Design it, build it

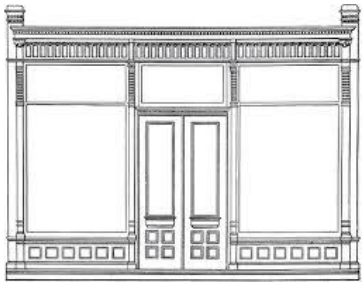


EAE Learning objectives for this lesson

Building design discussion. Vocabulary. Adjectives. Dependent

Activity 1 : Questions

Ask and answer the questions with your partner or teacher



- Which stores do you visit and what is the typical layout?
- What stores can you think of that have a good design?
- What stores in your opinion have a bad design?
- How can the design of a store attract customers?
- What do you think about the way Ikea is designed?

Activity 2 : Dependent prepositions

What is a dependent preposition?



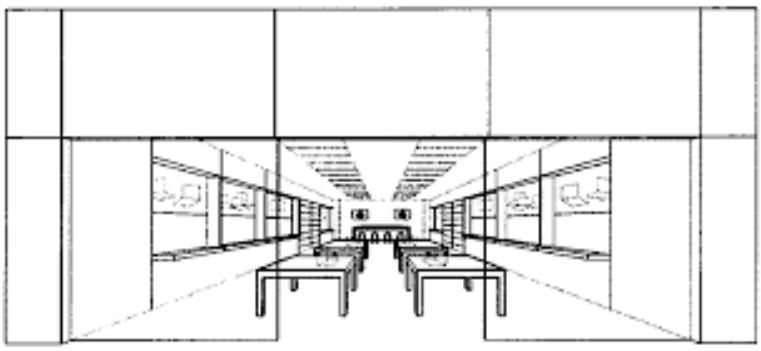
Some verbs are usually followed by certain prepositions which are called dependent prepositions.These are then followed by the noun or the ING form of the object verb.Sometimes we can use other prepositions with the verb but there is only one dependent preposition.

- *He is waiting for his friend*
- *He waited at the train station*

Activity 3 - Match the right dependent preposition

Believe	
Approve	
Introduce	
Apologize	
Apply	
Suffer	
Ask	
Concentrate	
Agree	
Rely	
Specialize	

on for with of to from in



Activity 4 : Fill in the gaps with the right verb and dependent preposition combinations from the examples in the previous activity.

- When designing a store, I _____ _____ information in order to achieve the best results
- All designers have to _____ _____ the concept before building can commence
- You have to _____ _____ the team to do their best when creating the store and their ability to produce your vision
- When you design a store, you have to _____ _____ in that design for it to really work well
- Once the designed are _____ _____ then building can go ahead

Activity 5 : Mix and match

Match the term with the description

A. Fanlight
B. Blueprints
C. Pitch
D. Floor Plan
E. Aesthetic
F. Scale
G. Column
H. Slope
I. Architecture
J. Aesthetic
K. Functional

1. -The art or science of building; specifically: the art or practice of designing and building structures and especially habitable ones
2. -A contact print of a drawing or other image rendered as white lines on a blue background, especially such a print of an architectural plan or technical drawing.
3. -An upright pillar or post. Columns may support a roof or a beam, or they may be purely decorative.
4. -A semicircular or semi-elliptical window over a doorway or another window.
5. -A simple line drawing showing rooms as if seen from above. Walls, doorways, and windows are often drawn to scale.
6. -The angle of a roof; the highest point of a structure
7. -Characterized by an appreciation of beauty or good taste
8. -Designed for or capable of a particular use
9. -A proportion used in determining the dimensional relationship of a representation to that which it represents.
10. -An inclined line, surface, plane, position, or direction.

Activity 6 : Reading activity

(Edited from http://quickbooks.intuit.com/r/marketing/6-tips-for-creating-an-optimal-retail-store-layout/)

Mom-and-pop shop owners may not realize the impact that a retail store's layout can have on sales. But studies show that a less-than-ideal arrangement of product displays, check-out and service counters, or aisles influences consumer behavior in subtle but powerful ways. For example, when a customer avoids a crowded aisle or feels intimated by a clerk standing behind a tall counter, you may lose a sale.
Here are six tips for creating an optimal retail store layout.

Don't place merchandise in the "decompression zone." When U.S. consumers enter a store, they tend to turn to the right. Position merchandise with this in mind. A psychological shift also occurs when inside a store, so patrons typically don't notice merchandizing displays within 15 feetof the entrance, They also recommend using "speed bumps" (attention-grabbing in-store displays).

Choose a store layout that fits your business. The grid layout used by most grocery stores steers customers up and down rows of aisles. A loop layout has a central grouping of displays, with a circular or square pathway around it. A free-flowing layout gives merchants opportunities to spur impulse buying, as shoppers can move the most freely through the store.

Minimize counters. Bob Phibbs, owner of the Retail Doctor, says store counters often separate the store owner or sales clerk from customers, at least psychologically. This doesn't benefit merchants, because it creates an "us vs. them" mentality and sends the wrong signals. Phibbs suggests that owners ask unoccupied staff to wander the sales floor, posing as shoppers. This gives customers a sense of a bustling shop, which puts them at ease, he says. If a counter is essential for completing paperwork, he suggests sizing it down to no larger than a desk.

Beware the "butt-brush effect." Paco Underhill, a consumer behavior expert, coined this term when he discovered that the typical customer will avoid perusing merchandise if it brings another customer's backside into close proximity. That's true even when the shopper is very interested in an item. Avoid this problem by ensuring aisles and floor space allow patrons adequate personal space.

Maintain good visibility. Reduce your inventory losses by keeping shelves low enough to enable good visibility. Take care to ensure that temporary store displays do not inadvertently provide cover for shoplifters.

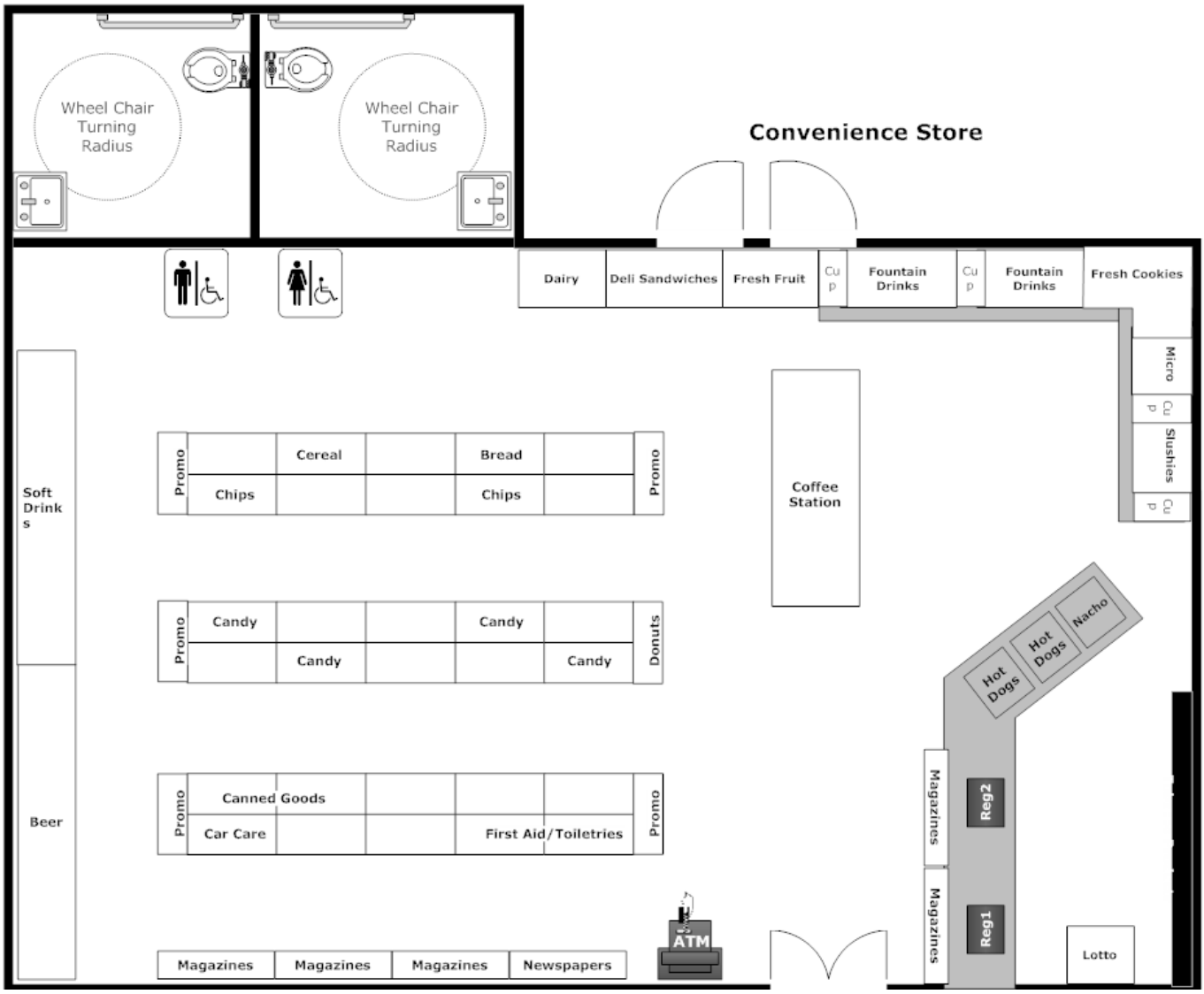
Create a sensational entrance. Even stunning in-store layouts fail to woo shoppers if the storefront has little curb appeal. Invest in an eye-catching entrance, strategically placing signage to entice shoppers inside. Make sure that at least a few products are visible to people who pass by the shop's windows.

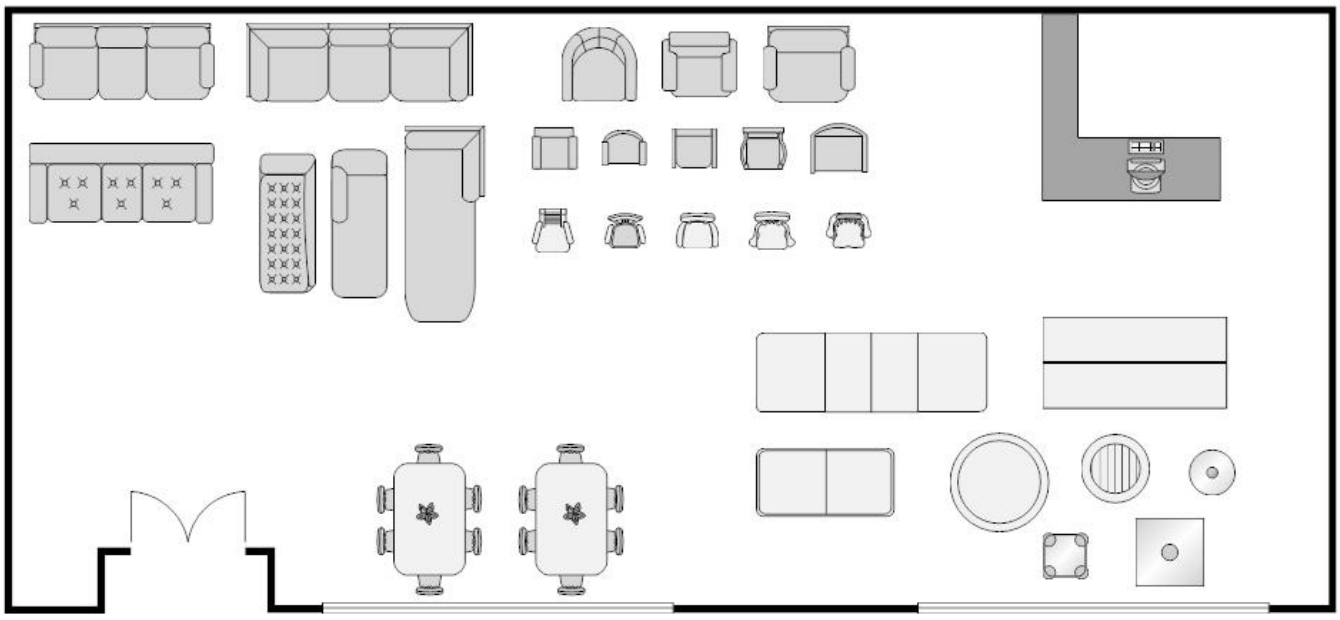
Comprehension Questions:

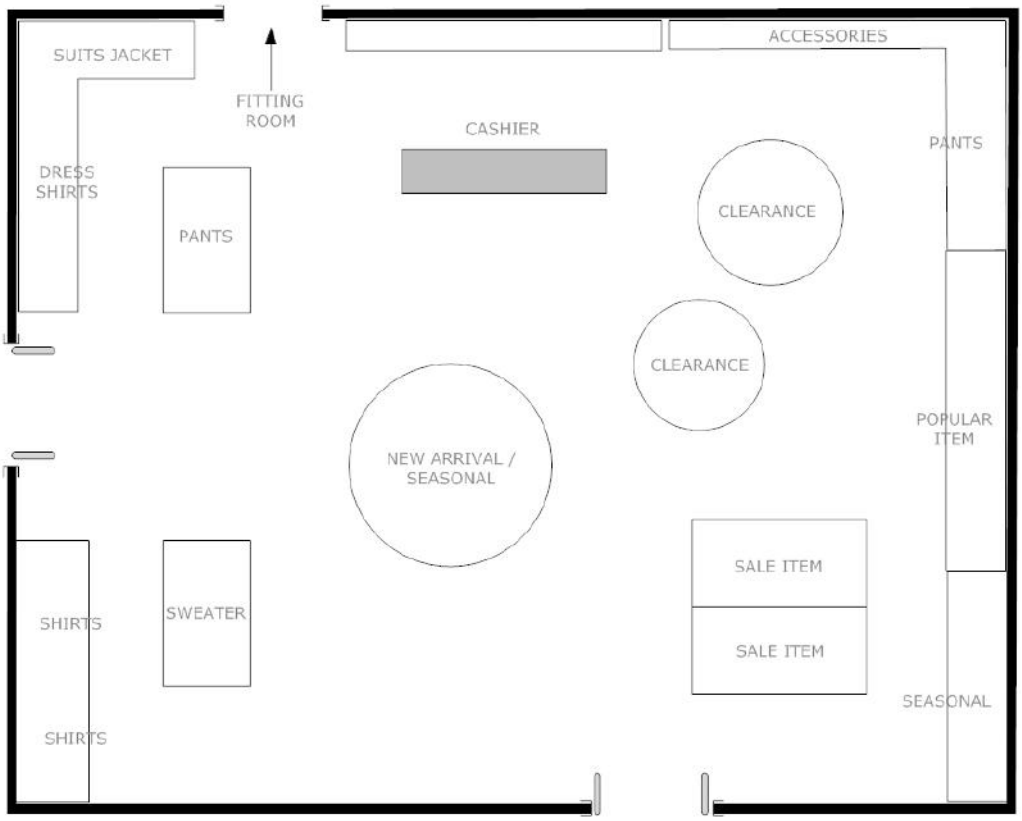
1. Why shouldn't you place merchandise in the decompression zone?
2. What layout is best for a grocery store?
3. What is the butt-brush effect?
4. What does the verb «coined» mean in the text?
5. What is «curb appeal»?
6. Do you agree with the points made in this article?

Activity 7 : Retail store layouts

Look at the store layouts bellow. Which kind of stores are they? What do you think about the layout? How could they be improved?



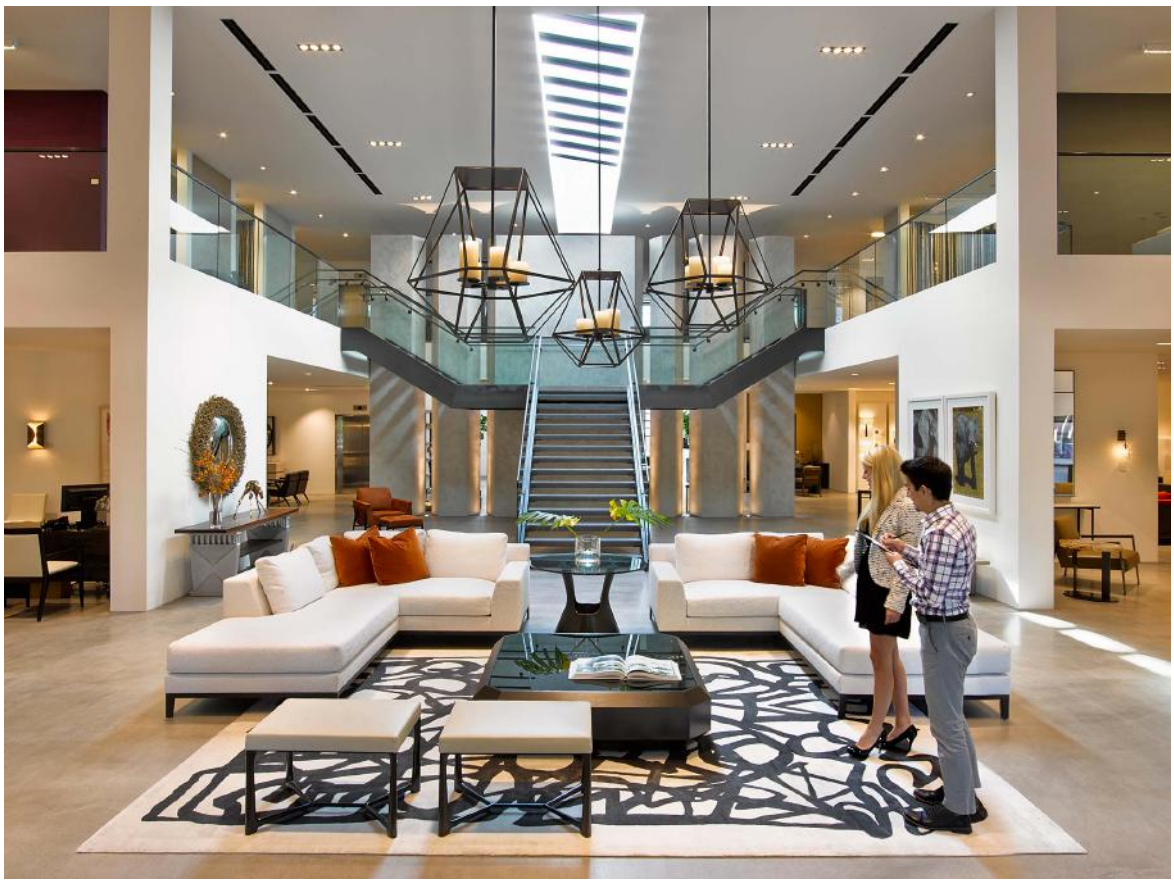




Activity 8 : Descriptions

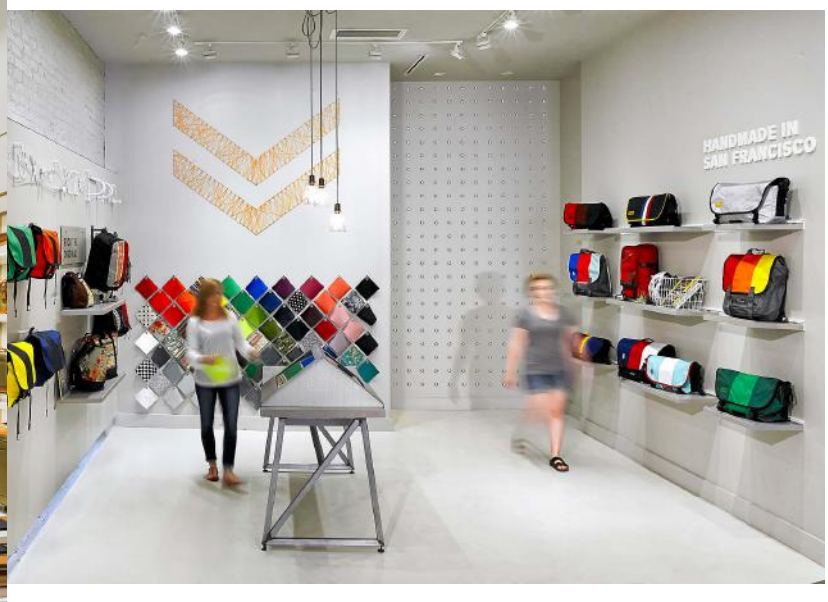
Have a look at the following pictures and different store designs. Describe the design and whether you think it would be effective as a store design or not. Or maybe it would be good for one type of store and not another.

Describe what you see in as much details as possible and comment on the strategy behind the design and the customer experience.




BACK 40 ME


EXIT


HANDMADE IN SAN FRANCISCO


How far have you got?
learning objectives
easy access english
Fill in the bars to show your progress