

FORTUNE 500 ELECTRONICS RETAILER

SPACE UTILIZATION STUDY

This large, innovative company had implemented a new workplace strategy at their headquarters, giving laptops to almost all employees, installing wireless technology throughout the building, and providing staff the flexibility to work from wherever they chose; home, office, conference room or coffee shop, as long as they met productivity and deliverable targets.

They had also redesigned their workplace standards and their headquarters office space to be more conducive to collaborative work. But two years into this experiment, they wanted to know how well the redesign was working. Were people actually using their newly designed cube and office spaces? The teaming areas? The conference rooms?

As one manager put it, "Why does Tuesday afternoon feel like Saturday morning around here?" The company turned to RSP i-SPACE and RSP Architects to help them answer these questions.

We worked with the client to select a representative floor and conduct a Space Utilization study. Hourly for one week, RSP audited the use of each cube, office, conference room or collaboration area, designating whether the spaces were occupied or not, and if so, what the occupants were doing, i.e., meeting with others, computer work, or on the telephone. RSP i-SPACE then graphically depicted this data by color coding the floor plans, allowing a visual time-lapse study showing the occupancy patterns for the floor.

The results were astonishing. Staff occupied their assigned workstation or office less than 50% of the time, while conference rooms were in use less than 25% of the time, even when scheduled for more. Use patterns showed the heaviest use of workspaces during the beginning of the week, and on a daily basis at the beginning and end of the day, and on either side of the lunch hour.

The client is now considering increasing the staff-desk ratio by various amounts in a pilot program, to identify the optimal utilization rate of workspace. They are also considering changing the number and configuration of teaming spaces, as well as using a different scheduling system. This may allow them to consolidate some of their space, and free up valuable capital for enhanced investment in R&D or Marketing functions.

"(the study is) Better than great, it's fantastic!"

- Director of Corporate Facilities-