



**OS DESIGN BUILD**

Project Build Up

## 1 User Stories

My store has been vandalized and the looters are no ways to be identified? What now...?



Jess: my store insurance policy does not cover vandalism....



JR: I used up all my savings and opened the store 2 months ago, how am I going to recover from this mess.....

## 2 Solution

Pro bono project that helps them get back on their feet.



### **Join**

Invite home improvement retailers to join force for the restore initiation.

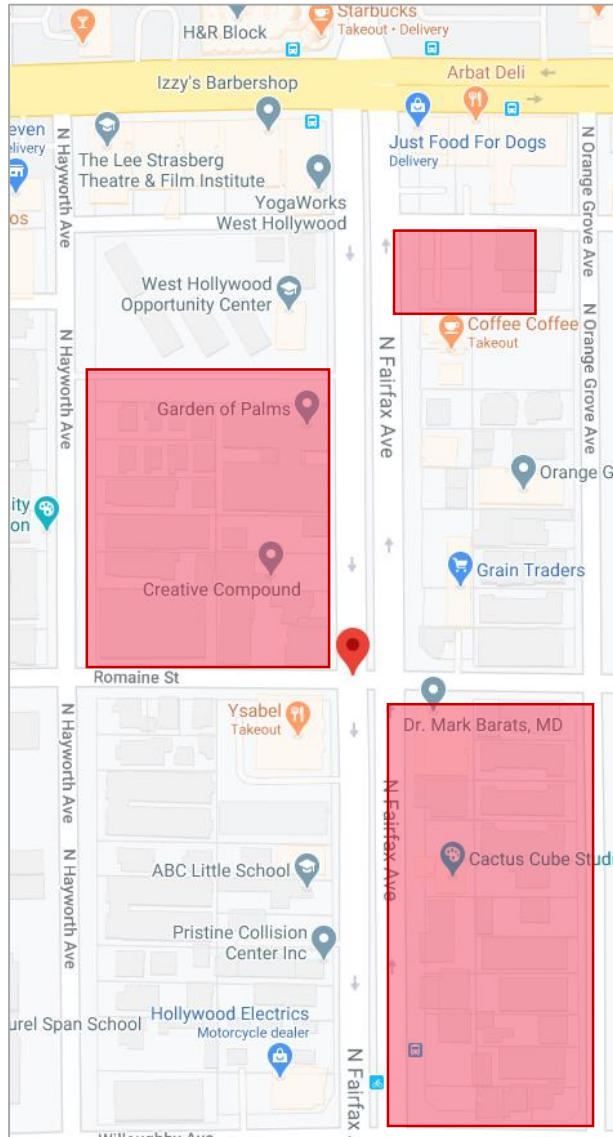
### **Improve**

Work with owners to redesign the shop within reasonable budget.

### **Utilize**

Utilized previous design cases for best efficiency.

### 3 Target



#### Area

N Fairfax Ave and N Hayworth Ave in Los Angeles, CA.

#### Selection

Local mom and pop shops that have been heavily vandalized.

## 4 Retailer Strategy

### No I in Team.



### Retailer Incentive to Join Build Up

1

#### Branding

A company that gives back is a company that customers like to give.

2

#### Recognition

Word of mouth is the best advertisement there is.

3

#### Positive Culture

A sense of fulfillment to able to help others in need.

## 5 Abstract

### Overview

- Pro bono project for restore looted stores.
- Project Duration: 6 months.
- Budget: \$1 million.
- Departments: Engineering, Design and Construction.

### KPIs

- MRR: Restore over 20 stores.
- Additional 2 major home improvement retailers to join force.

# Team



## Design and Construct

Graphic Designer x 4  
Rendering Designer x 3  
Electrical Engineer x 2  
Site Valuation Engineer x 2  
Construction Engineer x 10

---



## Management

Project Manager x 4  
Site Manager x 2

---

## Marketing

Content Writer x 1  
Content Designer x 1  
Account Manager x 2

---

