



GWCCA & REFUGE COFFEE CO.

PROCESS BOOK



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CHAPTER - I

CLASS INTRODUCTION

INTRODUCTION

A group of senior and junior interior design students from Savannah College of Art and Design collaboratively worked on this project, combining different skill sets and backgrounds in order to create a successful design.

W H O W E A R E



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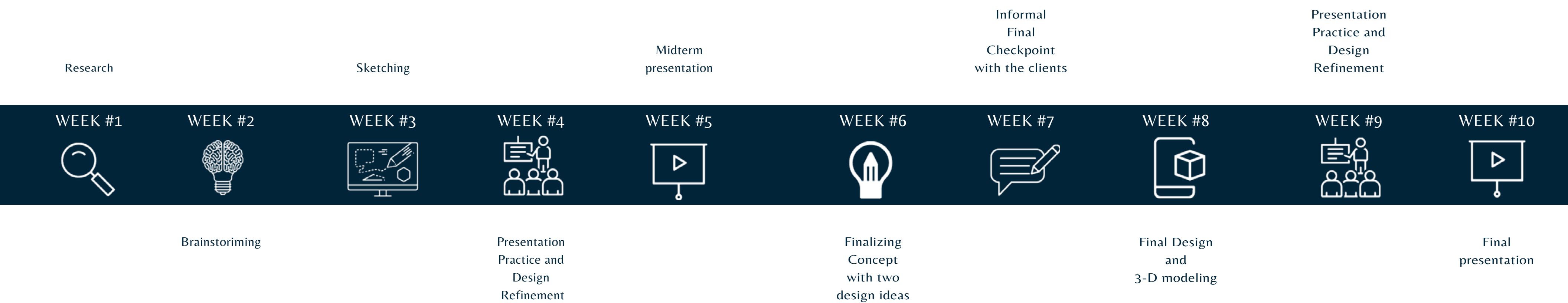
Eugene Kim
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Celeste Sample
Interior Design M.F.A
Decatur, GA

W H O W E A R E

WEEKLY TIMELINE



CHAPTER - II

CLIENT SYNOPSIS

GWCCA & REFUGE COFFEE CO.

INTRODUCTION

The team organized an introduction of our client, GWCCA and Refuge. Summarizing their purpose and mission.

C L I E N T S

REFUGE

Refuge Coffee Co. is a 501c3 non-profit business, that serves the global community in Clarkston through coffee-related job creation, job training, social networking, and commerce known for being the "most diverse square mile in America.



GWCCA

The Georgia World Congress Center Authority (GWCCA) was established in 1971 to oversee development of an international trade and exhibition center in Atlanta that today is known as the Georgia World Congress Center.



REFUGE COFFEE CO.

REFUGE COFFEE CO.

Refuge dreams of a more vibrant Clarkston, one where refugees have opportunities to thrive. Where they move from survival in their first days here to building a life. Where people from greater Atlanta and beyond discover the multi-textured beauty of a global culture right here in our own backyard.

They believe in the resilience of our refugee neighbors. They see incredible strength in our barista/trainees. Their goal is to join in the task of empowering our refugee friends to use their many gifts to help us create refuge.

About:

- Locations: Clarkston and Sweet Auburn
- Non-profit Organization
- Trains Refugees
- Coffee Catering

Refuge Coffee Co. Truck



REFUGE PURPOSE



Refuge Coffee does so much MORE than good coffee. Their goal is to provide a quality job-training experience and a living wage for their refugees. They bring people together and bless their community with lively events. Their mission is to combine a small corner of the world from any agenda other than to sit and drink coffee together, making way for peace, for human connection, and for healing. Supporting people from all over the globe.



REFUGE MISSION

- The word **WELCOME** highlights their company
- Create a **DIVERSE** space for the users
- To have **JOBS** available
- Support **LOCAL**
- To tell the world the Refuge **STORY** better
- **SUPPORT** people



GWCCA



GEORGIA WORLD CONGRESS CENTER (GWCC)

GWCCA focuses on hospitality and invites people from all over the globe. GWCCA makes the visitors feel welcomed and essential. Committed to enhancing the quality of life for every Georgian, the GWCCA puts its mission into action by integrating sustainability into all aspects of the business to support people, the planet, and the bottom line.

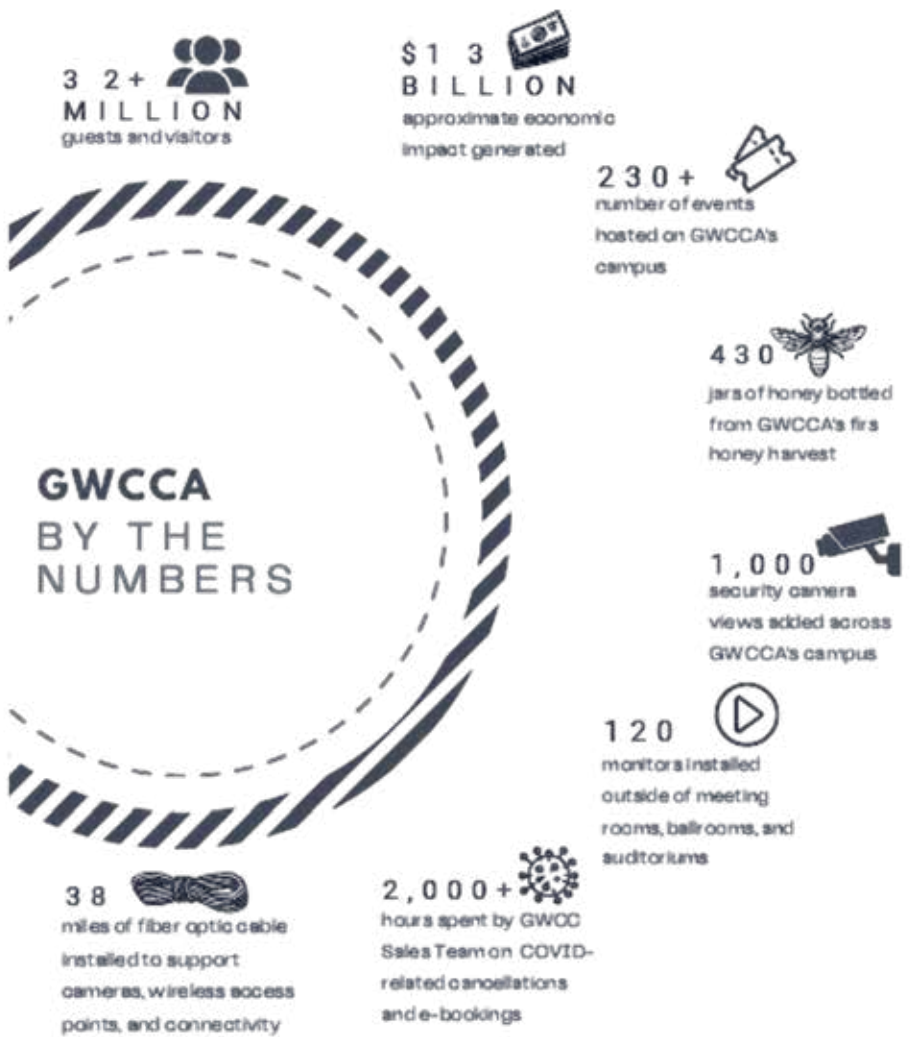
Covid-19 has created a slow down in the operations of the world congress center, and that future designs must respond to the conditions of the global pandemic in order to be successful.

About:

- 4th Largest Convention Center In The U.s.
- Built In 1976 (Renovations In 1985, 1992 & 2002)
- 12 Exhibition Halls
- 2 Ballrooms
- +100 Meeting Rooms
- 3 Auditoriums
- 2 Grand Landscaped Plazas

GWCCA MISSION

to be the center of the world



- Center of **HOSPITALITY** and **WELCOME**
- **FLEXIBILITY**
- To have **JOBS** available
- **SUSTAINABILITY**
- Efficient circulation
- Respond to **COVID-19** conditions

LEED

LEED is important to GWCCA because their goal a mission is to be sustainable.

Energy savings

- 40% Savings in Water & Energy
- 4000+ Solar Panels
- Guaranteed Energy Savings Performance Contract

Waste Diversion

- About 30 million tons of materials diverted since 2010
- 160+ tons of foods were composted since 2019

Food & Beverage

- Water Filling Stations
- Meal Donations
- 100+ pounds of honey from
- on-campus beehives



DESIGN CONSIDERATIONS

The team considered durable and sustainable material throughout the project. As well as plumbing for the coffee machines. Natural light will be supported in the space energy. Lastly, considering waste management by adding a recyclable bin and waste bin.

Material

- Durability
- Sustainability
- Regional Priority

Energy&Water

- Energy Efficient
- Plumbing Efficient

Indoor quality

- Indoor Air Quality
- Green Policy
- Waste Management

BETTER COMMUNITY & BETTER LEADERS

Volunteering

Share time and talent on several local organizations that require aid for basic needs, shelter, education and environment.

Shelter

GWCCA works with organizations like Atlanta Mission to provide items, services and training to end homelessness.

Better Leadership

Junior Achievement program in Building C partners with organizations to support young people to succeed in a global economy through education.



Better Environment

Improve natural environment through impacts related to energy, water, waste, air, and food and beverage.



Better Community

GWCCA and the surrounding community are tied together through work with humanitarian organizations.



CLIENT NEEDS



VISUALIZATION

To portray the connection between the structure, the design, and the brand concept. The incorporation of warm tones as well as sustainable materials will be essential to the overall design to create an atmosphere that is welcoming of every costumer that walks into the coffee shop.



FUNCTION OF SPACE

To create a universal design that meets the gold LEED requirements and is ADA compliant. Enough space should be available for employees and customers to occupy the shop and keep high traffic areas organized and clean.



SPATIAL ORGANIZATION

To develop a functional space that allows refugees to feel comfortable and encourages them to stay productive and enjoy their work environment. Placement for equipment such as coffee machines, fridges, and sinks will be extremely important when space planning to develop a successful design.



After doing all the research, we determined that their shared value is to have a purpose.



CHAPTER - III

RESEARCH AND PROGRAMMING

INTRODUCTION

Students gathered and analyzed information that lays the groundwork in the design phase. In this programming phase, students were able to analyze and synthesize human perception that informs design solutions. The knowledge and skills learned in synthesizing the information were applied to generate evidence-based design solutions. Finally, problem identification and problem-solving methods are part of this design process.

SITE ANALYSIS



The Site analysis gives the overview of the GWCCA site. In the design process the information of the the site and the main attractions around that site are some of the factors that help in making design decisions. It is an inventory of the site factors and forces and the way they coexist and interact.



GWCCA



Food and Lounge



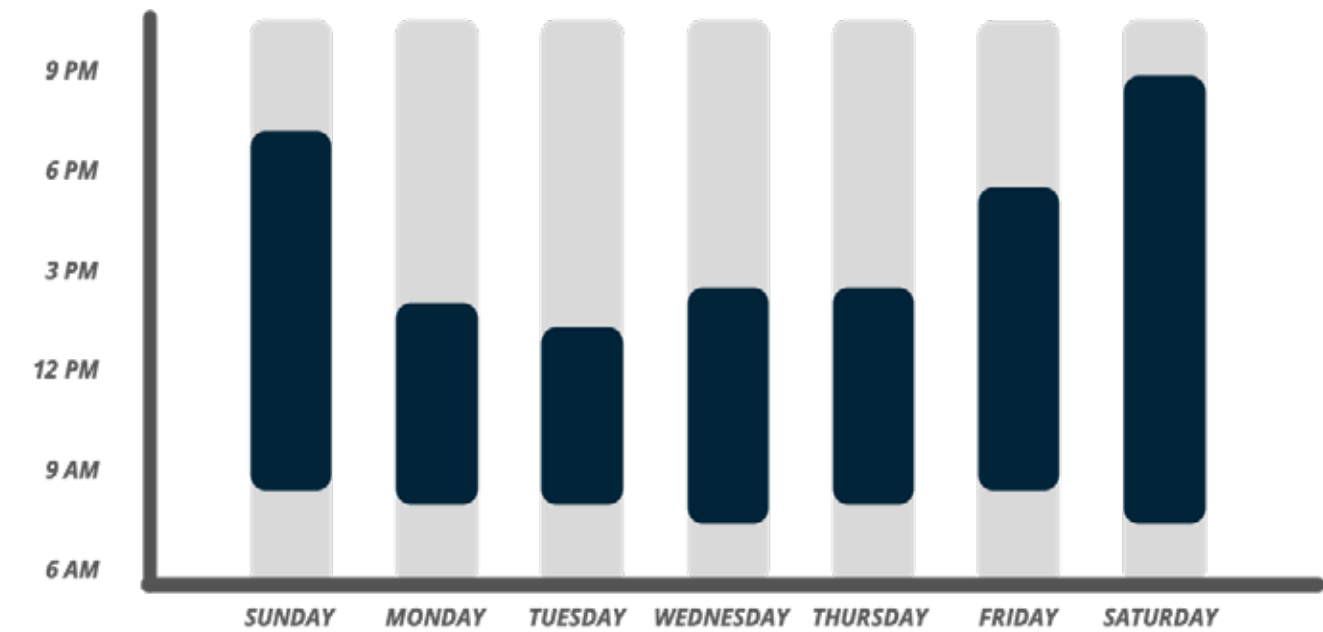
Attractions & Retails



Hotels

OCCUPANCY FLOW

Occupancy flow determines the rush hours of the customers throughout the day. This chart will help us in the queuing process and flow of customers.



Highest Occupancy Levels Throughout the Week

KIOSK SPACE



Kiosk Storefront



Kiosk Interior



Kitchenette Left



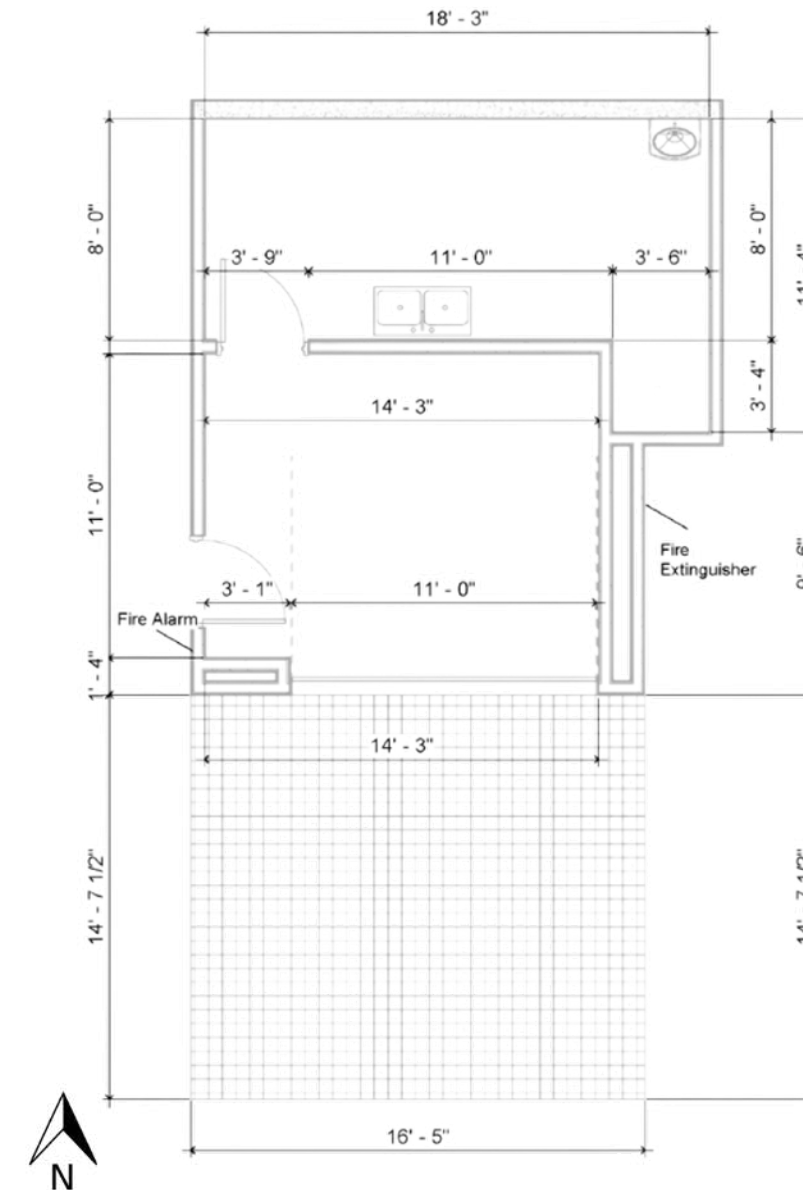
Kitchenette Right

- Approximately 160 SQ FT
- 8'-0" Acoustical Ceiling Tiles
- Standard 36" Door Swing
- Security Garage Door

KITCHENETTE

- 2 Commercial Freezers
- 1 Commercial Sink
- 1 Bar Prep Sink

INTERNATIONAL BUILDING CODE



The kitchen code rules you need to worry about (and those that the local building inspectors will cite) are the local codes, but the model codes are helpful guides.

The three model codes that most kitchen codes are based on are:



International Residential Code (IRC)



Uniform Plumbing Code (UPC)



National Electrical Code (NEC)



PRECEDENT STUDY

Merriam-Webster dictionary defines ‘precedent’ as «something done or said that may serve as an example to authorize a subsequent act of the same or an analogous kind,” and a ‘study’ as “a state of contemplation.”

When defining the term ‘precedent study,’ it can be classed as the sourcing and contemplation of related relative, past, and present influences that aim to serve, provide inspiration and help justify an idea.

PRECEDENT STUDY #1

CUSTOMER JOURNEY

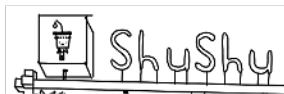
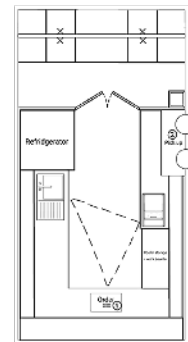
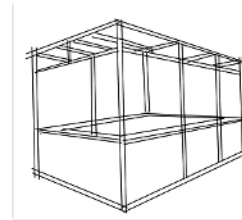
Shu-Shu: Beverage Brand Kiosk

STRENGTHS

Clear designation of customer flow (by pick up platform, and employee guidance). The costumers waiting in line can see promotions, seasonal menu, and products (keeping them ‘entertained’). Clear indications of standing space (sticker on floor). Branding is well portrayed throughout the design.

WEAKNESSES

Left side of kiosk is not as functional for the customers as the right side. When it comes to accessible design, the four-inch-high platform may not be best accessible design decision (ADA).



Application of Precedent Study #1



In process design sketch

Clear designation of customer flow (by pick up platform, and employee guidance). The costumers waiting in line can see promotions, seasonal menu, and products (keeping them ‘entertained’).

PRECEDENT STUDY # 2

CUSTOMER JOURNEY

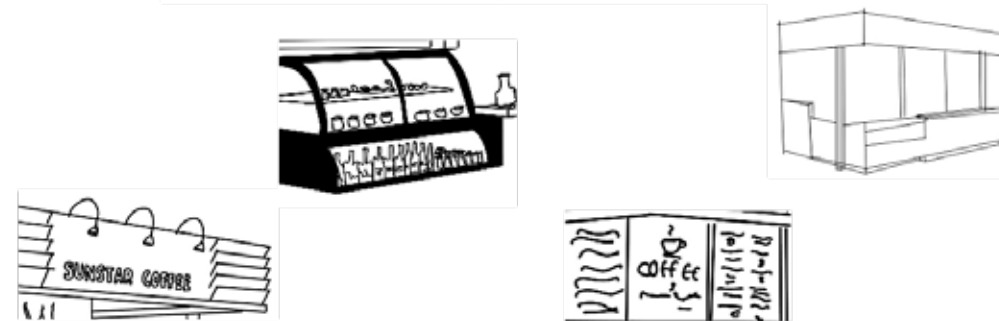
Sunstar Coffee: Beverage Brand Kiosk

STRENGTHS

Clear designation of customer flow. The costumers waiting in line have a clear direction to see promotions, seasonal menu, and products. The added ceiling makes the overall space stand out. Accessible design is utilized within the space.

WEAKNESSES

Although branding is well portrayed throughout the design, there's still s chance to make the design more unique and aesthetically pleasing. They could use all sides to attend customers which would potentially help with traffic and keep things organized for employees as well as customers.



Application of Precedent Study # 2



In process design sketch

Clear designation of customer flow. The costumers waiting in line have a clear direction to see promotions, seasonal menu, and products. The added ceiling makes the overall space stand out. Accessible design is utilized within the space. All sides of the space is used to which potentially help with traffic and keep things organized for employees as well as customers.

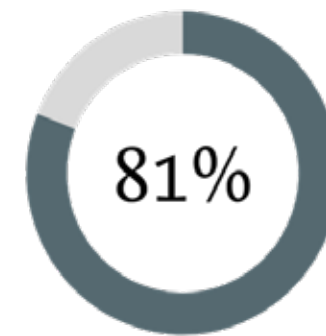
EVIDENCE BASED DESIGN

According to HCD MAG, Evidence-Based Design (EBD) is the process of constructing a building or physical environment based on scientific research to achieve the best possible outcomes.

We analyzed data about the human perception of businesses and human behavior patterns in consumption to inform our design solutions.

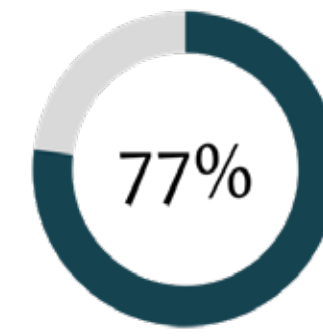
In this section we are explaining queuing theory, customer journey mapping and systems thinking and how it helped in making design decisions.

HUMAN CENTERED DATA



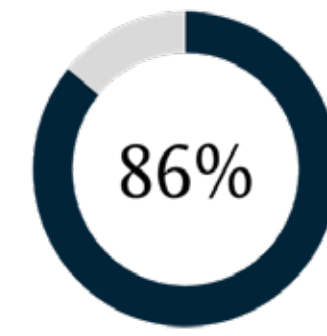
Trust

81% of customers or consumers surveyed by Deloitte actually found that having trust in a brand was important in order to place an order.



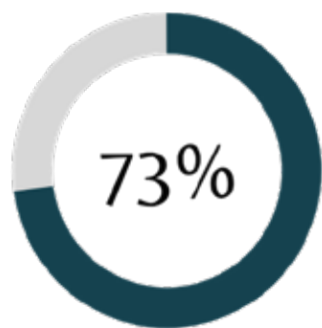
Shared Values

77% of customers found that have been similar or shared values was key in order to buy a product from a brand.



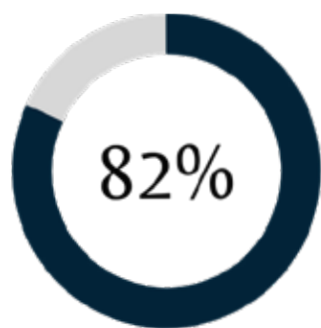
Authenticity is KEY

Also 86% of customers think that having a brand that's truly genuine and authentic is important in order to actually support that company.



Customer Experience

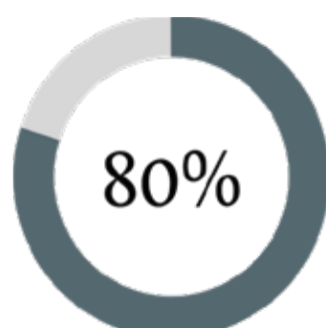
73% of customers that were surveyed by PwC actually found that customer experience actually most important factor in supporting a brand.



Human Interaction

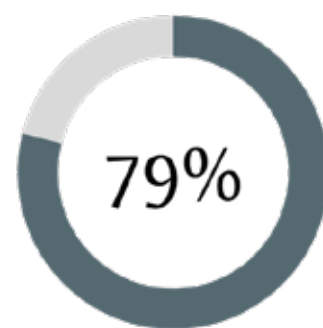
A customer survey by Deloitte found that in human interaction and having someone to talk to and meet with is essential to support going to go brand. Finally, companies should strive to make sure that they get the basics correct as getting the essentials such as:

1. Convenience speed
2. Knowledgeable staff
3. friendly service meets the needs



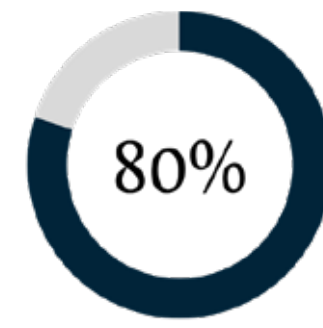
Getting Essentials Right

80% of consumers surveyed by Deloitte is achieving pure human interaction in good customer service.



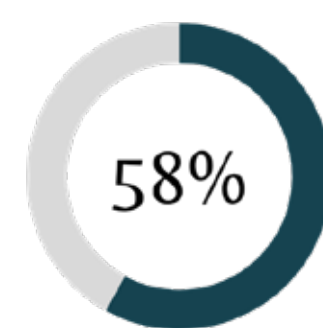
Use Restaurant App

79% of customers who are currently using restaurant apps. This could be an opportunity for refuge.



Unplanned Purchase from Digital Promotion

Over 80% of customers who are using these apps potentially make unplanned purchases based on digital promotions and based on our current situation with COVID-19.



Customers prefer to order digitally on premise at a QSR

58% of customers prefer to use orders digitally on-premise at quick-service restaurants. Providing these convenience as well as flexibility.

QUEUING AND WAYFINDING

Queue. It defines Queuing theory (or queueing theory) as the mathematical study of the formation, function, and congestion of waiting for lines or queues.

SEGD defines Wayfinding as information systems that guide people through a physical environment and enhance their understanding and experience of the space.

QUEUING PSYCHOLOGY

Queue psychology research shows it's not the length of the wait that determines how positive or negative the queue experience is, but rather how people feel while waiting. For example, unoccupied time feels longer than occupied time. Distractions or the ability to do something else while in line makes time feel like it goes by faster. And uncertain waits feel longer than known, finite waits.

QUEUING WITH COVID-19

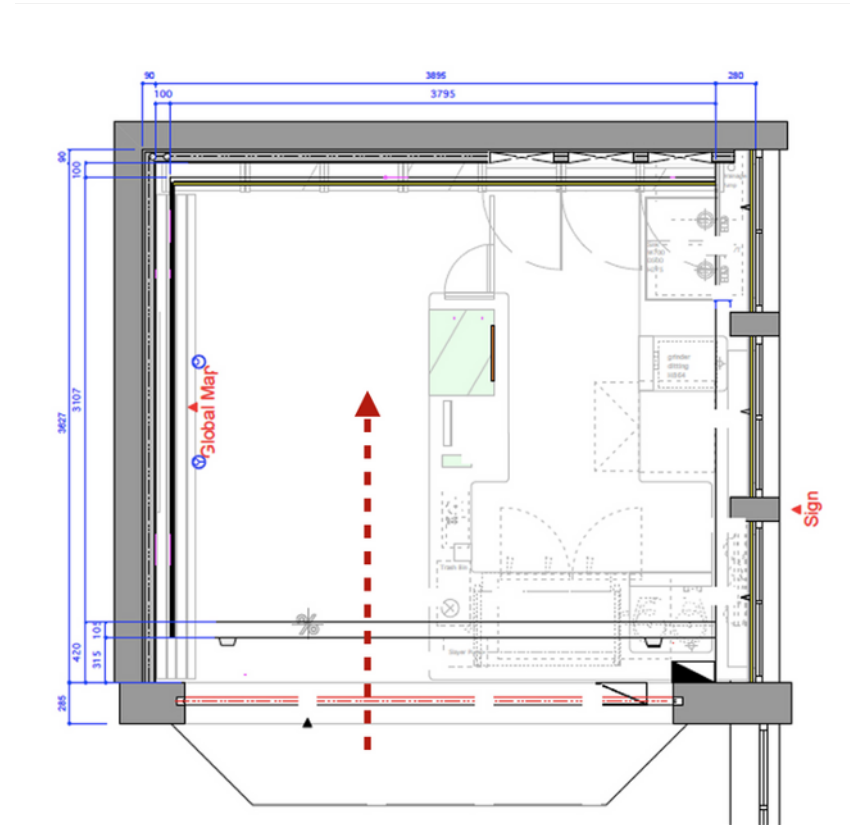
How we design our queuing should also make customers feel safe enough to stand in a socially distanced line to order some delicious coffee. We should aim to provide an experience that is as touchless as we can possibly make it while also providing sanitation and barrier options.



FLOW OF PEOPLE WITHIN THE SPACE

Even though this space here is only about half the size of our site, the layout is still a sound reference.

Unlike the first case study, here the working area is put at a parallel orientation in relationship to how the customers are going to approach the counter. I think this way it helps curate a better queuing experience when the queue is not perpendicular to the cash register. If the wall on the left hand side could be used for merch/product display, the customers get to enjoy a more immersive in-store experience as they can look at whatever is on display and learn about Refugee while they are waiting in line.



Application of Precedent Study #2



Unoccupied time feels longer than occupied time. Distractions or the ability to do something else while in line makes time feel like it goes by faster. And uncertain waits feel longer than known, finite waits. Use of merch/product display, the customers get to enjoy a more immersive in-store experience as they can look at whatever is on display and learn about Refugee while they are waiting in line. Keeping Covid-19 in mind touchless options are provided to have a contactless experience.

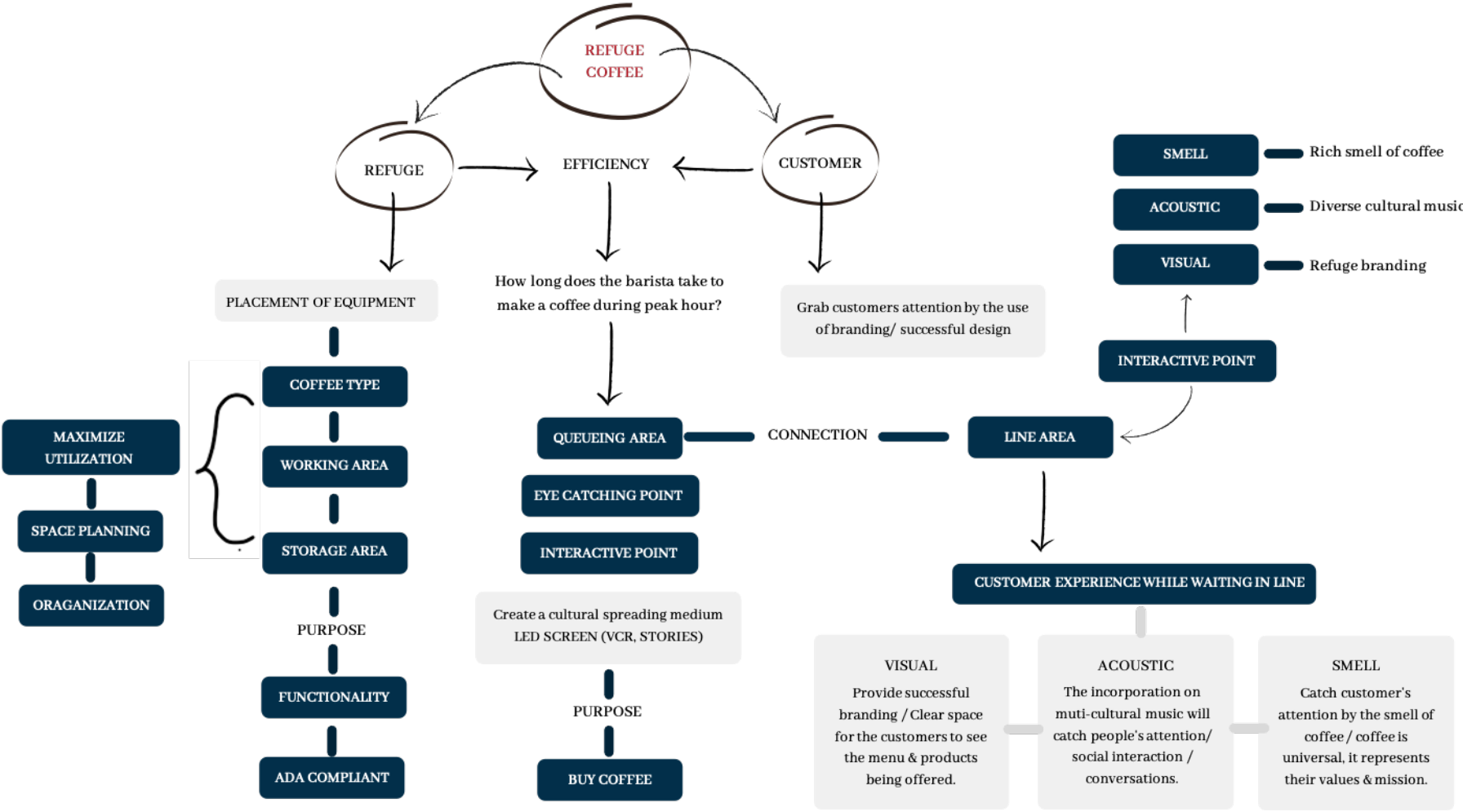
CUSTOMER JOURNEY

The Customer Journey Map breaks down the stages in which brands obtain customers through their entire shopping experience. It analyses everything from first customer-brand interaction all the way to forming long-term customer relationships through brand engagement. Spatial design acts as the main support system that can either make or break customer loyalty through the convenience of a branded design. Along with the design, an approachable and pleasurable brand culture enhances inclusivity and welcome for incoming customers.

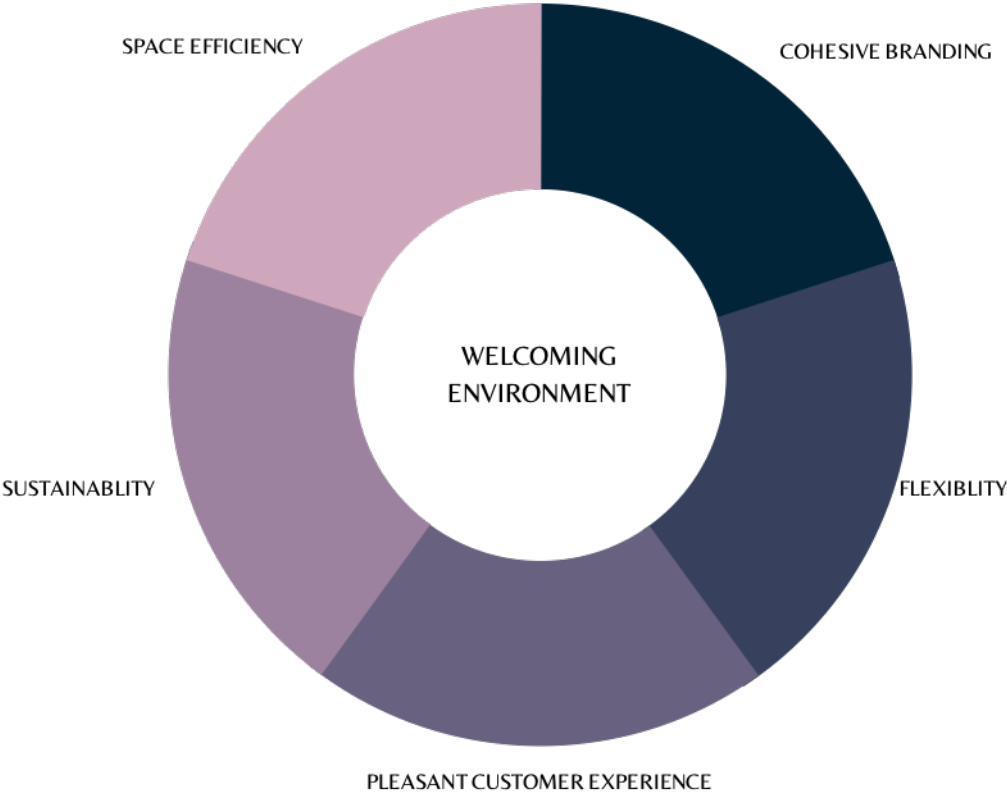
Below is an illustration of the customer journey broken down into stages:



SYSTEMS THINKING



PROGRAMMING CONCLUSIONS



The final goals are centered around creating a cohesive identity approach to reflect both GWCCA and Refuge Coffee Co based on the programming effort. This identity will connect with customers through authenticity, trust, and an expression of shared values.

The overall design will be flexible within a welcoming and genuine environment and support an efficient workflow for a pleasant customer experience and excellent customer assistance.

CHAPTER - IV

BRAINSTORMING

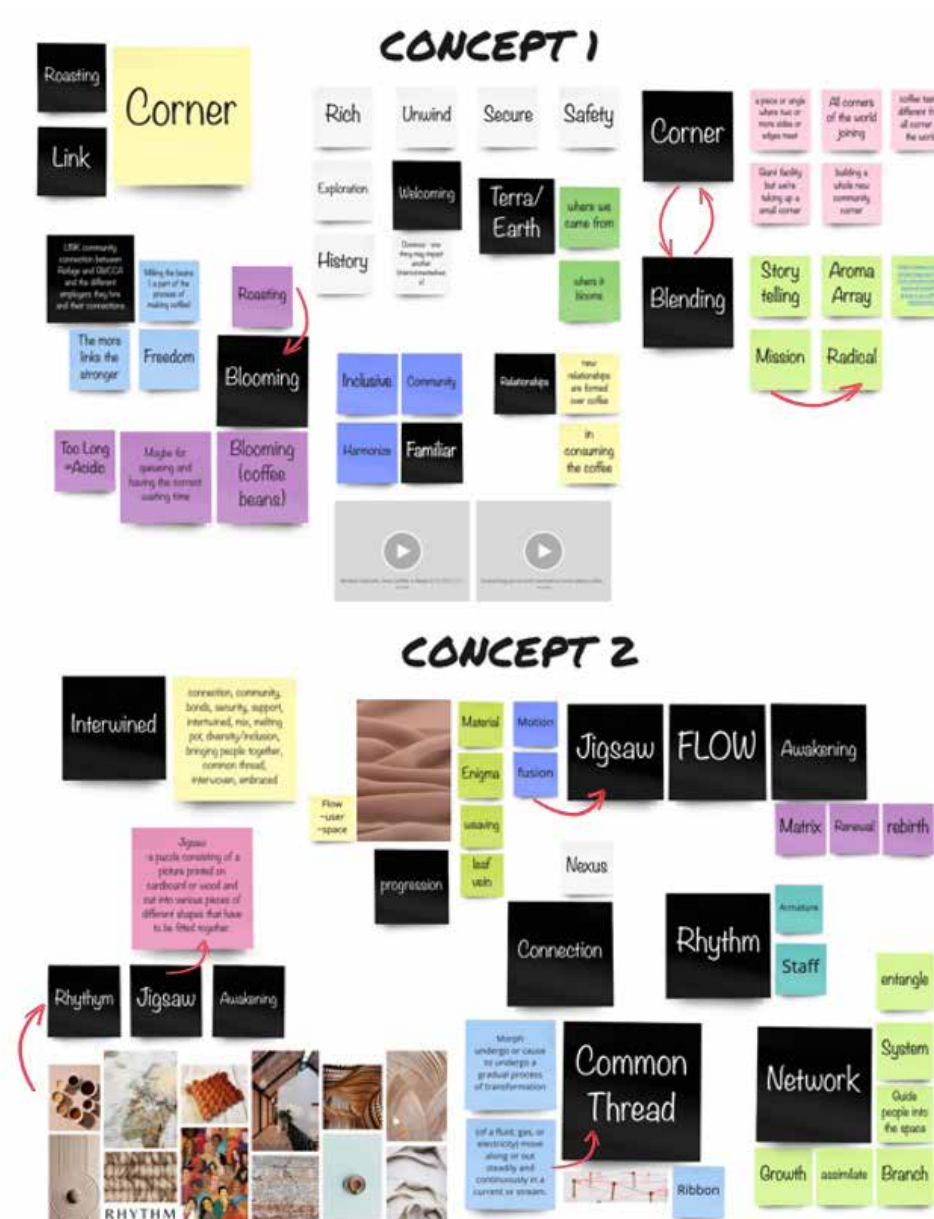
INTRODUCTION

After preliminary research, we worked on developing two design ideas for our midterm presentation. Through a design sprint, students were able to develop sketches and put together concept imagery to help guide our future design decisions.

MIRO FOR COLLABORATION



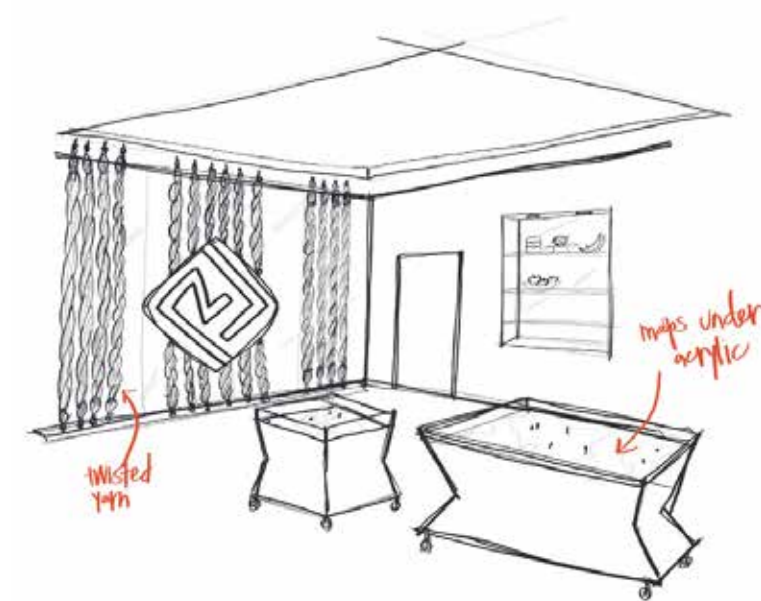
CONCEPT DEVELOPMENT



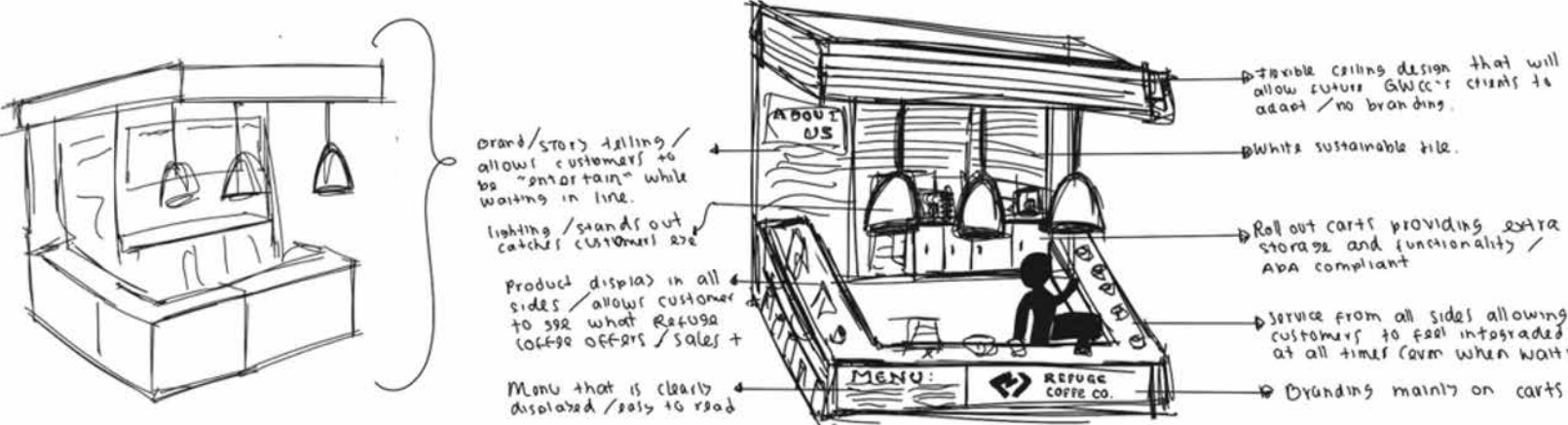
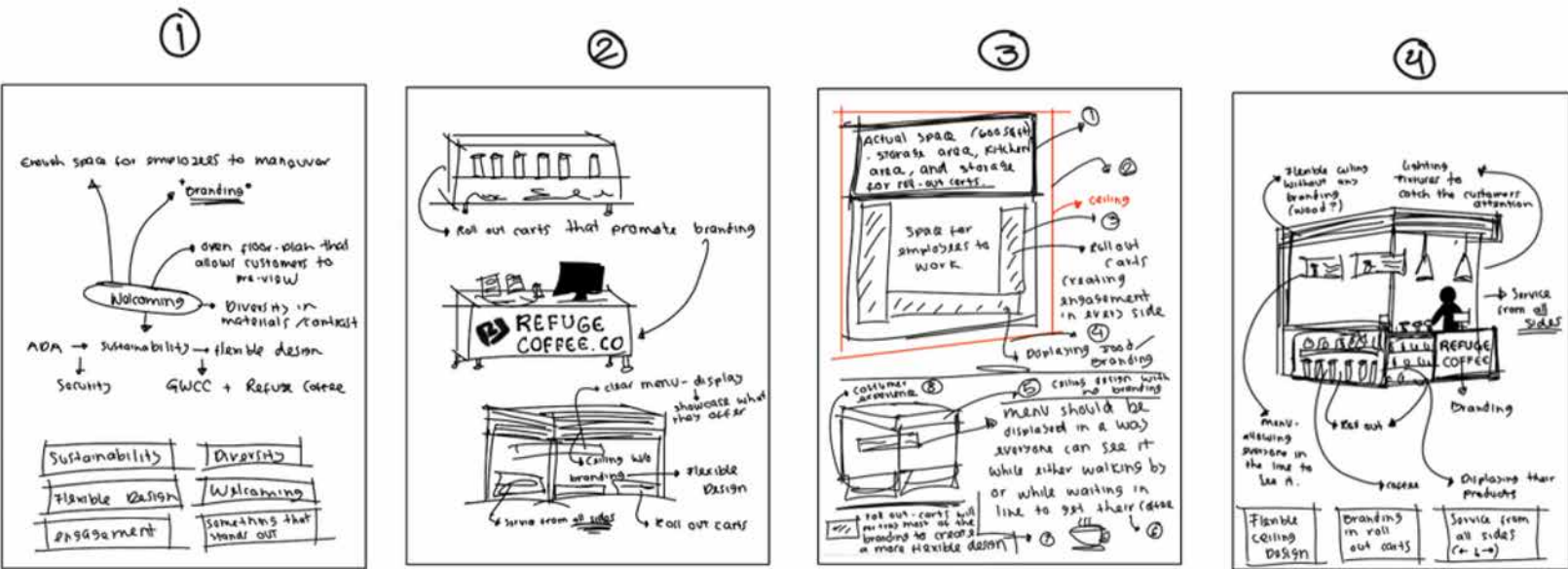
On Miro, students were able to collaboratively work on deciding a concept through word mapping and pictures.

Word mapping challenged students to come up with different ideas.

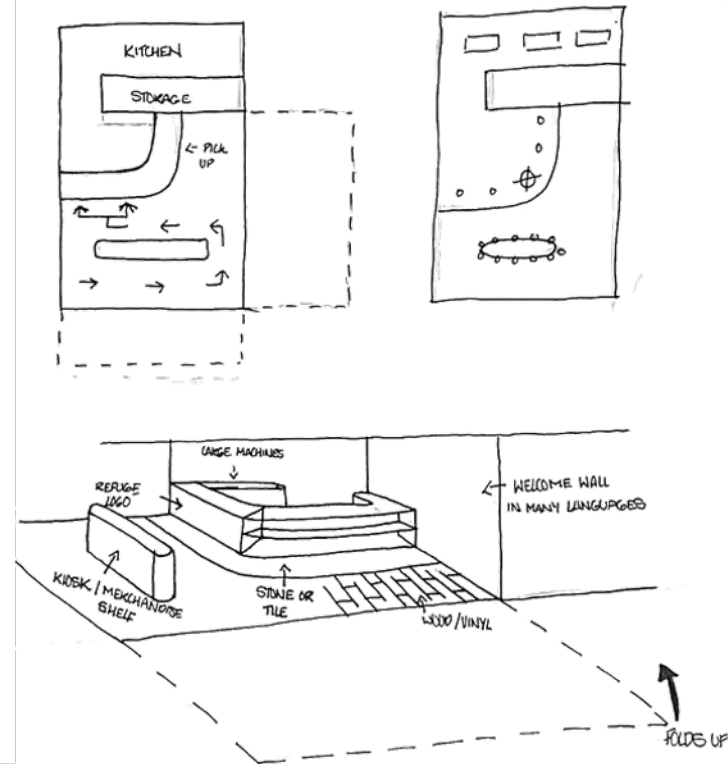
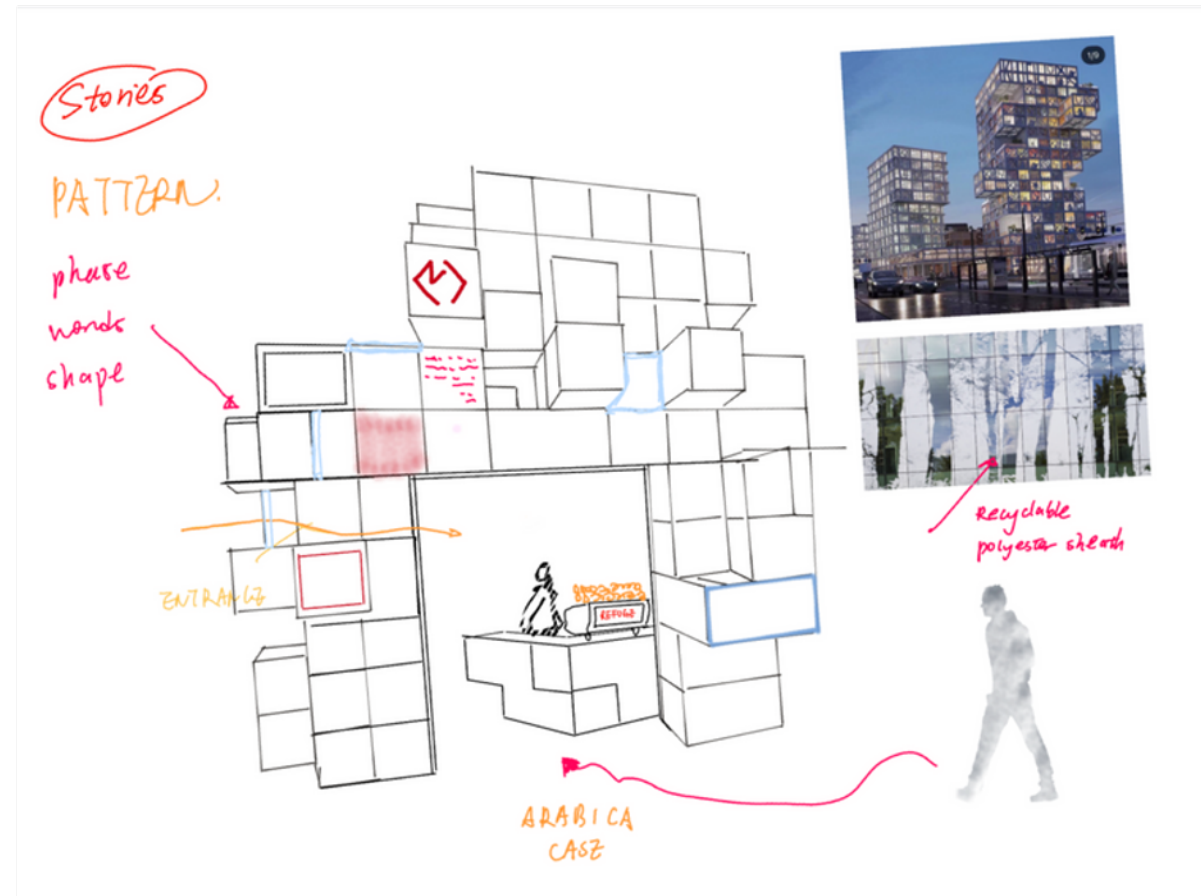
After preliminary brainstorming of concept ideas, the class developed several sketches of initial ideas through the "Crazy 8s" sketch process. For eight minutes, students created different illustrations based on the concept imagery and words presented previously. Students were encouraged to take risks and propose all different types of ideas.



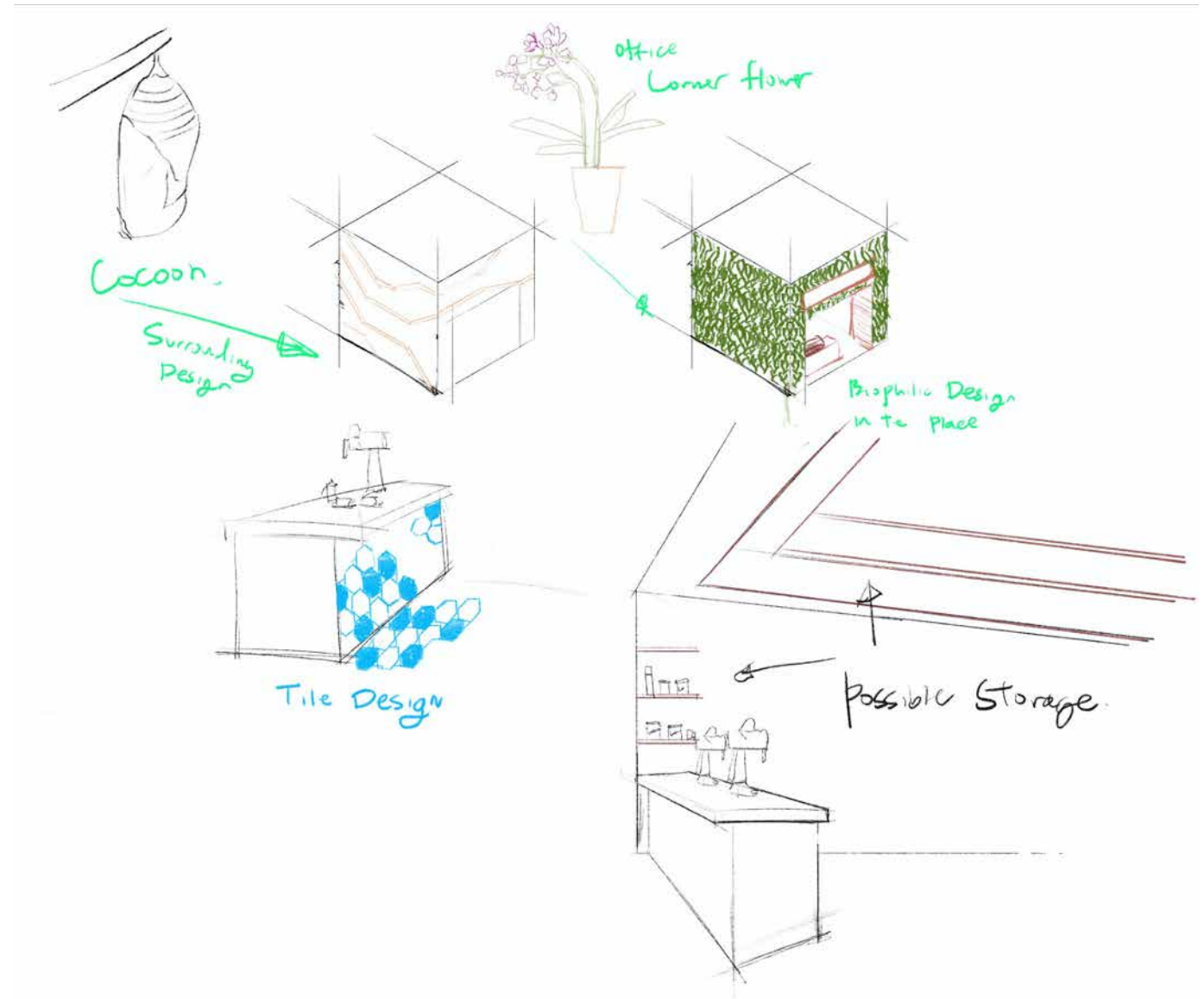
EXAMPLE OF INITIAL SKETCHES



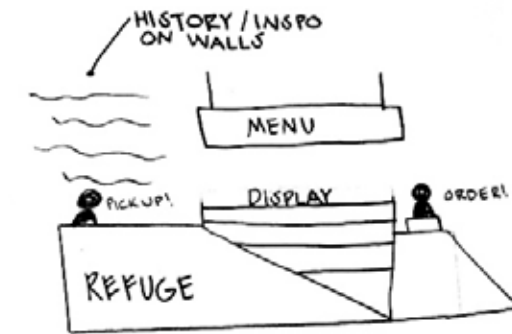
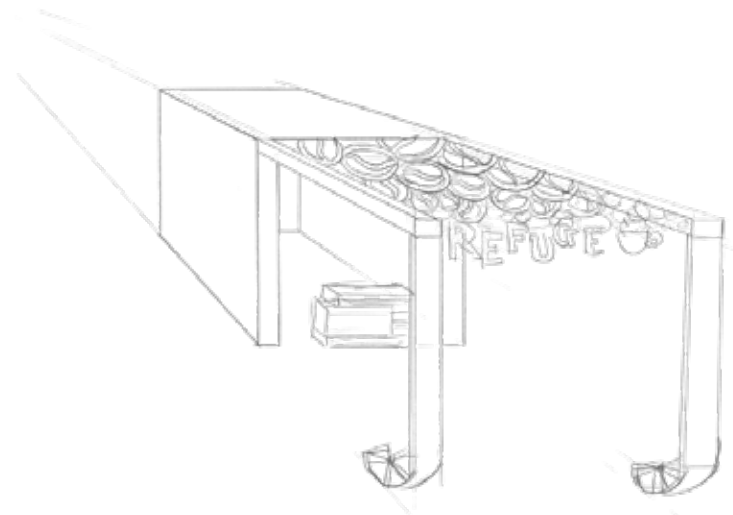
EXAMPLE OF INITIAL SKETCHES



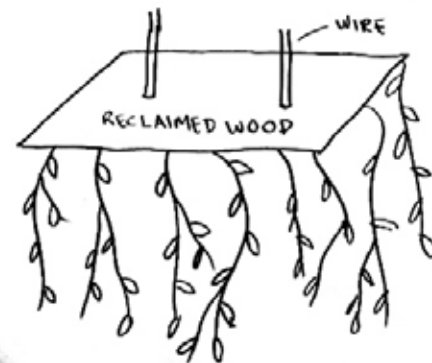
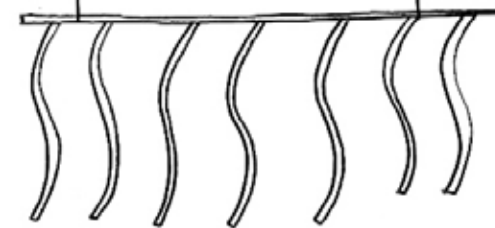
EXAMPLE OF INITIAL SKETCHES



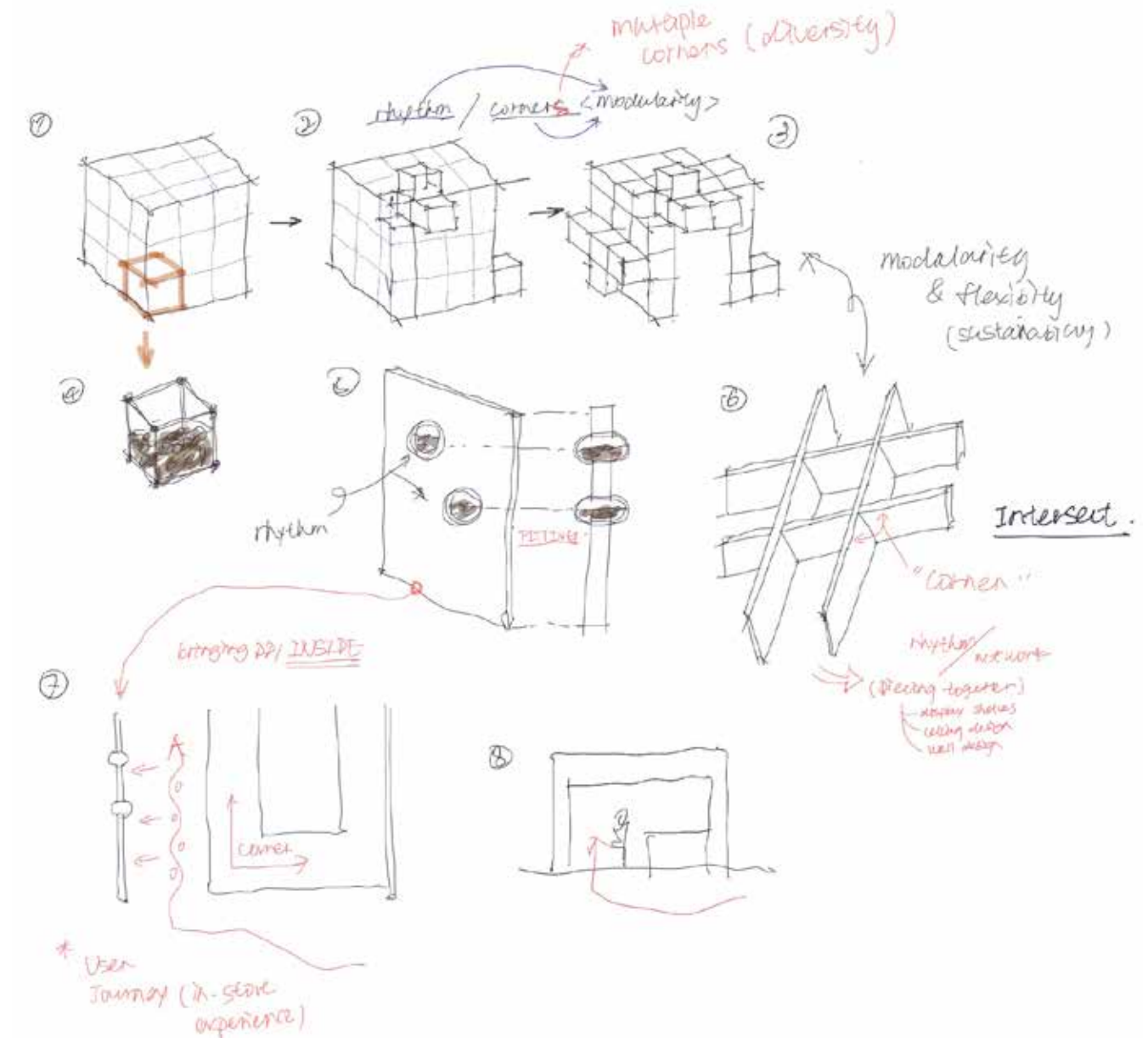
INITIAL SKETCHES



OLD BURLAP COFFEE BAGS AS CEILING
ALL W/ DIFFERENT DESIGNS + FROM DIFFERENT
LOCATIONS AROUND THE WORLD



INITIAL SKETCHES





After some initial sketches, the class was divided into two groups. Each group was responsible to further develop each design concept and come up with clear design solutions that catered to the client.

CHAPTER - V

MIDTERM PRESENTATION

INTRODUCTION

After some initial sketches, the class was divided into two groups. Each group was responsible for developing each design concept and creating clear design solutions that catered to the client. These designs were presented to the client at midterm.

WHAT MAKES YOU FEEL WELCOME?



WHAT MAKES YOU FEEL WELCOME?



"The smell of coffee automatically transports me to early happy mornings spent with family back in my hometown."



"I value human interaction a lot. I love going to places where you can be yourself. A friendly smile makes me day."



"I travel a lot so I'm often far from home. Having simple conveniences at my finger tips can make me feel more comfortable."

COHESIVE IDENTITY

EMMA'S STORY

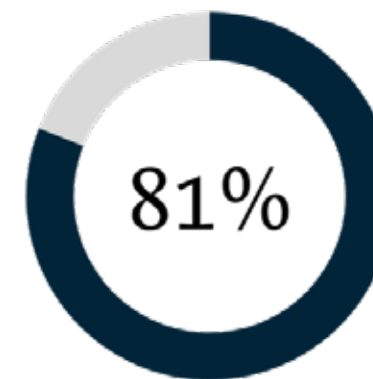
We begin our customer journey with Emma, an Atlanta native, attending a health and fitness conference. Upon getting off the elevator from the parking garage, Emma is immediately met with the aroma of coffee. Emma arrives at Refuge Coffee Co. and reviews the beverage options on the digital display menu. Upon arrival, she is in awe of the presence of the shop. The design resonates with her and reminds her of family and home. She proceeded to the counter and met Rhea, the barista, and began to strike up a conversation to learn more.

Rhea told her the story of Refuge and as well as little about herself. Even though there were a few people ahead of Emma, the design peaked her imagination as she proceeded ahead. She picked up a pastry and her coffee before heading to checkout. Emma left knowing exactly where to go for morning coffee from now on and even if for a quick chat. She even stopped by to say bye before heading home.

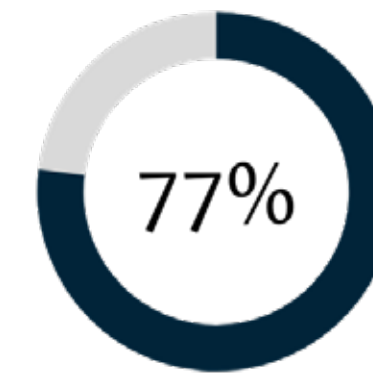


EMMA'S CONCLUSION

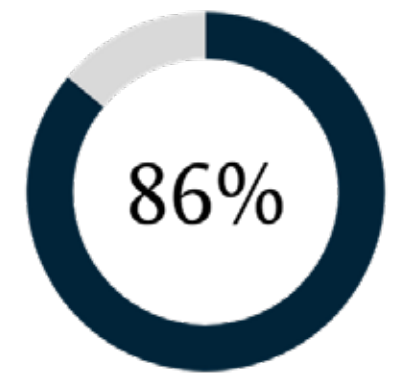
Emma truly enjoyed her experience at Refuge Coffee Co as the conversation she has with Rhea helped to become more comfortable and build trust which is what 81% of consumers are looking for based on a survey conducted by Deloitte shows that trust is needed in to place an order with a brand. From that same survey 77% of consumes buy from brands which share their same values as well as 86% of consumers believe authenticity is key when deciding what brands to support. From the overall presence of the design which ignited a spark of interest in Emma to the personal touch of her interaction with Rhea, the trust, authenticity, and shared values created a welcoming environment provided her a new favorite spot for the rest of her conference.



Trust



Shared Values



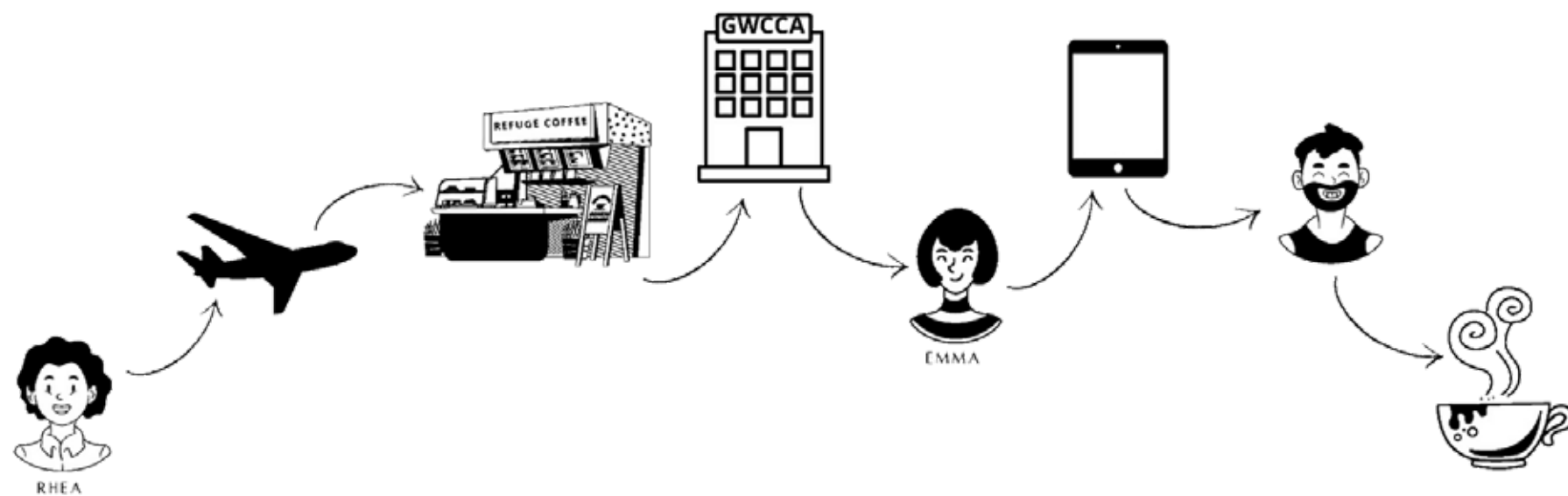
Authenticity is KEY

CREATING ATMOSPHERE

RHEA'S STORY

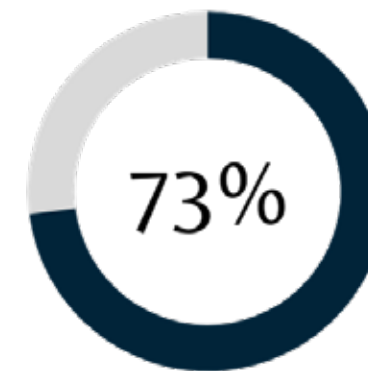
After emigrating from Afghanistan, Rhea found her family at Refuge Coffee. She has spent the last 2 years training as an employee at the Clarkston coffee truck and has been assigned to the GWCCA location. She loves meeting new people, sharing her story as well as listening to the stories of others. She often says, “what better way to show your hospitality if not through warming up and serving your guests with a cup of coffee”.

Rhea moved to the order counter and greeted the new customer, Emma with a warm smile and a greeting. Rhea creates Emma's order on the mobile iPad. Amidst their conversation, Rhea finds herself telling Emma her journey to the States, to which Emma responded with her own motivation behind her GWCC visitation. After taking Emma's order, the barista in the prep area works to fulfill orders. The barista smoothly moves within the space due to the efficient layout of equipment. The barista transitions the drinks to the pick-up to check out the guests. The barista handed the drinks with a smile they bid farewell.

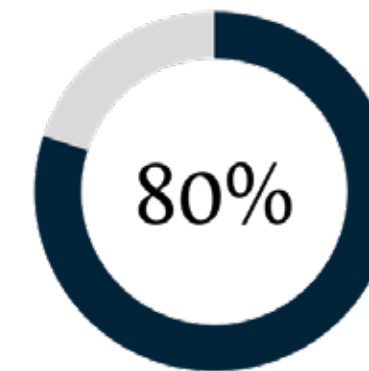


RHEA'S CONCLUSION

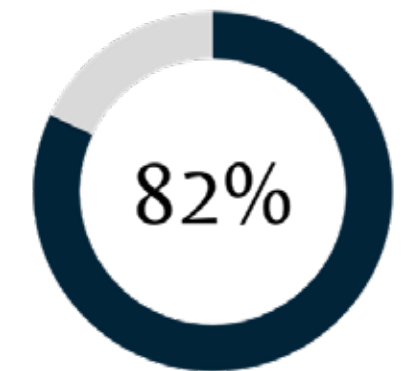
Rhea is excellent of always putting the customer experience above and beyond. According to PwC 73% of consumers say customer experience is an important factor in patronizing a brand. Rhea interactions with customer creates a personal touch which helps to make the visit into an experience where 82% of US customers are looking for more human interaction based on a survey from Deloitte. With this personal touch the essentials need to be right where 80% of customers are looking for speed, convenience, knowledgeable and friendly service. Technology which prioritizes these essentials over the cutting-edge will benefit of customer satisfaction.



Customer Experience



Human Interaction



Getting Essentials Right

CONVENIENCE IS KEY

JAMAL'S STORY

Jamal is visiting Atlanta for a tech conference at GWCCA.

He is staying at the Omni hotel to be able to easily walk

between each location. Upon registration for the conference,

the materials provided included a flyer for Refuge Coffee Co

which showcased their online ordering with a QR Code.

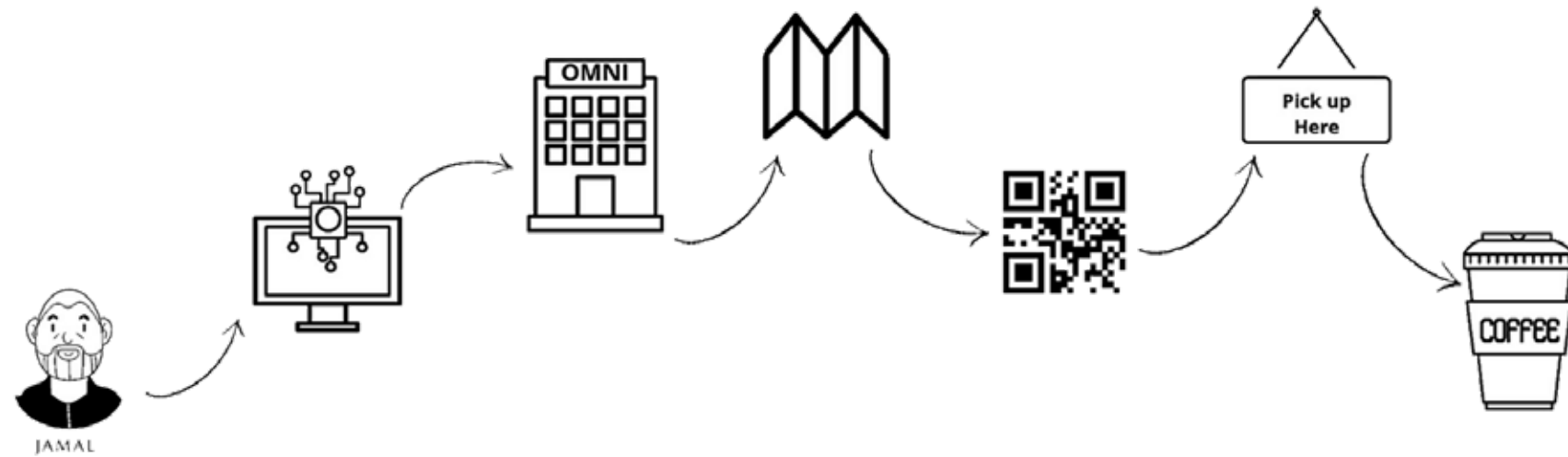
This allowed Jamal to order a coffee to pick up before

heading to his first workshop. Upon arrival, the clear signage

and queue directed Jamal to the proper spot to collect his

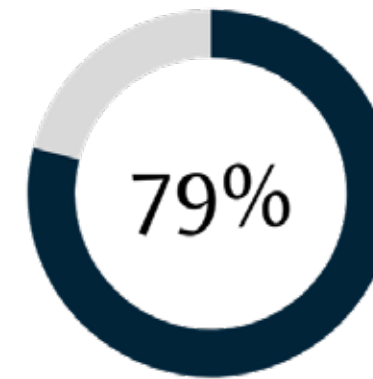
purchase. He appreciated and was amazed at the quick and

effortless process.

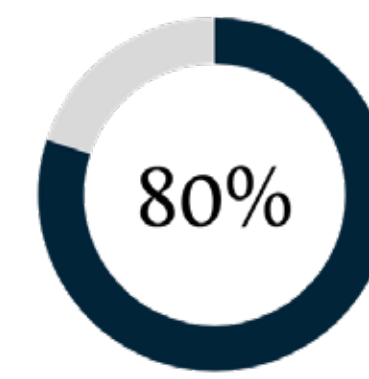


JAMAL'S CONCLUSION

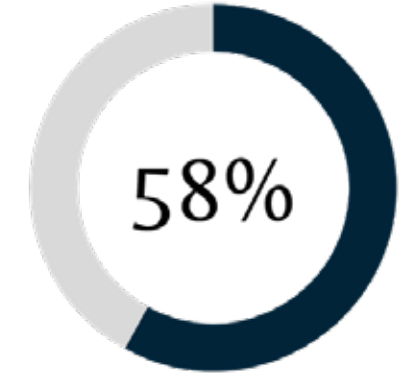
Jamal definitely appreciates convenience as well as technology, definitely came to the right event at GWCC. He is exactly 79% of consumers who use restaurant app which could be great for Refuge Coffee which 80% of customers make an unplanned purchase based on digital promotion in restaurant settings. With the current environment and the ability to use touch-free technology like QR Codes strategically placed and social distancing, where 58% of consumers prefer to order digitally while on premise of Quick Service Restaurants.



Use Restaurant App



Unplanned Purchase
from Digital Promotion



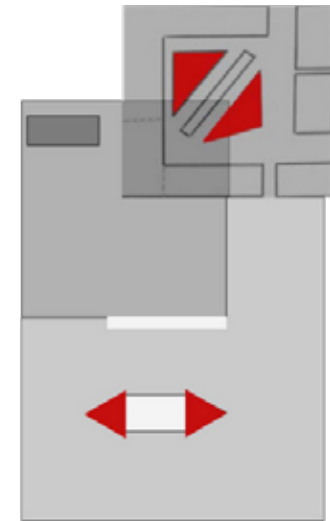
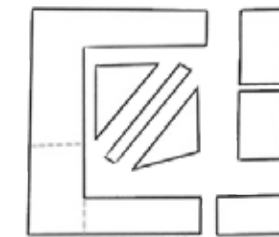
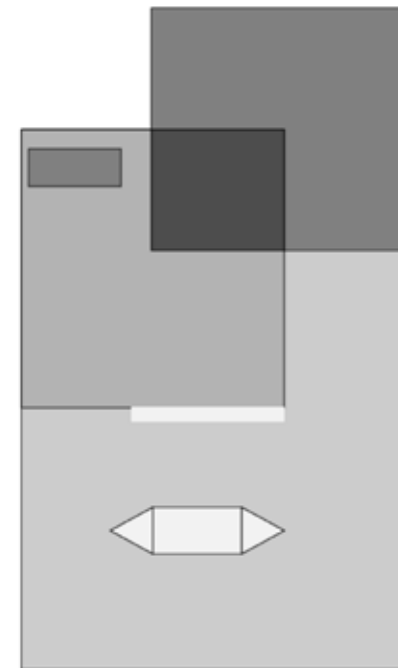
Customers prefer to order
digitally on premise at a QSR

INTERTWINED CONCEPT



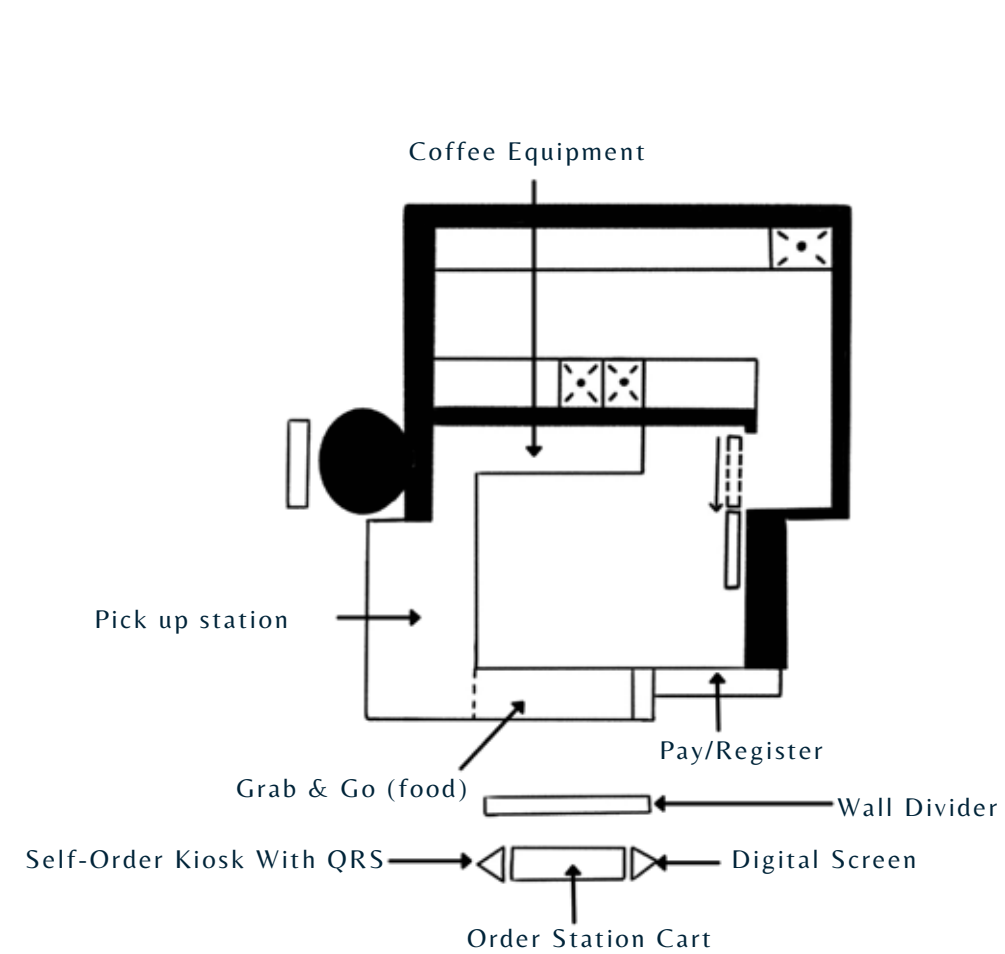
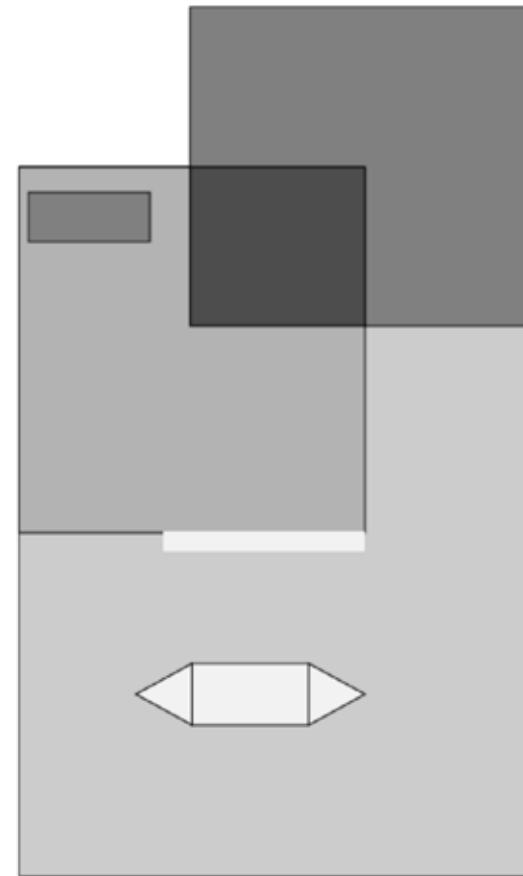
IMPLIED INTERSECTION

WHERE SPACES COME TOGETHER



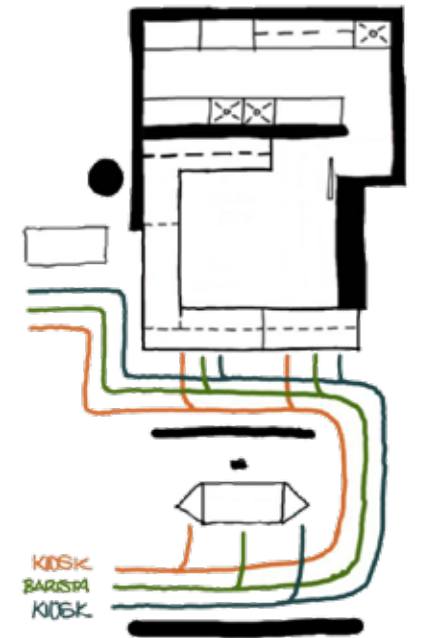
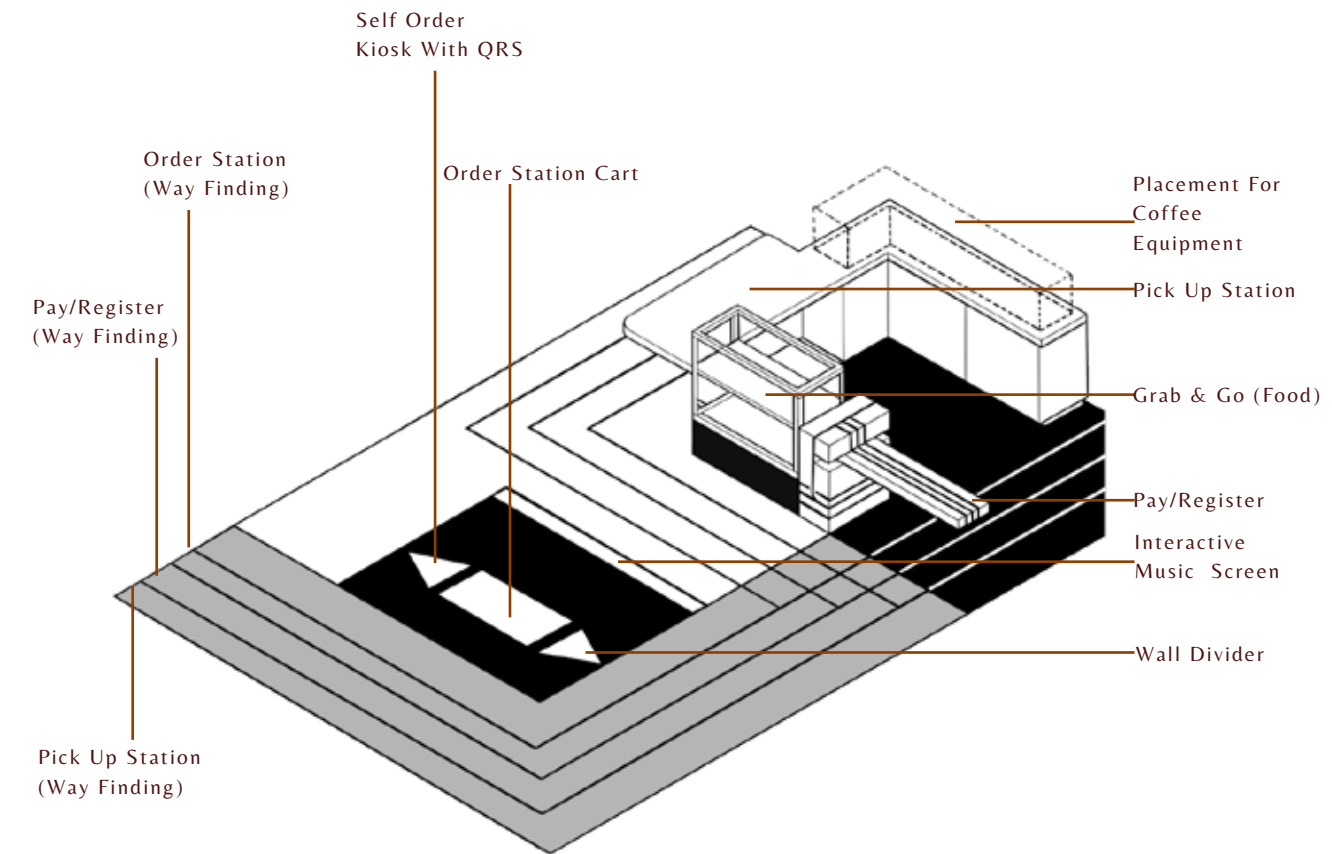
IMPLIED INTERSECTION

WHERE SPACES COME TOGETHER



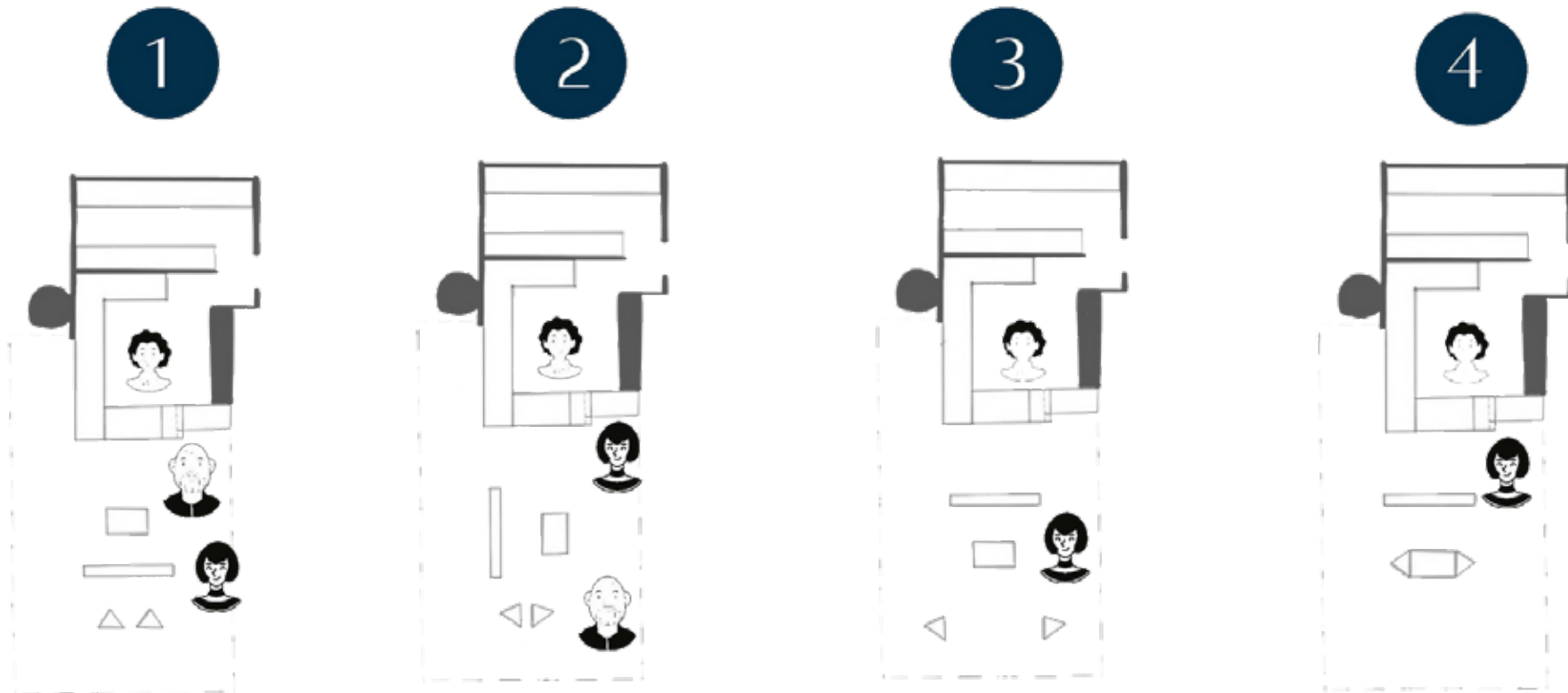
FLEXIBILITY

A COMMON THREAD



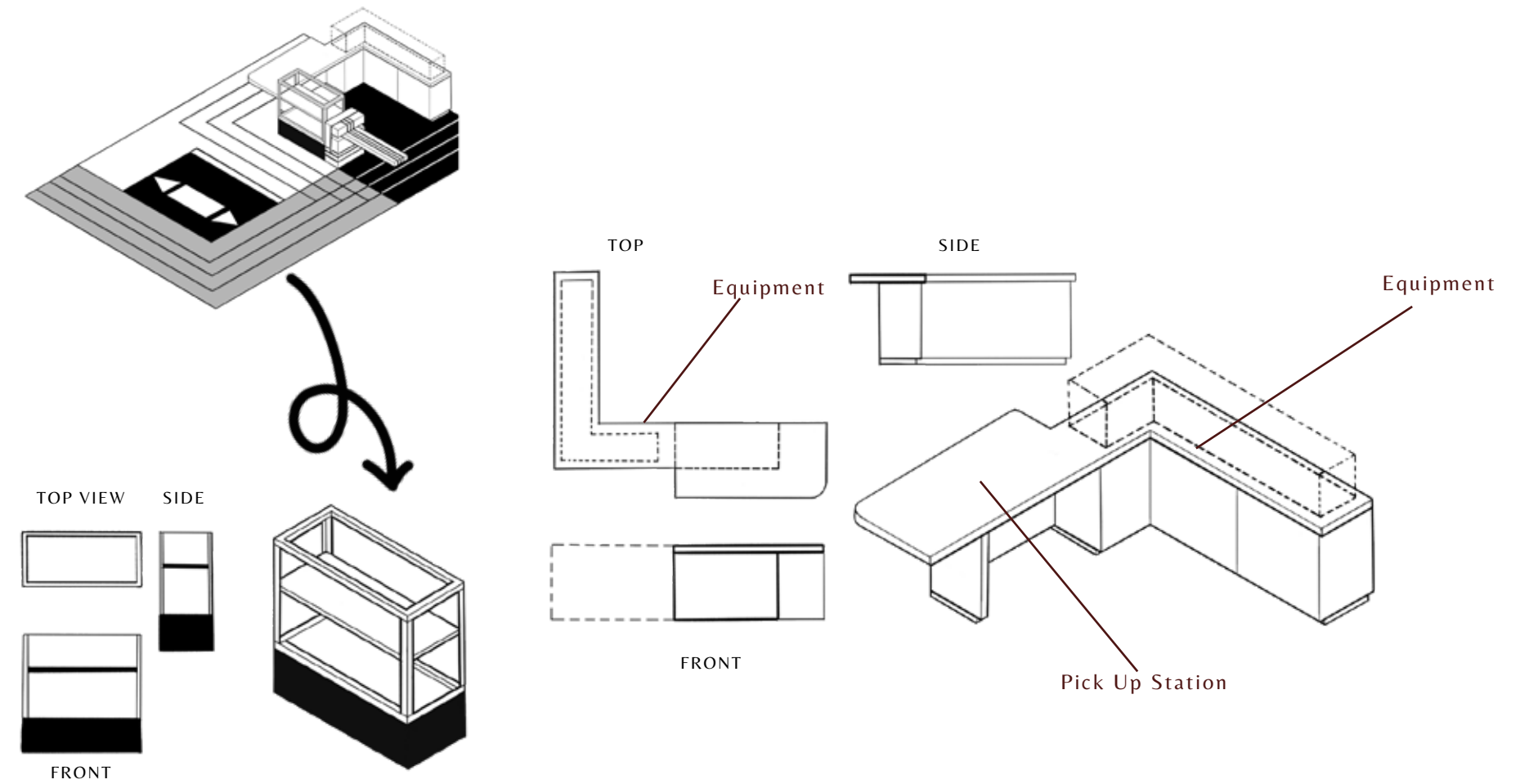
FLEXIBILITY

A COMMON THREAD



LOOKING INTO DETAILS

BACK OF HOUSE FUNCTIONALITY



CREATING CONNECTIONS

WEAVING THE STORY



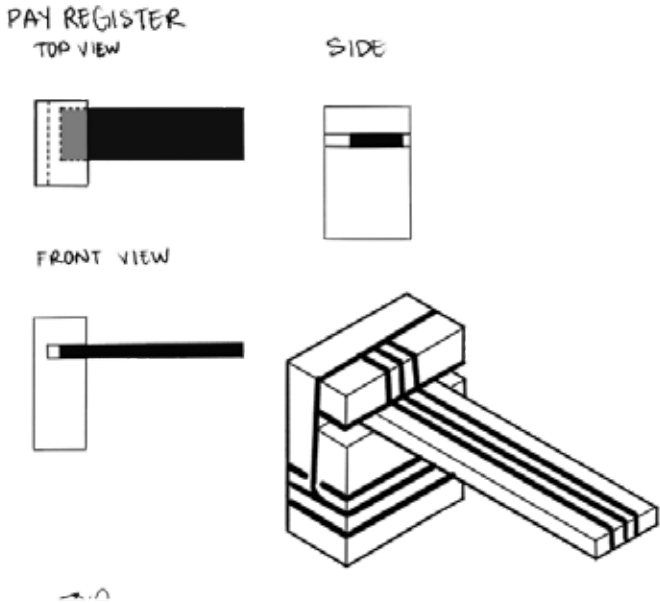
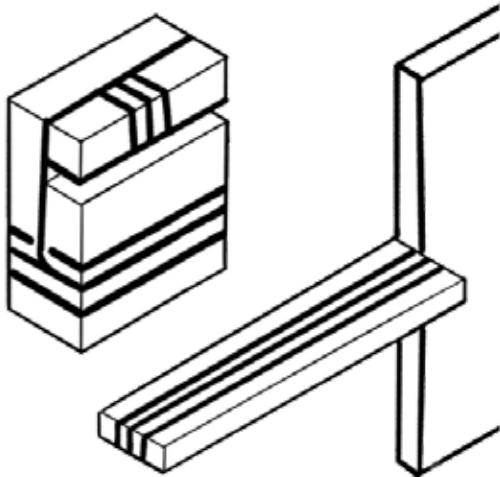
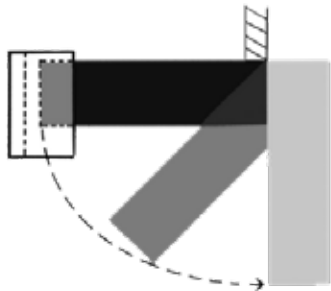
Storytelling Shadow Box



Order QR/Interactive Playlist

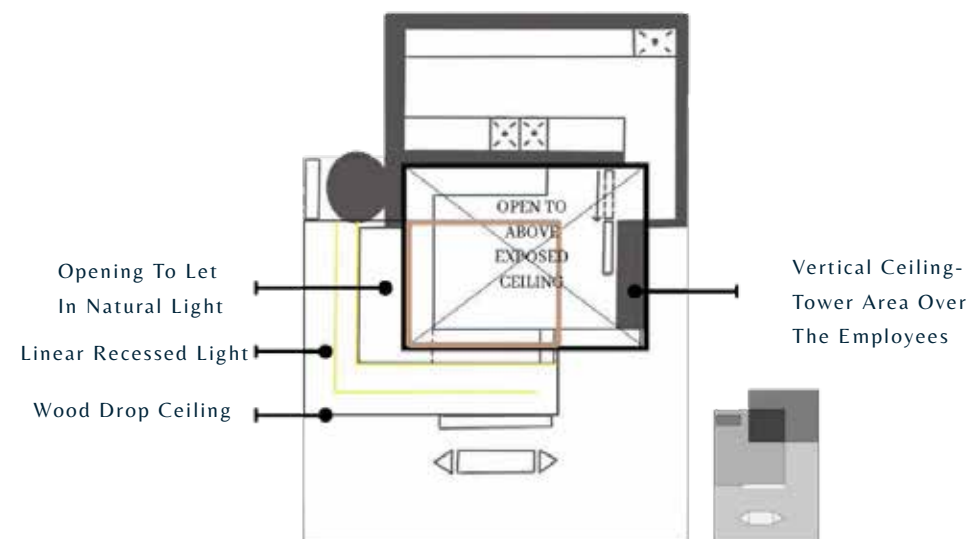
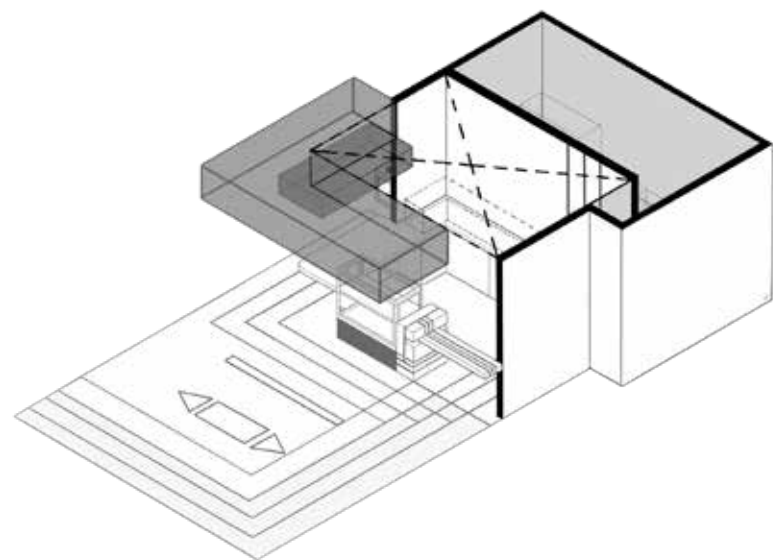


Storytelling Display & Flexible Menu



LOOKING INTO DETAILS

THE CEILING

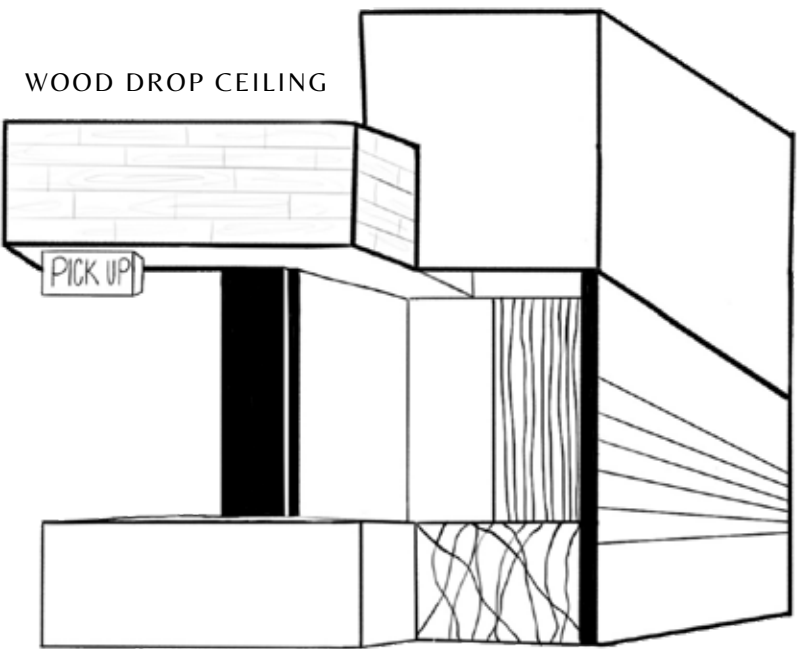


[illegible]

A CONCEPT

LOOKING INTO DETAILS

MATERIAL EXPRESSION

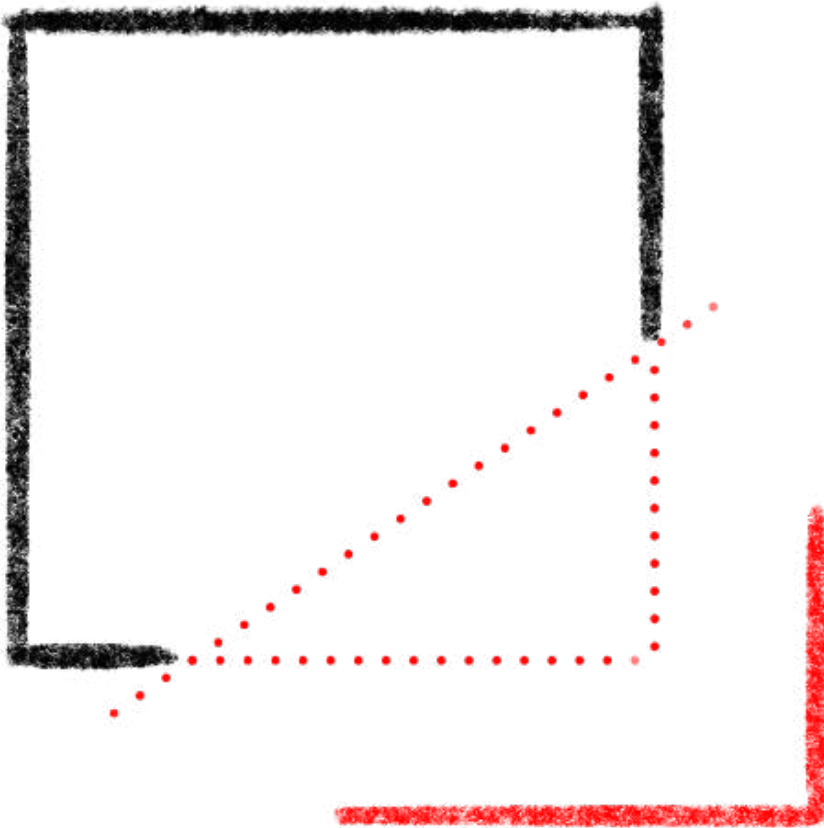
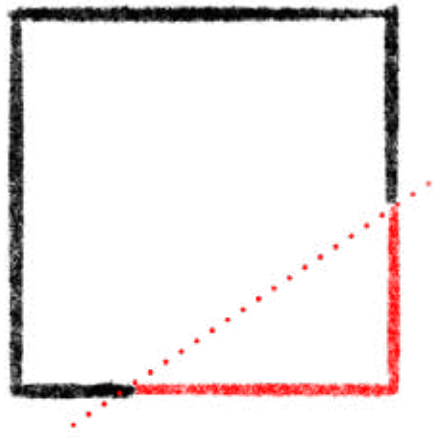


INSPIRATION MATERIALS/PATTERNS



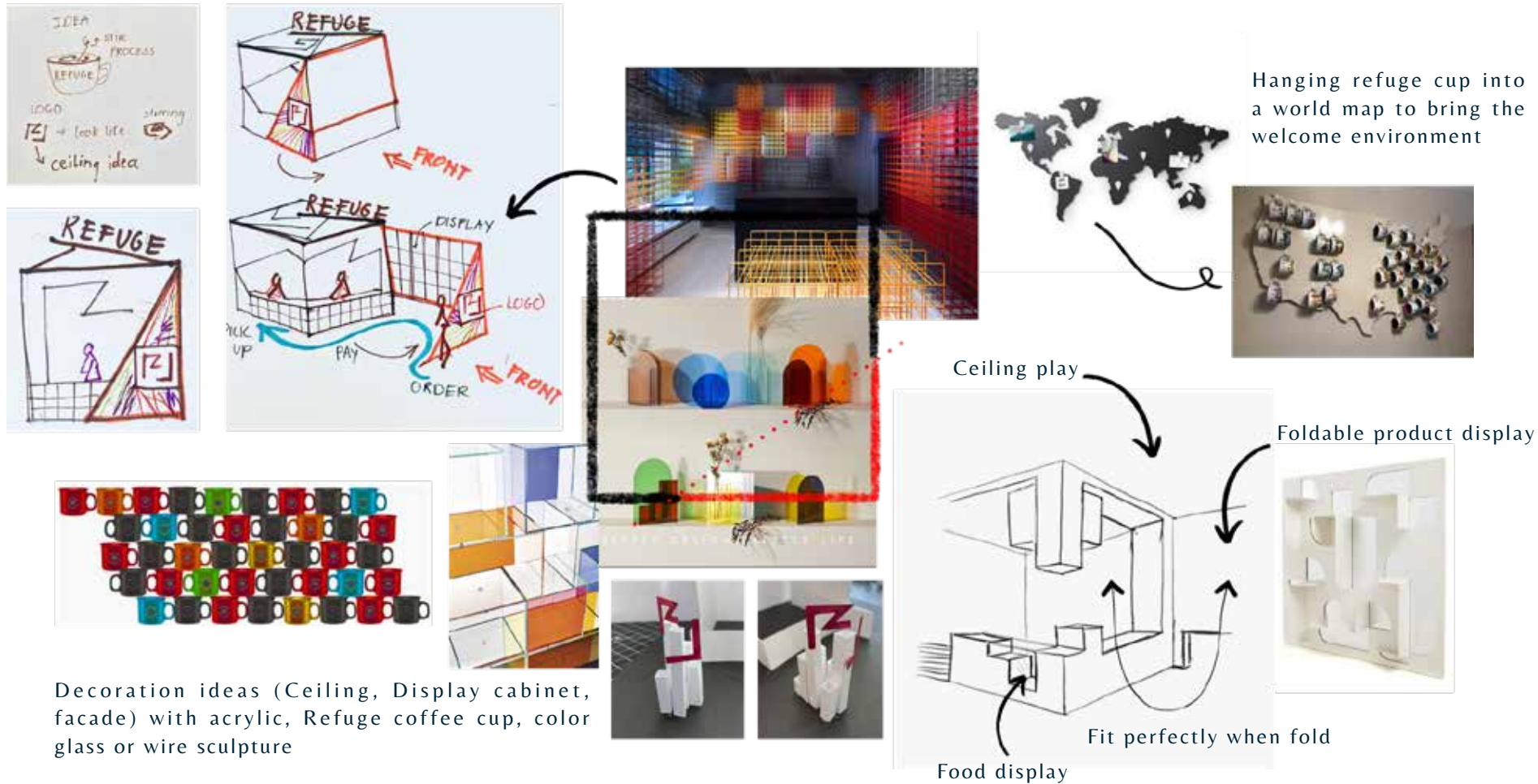
CREATING THE CORNER

PARTI DIAGRAM

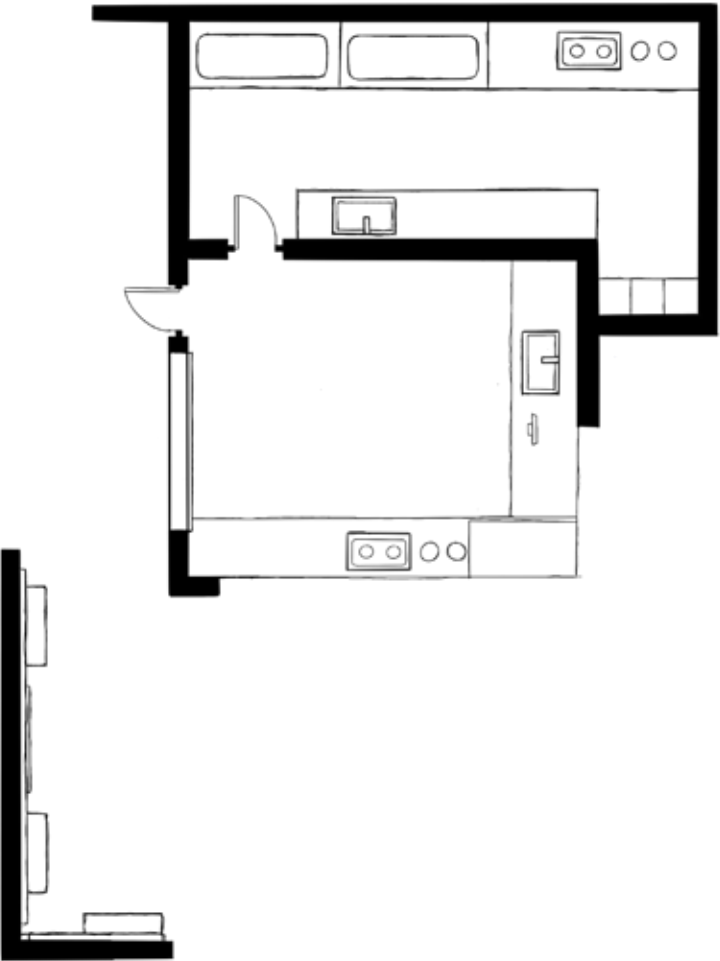


CORNER

INSPIRATION

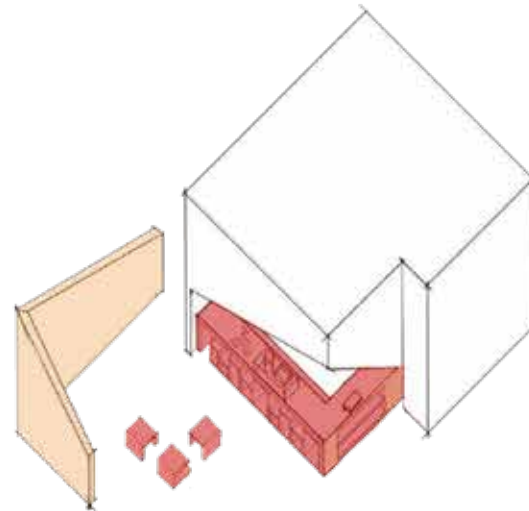
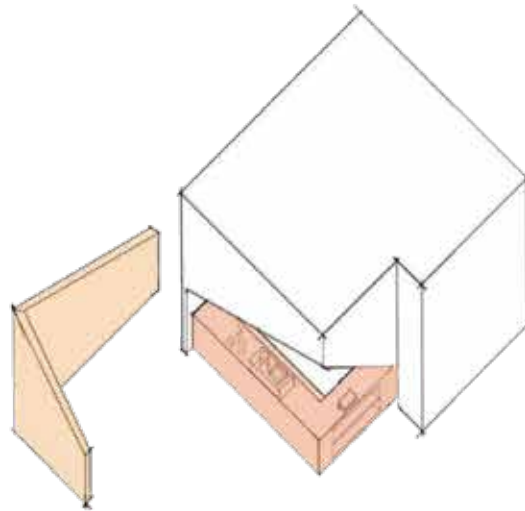
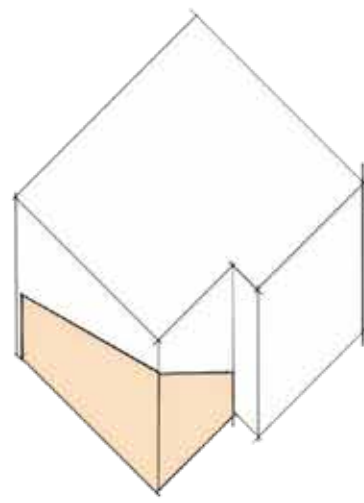


FLOOR PLAN



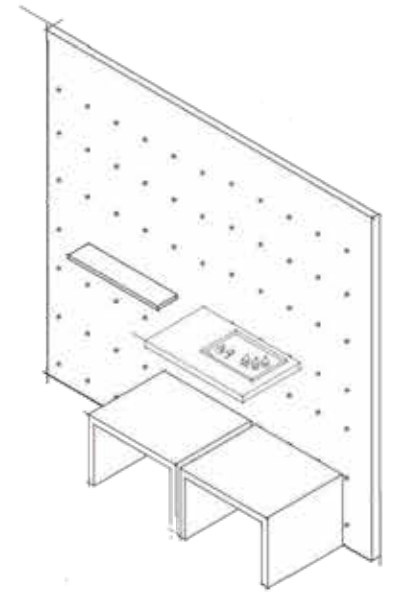
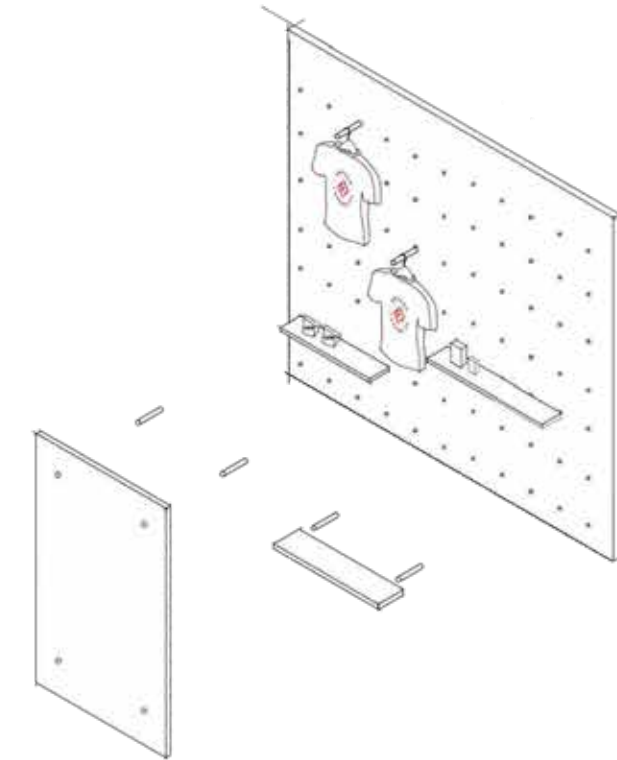
CREATING CORNERS

A SPACE WITHIN A SPACE



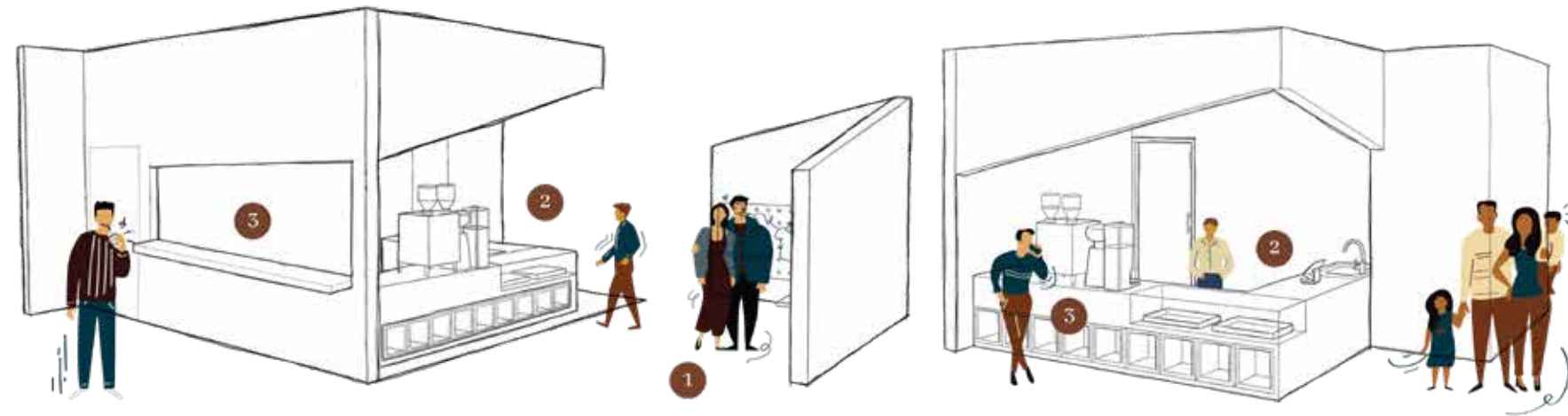
FLEXIBILITY

THINKING OUTSIDE THE "BOX"



ORDER PROCESS

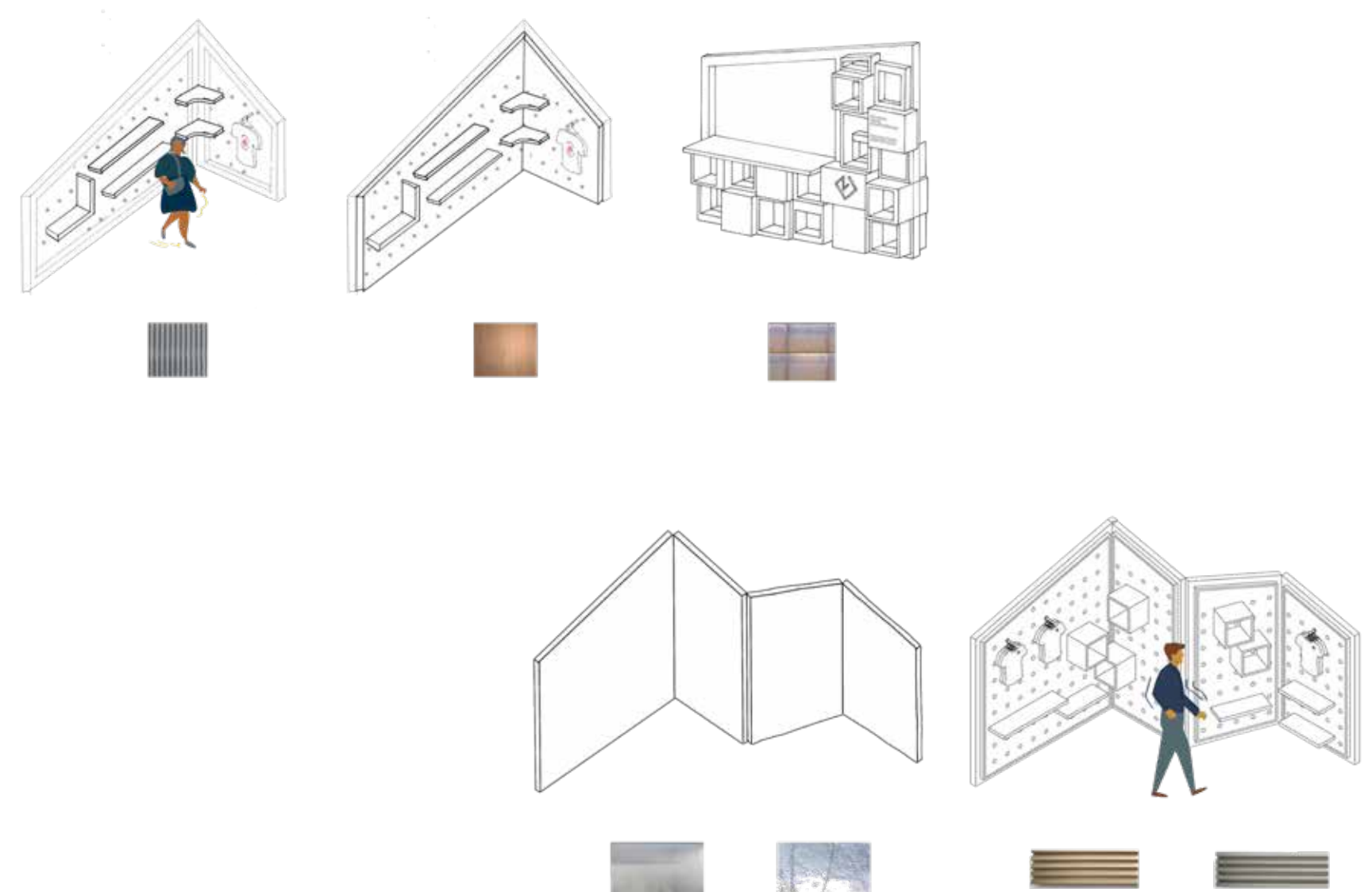
SERVICE WITH A SMILE



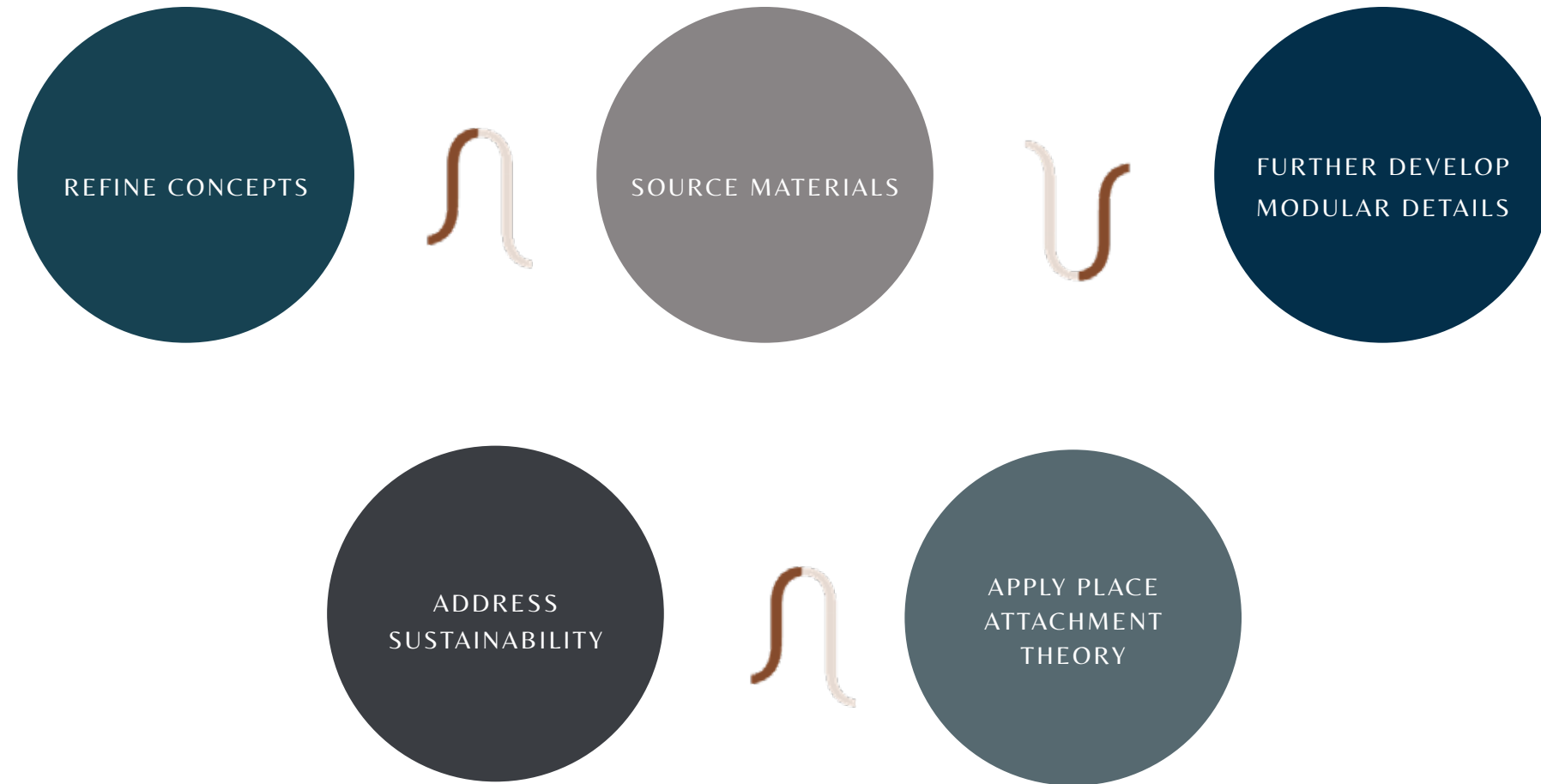
- 1 Line formation and Refuge storytelling moment
- 2 Human interaction and payment
- 3 Pickup with smile

FLEXIBILITY

THINKING OUTSIDE THE "BOX"



NEXT STEPS...



CLIENT FEEDBACK



CHAPTER - VI

REVIEW PRESENTATION

INTRODUCTION

Based on the feedback from the midterm presentation, the class worked for two weeks to present a progress review and establish a clearer design direction leading towards the final presentation.

FINAL CONCEPT

A PURPOSE

" The whole is greater than the sum of its parts."

When two elements are combined, the two support each other growing stronger and more effective.

The combination of GWCCA and Refuge Coffee Co create a synergy that is unstoppable. There is an overwhelming sense of community, inclusion, and service found at the intersection of these two brands. Our design strives to embrace all visitors while supporting the surrounding community. When people with different cultural roots arrive and gather here at this little “welcome mat” of a kiosk, their synergy will without a doubt piece together a vibrant picture of the local community.

CONCEPTUAL IMAGERY



COLOR SCHEME

From our very first meeting, we discovered that the shared value between both clients is a sense of welcome. You both welcome people from all over the globe into your spaces. For this reason, we were greatly inspired by each tone to represent the different corners of the earth from which you draw people in. A majority of the colors are very warm. Warm colors are welcoming and inviting. We paired these warm colors with a few cool blues hues on the other side of the color wheel in order to balance out the entire kiosk.



SW Clay Pot

SW Rave Red

SW Fireweed

SW Urbane Bronze

SW Cajun Red



SW Moscow Midnight

SW Antiquarian Brown

SW Husky Orange

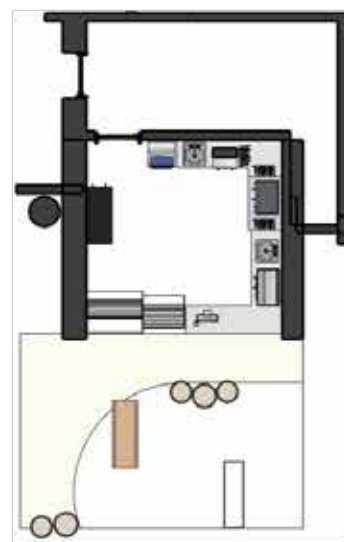
SW Creamy

SW Cork Wedge

OPTION - 1

TRADITIONAL DESIGN

FRONT ELEVATION VIEW



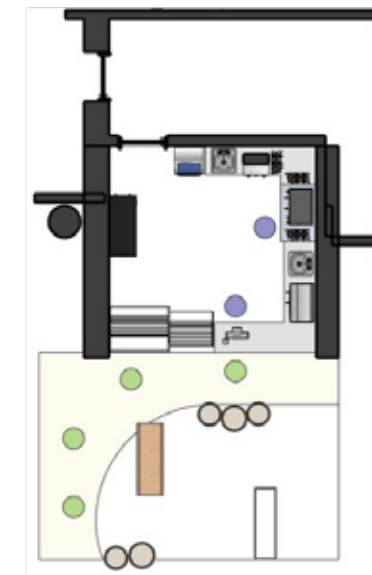
Floor Plan Overall Space

WAYFINDING / QUEUING

LOW TRAFFIC



The change in flooring helps guide customers through queue.



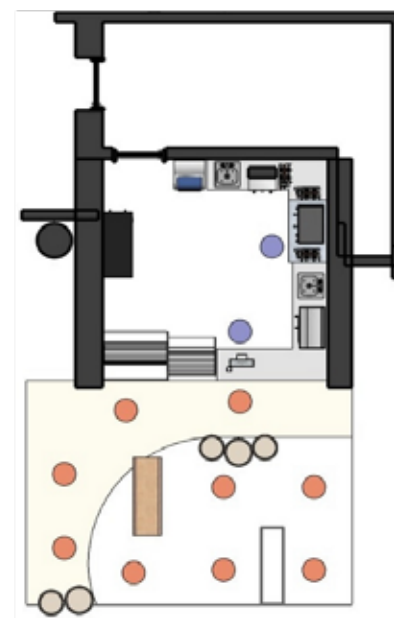
Floor Plan low traffic

WAYFINDING / QUEUING -

HIGH TRAFFIC



High traffic queues will be assisted by the use of mobile displays stands that help extend the line through the space.



Floor Plan high traffic

MATERIALS TRAY



EQUIPMENT SCHEDULE

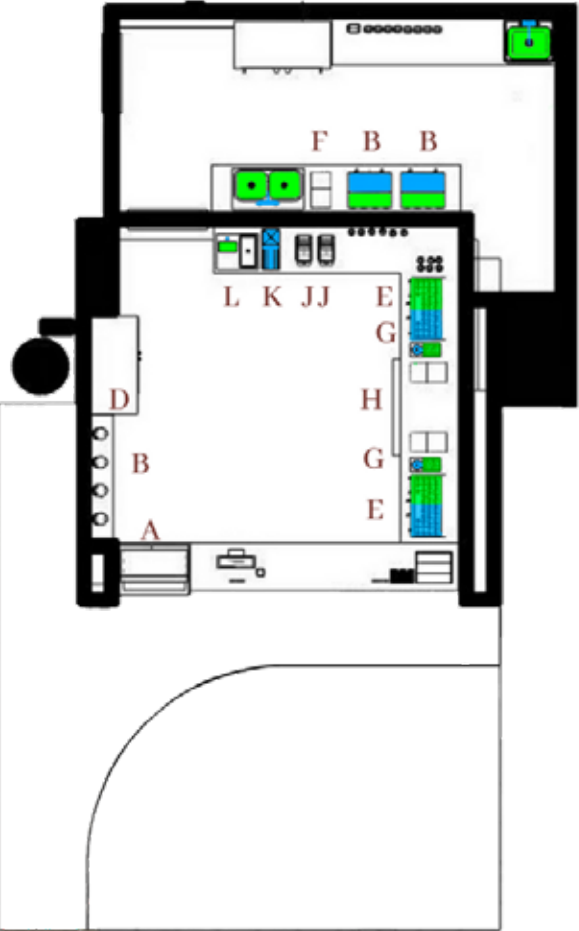
POWER, WATER, AND WASTE SYSTEMS

EQUIPMENT SCHEDULE																
DESCRIPTION								ELECTRICAL			PLUMBING					NOTES
KEY	QTY	MODEL NO.	COMPANY	PRODUCT NAME	FUNCTION	PRICE	TOTAL	VOLTS (V)	AMPS	RECEPTACLE	COLD WATER SUPPLY	HOT WATER SUPPLY	DRAINAGE	MINIMUM FLOW RATE	LEED	
A	1	D-24-WS8BL	ADVANCE TABCO	DROP IN ICE BIN W/ 23 LB CAPACITY	ICE BIN & WATER SPOUT	\$506.26	\$506.26				✓		Ø 1"			
B	1	RVM5912	RUVATI	MODENA 12" UNDERMOUNT BAR PREP KITCHEN SINK 16 GAUGE STAINLESS STEEL SINGLE BOWL	BAR SINK	\$129.00	\$129.00						Ø 3 1/2"			
C	1	OR250	DELTA	METAL GLASS RINSER	GLASS RINSER	\$230.00	\$230.00				✓	✓	Ø 3/8"	1.2 GPM	LOW FLOW FIXTURE	
D	1	30026002	GROHE	LADYLUX L2 SINGLE-HANDLE BEVERAGE FAUCET (COLD WATER ONLY) WITH FILTRATION 1.75 GPM	FAUCET FIXTURE	\$270.30	\$270.30				✓			1.75 GPM	LOW FLOW FIXTURE	
E	1	Y998C36HCB	AVANTCO REFRIGERATION	BC SERIES CURVED GLASS BAKERY CASE	DISPLAY CASE	\$2,500.00	\$2,500.00	115 V	3.7 A	NEMA 5-15P						
F	1	UR48A	HOSHIZAKI	UNDERCOUNTER 48" REFRIGERATOR	REFRIGERATOR	\$2,481.00	\$2,481.00	115 V	2.6 A	NEMA 5-15P					ENERGY STAR*	
G	1	ASB40G	ARTIC AIR	GLASS DOOR BACK BAR REFRIGERATOR	REFRIGERATOR	\$1,600.00	\$1,600.00	115 V	6 A	NEMA 5-15P						
H	3	AM 722108	NUOVA SIMONELLI	MYTHOS CUMA PRO	COFFEE GRINDER	\$3,013.00	\$9,039.00	110-125 V	8 A	NEMA 5-15P						
J	1	CBS-213XTS-3LE213251	FETCO	FETCO TOUCHSCREEN DOUBLE COFFEE BREWER	COFFEE BREWER	\$1,150.00	\$1,150.00	208 - 240 V	21.3 - 25.5 A	TERMINAL BLOCK	✓		INTERIOR TANK DRAIN	1-1/2 GPM		Hardwired; This product must be hardwired; it does not plug into a standard wall outlet.
K	1	CBS-2152XTS-20LE215352	FETCO	XTS SERIES STAINLESS STEEL DOUBLE AUTOMATIC COFFEE BREWER	COFFEE BREWER	\$2,600.00	\$2,600.00	208 - 240 V	36.9-42.5 A	TERMINAL BLOCK	✓		INTERIOR TANK DRAIN	1-1/2 GPM		Hardwired; This product must be hardwired; it does not plug into a standard wall outlet.
L	2	CLASSE7USB2	BANCILLO GROUP	CLASSE 7 USB 2 GR	ESPRESSO MACHINE	\$11,400.00	\$22,800.00	208 - 240 V	30 A	NEMA 1B-30R			Ø 14 MM			
M					INDUSTRIAL TOASTER	\$0.00	\$0.00									
N					BLENDER	\$0.00	\$0.00									



EQUIPMENT PLAN

After establishing a layout, our technical team worked on coming up with an equipment plan that would provide the best workflow for the employees. We presented the pros and cons of each layout to the client so they could make the best decision for both customers and employees.



PROS:

- Different workflow process (works left to right)
- Visual coffee process
- ADA compliance with counter height and approach
- Were able to fit almost all of the equipment
- Utilizes the existing footprint with slight modification
- Display, pay area, and pick up are grouped together
- Hidden employee access
- Open Circulation
- Simple/intuitive queuing
- Hidden fridge with shelving opportunity above

CONS:

- Substituted ice machine (can put the original in the back)
- Limited counter space

OPTION - II

UNCONVENTIONAL DESIGN

FRONT ELEVATION VIEW



The unconventional design, began with the boomerang shape, inspired by the previous corner design concept.

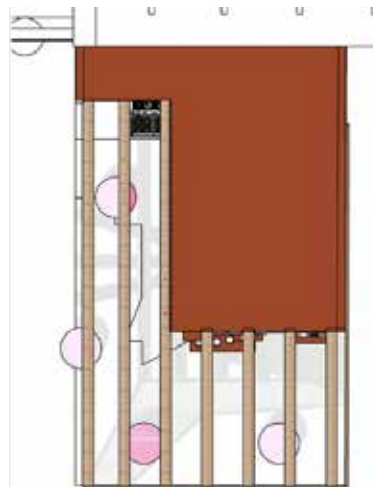
Visual Transparency was included through string elements. The peg board was included as a storytelling tool for Refuge Coffee Co.

WAYFINDING / QUEUING

LOW TRAFFIC



The form serves as wayfinding for the queue. The retail wall serves as a starting point into the space.



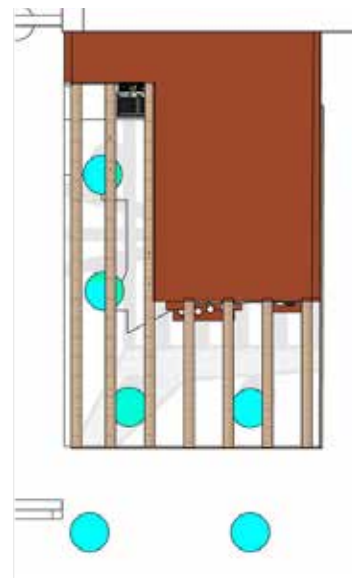
Floor plan low traffic

WAYFINDING / QUEUING

HIGH TRAFFIC



For high-traffic, the line flows similarly however it starts to wrap around the shape a little more.

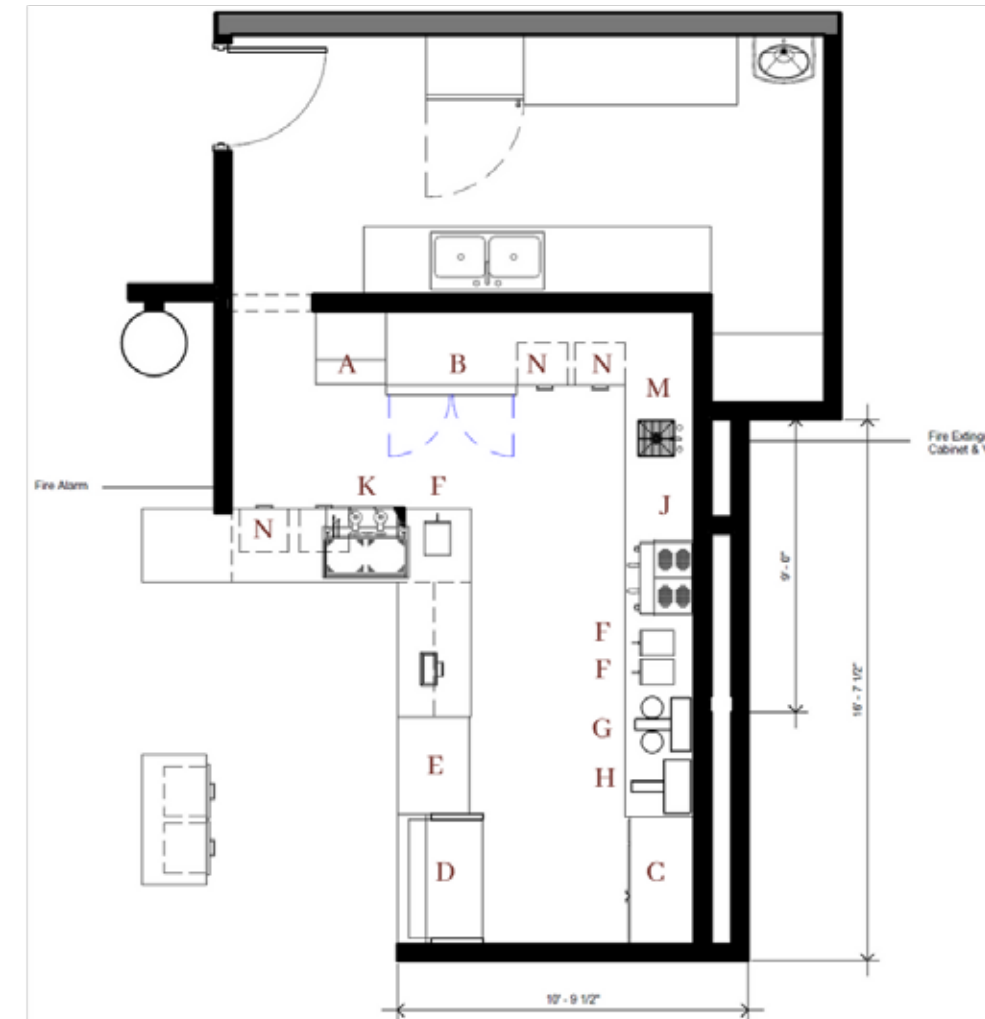


Floor plan high traffic

MATERIALS TRAY



EQUIPMENT LAYOUT



PROS:

- ADA compliance with counter height and approach
- Effective equipment placement and open counter space
- Has all required equipment
- Hidden employee entry
- The galley is an effective functional layout
- Extended wall space for creativity
- Flexible to switch between hinge/swing slab at pay register

CONS:

- Potentially more construction required
- More space is utilized in a currently open area
- Still studying security design



FEEDBACK FROM REVIEW PRESENTATION

POSITIVE

- Option 1 - Welcoming, visibility from the connector side of the street
- Option 2 - Hello string was a good idea
- Option 2 - Color connection to the existing carpet

AREAS FOR IMPROVEMENT

- How does security work?
- Option 1- The functionality of the back of the house
- Option 1- Equipment Requirements
- Option 2 - Don't need that much retail
- Option 2 - Entry is impeded

CHAPTER - VI

FINAL DESIGN

INTRODUCTION

Based on the feedback from the review presentation, we decided to move forward with the traditional design. We worked to refine the design and present a final design concept and visuals that communicate all of our client's goals during three weeks.

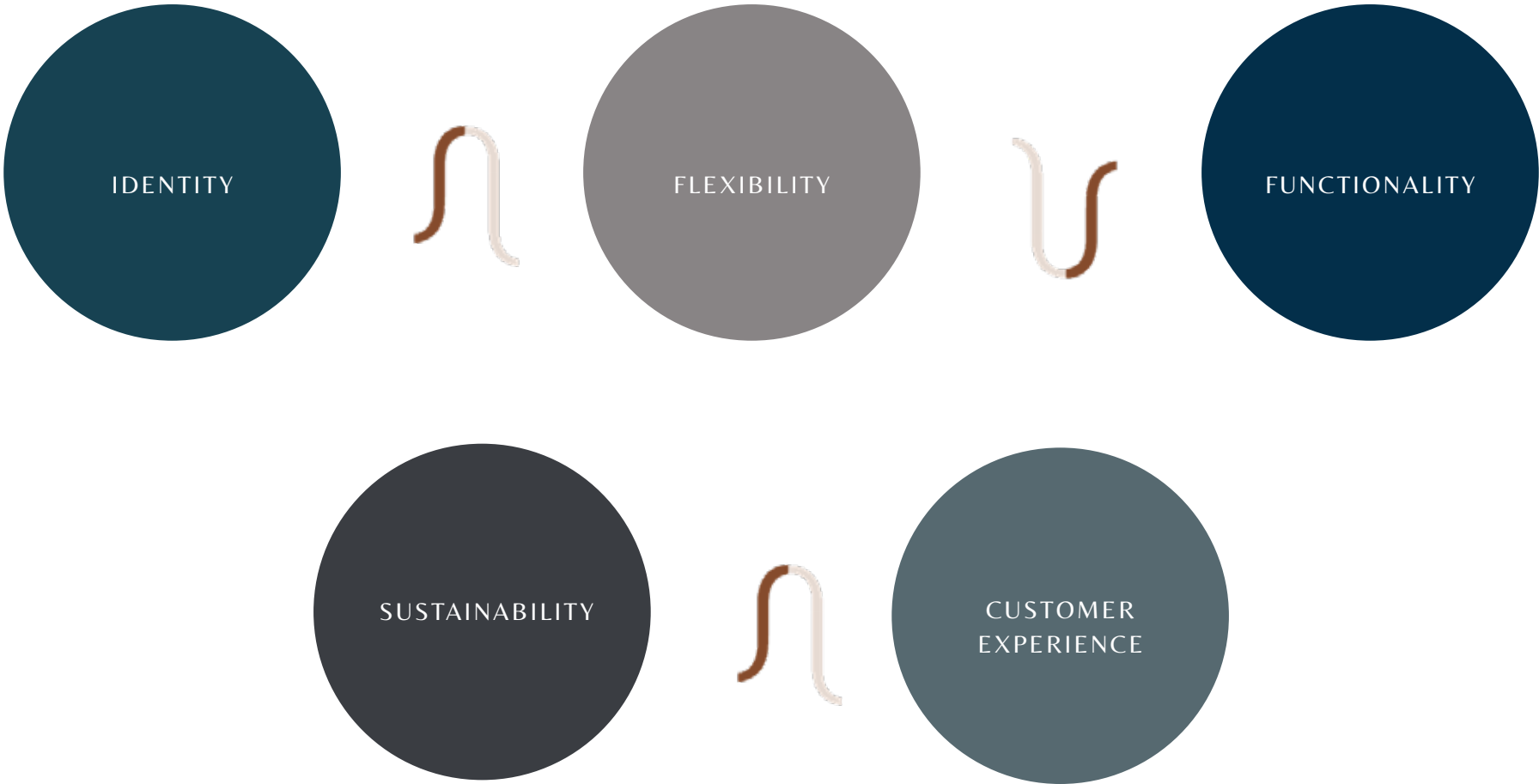
FINAL CONCEPT



"THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS"

OUR APPROACH

GOALS



BACK TO THE BEGINNING

CREATING AN EXPERIENCE



EMMA



JAMAL



RHEA

"The smell of coffee automatically transports me to early happy mornings spent with family back in my hometown."



EMMA

EMMA'S JOURNEY

CUSTOMER EXPERIENCE



EMMA'S JOURNEY

IDENTITY



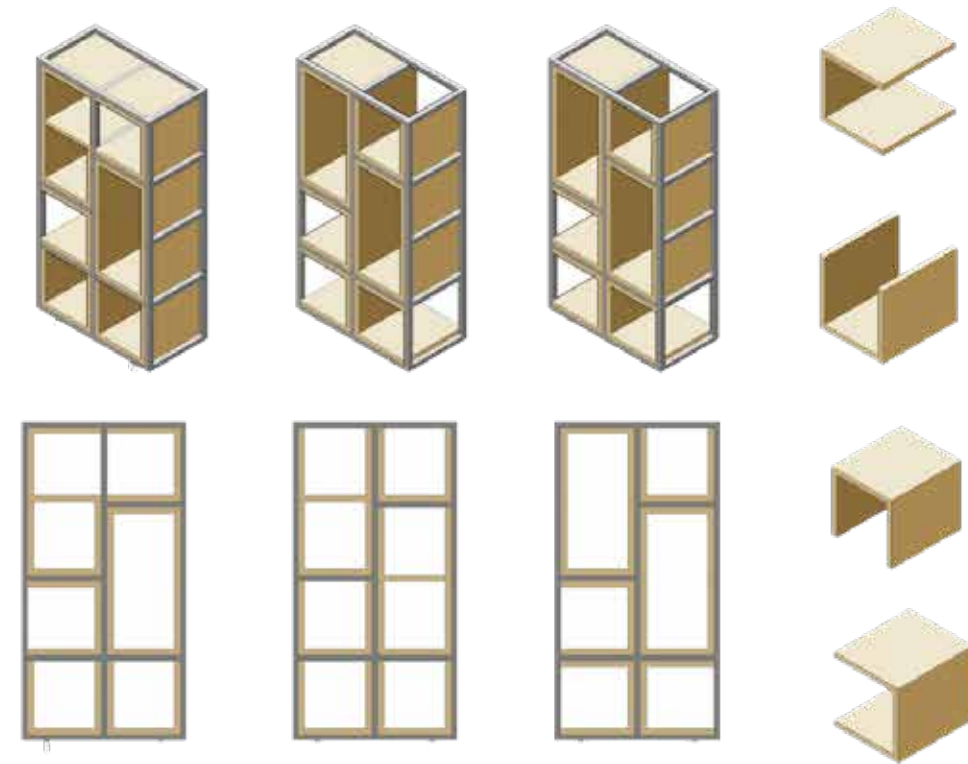
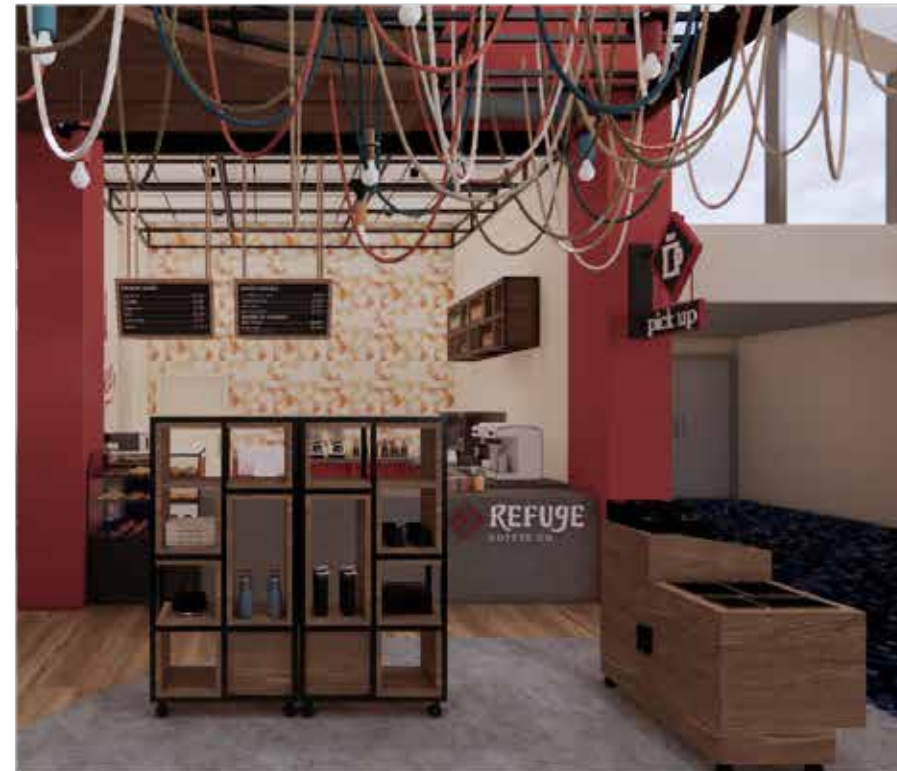
EMMA'S JOURNEY

MILLWORK



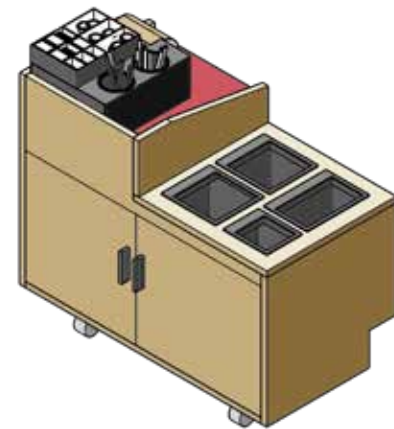
EMMA'S JOURNEY

MILLWORK



EMMA'S JOURNEY

MILLWORK



CONDIMENT CART

"I travel a lot so I'm often far from home. Having simple conveniences at my finger tips can make me feel more comfortable."



JAMAL

JAMAL'S JOURNEY

CUSTOMER EXPERIENCE



<https://youtu.be/816JvMPZSRs>

JAMAL'S JOURNEY

ENVIRONMENTAL GRAPHICS



KEVIN BONGANG
@BONGANGART



HELEN CHOI
@HELENCHOI.ART



CURRENT SCAD STUDENTS

JAMAL'S JOURNEY

FLEXIBILITY



"I value human interaction a lot. I love going to places where you can be yourself. A friendly smile makes my day."



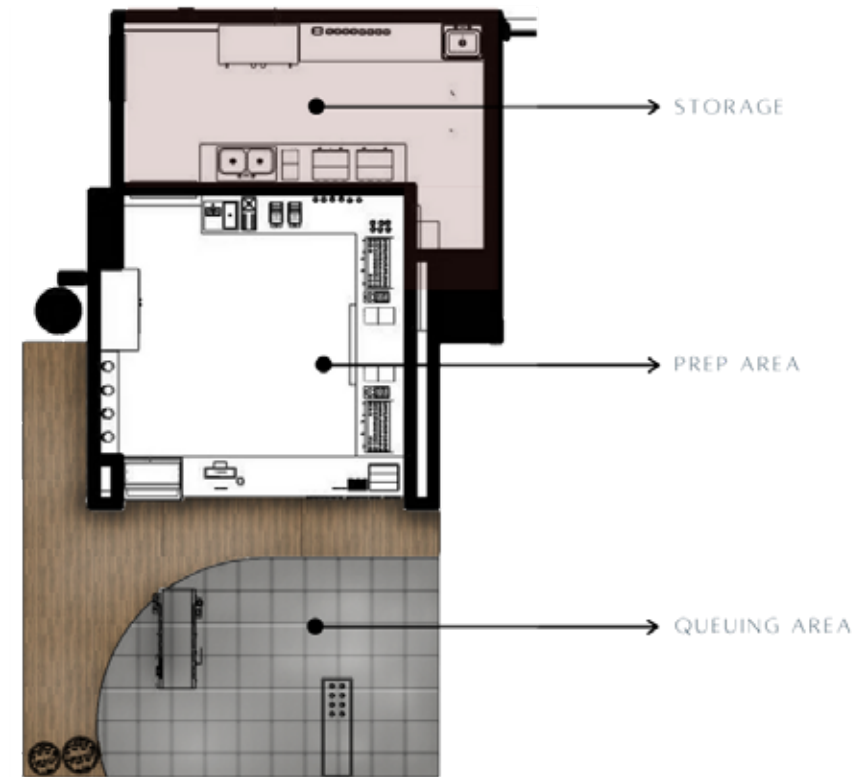
RHEA

RHEA'S JOURNEY

FUNCTIONALITY



https://youtu.be/H2rWge_UUsY



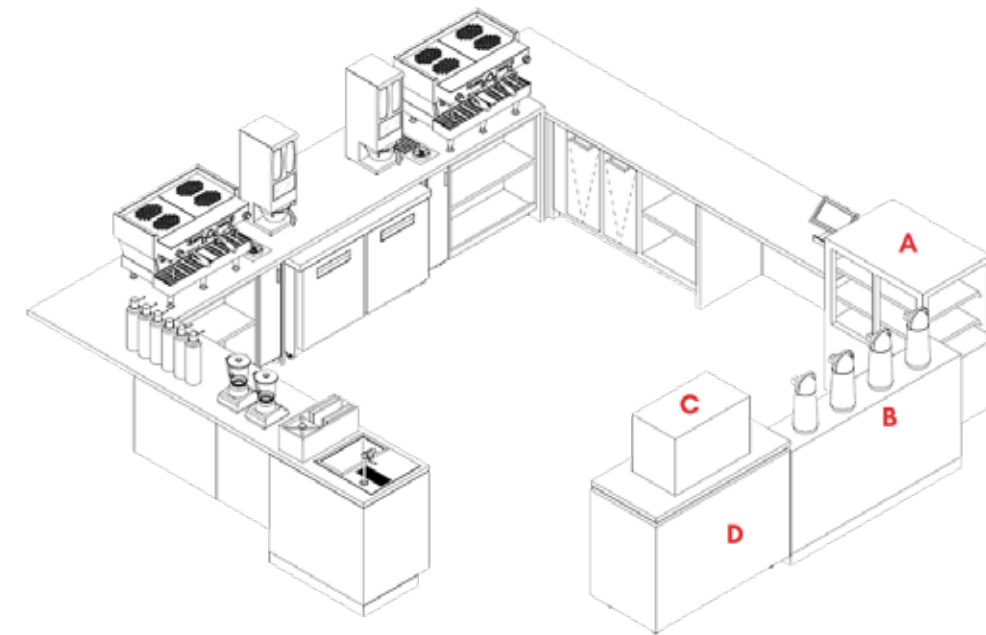
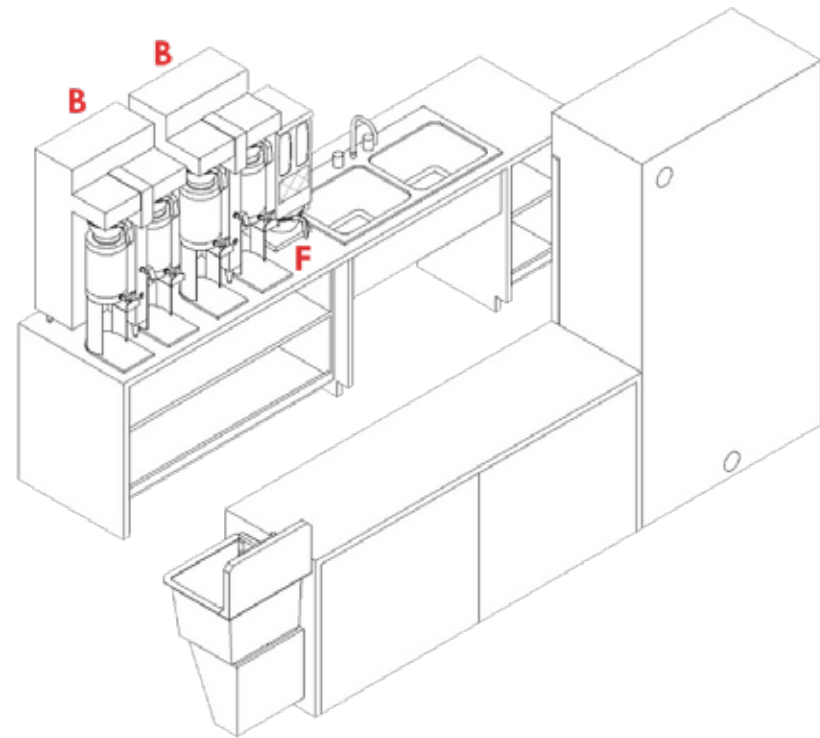
RHEA'S JOURNEY

TECHNICAL REVIEW



RHEA'S JOURNEY

TECHNICAL REVIEW

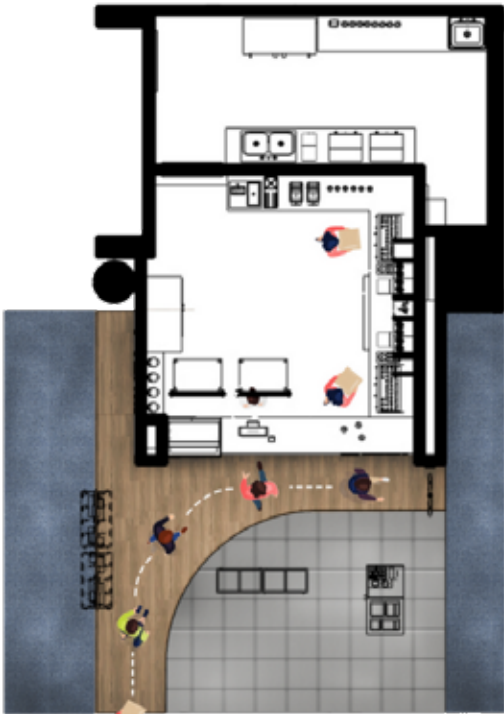


RHEA'S JOURNEY

TECHNICAL REVIEW

EMMA & JAMAL'S JOURNEY

QUEUING



LOW TRAFFIC



MEDIUM TRAFFIC



HIGH TRAFFIC

RHEA'S JOURNEY

SUSTAINABILITY



SMINK
STUDIOTILE



INTERFACE
LVT



DALTILE
PORTFOLIO
TILE



SW6608 RAVE
RED



CAESARSTONE
PRIMORDIA
4043



SW7012
CREAMY



ARMSTRONG
TILE 51901



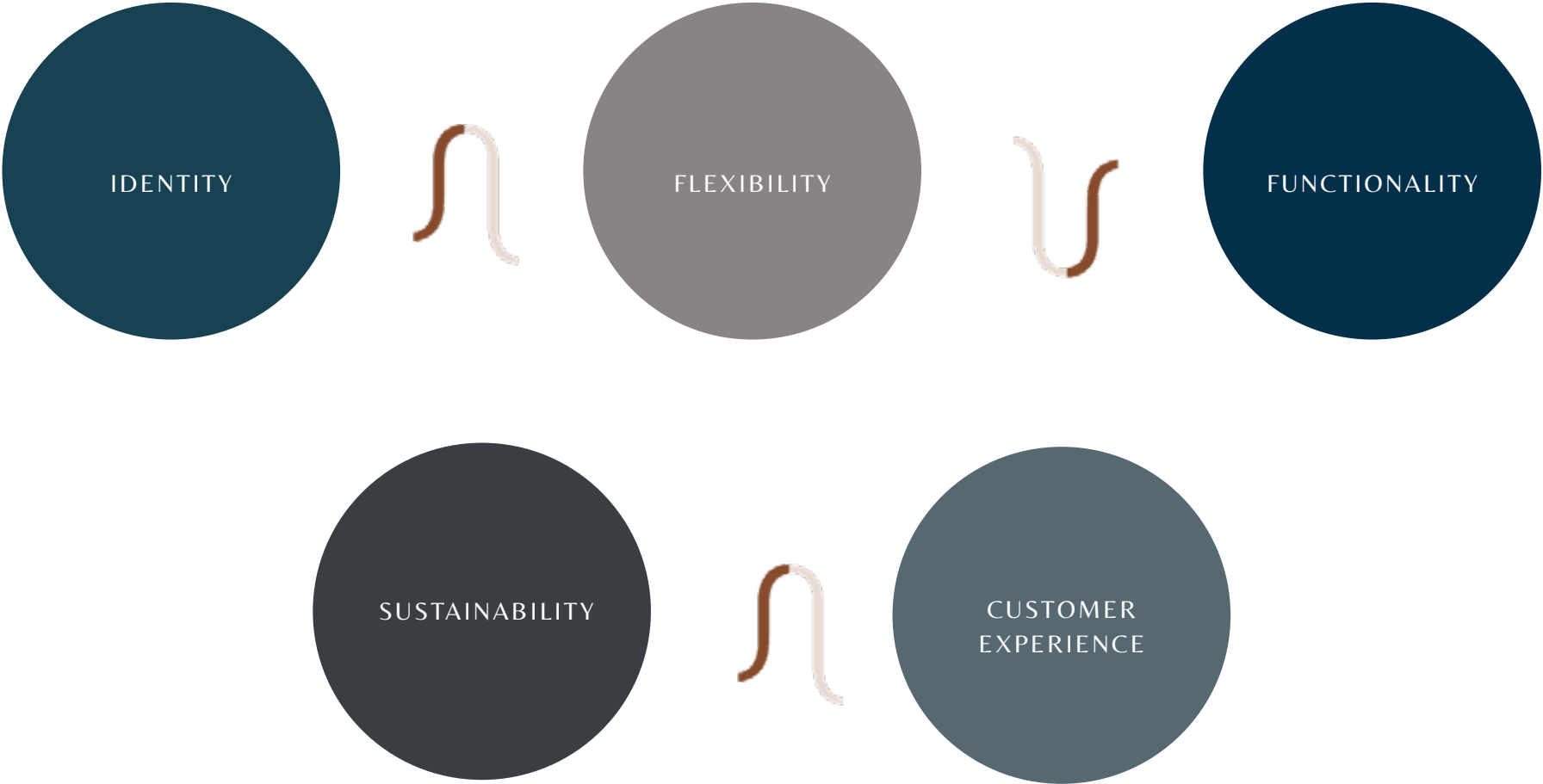
RHEA'S JOURNEY

SECURITY



HOW WE MET OUR GOALS

A PROCESS



SCAN THIS

THEN CLICK "ALLOW"



FACADE



BACK OF THE HOUSE

YOUTUBE VIDEO LINKS

INTRO - https://youtu.be/ycbG_tX2itA

JAMAL - <https://youtu.be/816JvMPZSRs>

EMMA - <https://youtu.be/4D0HU2mxIx0>

RHEA - https://youtu.be/H2rWge_UUsY

SOURCE

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