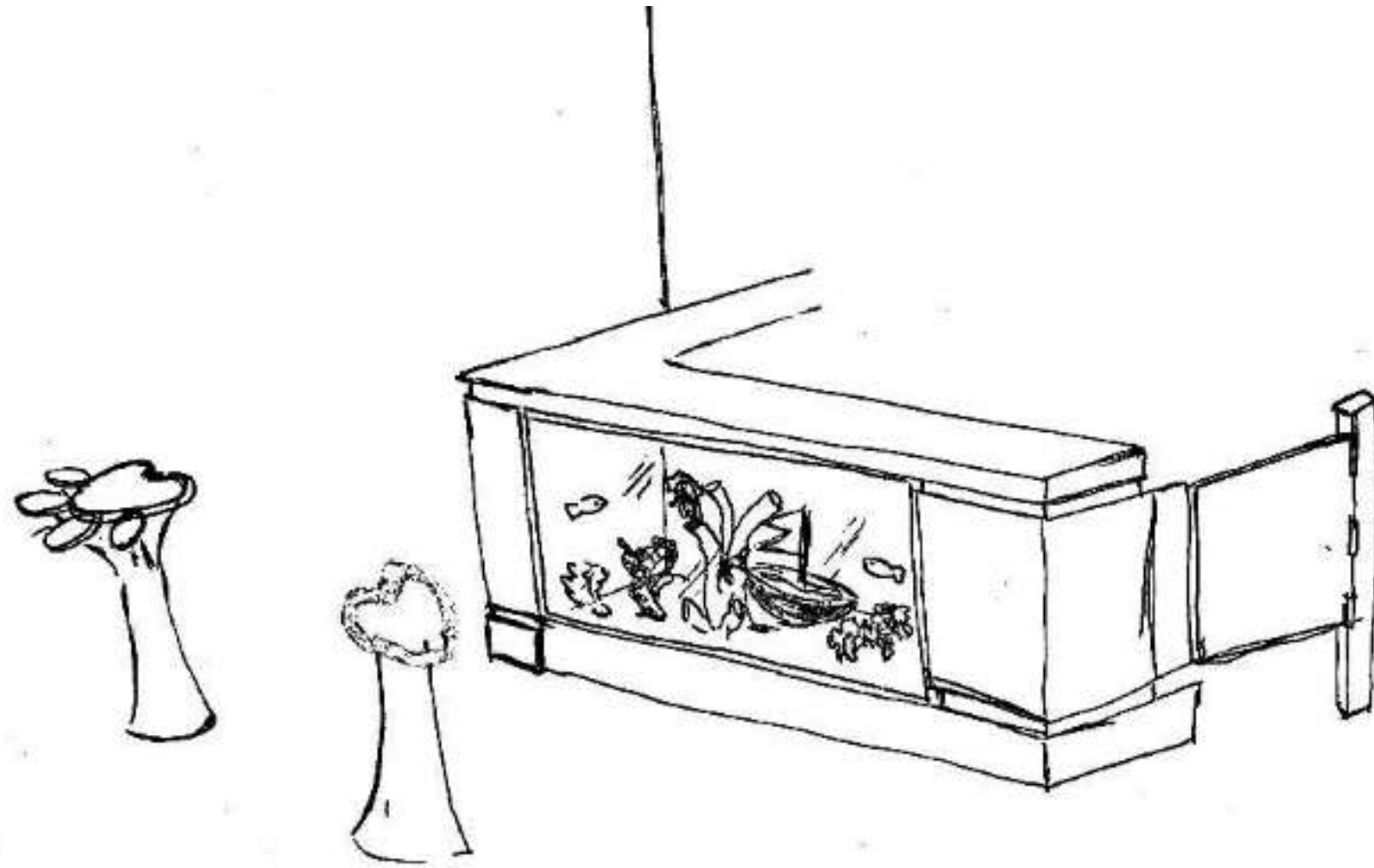
Our concept statement directly translates to “Sanctuary of Three” in Latin. This will be shown in the spacing of the pop-up shops, as well as implemented in the storage and décor.



# Sketches



# Sketches



# Renderings — Pet Supply Store



# Renderings – Groomer



# Renderings — Doggie Day Care

