

## The Boutique: Personal Store Development

- **Design Objective:** Your goal for scenario 2 is to create your own 3D brick-and-mortar boutique using SketchUp. This will be a small-square-footage space, not exceeding 1000 square feet. In this scenario we will dive deeper into 3D design – creating thresholds (doors and windows), interior walls, rooms, doors, and other permanent elements.
- **Design Brief:** When creating your boutique, you want to ensure that it is attractive and inclusive to your target consumer. How will you implement ADA accessibility requirements? How can you use Principles and Elements of Design to create a compelling store concept that is both interesting and compelling to your consumer?
- When building a public retail space, you need to consider some basic necessities. Your boutique will need a cashwrap, at least two fitting rooms, an office, a restroom, and a stock room.
- You will choose your materials and finishes for walls, flooring, and other interior object like doors, windows, counter tops, etc.
- Next you will create your floorplan. Where do you intend to place your cashwrap, fitting rooms, office, restroom, and stockroom?
- Once the interior architecture is placed, then you can start designing your space. You will need to bring in tables, credenzas, shelving units, seating, mirrors, desks, toilets, sinks, etc.
- Then you can finally start placing your in-store creative elements and product. Have fun and get creative here! But always listen to your target consumer. Remember, you want to attract your consumer to your store.

**Competencies:** 1) task management and completion, 2) creative problem solving, 3) spatial visualization