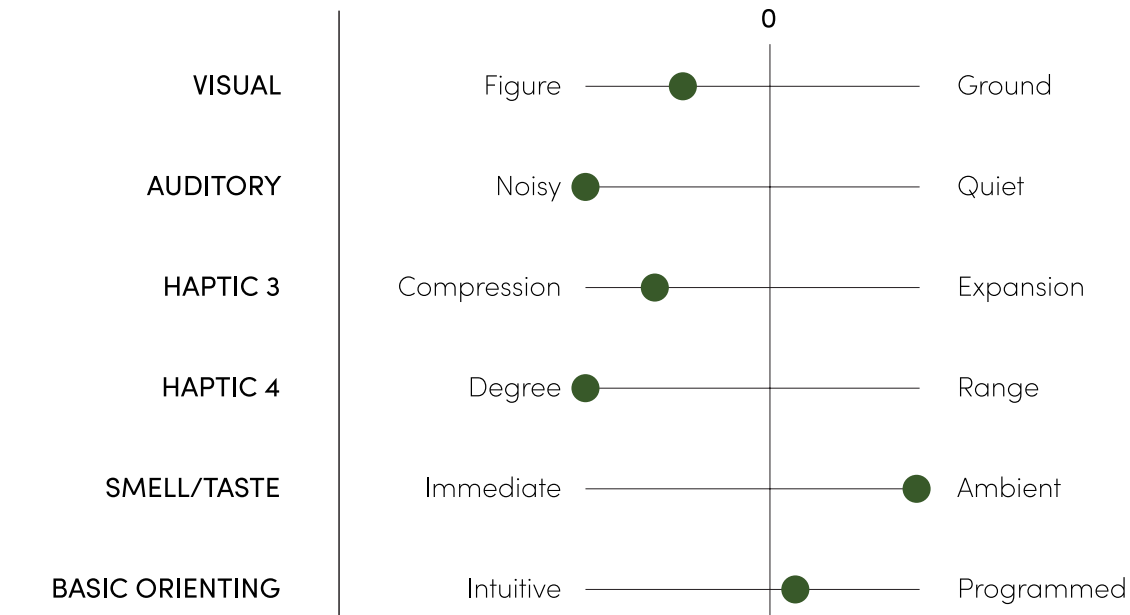
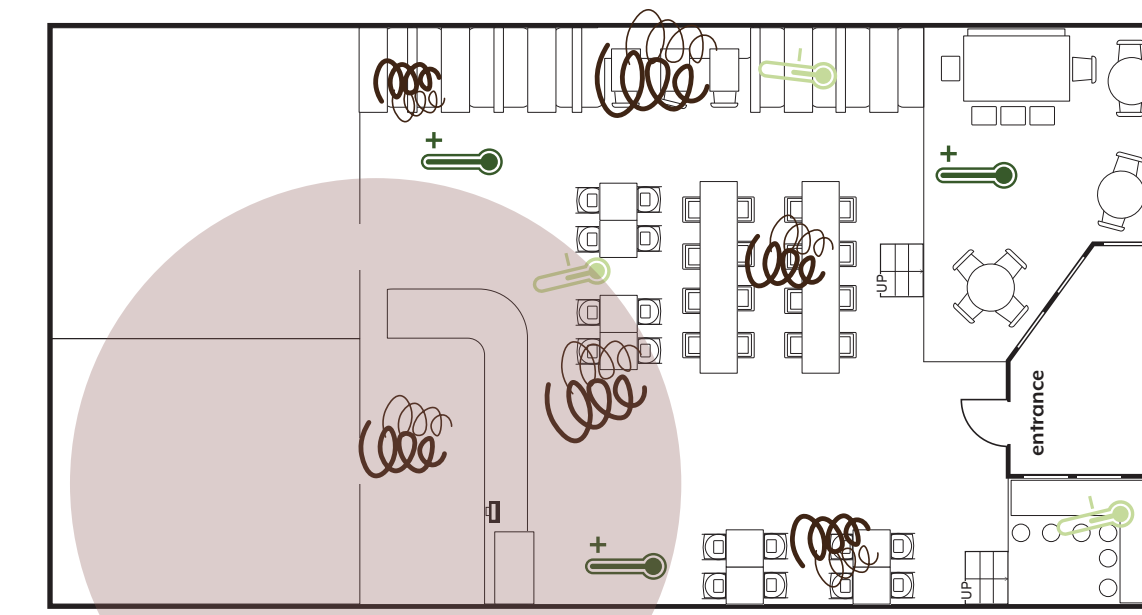


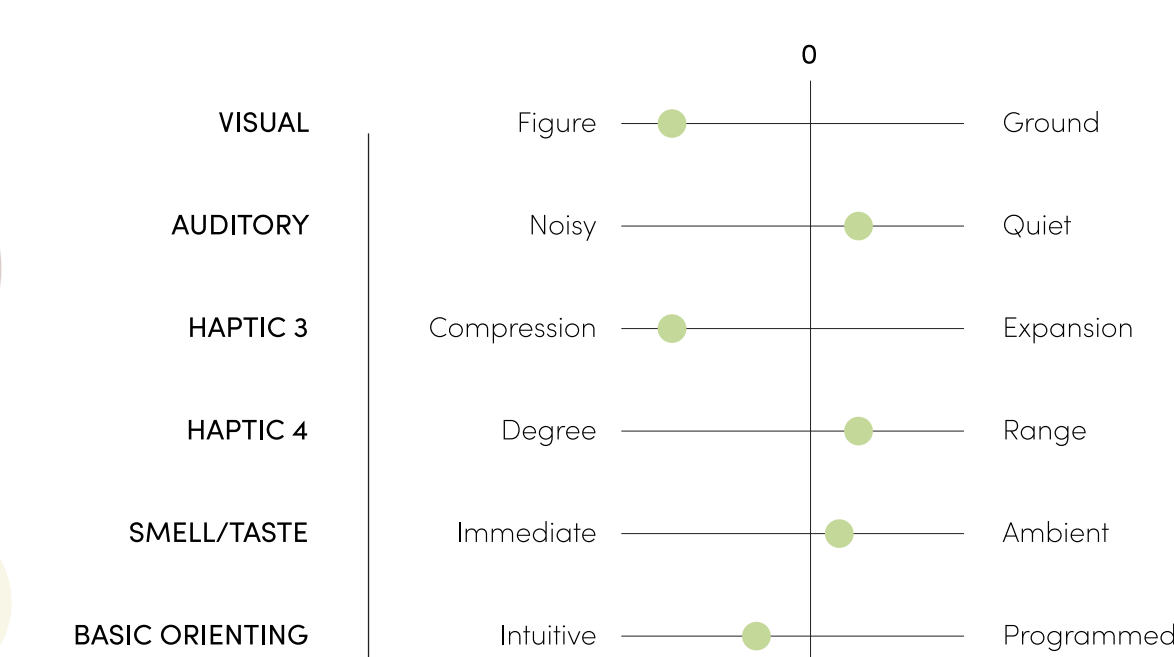
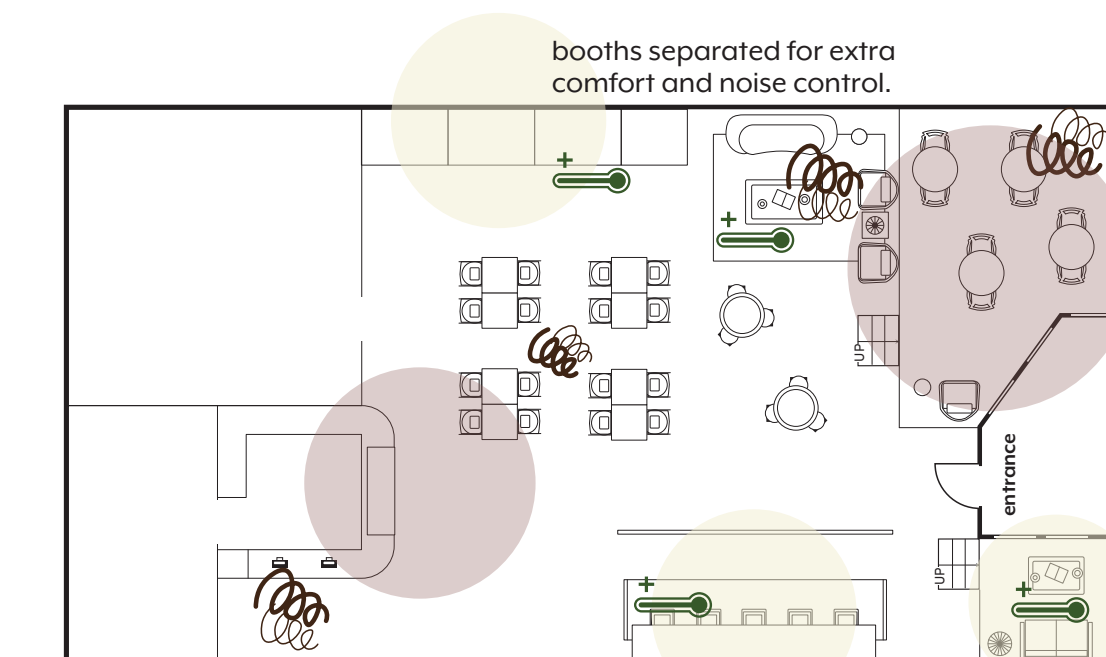
Sensory Design Analysis and Proposal Cafe Diem, Ames, IA



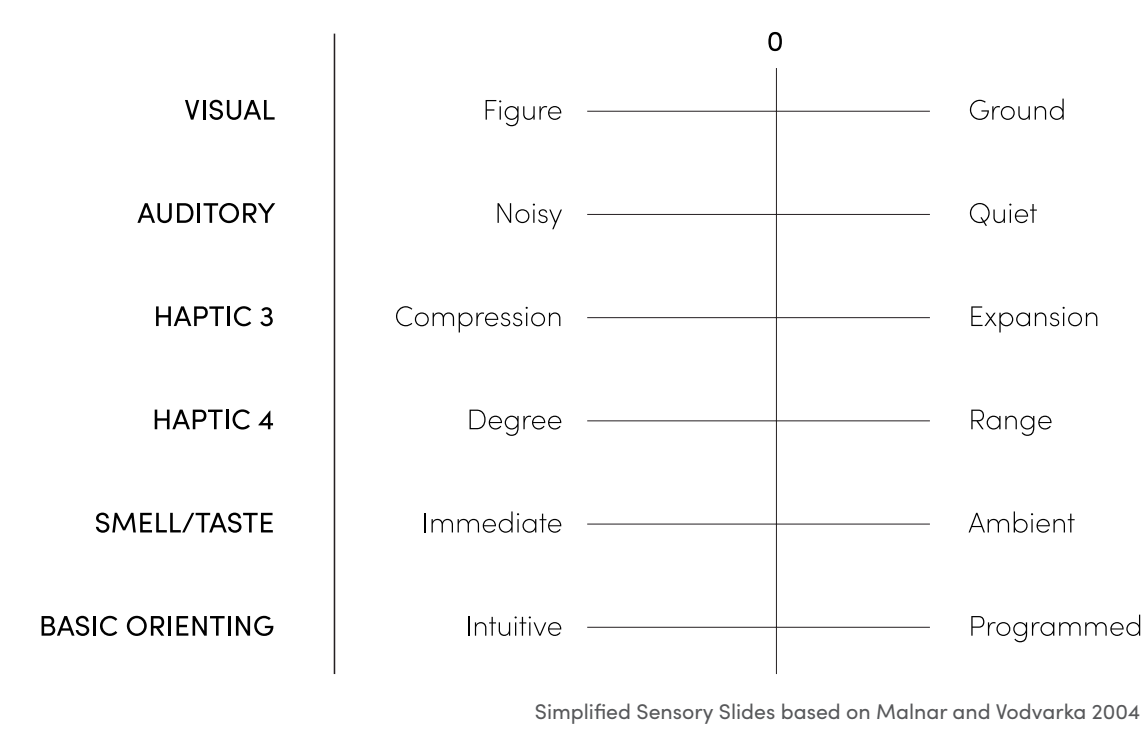
CURRENT DESIGN



PROPOSED DESIGN



The main objective of the project is to redesign Cafe Diem in Ames, Iowa to develop a full sensory experience for their customers. Design that focuses on all the senses has many positive effects; it celebrates qualities of place (Lupton & Lipps, 2018, p. 17) and enhances brand interaction (Wheeler, 2018). By visiting the location in Ames, Iowa the group was able to analyze the space based on Malnar & Vodvarka Sensory Sliders. Currently the space has an interesting assortment of textures, that creates a dynamic atmosphere. However, some senses are underrepresented in the current layout: smell, haptic (temperature), and auditory. These senses will be the focal point of this project.



hard & cold materials
it bounces sounds creating a noisy environment and diminishes comfort.



different textures
enhance figure visual aspects than ground.



new branding
keeping with a hand written quality, adding more color and movement.



point of sale
different textures, more organization for cohesiveness. Choices to enhance the showcased art.

Ye Jin Chang - Vitoria Faccin - Eliza Malloy
DSN 551A - Sensory Design - Fall 2019



visual clutter + lack of unity
the amount of different objects, textures, and different signage creates noise and detracts from the overall atmosphere.



light glare
it is very distracting and detracts from the atmosphere.



lounge area
an area for casual meetings, playing games, and relaxing. Change of railing for more natural light into the space. Pop of color over the warm materials and lighting.



study area
divider to enhance privacy, control sound, but also host community boards to share events happening downtown. Controlled lighting for reduced glare.

