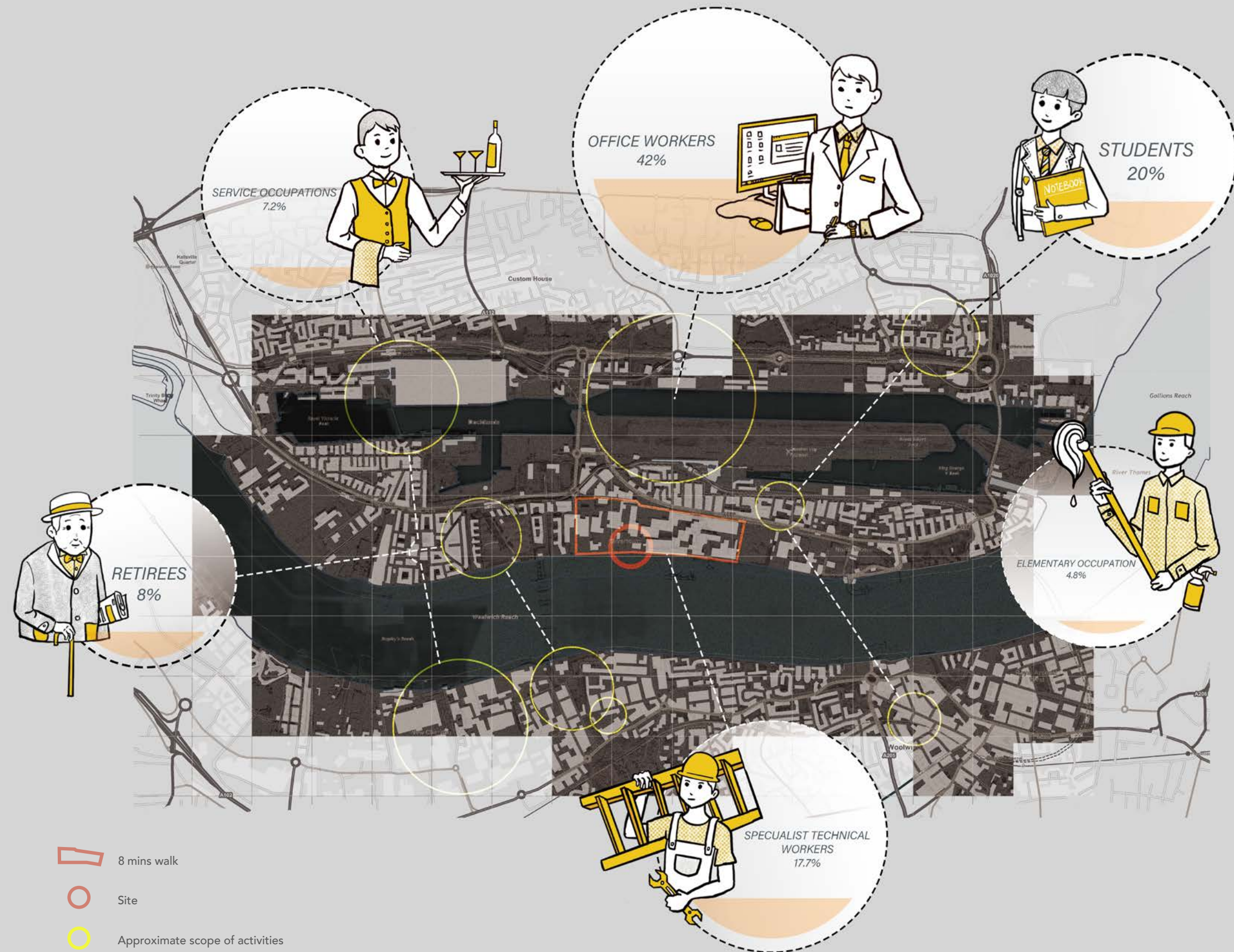
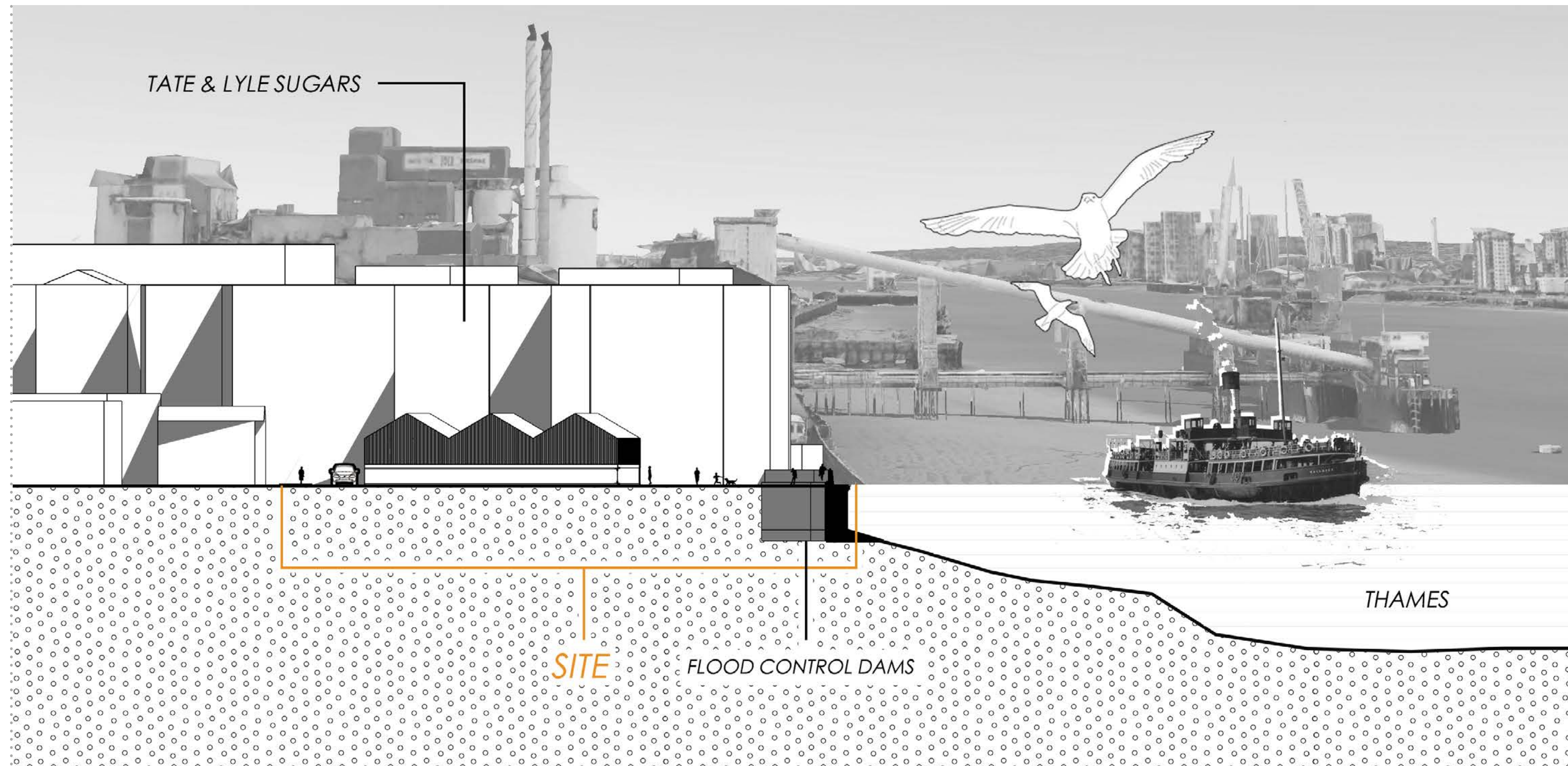


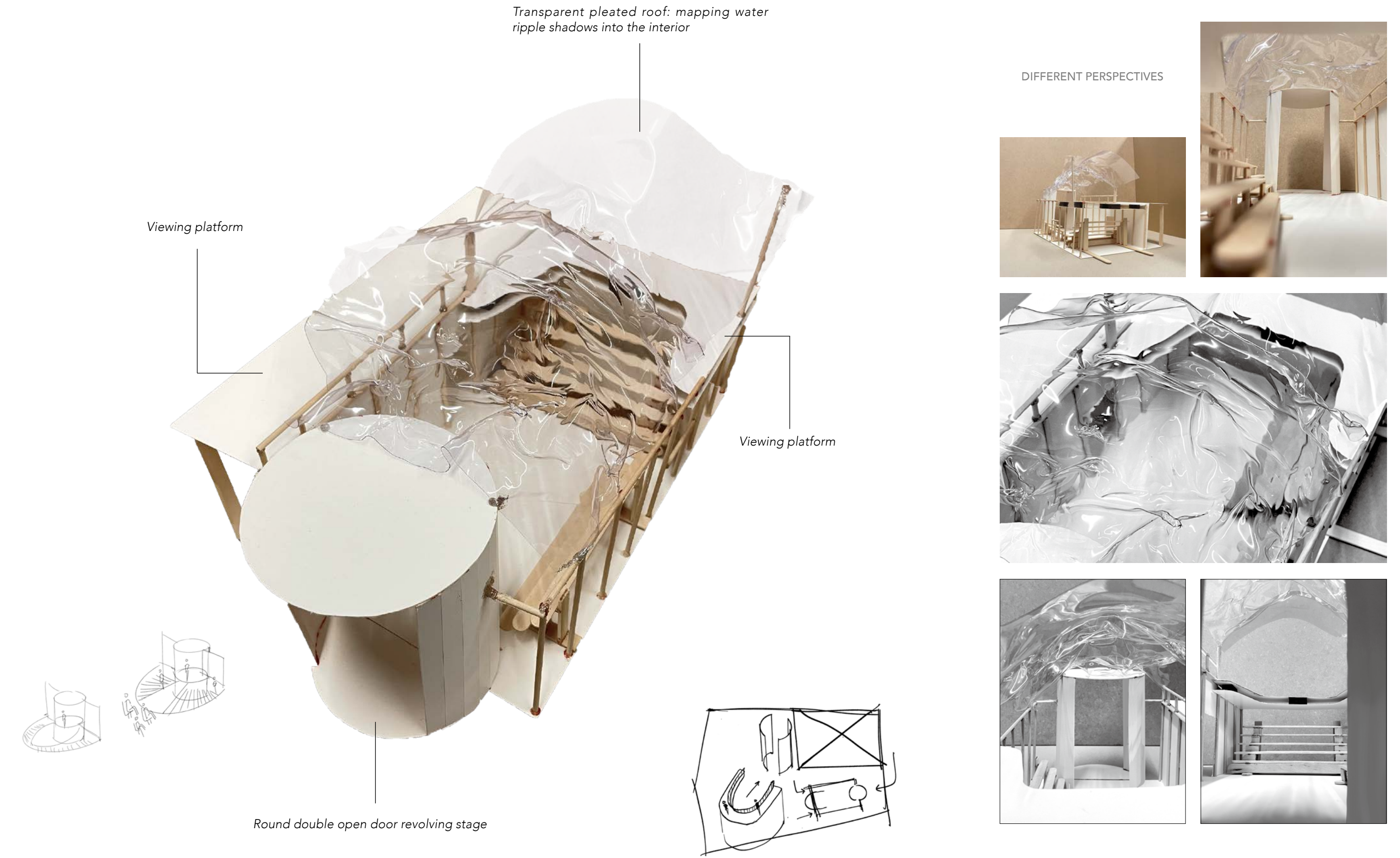
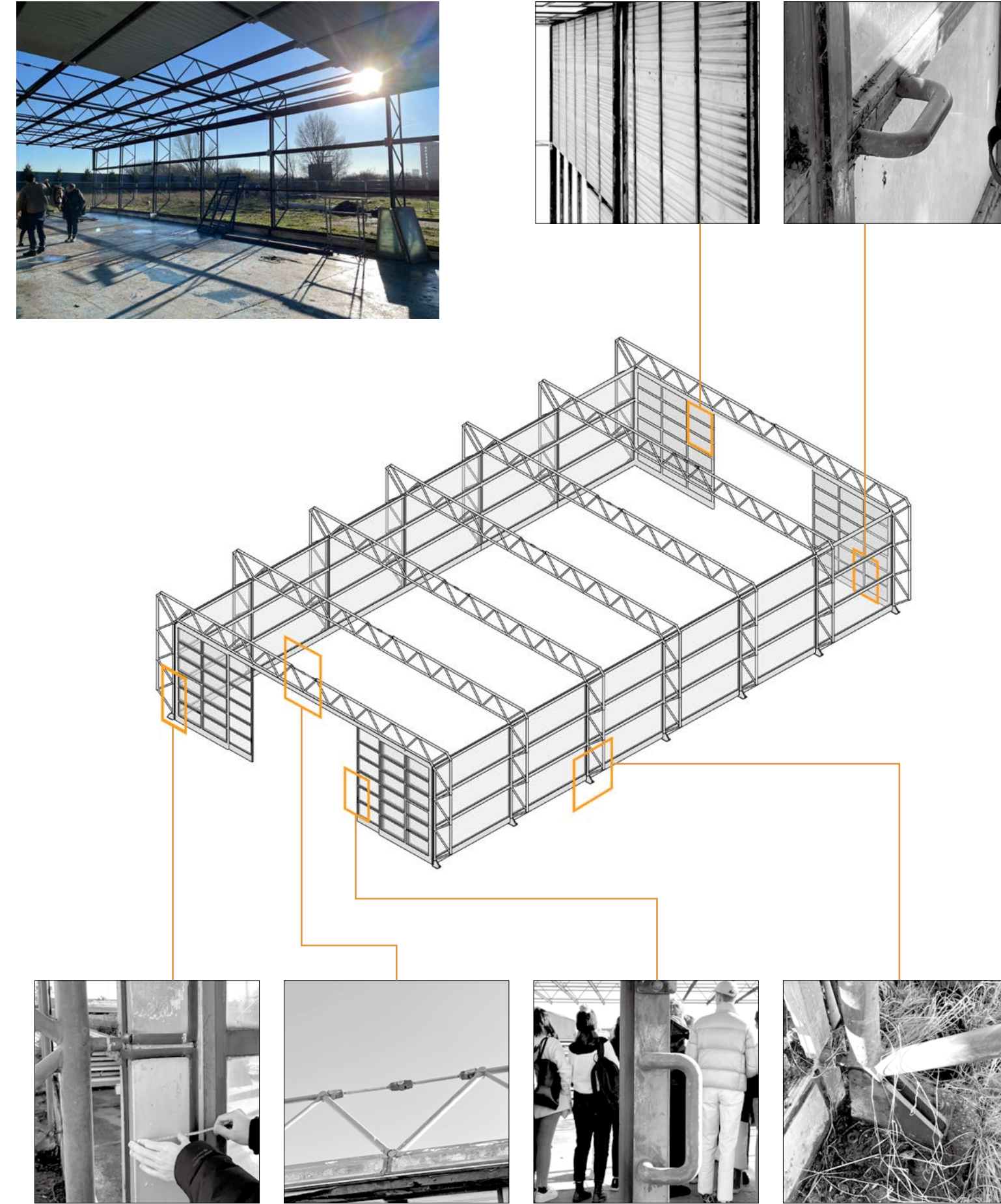
POTENTIAL CUSTOMER



According to the survey, the six different occupational groups in the map are potential customers in the site's vicinity. The approximate range of activities of these potential customers can be known according to the functional zones of the surrounding area (yellow circles). The analysis of the map shows that the largest proportion of office workers are on the north side of the site, followed by students, scattered on the east (on the both sides of Thames river and Royal Albert Dock). The elderly, who make up 8% of the population and are scattered throughout the residential areas and parks to the west of site, have more spare time than younger people and so are one of site's potential customers. I therefore wanted to reflect a special design for these three customer groups in my design.

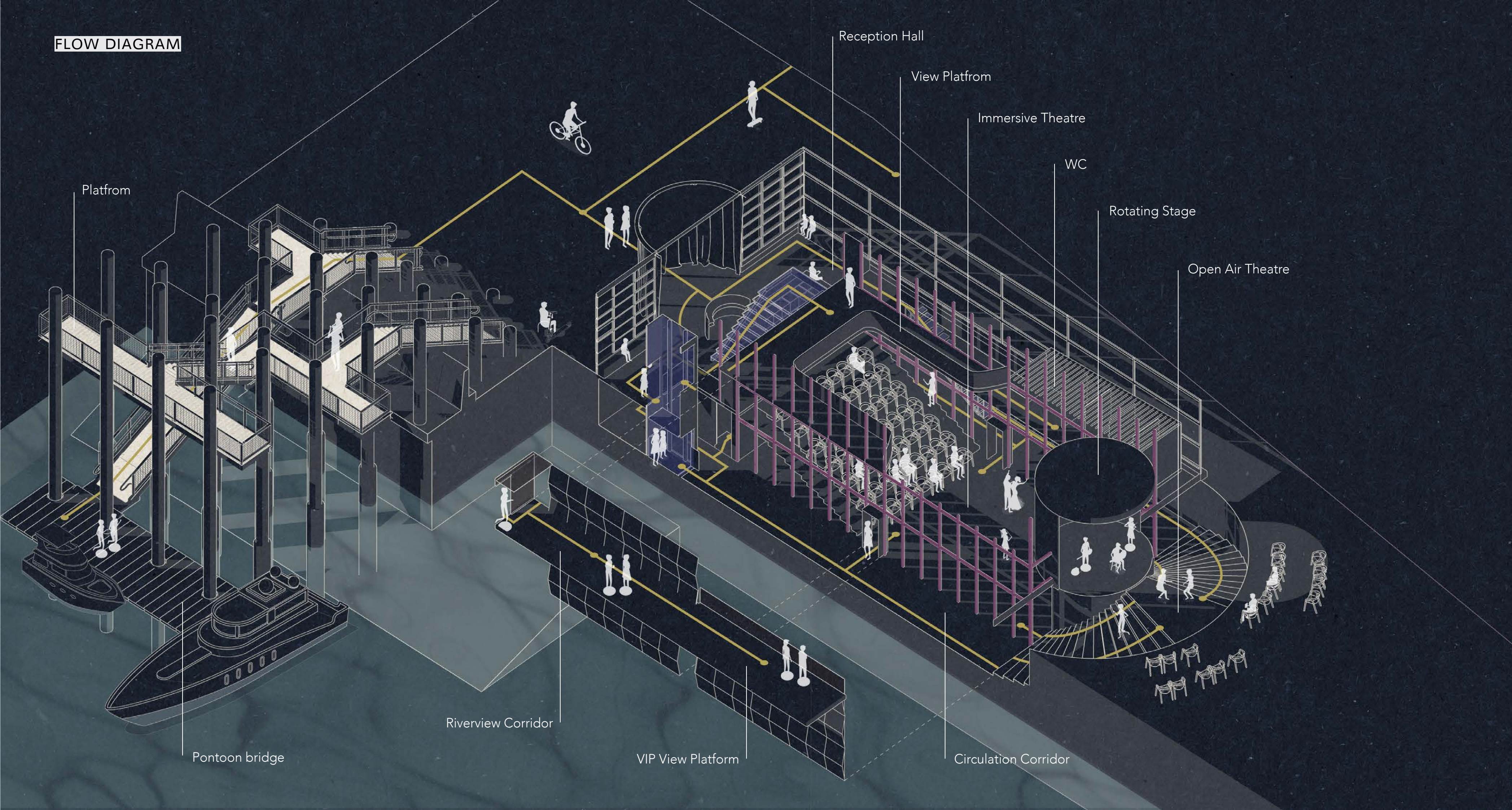
SECTIONS







FLOW DIAGRAM



MATERIAL PALLETTE

