



# Interior Environment and User Behavior

applied science private university

Apple Store Interior Design

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202310777

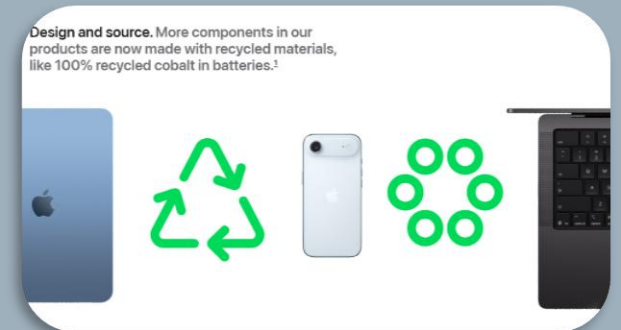
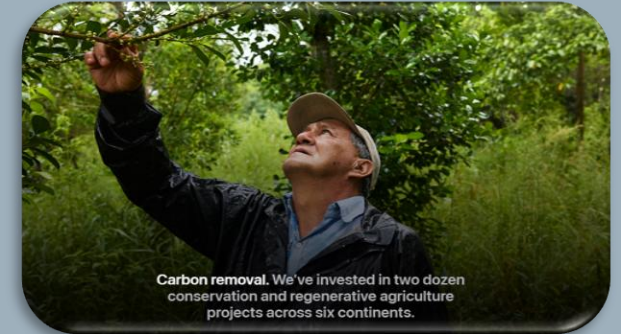
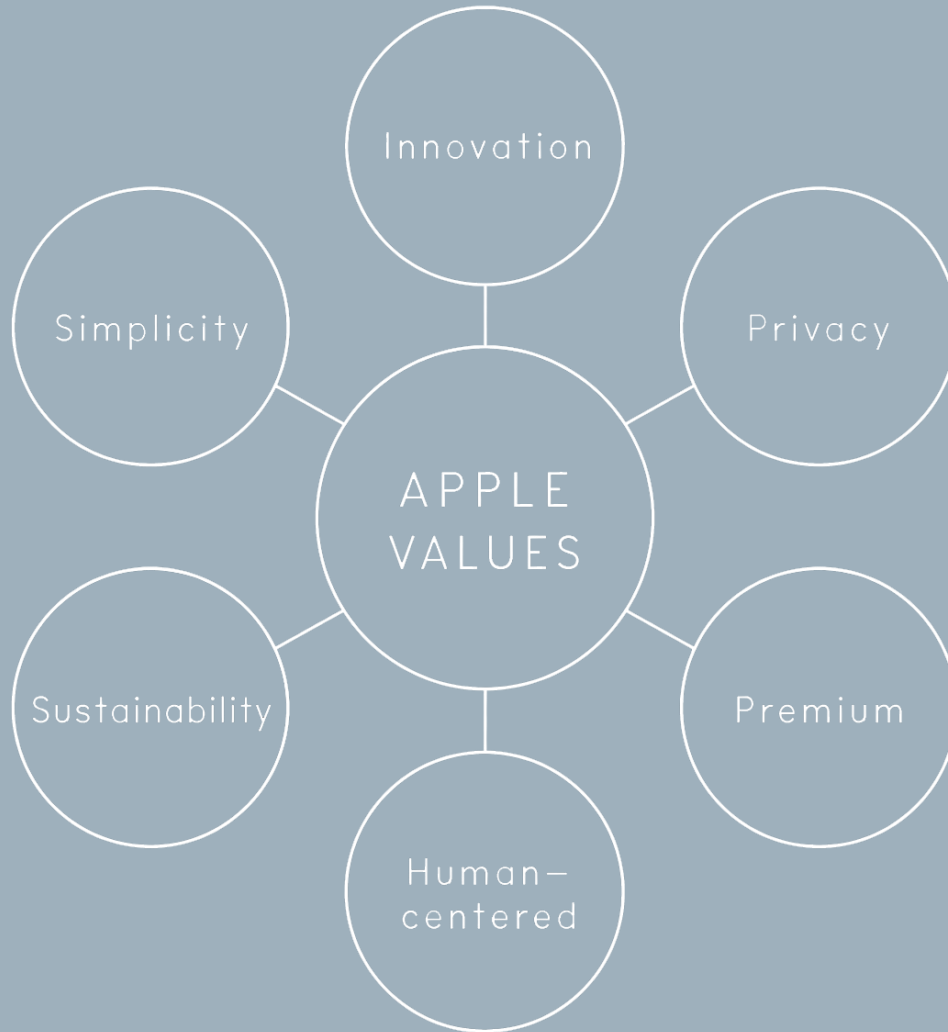
SUPERVISER:DR.SAEED ALHMOUD

# 01 ABOUT THE BRAND APPLE

popular electronic product brand company, Apple has established a strong brand image in the eyes of consumers – innovation, excellent design, and high quality.

## Brand Vision:

Apple aims to create innovative, simple, and human-centered technology experiences.



## 02 BRAND IDENTITY ANALYSIS

Apple's identity is built on minimalism, innovation, premium quality, and timeless simplicity.

**Premium Experience**  
High-quality environments that elevate the customer journey.

**Monochromatic Palette**  
Creates a premium and timeless appearance.

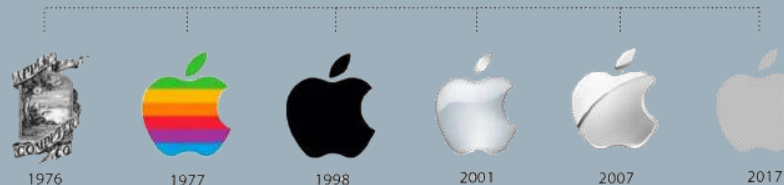
**Consistency**  
A unified visual identity across all touchpoints.



**Human-Centered Design**  
Technology designed around user needs and experience.

**Minimalism**  
Clean forms and reduced visual clutter.

**Innovation**  
Continuous development of advanced technology.



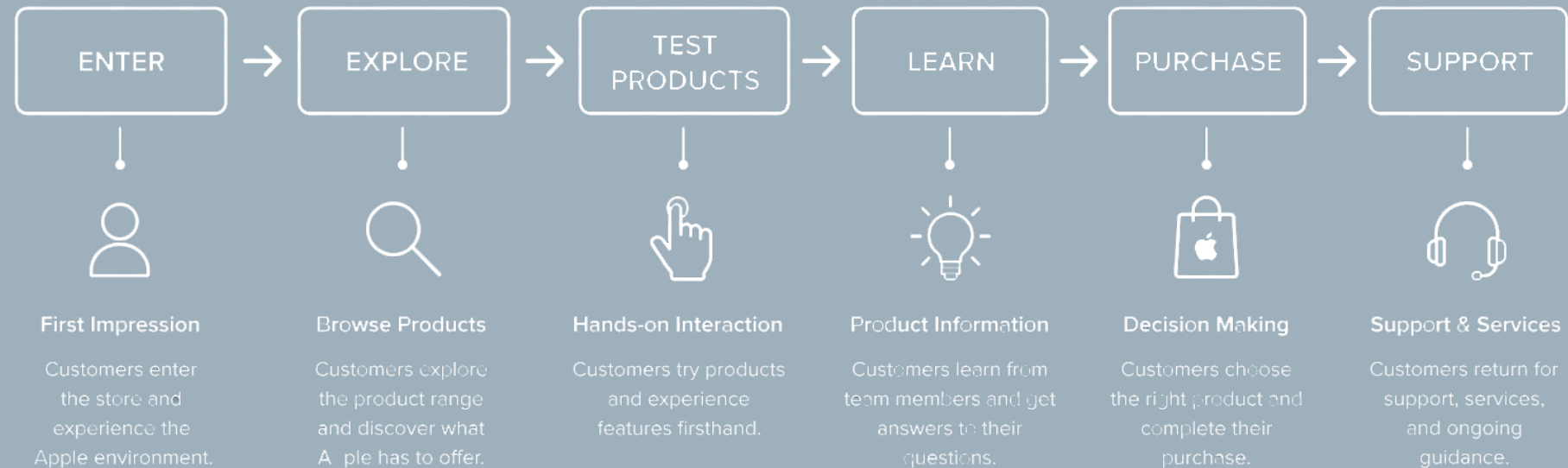
# 03 USER BEHAVIOR TOWARDS THE BRAND

## Target Users

- Students
- Professionals
- Creatives
- Tech Enthusiasts
- Business Users
- Apple Ecosystem Users



## CUSTOMER JOURNEY



# 04 RETAIL PHILOSOPHY AND SPATIAL CHARACTER

## Retail Philosophy:

Apple retail spaces prioritize customer experience through interaction, education, and exploration.

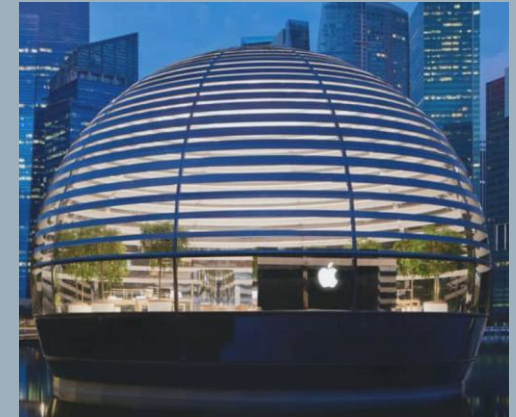
- Hands-on Product
- Testing Experience Before Purchase
- Customer Education
- Open Exploration
- Community-Oriented Retail
- Seamless Brand Experience



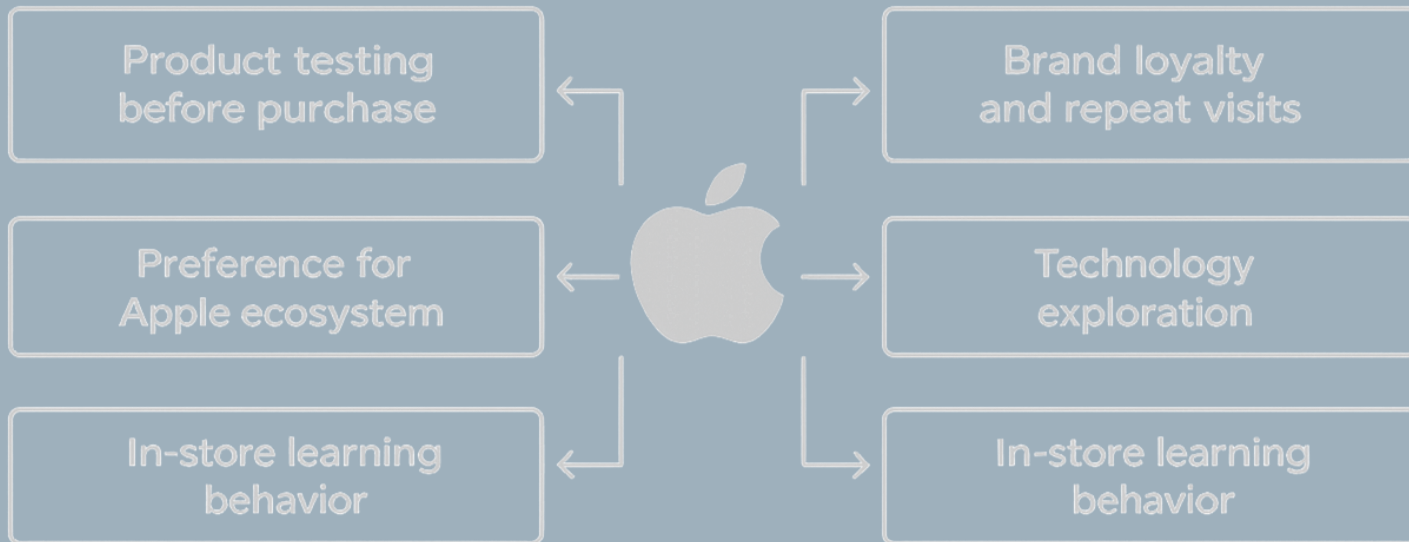
## Spatial Character:

The spatial character reflects Apple's identity through simplicity, transparency, and premium design.

- Minimal Design
- Open-Plan Layout
- Clean Geometry
- Glass Transparency
- Premium Materials
- Timeless Aesthetic



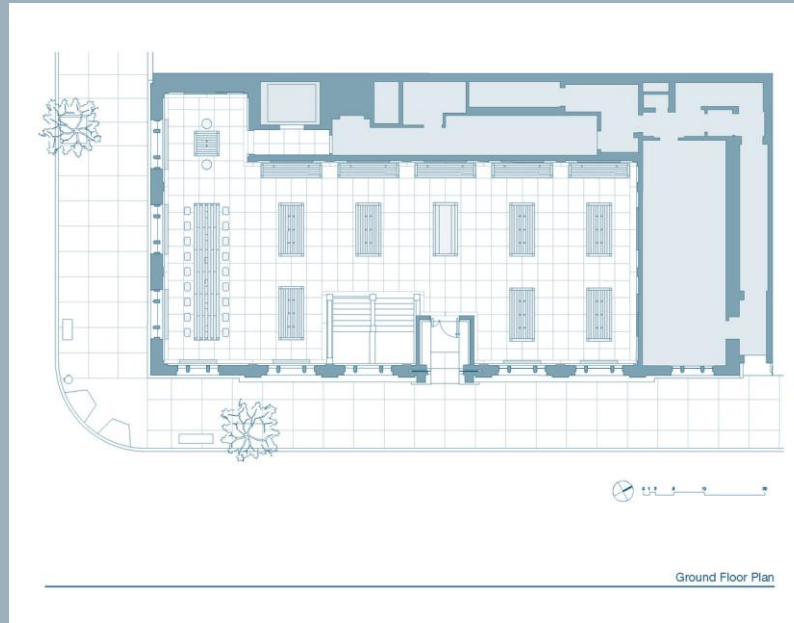
# 05 USER HABITS AND TRADITIONS



Loyalty • Exploration • Interaction • Learning



## 06 SPATIAL INTERACTION AND CIRCULATION BEHAVIOR



Open circulation — Free movement — Interactive zones — Clear wayfinding — Product accessibility



# 08 ACCESSIBILITY, PRIVACY, AND COMFORT CONSIDERATIONS

## ACCESSIBILITY



## ACCESSIBILITY

- Wide circulation paths
- Barrier-free access
- Easy navigation
- Accessible product displays

## PRIVACY



## PRIVACY

- One to one assistance
- Technical support area
- Personal consultation
- Customer focused service

## COMFORT



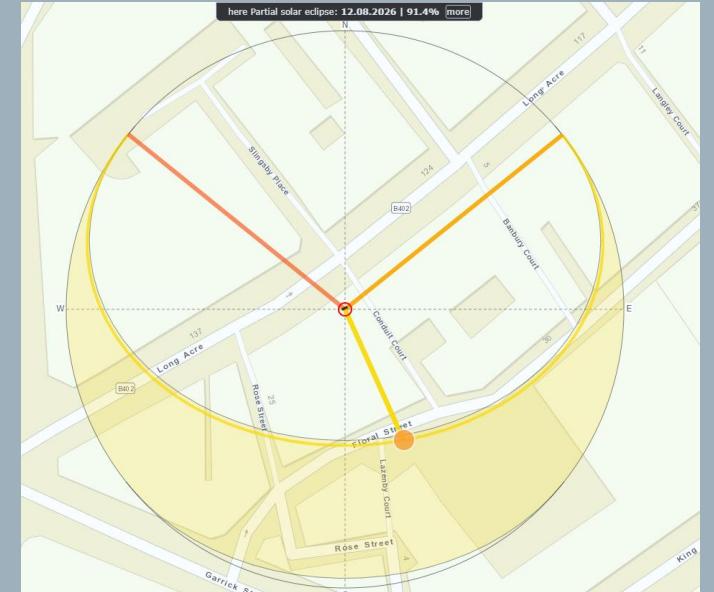
## COMFORT

- Soft ambient lighting
- Open and spacious design
- Minimal visual clutter
- Spacious layout

# 10 SITE ANALYSIS

## Wind Direction

Covent Garden is predominantly affected by southwesterly winds. The prevailing airflow moves across the site from the southwest toward the northeast, supporting natural ventilation and outdoor comfort. The surrounding urban fabric influences airflow patterns by channeling wind through streets and open spaces, creating both exposed and sheltered areas within the site.

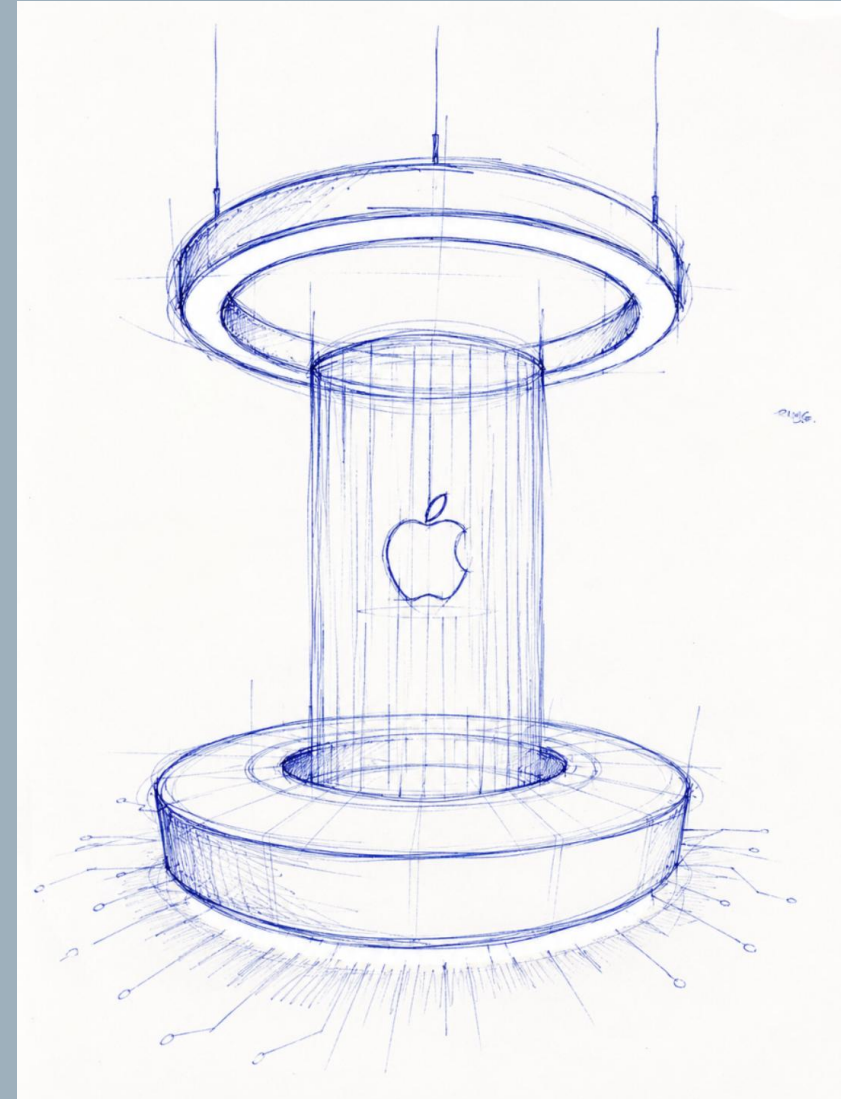


## Sun Path Analysis

The site receives the greatest solar exposure from the south, with the sun rising in the east and setting in the west. Southern areas experience the highest levels of sunlight throughout the day, while surrounding buildings create changing shadow conditions. This analysis supports decisions related to building orientation, daylight access, shading design, and outdoor comfort.

# 1 1 CONCEPT

The design concept is inspired by the idea of the **Apple Core**, representing the heart of the Apple ecosystem where all devices, technology, and user experiences are interconnected through one intelligent central system. The central circular core acts as the main experiential hub of the store, symbolizing innovation and connectivity. The design creates an immersive flagship retail experience that transforms the store from a simple product display space into a futuristic environment where technology, interaction, and brand identity merge into one unified ecosystem.



SKETCH



# 11 CONCEPT



MOOD BOARD & COLORS



MATERIAL BOARD

# 12 OCCUPANCY LOAD

Occupancy Load Calculation

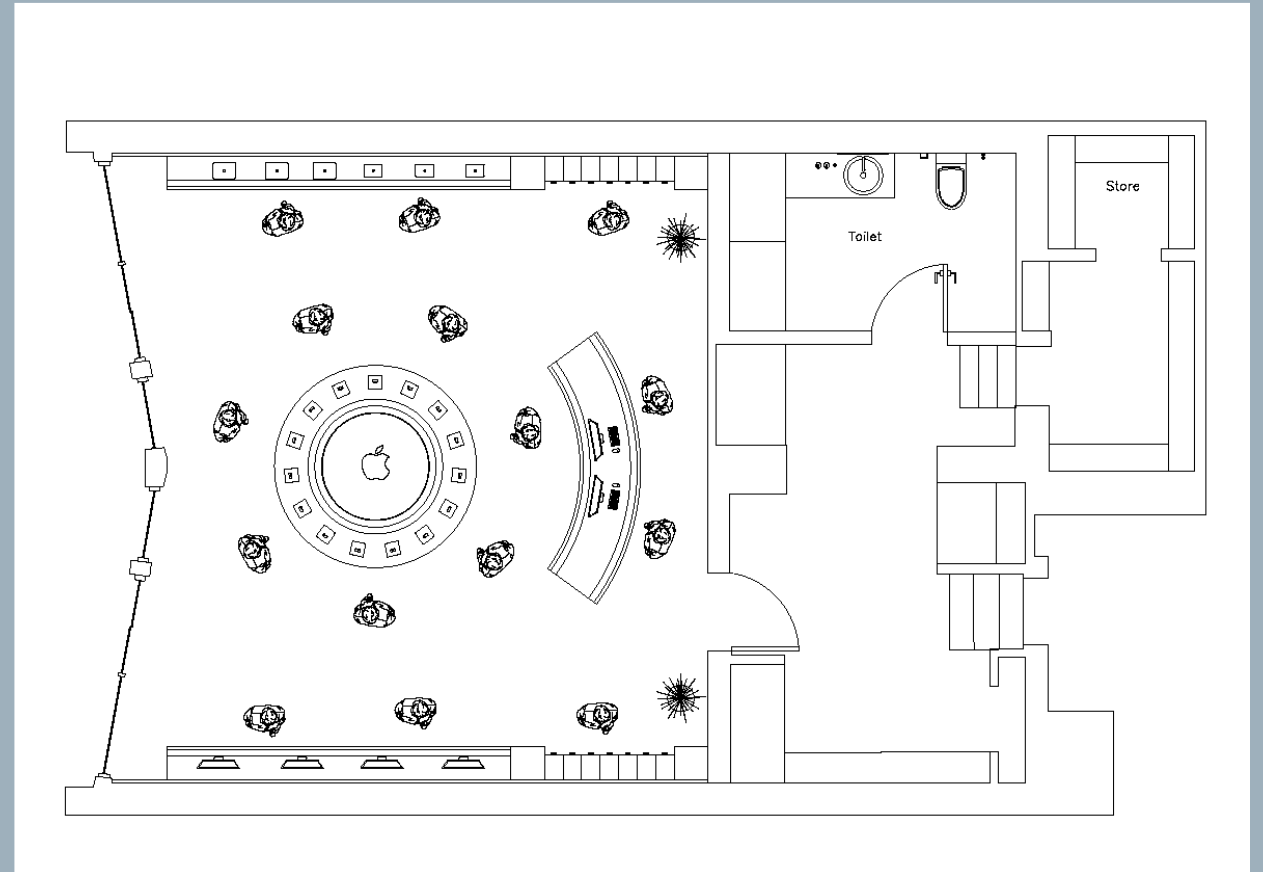
Area = 82.7998 m<sup>2</sup>

Occupancy Type = Retail

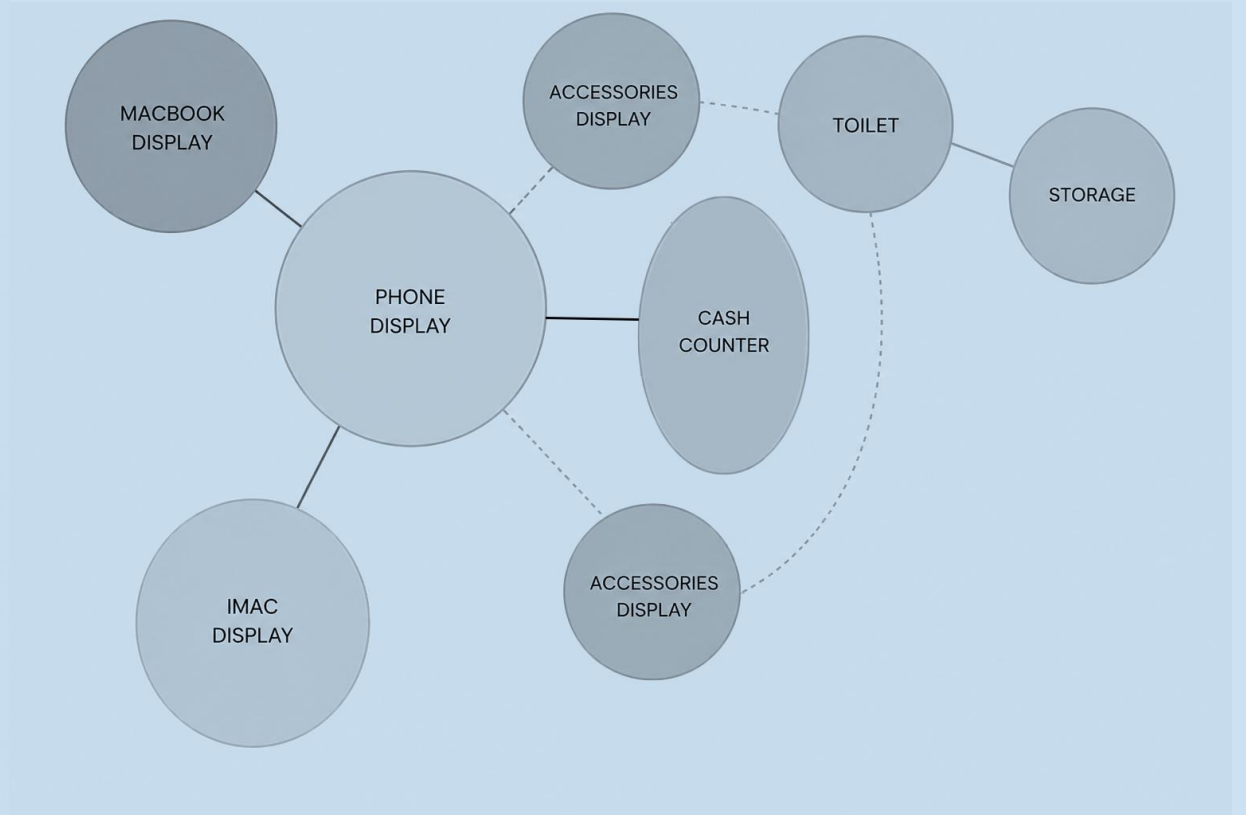
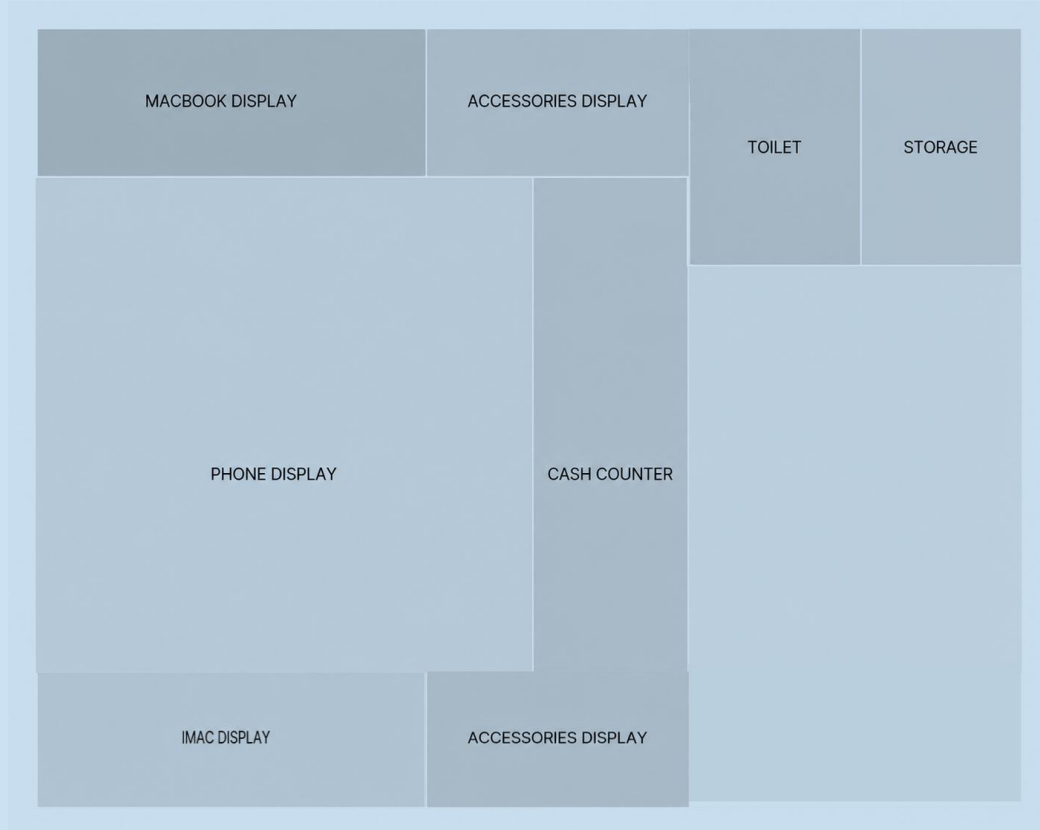
Occupant Load Factor

= 5.6 m<sup>2</sup>/person  $82.7998 \div 5.6 = 14.78$  Total

Occupant Load = 15 persons

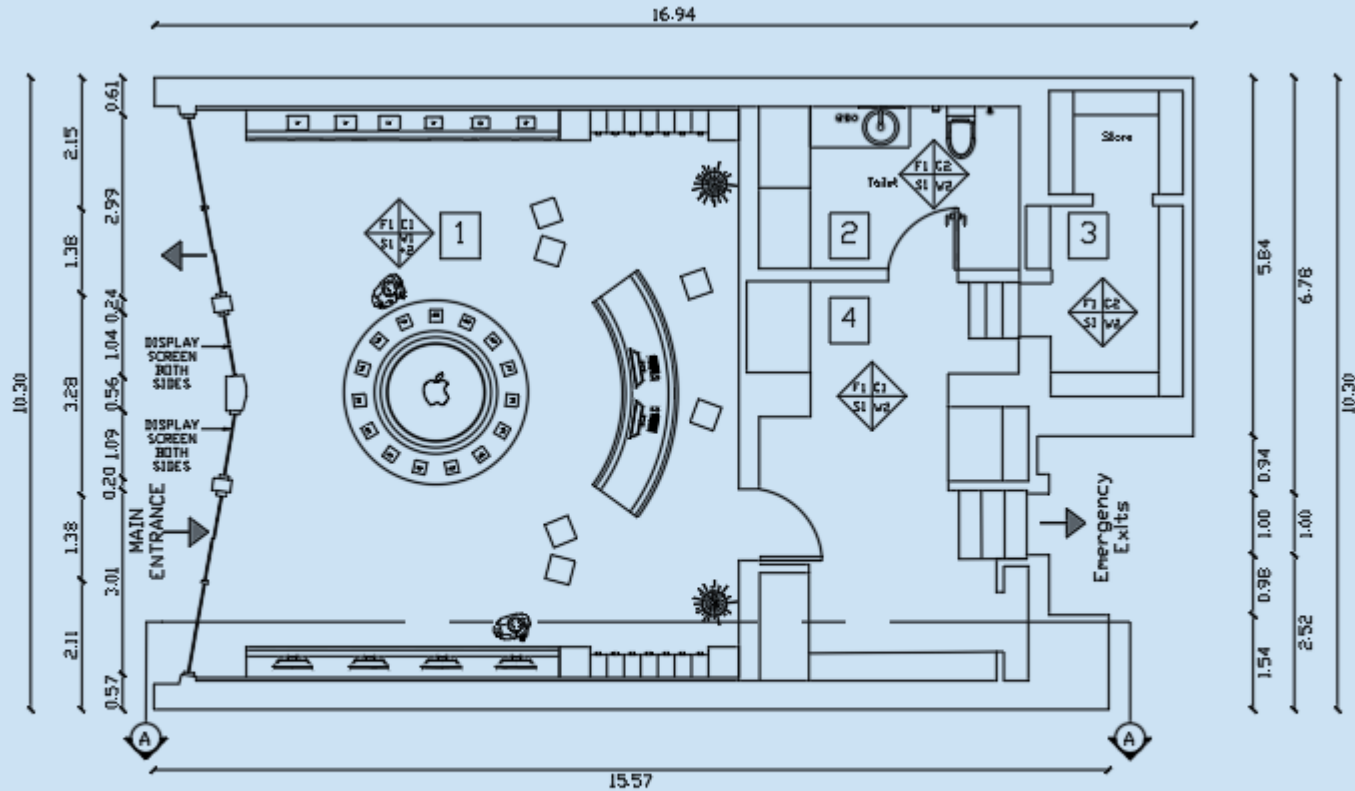


# 13 THE DESIGN - PLANS & SCHEDULE - ELEVATIONS



Bubble and zoning

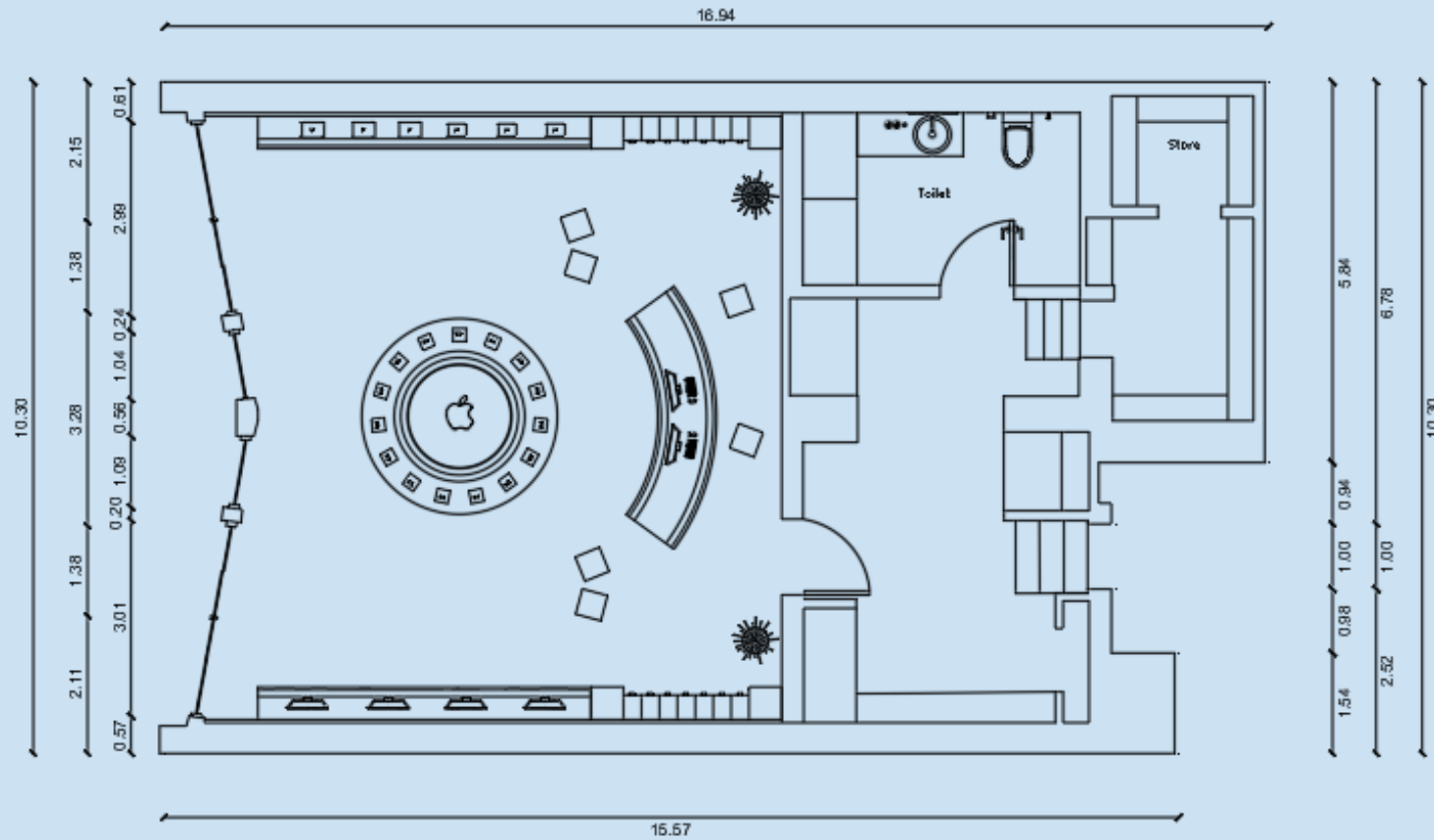
# 1.3 THE DESIGN - PLANS & SCHEDULE - ELEVATIONS



GENERAL PLAN

INTERIOR FINISHES				
	WALLS	SKIRTING	FLOORING	CELLING
1	Stainless steel	stainless steel 200*5mm	Micro cement Flooring	SAVETO Gypsum Ceiling 1.20 x 3 m, 1 mm Thick, WHITE
2	ECOS Paint Colors - 0021 Barely White	-	-	SAVETO Water Resistant Gypsum Ceiling 1.20 x 3 m, 1 mm Thick, GREEN

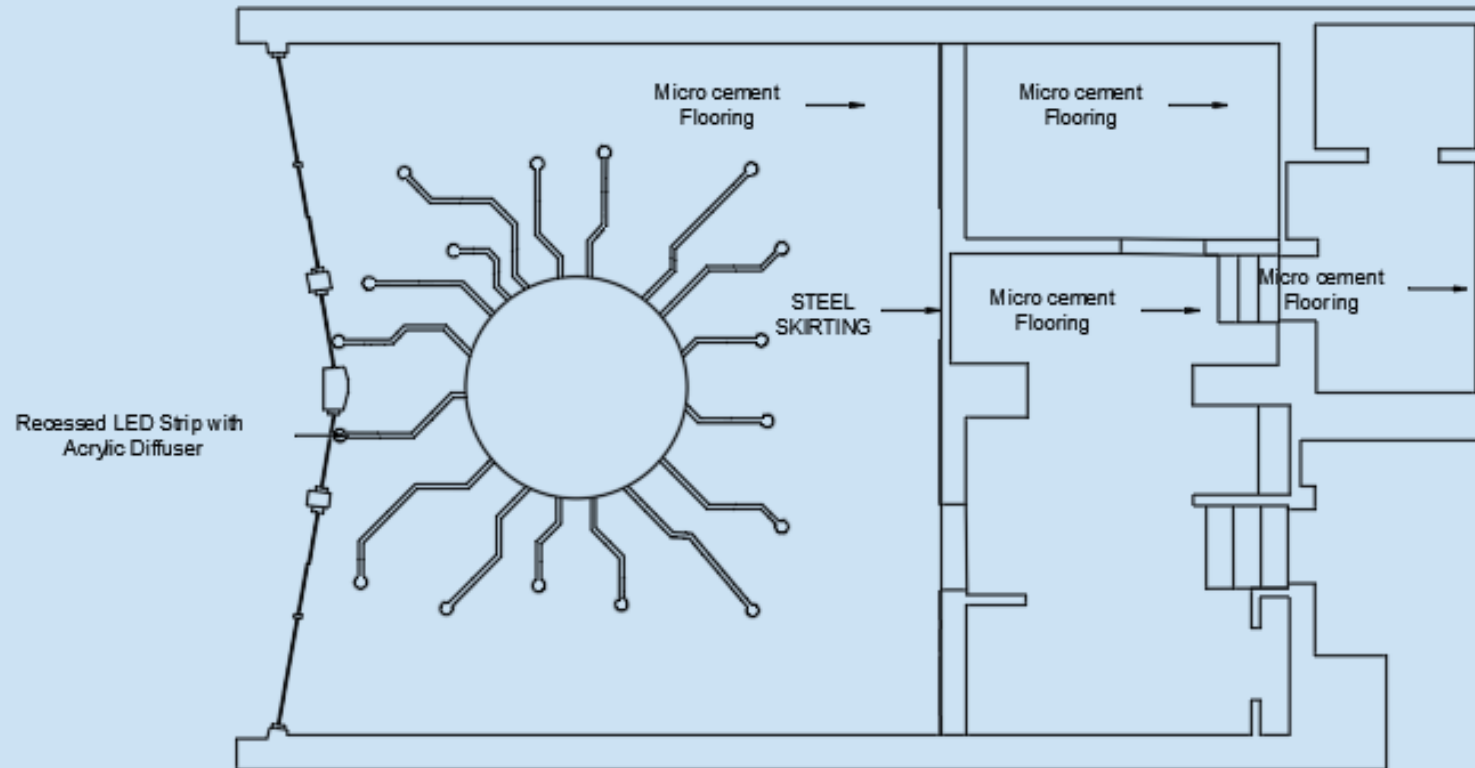
# 1.3 THE DESIGN



FURNITURE SCHEDULE		
Count	Name	W-L-H
6	STEEL STOOL	0.40-0.40-0.80
1	Central Interactive Display Unit	3.00-3.00-0.90
2	iMAC/Laptop Display Unit	0.50-5.11-0.90
2	Accessories Display Unit	0.38-1.93-0.90
1	Cash Counter	0.90-4.00-0.90

FURNITURE PLAN

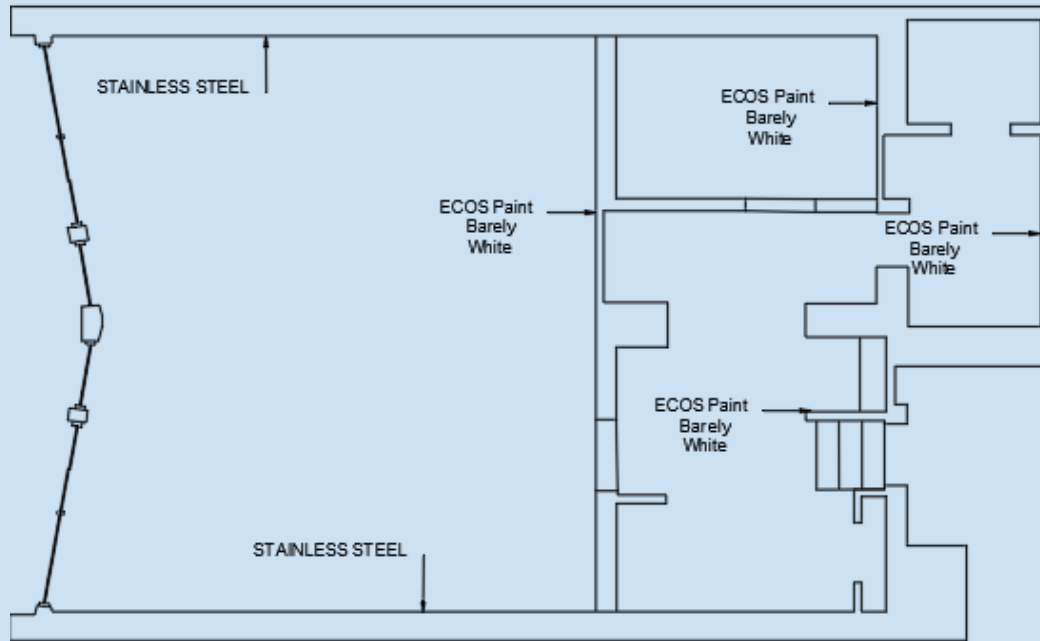
# 1.3 THE DESIGN



FLOORING SCHEDULE	
Micro cement Flooring	Seamless finish Matte texture Commercial high durability Color: Warm light gray
Recessed LED Strip with Acrylic Diffuser	Flush integrated in floor Warm white light (3000K) Minimal technical appearance

FLOOR FINISHES PLAN

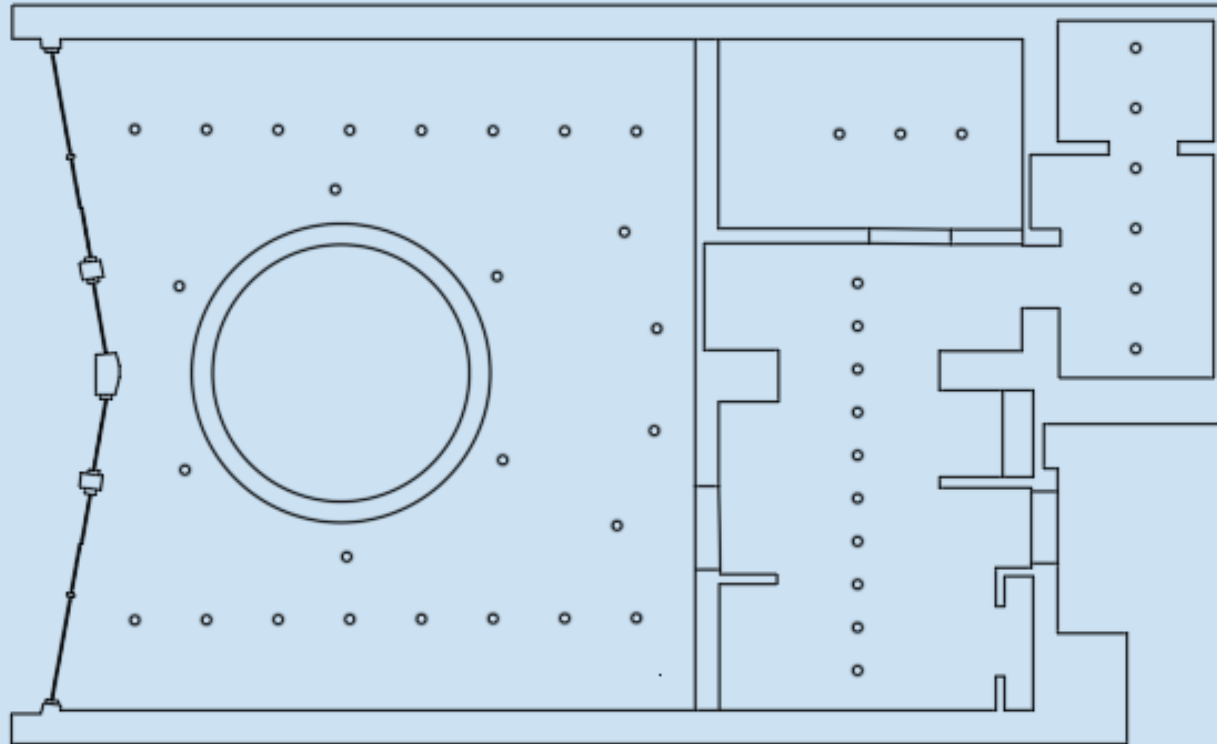
# 1.3 THE DESIGN





MATERIAL PLAN

MATERIALS SPECS	
stainless steel	swisssteel - green steel(sustainable) low-CO2 energy sources-low- carbon
ECOS Paint Colors - 0021 Barely White	ECOS Paint Colors - 0021 Barely White Semi-Gloss VOC-free
Gloss Micro cement Flooring	TH:2-3 mm Cement + polymer resin Water Resistant Scratch & wear resistant -Reduces demolition waste -Durable and long lifespan -Low maintenance required -Low VOC -Lower environmental impact

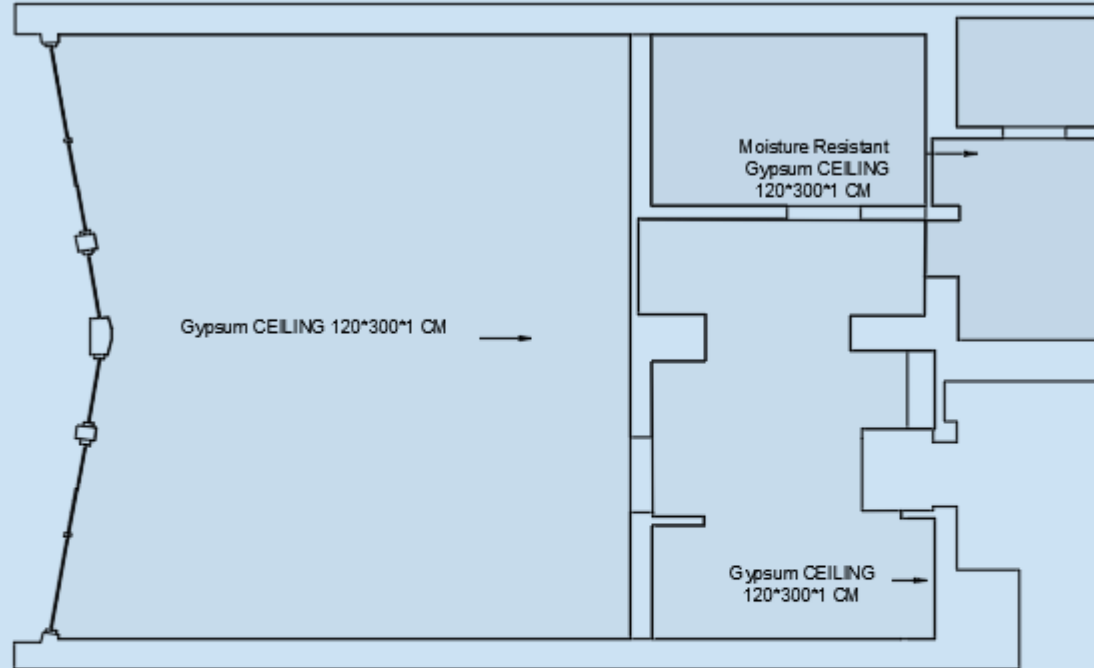
## 1.3 THE DESIGN



LIGHTING SCHEDULE			
SHAPE	NAME + DIM	LUMENS + KELVINE	QUANTITY
	Philips LED Downlight DN020B G3-38 x 140 x 140 mm	1020lm, 4000 K	55
	Philips LED Strip CorePro 24V	4.800lm, 4000K	1

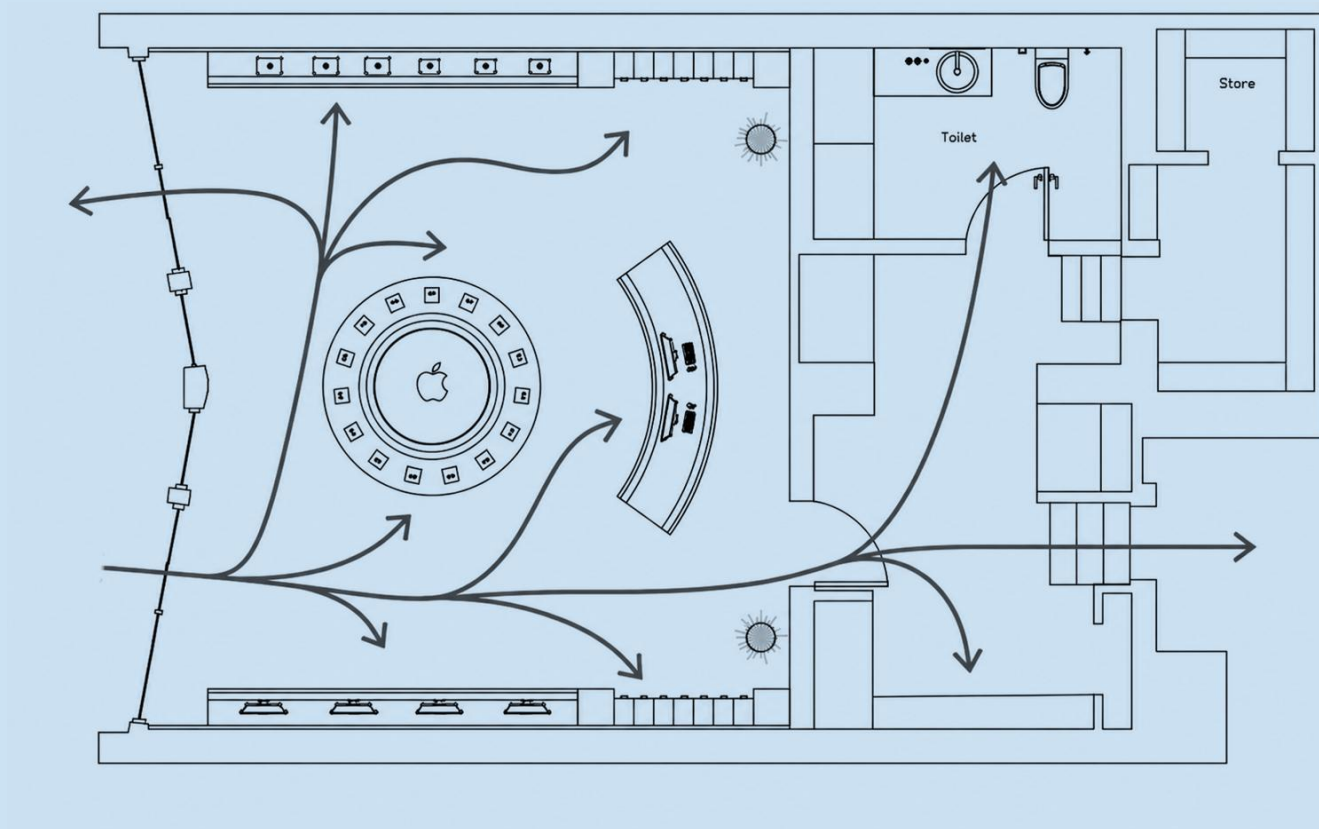
REFLECTED CEILING PLAN

# 13 THE DESIGN



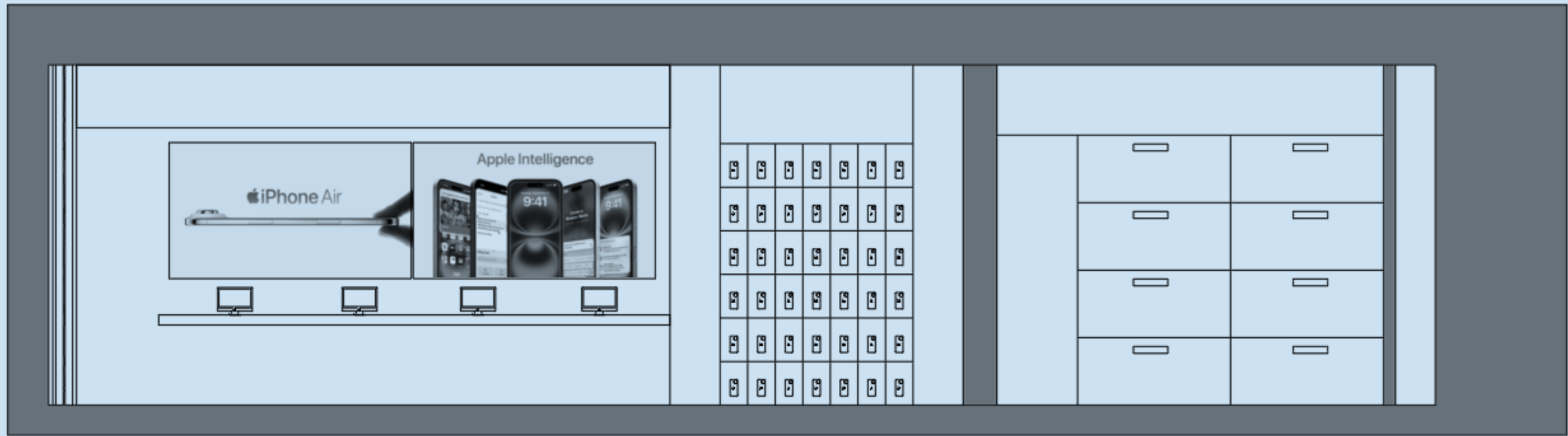
CEILING TYPES PLAN

# 13 THE DESIGN



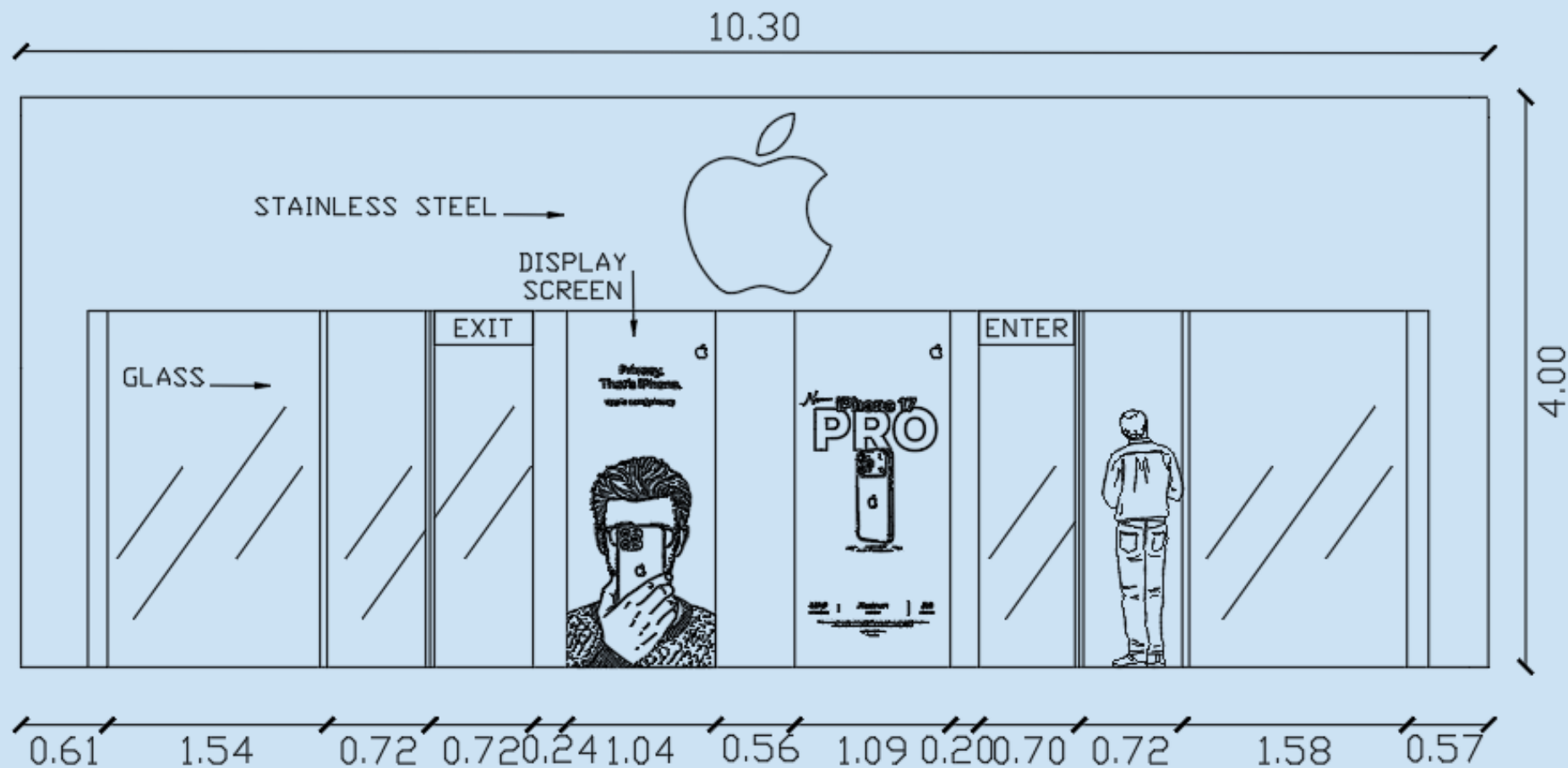
Movement plan

# 13 THE DESIGN



SECTION A-A

# 13 THE DESIGN



EXTERIOR ELEVATION

# 13 THE DESIGN



COLORED PLAN

# 13 THE DESIGN



COLORED FACADE

# 14 THE DESIGN - 3D SHOTS



INTERIOR SHOT - 3D MAX + V RAY

# 14 THE DESIGN - 3D SHOTS



INTERIOT SHOT

# 14 THE DESIGN - 3D SHOTS



EXTERIOR SHOT — FLAGSHIP

## 15 REFERENCES

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