

The New Store Experience: Personal Store Revisions & Critiques

- **Design Objective:** You will read an article on Retail Store Atmospherics. In this article you will learn how simple adjustments to things like color, fixture placement, and overall organization of interior elements can increase attraction, foot traffic, and sales. For this scenario you will work in teams of 3-4 students. You will assign a Project Manager to lead the team through the NSE exercise.
- **Design Brief:** Your store is struggling! Store traffic is down 20% over LY. Customers will walk in the front door, but they quickly leave. Your sales have decreased, and you realize that you need help!
- After reading the article, your team will discuss possible opportunities for improving your individual boutiques. Make a running list of items that need your immediate attention. Have a group discussion on changes that you plan to implement. Your Project Manager will look over the results and come up with a plan, ensuring that you are all making appropriate design decisions based on the research. The goal is to increase attraction, foot traffic, and sales.
- You will save several images of your existing boutique. Next, you will edit your boutique based on research findings and group discussion. After you have completed your edits and save several images of the new layout.
- Create a comparison image and make callouts that discuss your changes and the reasoning behind those changes.
- Once you are done, you will have a final group discussion on what you learned about store design and atmospherics. Your Project Manager will compile some data from each person.
- Answer and record the following questions:
 - What were some key takeaways from the research article?
 - Were there any consistent areas of opportunity among the group of boutiques?
 - If so, what were they?
 - What considerations did your group discuss to increase inclusive design practices such as: gender equality, cultural inclusivity, ADA compliance, etc.
 - How did the 3D software help in implementing changes?
 - Do you see 3D software as a benefit or a hindrance in your planning and implementation of the NSE? Explain in detail.

Competencies: 1) task management and completion, 2) creative problem solving, 3) spatial visualization, 4) decision making, 5) leadership