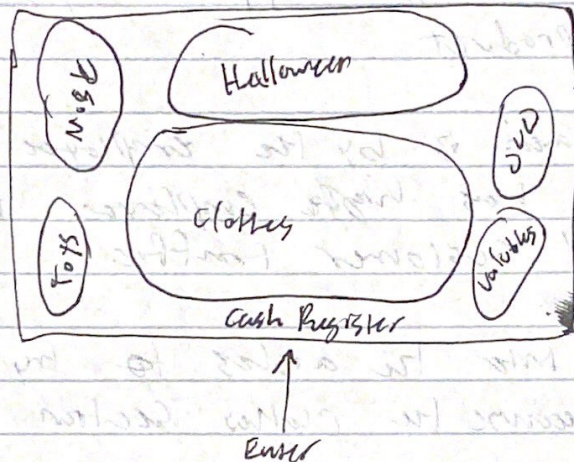


Goodwill 3:50



Music and small aisles prevent social interaction

Shopping is always a "non social" thing
(with strangers)

For the most part people move in a
right to left direction.

- Unless they have a target in mind.

Most social noise is children, who are told to
be quiet.

Cash registers force social interaction, and
the placement:

- makes employees known
- security

For the most part there is little
wasted space.

Being a Store, it minimizes space (and social interaction opportunity) to maximize product

Only clear area is by the employee room, which has high employee traffic but minimal customer traffic

People were into the aisles to try on things because the clothes section is so packed

People patiently wait for other shoppers, or awkwardly go around, rather than engage socially (with some exceptions)

People avoid awkwardly placed sections (toys and valuables) because they are not targets

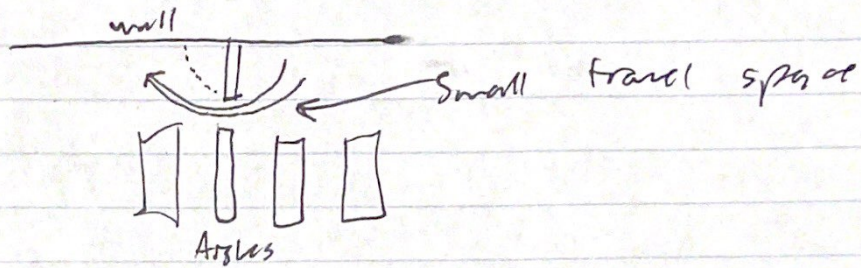
- intentionally and smart by Goodwill

Award and weird corner "outdoor" section.
Not high traffic

Actual outside section is for furniture.
Out of the way so only people that are willing to drop \$ on furniture go out, clears space for the majority

- Shopped by more elderly people.

Fitting rooms have large and inconvenient doors



Costume section is a barren wasteland

Dad tackled his oft the rails 10ish year old son right outside the door.

- Shows that indoor spaces require some level of formality and respect

No one uses a cart, shopping is fast and often, not fruitful.

Lots of students - ~~cheap~~ easy store to access and shop at

Hanger section is agent to be in
- loud screeching noise at all times
- Definitely an area for improvement.