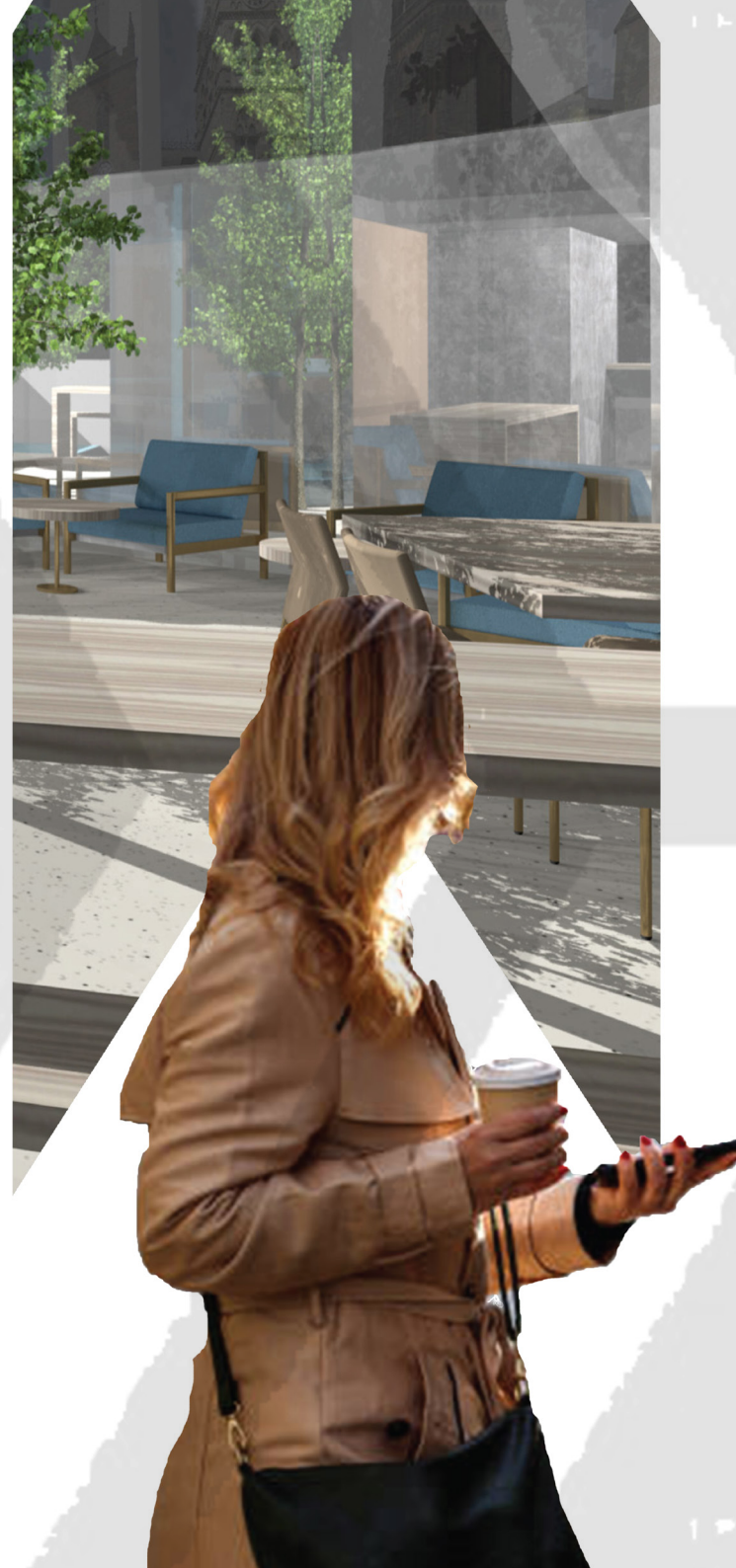
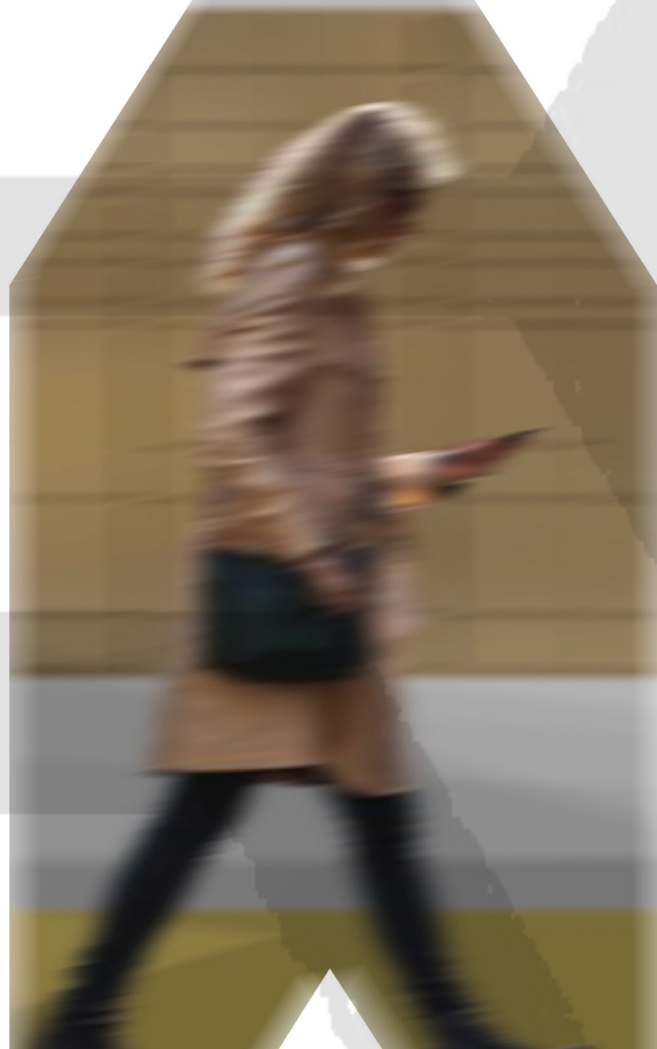




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References

CURRENT SITUATION

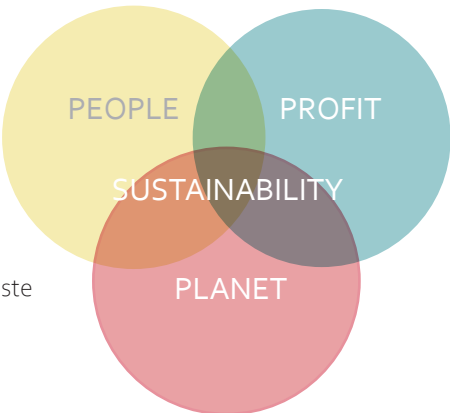
There is a changing nature of retail and the high street.

Councils want to keep a commercial and public center, however the impact of the internet has changed our shopping behaviour. There is an overwhelming amount of choice online and we can buy the exact item/product we want, with reviews and incentives. This means less visits to the highstreet and vacant highstreet shops. However, online purchases still physically need to be received or collected. From my research there are 1.8 millions parcels a year are collected in Chester alone.

If there was a collection point in the heart of the city center...
Could these collections be used to create footfall and some how get people back on to the high street?
Could this become an opportunity to educate about sustainable responsible purchases and buying smarter?
Could a reward system strengthen this?

RETHINK / REINVENT/ REDESIGN

- > Help regrow highstreets
- > Promote & educate about brands, products, designers & art
- > Collaboration, connect with the community
- > Help combat fast fashion & wastage by keeping items in circulation and generating less waste
- > Reduced carbon footprint
- > Gain attention, reputation and customer loyalty
- > Save people time



RESEARCH

In 2023, the country had nearly 60 million e-commerce users.

In the UK, the main companies involved in online parcel collection and drop offs are;
Amazon, Evri, UPS, DPD, DHL, Post Office, Royal Mail, InPost.

Looking at Amazon as the largest operator, they deal with 4.2 billion parcels a year in the UK and 10% of these are sent to one of their 16,000 pick up locations.

According to a report by Statista, over 80% of the population in the UK make online purchases, which means that over four in five UK consumers are online buyers.

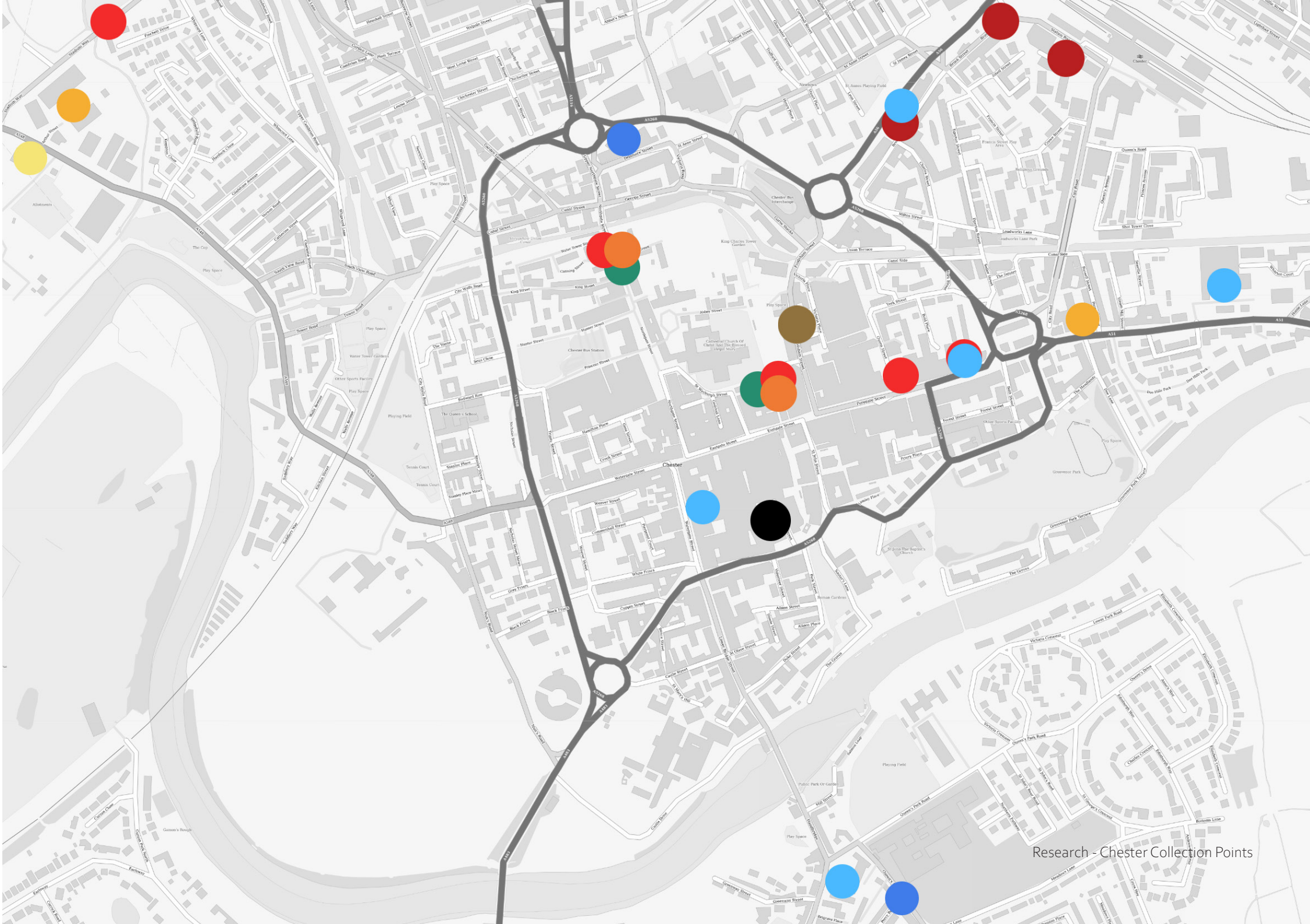
Using these numbers and looking at the population of Chester's 677,000 residents, the following estimates can be made;

- 80% of the 677,000 population shop online =541,600
- 541,600 x 34 (average parcels ordered per person per year) = 18,414,400

If we take Amazon's studys 10% will be sent to a locker = 1,841,440 parcels

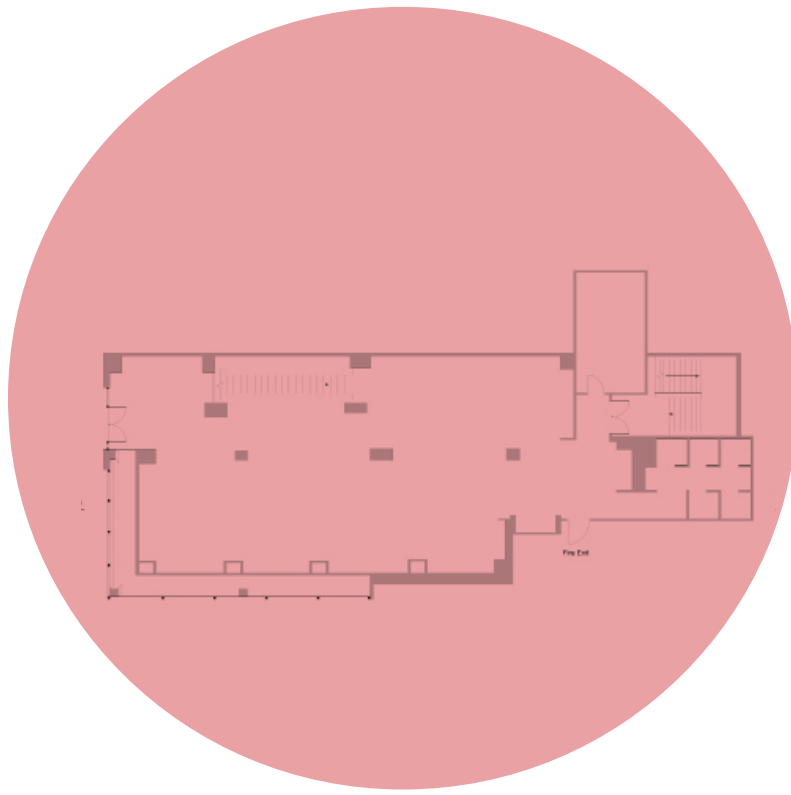
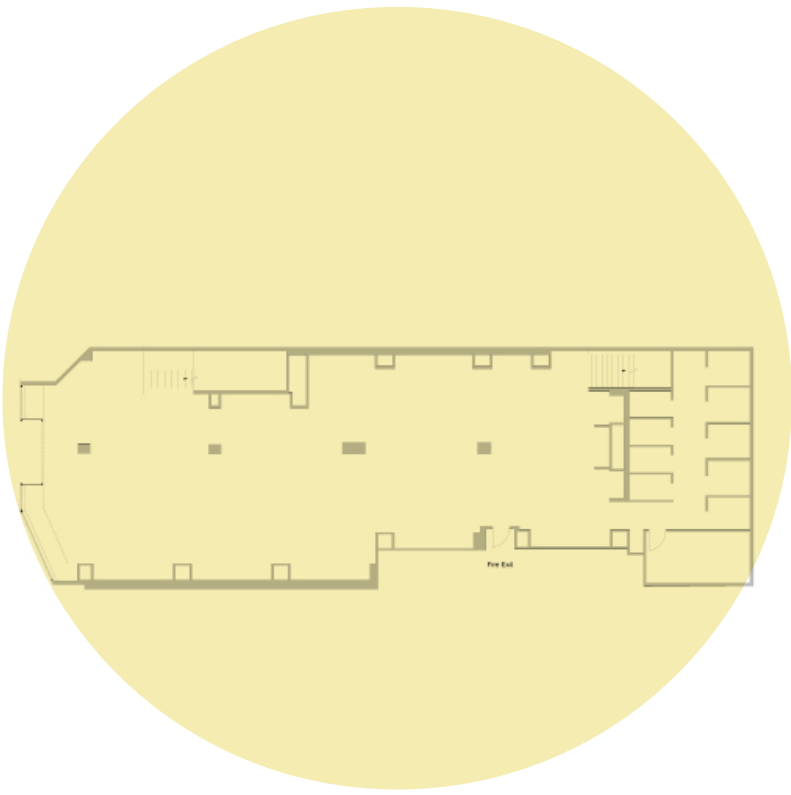
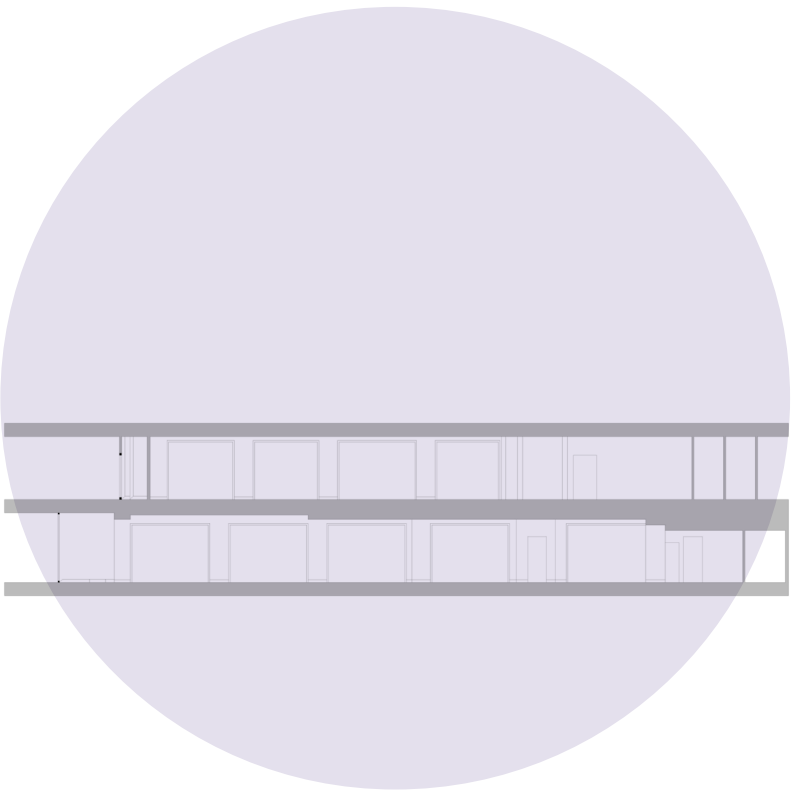
This is a potential of 1.8 million visits to Chester city center and more to return parcels.

Not only that, a recent survey says 77% of online buyers think returning parcels is too time consuming and £33.5 million a year is wasted on unwanted parcels.
Meaning there is an incentive to save people money and time if all their parcels are in one place, with the facilities to inspect purchasess and an option to return a parcel there and then.



LOCATION/SPATIAL ZONING

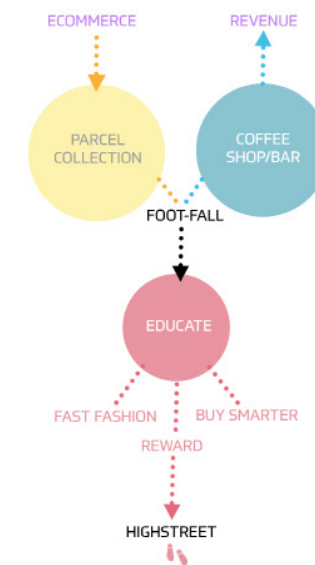
14 St Micheals Square



CONCEPT

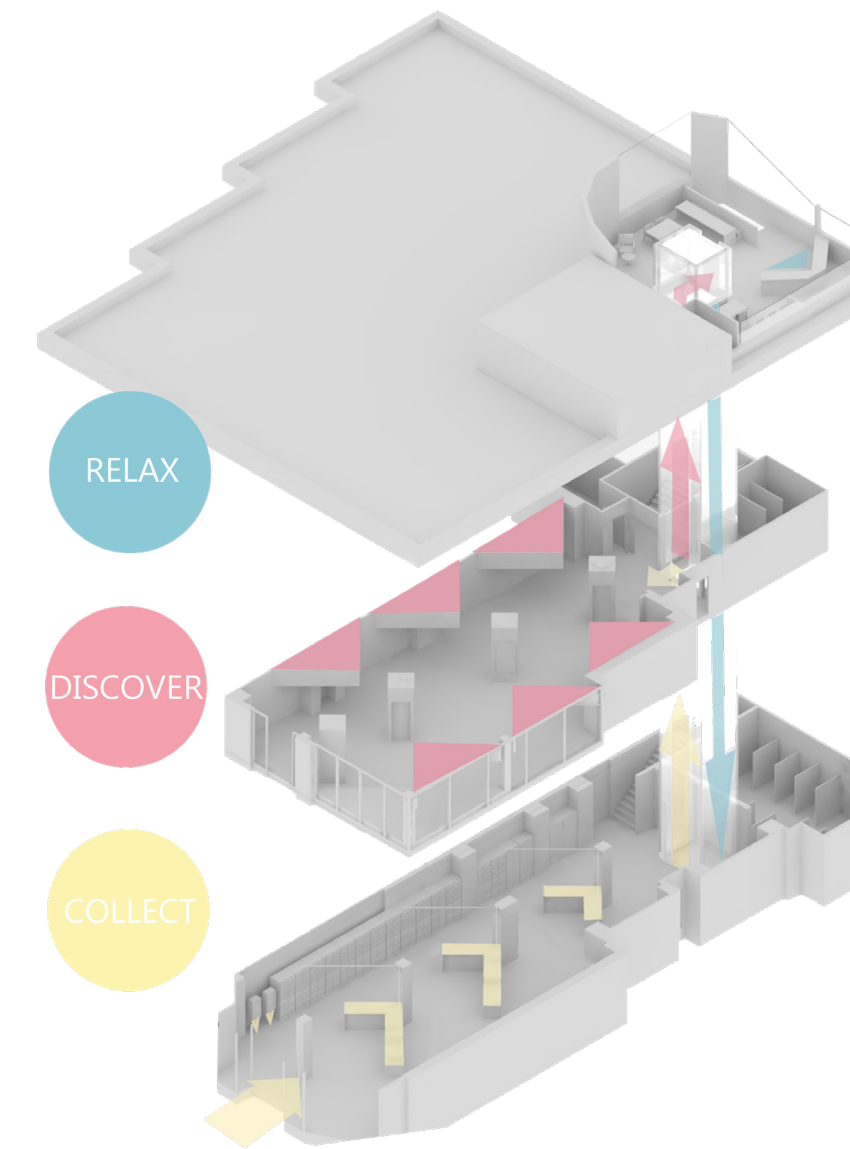
COLLECT / REPACK / TRY-ON / SEND/DONATE / DISCOVER/ RELAX

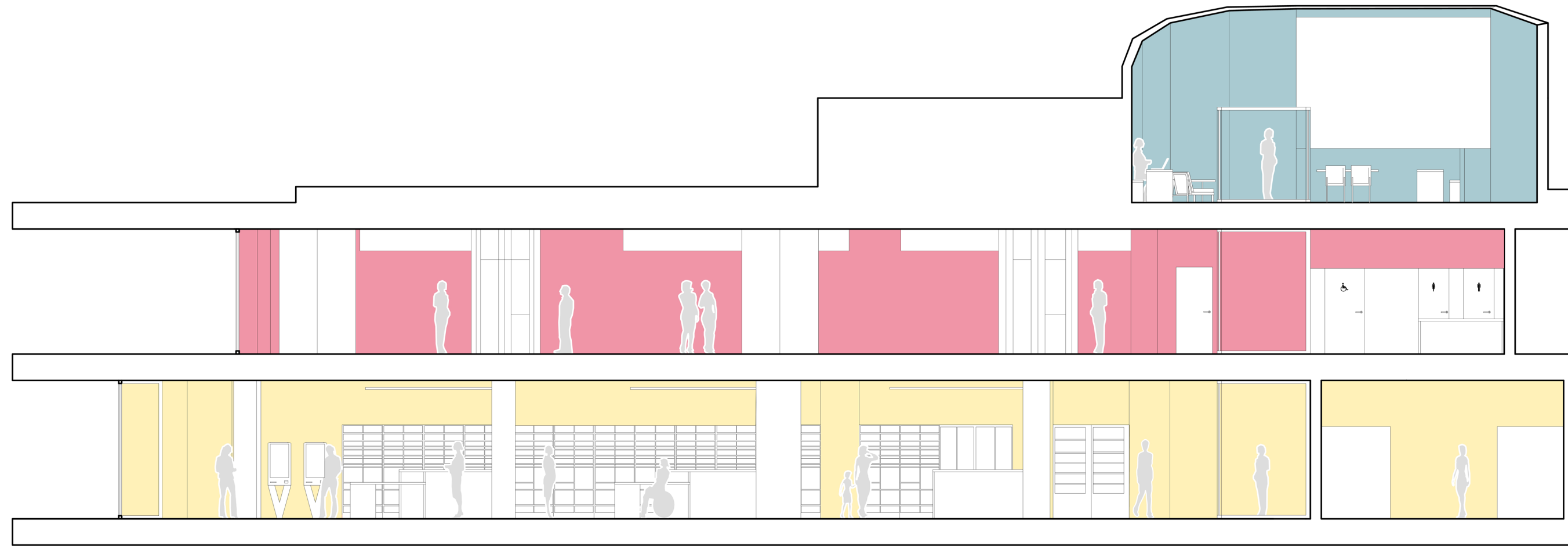
- A self service system to be used by the circa of 500k online buyers in the Chester area.
- Aiming at online buyers to collect all their online purchases in one place with space to open their parcels there and then, along with a fitting room to try things on. Any unwanted items can be returned while you are there saving alot of time and effort.
- With the accumulated time saved, I have introduced a 'Discover' area where small pop ups of brands can exhibit their designs, techniques, ideas and information on why you should buy and invest in a well made product from them.
- An interactive space with a reward incentive, discount codes to then spend in a physical store.
- A donate station is also available to donate and collect a reward with involvement from the community and the local Business Improvement District (BID) with donations going to local charities.
- The roof is an area to reflect and relax, to online shop and a space to meet friends/family. Time saved spent here after collecting/ returning purchases.

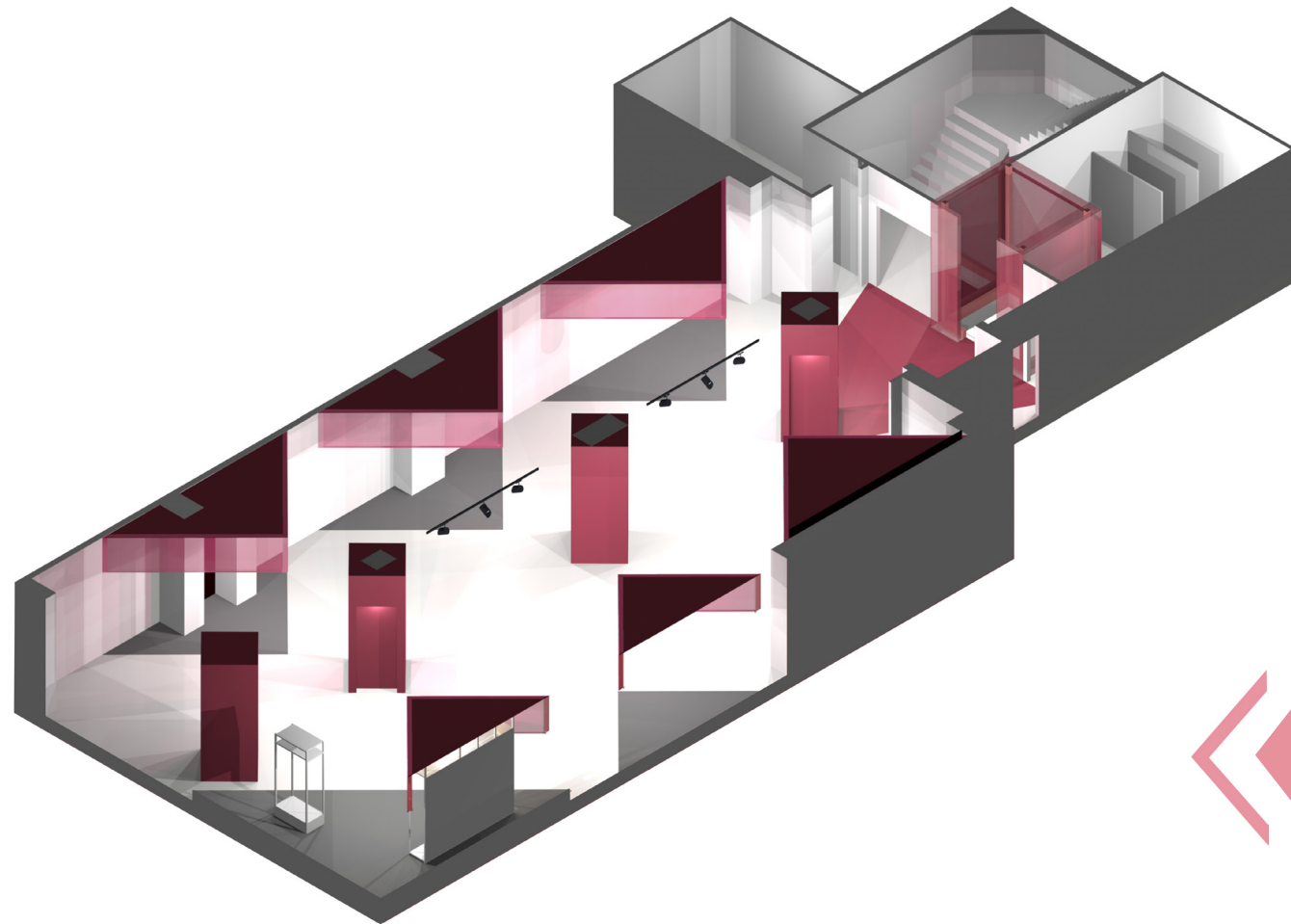
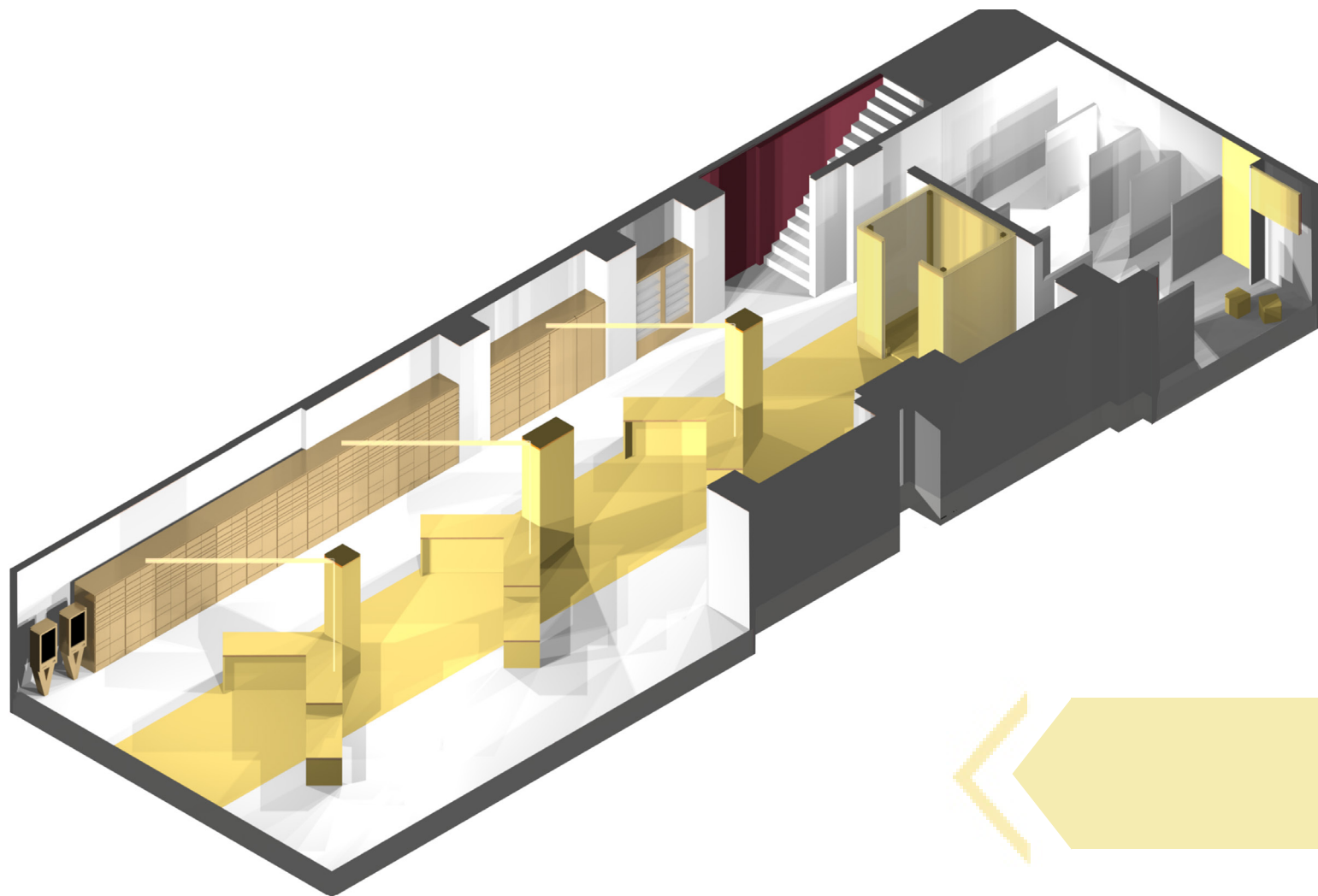


OBJECTIVES

- Stream-lines delivery, collection and return process.
- Reduces time spent collecting, waiting for and returning parcels.
- Provides a one-stop-shop in a convenient city center location
- Offers insentives and increase awareness of consumer habits.
- Creates three levels of user experience.





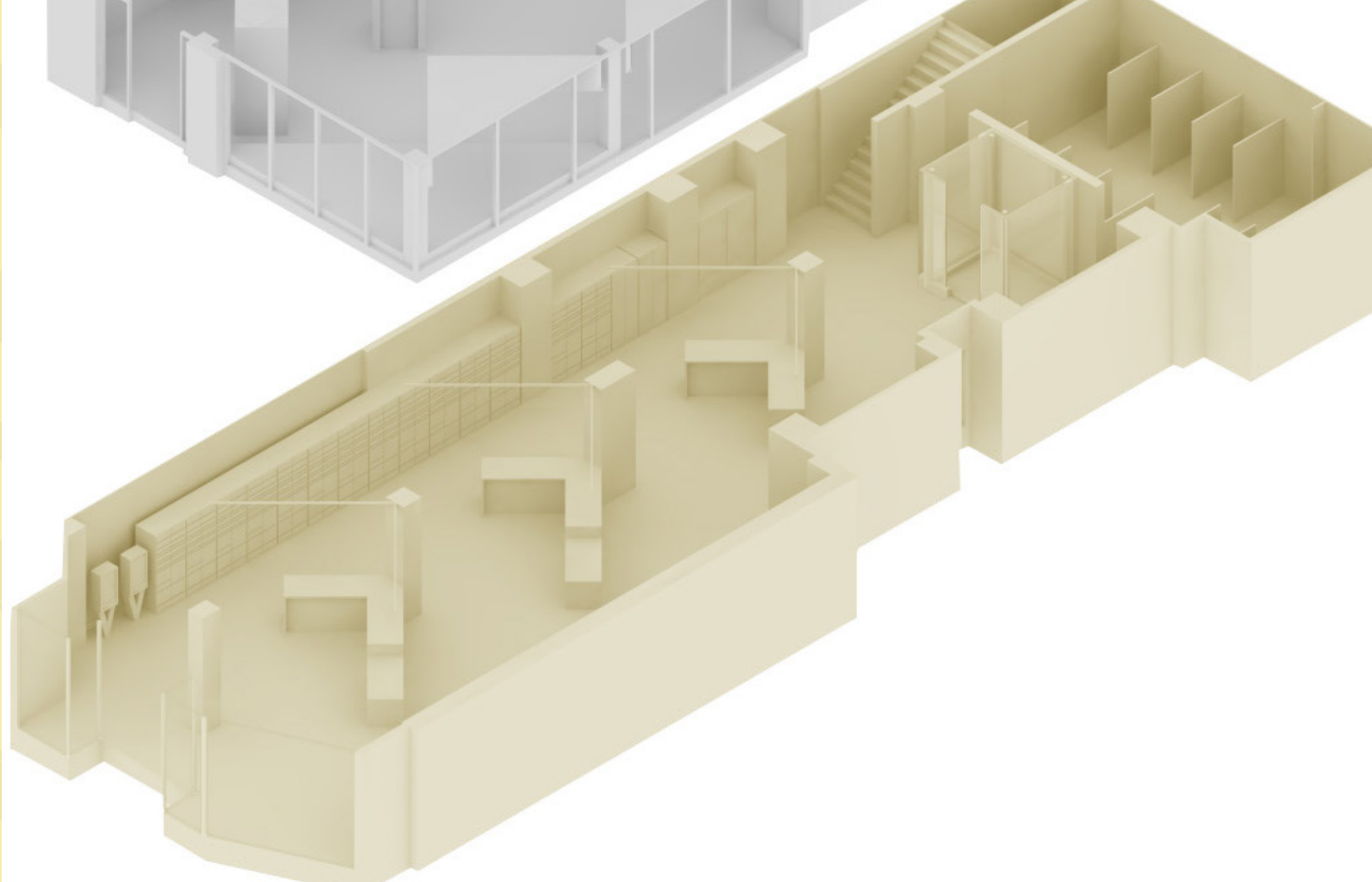


DELIVERY

- *Delivery and collection of parcels.*
- *Easy access*
- *Building is built for purpose*



Level ONE



COLLECT

TRY-ON

RETURN/SEND

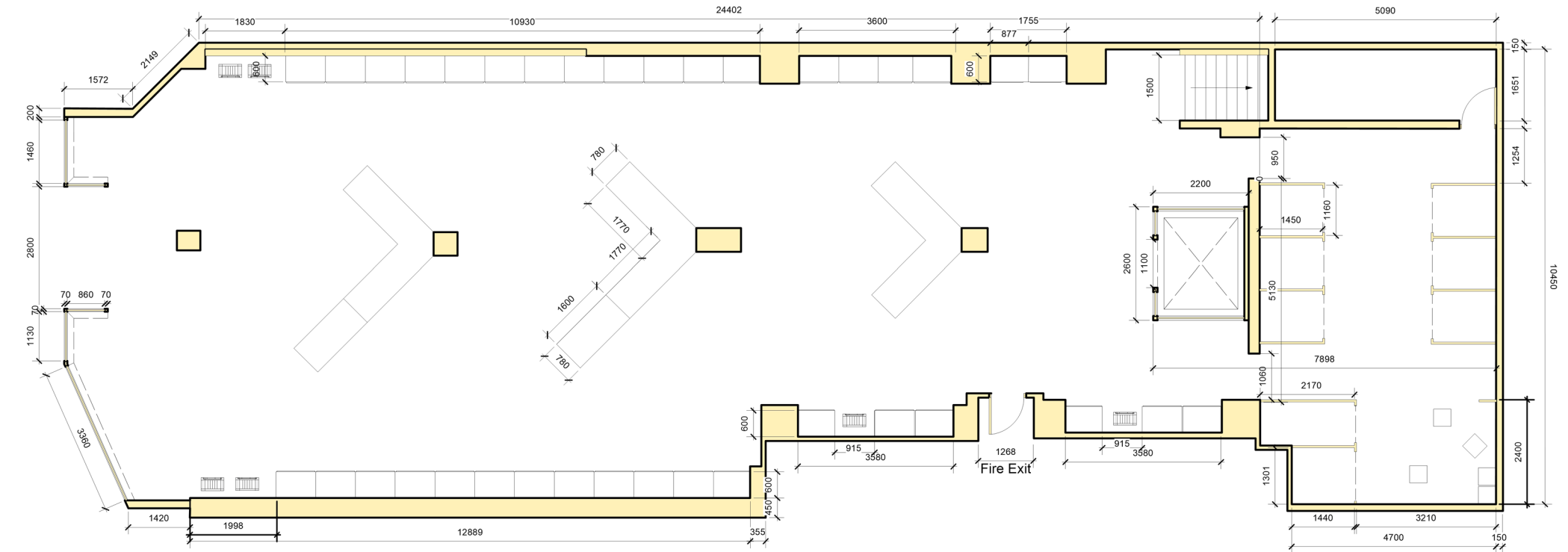
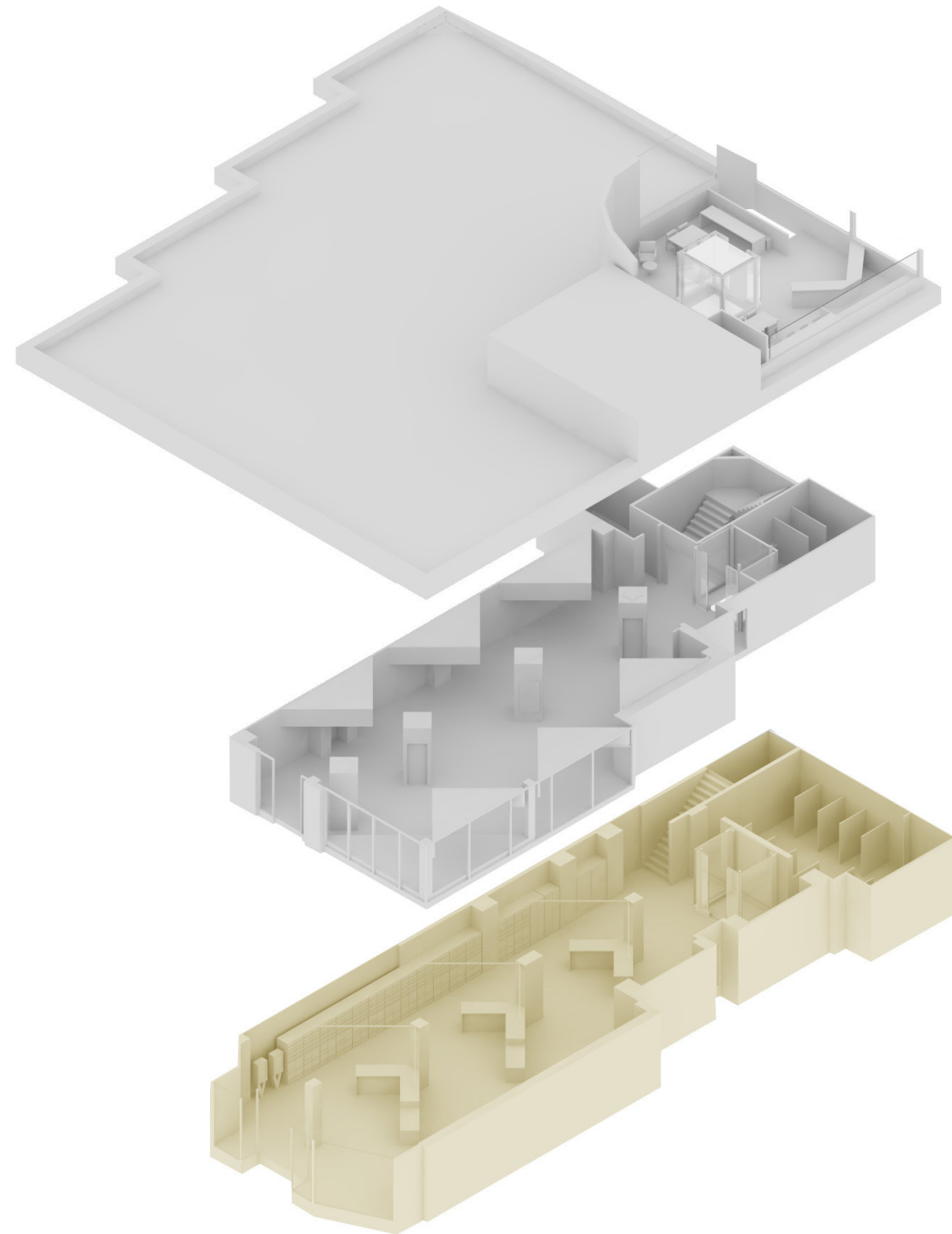
- Collect online purchases by locating the storage locker using the interactive screens.

- Open parcels in store.
- Try on any garments in the changing rooms provided.
- Recycle packaging, putting into recycle bins.

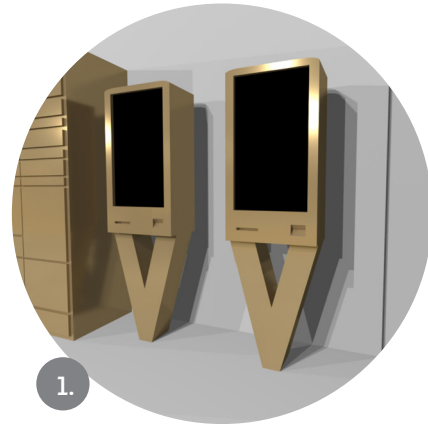
- Wrap parcels in store.
- Returns/send items using the screens to locate a storage locker.

USER EXPERIENCE: Fast paced, High energy

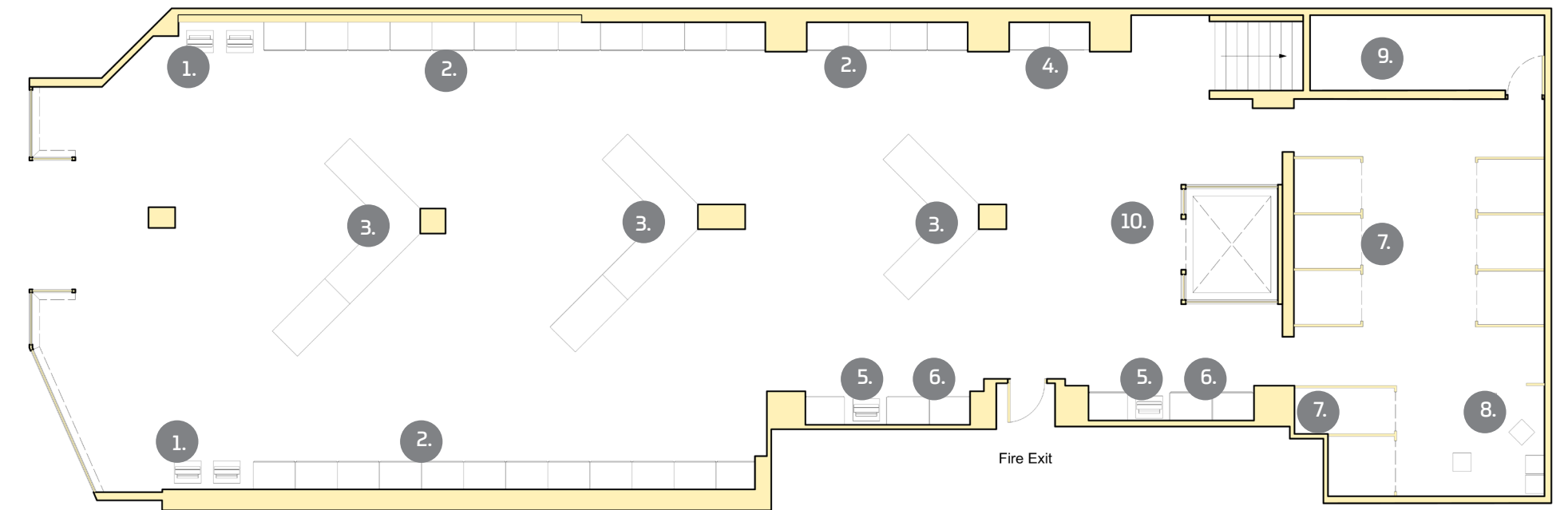


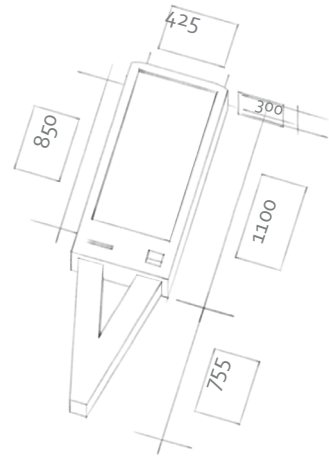


Level ONE- Floor Plan Dimensions 1:130



1. Collection Point, Interactive Screens
2. Collection Lockers
3. Unpack/Repacking station
4. Packaging supplies vending machine
5. Return Screens
6. Return Lockers
7. Changing Rooms
8. Seating/Waiting area
9. Office/Storage area
10. Lift access to 2nd & 3rd Floor





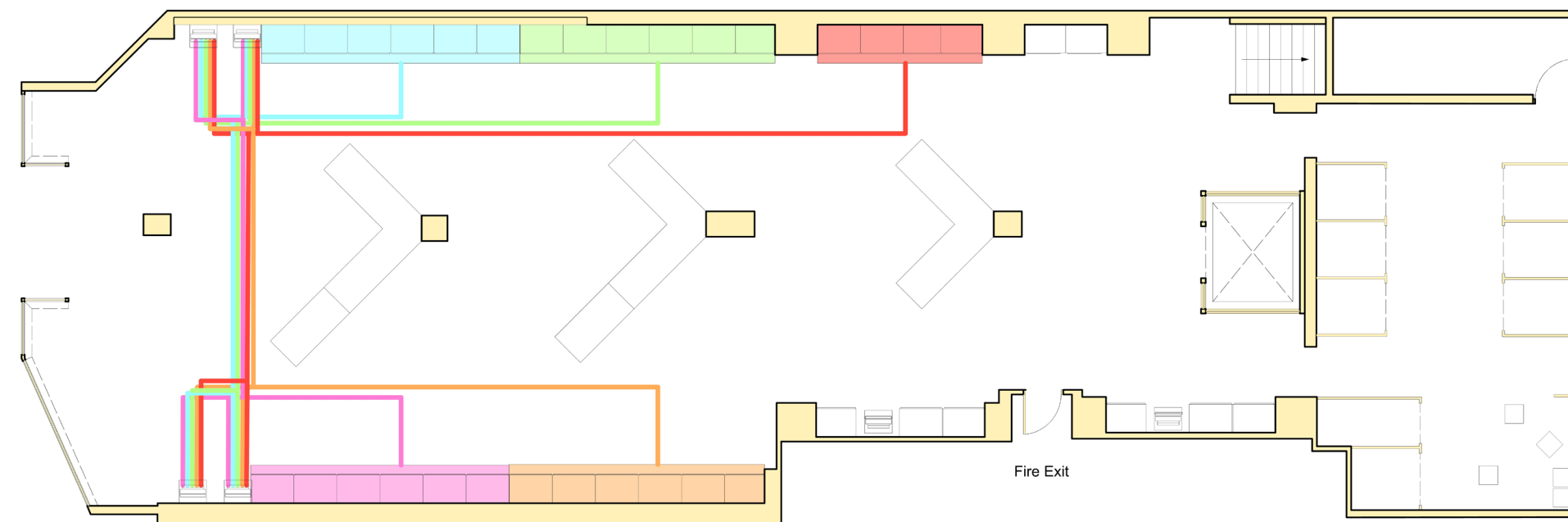
INTERACTIVE SCREENS

- An interactive parcel service
 - Collect & send parcels using the interactive screens
- > Scan or enter the collection code from the online receipt
- > Follow the LED path

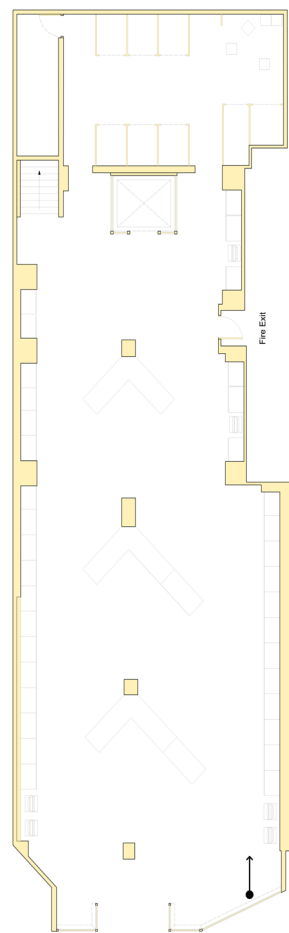




- > Scan or enter the collection code from the online receipt on the interactive screen.
- > An LED path will light up along the floor.
- > Follow the light to locate the storage locker
- > This path is timed to allow you to get to the locker.
- > The locker door will open automatically.

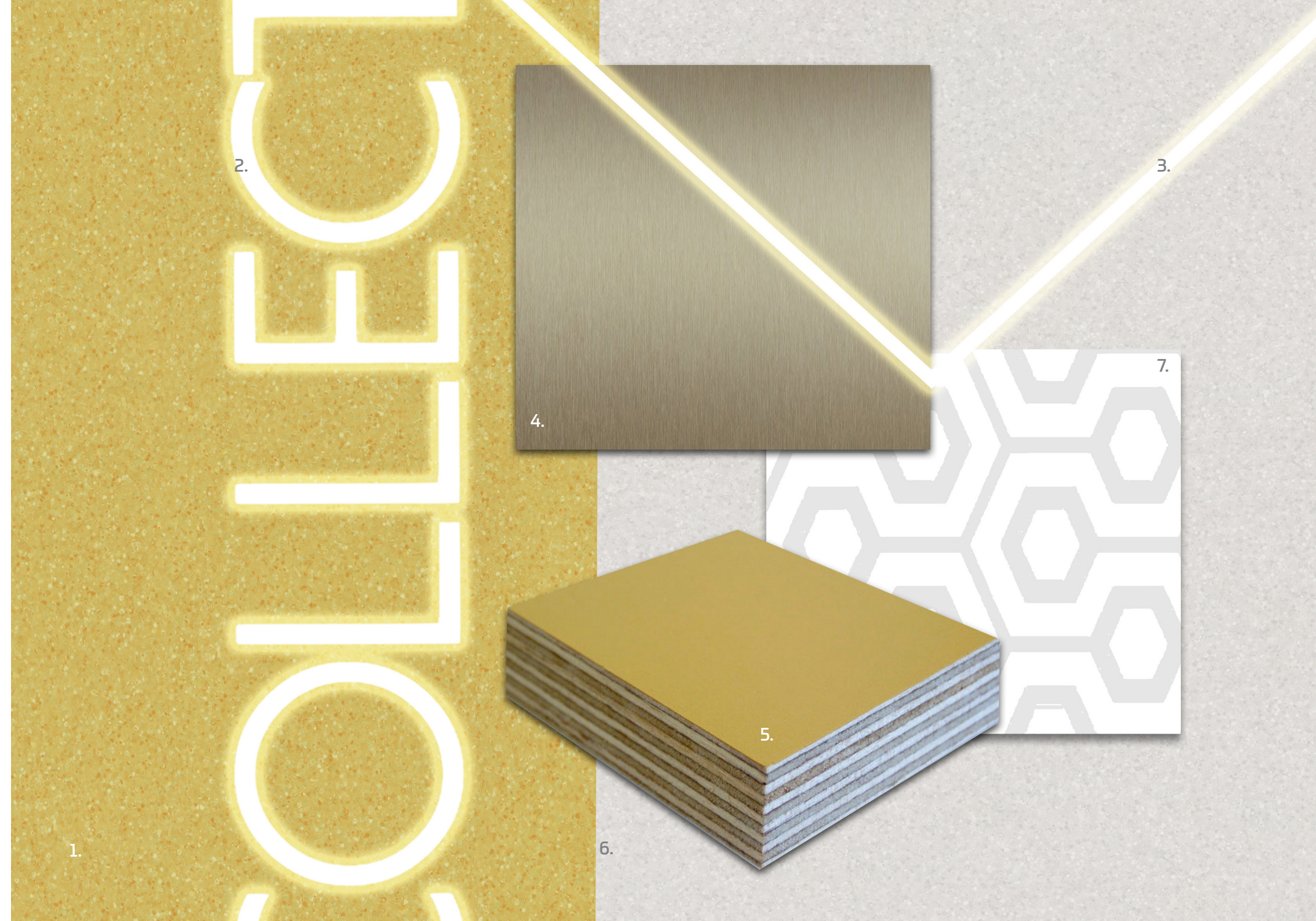


Level ONE- Interactive Screens LED Way Finder



MATERIAL BOARD

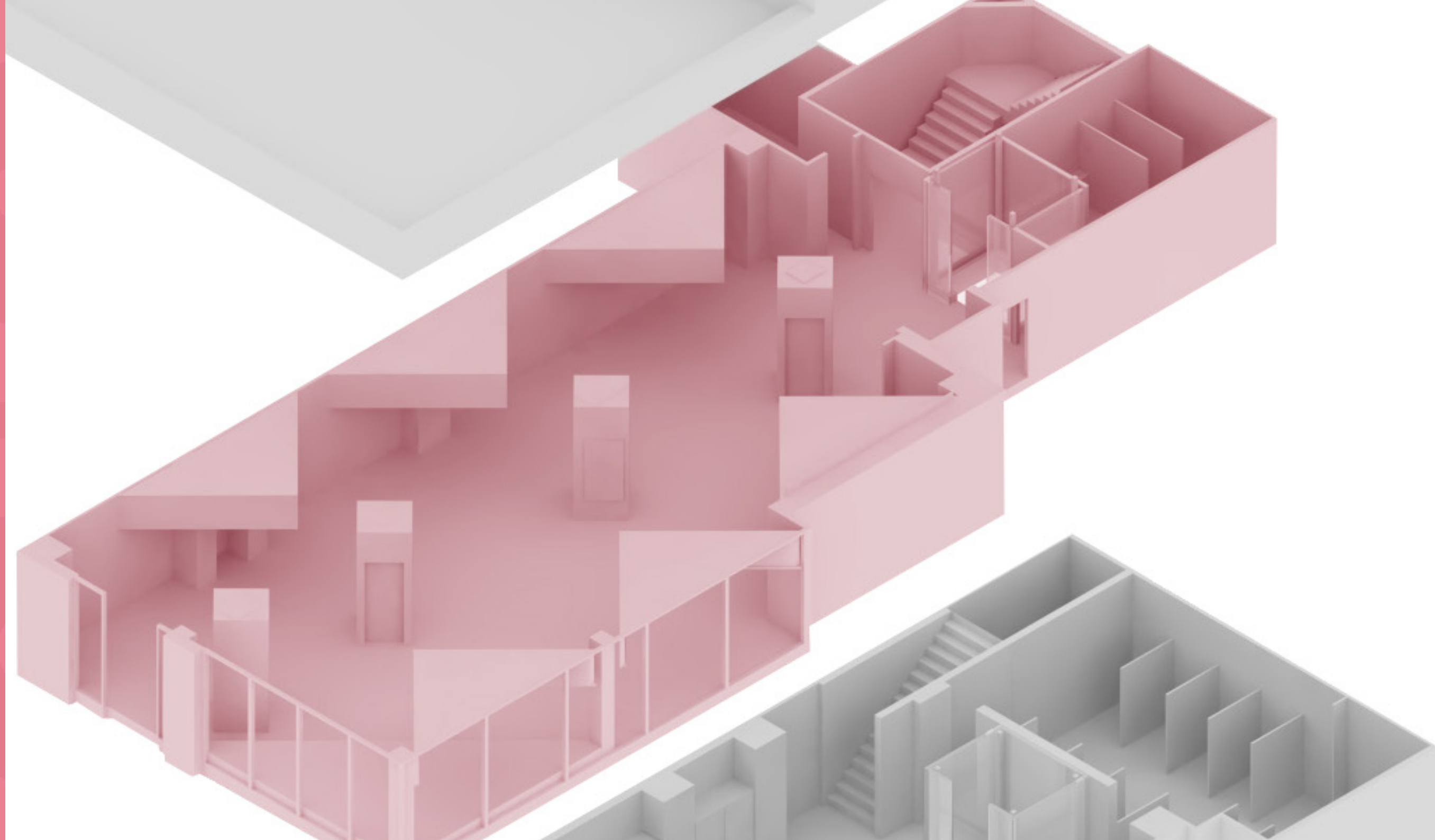
1. Sphera Element Vinyl Flooring. 51054 - Contrast Amber. Forbo. www.forbo.com
2. Neon Sign. Dolce Vita - Light Yellow. Neon Signs Now. www.neonsignsnow.co.uk
3. Recessed LED Strip Light. Shining. www.shinlight.com
4. Automated Parcel Lockers. Bespoke metal - Light Bronze .JC Metal Works www.jcmetalworks.co.uk
5. Laminate Bespoke Tables. F8857- Just Gold. Formica. www.formica.com
6. Sphera Element Vinyl Flooring. 50000 - White. Forbo. www.forbo.com
7. Custom Vinyl Wall Graphic - www.vinylne.co.uk







Level TWO



DISCOVER

DONATE

REWARD

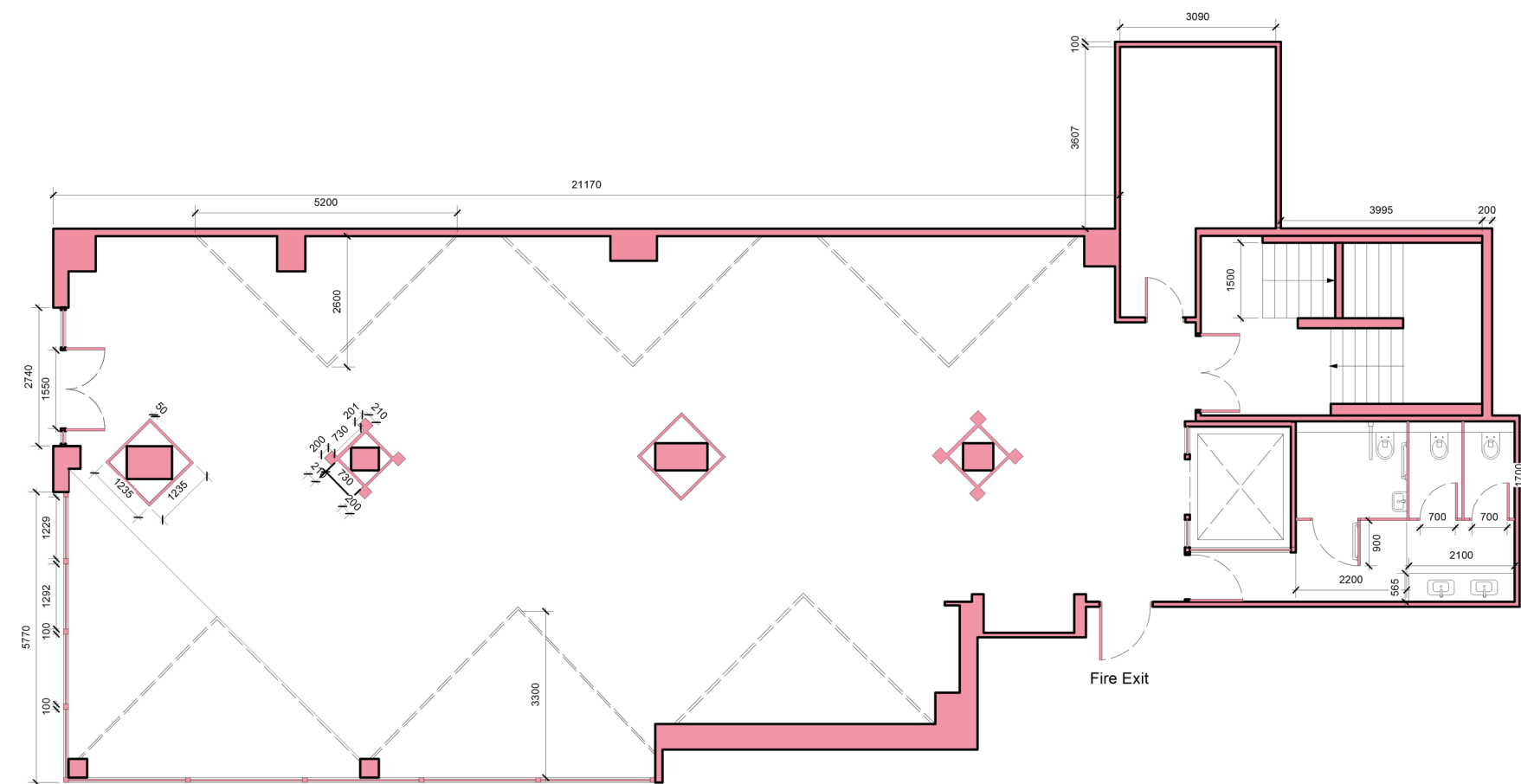
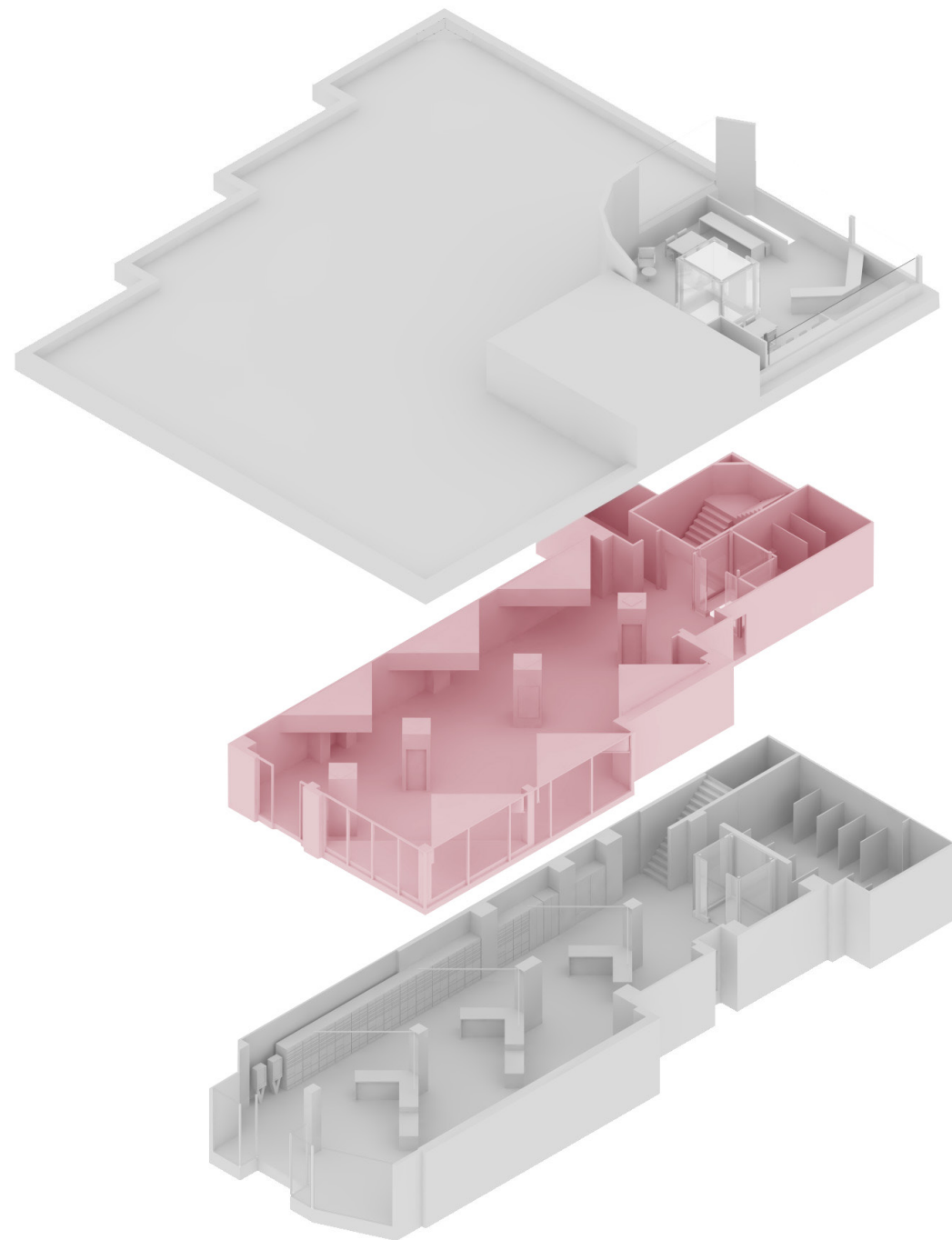
- Pop-up shops/guest exhibitions will successfully reach consumers and can even target hard to reach consumers.
- From small independents to large corporations.
- Swatches/Manufacturing techniques/Designer bio's/ Buy smarter/Buy to last/Eliminate fast fashion/Reduce carbon footprint.

- A station to donate new unwanted items. Items out of the 'return by' period, unwanted gifts.
- Qualify for a voucher /QR discount code.
- Working with the local community, Chester BID to get rewards/discounts for local businesses.
- A reward incentive to donate and recirculate items.

- A reward for taking the time to discover and learn.
- Redeem in a physical highstreet store getting people back onto the highstreet.

USER EXPERIENCE : Curisoty, Learning, Thought provoking

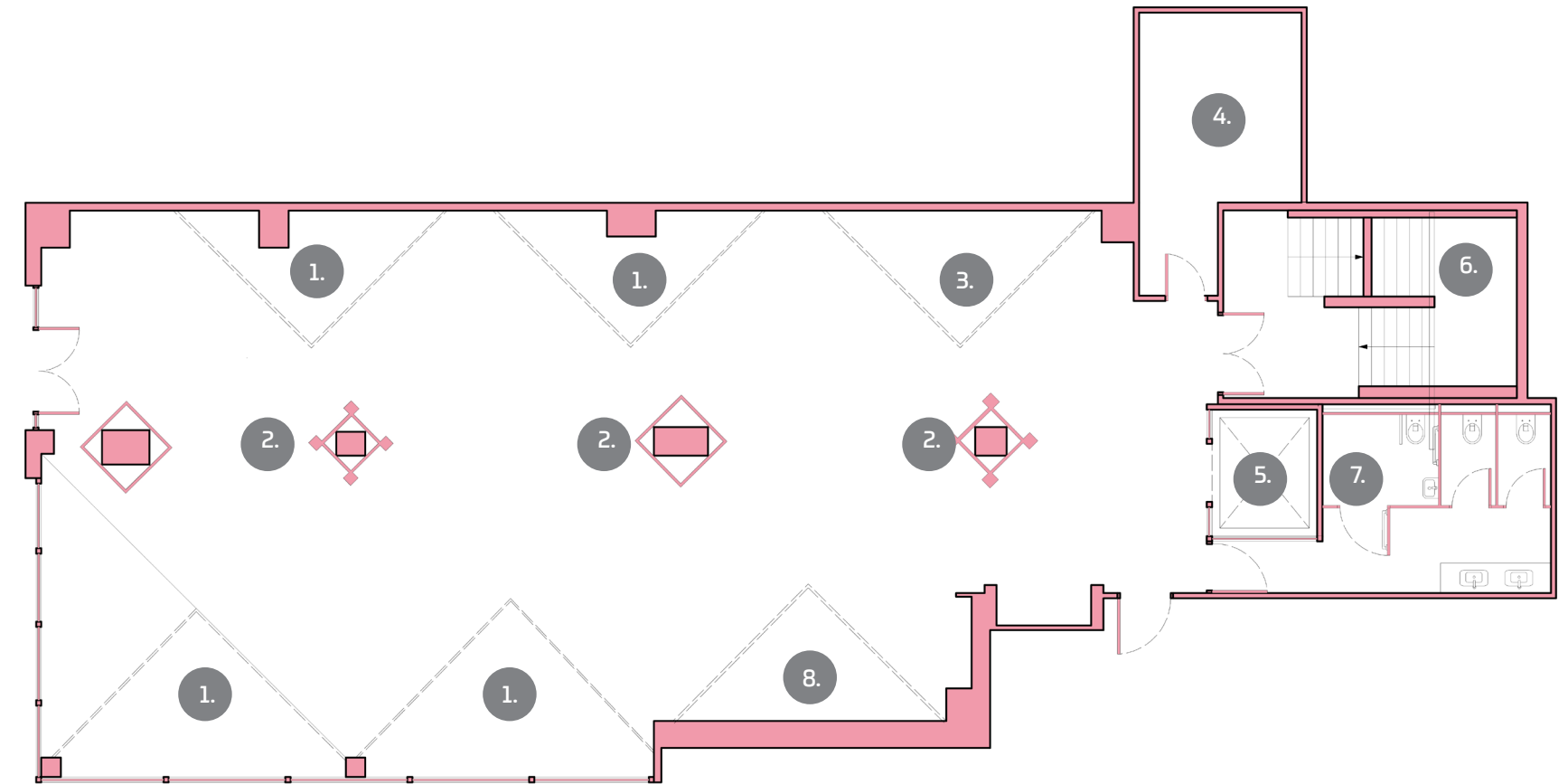




Level TWO -Floor Plan Scale 1:130



- 1. Exhibition/Pop-up space
- 2. Display posts
- 3. Donate Station
- 4. Storage Room
- 5. Lift
- 6. Staircase
- 7. W/C
- 8. Photo station



Level TWO- Floor Plan Zoning Scale 1:130

DON'T BUY
THIS JACKET

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

patagonia

BUY

LESS

CHOOSE

WELL

MAKE

IT

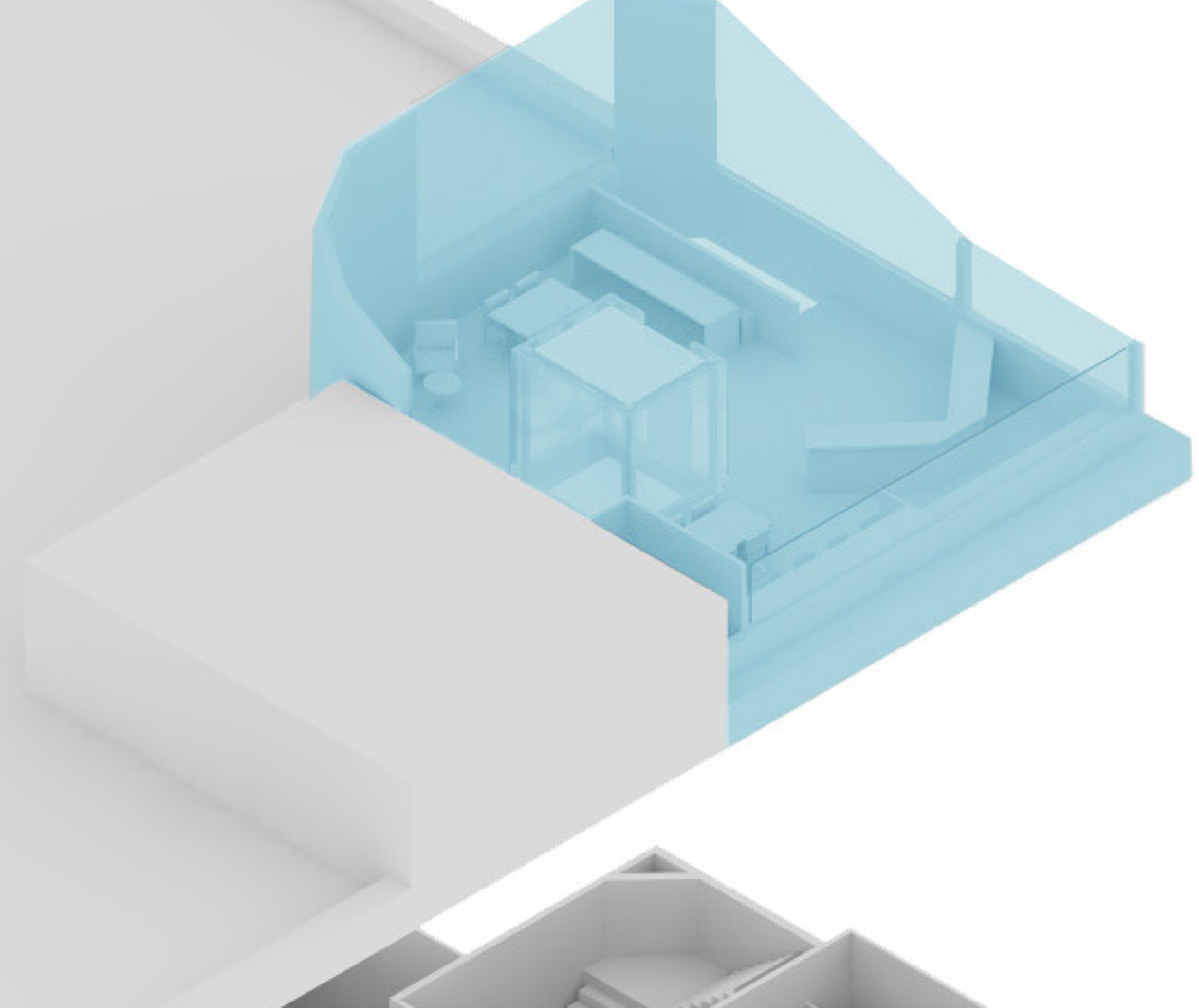
LAST

ETHICAL FASHION
STARTS WITH ONE QUESTION:
*Who made
my clothes?*





Level THREE



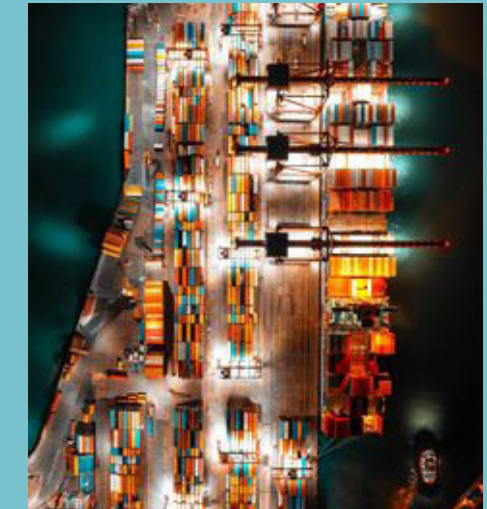
COFFEE/BAR

REDEEM

E-SHOP

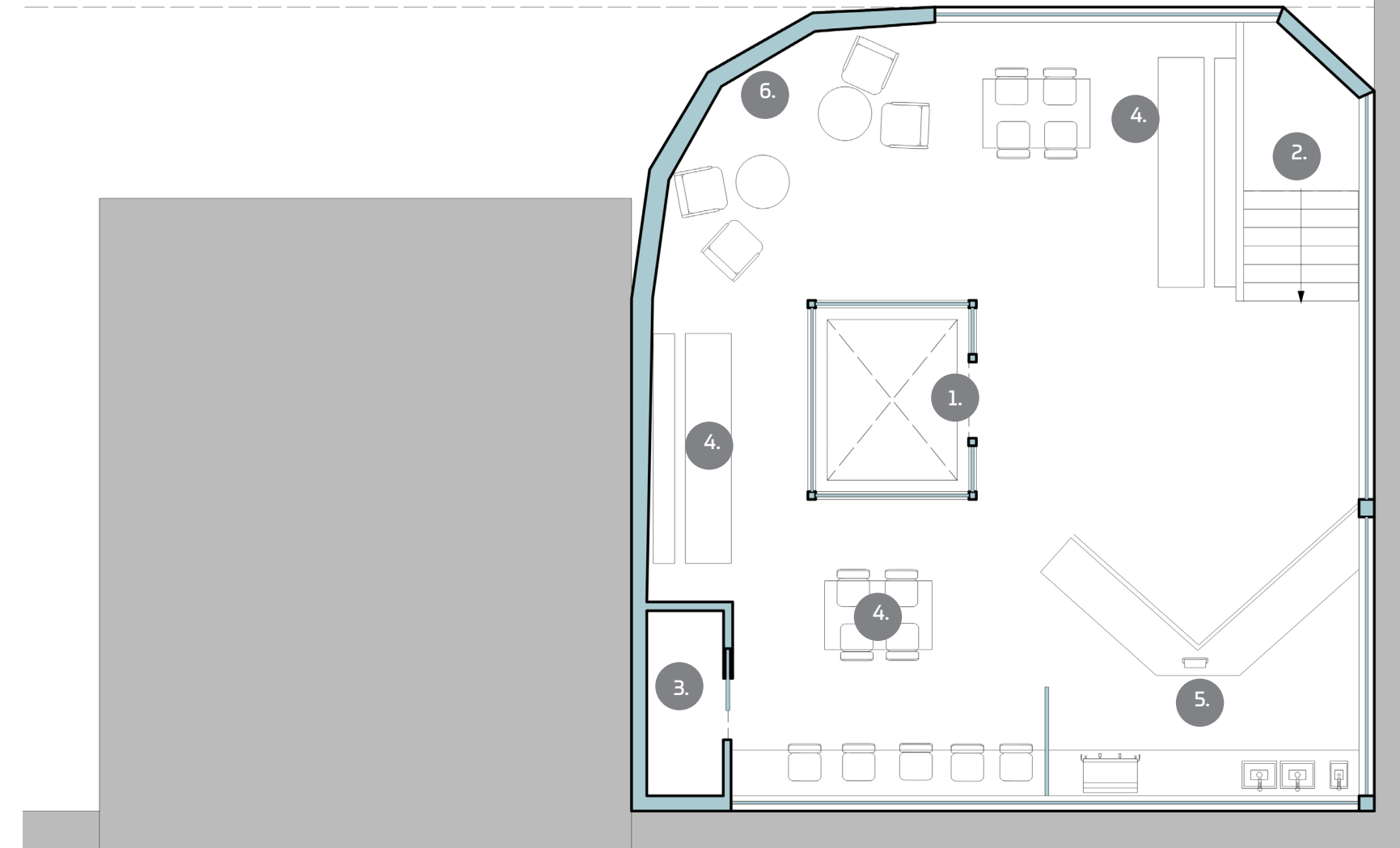
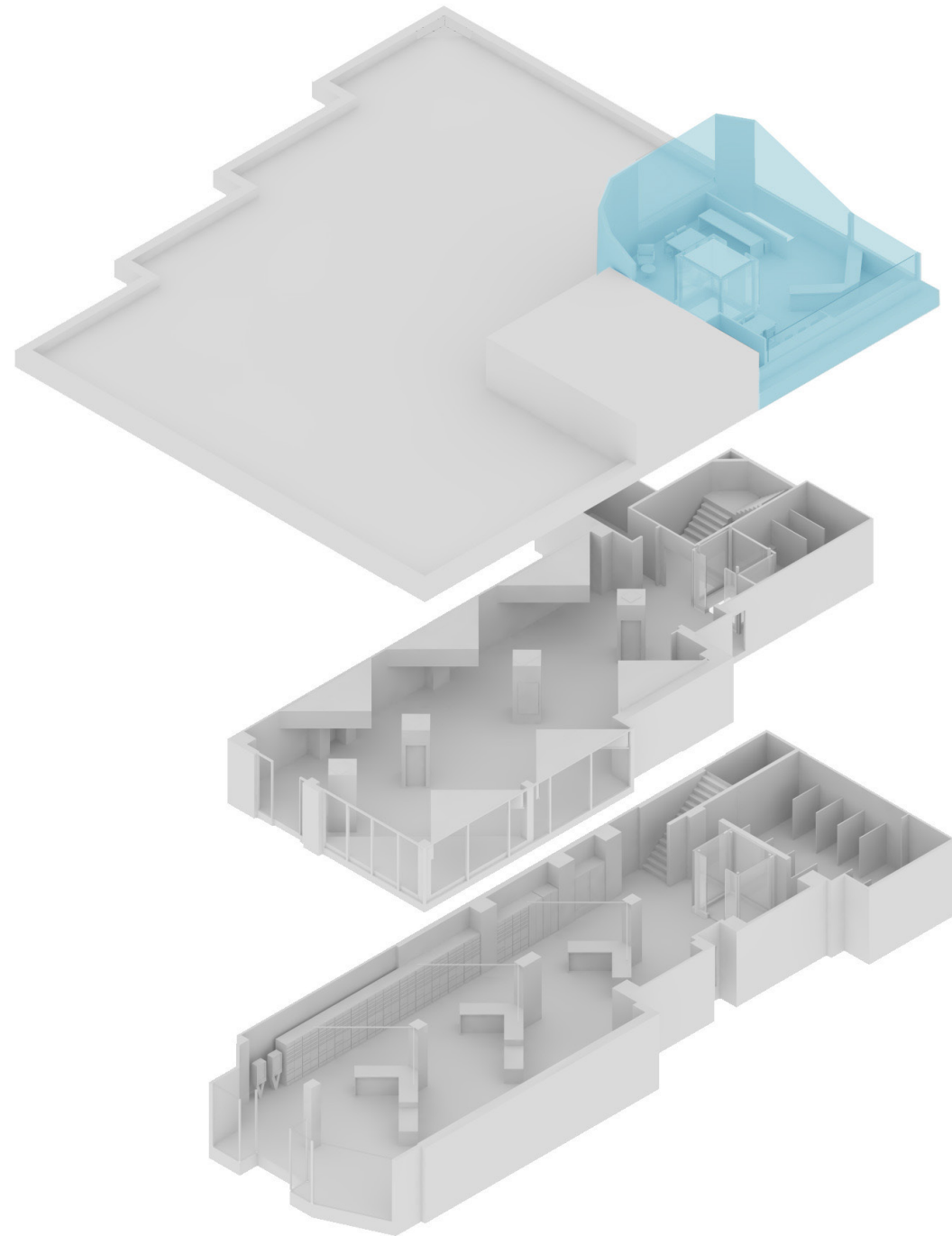
- *Generating more footfall.*
- *Surrounded by a collection of roof tops and unique views.*
- *Collect your parcels, discover a new brand and relax with a coffee in hand.*

USER EXPERIENCE: Slow down, Comfortable, Social, Reflective

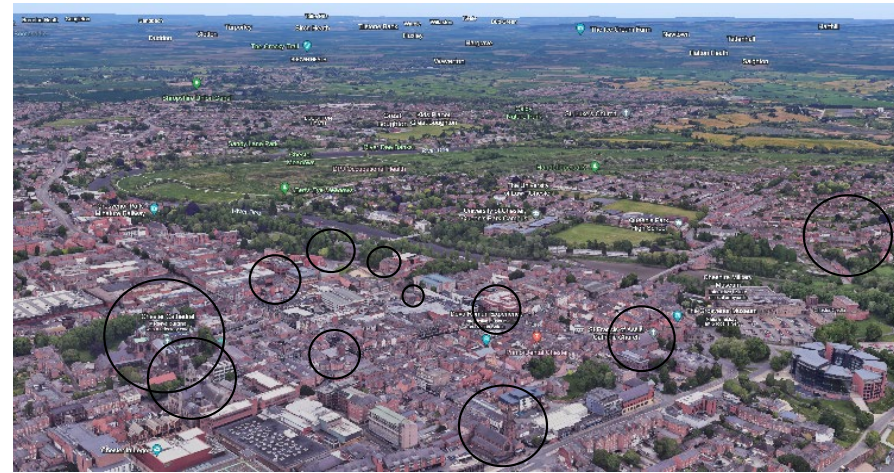


- *Reap rewards.*
- *Send saved time on relaxing.*

- *Creating a sense of comfort, community and productivity.*
- *Shop online, socialize, work.*

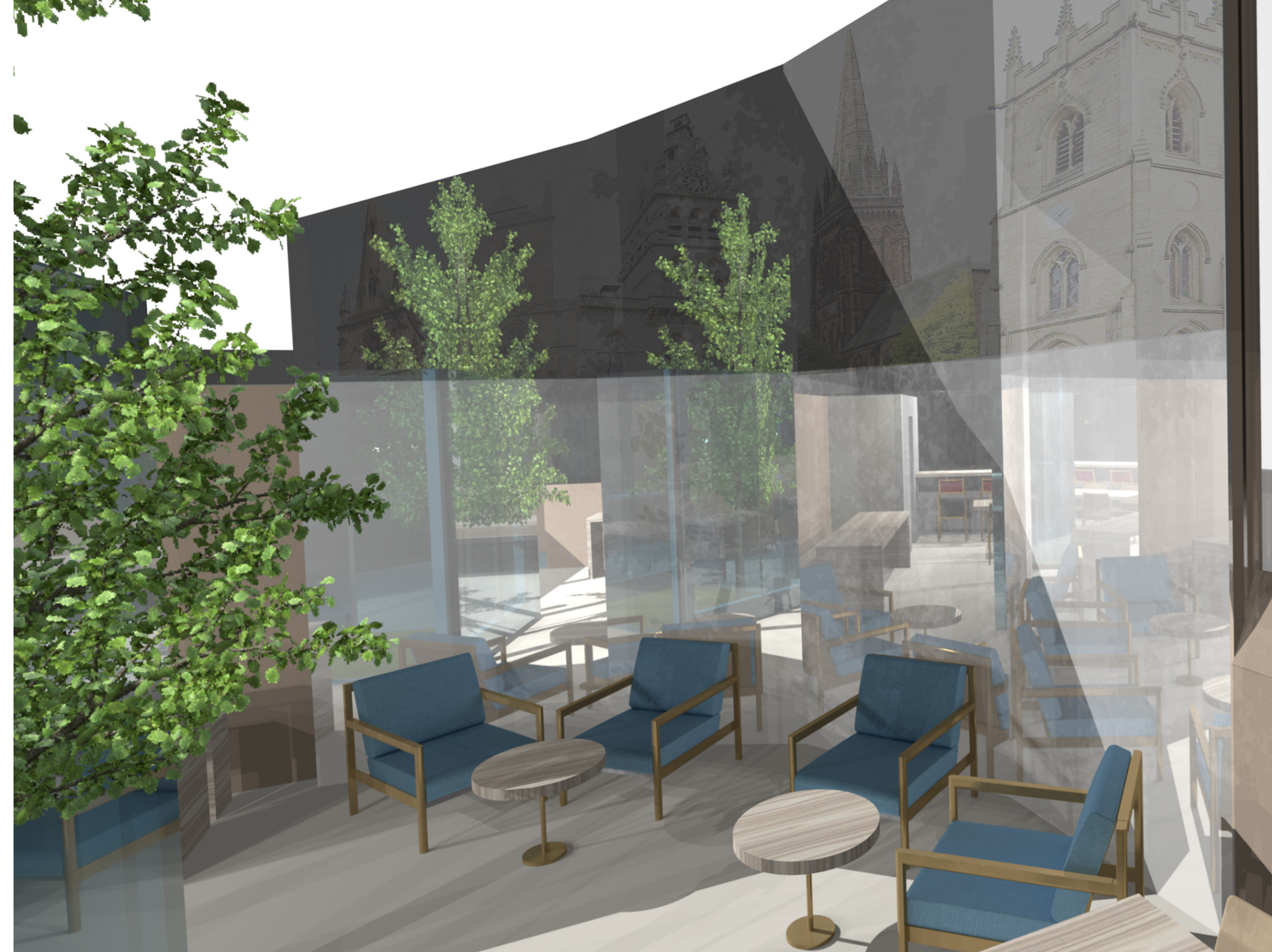


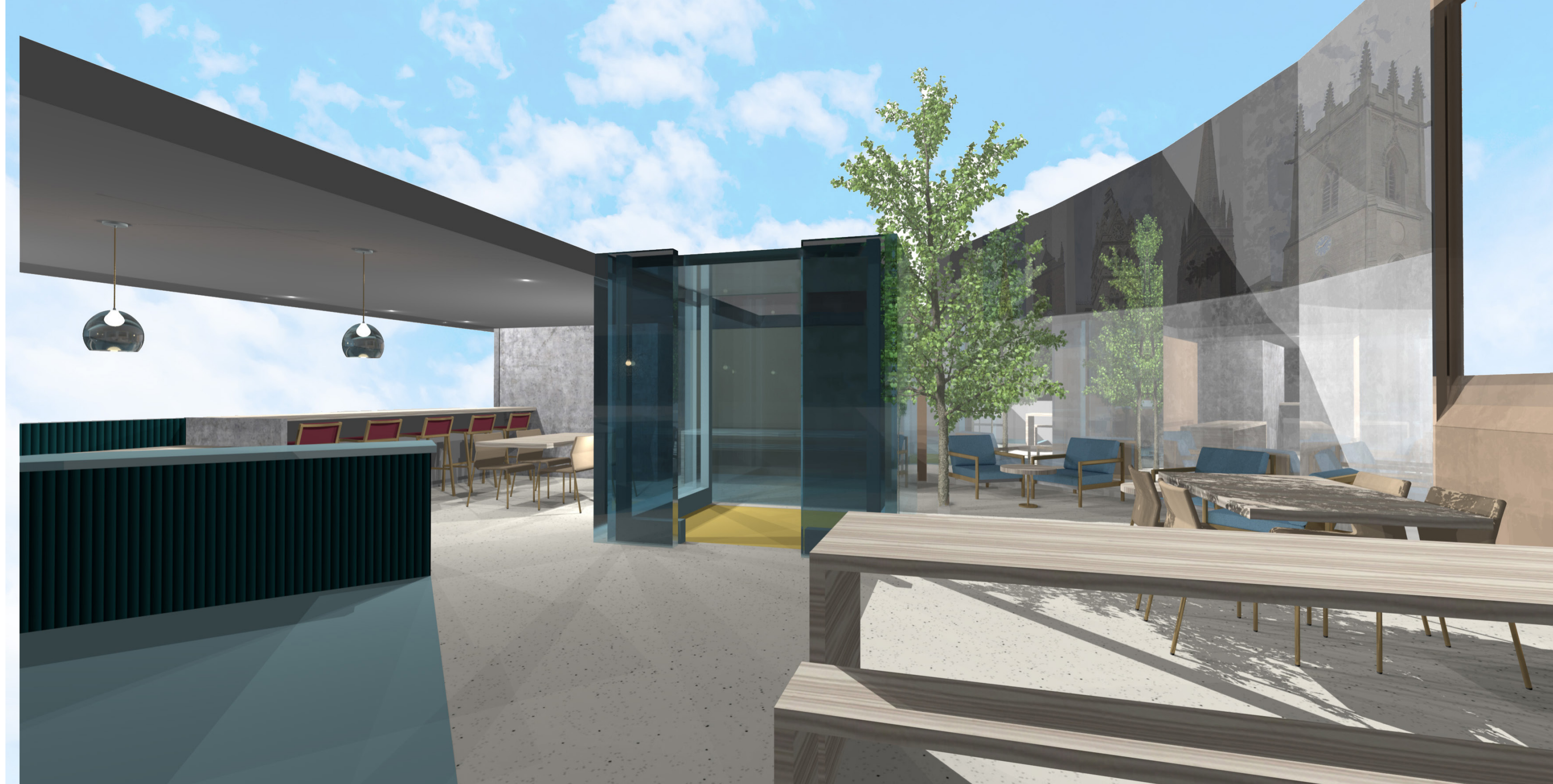
- 1. Lift
- 2. Staircase
- 3. Storage
- 4. Seating
- 5. Coffee/Bar Counter
- 6. Mirrors



A-Spire View

- The site's roof has a unique view point of Chester.
- Following the concept of collecting, here roof top views of surrounding church spires are collected with strategically angled mirrors.
- A collection of views to enjoy with time collected and saved from using the services available in the building.







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