

storefront *mastery*

Design Recommendations for

Date: _____

NOTES:

Template report based on Storefront Mastery's Storefront Accelerator, to be administered to the participants of the Idea Factory Workshop. The completed reports are the sole responsibility of the business owner or their agents. Any depictions of objects, furniture and other objects are for informational purposes only and do not constitute an endorsement of a specific brand or product.

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Inquiries and follow up: hello@storefrontmastery.com

Please visit storefrontmastery.com for additional resources, news and products.

CONDITIONS ASSESSMENT

Paste a picture of the entire storefront
and make notes of your ideas on top

List the three problem areas you see as you look at your storefront each day

- 1. _____
- 2. _____
- 3. _____

ACTIVATION AND BUSINESS MODEL

Write down five steps you can take to improve your business model and fix those problem areas

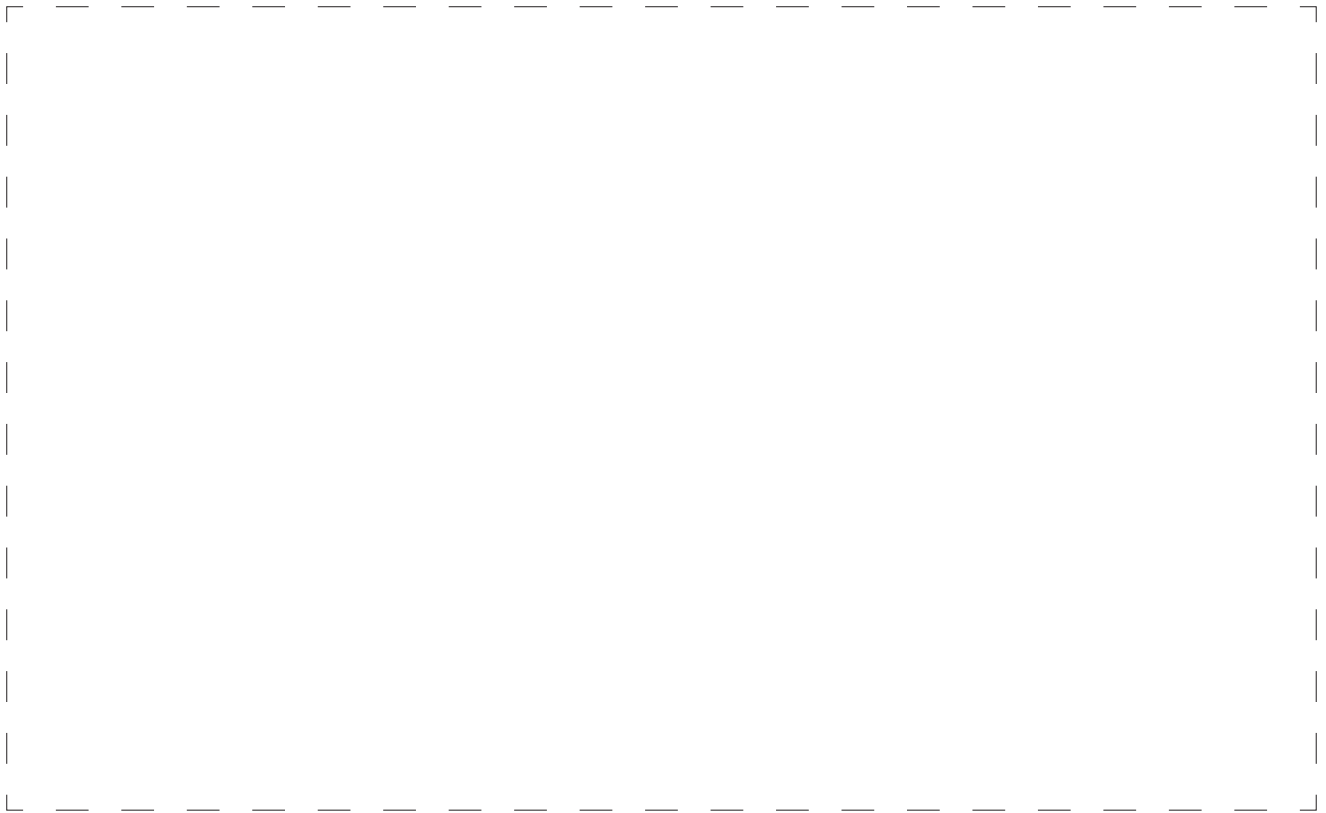
- ① _____
- ② _____
- ③ _____
- ④ _____
- ⑤ _____

DESIGN INTERVENTIONS

Write down five physical interventions you can implement to fix those problem areas

- ① _____
- ② _____
- ③ _____
- ④ _____
- ⑤ _____

RECOMMENDED BASIC DESIGN INTERVENTIONS - Overview



On the box above, paste a picture of the storefront and place each number over the place where a specific action will be taken



On the lines below, describe each individual action that will put you closer to your goal. Use additional paper as needed

- ① _____

- ② _____

- ③ _____

- ④ _____

- ⑤ _____

BEFORE v. AFTER



BEFORE. Paste the original picture you took of your entire storefront



AFTER. Paste the picture with your ideas sketched on top