

TDS -339-01

Tuesday/ Friday 2:00- 6:00 pm Room: South Building

Instructors: James Meraz & Ben Luddy



Goodwill Retail

Environmental Design & Designmatters



Goodwill of Orange County's Retail Enhancement Design Challenge

Re-purposed shopping Building community

The Opportunity: Goodwill of Orange County operates 21 retail stores in Orange County. Many of our shoppers rely on Goodwill for its great prices, but they also understand that we are helping some of the most underserved members of our community. At Goodwill, we provide people with disabilities and other barriers the opportunity to achieve their highest levels of personal and economic independence. It is a true added benefit for shoppers to know that each purchase helps put more people to work.

Goodwill recently embarked on a project to enhance the shopping experience at our traditional stores. The purpose is multi-tiered.

1. To create a more visually appealing experience for our shoppers.
2. To communicate key messages that strike an emotional chord with our customers so they better understand that while they are in a great thrift store, each purchase has a purpose – helping others in the community.
3. To use recycled and sustainable materials to showcase that Goodwill is at the forefront of recycling and has been green, long before the term was coined.
4. To capitalize on the talent pool of young people to create a community project.
5. To engage our program participants by involving them in the assembly aspect of the project.

Criteria, Scope & Details: Re-designing the a new Spatial Experience for Goodwill

There will be an emphasis on using recycled materials such as palettes, large picture frames, mannequins and other industrial items found in our recycling and salvage processing areas. These materials will be combined with messaging developed by **Goodwill and Geyrhalter & Company**, a world-class Santa Monica design firm. Students would create design templates that could be duplicated throughout all our stores, as well as for new stores being developed in 2012 and beyond.

Project Scope: Goodwill has 21 retail stores in Orange County including a wholesale venue, the Goodwill Marketplace and our online store shopgoodwill.com. The design student aspect of the project was developed to give experience in budgeting, re-purposing and in gaining a deeper appreciation of Goodwill's mission services.

Objective: To promote products and services to new and existing customers. Base some of our messages specifically upon customer's emotions. Use thoughtful mission related issues that set us apart from our competitors. Unify the process across all our stores at the same time.