

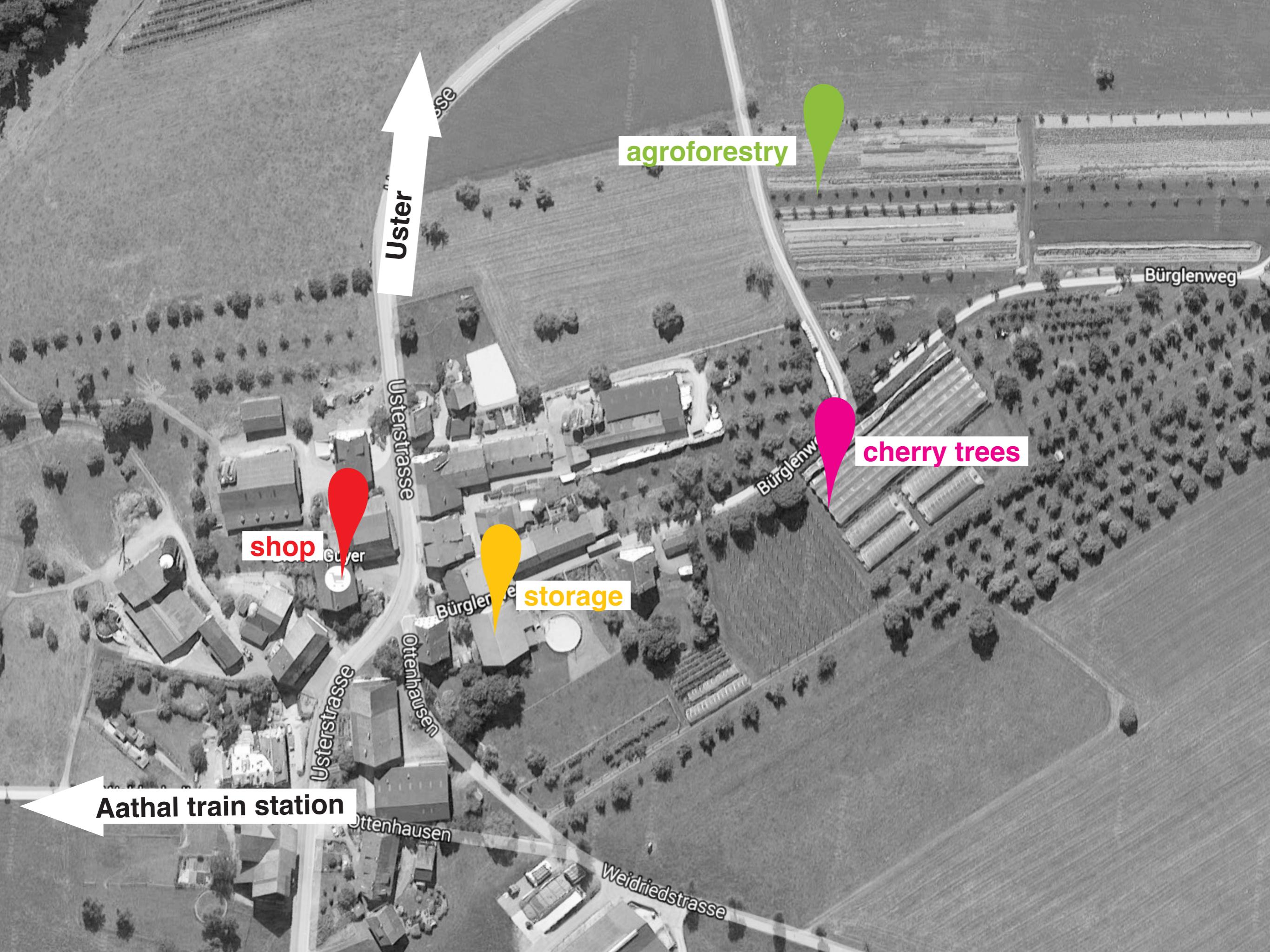
Design with Social Impact

04.04 - 15.04.2016

Hildah, Kennedy, Rebecca, Linda



chgryer





current interior outlook

SWOT analysis

STRENGTHS

knowledge
experience
8 ha of land
regular costumers he trusts in
shop
friends & family
organic products

WEAKNESSES

physically exhausted
too much to do
no permanent assistant in the farm

OPPORTUNITIES

location
organic = future
Jobbus
available market

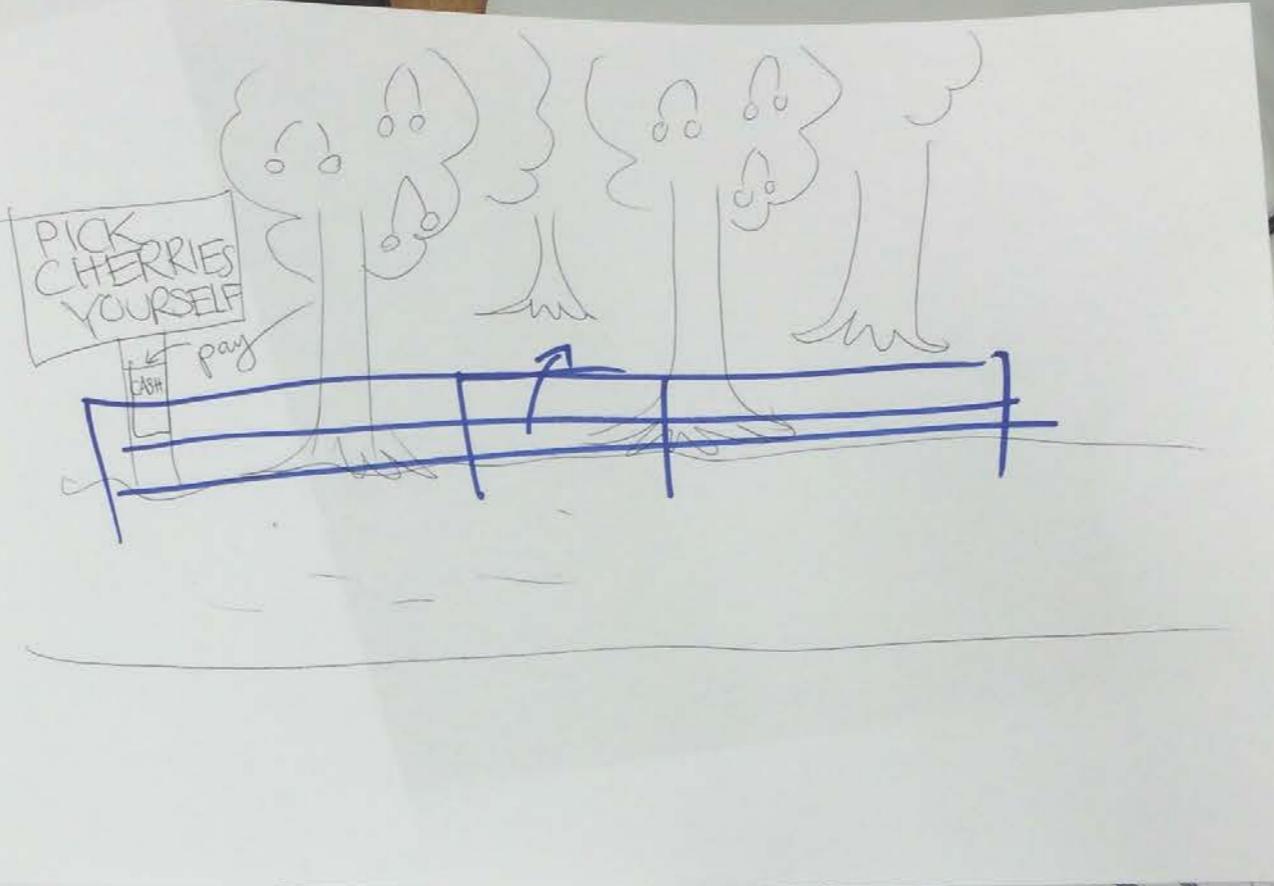
THREATS

competition
insecurity
people who take advantage

conn
security



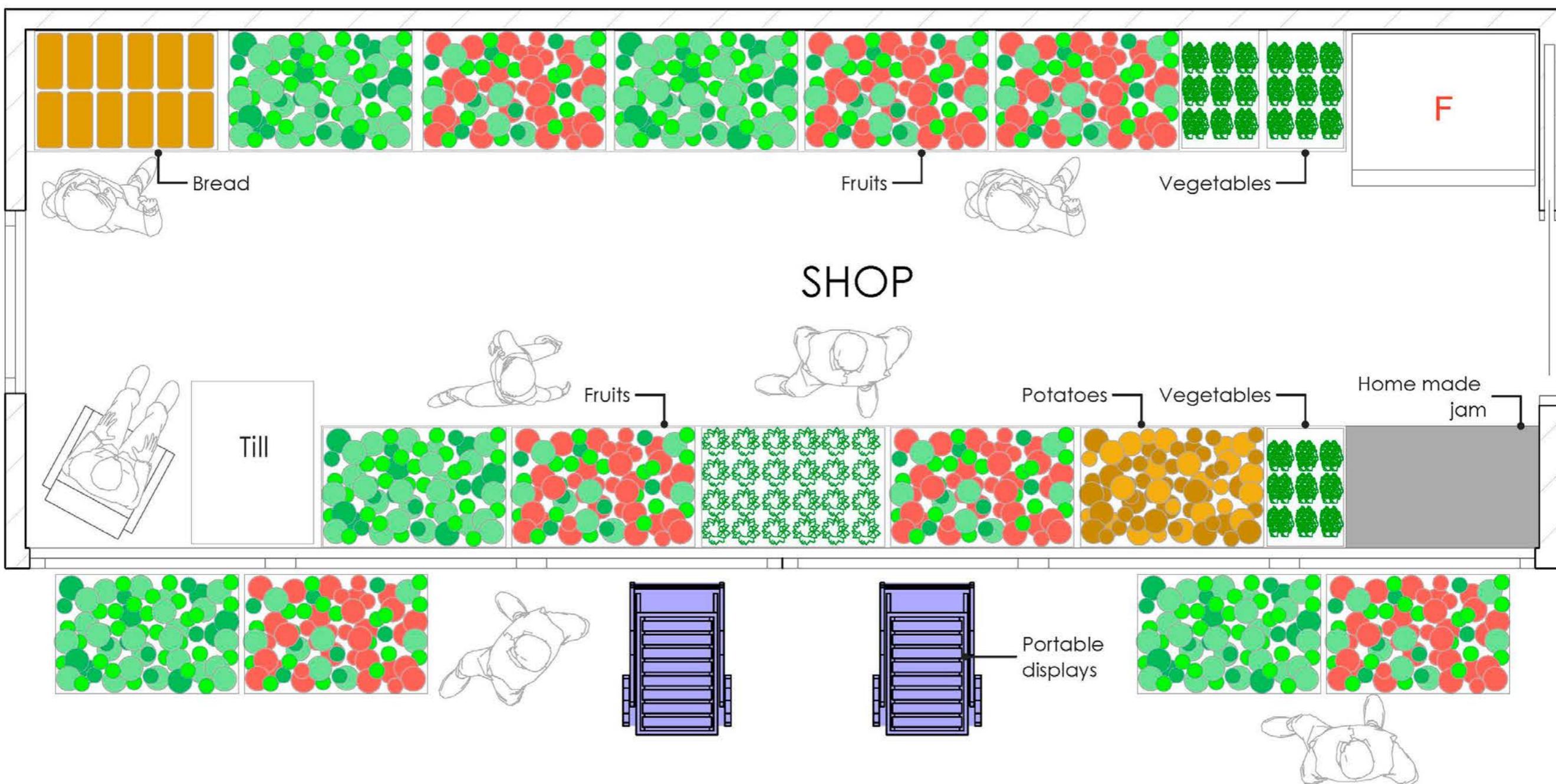
refugee p



PROTOTYPING (WIP)



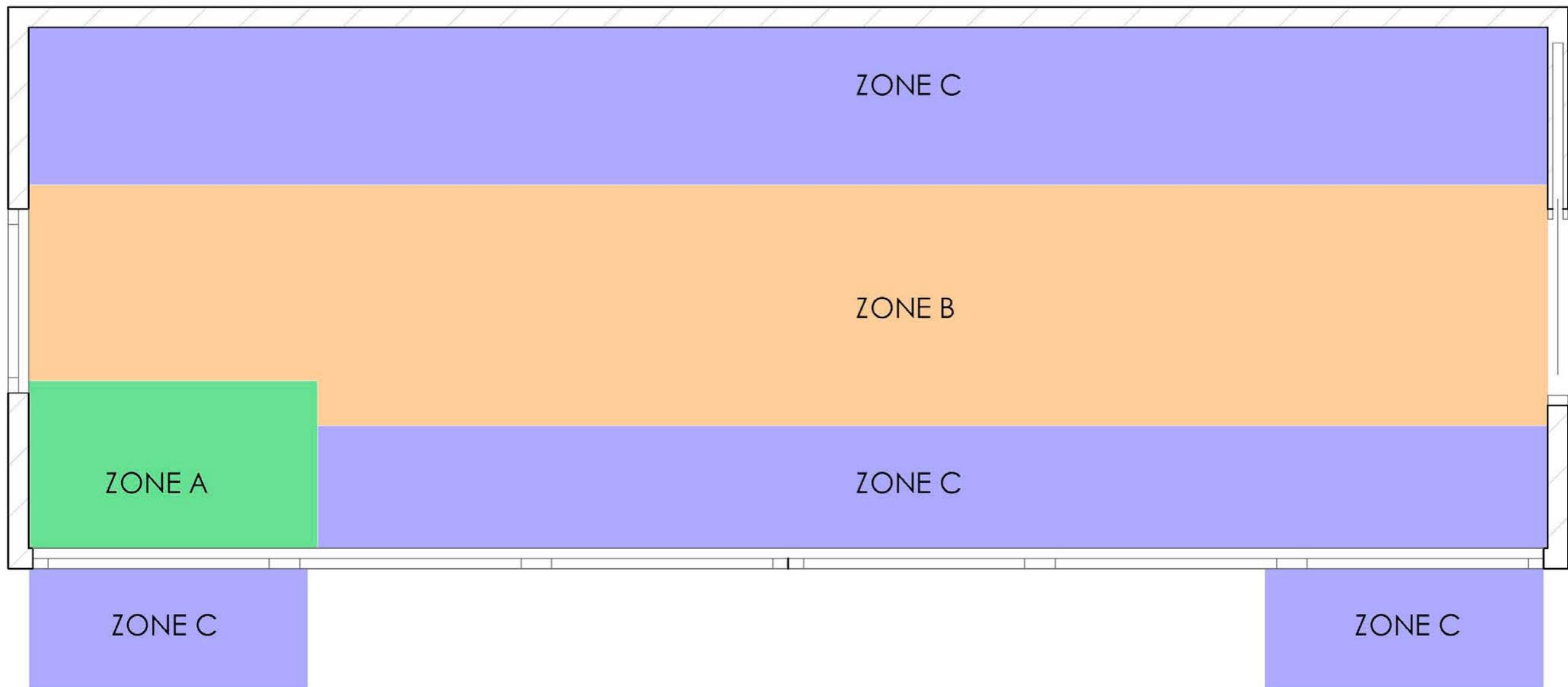
Floor Plan Layout



Christian Guyer

Organic Shop

ZONNING CRITERIA



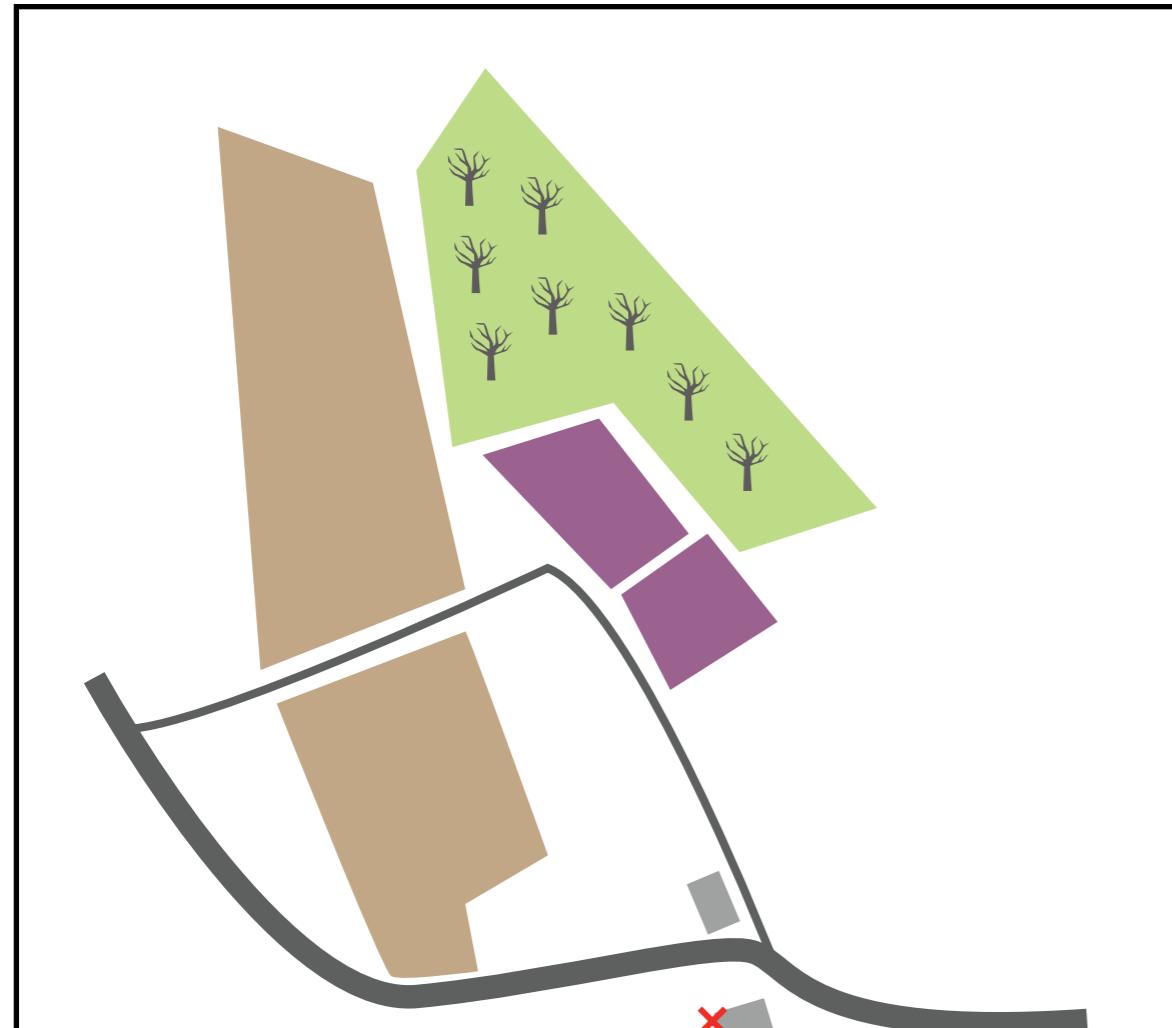
Legend

ZONE A: Till/Cashier areas

ZONE B: Shopping aisle areas

ZONE C: Display shelves

customer instructions



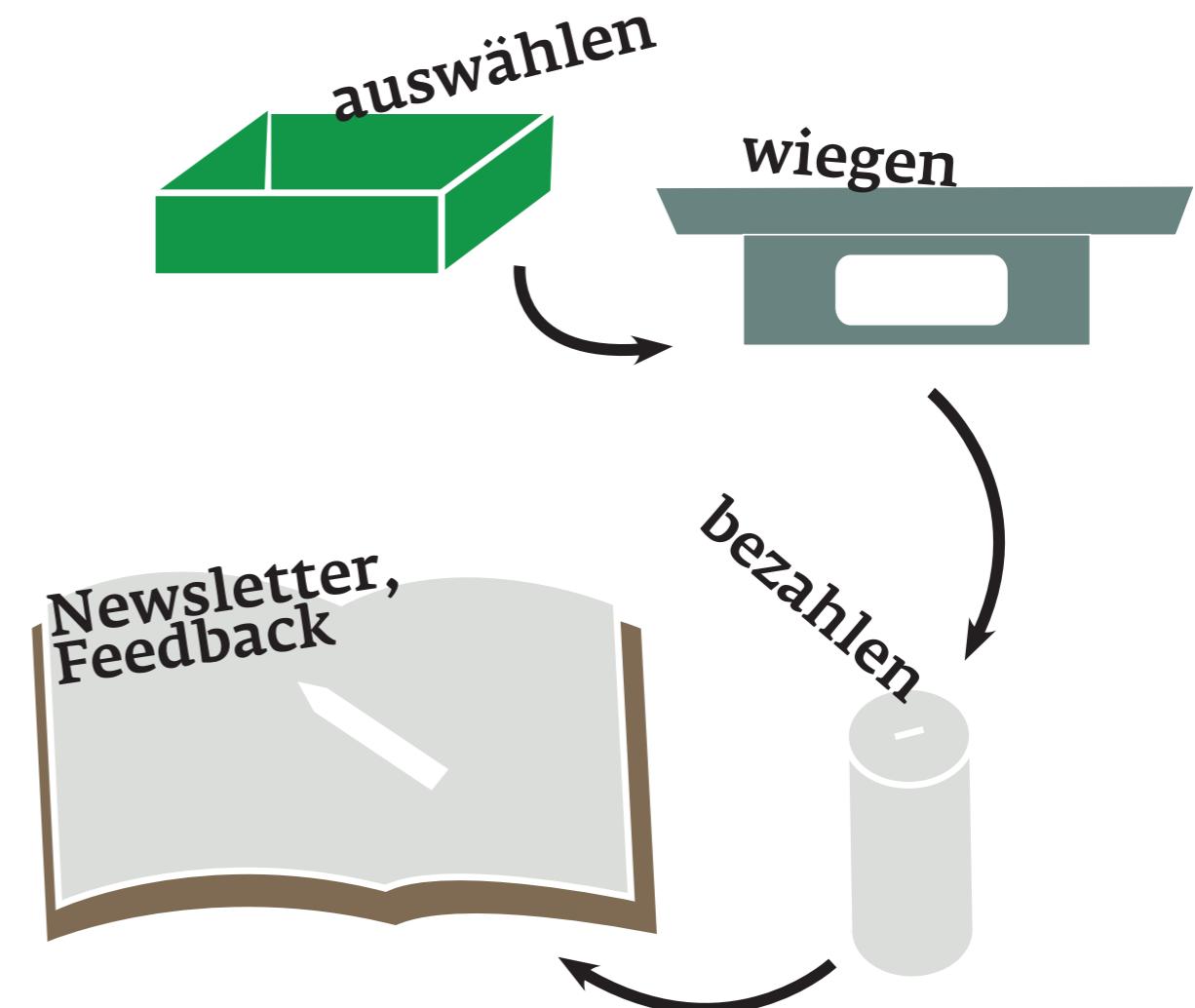
Willkommen bei Christian Guyer!

BIOSUISSE

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Selbstbedienung



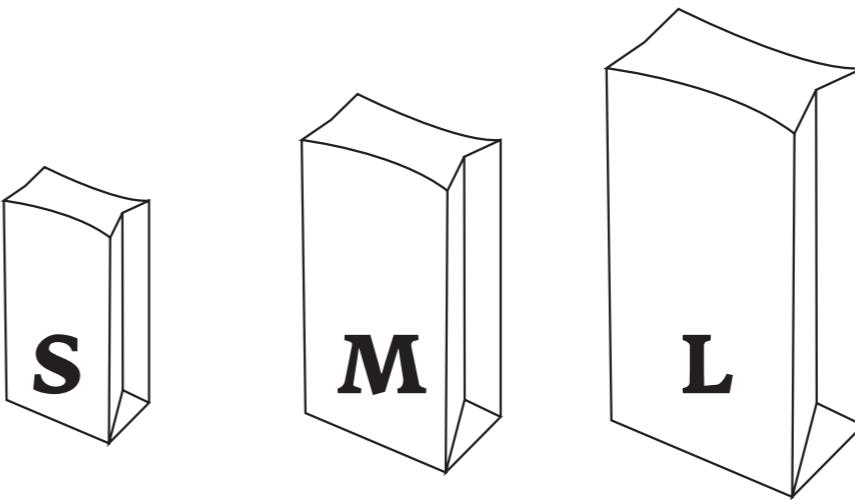
self service shop & delivery



portable displays



sized bags



Spinat, Mangold **4.-** **8.-** **12.-**

Kartoffeln **4.-** **7.-** **10.-**

Broccoli, Fenchel **2.-** **5.-** **8.-**

Tomaten **2.-** **6.-** **9.-**

Beeren **5.-** **10.-**

how to produce

cooperation with Hans Guyer



cooperate identity



flyer stand-up display



chagrýer



CHRISTIAN G
USTERSTRASSE
8607 SEEGRAU
044 800 12 00
BIO SUISSE

Aathal
Bertschikon

0,8 km
3,2 "

Seegräben
Pfäffikon
Uttenthalausen

0,5 km
4,2 km

0,8 km

ch_ogryer