

Apple Store

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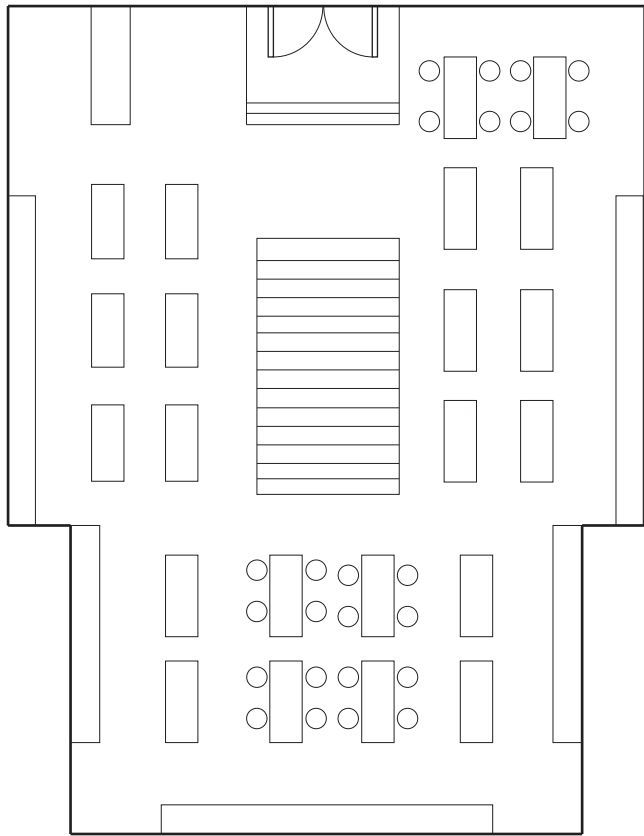


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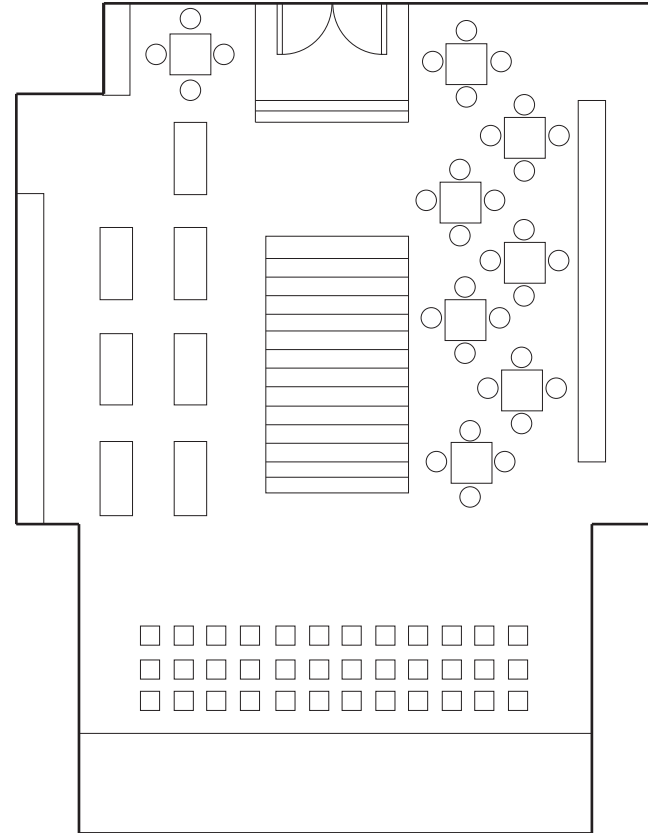
1. Question
2. Site / Plan
4. Different Tables
5. Activities Around the Table
6. Conclusion

Question:

1. What Kind of Activities Happen around the Table in Apple Store?
2. How does the shape of the Table change depending on the program?
3. Does the Table give an effect on the Circulation?

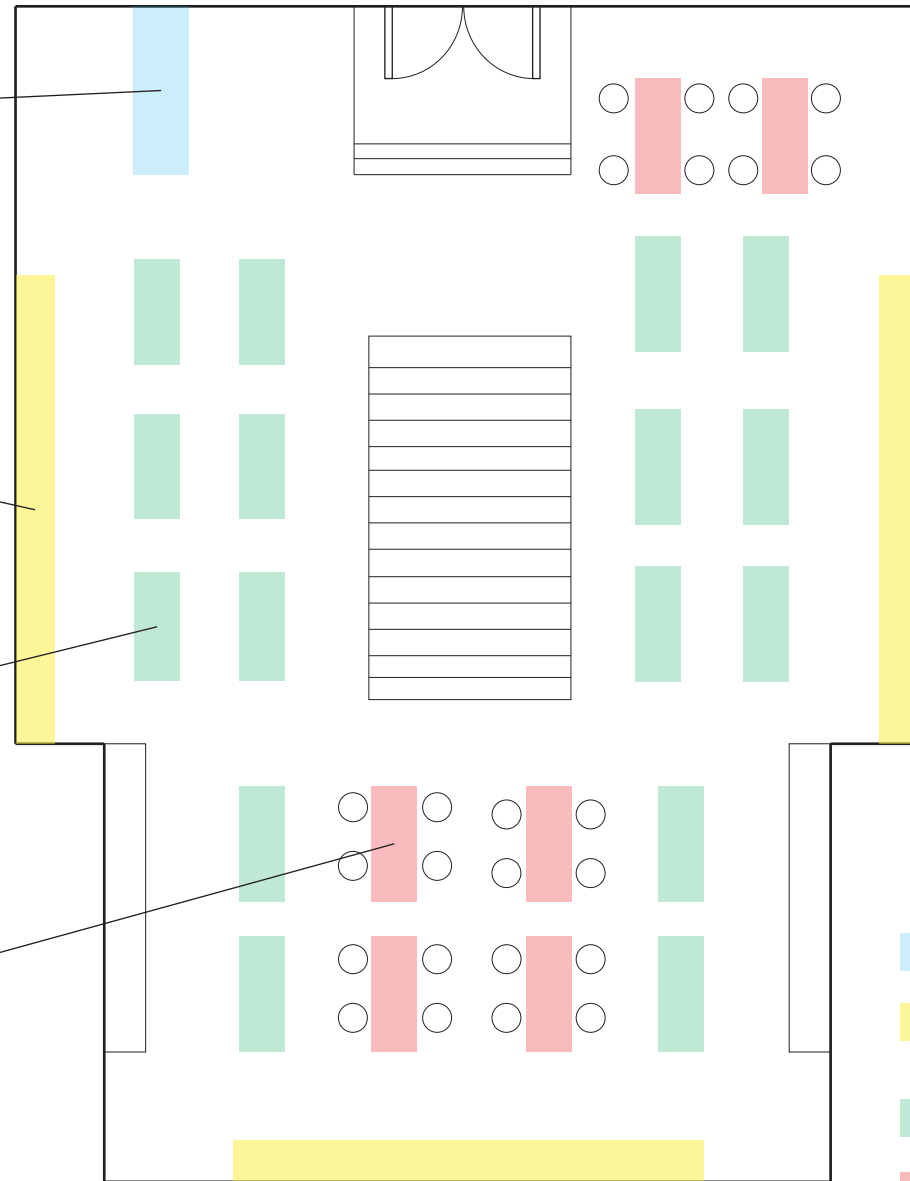


1st Floor



2nd Floor

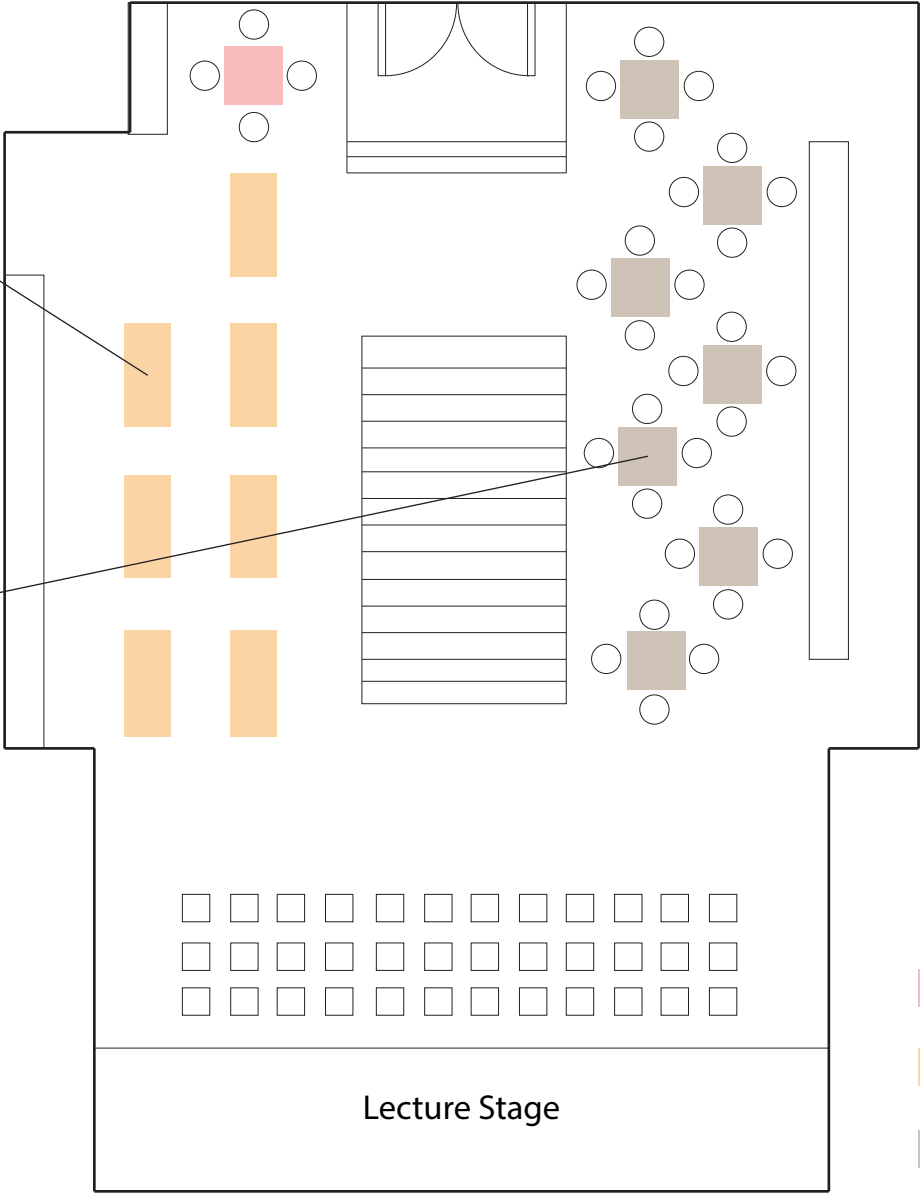
Different Kinds of Tables



- Light blue square: Cashier
- Yellow square: Higher Display Table
- Green square: Display Table
- Pink square: Training Table

1st Floor

Different Kinds of Tables

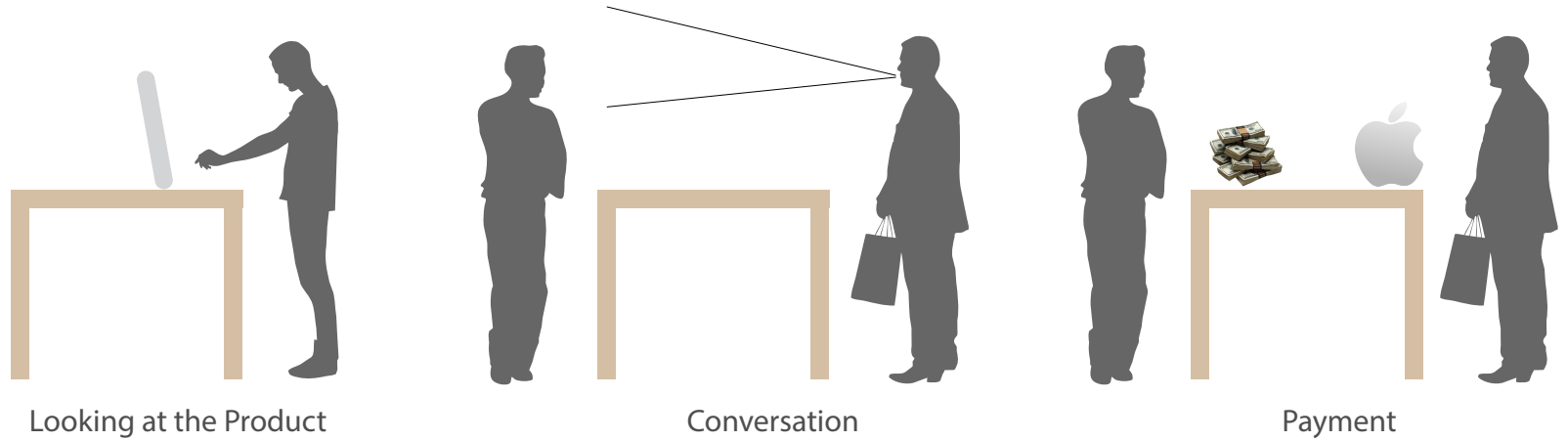


- Training Table
- Display Table
- Genius Bar Table

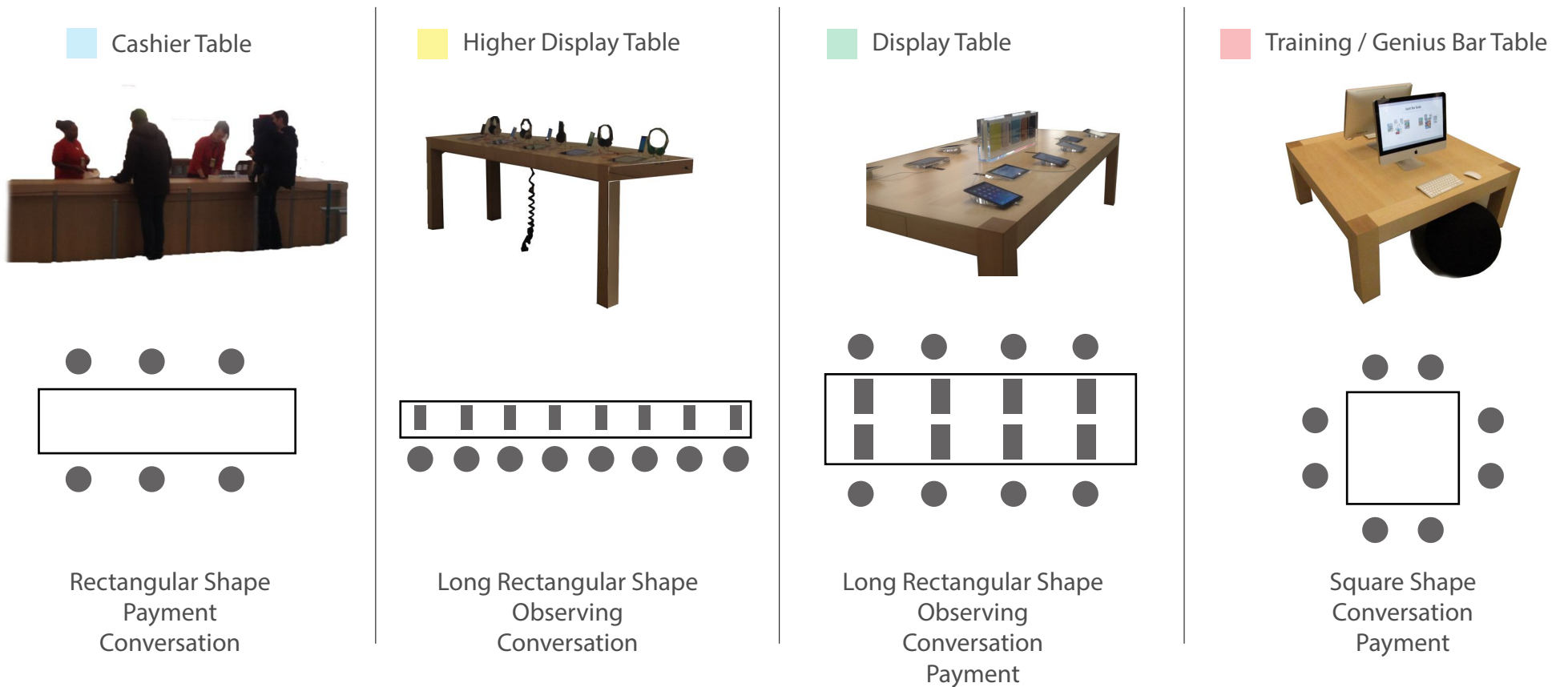
2nd Floor

Activities Around the Table

Major Activities:



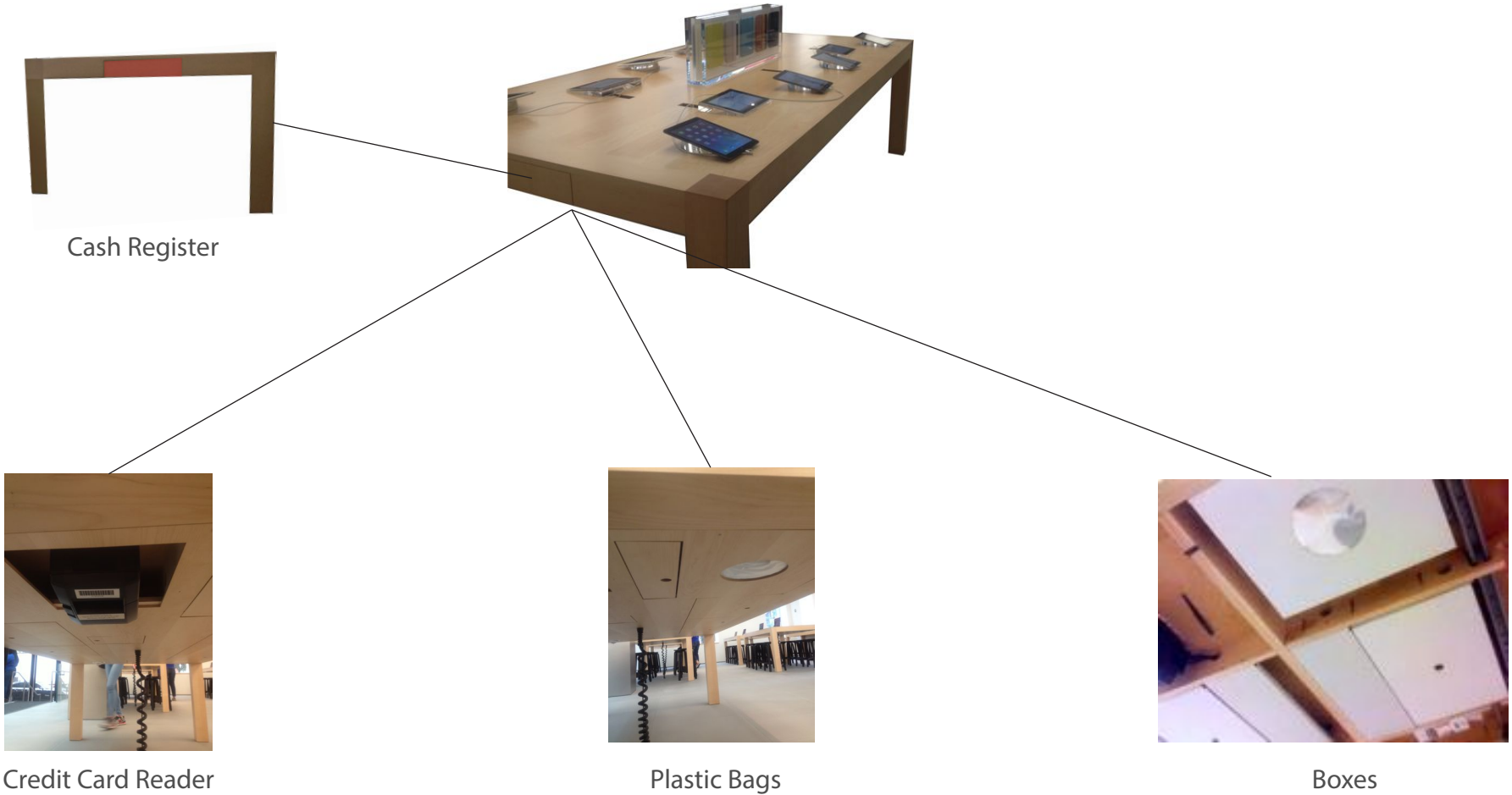
Major Different types of Table:



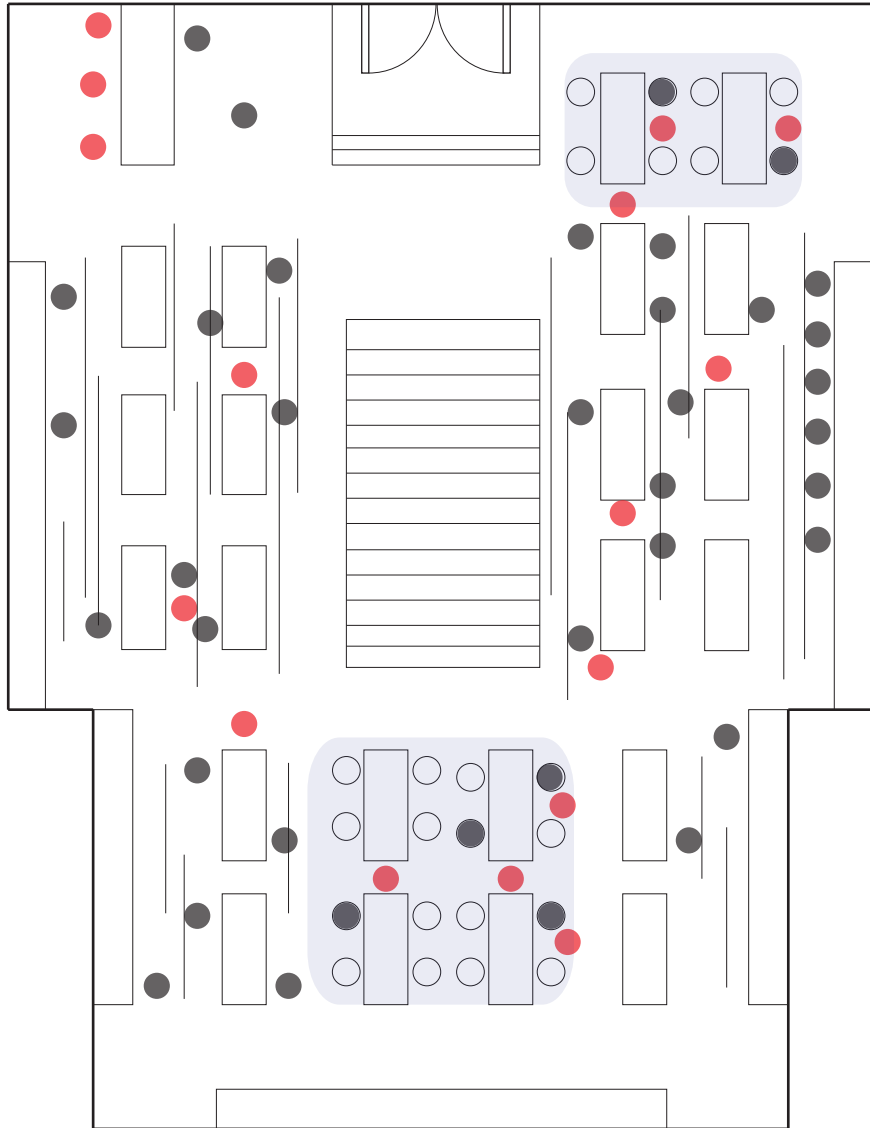
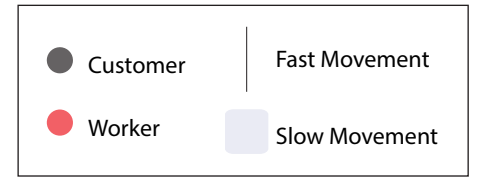
Multi Function of the Display Table

■ Display Table

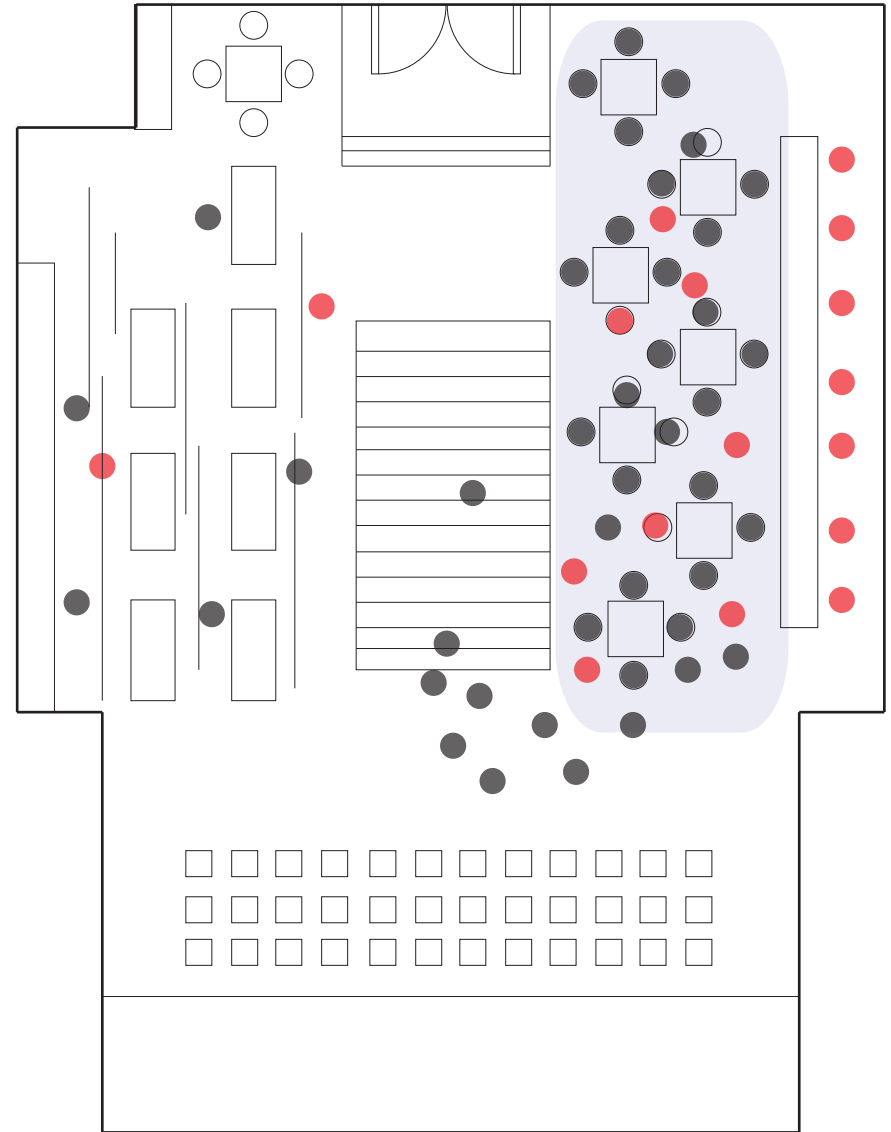
By having a multifunctional table it helps the customers to have an easy payment. Also for the store they have a more chance to make the customers to purchase promptly.



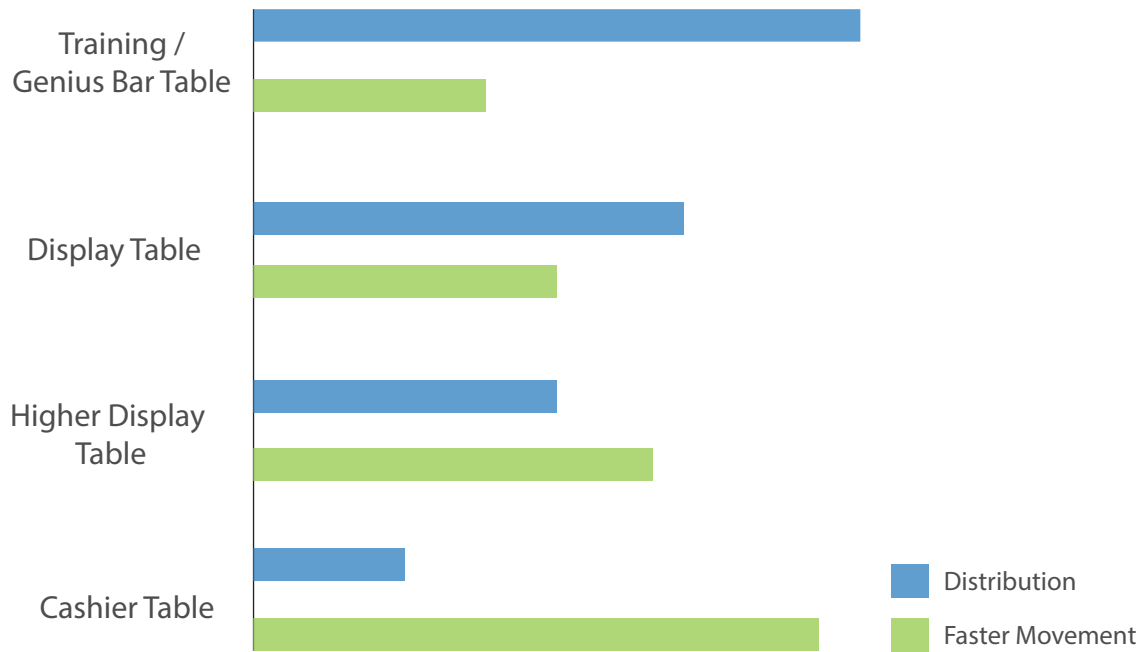
Circulation & Distribution of people



1st Floor



2nd Floor



Most of the population was concentrated at the Genius Bar. Then the display table where there was more access to ask questions to the workers. Then the higher display table was next. Because that the display table contained a function for a cash register, there were less people at the cashier.

Depending on the program of the table the movement changed in speed. At the Genius bar table the movement was really slow and at the cashier the movement was really fast. Where the movement was slow the store placed the chairs so that the customers could use.



Genius Bar Table



Training Center Table

Conclusion:

At the Apple Store the major activities happen around the table. The customers look at the products and ask questions about the product. Also the Apple Store designed a table that is storing a cashier under so that the customers could pay immediately.

The four major different types of the table are the Cashier, high display table, display table and the Genius bar / training center table. The shape of the table changes depending on the program of the table. The Cashier is in a rectangular with a short width so that the customer and worker could interact. The high display table is in a long rectangular shape and it is on the edge of the site and it allows the customers to watch the product individually. The display table is a wide rectangular shaped table and it allows to display more products and at the same time acts as a cash register. Lastly the Genius bar is a square shaped table so that the customers could interact with the worker in more intimacy.

The program table gives influence on the circulation. Most of the population was focused on the Genius bar and the training center and the movement was slow. The store provided chairs for this particular tables. The cashier had the fastest movement and the least people.