The Creation of Social Retail Spaces Through the Integration of Omni-Channel Retail Practices and Branding

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THE CREATION OF SOCIAL RETAIL SPACES THROUGH THE INTEGRATION OF OMNI-CHANNEL RETAIL PRACTICES AND BRANDING

By
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ABSTRACT

The brick and mortar environment has for many years been the cornerstone of the process to acquire goods. As a cornerstone of the process to acquire goods, the brick and mortar environment has undergone several evolutions each promising and serving as the pinnacle of what brick and mortar environments can be. Within the last two centuries those reincarnations have led to three recognizable forms. The first is the rise of the stand alone department store, a form made iconic by companies such as Macy’s (originally R.H. Macy & Co) and S. H. Kress & Co (simply known as Kress). The stand alone department store then gave way to large big box retailers such as Target, Linens & Things, and Wal-Mart, however many of those department stores have reinvented themselves as the anchor stores of the newest incarnation of the brick and mortar environment, the shopping mall. The indoor mall has served as a platform through which to combine many of the previous forms of brick and mortar environments such as traditional single store fronts with large department stores.

Traditionally brick and mortar stores have only needed to compete with themselves and despite offering a wealth of advantages for consumers, consumers have began to use electronic commerce (e-commerce) as a secondary or primary way to acquire goods. This has been accelerated by the increasing consumer trust in e-commerce only retailers like Amazon or Alibaba. These competition elements have contributed to the total demise of many brick and mortar retailers or the extreme downsizing of some retailer’s number of brick and mortar locations and even the widespread failure of many indoor shopping malls. The purpose of this study was to discover and detail how the careful design of the built environment can yield a
viable and effective brick and mortar store design that presents itself as not only a place to complete the consumer process but serves as an indicator of a consumer’s lifestyle.

To do this, the study was conducted in phases. The first phase was to create a knowledge base that could be used to build upon for a design solution. The first component of the base examined the current state of brick and mortar commerce and e-commerce. Secondly, as the chief competitor to brick and mortar is e-commerce, a platform had to be discovered or created that could successfully deliver those e-commerce elements. The platform was omni-channel retail. The third component of the base was to research the elements this author deemed was necessary to create a successful retail environment.

The second phase was to develop an original research component that provided the author a deeper insight. The original research component was predicated on the framework of the consumer purchase process; information gathering, product acquisition, and product support.

The third phase was to develop a program for design as well as completing the design of the retail store. The retail store was placed in a single storefront space located in a popular indoor mall in Tallahassee, Florida. As this author’s approach was to ensure the brick and mortar environment would be part of the consumer’s lifestyle, the product types chosen were those that are necessary for sports with a strong social component. The space contains products that are essential to the sports of cycling, running, and yoga.

This study determined that niche markets provide a home for brick and mortar stores as these markets contain the consumer base that is most likely to use the brick and mortar space beyond a venue in which to complete the consumer process. Consumers often purchase retail
items that are an extension or indicator of their lifestyles and it is important that a retail space allow elements of this lifestyle to be expressed. This creates a renewed viability in the retail environment that importantly has no equal in the e-commerce environment.
CHAPTER 1

INTRODUCTION

1.1 Background

Brick and mortar retail is experiencing an increase in competition. The competition is coming from electronic commerce (e-commerce) companies. These companies are created an electronic commerce market that reached sales of 262.3 billion in 2013 (eMarketer, 2013). E-commerce has conditioned the consumer to expect near instantaneous access to information that brick and mortar retailers have been slow in implementing. E-commerce has continued to grow at an exponential rate as mobile commerce (m-commerce), a sub segment of e-commerce, is growing amongst consumers. In 2012, m-commerce accounted for 24.78 billion in sales (eMarketer, 2013). The device that contributed most was the tablet at 13.93 billion in sales (eMarketer, 2013). The smartphone accounted for 9.91 billion (eMarketer, 2013). The entire segment reached 42 billion by the end of quarter four in 2013 (eMarketer, 2013). This means m-commerce accounted for 16 percent of the total e-commerce sales (eMarketer, 2013). This trend is expected to increase well through 2017, with m-commerce accounting for more than a projected 113.57 billion dollars (eMarketer, 2013).

This trend is spurred not only by the flood of mobile devices in to consumer hands but the growing sense of consumer security in e-commerce and web-based branding (e-branding). Large retailers, such as Amazon and Alibaba, have built successful empires offering trusted traditional brands at a low cost and in turn have boosted their own e-brand security. The consumer trust in large retailers has in turn paved the way for smaller more niche e-brands to further their e-commerce goals (Rigsby, 2011). The mass audience of consumers has fractured
into a million distinct virtual communities (Young, 2010). Each of these communities is seeking to express themselves and their affinities for distinct products and their brands. Consumers have embraced digital media, increasingly through social media, as an effective media to express themselves (Young, 2010). Retailers have mimicked this by using e-commerce and e-branding strategies that use these mediums to reach consumers (Young, 2010).

Information through a more transparent or naked market is allowing consumers opportunities for quick comparisons, revues, and the location of superior values immediately. This has impacted consumer loyalty in a way that traditional loyalty programs are unable to compensate for. Traditional loyalty programs center on points, minor discounts, low chance sweepstakes or giveaways and other similar gifts (Newell, 2000). These programs exemplify the normal consumer experience when shopping. There is a need to convert loyalty management into a true Customer Relationship Management, CRM (Newell, 2000). CRM is the process of modifying customer behavior over time and learning from every interaction, customizing customer treatment, and strengthening the bond between the customer and the company (Newell, 2000). CRM provides a social aspect to the overall consumer experience. This experience contains personalized aspects, instant connections to other consumers, and a reason for consumers to pay a premium for a product, and ultimately increase their brand loyalty (Newell, 2000).

What a brand represents is both physical and virtual aspects of a company. It also represents tangible and intangible components (Brennan, 2010). These components are best combined through omni-channel retail (Motorola, 2013). This type of retail allows consumers to access information and products through brick and mortar retail and e-commerce. It is
currently the best example of blended retail as retailers strive to create what the industry calls "the blur" (Young, 2010). The blur is a total immersive marketing experience for the consumer. Omni-channel allows the retailer and its employees at every level to instantaneous access inventory from major warehouses to individual stores instantaneously keeping supply chains healthy and flowing (Motorola, 2013). Omni-channel retail is the back bone to this immersive experience.

This thesis project uses the various elements from design considerations for social spaces, consumer behavior, branding, and omni-channel retail to create a design solution that combines the instantaneous access of information in e-commerce with instantaneous access to products in brick and mortar retail. These are combined in a seamless, well-designed package that serves to increase a consumer's desire to visit brick and mortar retail locations. Using contemporary strategies, this thesis details the path to the creation of a social retail space that provides consumers an immersive experience.

1.2 Purpose

The overall purpose of this project is to exemplify how careful consideration of the consumer and the consumer's needs can drive the creation of a social retail space. This space will provide a social environment in which consumers can form relationships with retailer representatives and other consumers. Furthermore, this space will combine successful brick and mortar elements with those of its chief competitor, electronic commerce. This retail space will use branding and its ability to create communities within certain lifestyle demographics as source for design considerations. These considerations will increase consumer satisfaction
within the space. Lastly, mobile and non-mobile interactive devices will be used to help facilitate social interaction and simulate experiences that are common to e-commerce.

1.3 Justification

Brick and mortar retailers have enjoyed for much of its modern existence little need to know competition except from other brick and mortar retailers (Rigsby, 2011). The major shifts within retail have usually been other brick and mortar solutions. There was a brief scare in the early 1990's when major online retailers began to appear. The "dot.com bubble" as the industry refers to it, burst during the years of 2000 and 2001 (Rigsby, 2011). During the burst nearly half of all e-commerce retailers disappeared (Rigsby, 2011). The e-commerce industry has reemerged strongly and forced many slow reacting retailers such as Linens 'n Things, Circuit City, and Tower Records to close their doors (Rigsby, 2011). The common fault for each of these segment retailers was that they maintained either a non-existence or an underdeveloped e-commerce presence (Rigsby, 2011).

In an economical sense, e-commerce provides a higher return of investment (ROI). Amazon, the largest current online retailer, averaged 17 percent in 2011 (Rigsby, 2011). Traditional department stores and discount stores average 6.5 percent (Rigsby, 2011). The niche market is king for premium products and services. These premium products allow for a higher ROI. Premium products and services require that retailers recognize retail is becoming far more expressive (Schafer, 2010). Consumers are seeking additional experiences beyond simply acquiring more products (Solomon, 2007).

Consumer awareness drives the niche market. Marketing dollars must be spent carefully to ensure the ROI from premium products is at its highest level. Awareness of a brand and its
products isn’t completely generated by just marketing efforts. Awareness is also generated by expert reviews, consumer reviews, and reviews and recommendations through social media (Rigsby 2013, Schafer, 2010).

Location based social media and product recommendations are one of the fastest growing segments in branding. It is made entirely possible by the mobile platform (Schafer, 2010). These types of recommendations allow consumers to broadcast to other consumers inside and outside their social media circle their location and what they are consuming. In 2010 nearly 48 percent of Americans had a social media page and 125.5 million Americans maintained a Facebook page specifically (Rigsby, 2010). Improved brand awareness, direct links to consumer sentiments, creation of more desirable incentives to drive omni-channel traffic and purchases, knowledge for building content-focused communities, increased enticement for brand fans regarding new products, deeper understanding of consumer preferences, and improved customer experience are benefits specifically resultant of the incorporation of social media and mobility (Rigsby, 2010).

Certainly different consumers value different parts of the consumer purchasing process with varying degrees, but nearly all are likely to want seamless integration of the digital and physical shopping experiences (Rigsby, 2011, Motorola, 2013). Any retailers who truly embrace omni-channel retail in a deliberate and conscious manner will position themselves to be a viable entity for the next 50 years (Rigsby, 2011, Motorola, 2013).

1.4 Research Questions

The primary research question for this study is “How the Design of brick and mortar retail can be effective in the combination of omni-channel retail practices and social spaces?”
To answer this question a series of supporting questions were asked. Each question is derived from the consumer purchase process and each provides consumer perceptions during that phase. The questions are as follows:

- What are consumer perceptions during information gathering?
- What are consumer perceptions during product acquisition?
- What are consumer perceptions of product support?

These questions, modeled from the framework that is the consumer process, provided the basis upon which to build a question tree for interviews. These interviews served as the tool through which the original research was conducted. The original research component was used in the context of a case study to further inform design decisions.

1.5 Brief Description of the Project

The chosen space of the project is located in Governor Square Mall. The mall is located in Tallahassee, Florida. The mall’s original opening date was 1979, and has since experienced several renovations. The mall maintains 1,020,000 square feet of retail space and is most popular of the area’s two indoor malls. The mall is two stories with the second floor being open to the first. The chosen space is one retail location in the mall. The retail space occupies 13,156 square feet of the lower level. The space measures 140 feet along its store front (western boundary). The space 100 feet deep at it northern boundary, 116 feet deep at its southern boundary, and 120 feet wide at the back wall (eastern boundary). The existing floor plan is open with notable punctuations by vertical structural grid. The column system is currently concealed by strategic display walls that create intermediate themed spaces by current tenant, Forever
The column grid is obscured by the necessary firewall required between tenants. There are distinct design challenges. The major design challenge is adapting the existing space to create areas in which social interaction can be facilitated in an integral way to the shopping experience. All areas will need to be created with careful observance of the column grid.

Accordingly, this project was accompanied by a brand. The brand is designed around a set of core design elements. The elements include color, texture, and form and are driven by a larger design concept and aesthetic. The brand was developed using the brand strategy integral to successful brands.

The goal was to develop a design solution for a branded retail space that successfully integrates e-commerce and brick and mortar retail in a social retail space. The secondary goal is to use interactive technology in strategic ways: innovative point of sales, points of information, facilitators of social interaction, and stations at which to customize products.

The project is a retail space that caters to sports that exhibit a strong cultural following. The sports have been termed lifestyle or social sports by the author of this document. These sports are not age specific and maintain a low barrier of entry. This retail space is a place where consumers can purchase items related to their sport of choice in an immersive environment. This environment provides customers with an atmosphere that is conducive to social interaction centered on their sport.

1.6 Design Limitations and Assumptions

To limit the scope of a project to a manageable level only major public spaces were designed. These spaces consist of all the areas that consumers can access. Employee-only areas such as storage, delivery, and break rooms were not designed. These spaces were however
accounted for by determining their necessary space requirements and their optimum location. Additionally, design elements that keep these spaces from view while providing optimum workflow were also incorporated into the final design solution.

Codes also provided some limitations as they had to be adhered to. This included municipal codes that specifically apply to retail space. Landlord requirements and limitations for the spaces chosen were also applied to ensure the space was not in breach of the lease.

It was assumed that Governor's Square Mall would remain a fixture in Tallahassee for the foreseeable future. This assumption comes from the continued revenue increases the landlord has posted, several renovations that have occurred recently, and the continual decline of the mall's traditional competition.

1.7 Research Limitations and Assumption

The original research component of this study was approached from the standpoint of providing a focus group. The interview group was small and specific to one sport, running. Detail descriptions of the study and its limitations are listed in chapter three of this document. Reflections upon those limitations and suggestions for the future are listed in chapter seven of this document.

1.8 Summary

This chapter serves as an introduction to the thesis project. The current state of brick and mortar is explained in order to better frame the purpose of the project and its justification. The project scope, limitations and assumptions further clarify the design goal and concept. The underlying principles for this thesis are explained in the following chapter. The literature review
will explain the four research arms and how they work together to inform a major component of the final design solution.
CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This review of literature serves as a demonstration of the underlying academic base used to inform the final design solution. Each of the major research focuses work in concert to create the foundation for the development of a branded social retail space (BSRS). The research focuses are social space design considerations, consumer behavior, branding, and omni-channel retail environments. The topics are ordered to provide a progressive path to the understanding and creation of BSRS. A representation of those elements and their relationship are provided in figure 2.1.

Fig 2.1 Hierarchy Structure for Research Focuses
This chapter first details design considerations for social spaces. These considerations are used to detail the relationships between man and his environment and the impact of the environment on human behavior. To explore how consumers relate to their products the chapter then explores consumer behavior. It is from this research focus that the framework for the original research component of this thesis is derived. This focus also details the important market demographic that includes the target consumer for the final design solution. The chapter then explores branding and the steps necessary to create one that is successful. These steps are used in tandem with consumer behavior to help form a robust brand that can be applied to a retail space. Finally, omni-channel retail is explored as a flexible model in which to create a BSRS by integrating all the research focuses.

### 2.2 Design Considerations for Social Spaces

Environments have the ability to shape a human's moods and emotions. These factors have a very real impact on how the human behaves in a particular environment (Baum & Valins, 1977). Baum & Valins (1977) states the following:

> While we tend to think of ourselves as masters of the environment, we are necessarily involved in a continuous interchange with our surroundings. In this respect we are no better than our phylogenetic predecessors: although we may have superior adaptive capabilities, we must still cope with even the most mundane occurrences in our daily lives. (p. 1)

The relationship between man and his environment is titled after is parent field, man-environment relationships, and its understanding is integral to facilitating human-to-human interaction (Ziesel, 1975).
The perception of ownership within a space has proven to be the key to the creation of a social space. Robert Sommer (1972) expresses this idea of human perception of space, "People need to be more than passengers on a spaceship...they want to help design and personalize their cabins and passageways and have a go at the controls" (p, vii). That has been determined to be true regardless of the space being public or private.

2.2.1 Ownership as the Key to Successful Social Spaces

Ownership of a space extends beyond the physical occupied space. It is best exemplified through user's perception of control. Architectural environments should be designed in such a way as to allow control of social interaction by the users of the space (Wohlwhill, 1972). The social environment can help to facilitate social interaction by the reduction of crowdedness and helplessness. This means designers must avoid creating spaces with excessive stimuli in regards to those conditions.

2.2.1.1 Excessive Stimuli and the Negative Impact on Social Spaces. Excessive stimuli, overloading, leads to negative social responses through the filtering of secondary and beyond social inputs. Milgram (1970) summarizes this filtering as:

...the ultimate adaptation to an overloaded social environment is to totally disregard the needs, interests, and demands of those whom one does not define as relevant to the satisfaction of personal needs, and to develop highly efficient perceptual means of determining whether an individual falls into the category of friend or stranger. The disparity in the treatment of friends and stranger ought to be greater in cities than in towns; the time allotment and willingness to
become involved with those who have no personal claim on one's time is likely to be less in cities than in towns. (p 1462)

Essentially, users only engage in social responses deemed high priority (Milgram, 1970). Individuals experiencing an overloading of stimulus begin to feel uncomfortable and must cope to balance this feeling of uneasiness. This is often observed in the city life of urban dwellers. The person in this state must prioritize inputs. In this prioritizing of inputs, lesser social interactions are marginalized and ignored. To create an architectural environment that promotes social interaction (social space) it is important to include design aspects that promote high priority and low priority interactions (Milgram, 1970).

2.2.2 Personal Space

Personal space is an important part of North American culture. There are exceptions to this expectation but in general people prefer to have enough space to conduct one of the four types of distance based interactions (Berelson, 1964; Deasy, 1974). These four distance categories aren't always held true, but even when they are given up voluntarily, humans will long for the spacing conventions to be returned. It is important that the careful manipulation and understanding of these distances and their associated social behaviors are implemented by the designer. Carefully wielding this information as a design tool can benefit the creation of social spaces (Hall, 1966; Zeisel, 1975). The table below summarizes the four types of distances and their characteristics.
Table 2.1 Summary of Interaction Distance Categories

<table>
<thead>
<tr>
<th>Distance Categories</th>
<th>Range</th>
<th>Key Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intimate</td>
<td>0-18 in</td>
<td>Environment should rarely force encounters with others within this space</td>
</tr>
<tr>
<td>Personal</td>
<td>1-4 ft</td>
<td>Constitutes the &quot;bubble&quot; most people wish to preserve</td>
</tr>
<tr>
<td>Social</td>
<td>4-12 ft</td>
<td>Distance most likely people interact with others within</td>
</tr>
<tr>
<td>Public</td>
<td>12-25 ft</td>
<td>Allows observation but avoidance of undesired interactions</td>
</tr>
</tbody>
</table>

The first distance is intimate distance (Hall, 1966). This ranges up to about 18 inches. This is a distance that most environments want to avoid forcing one human into another’s. It is a distance the environment can carefully exploit. It is beneficial in some instances to provide elements in a social space that allows a user to engage in this type of interaction.

Personal distance is the one humans use to judge their proximity to others (Deasy & Lasswell, 1985). It varies between 1 to 4 feet. Within this distance, the human will generally consider this as their "bubble". This distance isn’t equidistant from the human’s center. In general it extends further in front and to the side then behind.

The third distance is known as the social distance (Hall, 1966). The distance varies from 4 feet to 12 feet. This range gives a person concerned with personal space the space they need to preserve that bubble but still necessitates acknowledgment of others. At this distance if one were to pass someone they know, they would be socially inclined to acknowledge them.

Towards the extreme end of this distance one could acknowledge without engagement, but as
person moves closer to another person, engagement becomes a requisite of interaction. This is also the distance that allows for setting rules in regards to informal and formal social interaction (Hall, 1966). At around 8 feet, the communication becomes formal. At 10 feet one can be greeted and then ignored (such as what happens when engaging a secretary or receptionist and then sitting). This is particularly important in the creation of social spaces as careful space planning can allow users to engage authoritative or informational figures and then retreat to a distance where a pair may engage in informal social interaction. An example would be a couple seeking help from a retail sales associate and then retreating to discuss what was learned or to continue browsing.

The final distance is public distance. This distance ranges from 12 to 25 feet. Quite simply one can place themselves and their bubble at these distances to facilitate non-involvement (Hall, 1966). Observation is still possible at this distance as well as the formation of individual stand alone groupings.

In addition to providing each of the distance types, an environment must allow one to match their personal status with that of the space. This is particularly true in the retail environment.

2.2.3 Personal Status

Personal status is the culmination of the human condition of self-determination (Deasy & Lasswell, 1985). This is determined and expressed in a number of ways. Some of them include clothing, hairstyles, and posture. Architectural environments help facilitate one's perceptions in a spatial context. This is accomplished through what environments embody through finishes, location, and their perceived statuses by the users who occupy them through time. It is
important that the creator of the space ensures that the perceived status of the intended user is meticulously and consciously exemplified throughout that particular space. Within architectural environments it is important to allow provisions for interactions that speak to the space's status to occur regularly. This is usually accomplished through industry amenities. These include well-designed areas for sitting, privacy, quality of window coverings, and others that are industry specific (Hall, 1966; Deasy & Lasswell, 1985). These amenities allow a genuine opportunity for users to identify with their space and each other which leads to a climate within the environment that is positive for social interaction.

2.2.4 Territorial Relationships

Humans by nature are territorial. Territorial relationships in regards to the human are complex and must be placed in categories. The role of the designer is to recognize the impact of territories. Territories relate directly to responsibility and ownership. As a reminder, ownership is the key foundation for the creation of social spaces. These operate primarily through the definition of boundaries. Boundaries must be clearly defined to minimize friction between users or a group of users. Social interaction benefits best from frictionless environments. As the goal is to create social environments, it becomes evident the designer must be invested in the user. Careful consideration and implementation of the following categories is important in social space.

The first and most prevalent is personal territory. The territory refers to spaces or items that belong solely to one user. This is also extended to a personal use within a shared space. In this type of territory there is no ambiguity regarding ownership.
Group territory constitutes the second category. The feelings of territoriality are markedly less strong than personal territory feelings. They do allow the opportunity for groups to band together socially. This type of interaction is positive for social interaction. These types of possessions can supersede personal feelings of territory when the threat is from an "outside" source (Hall, 1966).

Transitional territory or transient territory refers to territory that ownership of is often passed from user to another user. This is especially true with public spaces. Public seating, bar seats, restroom stalls and sinks are all examples of these types of territories (Hall, 1966).

No one's territories are territories that have no ownership at all (Hall, 1966). These are often the resultant of planning by the designer to deliberately create this space or by the space being designed with absolutely no inclination of who the end user is. This results in a feeling of no responsibility by users and can lead to neglect or misuse (Deasy & Lasswell, 1985).

2.3 Consumer Behavior

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 2007). Consumer behavior is a process that involves a myriad of factors before and after the exchange. Behavior of a consumer is driven by the intersection of motivation, stimuli, and involvement. These three components are directly influenced by the retail environment. Incorporating design considerations that can maximize these components drives positive consumer behaviors. Environments that encourage social behavior command the attention of the consumer raising his involvement and increasing his motivation.
This understanding is used to create a marketing strategy. This strategy is then implemented in a way as to be present in every phase of the consumption process for consumers of the firm's products.

### 2.3.1 Consumer Purchasing Process

The consumption process is now understood to involve issues that affect the consumer before during and after the purchase (Solomon, 2007). This process is better defined by each of its three phases: pre-purchase, purchase, and post purchase. These phases present both the consumer and the marketer (retailer) with certain issues that can affect the behavior of the consumer. Table 2.2 introduces some of these issues.

*Table 2.2 Some Issues that arise during the Consumption Process (Solomon, 2007)*

<table>
<thead>
<tr>
<th>Phase</th>
<th>Consumer Perspective</th>
<th>Marketer's Perspective</th>
</tr>
</thead>
</table>
| Pre-purchase Issues | • How does a consumer decide if they need a product?  
• What are the best sources of information to learn of alternative choices? | • How are consumer attitudes toward products formed and/or changed?  
• What cues do consumers use to infer which products are superior to others? |
| Purchase Issues   | • Is acquiring a product stressful or pleasant experience?  
• What does the purchase say about the consumer? | • How do situational factors, such as time, pressure or store displays affect the consumer's purchase decision? |
Table 2.2 Continued

| Post-purchase Issues | • Does the product provide pleasure or perform its intended function?  
| | • How is the product eventually disposed of, and what are the environmental consequences of this act? | • What determines whether a consumer will be satisfied with a product and whether he/she will buy it again?  
| | | • Does this person tell others about his/her experiences with the product and influence their purchase decisions? |

The pre-purchase phase involves all actions before the act of the exchange. This phase consists of three sub-phases. The first of these sub-phases is the perception of a need. The consumer must recognize that his current situation is less than ideal. This can be triggered by the consumer’s own internal ideals or by an external factor such as advertisement. This can be greatly affected by the consumer's social environment. The next sub-phase occurs after the consumer decides he has a need. At this point the consumer begins to gather information through a variety of sources. The information comes in two types of searches, internal and external. Internal searches come from the consumer's own previous experiences with the product or a brand. Consumer memory is also important factor in the internal search. The second type, external searches, is gathered from three types of sources. Personal sources such as family and friends are the first type. The second consist of public sources like consumer reports, reviews, and unbiased salespersons. Unbiased salespersons are those who work in environments that sale multiple brands and can offer comparison data. The third source type is
those that are market-dominated. These include advertising, company websites, and biased salespersons.

The purchase phase involves the exchange for product. At the time of exchange a consumer must assess a value for the product. The value is assessed by a combination of information gathered during pre-purchase, self perception and the product's relevance to that perception, and the consumer's relationship to that brand. The consumer after assessing the value must then decide whether the value placed upon the product by the retailer is less than the value the consumer applies to it. The last part of this phase is for the consumer to buy, not buy, or to buy from another location. Experience with the retailer can be a major factor at this point of the purchase. The experience must be pleasurable for most consumers before they buy.

During the post-purchase phase the consumer decides if the product functions as intended. This allows a reassessing of value and a decision rather to keep the product or not. The consumer also determines if the product provides pleasure. This phase provides the opportunity for retailers to establish a relationship with the consumer to encourage repeat purchasing behavior and to raise the perception of value.

2.3.2 Consumer Market Segments

A key component to marketing strategies based in consumer behavior, is the understanding of the marketing segment that a consumer belongs to. Many products exhibit an appeal to mass cultures. The cultures help to define marketing segments, in which many consumers display similar preferences and needs. There are seven major marketing segments: age, gender, family structure, social class and income, race and ethnicity, geography, and
lifestyles: beyond demographics. A consumer doesn't belong to just one category but the consumer and the desired product will only intersect in one segment. The focus demographic for this thesis is lifestyles: beyond demographics.

2.3.2.1 Lifestyles: Beyond Demographics. This demographic category serves as a way to capture the attention of consumers who share similar values or interest outside of the demographics already listed. The idea of lifestyle is very important to marketers because it represents the opportunity to create niche markets. Self values and image are major drivers of consumer behavior as people tend to seek products that allow them to emulate to the world their lifestyle. Lifestyle is a pattern of consumption reflecting a person's choices of how that person spends time and money. It is a societal marker that allows individuals to determine who they are and who they are not. It represents a potent demographic for marketing as specific brands and products appeal to certain lifestyle segments. Products can be viewed as essential building blocks of lifestyle. These "blocks" allow consumers to pursue chosen ways in which to express these social identities in social settings. This concept is a consumer's consumption style. It is the intersection of the consumer, the product, and the setting in which it is acquired and used. Figure 2.2 illustrates this relationship.

*Figure 2.2 Linking Consumption Style to Lifestyle (Solomon, 2007)*
Lifestyles offer marketers with information to help consumers to foster very specific consumer-product relationships. The field of consumer behavior has built into its fundamental premises that a product is often more than simply just a product in the perception of consumers. Consumers often buy products for what they mean and not just for what the products do. This secondary connection to a product helps a consumer formulate a relationship with a product. This relationship is reinforced when that product falls within the consumer's lifestyle marketing segment. Products, through lifestyle and branding, attract people because they offer an understanding of consumer’s personality and his place in the modern society (Solomon, 2007). Products also offer relationships with other consumers. Consumers feel a connection to other consumers purchasing the same products as them.

Destination retail serves a manifestation of the consumption style. Consumers are being increasingly drawn to retailers that are in of themselves destinations or housed in shopping centers or malls that are destinations (Sherry, 1998). This type of a retail environment allows consumers to fully explore and develop consumer-product relationships in an immersive social atmosphere (Solomon, 2007).

2.3.3 Atmospherics

Atmospherics is the conscious designing of a space and its various dimensions to evoke certain effects in buyers (Kotler, 1973-74). These dimensions involve all of the stimuli a consumer may experience in a retail space. Atmosphere is directly linked to consumer purchasing behavior. It has a direct impact on consumer motivation, involvement, and attitude. These three aspects of consumer behavior constitute the bulk of the consumer psyche along
with memory that marketers seek to understand in order to determine how likely a consumer is to buy (Solomon, 2007).

Atmospherics can be measured by its impact on consumer pleasure. The amount of pleasure reported by a consumer five minutes after entering a store indicates the amount of time and money a consumer will spend (Donavan et al, 1994). This focus on consumer pleasure as a major goal of atmospherics has led some retailers to create activity stores. These are stores that allow consumers to use, create, or tailor a product or service before purchasing it.

2.3.4 Stimuli

Consumers experience many stimuli through their five senses in retail. These stimuli are essential in atmospherics which help to establish memory and decision making. While many stimuli are experienced at any one point in time, consumers only maintain the ability to consciously process a small percentage of these. The goal of retailers and their brands is to activate the stimuli in order to secure long lasting spot in consumer memory and decision making. This means retailers must try to create an atmosphere of hedonistic consumption, the multisensory, fantasy, and emotional aspects of consumer interactions with products (Hirschman and Morris, 1982). Retailers must focus on the emotional impact of the product beyond its intended function. Consumers have shown through psychological research that they prefer additional experiences over simply acquiring additional possessions. This desire increases as a consumer's income increases (Solomon, 2007). The stimuli are classified by the sense they engage.

Vision is a strong category for stimuli as it is often the first to be engaged. Retailers create whole departments dedicated to ascertaining visual preferences of consumers. Color is a
major focus for visuals. Certain colors represent emotions or attitudes that are perceived on the subconscious level. These interpretations while general can be further manipulated due to biological and cultural differences. This directly influences aspects related to branding and retail spaces such as signage, packaging, and retail lighting conditions (Paul, 2002). Retailers work so strongly to have certain color combinations associated with their brand that if done correctly it becomes known as trade dress.

Smell can elicit particular emotions and are used to connect memories to particular experiences and moods. These emotions are stronger when evoked around visual stimuli as we are visual creatures. Smell is processed in the limbic system. This system represents one of the most primitive parts of the brain. This part of the brain also processes immediate emotions. This allows an almost instantaneously linkage between smell and emotion in a consumer's mind (Wilkie, 1995).

Sound can directly affect consumer attitude. Retailers most often use sound to relax or stimulate consumers. Sound can be experienced in multiple formats. The most common is through music, in which type, tempo, and volume level are monitored to elicit specific results. Sound can also be experienced in forms that mimic the product, such as the sound of fizzing soda near a vending machine. Retailers have also begun to utilize Hyper-Sonic Sound Systems. This is sound converted to ultrasonic frequencies and directed at specific areas within the retail environments. Sound much like scent, can be used as forecasters. Sound can convey a message beyond the footprint of a retail space in order to beckon consumers (Solomon, 2007).

Touch plays an important part in creating consumer confidence. There is an innate need to appease the haptic sense. Haptic sense is appeased by texture, heft, shape, and other
aspects of a product and its packaging. The haptic sense moderates the relationship between product experience and judgment confidence. The consumer is most confident in products that are able to be touched. The major confidence building element touch conveys is quality through texture and heft. Certain materials convey this quality based on consumer expectations. Consumers form a preconceived notion on the quality of a product created through past experiences. When a product’s heft and texture fall in line with these expectations or exceed them positively, the quality assessed by the consumer is favorable (Peck and Childers, 2003).

It is apparent when taste matters most to consumers. However, it can be used to manipulate emotions tied to nontraditional products. Flavors that relay a sense of robustness, luxury, sweetness, and other descriptors can be tied to non-edible counterparts that impart the same image. They can help to work in concert with other senses in order to help build the hedonistic consumption retailers desire in consumers (Solomon, 2007).

2.3.5 Decision Making Process and Memory

Stimuli help to form an integral part of the consumer decision making and memory process. This process consists of four elements: exposure, attention, motivation, and involvement. The following table demonstrates stimuli categories’ and their description.

Table 2.3 Elements of Consumer Decision Making and Memory Process

<table>
<thead>
<tr>
<th>Stimuli</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure</td>
<td>Consumer ability to recognize a particular stimuli</td>
</tr>
</tbody>
</table>
Table 2.3 Continued

<table>
<thead>
<tr>
<th>Attention</th>
<th>The extent to which processing activity is devoted to a particular stimulus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>Process or processes that lead consumers to behave as they do</td>
</tr>
<tr>
<td>Involvement</td>
<td>Consumer's perceived relevance of a product based on their inherent needs, values, and interest</td>
</tr>
</tbody>
</table>

Exposure is directly linked to stimuli as it can only happen when stimuli comes within range of a consumer's sensory receptors. The stimuli must be above the minimum detectable threshold, the absolute threshold. The desirable stimuli must be detectable apart from other similar stimuli. This difference between two of the same stimuli is known as the just noticeable difference, or j.n.d.

Exposure, if successful, will garner a consumer’s attention. Consumers do have the ability to multitask but this can only happen to an extent. The brains capacity is limited and consumers must exercise the process of perception selection. That is a consumer must choose which stimuli will garner their attention. This selection process is filtered through personal selection factors and stimulus-based selection factors.

If sufficient attention is garnered from a consumer by a product, the consumer will become motivated. Motivation occurs when a need in a consumer is aroused that a consumer must satisfy. Arousal can vary in degrees and this degree is known as the drive. Once aroused, the consumer now exists in a state that is not ideal and must seek to reach the ideal state. This tension will persist until the consumer satisfies that particular need. Motivation drives a consumer willingness to become further involved with a product.
Involvement is a consumer's perceived relevance of a product based on their inherent needs, values, and interest (Mitchell, 1979). Involvement can be better defined as the motivation to process information. It is based on the degree that consumers perceive linkage between their own needs, goals, or values and product knowledge, a consumer will be motivated to pay attention to product information.

*Fig 2.3 Decision Making and Memory Process*

The four factors work in a cyclical nature and help the consumer to continue the development of consumer-product relationship. This in turn creates a positive social atmosphere. The goal of retailer is to ensure that each time a consumer applies this process to the purchase of a product; the decision process on whether to purchase that particular item in relation to competing brands or products is more in favor of their product (Solomon, 2007). This process happens throughout the store but most intense at the point of sale.


2.3.6 Point of Sale

The point of sale refers to the location of a retail environment where the exchange is made. In brick and mortar stores this is normally a physical location with a cash wrap. This represents for most consumers the most intimate time spent with retail staff as well as the last chance a retailer has to encourage more spending or to make a positive experience. A proper display can boost impulse purchases by as much as 10 percent. U.S. companies spend more than 13 billion each year on point-of-purchase stimuli (Solomon, 2007). Retailers are focusing on capturing two types of buying that a consumer may exhibit at the point of sale.

Unplanned buying occurs when a person enters a retail environment they are unfamiliar with and experience a time pressure or extension on a previous schedule. Nearly one third of the time unplanned buying happens, it is when a consumer experiences a product on the shelf that triggers the recognition of a new need (Iyer, 1989).

Impulse buying is a compulsory feeling that a consumer cannot resist. This is most likely when a consumer feels the impulse to buy is truly warranted. An example is when a consumer picks up a meal tab, gift for a sick friend, or appeases a craving or desire. This can also happen when a consumer is empowered to buy quickly while browsing. (Rook and Fisher, 1995).

The salesperson can be regarded as one of the most influential factors in consumer behavior during the decision making process (Bagozzi, 1975). The salesperson is particularly important at the point of sale. The salesperson attitude and appearance are important to establishing roles within the relationship between the consumer and the salesperson. Many retailers strive to have their salespeople form warm, personal relationships. These types of relationships are known as commercial friendships (Solomon, 2007).
“These friendships work to support marketing objectives such as satisfaction, loyalty, and positive word of mouth” - Solomon

A salesperson is more effective (outside of factors such as age, appearance, educational level, and motivation to sell) if they understand the consumer. Knowing consumer traits allows salespersons to tailor their approach to each specific consumer and their needs. The salesperson acts not only as a point of information for a consumer but an ambassador of the brand. The salesperson helps to reaffirm core values surrounding the brand and is the first point of contact for feedback.

2.4 Branding

Brand creation and development is crucial to industries and consumers alike beyond just bringing a product to market. For Industry, a strong brand can promise profits for current and future products. They can also allow for the implementation of services beyond the product. Strong brands for consumers can equate to lower product cost, increased reliability (protection of brand), and product lifecycle extensions through services. Randall (2000) states the importance of branding as:

... brands are so fundamentally important to the survival and success of many firms that we need to understand them in all their subtleties and complexities so that we can manage them correctly. Strong brands are powerful and profitable, but there are many challenges and threats to their continuing strength and even their existence. Unless we can tease out the true meaning of a brand, we cannot hope to identify and meet these challenges. (pg 2)
Successful brands do not exist without the firm that created them. The firm must meet the following criteria in order to win the right to brand in any such given market. First, that firm must be part of a winning value proposition. Second, the firm must control the core assets to deliver that value. Third, the firm must own the consumer relationship in the most efficient way. Branding can be distilled into certain underlying principles (Randall, 2000):

- Branding is a fundamental strategic process that involves all the parts of a company in its delivery. Branding involves the marketing department but cannot be assumed to be confined as solely as a function of that department.

- Brand must always deliver value. Not only must it deliver value it must be a value that is defined in consumer terms.

- Brands have a continuing ever-changing relationship with a consumer, however it is the responsibility of the company to maintain that relationship.

- Brands compete in a growingly fiercer environment with a shifting status quo and as such must be adapted so that they are effective and efficient.

2.4.1 Brand Characteristics

Brands are something beyond a product or service. It maintains an existence that serves to promote an original product or service as well as values, identity, and core values to new products or services. Stated by Stephen King, “A product is something that is made in a factory; a brand is something that is bought by a consumer” (1990). A brand can be as varied as the products it represents. To define all the characteristics a brand may exhibit is difficult at best
However, the most successful brands (as determined by industry and desired consumer standards) do exhibit common characteristics (Coomber, 2002). The following table summarizes these characteristics.

**Table 2.4 Brand Characteristics for Successful Brands**

<table>
<thead>
<tr>
<th>Brand Characteristics</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal</td>
<td>The brand itself must be able to span a range of products and industry. It must demonstrate a life well outside of its product offering.</td>
</tr>
<tr>
<td>Psychological and Physical</td>
<td>Brands offer &quot;something&quot; that appeases the heart and mind of consumers and deliver with a quality product (regardless if that product is tangible or not).</td>
</tr>
<tr>
<td>Invent and Re-invent</td>
<td>At its core, the business model surrounding a brand may not change but the brand must be a major innovator in its respective industry. It is beneficial if the brand can be an industry definer or creator, and when necessary, a redefiner.</td>
</tr>
<tr>
<td>Global</td>
<td>The brand, regardless of products, transcends geographical and cultural boundaries. The brand's core drawing factor must remain intact for true global recognition despite regional tailoring.</td>
</tr>
<tr>
<td>Informative</td>
<td>The brand must serve as a point of information regarding a product.</td>
</tr>
<tr>
<td>Carefully Handled</td>
<td>Brands must exhibit the fact they are carefully handled and not manipulated for short term profits.</td>
</tr>
<tr>
<td>True to Themselves</td>
<td>A brand must remain true to its halo. It must not immediately extend itself to products or services that don't fit the brand's image or core values.</td>
</tr>
</tbody>
</table>

The characteristic of being informative is a main focus for the social retail spaces. The brand is first and foremost a beacon of information. Branding allows consumers at a moment's
notice to discern many types of information regarding a product or service. More importantly, modern brands allow consumers to perceive information about other consumers. They serve as an indicator about everything from cultural beliefs to status. Coomber (2002) states:

The point of brands is, and always has been, to provide information. The form of that information varies from market to market and from time to time. Some products make visible statement about their users' style, modernity or wealth-examples include clothes, cars, and accessories. Others purport to convey reliability, say, or familiarity, or something else. Whatever the information, however, the right question to ask is this: does the buyer still need or want it.

This characteristic helps consumers to form relationship with other users of the same brand. It provides social point with which to build relationships from.

### 2.4.2 Steps for Brand Building

Firms must have a plan laid out in order to create brands. The brands can help to inform all aspects of design including brick and mortar branded spaces. While firms may determine their own specific steps to building a very specific brand these steps provide an overarching approach (Gad, 2004). There are many steps but the following list (table 2.5) summarizes those of interest to the final design solution.

#### Table 2.5 Steps for Branding

<table>
<thead>
<tr>
<th>Steps for Brand Building</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own minds, not products</td>
<td>Brands need to occupy space in consumer minds through perception. Brands should seek to occupy the imagination of a consumer (Gad, 2004).</td>
</tr>
</tbody>
</table>
Table 2.5 Continued

<table>
<thead>
<tr>
<th>Dare to be Different/Uniqueness</th>
<th>Current market trends dictate brands be unique. They should be unique to the local level if possible and appeal to a specific consumer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know your place</td>
<td>Brand managers must be sure to know where their brand's niche is in the market. They then must seek to acquire the expertise needed to navigate their niche in the market and create innovation.</td>
</tr>
</tbody>
</table>

2.5 Omni-Channel Retail

Retail is an ever changing landscape. It requires a quick sense of adaptability or many retailers will cease to exist. The landscape often undergoes major shifts, disruptions, on fifty-year cycles. The modern era first saw the rise of the department store, then shopping malls in suburbs, and most recently big box “category killers.” It’s is important to note that each disruption doesn’t necessarily destroy the one before it but forces it to adapt to new consumer expectations as the new disruption redefines the landscape (Rigby, 2011). The current consumer landscape dictates that retailers can instantly provide a transparent market. Omni-channel retail provides a nearly seamless approach to the consumer through all retail channels. These main channels include brick and mortar, mobile platforms, and traditional electronic commerce (e-commerce) outlets. This approach combines the advantages of brick and mortar store locations with information-rich consumer experience of e-commerce.

One major component of omni-channel retail is e-commerce. It is an ever growing business and has maintained an exponential rate of growth for quite some time. Research firm Forrester estimated that in 2011 e-commerce provided $200 billion of revenue in the United States. Digital retailing is estimated to count for more than 20% of total sales by that same firm.
It is hard to measure exactly, as retailers are becoming more invested in the omni channel approach the lines between a traditional digital sale (goods bought through a pc or laptop) and brick and mortar purchases (goods bought in a physical retail location) are blurring. A product purchased on a mobile platform in a store is an example of the difficulty of categorizing purchase types and furthermore how each individual retailer decides to categorizes the purchase can vary.

Figure 2.4 Omni-channel Fulfillment Experience (Motorola, 2013)

Customer service is a major obstacle in e-commerce. More specifically, trying to best mimic that level of service one would expect in a brick and mortar setting. According to a survey by National Purchase Diary (NPD) online in 1999, 75 percent of online shoppers surveyed said that good customer service would make them shop at a site again (Gilbert, 1999).
E-commerce provides distinct advantages over the analog world. E-commerce provides easy access to information, and more importantly comparables and reviews. Consumers can quickly find the lowest price for a desired product. One click and two click check outs provide another advantage as they allow consumers to quickly purchase items with nearly no wait (Rigsby, 2011). Retailers must use these points in order to create effective strategies for e-branding.

The internet as an avenue for new business is permanent for the foreseeable future. Established brands must develop ways for the brand to translate to the internet while new internet only brands must develop ways to create and distinguish themselves among other brands (Coomber, 2002). Established brands have three stances. The first stance is to remain brick and mortar. This is particularly important if the brand core values center around an experience that cannot be translated to online environment (Coomber, 2002). The second stance is to create entirely new brands for the online experience. This allows completely new strategies to target the online consumer without stretching a brand. The third stance is to create an online presence under the established brand. This stance allows companies to take advantage of the online offerings as well as maintain a virtual space next to its competitors (Coomber, 2002).

The internet makes the economy more transparent and exposed. By offering a wealth of information, the internet allows comparison of products on the basis of prices, reviews, and availability. The internet also allows the removal of the middleman between companies and customers allowing a reduction in transaction costs, shipping, and barriers to new product entry. The internet serves as a peak beyond the "facade" of traditional companies that used
their brick and mortar stores to convey the security that customers seek through branding. E-commerce is an ever growing field, and while many companies have embraced it, it is the single biggest threat to being able to brand a product in a way that allows them to be sold a premium prices with high margins. This allows a consumer to "pressure" a business by refusing to pay that price for a product (Cooper 2002). Thomas Gad states while working for web branding consultancy Differ:

The New Economy is all about transparency. The internet has accelerated a process that was already under way. Consumers have greater access to information than ever before. They are able to observe the internal workings of the companies they do business with. As they become more aware of their new power, they will peer into every nook and cranny. Transparent market demand transparent organizations (2002).

Thomas Gad has found the market to be going through a significant change to become transparent. This change is a three stage process: product marketing, niche marketing, and birth of the critical consumer.

In the traditional market, many companies managed to play hide-and-seek and maintain several different roles at the same time for different audiences: sometimes being suppliers, sometimes distributing in their own name, and sometimes being just a know-how partner. Since Consumers found it hard to penetrate this, it was never really a problem. In the Web-driven transparent market of today, such a situation is no longer tenable. Gad (2002)
E-commerce has allowed companies and their brands to be exposed if their brand is stretched thin. The goal of a brand is to reassure a consumer that that value and price they pay for a product is a good value. The positive of the naked market is that is also allowed for brands to truly create a strong relationship and trust by being as transparent as possible. Consumers will buy premium items if they are well-informed (Cooper, 2002).

Completing a two year study, Bain & Company found that price isn’t the deciding factor in web purchases. Trust is the deciding factor amongst building customer loyalty through e-commerce and e-branding. “Without the glue of loyalty, even the best-designed e-business model will collapse” (Reichheld, 2003). Bain & Company also concluded that customer loyalty to brand is an "economic necessity." Consumer acquisition through the internet is extremely expensive and is only worthwhile if the consumer turns into a repeat customer. Advertising agency, Leo Burnett, completed a study in 2002 that found despite the millions of dollars spent on marketing, consumers still preferred traditional companies and brands over only e-commerce companies and brands. This strengthens the idea that brands maintain brick and mortar locations as well as a strong online presence. Consumers, when possible, prefer to have a physical location in which to interact with either a product or a representative of a brand directly. More importantly, trust seems to flourish when a brand has a variety of contact. Consumers see each interaction with a brand in short terms and then reflect upon those numerous interactions to establish a relationship. Disney is a brand and company that demonstrates this in a successful fashion. Consumers can interact with the brand directly by purchasing its movies, seeing its movies in theaters, watching the Disney Channel, visiting the Disney Store, visiting Disneyland, or visiting its online website. Consumers can even interact
indirectly by enjoying media services back by Disney (as it owns a large number of cable
stations consumers regularly enjoy)(Cooper 2002).

2.5.1 Virtual Consumption Trends

The internet allows for an individual to shop instantaneously anytime of the day
conveniently from an internet-connected device. E-commerce has been pushed first in Business
to Business commerce (B2B e-commerce) and has since transitioned to the more common
business to consumer commerce (B2C e-commerce). B2C e-commerce is most prevalent type of
commerce a consumer is likely to experience at present and is directly responsible for a huge
push in global consumerism culture. B2C e-commerce has allowed the creation of online
communities that allow consumers to share a wealth of information about products, brands,
and their own product driven lifestyle aspects. So much so, that virtual brand communities have
become commonplace. These communities allow consumers to link with each other virtually in
discussion of specific brands and products. These communities have also allowed consumers to
create physical communities. Brands have taken notice recently and have even begun to create
these groups for consumers.

Security is an important hurdle to virtual consumption. Consumer behavior dictates
consumers make purchases or bigger purchases when they feel they are engaging in a safe
transaction. This is a feeling that many online only retailers cannot convey. The feeling of
security is only gained after repeated transactions with a consumer. Consumers still prefer
tactile sensation when purchasing many types of products. In this regard retailers have begun
seeing technology as an extension of the brick and mortar store. Retailers provide consumers
with the opportunity to use technology in the store in order to help increase the feeling of security. This feeling eventually carries over to traditional e-commerce purchasing situations.

2.5.2 The Mobile Device

The strength of the mobile platform is obvious. Mobile platforms are numerous. By 2014 nearly every mobile phone in the United States will be a smart phone connected to the internet (Rigsby, 2011). According to a recent survey by Pew Research Center (May, 2013), more than 50 percent of Americans own a smartphone. More specifically 56 percent of American adults own a smartphone. 40 percent of Americans will use tablets by 2014 (Rigsby, 2011). When analyzed by income and age the numbers become even more telling as they begin to overlap with target markets that are of particular interest to retailers. The following figure details smartphone ownership income and age:

![Fig 2.5 Smartphone Ownership by Income/Age Grouping (Pew, 2013)](image-url)
The figure suggests that two younger demographic categories maintain high smartphone ownership. These younger demographics are those most often integrate the smartphone in to all aspects of their daily routines.

Within next five years, omni-channel retail will see their mobile purchasing percentages rise (Rigsby, 2013). The largest percentage expectation is in store pick up which will is expected to double by 2017 (Motorola, 2013). This is expected to increase largely as retailer integrate the mobile device in to their in store shopping experience, consumers are expected to ship to the store so the consumer can ensure the product is perfect before heading home. The following figure shows 2012 percentages on the left and expected 2017 percentages on right. Most categories show significant growth.

![Figure 2.6: Expected Shipping Trends in 2017 Compared to Trends in 2012 (Motorola, 2013)](image-url)
The ability to deliver cross-channel inventory visibility, allocation and fulfillment is in large part dependent on a retailer’s mobile infrastructure. Wireless local area networks (WLAN) are fundamental to providing the information, flexibility and control needed to streamline omni channel supply chain operations and create atmospheres that are pleasant and useful for consumers. The WLAN must also provide the high performance necessary for bandwidth intensive applications (videos, personalized in store adds, and connectivity with other in store devices), the security to protect customers’ private information and the reliability to ensure consistent availability (Motorola, 2013).

Omni channel retailing is also one of the catalysts for the new generation of mobile devices. These new devices are mobilizing the retail workforce and allowing real-time information about the entire supply chain. Optimized for inventory management, control and access in the warehouse and on the salesroom, the new mobile devices enable employees to be far more productive, more efficient and more consumer-focused (Motorola, 2013). Interactive devices in store can serve the role as mediator between the consumer and the employee (Rigsby, 2013). This allows the consumer self-paced information retrieval about a product or access to features of a product (customization for example) that would be hard to replicate in an application. They also allow for a more informed consumer, so the retail employee can focus depth on knowledge on a few choices instead of a general overview that may leave the consumer still unsure of a choice (Rigsby, 2013). Retailers can utilize rugged new business-grade devices built for the fast-paced omni channel environment that can access this product information without fear of high cost in equipment replacement (Motorola, 2013).
2.6 Summary

Retail is a multi-dimensional field. It and all of its components are difficult to generalize. However, for specific applications and goals it becomes less difficult to create a knowledge base. The demographic that one targets for a specific product is an excellent point in which to seek specific design and research goals. Through research it was demonstrated that consumer atmosphere is moving to a more interconnected world. Key paradigm shifts have fundamentally changed the retail landscape. This consumer is seeking not just a more information-rich experience, but a more situational information-rich retail experience. The niche market has seen an explosion as the consumer is experiencing a bombardment of stimuli grasping for attention. The consumer must consciously filter out those deemed unnecessary. Thus the goal of designers, in regards to retail space, is to create a physical space that allows consumers to access this information selectively and instantaneously, do so in a social environment, and ultimately walk away with the perception that their money and their time was spent appropriately. The designer must create a space that provides real world experiences that can only be gained through physical interaction while providing a seamless web like experience one would experience through any connected advice. This can only be done with considerable time and effort spent on understanding the consumer and his needs, the market, and the retailer.
CHAPTER 3

METHODOLOGY

3.1 Introduction

The purpose of this chapter is to include a review of the methodology employed by the designer. The methodology's appropriateness is discussed by first detailing the two main competing paradigms in consumer behavior. This is followed by a description of the target population and the sample chosen. In addition to these points, this chapter will outline the framework from which the research questions are derived. These research questions will serve to inform the design of the final project.

3.2 Paradigm

A paradigm is a set of fundamental assumptions. In a more detailed way, a paradigm is a philosophical and theoretical framework of a scientific school or discipline within which theories, laws, and generalizations and experiments performed in support of them are formulated (Webster, 2012). The current field of consumer behavior is currently occupied by two divergent paradigms. The approach can be positivist (modernistic) or interpretivist (post modernistic) (Solomon, 2007).

The oldest paradigm is positivism (Solomon, 2007). Positivism arose out of the need for a more scientific world to explain things beyond metaphysics. Metaphysics is a method of understanding phenomena to be the result of some greater power or force that is beyond the comprehension of the human mind (Webster, 2012). Within the realm of sociology, sociologists required a more definitive way to categorize social phenomena (Smith, Booth, Zalewski, 1996). Careful observation is determined to be the only way to gain data from which to analyze and
draw conclusions. In this manner, humans are assumed to be wholly and completely reactive to stimuli. These reactions provide the only real measurable data. The reaction itself is to only be considered in relationship to the stimuli (Smith et al, 1996).

Interpretivism is direct result of sociologist realizing that behavior is more complicated than a simple input-reaction-output model (Beck, Bryman, Liao, 2004). This approach recognizes that certain stimuli may indeed induce a certain result from and individual but that response is and of itself influence by a number of outside factors (Solomon, 2007). Interpretivism recognizes that not necessarily all of the outside factors are measurable and that the interpretation of these responses can be as distinct from one another as each individual interpreting the factors. The human is to be assumed to be active in processing all stimuli in order to come to a complete and distinct conclusion. Interpretivism also concedes that while the human is active and focused there are certain to be internal passive or unconscious decisions that affect an individual's final interpretation of a stimulus (Solomon, 2007).

Both approaches stress the importance of observation and data collection. However, the emphasis on validity and reliability of that data and the approach to analyzing that data is in opposition of each other. Positivism models the scientific method in order to produce predictable knowledge in regards to social structures (Smith et al, 1996). Interpretivism dictates that this approach is simply too rigid. It also dictates that the goal of analyzing data shouldn’t be its face value. A considerable effort should be spent researching the intent and meaning behind what is observed (Beck et al, 2004). Positivism states that once data is analyzed and quantified it can be extrapolated and applied to a number of situations with different individuals and will yield predictable results. This is feasible because the human behavior is assumed to operate as
input-reaction-output model given the same stimuli and the same situation. Interpretivism maintains that given the same stimuli, input-interpret-output model can and will differ amongst individuals in the same situation. The theory even goes further to suggest that the model may change even for the same individual as outside factors can influence interpretation. In this way if the reasoning is understood behind a response, one can modify stimuli to garner the same output (Solomon, 2007).

The five assumptions of interest to the field of consumer behavior are: nature of reality, goal, type of knowledge generated, view of causality, and research relationship (Solomon, 2007). The following table summarizes the two distinct paradigms and their approach to these five assumptions.

*Table 3.1 Positivist versus Interpretivist Approaches to Consumer Behavior (Solomon, 2007)*

<table>
<thead>
<tr>
<th>Assumptions</th>
<th>Positivism</th>
<th>Interpretivism</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nature of Reality</strong></td>
<td>• Objective, tangible</td>
<td>• socially-constructed</td>
</tr>
<tr>
<td></td>
<td>• Single</td>
<td>• Multiple</td>
</tr>
<tr>
<td><strong>Goal</strong></td>
<td>• Prediction</td>
<td>• Understanding</td>
</tr>
<tr>
<td><strong>Knowledge generated</strong></td>
<td>• Time Free Context-independent</td>
<td>• Time-bound Context dependent</td>
</tr>
<tr>
<td><strong>View of causality</strong></td>
<td>• Existence of real causes</td>
<td>• Multiple, simultaneous shaping events</td>
</tr>
<tr>
<td><strong>Research relationship</strong></td>
<td>• Separation between researcher and subject</td>
<td>• Interactive, cooperative with researcher being part of phenomenon under study</td>
</tr>
</tbody>
</table>
3.3 Interpretivism Approach

The five main assumptions in consumer behavior can be approached from two separate views as briefly discussed earlier in this chapter (there are a quite many approaches but this in regards to the main two competing theories). Interpretivism, in the realm of consumerism, dictates that an individual’s decision to purchase is a myriad of factors that extend beyond what can be measured in the most scientific and rational way. That means consumer experiences are far more subjective than originally believed and those experiences are used to create order from a set of internal ideals. These ideals are created after a consumer internalizes a diverse set of experiences. These experiences are those encountered first hand (personally), second hand (friends, family, acquaintances), and through collective culture (Solomon, 2007). Thus the value placed upon a particular product and our willingness to purchase it is a culmination of a lifetime of experiences. Interpretivism stresses that one conduct research in a qualitative method to gather understanding beyond numerical data. This approach allows a deeper understanding of a few versus a more shallow understanding of many (Arnould and Thompson, 2005).

Interpretivism served as the lens though which to analyze the consumer purchasing process and its three phases. These three phases then served as the framework in which the research questions that further informed the final design solution were developed.

3.4 Consumer Process as Framework

The consumer process consists of three phases. These phases and common issues are summarized in the following table.
Table 3.2 Some Issues that arise during the Consumption Process (Solomon, 2007).

<table>
<thead>
<tr>
<th>Phase</th>
<th>Consumer Perspective</th>
<th>Marketer's Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-purchase Issues</td>
<td>• How does a consumer decide if they need a product?</td>
<td>• How are consumer attitudes toward products formed and/or changed?</td>
</tr>
<tr>
<td></td>
<td>• What are the best sources of information to learn of alternative choices?</td>
<td>• What cues do consumers use to infer which products are superior to others?</td>
</tr>
<tr>
<td></td>
<td>• How are consumer attitudes toward products formed and/or changed?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• What cues do consumers use to infer which products are superior to others?</td>
<td></td>
</tr>
<tr>
<td>Purchase Issues</td>
<td>• Is acquiring a product stressful or pleasant experience?</td>
<td>• How do situational factors, such as time, pressure or store displays affect the</td>
</tr>
<tr>
<td></td>
<td>• What does the purchase say about the consumer?</td>
<td>consumer's purchase decision?</td>
</tr>
<tr>
<td>Post-purchase Issues</td>
<td>• Does the product provide pleasure or perform its intended function?</td>
<td>• What determines whether a consumer will be satisfied with a product and whether he/she will buy it again?</td>
</tr>
<tr>
<td></td>
<td>• How is the product eventually disposed of, and what are the environmental consequences of this act?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Does this person tell others about his/her experiences with the product and influence their purchase decisions?</td>
</tr>
</tbody>
</table>

This table was introduced first in Chapter 2. It accounts for both the perspective of the consumer and the marketer during each phase. The phases are pre-purchase, purchase, and post-purchase. The three phases can be defined by their chief actions, information gathering, product acquisition, and product support. The interview questions are arranged into those
three categories. The goal was to establish a line of thought that carries the consumer through the purchasing process that happens internally in a seamless manner.

3.5 Research Questions

The purpose of this research was to determine in what ways brick and mortar retail spaces in niche markets can remain relevant in today's consumer landscape. Relevancy in the consumer world revolves around necessity, pleasure, or a combination of the two. Omni-channel retail currently exhibits the most efficient retail model. It allows for consumers and employees to access information instantaneously but doesn't necessarily dictate how the consumer and the employee should interface with this information. It also doesn't inform a designer on what consumers find to be a pleasurable experience. Omni-channel retail does provide a flexible and customizable retail model that this designer exploited. The research’s focus was to provide the most pleasurable shopping experience possible. This focus drove the designer to seek to understand effective ways to combine brick and mortar and e-commerce shopping consumer preferences, gauge current consumer perceptions during the purchase process (pre-purchase, purchase, and post-purchase phases), the desire for social interaction in the shopping experience, and the importance of incorporating interactive technologies in the retail environment.

To reach this conclusion the interview questions were selected to generate answers to specific research questions. These research questions are organized to reflect the underlying framework of the study. Each question is placed in its appropriate action phase; information gathering (pre-purchase), product acquisition (purchase), and product support (post-purchase). The research questions are:
• What are consumer perceptions during information gathering?
• What are consumer perceptions during product acquisition?
• What are consumer perceptions of product support?

Each of these questions was asked in regards to both the brick and mortar retail experience and the e-commerce retail experience. Perceptions from both experiences allowed a comparison that served to best inform design practices for the final solution and validate elements of the review of literature.

3.6 Population

The population used for this research is those who participate leisurely or seriously in specific sports or sell products related to these specific sports. These sports are yoga, cycling, and running. These sports in particular have a low barrier of entry to participants and each maintains a strong cultural identity for its participants. These sports exhibit a lifestyle centered on this cultural identity. In this way, the population becomes suitable because the cultural identity surrounding the three sports represents one of the seven major consumer segments used to target certain consumer demographics. This segment is Lifestyles: Beyond Demographics (Solomon, 2007).

3.7 Sample

The sample for interview is participants who stated running as their current primary sport of interest or sell products geared specifically for runners. This does not mean that participants must not engage in other sports but that their current focus is running and that the other sports they participate in are secondary. The sport of running was chosen arbitrarily from the three but the need for a consistent main sport was determined to try to create a more
focused case study in consumer perceptions. While each sport shares similarities in some of its products there are distinct differences in many products that could have added to the difficulty of analyzing the data. Furthermore as the questions are not designed to specifically ask a participant how one shops for a specific product, the best solution was to assume the products would be at least necessary for running. For instance, if the sample had ranged between all three sports instead of being specific to running, one participant could have been answering a question in regards to purchasing a cycle repair tool while another participant may have been considering the question in regards to purchasing a yoga mat. This was done primarily to ensure the researcher was able to capture a range of perceptions and determine if in fact perceptions and desires are product specific. This approach was also considered to ensure the interview remained fluid as the alternative was to create a list of products related to the sport, and then ask questions regarding each product separately. The researcher concedes that approach is valid however not the best fit for the goals of obtaining a more conversational and fluid interview.

The sample age ranges from 17-28. The sample consists of 3 females and 3 males making the total sample size of 6. All individuals in the sample currently own a smart phone and consider themselves to be internet savvy. For the purposes of this research, savvy means the ability for an individual navigate the internet via mobile devices, laptop, or pc in order to gather information for a product and to order a product. The members in the sample have confirmed that they have done this more than once and are comfortable with this process. Comfortable implies they experience no sense of extreme anxiety when ordering and are confident in their ability to order products. The members of the sample also stated they have placed at least one
order within a brick and mortar retail location for an item that was either out of stock or special order. All others sport participants in the population were excluded from this interview. This sample was created in a manner to ensure a consistent language and to minimize as many dynamics between participants as possible.

3.8 Data Collection

Data was collected using a tape recorder during the interview process to record the questions that were asked and the participant's responses. In addition to the tape recorder, hand-written notes were used by the interviewee. The interview was conducted one participant at a time. The interview took place in a small conference room with comfortable seating and a table. The space was well lit with natural light and daylight. The interview and the room were closed to individuals whom were not participants or the moderator. The moderator asked one single question at a time and recorded the response of each participant. Participants were allowed to respond freely, and discussion was encouraged. The moderator ensured the response was understood correctly in its content and meaning by summarizing the total response immediately after the last interview question was answered or when the moderator felt the response was unclear. The moderator used prompts if a response to a question indicated that the participant may not have fully understood the question. The interview had no time limit and was considered complete after the last question in the interview question tree list was asked. Each participant was thanked for their participation at the conclusion of the interview and asked if follow up was ok if upon further analysis of the recording some part of a response was unclear.
3.9 Data Analysis

The responses were categorized according to the phase in which the question belongs. Those that could be determined as affirmative, negative, or discarded were labeled as such. The responses were then sorted and labeled and used to ascertain underlying theme that provide a consistent baseline desire or need. Those were in turn used to create guidelines that were represented in a visual response table. Those that represented outliers were discussed and analyzed and presented within the appropriate chapter as further points of discussion.

3.10 Summary

This chapter provides an outline to recreate the study for further research. This chapter also outlines the rationale behind the choice of framework, the lens in which to view that framework, the interview questions, and the analysis of the answers to those questions. The goal was to create guidelines that outline the desires and needs of a sample that could be analyzed with the understanding that study should be viewed as a case study. The information obtained in this interview ultimately informed the design beyond the literature and provided a deeper depth and understanding of consumer perceptions. It is the recommended that this research and method be applied to multiple and larger samples that include each of the sports of interest in the population.
CHAPTER 4
FINDINGS

4.1 Introduction

This chapter describes the original research component of this thesis and its results. The information is presented by first discussing the answers of each question of recorded interviews. The results are then summarized with visual aids and text. The interview questions are arranged according to their relevance to each action phase of the purchasing process. These action phases are used to generate three research questions that serve as a framework for answering the primary research question: How the Design of brick and mortar retail can be effective in the combination of omni-channel retail practices and social spaces?

4.2 Findings Related to Pre-Qualification Questions

All participants were asked a series of qualifying questions before continuing to the main interview. 100 percent of participants answered affirmative the following questions: Do you consider yourself an enthusiast in running, cycling, or yoga and do you consider yourself to be comfortable with using technology? Each participant was also asked how long they participated in their sport. The range of responses was between 2 years and 25 years. Participants were also asked to how they most often interact with others in their sport. Participants were allowed to select more than one choice if they felt location was equivalent. The choices were as follows:

1. Gym (non-specific weightlifting or training facility)
2. Events or practice
3. Online forum

4. Other source

83 percent of respondents stated that they most often interact with other enthusiasts during events or practice and 50 percent stated at a gym. 100 percent of participants were qualified to continue through the interview.

4.3 Findings Related to Research Question One

Research question one is related directly to the first action phase of the purchasing process: pre-purchase (information gathering). The first research question is, “What are consumer perceptions during information gathering.” During this phase the consumer gathers information ahead of a purchase, and decides from what source or sources to compare products before purchase. The questions in this action phase are used to answer that question as well as determine desirability of human interaction.

67 percent of the participant’s prefer to gather information with fellow enthusiasts. There was no follow up question as to why they prefer to gather information with enthusiasts, but 50 percent of the participants offered a reason. They each stated that by gathering information with an enthusiast you can gain better insight and be made aware of information you may have not known existed. Additionally one respondent stated that gathering information with a fellow enthusiast is fun. The following chart (figure 4.1) summarizes the answers to the first interview question that pertains to this phase, “Do you prefer to gather information alone or with fellow enthusiasts?”
The second chart summarizes the answers to the second interview question that pertains to this phase, “How do you most often get information on purchases related to your sport?”

**Figure 4.1 Summary of Results: (Pre Purchase) Interview Question 1**

**Figure 4.2 Summary of Results: (Pre-Purchase) Interview Question 2**
83 percent of the participant’s prefer to gather information online instead of offline. The participants were also asked to assign a percentage to online information gathering and offline gathering. For those who responded that they gather information most often online, percentages that ranged from 60 to 90 percent of their information is gathered online.

The participant who gathered most information offline stated that 40 percent of the information gathered online. Additionally, participants were asked despite where they gather most of their information from (online or offline) which method do they prefer. Each participant’s preferred method also matched the method through which the participant gathered most of their information. Participants were also asked to optionally state advantages or drawbacks of gathering information online or offline. 60 percent of the participants chose to offer a comment. Online advantages included ease of comparison and consumer reviews. No disadvantages were stated. No advantages and disadvantages were stated for gathering information offline.

The third interview question was asked to determine major sources for information gathering. The results were nearly evenly split between three main sources. The full range of choices will be detailed after the following figure. Figure 4.3 summarizes the results of the third interview question that pertains to this phase, “For information gathering online, where do you get the majority of your information?” Figure 4.3 only details the choices for primary source information gathering however participants were allowed to select secondary sources.
The participants indicated a range of majority source choices for online sources of information. They were given the choices indicated in the above chart. Those choices are as follows:

1. Manufacturer’s website
2. Retailer’s website
3. Consumer reviews
4. Enthusiast website
5. Other

34 percent indicated a manufacturer’s website, 33 percent indicated a retailer’s website, and 33 percent indicated consumer reviews as the majority sources of online information. The participants were also asked to assign a percentage to each source. Consumer reviews and retailer’s websites received the highest percentages as a primary or secondary source of
information. One participant did rely entirely on manufacturer’s website assigning it a 100 percent with that participant’s second option being from an online team portal.

The following chart (figure 4.4) summarizes the results of the fourth interview question that pertains to this action phase, “For information gathering offline where do you get the majority of your information?”

![Primary Offline Information Sources](image)

**Figure 4.4 Summary of Results: (Pre-Purchase) Interview Question 4**

The participants were given the option to choose sources from four sources:

1. Equipment package labeling
2. Salesperson
3. Enthusiast club or meeting
4. Other source
Salesperson and enthusiast club or meetings were leading sources with 50 percent of participants choosing that source as their primary source. 33 percent of participants chose a salesperson, and 17 percent chose “other”. Participants were also asked to assign percentages to each source to gain insight into secondary sources. 87 percent chose one of the two leading categories as their secondary choice. An additional source was listed under the category of other. The participant listed the primary source as coach and their secondary source of information being a team portal.

**4.4 Findings Related to Research Question Two**

Research question two is related directly to the second action phase in the purchase process: purchase stage (acquiring the product). The second research question is “What are consumer perceptions during product acquisition?” In this phase consumers acquire the products for consumption or use. The questions in this action phase are used to answer questions this research question as well as the desire of social interaction and the desirability of brick and mortar locations.

Interview question 5 is “How often do you acquire new products related to your sport?” This question received a number of responses with frequency varying from once a month to once a year. This question was used to determine a possible baseline for frequency of product acquisition and for that baseline to be used to determine if there is any effect on the participant’s perceptions. The results are summarized in the following chart (figure 4.5).
The following chart is a summary of interview question 6, “Do you prefer to purchase items geared toward your sport alone or with fellow enthusiast?”
50 percent of participants preferred shopping alone with 50 percent preferring to shop with others. While a follow up question wasn’t mentioned, many attributed the reason for acquiring products alone as that some products they buy for their sports don’t always facilitate a social moment.

Interview question 7 is “How do you most often purchase items geared toward your sport? The following chart (figure 4.7) is a summary of responses.

![Primary Method of Purchase](chart)

*Figure 4.7 (Purchase) Summary of Interview Question 7*

The majority of participants at 67 percent most often purchase gear for their sport offline. The question also had a two follow up questions. Participants had the option of listing advantages and drawbacks of either online or offline product acquisition. Advantages stated for online included no lines and a larger selection. Drawbacks for online were stated as being unable to experience the item in hand. The participants listed the ability to handle a product as the main advantage of offline product acquisition. 33 percent of the participants preferred online
product acquisition with one participant stating that online is only preferred when all the 
proper knowledge has been attained. 50 percent of the participants were indifferent to their 
preferred method or stated that certain products were purchased online or offline based on 
that particular product type. 17 percent preferred to acquire products offline. The following 
figure demonstrates the preferred method of acquisition. Careful discussion of this preferred 
method versus primary method is discussed in the emergent themes section of this chapter.

Figure 4.8 (Purchase) Summary of Interview Question 8

Interview question 8 ask participants “For purchases online from what source do you 
purchase the majority of your gear?” Participants were allowed to choose from four categories; 

1. Multidepartment store
2. Specialty retailers
3. Discount department retailers
4. Peer to peer resale shops

Multidepartment stores are those generally described as large square footage mall anchor stores. These stores include Dillard’s, JC Penny, Sears, or their equivalent. Specialty retailers are those that specialize in sports equipment. Retailers such as Dick’s Sporting goods, Academy Sports, Bass Pro, Nike, or local shops are considered as such. Discount department retailers are considered Wal-Mart, Kohl’s, TJ Maxx, Target, or similar. Finally, peer to peer sellers include resale shops and those selling from a personal collection. Participants were allowed to select more than one option if they truly believed them both to be equal. 83 percent of participants selected specialty retailers as the source for the majority of their gear. 50 percent of participants selected a discount department retailer as major source of gear. Of the participants that selected discount department retailer as a major source, 67 percent were also part of the participants that makes up the 83 percent majority that chose specialty retailers as their primary source.

Interview question 9 asks the participants, “Is it important to interact with a product before buying it?” 100 percent of participants stated that this was important. The primary reason stated was that participants wanted to ensure that fabric, weight, fit, and feel of a product was exactly what they expected before purchase.

Product customization is also a part of the purchase stage that is of particular concern to this investigator. Interview questions 10, 11, and 12 pertain to this component of the action phase. Question 10 states, “Do you ever purchase customized items in general?” 67 percent of the participants responded they do not while 33 percent responded that they do purchase customized items in general. The participants were then asked interview question 11, “When
purchasing an item pertaining to your sport is it important for a retailer to provide the ability to customize it?” 33 percent of the participants stated that it is important for a retailer to provide this option while 67 percent stated that it is not important. Whether the participants desire customization or not Interview question 12 asks, “What types of products related to your sport would you most prefer to customize at the time of purchase?” Participants were allowed to give multiple answers. 67 percent indicated shoes and 33 percent indicated color.

4.5 Findings Related to Research Question Three

Research question three much like the other phases, is related to its appropriate action phase. The third action phase is post purchase (product support) and the research question pertaining to this phase is, “What are consumer perceptions of product support?” In this phase consumers seek additional information regarding products they have acquired in the second phase. This is typically listed as product support. Support includes gaining additional information on how a product works, how to use the product better, or consumer reviews of the product. This researcher was particularly interested in social interaction centered on a user experiences after purchase.

Interview question 13 asks participants, “When you need information for a product after you purchase it, what source do you rely on most often?” Participants were allowed to choose more than one source with their choices being the following:

1. The location from which you purchased the item
2. The location from which you initially gathered information during pre-purchase phase,
3. Another enthusiast
4. Other
67 percent of participants gathered information from the location that they initially used during the pre-purchase stage. Other sources included an equal selection from another enthusiast, the location from which they purchased the product, and other (the manufacturer).

The following chart (figure 4.9) summarizes the findings.

![Product Support Source Chart]

*Figure 4.9 (Post Purchase) Summary of Interview Question13*

Interview question 14 asks participants to explain how they primarily share experiences centered on the products that they buy in relation to their sport. 83 percent of participants stated word of mouth with each participant being offered the ability to elaborate if desired. Two participants chose to elaborate. Both participants stated that the word of mouth was specifically at a gym, event or practice. 17 percent of participants indicated that writing a
consumer review was the primary method of sharing information. Figure 4.10 summarizes the results from this question.

**Primary Method of Sharing Product Experiences**

- Word of Mouth: 83%
- Consumer Reviews: 17%

*Figure 4.10 (Post Purchase) Summary of Interview Question 14*

Interview question 15 was asked to determine if participants ever share experiences via writing consumer reviews. 67 percent of respondents indicated that they do in fact write consumer reviews. Participants that do write consumer reviews were asked to determine from a preselected list the location they most often post their reviews. The choices presented were:

1. Online Enthusiast Discussion Board
2. Manufacturers Website
3. Retailer’s Website
4. Blog or Social Media
5. Other

25 percent of participants stated that they post exclusively to the online websites of retailers from which the product was purchased (if the retailer maintains an online presence). The remaining 75 percent of participants that do write consumer reviews were asked to assign percentages to the options listed earlier. Retailer’s website was the primary post location. This option received percentages ranging from 50 to 80 percent. This means at the least it will garner at least half of the postings for a participant and makes it the primary choice for most participants or even as a secondary choice. Manufacturer’s website received percentages ranging from 20 to 60 percent was most often the second choice for participants. One participant did choose to apply a percentage to the online enthusiast’s board. That participant post to that location 20 percent of the time.

4.6 Findings Related to Determining the Social Desirability of a Space

Participants were asked an additional follow up question that helps provide this researcher further insight into each participant’s expectations of a brick and mortar location. Participants were asked interview question 16, “What is your preferred Brick and Mortar location to shop for products related to your sport?” as well as why they chose this location excluding price (if applicable). This question was asked in an open format however the answers given were categorized by the research based on criteria presented earlier in the interview. 83 percent of participants chose a location that is a specialty retailer with the remaining 17 percent choosing a location that is considered a discount retailer. 67 percent of participants stated diversity/selection of products, 50 percent stated brand security, 33 percent stated organizations, 17 percent stated staff, and 17 percent stated aesthetics. 100 percent of the
participants chose retailers that have an online purchase portal. Each participant was asked what conditions prompt them to buy via the online portal instead of in the brick and mortar location. 50 percent of participants stated when a particular product wasn’t available in store or if they are seeking a greater diversity of products the shop online. 17 percent stated online-only specials/ lower price, 17 percent stated when a trip to the brick and mortar location wasn’t desirable, and 17 percent stated never.

4.7 Findings Related to Closing Remarks

The questions asked under this category provided participants the ability to speak freely and to add any additional information that was either not discussed in the interview or the participant felt need further clarification. Participants were asked two questions. The first question, Interview question 17, asks participants, “Are there any closing remarks or information you'd like to add regarding the way you gather information on, acquire, and seek support for products related to your sport?” 67 percent of participants offered no other remarks. 33 percent offered additional information on the information gathering action phase. Specifically, one participant stated the majority of information used to start a product search or to buy comes from word of mouth. Another participant stated that regardless of where the information search starts, that participant visits a store to experience the product in tactile sense before purchasing it even it is purchased from an online source.

Interview question 18 asks participants if they enjoy their sport alone or with fellow enthusiast. 100 percent of participants stated that they enjoy the sport with other fellow enthusiast. Additionally each participant was asked why. 100 percent mentioned that it is a
social event with 50 percent stating specifically it is a social event, 33 percent mentioned it is simply more fun, and 17 percent stating that it is an opportunity to gain insight or tips.

4.8 Emergent Themes

The following describes themes that became apparent through the interview process. These emergent themes provide guidance in the programming and design phases of this thesis. Additionally, these emergent themes help to provide a depth of information that might not easily be categorized or expected. These themes are derived from the answer given to the direct questions in the question tree, casual conversation with the participants, and observation

- **The Desire for Human Interaction is present overtly and covertly**

  The first emergent theme is that consumers do desire human interaction. This is not exactly always known to the consumer in an overt way. This interaction, however, is desired at every phase of the consumer process. The majority of participants interact with fellow enthusiast in some form during the purchase process. Each sport chosen does have the propensity for a large social component. This component is prevalent in group, clubs, and teams that exist at the school and municipal level. It was anticipated that this would manifest during the consumer process in an overt way. In some instances this was true but participants did also indicate in ways that could be considered subtle. One way this was expressed was the stating of the salesperson by participants as a source of information as well as consumer reviews and other human centric methods. Also during the product support phase many participants stated they seek support from where they initially gathered information from
which in some instances was a source that has human interaction (consumer reviews, salesperson, etc). This created an opportunity to build a closed cycle. This can work further to build brand trust and consumer traffic. This will be discussed further in this document.

This desire for human interaction seems to be most prevalent (beyond the time actually participating in the sport) in the purchase acquisition phase and product support phases. This indicates there is an opportunity for growth in the information gathering phase.

All participants stated that they participate with fellow enthusiasts. This was interesting as although the sports have a high social component they are also routinely undertaken solo. In general some participants stated that not only is their sport fun but that they do enjoying acquiring products or sharing with other enthusiasts.

- **Desire to Manipulate a Product**

There is a desire to experience a product before purchasing it rather the product is purchased online or offline. This seems to be really important when fit and feel are essential to the way that a product operates. This seems more often than not to be most products centered on these sports as they have an impact directly on a participant’s performance. Further discussion lead to the fact that many participants have moved beyond formally organized teams such as college or high school, so the ability to choose a product is more important as an individual rather than being forced to use a team shoe or apparel. This greater ability to pay more attention to a product before buying it has necessitated the desire to handle the product beforehand. This desire was also manifested in the fact it was listed as an advantage of Brick and Mortar retail by most participants. This not only provides validation for the project, but it
also exemplifies the online shopping as prevalent as it may be, cannot provide that sensation of 
tactile feedback.

- **Internet is used as a tool to help inform the consumer process**

Participants made it clear that they preferred using the internet particularly during the 
pre-purchase and purchase phase of the consumer process. The internet simply provides 
information quickly and efficiently. This wealth of information is also accompanied by a wealth 
of product. One participant even stated the online offers the ability to gather information and 
purchase while doing other things.

The emphasis on “tool” was made clear during the interviews. Participants often stated 
online preferences or internet based preferences in parts of the consumer purchase process 
but in later instances their answers indicated an offline preference for a different part of the 
consumer purchase process. This was further exemplified when some participants stated that 
they will not buy online, typically, unless they have touched or handled the exact or similar 
product. Additionally participants stated that although they to do gather information online 
they usually find products first by word of mouth and the internet offers a chance to learn more

### 4.9 Summary

The interviews conducted provided a wealth of information beyond the questions 
asked. This researcher was able to ascertain information that provided connections between 
consumer perceptions through the three action phases of the purchasing process and their 
sport. The interviews lend insight on to how retail environment elements may impact a 
consumer’s perceptions.
More specifically the interviews were a success because they allowed the opportunity for conversation beyond the question tree. This deeper conversation provided information that wouldn’t have been gained otherwise. They also allowed participants to re think their own perceptions and desires.

The participants were active and engaging and willing to participate. This willingness led to an organic conversation that flowed much less like a formal interview than would a conversation between friends. Each participant was an enthusiast in their own right and seemingly enjoyed sharing their views and perceptions. All the information gained will be used to inform the overall proposed design of this project.
CHAPTER 5

THE PROJECT PROGRAM

5.1 Introduction

Within this chapter is the description of the programmatic elements for a brick and mortar retail store. This space is designed as a social retail space that caters specifically to enthusiasts who participate in yoga, cycling, and running.

The program is informed by the literature research described in Chapter 2 of this thesis, as well as an in-depth study of existing brick and mortar spaces. Further considerations of programmatic elements are informed from the findings in Chapter 4 of this thesis. This chapter provides the reader with the project scope and description, expected user profiles, client and the client’s philosophy, description of the existing site, the retail space and anticipated changes, spatial relationships and requirements, and applicable codes. Each of these elements is carefully considered with regards to the consumer purchase process.

5.2 Project Description

This project serves as an exploration in the creation of social retail spaces. These are brick and mortar retail locations that facilitate the sale of products as well as fostering social interaction related to those products. The project is attempting to redefine the brick and mortar retail as a viable destination by providing a unique experience. That experience must justify a consumer’s visit to the space and provide an experience that cannot be had by online shopping. Furthermore this project presents itself as a physical solution to the integration of Omni-channel retail and its built components, social spaces that foster consumer interaction,
branded retail environments, and digital purchase portals. The proposed solution is placed in an existing large scale indoor shopping mall.

5.3 User Profiles

The users of the space consist of persons from three categories. The first category is the staff working within the space. Ideally the staff are of a social nature and invested or well-informed about each of the target sports. The employee has access to technology that allows them access elements necessary for a true omni-channel approach. The staff are further split into product specialists and technicians. The product specialists are directly responsible for interacting with consumers. They are experts in their designated area. The technicians are those who work in the Cycle workshop. The technicians are responsible for alterations and repairs of cycles. They are enthusiasts and interact with consumers. Technicians are not responsible, necessarily, for selling products.

The second category is the consumer. The consumer ranges from heavily invested to seeking to become involved in one of the three sports. The consumer is ideally seeking to complete one or all three of the consumer purchase process phases. The consumer is expected to be visiting the store as a pre determined destination, to be entering the store by happenstance, or attending one of the product demonstrations (or some other social draw to the retail store).

The third category is visiting brand representatives. These are persons who are demonstrating a featured product but aren’t directly considered staff members of the retail space. These can range from demonstration experts that cater to consumer audiences such as a paid representative to a celebrity that is the face of a particular product or brand. The
representative can also be demonstration experts who are there to educate store staff so that they may relay information better to consumers.

It is expected that persons may fall outside of these three categories depending on their title or role. Those can include security, stocking and shipping specialist, janitorial services, mall officials, and installation technicians. The three categories above refer to the most prevalent/expected users of the space.

**5.4 Client and Client Philosophy**

The client is the Brand. The client has chosen to name the retail store: Lifestyle in Motion: Beautifully or LIMB for short. The Brand is commissioning a flagship store to appeal to the current consumer or future consumers who exist within the targeted demographic. That flagship is also to serve as a retail destination for the consumer and others. As a reminder, the persons who fit in this lifestyle demographic are persons who participate in the sports of running, cycling, and yoga. Ideally they would consider themselves as enthusiasts (persons who participate often in the sport, share experiences centered on the sport, and seek to learn and teach others about the sport). The consumer would be also be one who seeks a social setting in which to engage with others who either participate in the sport or who sell products related to their chosen sport. The philosophy of the Brand is to build a brick and mortar store that operates on the core principles of omni-channel retail and facilitated social interaction to create a total immersive experience for the consumer (the blur). The facets of that model that require a physical manifestation will be incorporated in the design project.
5.5 Project Site Selection

This project uses a space that is already part of the built environment. As a requirement of this thesis, selection of an existing space is required. The selected space contains a retail location that is currently occupied and functioning as a retail store. The space is a large footprint space occupied by the women’s and men’s apparel and accessory store, Forever XX1. The space was chosen for a variety of reasons which will be detailed in the next section.

5.5.1 Justification of Site Selection

This thesis project is a retail project meant to serve as flagship retail location. This project is specifically designed to draw consumer traffic to brick and mortar locations in large footprint indoor shopping malls. However, the design principles further discussed in chapter 6 and 7 do not exclude the space from being placed in other community type retail environments. These environments may include outdoor malls or standalone locations. The existing retail location currently occupied by Forever XX1 is located within the shopping mall, Governor’s Square Mall. As such, the location meets the standards for the ultimate goal of this project.

Additionally, as this project serves as a retail space, the chosen space provides adequate access to necessary retail operational requirements. These requirements include loading docks and access to truck delivery (semi, 17-foot delivery, or similar), hallways to move product from loading dock to the retail store, fire suppression systems, and fire proofing between the retail location and others.

The existing space is a high quality space that requires little modification from its existing condition. The floor plan is open and maintains little intrusion by the existing structural
column grid. The existing modifications by the current occupant are superficial and provide no significant hurdles to being reconfigured.

5.5.2 Existing Site Conditions and Analysis

The retail space is located within the Governor’s Square Mall. The mall is located in a high traffic commerce district one mile east of downtown Tallahassee, Florida. The following figure 5.1 shows an aerial view of the mall in relation to its surroundings.

![Aerial Photo of Governor’s Square Mall](image)

*Figure 5.1 Aerial Photo of Governor’s Square Mall (General Growth Partners)*

Governor’s Square Mall is a four anchor mall with the anchor stores being Sears, JCPenney’s, Macy’s, and Dillard’s. The site plan (figure 5.2) better illustrates the mall’s 4-point cross layout.
The layout of the mall provides a central node in which is located a food court, large atrium, and vertical circulation. The 4-point cross layout provides natural anchor points for the aforementioned anchor stores. The mall enjoys ample parking, 5,200 spaces (General Growth Properties, Inc) and ease of access for mall patrons. At present there are 140 unique retail tenants in the mall. The mall is two stories with access for both levels from the parking lot or anchor stores. Governor’s Square mall is a modern mall. The second level concourse is open to below with intermittent concourses that allow patrons to cross from one side to another.

The mall was built originally in 1979 and went through a major renovation in 1993. The major renovation saw the removal of large trees from the mall interior and ensuring all vertical
circulation adhere to newer building codes. The 1993 renovation also saw the expansion of the mall from a three anchor “T” to the current 4-point layout. The addition is the wing that currently maintains Dillard’s and the selected location for this thesis project. The mall has undergone a more recent renovation began in the second half of 2014. In this renovation the mall has received significant upgrades to the pathway flooring, common space seating, and food court seating. This latest renovation also saw the removal of the large water feature from the atrium so that additional seating could be placed in that location. The mall still features ample day lighting. Each wing of the 4-point cross is covered by large side-lit skylights. The retail space chosen for this project is located on the lower level of the mall. Figure 5.3 details its exact location.

Figure 5.3 Governor’s Square Lower Level Plan (General Growth Properties, Inc)
The selected location sits at the terminus of a main entry pathway. That entry is marked as such with a large canopy visible from the parking lot. The pathway is a high traffic path with ample daylight and premium stores, Talbots and Ann Taylor Loft, at its opening.

Additionally, the selected location sits directly adjacent to the anchor store Dillard’s. Dillard’s is the premier anchor store in the mall as well as provider of a higher end retail selection. This serves as draw for pedestrians to this end of the mall. Dillard’s also maintains the only parking garage in the mall and as such the store serves as natural point of entry for mall patrons. The vertical circulation in Dillard’s provides an easily accessible elevator and escalators from the parking garage. Across from the existing storefront are escalators that provide vertical circulation. This circulation when included with the vertical circulation provided within Dillard’s allows the node to be used by a variety of mall patrons and furthers strengthens the patron traffic in this area. The upgrades provide the mall with a more contemporary aesthetic to match the ever increasing higher end retail options.

5.5.3 The Existing Retail Space

The space dimensions were detailed in Chapter 1 however this section will briefly revisit those details. The space is a single level retail location. The total square footage of the space is 13,156 square feet. The space measures 140 feet along its store front (western boundary). The space 100 feet deep at it northern boundary, 116 feet deep at its southern boundary, and 120 feet wide at the back wall (eastern boundary). The space is punctured by two separate column grids. The first grid is dedicated to supporting the upper mall concourse and the second grid is dedicated to supporting the second level. The first grid is on a 15 feet 5 inch by 30 feet spacing and only penetrates the space in the three instances near its store front. The second grid is on a
30 foot grid and penetrates the space in 16 instances. The columns in the second grid are 18 inches square. The total floor to ceiling height is 18 feet.

The space exhibits certain desirable characteristics that factored in its specific selection. The space is at the intersection of two lower level concourses. One concourse leads from a well used in entry and terminates at the space and the other is one of the 4 major concourses present in the mall. Immediately adjacent to the space is a large popular department store. The space is also affronted by vertical circulation that leads to the second concourse. Additionally the length of the store front in linear feet is substantial. This area of the mall is considered high traffic high accessibility and both lend themselves to the location being desirable. The final desirable characteristic worth noting is the minimal intrusiveness of the column grids. The second grid offers large bays with which to work within if desired.

5.5.4 Anticipated Changes

The existing spaces will be modified before taking occupancy. There are no major structural changes expected. The removal of existing fixtures is necessary. The space will be stripped of all fixtures in preparation for custom fixtures designed to meet the brand's aesthetic and the requirements of the space. The space will be stripped to the subfloor and to the raw structural supports. The current point of sale occupies a highly desirable location and will be demolished. The designer's philosophy will account for the creation of point of sale in a new location and all requirements for connectivity and power will be moved to accommodate. The flooring will be laid upon the concrete subfloor and the existing boundary walls will be finished as necessary. The ceiling will be stripped to the structural supports, facilitating the removal the existing drop ceiling. The HVAC will be modified only as necessary and left largely in place. Old
lighting will be removed, and where necessary and desirable, the old connections will be left in place. The space will be filled with various furniture pieces, media displays, custom fixtures, visual accessories and other design items after all major structural work is complete.

5.6 General Design Criteria

Design considerations were derived from the review of literature. These considerations create a framework from which to create general design criteria. The design criteria are as follows:

1. Retail Space design should provide fresh, innovative, and effective ways to display product

2. Retail Space design should provide places for social interaction, particularly in regards to the product.

3. Retail Space design should provide areas to experience and interact with product during the entire purchase process in a meaningful way.

4. Retail Space design should provide a premium, branded experience in line with the consumer lifestyle demographic in which the space aims to serve.

5. Space design should use atmospherics that incorporates stimuli that garner the consumer's attention in a meaningful way. The stimuli must work in a way to create the "blur" (a total pleasurable immersive experience).

5.6.1 Space Allocation and Adjacencies

This section was informed by review of literature and original research. The information was compiled and analyzed to create target percentages and recommended adjacencies for this
The adjacencies matrix represents a visual method by which to quickly ascertain the proximity of spaces to each other. The spaces can be categorized as either close, semi-close, or not close. The degree of adjacency is made with consideration to the activity in the area, the visual and physical intrusion one area will have into another, the desirability of this designer for an area to be either close or not close to another area, and desired traffic patterns.

The space allocation percentages were determined with consideration to various factors; the importance of consumer exposure to a space was one such factor, the size of the actual product in the space, and importance to overall design concept and philosophy. The following two tables represent the general space adjacencies (Table 5.1) and space allocations (Table 5.2). The percentage will exceed 100 percent as some spaces are expected to exist partially in other spaces.

*Table 5.1 Adjacency Matrix*

<table>
<thead>
<tr>
<th>Area</th>
<th>Running</th>
<th>Yoga</th>
<th>Cycling</th>
<th>Fitting</th>
<th>The Canopy</th>
<th>Retail Entry</th>
<th>Extended Reach Kiosks</th>
<th>Product Storage</th>
<th>Employee Break Room</th>
<th>Product Consultation Hub/Product Consultation</th>
<th>Social Gathering Hub/ Product Consultation</th>
<th>Point of Sale</th>
<th>Cycle Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Yoga</td>
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<td></td>
</tr>
<tr>
<td>Cycling</td>
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<td>☐</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Fitting</td>
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<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>The Canopy</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
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### Table 5.1 Continued

<table>
<thead>
<tr>
<th>Desired Adjacency</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close</td>
<td>△</td>
</tr>
<tr>
<td>Semi-Close</td>
<td>□</td>
</tr>
<tr>
<td>Not Close</td>
<td>□</td>
</tr>
</tbody>
</table>

### Table 5.2 Space Allocation

<table>
<thead>
<tr>
<th>Major Space Percentage and Area</th>
<th>18%</th>
<th>2368 sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td>11%</td>
<td>1447 sq. ft.</td>
</tr>
<tr>
<td>Yoga</td>
<td>18%</td>
<td>2368 sq. ft.</td>
</tr>
<tr>
<td>Cycling</td>
<td>5.5%</td>
<td>724 sq. ft.</td>
</tr>
<tr>
<td>Fitting</td>
<td>13%</td>
<td>1710 sq. ft.</td>
</tr>
<tr>
<td>The Canopy</td>
<td>9%</td>
<td>1184 sq. ft.</td>
</tr>
<tr>
<td>Retail Entry</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>74.5%</td>
<td>9801 sq. ft.</td>
</tr>
</tbody>
</table>
Table 5.2 Continued

<table>
<thead>
<tr>
<th>Minor Space Percentage</th>
<th>2.5%</th>
<th>329 sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended Reach Kiosks</td>
<td>7%</td>
<td>921 sq. ft.</td>
</tr>
<tr>
<td>Product Storage</td>
<td>2%</td>
<td>263 sq. ft.</td>
</tr>
<tr>
<td>Employee Break Room</td>
<td>5%</td>
<td>658 sq. ft.</td>
</tr>
<tr>
<td>Product Consultation Area</td>
<td>10%</td>
<td>1316 sq. ft.</td>
</tr>
<tr>
<td>Social Gathering Hub/ Product Demo</td>
<td>1%</td>
<td>132 sq. ft.</td>
</tr>
<tr>
<td>Cycle Workshop</td>
<td>2%</td>
<td>263 sq. ft.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>29.5%</td>
<td>3882 sq. ft.</td>
</tr>
</tbody>
</table>

5.6.2 Furniture, Atmosphere, and Technology Needs

This section presents a summary of expected needs for all of the spaces. Each of the needs can be either furniture atmosphere or a technological need. Each need is categorized by type (furniture, atmosphere, or technology), qty of item needed and its expected load (persons or items), and a descriptor for clarity. Furniture needs are those specifically necessary for products or persons to be displayed (products) or to rest on (persons). Technology needs are those that require power or connectivity. Atmosphere items are those that lend themselves to the overall atmosphere of the space. These are major fit and feel items that do not serve as purpose that can be categorized as furniture or technology. They are gathered from the literature and extensive precedent studies. The needs are further enhanced by interviews and consideration of amenities. The needs do vary as certain spaces will have special requirements. The needs are categorized not only by type but by major area. Tables 5.3 through 5.8 explicitly detail the needs of the 6 major areas.
### Table 5.3 Running Needs

<table>
<thead>
<tr>
<th>Need</th>
<th>Type</th>
<th>Item Qty/Load or Instance</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating, Bench</td>
<td>Furniture: Group</td>
<td>4 / 8 persons</td>
<td>Custom, cushioned, moveable</td>
</tr>
<tr>
<td>Display, Built In</td>
<td>Furniture: Display</td>
<td>2 / Variable</td>
<td>Custom built in product display</td>
</tr>
<tr>
<td>Display, Free Standing</td>
<td>Furniture: Display</td>
<td>6 / Variable</td>
<td>Custom product displays that can be moved as necessary</td>
</tr>
<tr>
<td>Mannequin</td>
<td>Furniture: Display</td>
<td>5 / NA</td>
<td>Human form/bust to display products</td>
</tr>
<tr>
<td>Casework, Touch screen</td>
<td>Furniture: Housing/Power Supply</td>
<td>1 /NA</td>
<td>Casework piece to host touch screen</td>
</tr>
<tr>
<td>LED Can lights</td>
<td>Technology: General Lighting</td>
<td>12 / NA</td>
<td>Can lights with LED cluster Bulbs</td>
</tr>
<tr>
<td>Custom Light Fixtures</td>
<td>Technology: General Lighting</td>
<td>10 / NA</td>
<td>Custom fixtures with LED light source</td>
</tr>
<tr>
<td>Product Down lights</td>
<td>Technology: Feature Lighting</td>
<td>8 / NA</td>
<td>Direct overhead lighting to spotlight products</td>
</tr>
<tr>
<td>Display Lighting</td>
<td>Technology: Product Lighting</td>
<td>14 / NA</td>
<td>Led strips in Built in Displays</td>
</tr>
<tr>
<td>Interactive Touch Screen</td>
<td>Technology: Touch</td>
<td>1 /NA</td>
<td>Large format digital touch screen, WiFi</td>
</tr>
<tr>
<td>Flooring</td>
<td>Atmosphere</td>
<td>N/A</td>
<td>Reclaimed wood plank</td>
</tr>
<tr>
<td>Branded Feature Wall</td>
<td>Atmosphere</td>
<td>3 / NA</td>
<td>A painted wall that overtly displays a branding element</td>
</tr>
</tbody>
</table>

### Table 5.4 Yoga Needs

<table>
<thead>
<tr>
<th>Need</th>
<th>Type</th>
<th>Item Qty/Load or Instance</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating, Bench</td>
<td>Furniture: Group</td>
<td>3 / 6 persons</td>
<td>Custom, cushioned, moveable</td>
</tr>
<tr>
<td>Seating, Stool</td>
<td>Furniture: Individual</td>
<td>4 / 4 persons</td>
<td>Custom, cushioned, moveable, modular</td>
</tr>
<tr>
<td>Display, Built In</td>
<td>Furniture: Display</td>
<td>10 / Variable</td>
<td>Custom built in product display</td>
</tr>
<tr>
<td>Display, Free Standing</td>
<td>Furniture: Display</td>
<td>3 / Variable</td>
<td>Custom product displays that can be moved as necessary</td>
</tr>
<tr>
<td>Mannequin</td>
<td>Furniture: Display</td>
<td>3 / NA</td>
<td>Human form/bust to display products</td>
</tr>
</tbody>
</table>
### Table 5.4 Continued

<table>
<thead>
<tr>
<th>Item</th>
<th>Type</th>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casework, Touch screen</td>
<td>Furniture: Housing/Power Supply</td>
<td>1 / NA</td>
<td>Casework piece to host touch screen</td>
</tr>
<tr>
<td>LED Can lights</td>
<td>Technology: General Lighting</td>
<td>4 / NA</td>
<td>Can lights with LED cluster Bulbs</td>
</tr>
<tr>
<td>Custom Light Fixtures</td>
<td>Technology: General Lighting</td>
<td>3 / NA</td>
<td>Custom fixtures with LED light source</td>
</tr>
<tr>
<td>Product Down lights</td>
<td>Technology: Feature Lighting</td>
<td>1 / NA</td>
<td>Direct overhead lighting to spotlight products</td>
</tr>
<tr>
<td>Display Lighting</td>
<td>Technology: Product Lighting</td>
<td>20 / NA</td>
<td>Led strips in Built in Displays</td>
</tr>
<tr>
<td>Interactive Touch Screen</td>
<td>Technology: Touch</td>
<td>1 / NA</td>
<td>Large format digital touch screen, WiFi</td>
</tr>
<tr>
<td>Flooring General</td>
<td>Atmosphere</td>
<td>N/A</td>
<td>Reclaimed wood plank</td>
</tr>
<tr>
<td>Flooring Social/Kiosk</td>
<td>Atmosphere</td>
<td>N/A</td>
<td>Reclaimed wood plank</td>
</tr>
<tr>
<td>Branded Feature Wall</td>
<td>Atmosphere</td>
<td>1 / NA</td>
<td>A painted wall that overtly displays a branding element</td>
</tr>
</tbody>
</table>

### Table 5.5 Cycling Needs

<table>
<thead>
<tr>
<th>Need</th>
<th>Type</th>
<th>Item Qty/Load or Instance</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating, Bench</td>
<td>Furniture: Group</td>
<td>3 / 6 persons</td>
<td>Custom, cushioned, moveable</td>
</tr>
<tr>
<td>Seating, Stool</td>
<td>Furniture: Individual</td>
<td>3 / 4 persons</td>
<td>Custom, cushioned, moveable, modular</td>
</tr>
<tr>
<td>Display, Built In</td>
<td>Furniture: Display</td>
<td>9 / Variable</td>
<td>Custom built in product display</td>
</tr>
<tr>
<td>Display, Free Standing</td>
<td>Furniture: Display</td>
<td>3 / Variable</td>
<td>Custom product displays that can be moved as necessary</td>
</tr>
<tr>
<td>Mannequin</td>
<td>Furniture: Display</td>
<td>2 / NA</td>
<td>Human form/bust to display products</td>
</tr>
<tr>
<td>Casework, Touch screen</td>
<td>Furniture: Housing/Power Supply</td>
<td>1 / NA</td>
<td>Casework piece to host touch screen</td>
</tr>
<tr>
<td>LED Can lights</td>
<td>Technology: General Lighting</td>
<td>4 / NA</td>
<td>Can lights with LED cluster Bulbs</td>
</tr>
<tr>
<td>Custom Light Fixtures</td>
<td>Technology: General Lighting</td>
<td>3 / NA</td>
<td>Custom fixtures with LED light source</td>
</tr>
<tr>
<td>Product Down lights</td>
<td>Technology: Feature Lighting</td>
<td>1 / NA</td>
<td>Direct overhead lighting to spotlight products</td>
</tr>
<tr>
<td>Display Lighting</td>
<td>Technology: Product Lighting</td>
<td>18 / NA</td>
<td>Led strips in Built in Displays</td>
</tr>
<tr>
<td>Interactive Touch Screen</td>
<td>Technology: Touch</td>
<td>1 / NA</td>
<td>Large format digital touch screen, WiFi</td>
</tr>
<tr>
<td>Flooring General</td>
<td>Atmosphere</td>
<td>N/A</td>
<td>Reclaimed wood plank</td>
</tr>
</tbody>
</table>
### Table 5.5 Continued

<table>
<thead>
<tr>
<th>Flooring Social/Kiosk</th>
<th>Atmosphere</th>
<th>N/A</th>
<th>Reclaimed wood plank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded Feature Wall</td>
<td>Atmosphere</td>
<td>1 / NA</td>
<td>A painted wall that overtly displays a branding element</td>
</tr>
</tbody>
</table>

### Table 5.6 Fitting Needs

<table>
<thead>
<tr>
<th>Need</th>
<th>Type</th>
<th>Item Qty/Load or Instance</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating, Bench</td>
<td>Furniture: Group</td>
<td>2 / 4 persons</td>
<td>Custom, cushioned, moveable</td>
</tr>
<tr>
<td>Table</td>
<td>Furniture: Accessory</td>
<td>1 / Variable</td>
<td>Small table to display accessories or reading materials</td>
</tr>
<tr>
<td>Mannequin</td>
<td>Furniture: Display</td>
<td>3 / NA</td>
<td>Human form/bust to display products</td>
</tr>
<tr>
<td>Stalls, Fitting</td>
<td>Furniture</td>
<td>5 / 5 persons</td>
<td>Fitting stall systems to provide privacy</td>
</tr>
<tr>
<td>LED Can lights</td>
<td>Technology: General Lighting</td>
<td>3 / NA</td>
<td>Can lights with LED cluster Bulbs</td>
</tr>
<tr>
<td>Custom Light Fixtures</td>
<td>Technology: General Lighting</td>
<td>3 / NA</td>
<td>Custom fixtures with LED light source</td>
</tr>
<tr>
<td>Down lights, Stalls</td>
<td>Technology: Feature Lighting</td>
<td>5 / NA</td>
<td>Direct overhead lighting to spotlight specific stalls</td>
</tr>
<tr>
<td>Display Lighting</td>
<td>Technology: Product Lighting</td>
<td>18 / NA</td>
<td>Led strips in Built in Displays</td>
</tr>
<tr>
<td>Interactive Touch Screen</td>
<td>Technology: Touch</td>
<td>1 / NA</td>
<td>Large format digital touch screen, WiFi</td>
</tr>
<tr>
<td>Flooring General</td>
<td>Atmosphere</td>
<td>NA</td>
<td>Reclaimed wood plank</td>
</tr>
<tr>
<td>Curtains, Fitting Stalls</td>
<td>Atmosphere</td>
<td>5 / NA</td>
<td>Heavy curtains the close off fitting stalls</td>
</tr>
<tr>
<td>Textured Walls</td>
<td>Atmosphere</td>
<td>1 / NA</td>
<td>Wood plank clad walls</td>
</tr>
</tbody>
</table>

### Table 5.7 The Canopy Needs

<table>
<thead>
<tr>
<th>Need</th>
<th>Type</th>
<th>Item Qty/Load or Instance</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counter, Point of Sale</td>
<td>Furniture: Transaction</td>
<td>1 / 4 persons</td>
<td>Counter to host computers and other point of sale items</td>
</tr>
<tr>
<td>Counter, Cycle Workshop</td>
<td>Furniture: Transaction</td>
<td>1 / 2 persons</td>
<td>Counter for technicians to work on cycle parts</td>
</tr>
<tr>
<td>Seating, Stool</td>
<td>Furniture: Individual</td>
<td>12 / 12 persons</td>
<td>Custom, cushioned, moveable, modular</td>
</tr>
</tbody>
</table>
### Table 5.7 Continued

<table>
<thead>
<tr>
<th>Seating, Work Stool</th>
<th>Furniture: Individual</th>
<th>Qty/Load or Instance</th>
<th>Stool for technician in workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>LED Can lights</td>
<td>Technology: General Lighting</td>
<td>6 / NA</td>
<td>Can lights with LED cluster Bulbs</td>
</tr>
<tr>
<td>Custom Light Fixtures</td>
<td>Technology: General Lighting</td>
<td>1 / NA</td>
<td>Custom fixtures with LED light source</td>
</tr>
<tr>
<td>Computer, Point of Sale</td>
<td>Technology: Inventory Management</td>
<td>2 / 2 persons</td>
<td>Computer used for traditional check outs and inventory management</td>
</tr>
<tr>
<td>Tablet, Point of Sale</td>
<td>Technology: Inventory Management</td>
<td>4 / 4 persons</td>
<td>Tablet used to allow mobile check out and mobile inventory management</td>
</tr>
<tr>
<td>Flooring General</td>
<td>Atmosphere</td>
<td>N/A</td>
<td>Reclaimed wood plank</td>
</tr>
</tbody>
</table>

### Table 5.8 Retail Entry Needs

<table>
<thead>
<tr>
<th>Need</th>
<th>Type</th>
<th>Item Qty/Load or Instance</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display, Free Standing</td>
<td>Furniture: Display</td>
<td>3 / Variable</td>
<td>Custom product displays that can be moved as necessary</td>
</tr>
<tr>
<td>Mannequin</td>
<td>Furniture: Display</td>
<td>3 / NA</td>
<td>Human form/bust to display products</td>
</tr>
<tr>
<td>LED Can lights</td>
<td>Technology: General Lighting</td>
<td>10 / NA</td>
<td>Can lights with LED cluster Bulbs</td>
</tr>
<tr>
<td>Custom Light Fixtures</td>
<td>Technology: General Lighting</td>
<td>3 / NA</td>
<td>Custom fixtures with LED light source</td>
</tr>
<tr>
<td>Flooring General</td>
<td>Atmosphere</td>
<td>N/A</td>
<td>Reclaimed wood plank</td>
</tr>
<tr>
<td>Casework, Entry</td>
<td>Atmosphere</td>
<td>1 / NA</td>
<td>A substantial casework piece that displays a branding element</td>
</tr>
</tbody>
</table>

#### 5.6.3 General Spatial Diagram

The spatial diagram is a method to visually communicate the various elements within a specific area. The spatial diagram also details the anticipated traffic as well and the spatial to
what degree another area is expected to intrude into other spaces. Figure 5.4 is general spatial diagram for the entire LIMB Retail Store.

Figure 5.4 General Spatial Diagram

5.7 Analysis of Major Space Elements

This section further explores the major design elements of the design solution. Due to the scope of the product and the varying importance of certain spaces, not all spaces are programmed. Those that are deemed necessary to be programmed are presented here along with their design criteria and spatial diagrams. Each major area is detailed with its specific
criteria. Those criteria were informed by the same sources as the general criteria, literature review in Chapter 2, findings in Chapter 4, and precedent studies analyzed in the completion of the programming document.

5.7.1 Running, Yoga, and Cycling Areas

These major areas all serve similar purposes and thus have similar design criteria. They each contain all of the products related to their respective sports. These areas are where consumers will go to interact with those specific products and their associated information throughout the consumer purchase process. As such they will likely serve as the first point of contact for product specialist and consumers. The approach of implementing those criteria must be efficient, overt, and in the best manner to ensure a positive consumer experience and guarantee a synergy between the consumer, product, and product specialist. Additionally these spaces must exemplify omni-channel practices. The following are the design criteria for these three major areas and quotes from this document that inform them.

1. The Space Design of the area will provide a unique way to display running, yoga, or cycling products and appeal the consumer’s lifestyle demographic.

Architectural environments help facilitate one's perceptions in a spatial context. This is accomplished through what environments embody through finishes, location, and their perceived statuses by the users who occupy them through time. It is important that the creator of the space ensures that the perceived status of the intended user is meticulously and consciously exemplified throughout that particular space. Within architectural environments it is important to allow provisions for interactions that speak to the space's status to occur regularly. This is usually accomplished through industry amenities. These
include well-designed areas for sitting, privacy, quality of window coverings, and others that are industry specific (Hall, 1966; Deasy & Lasswell, 1985).

2. The Space Design of the area will provide a way for consumers to browse online inventories, order products online, or learn more about products online.

Certainly different consumers value different parts of the consumer purchasing process with varying degrees, but nearly all are likely to want seamless integration of the digital and physical shopping experiences (Rigsby, 2011, Motorola, 2013). Any retailers who truly embrace omni-channel retail in a deliberate and conscious manner will position themselves to be a viable entity for the next 50 years (Rigsby, 2011, Motorola, 2013).

3. The Space Design of the area will provide a space for product focused social interaction based on the products in that area.

Architectural environments should be designed in such a way as to allow control of social interaction by the users of the space (Wohlwill, 1972).

The following three figures (5.5, 5.6, and 5.7) each detail the spatial diagram of the Running, Yoga, and Cycling areas respectively.
Figure 5.5 Spatial Diagram: Running

Figure 5.6 Spatial Diagram: Yoga
5.7.2 Fitting Room Area

The purpose of this space is to provide customers with a comfortable area in which to try on apparel, order various sizes of apparel, and socialize with other customers and employees. This area often takes on its own atmosphere in higher end retailers. This space must continue to carry the brand identity despite being typically a more secluded area. This space also serves as a location in which the consumer is perhaps the most intimate with products related to their sport. The Fitting area is an area of the store whose main function is to allow
consumer to try on gear in a semi-private or private setting. Following the criteria, figure 5.8 displays the spatial relationships present in the Fitting area.

1. The Space Design will provide a space to allow consumers to try on sport gear in a stimuli-inducing space.

   *The goal of retailers and their brands is to activate the stimuli in order to secure long lasting spot in consumer memory and decision making. This means retailers must try to create an atmosphere of hedonistic consumption, the multisensory, fantasy, and emotional aspects of consumer interactions with products (Hirschman and Morris, 1982).*

2. The Space Design will provide opportunities for unique product display.

   *Self values and image are major drivers of consumer behavior as people tend to seek products that allow them to emulate to the world their lifestyle. Lifestyle is a pattern of consumption reflecting a person's choices of how that person spends time and money. It is a societal marker that allows individuals to determine who they are and who they are not. It represents a potent demographic for marketing as specific brands and products appeal to certain lifestyle segments. Products can be viewed as essential building blocks of lifestyle. These "blocks" allow consumers to pursue chosen ways in which to express these social identities in social settings. This concept is a consumer's consumption style. It is the intersection of the consumer, the product, and the setting in which it is acquired and used.*
Figure 5.8 Spatial Diagram: Fitting

5.7.3 The Canopy Area

This area provides customers and their guest a place to relax from the consumer experience. It also offers customers a place to share social experiences related to the project with each other or with a store employee. The Canopy contains the Point of Sale, Cycle Work shop, and Product Demonstration and Social Gathering Space. The area is multifunctional and is the sum of its parts. This area is home to a large architectural component that serves as direction of the basic design language for the entire retail store. The three sub areas within the space each serve distinct functions within the greater retail space but their proximity and
combined criteria propel this space into a major area. The design criteria presented here are for 
the whole space. A spatial diagram provided for this area in figure 5.9

1. The Space Design will provide itself as compelling architectural component of the 
greater retail space

*The goal of retailers and their brands is to activate the stimuli in order to secure long 
lastling spot in consumer memory and decision making. This means retailers must try to 
create an atmosphere of hedonistic consumption, the multisensory, fantasy, and 
emotional aspects of consumer interactions with products (Hirschman and Morris, 
1982).*

2. The Space Design will provide a unique way to demonstrate products

3. The Space Design will provide itself as an important hub of activity within the greater 
retail space

4. The Space Design will provide itself as an important point of contact for consumer 
information, assistance, customer service

*The point of sale refers to the location of a retail environment where the exchange is 
made. In brick and mortar stores this is normally a physical location with a cash wrap. 
This represents for most consumers the most intimate time spent with retail staff as well 
as the last chance a retailer has to encourage more spending or to make a positive 
experience.*

5. The Space Design will provide itself as a place to educate the consumer while repairing 
or augmenting cycles and cycle components
5.7.4 Retail Entry

The Retail Space Entry will differ from the areas as it is as it will function as much a space within the Retail Store as it will serve as a threshold for entering the Retail Store. This major area will be the only space that incorporates area along the storefront on the mall side. Just pass the threshold component there will be dedicated space that functions as a visual introduction to featured products from all sport areas of the retail store. The retail entry will serve as an ambassador of the Brand that encompasses the LIMB Retail Store. This section will detail the on specific design criterion that is required of this space.

Figure 5.9 Spatial Diagram: The Canopy
1. The space design of the entry threshold is designed to garner a consumer’s attention and compel them to enter.

*Brands need to occupy space in consumer minds through perception. Brands should seek to occupy the imagination of a consumer (Gad, 2004).*

*If sufficient attention is garnered from a consumer by a product, the consumer will become motivated. Motivation occurs when a need in a consumer is aroused that a consumer must satisfy.*

*Figure 5.10 Spatial Diagram: Retail Entry*
5.8 Code

A basic code search was performed as a part of the programming phase of this project. The search was centered on codes that are associated with the design of a retail environment. The space does exist within a built indoor mall so considerations for general site and construction were omitted. Additionally, the indoor mall has undergone several renovations and is compliant with all applicable codes including those for accessibility.

The space design adheres to the 2014 Florida Building Code (FBC) and the Americans with Disabilities Act (ADA) standards. This section will describe the general construction allocations, fire and smoke protection features, interior finishes, occupancy loads and types, exits and egress, and accessibility.

5.8.1 General and Classification

Section 303 Assembly Group A: 303.1 Assembly Group A. Assembly Group A occupancy includes among others, the use of a building or structure, or a portion thereof, for the gathering of persons for purposes such as civic, social or religious functions; recreation, food or drink consumption or awaiting transportation

303.1.2 Small assembly spaces. The following rooms and spaces shall not be classified as Assembly occupancies:

1. A room or space used for assembly purposes with an occupant load of less than 50 persons and accessory to occupancy shall be classified as Group B occupancy or as part of that occupancy.
2. A room or space used for assembly purposes that is less than 750 square feet (70 m\(^2\)) in area and accessory to another occupancy shall be classified as a Group B occupancy or as part of that occupancy.

Section 309 Mercantile Group M: 309.1 Mercantile Group M. Mercantile Group M occupancy includes, among others, the use of a building or structure or a portion thereof, for the display and sale of merchandise and involves stocks of goods, wares or merchandise incidental to such purposes and accessible to the public.

5.8.2 Fire and Smoke Protection Features

All pertinent codes and regulations shall be assumed to be in place and provided by the landlord. This design solution shall not augment or interfere with those provisions or elements in space. The fire ratings and other pertinent information on those specifics are to be found in Chapter 4 and 7 of the FBC. The following is an excerpt from Chapter 4 that speaks to mall requirements for tenant fire proofing.

Section 402.4.2.1 Tenant separation. Each tenant space shall be separated from other tenant spaces by a fire partition complying with section 708. A tenant separation wall is not required between any tenant space and mall.

Section 707 Fire Barriers. 707.3.10 Fire Areas. The fire barriers or horizontal assemblies, or both, separating a single occupancy into different fire areas shall have a fire-resistance rating of not less than that indicated in Table 707.3.10 (table 5.9). The fire barriers or horizontal assemblies, or both, separating fire areas of mixed occupancies shall have a fire-resistance rating of not less than the highest value indicated in Table 707.3.10 (table 5.9) for the occupancies under consideration.
Table 5.9 Fire-resistance Rating Requirements for Fire Barrier Assemblies or Horizontal Assemblies between Fire Areas

<table>
<thead>
<tr>
<th>Occupancy Group</th>
<th>Fire-resistance Rating (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>H-1, H-2</td>
<td>4</td>
</tr>
<tr>
<td>F-1, H-3, S-1</td>
<td>3</td>
</tr>
<tr>
<td>A, B, E, F-2, H-4, H-5, I, M, R, S-2</td>
<td>2</td>
</tr>
<tr>
<td>U</td>
<td>1</td>
</tr>
</tbody>
</table>

Section 708 Fire Partitions. Section 708.1 General. The following wall assemblies shall comply with this section.

1. Walls separating dwelling units in the same building as required by Section 420.2.

2. Walls separating sleeping units in the same building as required by Section 420.2.

3. Walls separating tenant spaces in covered and open mall buildings as required by Section 402.4.2.1.

4. Corridor walls as required by Section 1018.1.

5. Elevator lobby separation as required by Section 713.14.1.

5.8.3 Interior Finishes

Section 803 Wall and Ceiling Finishes: 803.1.1 Interior wall and ceiling finish materials. Interior wall and ceiling finish materials shall be classified in accordance with ASTM E 84 or UL 723. Such interior finish materials shall be grouped in the following classes in accordance with their flame spread and smoke-developed indexes.

Class A: = Flame spread index 0-25; smoke developed index 0-450
Class B: = Flame spread index 26-75; smoke developed index 0-450

Class C: = Flame spread index 76-200; smoke developed index 0-450

Exception: Materials tested in accordance with Section 803.1.2.

Section 803 Wall and Ceiling Finishes: 803.9 Interior Wall and Ceiling Finish

Requirements by Occupancy. *Interior wall and ceiling finish* shall have a flame spread index not greater that that specified in Table 803.9 (table 5.10) for the group and location designated.

*Interior wall and ceiling finish* materials tested in accordance with NFPA 286 and meeting the acceptance criteria of Section 803.1.2.1, shall be permitted to be used where a Class A classification in accordance with ASTM E 84 or UL 723 is required.

*Table 5.10 Interior Wall and Ceiling Finish Requirements by Occupancy*

<table>
<thead>
<tr>
<th>Group</th>
<th>Sprinklered</th>
<th>Non Sprinklered</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interior exit stairways, interior exit ramps and exit passageways&lt;sup&gt;a,b&lt;/sup&gt;</td>
<td>Corridors and enclosure for exit access stairways and exit access ramps</td>
</tr>
<tr>
<td>A-1 &amp; A-2</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>A-3&lt;sup&gt;f&lt;/sup&gt;, A-4, A-5</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>B,E,M,R-1</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>R-4</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>F</td>
<td>C</td>
<td>C</td>
</tr>
</tbody>
</table>
Table 5.10 Continued

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<tr>
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<th></th>
<th></th>
<th></th>
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<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>B</td>
<td>B</td>
<td>C</td>
<td>A</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>I-1</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>A</td>
<td>B</td>
<td>B</td>
</tr>
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<td>B</td>
<td>B^{h,1}</td>
<td>A</td>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>I-3</td>
<td>A</td>
<td>A^{j}</td>
<td>C</td>
<td>A</td>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>I-4</td>
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<td>B</td>
<td>B^{h,1}</td>
<td>A</td>
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<td>R-2</td>
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<tr>
<td>R-3</td>
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<td>U</td>
<td>No restrictions</td>
<td>No restrictions</td>
<td></td>
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</tr>
</tbody>
</table>

a. Class C interior finish materials shall be permitted for wainscoting or paneling of not more than 1,000 square feet of applied surface area in the grade lobby where applied directly to a noncombustible base or over furring strips applied to a noncombustible base and fireblocked as required by Section 803.11.1.

b. In other than Group I-3 occupancies in buildings less than three stories above grade plane, Class B interior finish for nonsprinklered buildings and Class C interior finish for sprinklered buildings shall be permitted in interior exit stairways and ramps.

c. Requirement for rooms and enclosed spaces shall be based upon spaces enclosed by partitions. Where a fire-resistance rating is required for structural elements, the enclosing partitions shall extend from the floor to the ceiling. Partitions that do not comply with this shall be considered enclosing spaces and the rooms of spaces on both sides shall be considered one. In determining the applicable requirements for rooms and enclosed spaces, the specific occupancy thereof shall be the governing factor regardless of the group classification of the building structure.

d. Lobby areas in Group A-1, A-2 and A-3 occupancies shall not be less than class B materials.

f. For places of religious worship, wood used for ornamental purposes, trusses, paneling or chancel furnishing shall be permitted.

g. Class B material is required where the building exceeds two stories.

h. Class C interior materials shall be permitted in administrative spaces.

i. Class C interior finish materials shall be permitted in rooms with a capacity of four persons or less.

j. Class B materials shall be permitted as wainscoting extending not more than 48 inches above finished floor in corridors and exits access stairways and ramps.

k. Finish materials as provided for in other sections of this code.

l. Applies when protected by an automatic sprinkler system installed in accordance with Section 903.3.1.1 or 903.3.1.2.
Section 803.10 Stability. Interior finish materials regulated by this chapter shall be applied or otherwise fastened in such a manner that such materials will not readily become detached where subjected to room temperatures of 200°F (93°C) for not less than 30 minutes.

Section 803.11 Application of interior finish materials to fire resistance-rated or noncombustible building elements. Where interior finish materials are applied on walls, ceilings or structural elements required to have fire-resistance or to be of noncombustible construction, they shall comply with the provisions of this section.

Section 803.11.1 Direct attachment and furred construction. Where walls and ceilings are required by any provision in this code to be of fire-resistance-rated or noncombustible construction, the interior finish material shall be applied directly against such construction or to furring strips not exceeding 1 ¾ inches (44 mm), applied directly against such surfaces.

Section 803.11.1.1 Furred construction. If the interior finish material is applied to furring strips, the intervening spaces between such furring strips shall comply with one of the following:

1. Be filled with material that is inorganic or noncombustible;

2. Be filled with material that meets the requirements of a Class A material in accordance with Section 803.1.1 or 803.1.2; or

3. Be fireblocked at a maximum of 8 feet (2438 mm) in every direction in accordance with Section 718.
Section 803.11.1.2 Set-out construction. Where walls and ceilings are required to be of fire-resistance-rated or noncombustible construction and walls are set out or ceilings are dropped distances greater than specified in Section 803.11.1, Class A finish materials, in accordance with Section 803.1.1 or 803.1.2, shall be used.

Exceptions:

1. Where interior finish materials are protected on both sides by an automatic sprinkler system in accordance with Section 903.3.1.1 or 903.3.1.2.

2. Where interior finish materials are attached to noncombustible backing of furring strips installed as specified in Section 803.11.1.1.

Section 803.11.2.1 Hangers and assembly members. The hangers and assembly members of such dropped ceilings that are below the horizontal fire-resistance-rated construction as required elsewhere in this code.

Exception: In Types III and V construction, fire-retardant-treated wood shall be permitted for use as hangers and assembly members of dropped ceilings.

Section 804 Interior Floor Finish. 804.1 General. Interior floor finish and floor covering materials shall comply with Sections 804.2 through 804.4.2.

Exception: Floor finishes and coverings of a traditional type, such as wood, vinyl, linoleum or terrazzo, and resilient floor covering materials that are not compromised of fibers.
Section 805 Combustible Materials in Types I and II Construction. 805.1 Application.

Combustible materials installed on or embedded in floors of buildings of Type I or Type II construction shall comply with Sections 805.1.1 through 805.1.3.

Exception: Stages and platforms constructed in accordance with Sections 410.3 and 410.4, respectively.

805.1.2 Wood finish flooring. Wood finish flooring is permitted to be attached directly to the embedded or fireblocked wood sleepers and shall be permitted where cemented directly to the top surface of fire-resistance-rated floor assemblies or directly to a wood subfloor attached to sleepers as provided for in Section 805.1.1.

Section 806 Decorative Materials and Trim. 806.1 General requirements. In occupancies in Groups A, E, I and R-1 and dormitories in Group R-2, curtains, draperies, hangings and other decorative materials suspended from walls or ceilings shall meet the flame propagation performance criteria of NFPA 701 in accordance with Section 806.2 or be noncombustible.

Exceptions:

1. Curtains, draperies, hangings and other decorative materials suspended from walls of sleeping units and dwelling units in dormitories in Group R-2 protected by an approved automatic sprinkler system installed in accordance with Section 903.3.1 and such materials are limited to not more than 50 percent of the aggregate area of walls.
2. Decorative materials, including, but not limited to, photographs and paintings in dormitories in Group R-2 where such materials are of limited quantities such that a hazard of fire development or spread is not present.

In Groups I-1 and I-2, combustible *decorative materials* shall meet the flame propagation criteria of NFPA 701 unless the *decorative materials*, including, but not limited to, photographs and paintings, are of such limited quantities that a hazard of fire development or spread is not present. In Group I-3, combustible decorative materials are prohibited.

Fixed or movable walls and partitions, paneling, wall pads and crash pads applied structurally or for decoration, acoustical correction, surface insulation or other purposes shall be considered *interior finish* if they cover 10 percent or more of the wall or of the ceiling area, and shall not be considered *decorative materials* or furnishings.

In Group B and M occupancies, fabric partitions suspended from the ceiling and not supported by the floor shall meet the flame propagation performance criteria in accordance with Section 806.2 and NFPA 701 or shall be noncombustible.

### 5.8.4 Occupancy Loads, Occupancy Type, Types Existing

Section 1004 Occupant Load. 1004.1 Design occupant load. In determining *means of egress* requirements, the number of occupants for whom *means of egress* facilities shall be determined in accordance with this section.
Section 1004.1.1 cumulative occupant loads. Where path of egress travel includes intervening rooms, areas or spaces, cumulative *occupant loads shall be determined in accordance with this section.*

Section 1004.1.1.1 Intervening spaces. Where occupants egress from one room, area or space through another, the design *occupant load* shall be based on the cumulative *occupant loads* of all rooms, areas or spaces to that point along the path of egress travel.

**5.8.5 Exits and Egress**

The means of egress, number of exits per occupant load, and maximum travel distance or design in compliance with Chapter 10. The existing emergency exists and means of egress have been left intact from the previous tenant. The landlord has provided means of egress from the mall the meet requirements set by the code.

Section 1008 Doors, Gates and Turnstiles. 1008.1.1 Size of doors. The minimum width of each door opening shall be sufficient for the *occupant load* thereof and shall provide a clear width of 32 inches (813 mm). Clear openings of doorways with swinging doors shall be measured between the face of the door and the stop, with the door open 90 degrees (1.57 rad). Where this section requires a minimum clear width of 32 inches (813 mm) and a door opening includes two door leaves without a mullion, one leaf shall provide a clear opening width of 32 inches (813 mm). The maximum width of a swinging door leaf shall be 48 inches (1219 mm) nominal. *Means of Egress* doors in a Group I-2 occupancy used for the movement of beds shall provide a clear width not less than 41 ½ inches (1054 mm). The height of the door openings shall not be less than 80 inches (2032 mm).
Exceptions:

1. The minimum and maximum shall not apply to door openings that are not part of the required means of egress in Group R-2 and R-3 occupancies.

2. Door openings to resident sleeping units in Group I-3 occupancies shall have a clear width of not less than 28 inches (711mm)

3. Door openings to storage closets less than 10 square feet (0.93 m²) in area shall not be limited by the minimum width

4. Width of door leaves I revolving doors that comply with Section 1008.1.4.1 shall not be limited

5. Door openings within a dwelling unit or sleeping unit shall not be less than 78 inches (1981 mm) in height

6. Exterior door openings in dwelling units and sleeping units, other than the required exit door, shall not be less than 76 inches (1930 mm) in height.

7. In other than Group R-1 occupancies, the minimum widths shall not apply to interior egress doors within a dwelling unit or sleeping unit that is not required to be an Accessible unit.

8. Buildings that are 400 square feet (37 m²) or less and that are intended for use in conjunction with one- and two-family residences are not subject to the door height and width requirements of this code.
5.8.6 Accessibility

Considerations for accessibility were made in accordance with the American with Disabilities Act standards. The accessibility is also referenced in pertinent sections of the FBC as those sections pertained to the programming and design of this project.

5.9 General Growth Partners Tenant Rules and Design Guidelines

In addition to requirements set forth by the Florida Building Codes the current landlord has set forth provisions and directives for the design of key elements of the store design. The elements provide additional design considerations for storefront design and blade signs. The details of these requirements can be viewed in the appendixes within this document.

5.10 Conclusion

The design program was presented in a way to detail the various components of the design solution. This chapter stated the design philosophy of the designer and the brand the space represents. The space that the project occupies and the reasons for selecting that space were also detailed in this chapter. The original research and review of literature were used to create several considerations necessary to create the best design solution. The considerations were first developed for the overall project and then for major programmatic elements. The primary focus of the space is to provide a destination Brick and Mortar location whose design exhibits the core principles of omni-channel retail while facilitating social interaction. That interaction is to be focused on two aspects. The first is to ensure social interaction is focused on products essential to the sport a consumer is an enthusiast about. The second is to promote social interaction focused on aspects of the consumer’s lifestyle demographic.
CHAPTER 6
THE DESIGN SOLUTION

6.1 Introduction

Within this chapter is the proposed design solution for this study. The solution is described through text and illustrations. The illustrations are both diagrammatic and rendered. This chapter is organized in a discrete way to allow the reader to move through the design space. First a floor plan detailing all major areas is provided to help readers orient themselves within the Retail Space. Second, the general design criteria are listed as they were presented in the fifth chapter of this document. Thirdly, this chapter provides the design criteria of the Retail Store Entry. Finally, the chapter presents each of those major areas and their specific design criteria as those criteria relate to the major areas design purpose.

Before proceeding there is a need for a brief discussion on the driving concept of the space design. The space is designed with several overlapping concepts. Each manifests itself in a unique way. The first driving concept is the desire to express architectural forms and tectonics in an overt way. These elements provide architectural significance to each of the major areas. The second concept is the shape of a human nerve cell as seen under microscope. The nerve cell was chosen as it is essential to the activities the space is designed for. The nerve cell is critical for transporting inputs from the environment to the brain. To put it simply whether it is participating in the sport and using fast twitch muscles or exemplary hand eye coordination, carrying a conversation related around a consumer’s chosen sport, or experiencing the technology of the LIMB Extended Reach Kiosk, the nerve cell is essential. The shape of the
nerve cell was distilled to a simple diagram that was then used to provide a parti for the space.

Figure 6.1 and 6.2 demonstrate the nerve cell ad parti.

*Figure 6.1 Nerve Cell (Image by National Science Foundation)*

![Nerve Cell Image](image)

*Figure 6.2 Parti (Image by Author)*

Finally, the last concept is the idea of social interaction being arranged in three concentric rings. Each ring represents a level of intensity in social interaction between the consumer and the staff. The outer ring encompasses the LiMB Extended Reach kiosks present in each of the three major product areas (Running, Yoga, and Cycling). The second ring encompasses the Fitting area and Product consultation area. The final ring encompasses the Point of Sale and
Cycle Workshop. It is in these locations that consumer interaction with staff is expected to be the most intense.

The various components of the space need to work in concert with each other to provide an environment that attributes to the blur. The blur, as discussed in chapter two briefly, is what occurs when a consumer is engaged in a totally immersive retail environment. That environment must meet the needs and wants of the consumer as determined by their consumption style. This is best accomplished by providing components that can deliver on demand stimuli. The components of this space were designed to ensure that consumer, once they enter the space, has little need to pursue or engage in other sources that could be distracting. This means the space must be able to provide the components of consumer shopping process efficiently in seamlessly as well as allowing a consumer to be enveloped in key components of his or her lifestyle. From a design standpoint this was accomplished with some of the following key elements; the kiosks provide easy and large screen browsing and learning, the social areas provide opportunities to engage with fellow enthusiasts, staff, or brand ambassadors, the fitting stalls allow products to be tested-fitted and adjusted, and finally the point of sale provides a key area for human to human learning and interaction and ultimately the acquisition of an item.

6.2 General Design Criteria

The design criteria are derived from various sources and each source is contained within a specific chapter of this document. These criteria were derived from a review of literature (Chapter 2) and further refined by the results of the original research component (Chapter 4). Key programmatic elements and functional elements are discussed in Chapter 5 and also serve
to inform the design criteria. These criteria are those that allow the space to provide an efficient and successful consumer experience through the entire purchasing process described in Chapter 3. Figure 6.1 is the floor plan of the entire retail space.

![Figure 6.1 Retail Space Floor Plan](image)

The process is successful from both the perspective of the consumer as well as the retailer given the following criteria are met. The first criterion is as follows:

- **Retail space design has provided fresh, innovative, and effective ways to display products**
The project is a retail space and as such has been created as a vehicle to display products. The sale of these products is the primary function of a retail space; however this project was designed such that the major spaces display those products in non-traditional ways. The space was designed so that the products are visible in a clear way and many displays allow the products to be displayed in dynamic, eye-catching ways. To facilitate the criteria the spaces contains custom product display systems. The systems include low product display platforms, display-integrated media walls, floor to ceiling organic design based structures, and display-integrated structural elements. These displays are further detailed in later sections of this chapter.

- **Retail Space design has provided places for social interaction, particularly in regards to the product and consumer lifestyle demographic.**

A cornerstone of the retail space design and this thesis was to ensure the Retail Space design provided adequate areas to engage in social interaction. These spaces are present in all major areas of the space. These social spaces are designed to mirror the inherent social component of the sports that are associated with the products being sold in the space. These spaces are to be used as gathering points that allow both social interaction in during various components of the purchase process and social interaction outside of the consumer purchase process. As seen in Figure 6.2 these spaces allow consumers to engage not only other consumers but product specialist as well.
The social spaces contain cornerstone elements in which that space is designed around. Two spaces are designed around interactive media components, two spaces are designed around product manipulation, one space is designed around product demonstration and purchase, and two spaces are designed around product customization, repair, and consultation. Each central element is prominently displayed and the spaces contain activity-focused design elements such as flexible custom seating, feature lighting, and ease of access. Those elements and additional space specific elements of each social space are detailed in the appropriate section of this chapter.
Retail Space design has provided areas to experience and interact with product during the entire purchase process in a meaningful way.

The ability for a consumer to interact with a product at any point in the purchasing process is a key component to this design solution and as such, many design elements are created to ensure this activity can happen. The retail space design features product displays that place most products at comfortable heights and depth. The retail space design also contains a product demonstration area, product customization area for cycles, and fittings areas. The product demonstration area is designed for the own demand appropriation of 1000 square feet for the demonstration of gear from each of the major areas. The fitting area is 1100 square feet and provides private stalls for gear to be test fitted privately. The product customization area allows cycles to be customized or repaired in the workshop. Figure 6.2 shows a perspective in which a view of all three areas is visible.
These design features are further detailed in subsequent sections of this chapter and an analysis of the impact of this interaction is discussed in Chapter 7.

- **The Retail Space design has provided a premium, branded experience in line with the consumer lifestyle demographic in which the space aims to serve.**

This Retail Space design is to serve as a branded experience. That experience is provided by a combination of design elements that are integral to the major brand elements and the social environment. The following figure details entry signage that incorporates major branding elements.

*Figure 6.6 Perspective of Storefront Entry Signage (Image by Author)*
Those elements include select colors and careful use of those colors, bold signage and wayfinding, custom product display fixtures, and custom lighting fixtures and product illumination. The following sub sections detail those specific design elements.

6.2.1 Branding Elements: Color

The distinct color chosen for this project is Flush Orange (HEX Code #FF8000). This color is used primarily as a unifying element through the retail space design including all major areas and the retail store entry. The color also provides an uplifting color in the employee break room and product back stock area. Flush orange is used in conjunction with white as the two dominating painted colors. Concrete, dark-stained oak, natural white oak, and distressed oak flooring provide the bulk of the remaining neutral color elements.

6.2.2 Branding Elements: Product Display

Product display is essential to the function of the LIMB Retail Store. The Product displays that contribute to the brand are custom, purpose built forms who display products in unique and dynamic ways. The product display are primarily one of three types; organic product displays (OPD), 5-sided organic product platforms (OPP), and bay-hosted shelving (BHS). Each type was custom designed to be unique to their respective host area. Their shape and size were created based on their purpose and product type being displayed. It should be noted that these pieces were created as whole specifically for this space however their elements are designed to be customizable for store expansion. Reflection of those elements will be discussed in the next chapter. Construction methods and purposes are discussed subsequently in this section.

6.2.2.1 Organic Product Displays: Yoga and Cycling. The Organic Product Display in the Yoga area is a custom millwork piece. The OPD is a wood frame skeleton. Within the skeleton
the power connections for the LED lighting, the LED lighting housing, and the LED lamps themselves are hosted. Laid upon that skeleton and attached is a laser cut, matte ivory laminate shell with the appropriate holes for lighting and power. The OPD extends the height from the ground level to the ceiling. That brings the total height to 18 feet. At its widest the OPD is 6 feet and at its narrowest 1 foot 7 inches. The overall depth is 2 feet 2 inches. The OPD contains two large cubbies for product display. The exact numbers and arrangement of the OPD pieces will be discussed further in this chapter. The OPD is a visual indicator of the design concept and this concept is further discussed in chapter 7.

There are two types of OPD’s in the Cycling area. Each is of a similar construction to those in the Yoga area. To clarify, the materiality and general construction method are the same. The two OPD types differ from the Yoga area and each other in their raw dimensions. The resulting pieces are large enough to display cycles. Both the types work together to form a display pair. Both extend the full height of 18 feet and at their thickest depth they are 4 feet deep. The first type of OPD in the Cycling area is 12 feet wide and the second type of OPD in the Cycling area is 20 feet wide. Both Organic Product Displays in the cycling area do not contain cubbies but large openings that accommodate cycles being displayed.

6.2.2.2 5-sided Organic Product Platforms. The organic product platforms are placed throughout the LIMB Retail Store. In total the space contains 14 OPP distributed amongst the areas. Each platform is constructed from a wood frame. That frame is covered by medium density fiberboard (MDF). The resulting shell is then covered in one of three finishes (white oak one-foot wide planks, dark-stained oak one foot wide planks, or flush orange laminate panels). Each platform is 5-sided and mirrors a shape very similar to the 5-sided organic lighting fixtures
overhead. Each OPP is arranged with other OPP to form organic product platform chains that are identical to those formed by custom light fixtures above. The OPP is 2 feet high, 8 feet long, and 3 feet 10 inches at its widest. The OPP are designed in two physical types. Type one is designed with a solid flat top. This provides a flat platform for product display. Type two features an indentation. With this indentation the OPP allows products or seating at a height of 16 inches.

6.2.2.3 Bay-Hosted Shelving. This type of product display is hosted in the custom millwork bays built throughout the LIMB Retail Store. Bays allow various configurations within them and one such arrangement is the filling of the bay with a custom arrangement of shelving. The BHS is constructed of the same matte ivory laminate used in the OPD. The retail store design utilizes two different BHS displays. Both displays feature a full floor to ceiling and height and soffits for LED lighting. The primary purpose of the BHS is to display running footwear in close proximity to apparel or multimedia touch elements. Both BHS’s are designed with footwear nooks that display footwear horizontally. The footwear nooks are 10 inches deep and 1 foot high. Each of the BHS displays contains larger display openings beyond the footwear nooks that display a large range of products or multimedia components. The largest display is 30 feet wide and the smaller display is 17 feet wide.

6.2.3 Branding Elements: Bold Signage and Way Finding

The space is largely open however consumers are able to navigate to distinct areas by utilizing discrete way finding design elements. The distinct areas correspond to the major areas of the space and entry. At entry, the acronym “LIMB” (which is formed from the full name of the store “Lifestyle in Motion: Beautifully”) is identifiable through the use of precast concrete
lettering affixed to the entry pillar. The Cycling, Yoga, and Running areas each contain large oversized letters that spell words associated with the sport. The Cycling area contains the word “RIDE,” the Running area contains the words “RUN HARD,” and the Yoga area contains the word “BREATHE.” Each letter is 10 feet high and is made out of precast concrete. These letters are back lit with light emitting diodes (led’s). The Fitting area is denoted with the same 8 inch tall letters used at the store entry. The letters spell the word “TRY” and are placed vertically at each entrance to the Fitting area. The Cycling workshop and Point of Sale (POS) are each affixed with the words “WORKSHOP” and “LIMB” respectively. These words are constructed of the same matte ivory laminate prevalent in the custom product displays. “WORKSHOP” is affixed to the front of the Cycle workshop portion of the C-shaped counter space horizontally. “LIMB” is affixed to the POS portion of C-shaped counter space vertically.

6.2.4 Branding Elements: Lighting

The Retail Space uses various lighting sources and types throughout the space. Those elements are used in unique ways to contribute to the overall brand experience of the space. This subsection will detail those various elements.

The general lighting is provided by LED light source hosted in 5-sided organic fixtures. These fixtures are suspended from the ceiling. The light source is obstructed from direct view by a light diffuser. The diffuser is used to provide an even light source from the clusters of LED lights housed within them. They provide ambient lighting throughout the entire space and each fixture is placed with various other fixtures to create unique fixture chains. The fixtures are clad in dark stained oak paneling.
The Extended Reach Kiosks in the Cycle area and Yoga area are each lit by hanging fixtures. The lights are LED bulbs housed within metal, bowl shaped housings. Those fixtures are each hung at the end of a cable suspended from the main ceiling. The housings are painted in the Flush Orange color used throughout the space in other important branded-elements. Variations of those fixtures are used in the Running area try on bay and the Running area Extended Reach Kiosk.

Lighting is used as an integrated component of the custom casework pieces. The organic product display (OPD) forms in the Yoga area each contain two LED light sources. The lights illuminate products that are in the display cubbies. The LED lighting is also incorporated in the OPD forms that are placed in the Cycling areas. The lighting is designed to illuminate and highlight featured cycles and cycle related products hung or displayed on the OPD form branches. Those forms contain either 3 or 4 LED lights depending on the form’s design.

The Product Consultation and Cycle Workshop Waiting sub-area is lit by a custom fixture that is designed as a variation of the 5-sided organic fixture used throughout the space. The fixture is 3 of those forms placed together and extruded to various depths. The forms each house a LED bulb suspended from the ceiling at the end of the cable. The fixtures do not contain a light diffuser and the bulbs are exposed. The lighting provides down lighting over a large custom table and is sufficient for consultation, reading, or product illumination.

The Canopy area contains multiple lighting sources. The Point of Sale and Cycle Workshop are lit from above by LED light sources. Each LED is hosted in a custom installation piece that serves not only as a lighting fixture but a way finding device. The installation is host to 5 LED sources. C-shaped counter space is also lit at the toe kick by a strip of LED sources as
well. The major elements of the tectonic structure that envelopes the volume of the Canopy area host the lighting sources. The light sources are LED recessed direction lights. The lights contain white light and colored lights to facilitate special product demonstrations.

6.3 Retail Space Entry

The Retail Space Entry is a major design area that incorporates the area along the storefront on the mall side and the open area just past the entry door in the retail store. The main product sold in this space is the brand of the LIMB Retail Space and featured products. This section will detail the specific design criteria that are associated with fulfilling this purpose.

- The space design of the entry threshold is designed to garner a consumer’s attention and compel them to enter

The Retail Space Entry employs several design elements to accomplish this criterion. The entry is marked by a large dark-stained oak mantel. The mantel’s cross sectional profile is a rectangle that is has a height of 4 feet and a length of 6 feet 8 inches. The header box spans 70 linear feet along the storefront windows.

Beneath the mantel is a double door entry demarcated by an expanded custom millwork frame. The entry doors are of the same transparent glass as the storefront. The double door provides an opening of 7 feet wide and 8 feet tall. The millwork is constructed out of a wood frame that is clad in dark-stained oak boards. The custom frame is a piece of millwork that interrupts the glass storefront. The millwork cradles the door on two sides. Looking from the mall concourse, the two sides cradled are the right side and top. The millwork is of an organic form and resembles an upside down “L.” The frame has a maximum height 9 feet 10 inches,
overall width of 9 feet, maximum element width of 2 feet, and depth of 6 feet 8 inches. The
portions on either side of the store front are equal in terms of depth.

The Retail Store Entry also displays the store name in custom back lit precast concrete
letters. The letters, L.I.M.B., are prominently displayed on an orange marker. The marker is a
four-sided triangular form. The form is part of the vertical element of the mantel and
constitutes 28’ square feet or nearly one quarter of the vertical element surface area. Together
the letters and marker serve as part of the identity package for the store brand. They are placed
so they are visible from any of the major mall concourses.

- **The space design of the entry immediately beyond the threshold prominently displays**
  **featured products from the Yoga, Running, and Cycling**

  Immediately beyond the entry threshold there is a series of three organic product
platforms. The platforms provide low displays for featured products as well as serve as a base
on to which place mannequins. They are of the same design and construction as the other OPP
utilized throughout the Retail store. Two platforms are type two and clad in dark-stained oak
panels and one is type one and clad in Flush Orange laminate panels. Products of all types are
displayed on the platforms, representing all three sports.

### 6.4 Major Area Design Criteria and Analysis

The general design criteria were used as a design framework to guide the design of the
major areas of the retail space design. From this overall framework, area specific criteria were
developed. Each of those criteria furthers the general design goals. The following section and
sub sections offer a detailed description of area specific criteria and their implementation.
The space is a single level store front located on the first floor of the Governor’s Square Mall. The space is 13,156 square feet. Within this space are 5 major areas. These major areas are Yoga, Cycling, Running, Fitting, and the Canopy. Each space serves a distinct function. The Yoga, Cycling, and Running areas contain products geared towards the sports of their namesake. The Fitting area is a space in which consumers can experience clothing products in a more private setting. The Canopy serves as function space for the Point of Sale, Product Demonstration, and Social Gathering Space. While this chapter is focusing specifically on the design criteria and their analysis, how these criteria augment a space to better facilitate the consumer process will be discussed in the following chapter.

6.4.1 Major Area: Yoga

The Yoga area is a major area within the LIMB Retail Store. This area is designed to contain all of the products related to the sport of yoga. The area has been designed based on distinct design criteria that guide its function to allow consumers to complete the purchase process in relation to Yoga products.

- **The space design of the area has provided a unique way to display yoga products**

  The various display types were discussed earlier in this chapter. The Yoga area utilizes both organic product displays and organic product platforms. The area contains ten organic product displays. One OPD is placed at the end of the oversized entry header. Three OPD are placed along the Yoga area portion of the storefront and the remaining six OPD are placed along the back wall of the area.
As mentioned previously, this area also utilizes 5-sided organic product platforms. Three OPP are placed in the space between the social area that incorporates the Extended Reach Kiosk and the Fitting area wall. Of the three OPP one is type one and finished in the natural white oak planks. The other two are of type two and are finished in the dark-stained oak planks. The following figures 6.8 and 6.9 show perspectives of the Yoga area and the display piece arrangements.

Figure 6.7 Major Area Yoga Perspective One (Image by Author)

The OPD are arranged to provide space between in which fixtures are hung from the wall to display product in more traditional ways or house dynamic mannequins. The mannequin
designs chosen are typically in a dynamic pose. These poses demonstrate actions or body positions commonly experienced in the sport of yoga.

- **The space design of the area has provided a way for consumers to browse online inventories, order products online, or learn more about products online**

The Extended Reach Kiosk is the center piece of the Yoga area consumer experience. The kiosk consists of a metal, laminate, and wood. The metal is a custom steel frame upon which a precision molded and laminate shell is attached. The laminate is molded in the same Flush Orange used in various locations throughout the LIMB Retail Store. The entire frame is designed with a series of voids. In those voids are inset wood shapes that provide themselves as elements of the kiosk including pieces of the ceiling, side walls, and the location for a touch screen. The large touch-sensitive digital screen has a diameter of 6 feet. The Extended Reach Kiosk is 14 feet high, 12 feet wide (at its widest), and 19 feet long (at its longest). The kiosk provides additional hanging space via custom removable product display systems. The systems consist of pegs and pluggable holes that allow items to be hung via hangers or other elements.

The kiosk is connected to the internet and directly to a branded website portal. The portal allows consumers direct access to product information. The portal also allows consumer to assess the current availability of a product. This connectivity along with the touch screen allows consumers online capability of this criterion. The following figure illustrates the design of the Extended Reach Kiosk.
Figure 6.8 LIMB Extended Reach Kiosk: Yoga (Image by author)

The Kiosk is a physical design element that enables the Yoga space to meet this criterion; however there are other elements that further increased the effectiveness of the Kiosk. These elements will be discussed further in chapter 7 for the kiosks in all three major areas.

- **The space design of the area has provided a space for product focused social interaction**

The space contains seating in an array of flexible seating arrangements. The flexible seating is either a custom square stool or a wedge shape bench. The large ottoman arrangement is composed of four small custom seating stools. Each stool base is each 2 feet and 3 inches square and 18 inches tall. Affixed to each base is a 2 inch thick cushion. The base is clad in natural white oak planks and the cushions are wrapped in a grey burlap textured fabric. The
stools are mobile and can be placed together in a group of four forming a large ottoman or used individually in an assortment of seating arrangements.

The Yoga area contains 3 wedge-shape benches. Each bench is a custom furniture piece designed specifically for the space. Each bench is 9 feet long, 3 feet wide (at its widest), and 18 inches tall. The benches also have the same 2 inch thick cushions used on the square stools however they are designed in a triangular shape. Each bench is clad in the natural white oak planks. The benches are able to be moved to accommodate several group sizes as well. The pieces are designed to be arranged in a pattern that incorporates the Extended Reach Kiosk. They are also flexible in their arrangement but are designed to be semi-permanent in their default placement.

6.4.2 Major Area: Cycling

The Cycling area is a major area within the LIMB Retail Store. This area contains all of the products related to the sport of Cycling. The area has been designed based on distinct design criteria that guide its function to allow consumers to complete the purchase process in relation to cycling products.

- *The space design of the area has provided a unique way to display cycling products*

Cycling products have unique space requirements. The cycles themselves are larger than most other products sold in the retail space. The requirements and designs were detailed earlier in this chapter. The majority of the cycles are displayed within organic product displays. The cycling area also utilizes OPP for other products and apparel.
The Cycle area has a total of nine OPD. Of the nine, four are type one and five are type two. They are arranged along the back wall of the area and along the store front windows that view into the Cycling area. The back wall of the area contains 7 OPP. Three are type one and four are type two. The remaining two OPP are those along the store front window and are designed to interact directly with the store front window. Portions of their profile protrude through the store front window. The organic product displays were designed to allow the cycles to be displayed in dynamic positions. This is done in contrast to the normal method of hanging a bicycle from ceiling or on a wall or displaying on a pedestal. The OPD display arms are four feet thick to accommodate the standard 3 to 3.5 feet thick span of the handle bars on most cycles. Each arm contains locking mechanisms common on cycle pedestals so that the cycle is held in place. The white color is used to allow the striking colors of the products to be visible without competition.

There are three organic product platforms in the Cycling area. The arrangement and the number of their types and their corresponding finishes are identical to those used in the Yoga area. The platforms are fitted with cycle locks in order to accommodate the cycles placed upon them. Products not displayed directly on the platforms or displays are displayed within the negative space off the OPD and on seated and standing mannequins.

The following two figures, 6.7 and 6.8, demonstrate different perspectives of the Cycling area.
Figure 6.9 Cycling Area Perspective One (Image by Author)

Figure 6.10 Cycling Area Perspective Two (Image by Author)
The space design of the area has provided a way for consumers to browse online inventories, order products online, or learn more about products online.

The Extended Reach Kiosk is again prevalent in the Cycling area in much the same manner as the Yoga area. The kiosk is central to the Cycling space experience. The kiosk functions exactly like its counterpart in the Yoga and Running spaces. The Extended Reach Kiosk in the cycling area is designed of the same type and construction as the kiosk in the Yoga area.

The Space Design of the area has provided a space for product focused social interaction.

The Cycling area contains the same type of seating present in the Yoga area. The area contains the same number of square stools, 4. The Cycling area does contain 4 wedge-shape benches. The seating is flexible and expected to be used in the same manner as the Yoga area. Similarly to the Yoga area, the wedge-shape benches are arranged to incorporate the Extended Reach Kiosk.

6.4.3 Major Area: Running

The Running area is third major space within Retail space. This space contains all of the products related to the sport of Running. The space has distinct design criteria that guide its function to allow consumers to interact with those specific products throughout the consumer purchase process. For the sake of brevity this section will only provide in depth description where there are major differences in the approach of implementing those criteria or where design criteria are not present in the other previously mentioned major areas.

The space design of the area has provided a unique way to display running products.
Running products are displayed on the bay-hosted shelving and 5-sided organic product platforms. The Running area is the only area in the retail store that features custom millwork bays. There are 4 bays and each serves a distinct purpose. Two of those bays host BHS. The design of each has been detailed earlier in this chapter. The two shelving units together allow, at its densest, 80 pairs of shoes to be displayed or 160 single shoes. The shelving also allows running products other than footwear to be displayed or hung. The shelving is white again to allow the often colorful products to be the focus of attention. The density of shoes described above would not be typical as there are other opportunities to display running products on the 5-sided organic product platforms.

There are five OPP. Each platform displays additional product and provides ample space for most running products. Three of the platforms are clad in dark-stained oak platforms, one is clad in natural white oak, and one is covered in Flush Orange laminate panels.

- **The Space Design of the area has provided a way for consumers to browse online inventories, order products online, or learn more about products online**

The Extended Reach Kiosk is placed in a featured product bay. Like in the other major areas the kiosk is a center piece of the Running area consumer experience. The kiosk functions exactly like its counterpart in the Yoga and Cycling areas. Unlike the other two Extended Reach Kiosks, the kiosk in the Running area is placed in a BHS. That BHS is used to display featured products and the bay replaces the surrounding envelope present in the other kiosks.

- **The Space Design of the area has provided a space for product focused social interaction**
The design of the Running area incorporates multiple design elements that ensure the area meets this design criterion. The kiosk serves as major design element that meets this criterion. Additionally, seating areas (like the other major areas) provide other areas for product-focused social interaction. The space does not contain an array of flexible seating arrangements like those in the Yoga, Cycling, or Canopy area. The seating in the area is provided by custom benches. The benches are built like the stools in other major areas however their width nearly double at 4 feet. They are clad in the natural white oak planks. There are four benches and they are placed in one of the four custom millwork bays. The following figure is demonstrates a perspective of the Running area and the seating bay.

Figure 6.11 Perspective of Running Area Footwear Display (Image by Author)
The Running area is also anchored by a large social seating area. This seating area serves as a waiting area for the cycle repair area, point of sale, and a product consultation. The space is anchored by a unique product casework display and overhead lighting feature. The four wedge shape benches are identical to those found through the Retail space. The group of benches surrounds an oversized round table on which products and materials are displayed. The table is set directly beneath the large lighting feature mentioned before. The design of the social area is detailed in the figure 6.12.

Figure 6.12 Perspective of Seating Area from Point of Sale (Image by Author)
This area helps to further promote social interaction as well as serves as a hub between the Cycling and Running area.

6. 4.4 Major Area: Fitting

The Fitting area is area of the store whose main function is to allow consumer to try on gear in a semi-private or private setting. The fitting area is located adjacent to the Canopy area and provides one half of the center mass in the center of retail space. The following figure is a view of the Fitting area interior as seen from its entry point in the Running area.

Figure 6.13 Perspective of Fitting Area Interior (Image by Author)
The fitting area is a large wedge shaped mass that is divided into 4 large sections. Within the space are the fitting room stalls, a seating area for waiting guests, product display, and storage for the audio visual equipment located in the canopy. The Fitting area contains two points of entry, one that is open to the Canopy area and the other entry is open to the Running area. The space utilizes two flooring types. The first flooring type is the distressed oak flooring present throughout most of the LIMB Retail Store and the second is the dark-stained oak. The Fitting area has distinct design criteria.

- **The space design has provided a space to allow consumers to try on sport gear in a stimuli inducing space**

  The Fitting area main design purpose is to serve as a space for consumers to try on gear related to their sport. This is an important part of the consumer purchase process and strength of brick and mortar retail locations. The space provides several unique experiences to define the space for this simple purpose. The stimuli most often engaged in the space are those associated with touch and sight.

  The space is a darkly lit, intimate space that wraps the consumer in a natural white-oak envelope. The first major stimulus, sight, is immediately engaged as a consumer enters the Fitting area. The sections contain minimal lighting except in the fitting stalls. There are a total of five fitting stalls. The lighting in the stalls is provided by warm LED hosted above each stall in the ceiling of the space and around the mirrors in the stall. The fitting stall is made private by a heavy orange curtain. The Fitting area does allow ambient store lighting to leak into the space via the 3 inch gaps between each major section as well via the two doorways. Additionally the
ceiling of the second largest section of the Fitting area is punctuated by a piece of the canopy. This allows natural light as well a visual representation of punctuation. The two flooring types meet on a bias. The bias is created by the outline of the Canopy area as it intercepts the Fitting area.

Touch is the other major stimuli experienced in the space. The flooring and wall materials each provide different degrees of texture through the various wood grain and finishing techniques. These are experienced by the feet of the consumer. The heavy curtains in the fitting stalls provide a soft texture.

- **The space design has provided opportunities for unique product display**

The penetration by the Canopy does contain space for unique product storage. The penetration of the Canopy piece serves a unique piece of casework. With the opening above providing light from the rest of the retail store, the light acts a natural spot light and the featured product is displayed in an attention garnering way.

There is dedicated floor space adjacent to the seating area within the Fitting area. This provides space for a dynamic mannequin or group of mannequins to be displayed. On those mannequins, additional featured outfits or products are to be displayed. The space is spotlighted above as to provide a beacon for attention in the dark space.

6.4.5 Major Area: Canopy

The Canopy contains the Point of Sale, Cycle Workshop, and Product Demonstration and Social Gathering Space. The area is multifunctional and is an easily reachable destination from anywhere in the retail space. This area provides the impetus for the basic design language for
the entire retail design space. The three sub areas within the space each serve distinct functions within the greater retail space. They are also governed by specific design criteria that help facilitate the overall functionality of the Canopy within the greater retail space. This section and its subsection will detail the design criteria for the major area and each sub area.

- **The space design has provided itself as compelling architectural component of the greater retail space**

  The Canopy is a large tectonic structure that envelopes each of its sub areas as well as part of the Fitting area. The structure is composed timber framework construction clad in dark-oak stained boards. The height of the Canopy extends to a height of 16 feet. The structure can easily be viewed from outside the storefront as well as from any point in the retail space. The structure contains lighting the illuminates the open space below. The Canopy is largely open and presents itself as a series of skeletal planes, allowing sight through the space.

- **The space design has provided a unique way to demonstrate products**

  The vertical planar elements of the canopy offer themselves a unique case work pieces to display featured products. The vertical elements contain various openings so that products can be hung, folded, or placed within them. When no products are placed within the openings, the openings frame views and offer non-obstructed visual sight lines. The feature product displays can also be used to help demonstrate products that may be demonstrated in the Product Demonstration and Social Gathering area.
6.4.5.1 Product Demonstration and Social Gathering Sub Area. This sub area is a dual purpose space that encompasses the majority of the volume beneath the Canopy.

- The sub area has provided itself as an important hub of activity within the greater retail space

The sub area’s de facto configuration is to be presented as social gathering space with three large ottomans. The large ottomans are actually a collection of separate stools that are arranged by four’s. The following figure is a perspective of the space.

![Figure 6.14 Perspective of Product Demonstration and Social Gathering Area (Image by Author)](image-url)
This design of those stools is exactly like the stools present in the Cycling and Yoga areas. The seating is flexible and able to be arranged in any configuration needed. The seating at its core provides a place for large groups to wait or gather near the point of sale. The seating can also be completely removed from the sub area so that the sub area is 1000 square feet of open floor space. The LED lighting over head can be used to highlight different areas of sub area if need be.

The other major hub of activity is when the space is used as product demonstration. With the flexible seating arrangements the sub area can be made clear. The area is also affronted by one of the Fitting area doorways. This allows a portal for consumers trying on gear to also use large products in the product demonstration area. Being used as Product Demonstration or Social Gathering Hub, the space is further defined by the dark-stained oak floors. The floors area mimics the shape of the Canopy above.

6.4.5.2 Point of Sale. This sub area is defined by the large C-shaped counter located in one of the corners of the Canopy area. The Point of Sale does share the same space as the Cycle Workshop. However, only one portion of the C-shaped counter dedicated to Point of Sale. The counter base is primarily precast grey concrete panels fixed to a metal frame. The concrete panels are cast in rough forms resulting visible form impressions. The counter is clad in natural white oak paneling in three areas as well as at the toe kick. The overall counter height is 3 feet 8 inches with part of the Point of Sale portion being 36 inches to accommodate ADA requirements. The counter is built in three sections. The shortest section is 8 feet long and 4 feet 4 inches wide. This section is utilized by the Cycle Workshop. This section protrudes into the Product Demonstration/Social Hub sub area. A 3 foot long portion of this section is clad in 3
inch natural white oak panels. The cladded area of this section is 5 feet deep. The second
section is the longest at 19 feet and is 3 feet deep. This section is the bulk of the Cycle
Workshop and hosts the cycle way findings elements described earlier in this chapter. This
section of the counter faces into the OPD of the cycling area and clad in a 3 feet 10 inch long
section of natural white oak panels. The cladded area is 4 feet deep. The last section is 15 feet 5
inches and 3 feet deep. This entire section is the Point of Sale area and host Point of Sale way
finding elements mentioned earlier in this chapter. The entirety of the lowered part of the
counter is clad in the same natural white oak paneling. The lowered section is 48 inches long
and 3 feet 8 inches deep.

- **The sub area has provided itself as an important point of contact for consumer**
  information, assistance, customer service

Inherent to any successful Point of Sale, it must serve as an obvious point of contact for
consumers. The sculptural piece over head, lighting elements, and way finding elements are
used in conjunction with the overall design of the counter as described previously. The sub area
is also always staffed by a product specialist. The counter is concrete and wood and maintains
the retail space name and logo. The logo is backlit to draw attention to the counter. The sub
area is lighted from above with LEDs that emit color changing light. The Point of Sale is located
so that is visible from any of the other major areas to further ensure it meets this design
criterion. Figure 6.13 demonstrates a detail of the branding and logo located on the front of the
Point of Sale counter.
Additional staff training and expected consumer behavior are analyzed in the following chapter. Each of these elements will work to only enhance the POS effectiveness in this criterion.

6.4.5.3 Cycling Workshop. This sub area encompasses the larger portion of the C-shaped counter. This space must meet one important design criterion.

- The sub area has provided itself as a place to educate the consumer while repairing or augmenting cycles and cycle components

The sub area provides consumers with the opportunity customize or repair a cycle. This is an integral part of the consumer purchase process for cycle enthusiast. To facilitate this
requirement the, the portion of the U-shaped counter dedicated to cycling, has storage options for the workshop staff tools and other smaller items. The space is fairly limited and dedicated to tools and small products used on the cycle. Large products or additional products are expected to be purchased from the retail floor. Bin storage helps to organize and track these items (particularly small parts). The storage is hidden behind parts of the wood clad sections that are employee side of the counter. Those portions can be slide on a track to reveal the storage cubbies and bins behind them. The space behind the work shop counter is wide enough for a work stool for prolonged service requirements. The stools are custom pieces and are made from lightweight aluminum so they can be easily moved or removed.

6.5 Conclusion

This chapter has detailed the design choices and elements of major areas and their sub areas. The major areas of the space are the Yoga, Running, Cycling, Fitting, and Canopy areas. This chapter also discussed the Retail Store Entry and how its various elements work together. The design choices were detailed by first presenting an area, then its overall design purpose, and then finally specific design criteria. This format serves as a thorough explanation of how those elements help the general retail space serve its goal. The goal of ultimately being a space whose design allows it to serve as an effective venue in which the consumer shopping process can unfold. Additionally the space must serve as a space that fosters social interaction on a deep level. The culmination of the programmatic elements discussed in chapter 5, the literature research discussed in Chapter 2, and results of the original research component detailed in chapter 4 has resulted in the aforementioned design project. A revisit of those elements and
analysis of how the design serves as an answer to the primary research question will be discussed in chapter 7.
CHAPTER 7

CONCLUSION

7.1 Introduction

The Retail Space design discussed in chapter 6 is a result of information learned from the review of literature, the program, and the results of the original research component. The literature review examined design considerations for social space, consumer behavior, branding, and Omni-channel retail practices. The original research component collected data on the perceptions of consumers during the consumer purchase process. Finally the program examined and discussed the major and minor areas of the retail store, the important elements that allow those areas to function for consumers, and their required adjacencies not only to each other but the elements within each area.

Those major points of focus were explored to answer the primary research question of this document. That question is “How the Design of brick and mortar retail can be effective in the combination of omni-channel retail practices and social spaces.” That question and sub questions had to be approached by actively seeking built environment solutions as well as tactics that engage the consumer’s psychology, sense of place making, and memory. This chapter will explore analysis of the intended outcomes, design criteria, emergent themes, lessons learned from the study, and future recommendations.

7.2 Intended Outcomes

This section is used to briefly discuss the “why.” The intended outcomes are the reasons this research question was pursued by this author. These outcomes are stated in Chapter 1 and
throughout this thesis, but this section serves a distinct and concise way to sum them for the reader.

The first outcome is to ensure Brick and Mortar retail maintains itself as a viable entity in an increasingly digital market. This is to be done by leveraging its strengths as a segment while fortifying its weaknesses with elements of its competitor, online retail. The strength of Brick and Mortar retail as mentioned before is interaction with product and human representatives of a brand or location and its weakness is its comparative variety of product and information.

The second outcome is to further exemplify that the integration of social elements in the built space can allow Brick and Mortar retail to serve as a venue that offers more than space for the consumer purchase process to live within. Quite simply, these social components were often a charge of the general body of retail community, the indoor shopping mall. This indoor shopping mall was for many years the pinnacle of Brick and Mortar retail and offered itself as destination in and of itself. This outcome would like exemplify that those social qualities can be integrated and executed in a single retail location. From a dollar standpoint, social interaction helps foster place making, which encourages lingering, which ultimately helps promotes a purchase where would have been none or larger purchases instead of smaller purchases. Finally social interaction allows for a deeper brand attachment and better integration of products into a consumer lifestyle.

The third outcome is to help the reader understand that Brick and Mortar must embrace the consumer’s changing approach to retail. The Brick and Mortar store can and will serve more as destination for online purchase items to be picked up. This outcome suggests that although
online purchasing will continue to increase for the foreseeable future that does not mean that the purchase through an online portal cannot occur in the location. This offers consumers new opportunities such as the ability to information gather online as well as seek guidance from in store staff. Tracked purchases from a location specific portal can still help retailers justify space leases, market and demographic studies, and investment in deep and involved design. This intended outcome also suggest that although the main focus of Brick and Mortar locations is on the product acquisition phase (purchase phase) of the purchase process that the other phases can made to be more important and perhaps the main focus of a physical location. To rephrase, information gathering and product support may serve as the new primary purpose for Brick and Mortar. It is not doubt that these processes can only help to serve the purchase process for a number of reasons. With this outlook is becomes quite clear how social components can be advantageous in this line of thinking.

7.3 Design Criteria Analysis

This section is a revisit to some of the design criteria present in Chapter 6. Within this section an analysis of design criteria. In particular expected behaviors and intangible design decisions in their relationship to providing an atmosphere that encourages social interaction are discussed. Any element that lends itself to the further understanding of a design criterion but has no direct physical design manifestation is explicitly detailed. The general design criteria are presented and then further discussion is had when necessary in regards to how it is implemented in a specific area.
7.3.1 General Design Criteria

As a reminder, general design criteria served as a basis for all area specific criteria. The framework they establish help direct design intent and in turn justify design choices. Each criterion is present in some way in the area specific design criteria. The following criterion that needs to be discussed further is:

- *Retail Space design has provided places for social interaction, particularly in regards to the product and consumer lifestyle demographic.*

As mentioned previously, a particular driving concern for this designer was to ensure the design solution provided adequate areas to engage in social interaction. To further these goals all major areas where design around a central social component. This component is either tied to an Extended Reach Kiosk or some other key critical element. Sports with a known social component were chosen. The social spaces allow interaction during each of the three phases of the consumer purchasing process as well as completely outside of it. In this way as consumer is engaging in the purchasing process while casually interacting with enthusiast. This interaction can all at once be product or brand specific in one instance or entirely focused on the consumer’s lifestyle. The fluidity provides not only a blur between which interaction is which but a deeper involvement of the sport and its products in the consumer’s daily life. As this interaction can occur spontaneously, it is anticipated that the space in general will provide itself as a hub to others who participate in the sport or are seeking to learn more information about a sport regardless of their intent to purchase products or not.
7.3.1.1. Product and Lifestyle Interaction Yoga, Cycling, and Running. These three areas approach the criterion in similar ways as well as in area specific ways.

The social space in the Yoga area is defined primarily by a flooring change. The boundary is created between the dark-stained oak flooring and the distressed oak flooring that is the bulk of the flooring through the space. The space as mentioned before is anchored by the Extended Reach Kiosk. The Yoga area’s seating arrangement is flexible and easily moved. The choice to use stools that are modular was intentional. The stools can be placed together in a group of four to provide the large ottoman or can be pulled apart to be placed in an assortment of seating arrangements that easily accommodate various group sizes. The stool size was chosen because a single stool they are perfect for an individual. Or can be arranged in a binary grouping for a shopping couple or a consumer and a product specialist. The wedge-shaped benches in the area are intended to be semi-permanent however their arrangement is also flexible. The wedges provide a unique and fun arrangement enticing consumer to interact with them and as a side effect, with each other. The linear nature of the wedges allows them to also be used to define a new social space boundary that might not be entirely enforced by the flooring change. These same elements are present in the Cycling area however what differs drastically is the consumer lifestyle. The entire space can be cleared so that the large touch screen in the kiosk could be used to display a video for a small yoga class or instructional on getting into a new pose.

The Cycling area contains seating in an array of flexible seating near its kiosk. The arrangement’s components are identical to those in the Yoga area. The area also accommodates additional cycling services for consumers such as heavy customization and
repairs. It is expected that while the kiosk can be used like all other to browse objects, shop extended offerings via the warehouse, and search for featured products that consumers will also use the kiosk with the help of product specialist to learn information about maintenance and repair. The sport of Cycling requires a heavy emphasis on the product support phase of the purchase process. Cycles require fitting and customization immediately after purchase to ensure the best fit for a Cyclist. Additionally, cycle components do wear and need to be replace after heavy riding.

The design of the Running area incorporates many design cues that ensure the space meets this design criterion. The space does not contain an array of flexible seating arrangements like those in the Running, Cycling, or Canopy area. This primarily due to the shape of the area being long and narrow as well as the nature of the primary product associated with running, footwear. The focus is to allow consumers the necessary space to sit and try on the footwear but to then to leave floor space for the consumers to walk or run in it. The first design tactic was to not separate women’s and men’s apparel. Unlike in most running stores the male and female products aren’t separated into major sections of this retail store. The products are displayed in close proximity of each other to encourage social interactions. Particularly, the bay-hosted shelving allows consumers to comment on other consumers product selections or gear matching by promoting this proximity.

The seating area where consumers try footwear on consists of four custom benches. These benches are placed together in their own custom millwork bay. Each bench is 4 feet wide and can allow up to 2 individuals to share the same bench. This allows consumers to sit with a shopping mate or in busy times sit next to other consumers while footwear is being tried on.
This design cue was done to mimic the bench aspect found in many team sports. The bay is also in close proximity to the point of sale and additional seating area. This allows consumers to visually connect with product specialist and other consumers.

The running area is also anchored by a large social seating area. This seating area serves as a waiting area for the Cycle workshop and Point of Sale. The space also can serve as an area for product consultation. The group of four wedge-benches are arranged in groups of two but can be pulled apart. The two groupings surround an oversized round table on which products and materials can be displayed or laid to rest. The table was made intentionally large so that if the benches are pulled apart there is ample room to arrange all four benches around the table. This area helps to further promote social interaction as well as serves as a hub between the Cycling and Running area. This can lead to an organic conversation of learning between consumers who participate in either of the two sports.

7.3.1.2. Product and Lifestyle Interaction Fitting and Canopy. These two areas are in close proximity to each other and anchor the center of the store. Their location was intentional and is based on their nature to be of service to all consumers no matter the sport of which they are enthusiasts. These two areas also work as a large brand element themselves with their overall shape and design able to be tailored to a specific space. Each is essential to creating social spaces in the LIMB Retail Store

The fitting area provides two custom benches so that consumers can enter the fitting stalls while a shopping partner waits. This allows the consumer to immediately leave the stall and receive feedback from a trusted source. The placement of the benches also encourages waiting parties to interact with other consumers as they leave their fitting stall. All fitting stalls are
placed on the same wall so the path of travel is the same for all consumers. This design coupled with two points of entry also increases the opportunity of a chance encounter between consumers. The stalls are coed and contain no separation between male and female to further increase chance encounters and the opportunity for social interaction. The penetration by the Canopy provides an area for consumers to pool and discuss a featured product being displayed in the element. Again another opportunity is provided for interaction focused on the products and the sports. There is dedicated floor space near the seating area of the fitting area. This provides a space for a dynamic mannequin or group of mannequins to be displayed. On those mannequins, additional featured outfits or products are displayed so that they inspire consumers to try them. The space is spotlighted above as to provide a beacon for attention in the dark, intimate space. The space is located very near the seating area so that the products can be discussed as consumers interact with their waiting entourage.

The Canopy contains the Point of Sale, Cycle Workshop, and Product Demonstration and Social Gathering Space. The area is multifunctional and is an easily reachable destination from anywhere in the retail space. Each of these sub areas help to further facilitate product focused interaction as well as sport focused interaction.

The sub area’s de facto configuration is to be presented as the Social Gathering Space with the twelve small stools that are grouped in to four’s and arranged in to three large ottomans. As discussed earlier the seating is flexible and able to be arranged in any configuration needed. The seating at its core provides a place for large groups to wait or gather near the point of sale. The retail space is intended to be used not only as a retail destination but as a place for enthusiasts to meet, discuss, and educate other fellow enthusiasts. This area provides the space
for this type of activity. It is envisioned that the space could even serve as a meeting place for a local club. The seating number can be augmented with the seating from the Yoga and Cycling areas if existing seating is not sufficient. The seating can also be completely removed from the sub area so that sub area can display unique sport items or personalities. The other major hub of activity is when the space is used as Product Demonstration. With the flexible seating arrangements the sub area can be made clear so products as large as cycles can be tested by consumers picking them up from the Cycle Workshop. In this way, adjustments and products can be tried immediately. This also made possible by the Fitting area doorway that opens directly into the space. Consumers trying on gear can then use large products in the product demonstration area so that a complete gear outfitting is accomplished in store. The space can also be used as by manufacturer or outside vendor to also display their products to the consumer or product specialist.

Within the Canopy is the C-shaped counter that contains the Point of Sale and Cycle Workshop. The design of which has already been designed. To help this space meet the aforementioned criteria the Point of Sale had to meet the following criterion.

- **The sub area has provided itself as an important point of contact for consumer information, assistance, customer service**

Inherent to any successful Point of Sale, it must serve as an obvious point of contact for consumers. The POS is also always staffed by a product specialist. The Point of Sale is located so that is visible from any of the other major areas or sub areas. The Extended Reach Kiosks provide a more online or digital way of learning and this can be done self serve or with a
product specialist, however as a Brick and Mortar location the Retail Store’s strength is providing an element of human interaction. The POS serves as a guarantee of this type of interaction. It is a general catalyst for the consumer and from the POS a consumer can directed to the appropriate area of the store or set up product consultations. This concept is an adaptation of those used in art stores or some electronic stores. This focus on service through a design element can help augment the perceived reason for a store visit by a consumer.

The Cycle Workshop sub area is directly adjacent to the POS. By meeting one important design criterion, the sub area helps the Retail Store meet its goal of fostering social interaction. That design criterion is as follows:

- **The sub area has provided itself as a place to educate the consumer while repairing or augmenting cycles and cycle components**

The purchase process for a cycle enthusiasts was discussed earlier as having a more detailed focus on product support. The sub area provides consumers with the opportunity customize or repair a cycle. The workshop allows this retail space to fulfill that role and maintain itself as a destination retail location for enthusiast. This ultimately promotes repeat business and higher profit margins for the brand. The cycle workshop also serves as point of education for the consumer. The consumer can troubleshoot, seek advice, and learn about improvements while a cycle is being serviced or prior to the cycle being serviced. The open air nature of the workshop also allows consumers to witness the work being performed. The wood clad areas of the counter space serve two purposes. Practically the areas serve as a background for small components to be seen against. Many cycle components are silver or grey and can be lost in the
concrete of the counter. Additionally the areas act as sort of prep or display space so tools and cycle components can be laid out in preparation of their use. This prompts consumers to ask questions and allows a cycle technician use the objects as talking points. It also informs consumers of the complexity of their purchase and further strengthens a consumer’s understanding of how necessary the Retail Store is in their lifestyle (in regards to the sport).

In summary the LIMB Retail Store can be viewed as concentric rings of increasing interaction. The amount of interaction tends to intensify as consumers move inwardly, which strengthens the consumer’s will to purchase. The outer ring is the three major areas of Running, Cycling, and Yoga. These feature opportunities for deep social interaction but most often allow the consumer the ability to engage products on their own terms. The second ring is the Fitting, Social Gathering Space, and Product Demonstration Area. These areas and sub areas provide regularity in more involved social interaction. This interaction can be centered on the product or the consumer lifestyle. The final ring is the Point of Sale, Cycle Workshop, and Product Consultation. These areas perhaps provide the most human centric interaction and provide the greatest opportunity for individual learning and the deepening of a consumer’s involvement in a sport.

7.4 Emergent Themes and Implementation

The emergent themes are categorized through the consumer purchase process. This process was detailed and discussed in chapter 3 of this document. Figure 3.2 details that process. The process consists of 3 phases; information gathering, product acquisition, and product support. This section will discuss how those themes were specifically applied in this project and their relevancy to the success of this hypothetical design solution. The
implementation of elements that support the emergent themes will be discussed in terms of how the built environment facilitates those themes as well as expected consumer and product specialist behaviors required to implement those themes.

7.4.1 Information Gathering

Information gathering or pre purchase is a major component of this study. Through research it was discovered that information gathering can be vital to success of not only a retail brand (online or offline) but to the success of the consumer purchase hopes. The author of this document emphasized incorporation of major square footage to ensure this activity was able to occur in an organic or directed way in the retail store. Themes regarding information gathering are:

- Consumers prefer to gather information quickly online
- Consumers prefer to gather information with fellow enthusiasts
- In store information gathering through mobile devices is a growing trend
- Information gathering can be a point in which retailers direct consumers to their brand
- Omni-channel retail must incorporate substantial emphasis on facilitating information gathering
- Social interaction is desired during the information gathering phase

7.4.1.1 The Built Environment Response to Emergent Information Gathering Themes. The success of brick and mortar depends heavily on the ability to attract consumers to the built space. This space serves a brand contact point and helps the retailer to establish a relationship with a consumer. Through this study the desirability to gather information online was
apparent. The majority of consumers prefer this source to gather information for a number of reasons. The ease of comparison and the speed at which information can be gained were leading reasons. Additionally, consumers prefer to gather information with a fellow enthusiast. This demonstrates a social desirability in this phase of the consumer process. To incorporate these themes in the built environment, this author developed the Extended Reach Kiosk. The kiosk serves to address the aforementioned themes. These are incorporated in highly visible way so consumers are prompted to gather information.

7.4.1.2 The Expected Behavioral Response to Emergent Information Gathering Themes.

To implement these themes through behavior or methods not directly manifested in the built environment certain behaviors or branding strategies will need to be discussed. It is expected that the kiosk software or searches will be connected to the inventory of the store. The software can also filter or suggest products carried exclusively by the brand of the retail store. Product specialists are also trained to discuss benefits of products carried by the retailer and their benefits over a product that cannot be acquired by the retailer. It is common for retailers to hold exclusive rights to a brand or premium project but further discussion of this fact is beyond the scope of this project.

From the perspective of the retailer these two approaches make it easier for the consumer to move to the second phase of the consumer process. This next phase discussed is the indicator of the viability of a retailer in terms of dollars.

7.4.2 Product Acquisition

Product acquisition or purchase is the phase in which consumers actually purchase products. This phase is directly responsible for the bottom line of a retailer. This phase does
produce the recordable or visible returns but emergent themes discovered by this author demonstrated that there are key aspects that allow this phase to be undertaken with a higher success rate

- Purchase of premium products has usually required more time of a consumer in the information gathering phase
- The lower the number of barriers to purchasing a product the more often a consumer will purchase a product
- Consumers consider instant gratification as part of the purchasing of a product
- Consumers prefer to manipulate, try, otherwise physically interact with a product before purchasing it
- Consumer desire a large product selection
- Social interaction is desired when purchasing a product
- Branding of a retailer or space can justify a higher price
- Consumers identify with brands that represent their lifestyle, and are more likely to purchase items from that brand
- Consumers prefer to buy specialty items from a specialty store

7.4.2.1 The Built Environment Response to Emergent Product Acquisition Themes. The entire retail space is built so that consumers can engage with products before they acquire it. The space includes product demonstration space and fitting rooms. The fitting room is admittedly a standard fixture in retail today but this author has designed a fitting room that allows the consumer’s desirability for social interaction to continue in a space that would normally see a
break in this activity. This is important to the overall branding of the space. The unique displays are used to display these products in a tangible way that encourages consumers to interact with them and increases their familiarity with a product.

The retail space has incorporated many social areas so that consumers can acquire products with their social base. In this way the retail space serves as destination for consumers even if the intent is not overtly to purchase. The role of the indoor shopping mall as the provider of social interaction is shrinking and the brick and mortar location’s role is growing. Including multiple social areas and providing a space for social interactions in the retail space has allowed this space to fulfill that role in a specific way.

Product availability may not always be exactly what a consumer wants, particular when dealing with premium or specialty items. The retail space’s Extended Reach Kiosks allows consumer and product specialist to really engage this desire by searching active inventory, learning attributes of a product so a similar or better product can be offered, or facilitating purchase of the product so it can be shipped to store. This design element also lowers the barrier to product acquisition and offers consumers with the sensation instant gratification. In fact many of the emergent trends are those that can be successfully implemented by Omni-channel retail. The design of this retail space is done in such a way that this retail strategy exists in a major way.

7.4.2.2 The Expected Behavioral Response to Emergent Product Acquisition Themes. The space is designed with heavy branding elements so consumers can identify the space with their lifestyle but this branding is to serve as an overall strategy in engaging the consumer. Product specialists are expected to be knowledgeable and to really direct the consumers through this
phase. This means offering alternative products, ensuring the product that is being purchased is the correct product for the consumer needs, and be present and attentive to a consumer needs. Consumers are expected to feel comfortable in the space and to frequent the space to meet with other enthusiasts or attend product demonstrations. Consumers are expected to shop with both a high level of interaction with a product specialist and a low level. The retail space provides multiple of points of access to the physical products and the online products. If necessary the process is able to be undertaken almost as a complete self serve experience. These levels of interaction allow all consumers to make the best efficiency of their time depending on the experience they desire at that point of the time. Ideally the space exudes an experience that is necessary in a specialty store.

7.4.3 Product Support

Product support or post purchase is a phase in which consumers gain additional knowledge or services after the product has been purchased. This could include product exchanges, returns, repairs, or best use questions. The phase can also include product demonstrations by product brand ambassadors or retail store staff. The following themes were determined to be essential to this phase.

- Consumers desire to interact with direct representative of the retailer or brand
- Consumers are more likely to seek support from the location they purchased the product (online or offline)
- Product support questions can lead to additional purchases
- Cycle products require involved product support
- Social interaction is desired during the product support phase
7.4.3.1 The Built Environment Response to Emergent Product Support Themes. The space was designed to specifically allow social interaction in this phase. Particularly it is expected the product demonstrations will occur in the space designated as such. These demonstrations may be hosted by the retail store staff or a visiting brand ambassador in the large product demonstration area. These can also be hosted in the smaller social areas surrounding the Extended Reach Kiosks in the major areas. Consumers can interact directly with product specialist in the social areas to learn more about their products or have an impromptu consultation with product specialist. Additionally the Cycle workshop provides a physical space for product repair and customization. This is a major component of the cycle purchase process and allows consumers to seek support while in store.

7.4.3.2 The Expected Behavioral Response to Emergent Product Support Themes. Consumers are expected to see the retail store as a cornerstone of their participation in the sport. They are expected to continually seek the knowledgeable staff and community in the space for all their needs after purchasing a product. The space design has been developed in such a way that this traffic can accommodated. This in depth response to the customer will drive repeat business, consumer faith in the up sale, and better margins for the retailer and brands in the space. Furthermore cycle enthusiasts expect to have demands for the location in which they purchase a cycle. Product specialists are expected to understand this concept and be ready to deliver knowledge about products on demand.

7.5 Recommendations for Future Research

The focus of this thesis was on how certain elements could be manifested in a physical way to better accommodate trends in the brick and mortar retail environment. Due to time and
scope, many limitations were experienced by this author in both the role of designer and researcher. The following categories contain topics that warrant further research.

7.5.1 Research

- The effect of lighting in the retail environment has a profound impact on consumer perceptions and staff productivity. This topic has become clear as this author has been engaged in the study. The topic itself is a fairly new one in retail and is garnering more research as brick and mortar retail is seeking to innovate itself.
- The sample size for the interviews was too small. Ideally, several participants who are enthusiasts in each of the sports should be interviewed. This would generate far more data points.
- Retail is a trial error process and many brands have created their own analytics and white papers. More of these are becoming public as retailers are engaging in more of a share strategy to improve landscape. The biases will not be able to be ignored however, those papers warrant good viable, if narrow research data.
- Psychology of consumers is an immensely deep field, but further research in this field would be helpful to the overall impact of the project.

7.5.2 Design

- Design with the use of socially available materials is desired. The ability to localize and craft custom retail fixtures from the local area is important and a growing trend in retail. This author would like to do more research into those source materials so they can be included in the visual package of this project.
• Mannequin manufacturing and customization is important for premium retailers as it allows unique shopping experiences. Contact with those manufacturing companies and the breadth of options available should be explored.

• Lighting customizable but it requires an involved relationship with a manufacturer. This should be explored further to reach the full realization and scope of these options.

7.6 Lessons Learned from the Study

The field of the retail design is a very broad and deep field. The depth of knowledge needed to be proficient in every aspect is beyond the scope of this project but also beyond the scope of any one person or designer. The field combines aspects of psychology, design, construction, sociology, logistics, and economics. These are broad fields in and of themselves and require unique specialization to apply them in their most effective ways in terms of this project and thesis. This author, if given more time, would specifically deepen his understanding of psychology in terms of the consumer, and more specifically those involved in the target demographic of the retail space. Perhaps more importantly, this author has realized that retail and branding require years of testing through test stores to streamline the combined package as a viable entity. A diverse team is necessary to truly realize the successful implementation and creation of a project.

The author has chosen to mention these elements as perhaps the greatest lesson learned is that design, space design, is a manifestation and generator of this wealth of knowledge. If the space were to ever come to fruition the space would need to undergo several occupancy studies, analysis of the consumer and design criteria, and true evaluation of the market. The
space and branding package would also need to be evaluated for ability to stay relevant in a fast-changing landscape.

**7.7 Retail Approach Clarification**

There is need of a brief discussion on the approach of the space to retail and how it diverges from what is currently considered traditional retail. Traditional retail locations often seek to equate square footage with dollars. This means that floor place is almost entirely analyzed as product display and selling space with the goal of having as high of a density of product to floor space as possible. Any use of the space beyond those two purposes is seen as a loss in potential revenue. In this way current retail models train the consumer to see the retail store as a warehouse for goods. This warehouse provides instant gratification to the consumer provided the consumer wants to visit the warehouse and purchase the item. To complicate things for the consumer, this visit is often done without really knowing if the store will have the desired product or not.

The approach of this author’s design is to treat the retail space as an education center and featured or highly-branded product display. The lower density of the space dictates that the retail space takes on more of a museum quality in its approach to displaying goods. The “back of house” is considerably smaller than traditional retail stores as most products are on the floor. The interstitial space, or travel space is ample and allows consumer to gather around a product in order to best manipulate it and share experiences. This is intentional, as this approach lends itself to be better paired with an environment that is seeking to encourage social interaction. The purpose of the space is to allow consumers to engage in many various kinds of stimuli as desired. In this way the store serves as an ambassador of the brand. Through
consumer interaction with the retail store, the consumer builds a brand trust and loyalty the helps to better engage the consumer beyond the brick and mortar space. The retail store will then eventually serve in a different role depending on the consumer. The space may become the premier information gathering space for some consumers. It may be more often the shipping destination for consumers who order online. It may also serve as the primary product support location for a consumer seeking advice, repairs, or some other similar function. This can all be done while still providing consumers an integrated social experience centered on products they love or need for their sport. This design approach accommodates each consumer differently and in the opinion of this author, better than what a traditional retail location can currently do no matter how a consumer may ultimately use a retail location.

7.7 Conclusion

The designer’s role in the planning of a retail environment can be described as complex at best. The designer like all members of the team will exhibit an expertise that is unique to him. However, this expertise cannot exist in a vacuum and must be carefully integrated in the overall design strategy. The designer, however, would be a premium choice to lead the team and best utilize the strengths of other team members.

The incorporation of strong social components is a strong path for the reinvention of niche and specialty brick and mortar retail locations. These elements can help to establish a pattern for repeat visits, the ability to charge premium pricing, and an overall better and involved consumer experience. It is clear that the social components in combination with good, attention-garnering design aren’t the whole picture. Staff will be essential to implementing and fostering those environments so that consumers can be “trained” to not only expect this from a
retail environment but desire this experience. Furthermore, consumers can be made to implicitly and explicitly understand when a space demonstrates these aspects in a successful and organic way. Finally, it is clear that retail has allowed the indoor mall or other external sources to be the entity to provide the desired social stimulation. The failure of big box retail first, followed by the rise of destination retail, the death of all but the most premium indoor malls, and finally the explosion boutique or specialty retail are proof of this growing trend. Retailers must now ensure they are able to implement aspects of both online and offline shopping (whether through Omni-channel retail or some other strategy) to keep brick and mortar retail a viable entity.
APPENDIX A

FLORIDA STATE UNIVERSITY

INSTITUTIONAL REVIEW BOARD LETTER OF APPROVAL

Office of the Vice President for Research
Human Subjects Committee
Tallahassee, Florida 32306-2742
(850) 644-8673 · FAX (850) 644-4392

APPROVAL MEMORANDUM

Date: 06/12/2015
To: [Redacted]
Address: [Redacted]
Dept.: INTERIOR DESIGN
From: Thomas L. Jacobson, Chair

Re: Use of Human Subjects in Research
    The Creation of Social Retail Spaces through the Integration of Omni-Channel Retail Practices and Branding

The application that you submitted to this office in regard to the use of human subjects in the proposal referenced above have been reviewed by the Secretary, the Chair, and two members of the Human Subjects Committee. Your project is determined to be Expedited per 45 CFR § 46.110(7) and has been approved by an expedited review process.

The Human Subjects Committee has not evaluated your proposal for scientific merit, except to weigh the risk to the human participants and the aspects of the proposal related to potential risk and benefit. This approval does not replace any departmental or other approvals, which may be required.

If you submitted a proposed consent form with your application, the approved stamped consent form is attached to this approval notice. Only the stamped version of the consent form may be used in recruiting research subjects.

If the project has not been completed by 09/10/2015 you must request a renewal of approval for continuation of the project. As a courtesy, a renewal notice will be sent to you prior to your expiration date; however, it is your responsibility as the Principal Investigator to timely request renewal of your approval from the Committee.
You are advised that any change in protocol for this project must be reviewed and approved by the Committee prior to implementation of the proposed change in the protocol. A protocol change/amendment form is required to be submitted for approval by the Committee. In addition, federal regulations require that the Principal Investigator promptly report, in writing any unanticipated problems or adverse events involving risks to research subjects or others.

By copy of this memorandum, the chairman of your department and/or your major professor is reminded that he/she is responsible for being informed concerning research projects involving human subjects in the department, and should review protocols as often as needed to insure that the project is being conducted in compliance with our institution and with DHHS regulations.

This institution has an Assurance on file with the Office for Human Research Protection. The Assurance Number is IRB00000446.

Cc: Marlo Ransdell Advisor
HSC No. 2014.12814
APPENDIX B

PARTICIPANT INFORMED CONSENT FORM

FSU Behavioral Consent Form

The Creation of Social Retail Spaces through the Integration of Omni-Channel Retail Practices and Branding.

You are invited to be in a research study on the creation of social retail spaces through the integration of omni-channel retail practices. You were selected as a possible participant because you participate in the sport of running. That is to say you actively identify yourself as a runner and buy or sell products that are needed for the sport in addition to participating in the sport. I ask that you read this form and ask any questions you may have before agreeing to be in the study.

This study is being conducted by Jeffery Lynn Smiley, a student in the Department of Interior Design at the Florida State University.

Background Information:

The purpose of this study is to evaluate perceptions of consumers and sellers during the three action phases of the purchase process. These three action phases are defined as Pre Purchase (Information Gathering), Purchase (Product Acquisition), and Post Purchase (Product Support ). In particular, perceptions will be gathered to answer the following research questions: 1) Do consumers and sellers desire social interaction during the purchase process? 2) Do consumers and sellers find interactive technologies (specifically those with an internet connection) desirable during the purchase process 3) Does the ability to tacitly manipulate a product increase a consumer's likelihood to purchase?

Procedures:

If you agree to be in this study, I would ask you to do the following things: Participate in an interview expected to last less than one hour. You will respond to questions asked by the investigator so that he may gain insight into your purchasing methods. You also must be available for follow up questions in case clarification of a response is needed for a date up to 21 days after your initial interview.

Risks and benefits of being in the Study:

There are minimal risks associated with this study.

The benefits to participation are the opportunity to document the your perceptions of the purchase process and to gain a better insight into ways to design and improve retail locations to increase satisfaction in that process.

Compensation:

You will receive one 5 dollar U.S. Starbucks gift card for your time.

Confidentiality:

The records of this study will be kept private and confidential to the extent permitted by law. In any sort of report we might publish, we will not include any information that will make it possible to identify a subject. Research records will be stored securely and only researchers will have access to the records.

Voluntary Nature of the Study:

Participation in this study is voluntary. If you decide to participate, you are free to not answer any question or withdraw at any time without affecting those relationships.

Contacts and Questions:

The researcher conducting this study is Jeffery Smiley. You may ask any question you have now. If you have a question later, you are encouraged to contact Jeffery Smiley via phone: [redacted] or email: [redacted]

If you have any questions or concerns regarding this study and would like to talk to someone other than the researcher(s), you are encouraged to contact the FSU IRB at 2010 Levy Street, Research Building B, Suite 276, Tallahassee, FL 32306-2742, by phone at 850-644-8633, or by email at humansubjects@fsu.edu.

You will be given a copy of this information to keep for your records.

Statement of Consent:

I have read the above information. I have asked questions and have received answers. I consent to participate in the study.

________________________________________  ____________
Signature Date

________________________________________  ____________
Signature of Investigator Date

APPENDIX C

RECORDED INTERVIEW QUESTION TREE INSTRUMENT

Qualifying Questions

- Do you consider yourself an enthusiast in Running, Cycling, or Yoga?
- How long have you enjoyed the sport?
- Do you consider yourself to be comfortable with using technology?
- How do you most often interact with others who participate in your sport?
  - at a gym
  - during events (or their practice)
  - online forum
  - other

Information Gathering (Pre-Purchase Stage)

- Do you prefer to gather information for purchases alone or with a fellow enthusiast?
- How do you most often get information on your purchases related to your sport?
  - Online?
  - Offline?
  - Advantages and Drawbacks
  - Which percentages would you assign each?
  - Which do you prefer?
- For information gathering online where do you get the majority of your information:
  - Directly from Manufacturer’s website,
  - Retailer’s Website
  - Consumer reviews
  - Enthusiast Website (Reddit, etc)
  - Other?
- What percentages would you assign to each?
- For information gathering offline where do you get the majority of your information:
  - Equipment Package Labeling
  - Salesperson
  - Enthusiast Club or Meeting
  - Other?
- What percentages would you assign each?

Acquiring the Product (Purchase stage)
● How often do you acquire new products related to your sport?
● Do you prefer to purchase items geared toward your sport alone or with fellow enthusiast?
● How do you most often purchase items geared to your sport(s)
  o online
  o offline
  o Advantages and Drawbacks
  o Which method do you prefer?
● For purchases online from what source do you purchase the majority your gear:
  o Directly from the Manufacturer website
  o Mainstream Retailer’s Website (Brick and Mortar and Online Presence)
  o Mainstream Online-only Retailers
  o Other Consumers (Resale websites, Ebay)
● For purchases offline from what source do you purchase the majority of your gear:
  o Multi Department Retailer (Department Store)
  o Specialty Retailer (Dicks, Academy, Bass Pro, etc)
  o Discount Department Retailer (Ex: Walmart, Kohls, TJMaxx)
  o Other Consumers
● It is important for you to be able to interact with your products before buying it?
  o Why or Why Not

Product Customization (Purchase Stage)
● Do you ever purchase customized items in general?
● When purchasing an item pertaining to your sport is it important for a retailer to provide the ability to customize it?
● What types of products related to your sport would you most prefer to customize at the time of purchase?

Product Support and Discussion (Post Purchase Stage)
● When you need information for a product after you purchase it, what source do you rely on most often?
  o The location from which your purchased the item
  o The location from which you initially gather information on during pre-purchase phase
  o Another enthusiast
  o Other
● How do you share experiences centered on the products you buy in regards to your sport? (Post Purchase)
• Have you ever written a review for a product related to your sport that you purchased?
• If so, where did you post the review?
  - Online Enthusiast Discussion Board?
  - Manufacturer's Website?
  - Online Retailer's Website?
  - Blog or Social Media?
  - Other
  - What percentages would you assign each?

Social Desirability of Space

• What is your Preferred Brick and Mortar location to shop for product related to your sport?
  - What do you prefer about that location?
    - Exclude Price (If Applicable)
  - Does that store have an online purchase page/portal?
    - Yes?
    - No?
  - If yes, when do you determine to shop online instead of the Brick and Mortar location?
• What is your Preferred Brick and Mortar location to shop for products not related to your sport?
  - What do you prefer about that location?
    - Exclude Price (if Applicable)
  - Does that store have an online purchase page/portal?
    - Yes?
    - No?
  - If yes, when do you determine to shop online instead of the Brick and Mortar location?

Closing Remarks

• Are there any closing remarks or information you'd like to add regarding the way you gather information on, acquire, and seek support for products related to your sport?
• Do you prefer to enjoy your sport alone or with fellow enthusiast?
  - Why?
APPENDIX D

GENERAL GROWTH PARTNERS

BLADE SIGN REQUIREMENTS

Tenants are required to have a blade sign. The blade sign and bracket are to be designed as an integral component of the storefront design. Illuminated blade signs are permitted. The Tenant shall design, furnish and install.

The intent of the blade sign program is to foster Tenant visibility and a unique identity. Each Tenant should employ a professional graphic designer in order to creatively express tenant branding.

One blade sign per tenant storefront is allowed. Tenants with multiple storefronts or at a corner location may be given the opportunity to install additional signs.

Tenants may elect to use a variety of media for their signs, however all blade signs are required to meet the following criteria:

- Blade signs limited to Tenant D.B.A. name and logo only.
- The sign panel depth to be 3/4” inch thick minimum and 3” inch thick maximum.
- All raised letters, logos and other design elements on the sign panel face should be 1/2” thick minimum.
- The sign panel must be a unique configuration and cannot exceed six (6) square feet. Standard blade sign panels are no longer permitted at GGP malls.
- The bottom of the blade sign to be at least 8’-0” A.F.F.
- The blade sign cannot project more than three foot, six inches (3’-6”) from the storefront lease line.
- The blade sign location should be a suitable distance from the Landlord Neutral Pier and adjacent Tenant signage, so it does not impair visibility of adjacent signage.
- The location of the blade sign is to be identified on the tenant’s shop drawings, however, final placement of the blade sign must be approved by the Mall Operations Manager, prior to installation. This final on-site coordination assures proper visibility for all tenants.
- Sign brackets must be securely attached to the tenant’s storefront and be structurally supported. Tenant’s contractor is responsible for mounting the sign bracket in the location approved by the Mall Operations Manager.
SUBMITTAL REQUIREMENTS:

- Tenants must submit shop drawings for Landlord review and approval. Shop drawings must clearly indicate sign size, dimensions, materials, colors, method of attachment and placement on the storefront.

- Submit shop drawings, via email, to the Tenant Coordinator for review and approval, prior to fabrication.

12-23-14
APPENDIX E

GENERAL GROWTH PARTNERS

CRITERIA FOR HIGHER STOREFRONTS

Tenant Storefronts at all GGP Malls are required to project higher than the conventional 12 foot high storefront. The intent of the criteria is to provide greater visibility and Tenant branding opportunities.

Tenants must project to the maximum storefront height, within a “Projection Zone,” as approved by the Tenant Coordinator. Sections of the storefront shall extend beyond the face of the Landlord bulkhead, with a 3 inch minimum depth. This requirement does not permit the Tenant to project an entire storefront beyond the lease line, but is intended to provide greater flexibility. Required egress in front of storefronts must be maintained at all times.

If an existing Mall mechanical diffuser is located on the bulkhead, it must be incorporated into the storefront design and located at the same height throughout the mall. It should be electrostatically painted to match storefront finishes. All other existing obstructions must be relocated by the Tenant to an area, approved by the Landlord.

Mall structural columns may occur within various Tenant storefronts. Depending on the mall and specific location, Tenants may clad the structural column with Tenant finishes, if permitted by the Tenant Coordinator.

Tenant Storefront Signs must be mounted in the projected sign band at a height that allows maximum visibility. Blade signs are REQUIRED for ALL storefronts. Tenant should verify site specific Blade Sign Criteria with the Tenant Coordinator. The Blade Sign should be indicated on Landlord approved plans, but the final location of the sign must be approved by the local Mall Operations Manager, prior to installation, in order to avoid visibility issues with other signage. Failure to obtain this approval may require the Tenant to relocate the sign at Tenant expense.

Tenants must submit Preliminary Plans for Landlord review. The Tenant Coordinator must approve the storefront design prior to the architect proceeding with Final Plans.
REFERENCES


BIOGRAPHICAL SKETCH

Jeffery L. Smiley is seeking his third degree of higher education, Master of Fine Degree in the Department of Interior Design from the Florida State University. He has received a Bachelor of Science in Civil Engineering from Rose-Hulman Institute of Technology in 2008. He also minored in Spanish Studies during his career there. While at Rose-Hulman, he was an active member of the National Society of Black Engineers (NSBE). He served the organization in many executive board positions at the college level and was instrumental in creating programs for outreach within the community. He was also a member of the Rose-Hulman Track and Field team and competed competitively in National Collegiate Athletic Association (NCAA) Division III.

Smiley received a Bachelor of Science in Architectural Studies from Florida Agricultural and Mechanical University in 2012. While he was attending the university he was an active member of Alpha Rho Chi Fraternity. This was an organization in which he held executive board university positions as well as non-executive board national positions. He was also a founding member of the Professional Fraternity Council and served in an executive board position in the Student National Alumni Association.

Most recently, while pursuing a Masters of Fine Arts at Florida State University, he has the opportunity to serve as a teaching assistant, as a member of the College of Visual Arts and Design Student Leadership Council, and an executive board member of the Black Graduate Student Association.

After graduation, Jeffery intends to pursue a position in practice, hopefully at a firm in an international firm, a firm that specializes in retail, or a firm designs and develops student housing.