

### Cappy's Convenience Store - Focus

- This space seems very closed off. The windows are dark and crowded and when the door is opened you are met with a series of tall crowded, shelves.
- Word Description
  - Overwhelming
  - Crowded
  - Dark
  - Uninviting
  - Small
  - Messy
  - Dim
  - Quiet
  - Convenient

### Analysis to Online Shopping via Amazon

Cappy's Corner is a very convenient place to shop and is similar to Amazon in that sense. It's convenience lies in the number of convenient store items it has to offer (snacks, sodas, etc). However, it is limited in that the snacks and drinks are pretty much all it has to offer. The shopping experience is convenient but not enjoyable – very much an in and out situation. Amazon is nice in that the interface is less crowded and much more friendly of an experience. The dim lighting in Cappy's, mixed with the overly tall, crowded shelf setup, creates a dark, overwhelming environment that forces you to wind between aisles in hopes of finding what you came for. The search is a lot less convenient than the search bar offered on Amazon. The exterior of the store does not help it's case as it is also overly dark and crowded. There is no appeal from the street so those that go in, go in for necessity, not pleasure.

# CONVENIENCE STORE



### Pavement Coffee House

- This space is fairly open once you get close to it. The ample glass window space creates a more inviting environment by showcasing the interior of the space.
- Word Description
  - Dim
  - Productive
  - Quiet
  - Inviting
  - Work
  - Study
  - Collaborate
  - Similar layout to library/other coffee shops

### Whole Foods Market

- Very open. It lives below a large, rounded parking garage on the corner of a busy area. You can see ample people coming and going, a lot of glass windows, and potted plants decorating the exterior.
- Word Description
  - Bright
  - Busy
  - Decorated
  - Enjoy
  - Eat
  - Leisure
  - Convenient
  - Welcoming

### Boston Public Library

- Fairly open environment. In contrast to pavement and whole foods, you cannot see directly into the space. However, the exterior is very spacious and inviting to those who may want to hang out around it before actually going in.
- Word Description
  - Bright
  - Large
  - Important
  - Staple
  - Elegant
  - Intimidating

### The Fens

- Very open as it is a fully outdoor environment. I chose the bridge entrance to the park to examine. With two separate paths leading to the bridge on either side, it is a very inviting area.
- Word Description
  - Nature
  - Spacious
  - Busy
  - Peaceful
  - Calming
  - Open
  - Leisure



# PAVEMENT



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PAVEMENT  
COFFEEHOUSE





# WHOLE FOODS

## MARKET

SYMPHONY

LOCAL

SYMPHONY

REUSE  
BAG







