PROGRAM ANALYSIS

What does program analysis do?
By taking into account the needs of both the client and the user, the design of the space should fit the needs of all. It is essential to observe the current working conditions (if possible) to see how the employees work together and the kinds of spaces necessary. In order to reach the most successful design solution possible, it is important to explore various options and arrangements to see which might generate the highest level of productivity and be the most advantageous for employees. Working through the various stages of space planning, from bubble diagrams to developed plans, helps to make the puzzle of allocating space less complex.

ESSENTIAL PURPOSE STATEMENT

The essential purpose of this office will be to provide a space in which employees can work together to allow for further growth of the company by targeting a new market, and establishing a presence in a city that has the potential to exponentially increase sales and influence. The employees will be encouraged to be open and expressive about their ideas through the design and its properties.

DESIGN GUIDELINES

- Create an office space whose environment helps to promote interdisciplinary collaboration, which in turn, boosts sales.
- Create an atmosphere which exudes the charitable nature of the company by giving back to the community which surrounds it.
- Encourage employees to have a connection with nature within the space by incorporating natural elements reminiscent of those used to create the products while allowing as much transparency as possible to allow for views of the natural landscape.
- Celebrate the intricate craftsmanship of the product through attention to details that exemplify the company's dedication to excellence within the workplace environment.
- Use local materials which reduce environmental impact, and promulgate the environmentally conscious ideas set forth by the company.

CATERINA GARCÍA
G2 WORKPLACE

GOALS STATEMENT

MAIN GOALS

The main goals are to create a space which affords employees the opportunity to take advantage of Miami's unique culture and ever-growing restaurant industry and allow Patrón to become an unparalleled force in the industry. This will be achieved by providing spaces in which employees and administration can collaborate on new and unprecedented forms of marking, sales, and product uses. This office will serve to promote the Patrón lifestyle and as such, employees will be prompted to contribute to the use of the product in inventive ways. The use of collaborative spaces will not only encourage employees to work together to solve everyday problems, but it will build a foundation of trust and reliance. Combined with this projected success, Patrón wishes to expand its humanitarian efforts by assisting the local community and helping it to grow parallel to our successes.

DOMINANT FEATURES + SPACES

The program within the workplace will have a rough ratio of 70% open spaces to 30% closed spaces. The open spaces will be places for the workers to collaborate, and will also include open meeting areas that can accommodate larger groups for spacial events, which are common in the Patrón company. As an office that looks to capitalize on the culinarily-focused atmosphere of Miami, the test kitchen + bar will serve as the centerpiece of the workplace, creating a space where employees can come with their ideas for product use and bring them to life. Other important programmatic components include the break-away collaboration rooms for more focused group-based work, as well as the individual "pods" designed for employees who require the utmost acoustic and physical privacy. The overall design of the office will convey the company's ideals of collaboration and transparency while giving employees the spaces that they require to complete their assigned tasks.

CRUCIAL ASPECTS

Crucial aspects of the project include abundant access to collaboration zones, as well as access to spaces where employees can work on a more intimate level. In line with the company's commitment to environmental friendliness, the importance of connection to nature through daylight, as well as access to outdoor spaces is crucial. Inspiration through nature is something the company values very much, so the employees should have access to a nature-based setting.

SPACE DESCRIPTIONS

lobby + waiting (260 sq. ft): the lobby space serves as a general gathering area for employees, clients, and administration alike. The lobby gives the first impression of what the company is like to guests, as well as providing direction and guidance for the user to move through the space. *This space should have furniture that incites conversation in the guest areas, as well as a comfortable workspace for the receptionist, it should also include an area for product display.*

marketing (579 sq. ft): the marketing department creates all the advertisements and promotions as well as handling the social media presence of the company. This group of people is highly collaborative as they discover ways to promote the product, but can get loud, so they should be placed in an area where their volume will not affect other employees' work. (Direct access to sales, as their jobs intertwine.) Employees dedicated to each social media outlet will work together to ensure that the vision and message being spread is cohesive. *Special equipment in this space includes a photo studio and printing area.*

purchasing (414 sq. ft): the purchasing department is in charge of procuring goods and services for an organization, as such it is the job of this department to contact and maintain relationships with vendors and other companies which wish to work with Patrón. This department can work closely with sales and marketing to discover the best connections to make in order to benefit the company (can also have a close, but not direct route to accounting). *Computers and workspaces will be crucial in this area.*

support spaces (3,080 sq. ft): test kitchen + test bar will allow employees to contribute recipes, which can be used on social media to promote the product. Areas which afford access to nature should also be considered, such as outdoor lounges or decks for the employees to relax and rejuvenate, and also to provide additional collaboration or meeting space. Included here are the conference and huddle rooms, which will be crucial in the development of a collaborative workspace. *Furniture in these spaces should promote interaction between the users, and cafe and kitchens should have specialty equipment.*

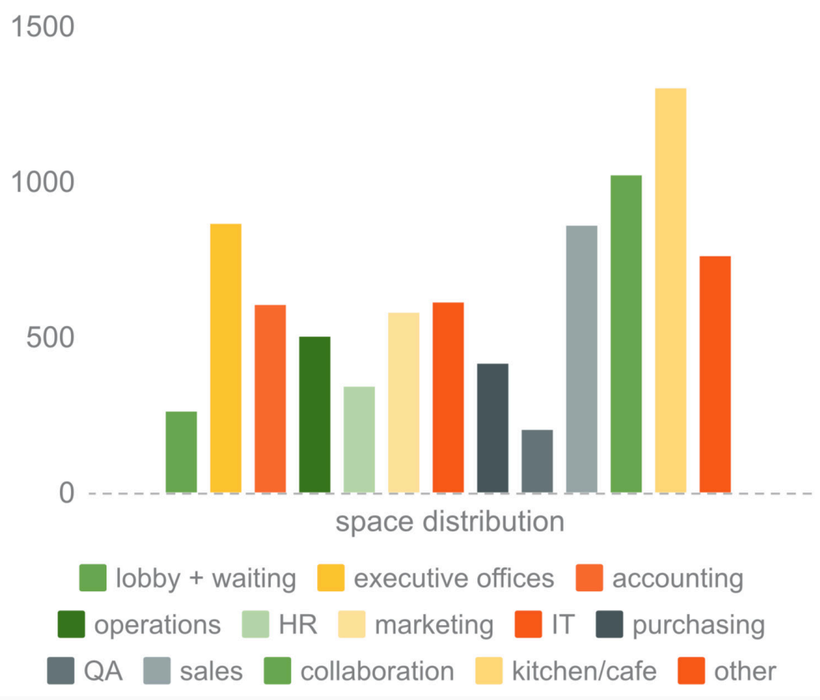
sales (858 sq. ft): the sales department is in charge of all the vendor work within the company. It is their responsibility to ensure that the product is being purchased and distributed, which justifies the production. These employees often work together to determine how to close a sale, or even how to bring new clients into the fold. This process requires a high level of collaboration and private spaces, moderate attention to volume should be paid. *Equipment in this area includes computers and writing surfaces.*

quality assurance (201 sq. ft): it is the duty of the quality assurance department to ensure that all the products being sold are maintaining the quality standards set forth by the company, especially since the product is shipped from another country into the US. Quality assurance can work in close quarters with the test kitchen and bar to ensure that all recipes being developed meet the approved standards. *This space should include flat work surfaces and bright light sources for product inspections.*

SPACE DESCRIPTIONS

executive suite (866 sq. ft): the executive suite will provide areas for the various executives to hold meetings, work, and develop ideas with other employees. These spaces should take into account the needs of each executive, as well as their working habits. The executive areas should invite employees and business associates in, while also maintaining a moderate level of privacy for business purposes. *Furniture in this area should include workstations and executive desks.*

accounting (604 sq. ft): the accounting department provides the backbone of the business, as they calculate the various expenses associated with the business, as well as profits, and ensuring that sales are providing a return on the product. Accounting is also in charge of managing the expenses related with everyday business. Accountants usually work more independently, so it is important to consider this when designing their spaces. *These spaces should take into account the need for technology (such as computers and calculators) as well as places for the employee to write.*



it (information technology) (612 sq. ft): the job of the it department is to ensure that all technological facets of the company are working smoothly. This includes, computers, phones, tablets, POS systems, and increasingly, security of social media. This job is one that requires focus and quiet, so care should be taken in the placement of this hub. *A large majority of these employees will work with multiple computer screens, so larger desk-prints may be necessary.*

operations (501 sq. ft): the operations department is responsible for overseeing all other departments within the company, it functions as a sort of management. This department's main concerns are profitability, increasing sales, managing people, and managing products and services, additionally they also oversee employee productivity. This department requires moderate sound attention. *This area should include touchdown or hotelling zones as well as individual workstations.*

human resources (340 sq. ft): human resources deals with employee relations, as well as payroll, training, and the interview/hiring process. Human resources often requires more private spaces for personal meetings with employees, as well as a close relationship with the accounting department for payroll purposes. *Due to the often sensitive nature of this area, it should be afforded both acoustic and visual privacy, especially for areas such as employee performance review rooms and the mother's room.*

ADJACENCY DIAGRAM

executive

employee

dining

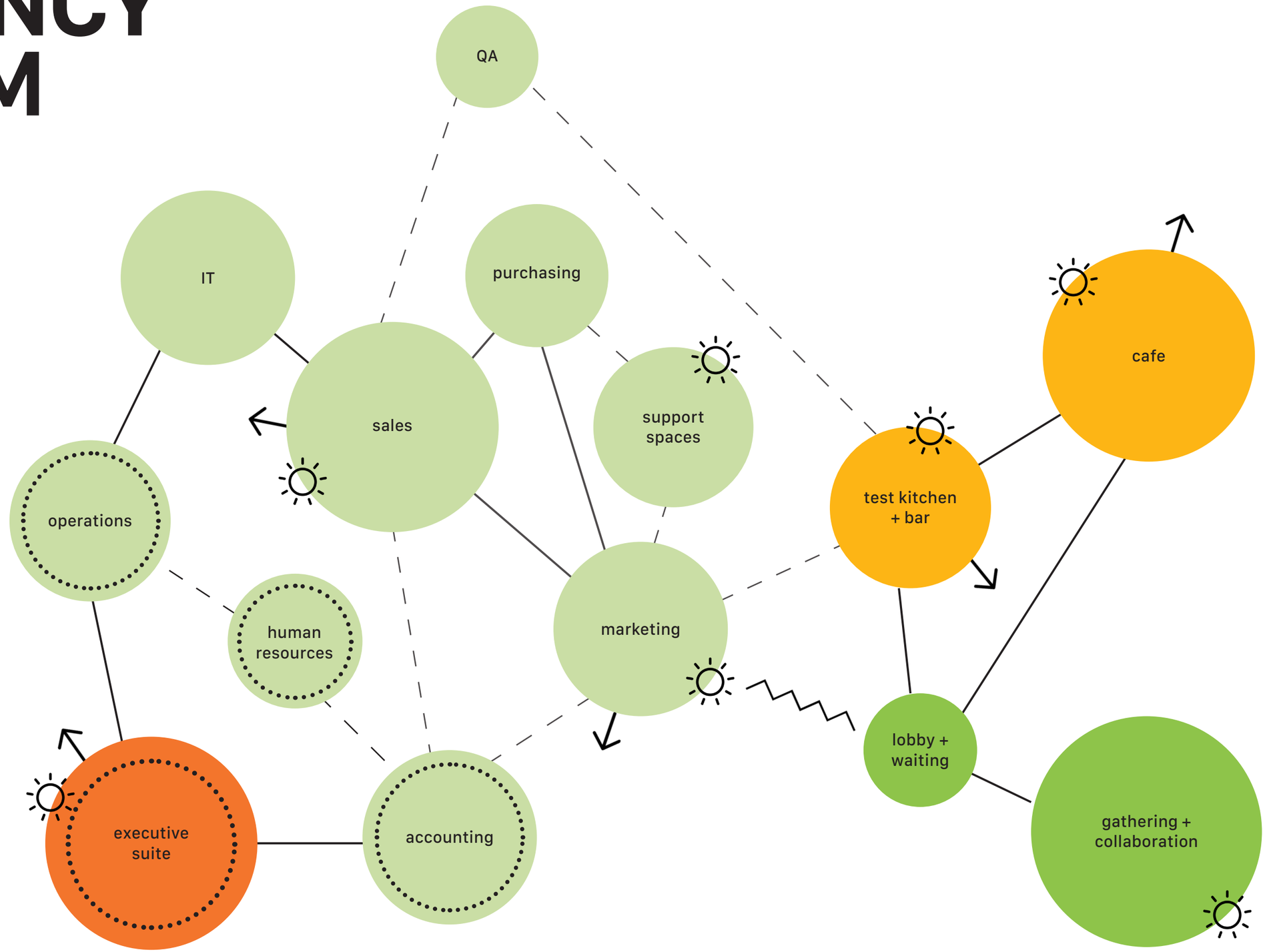
public

acoustic privacy

views

access to daylight/nature

stairs



micro-ADJACENCY DIAGRAM

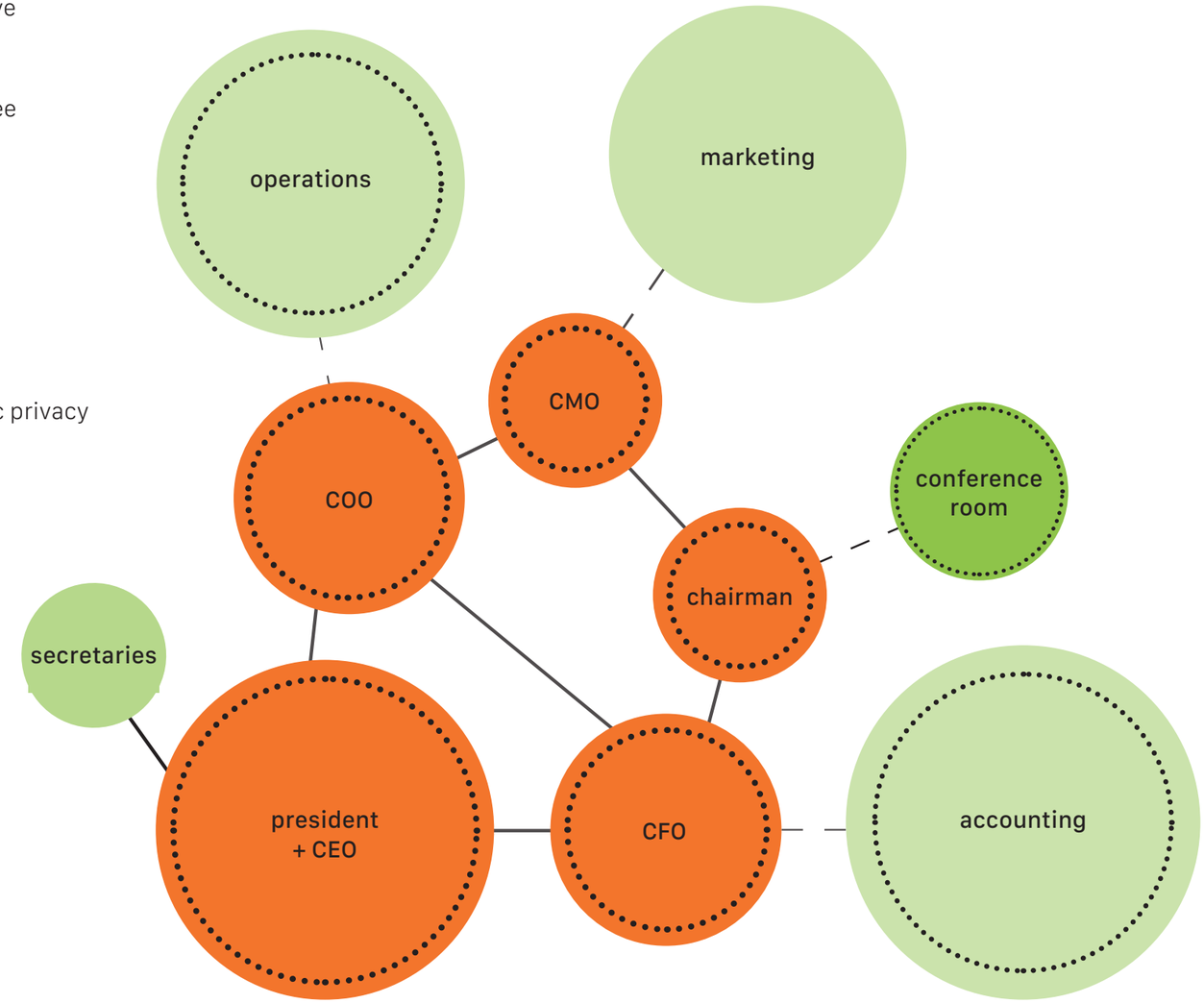
executive

employee

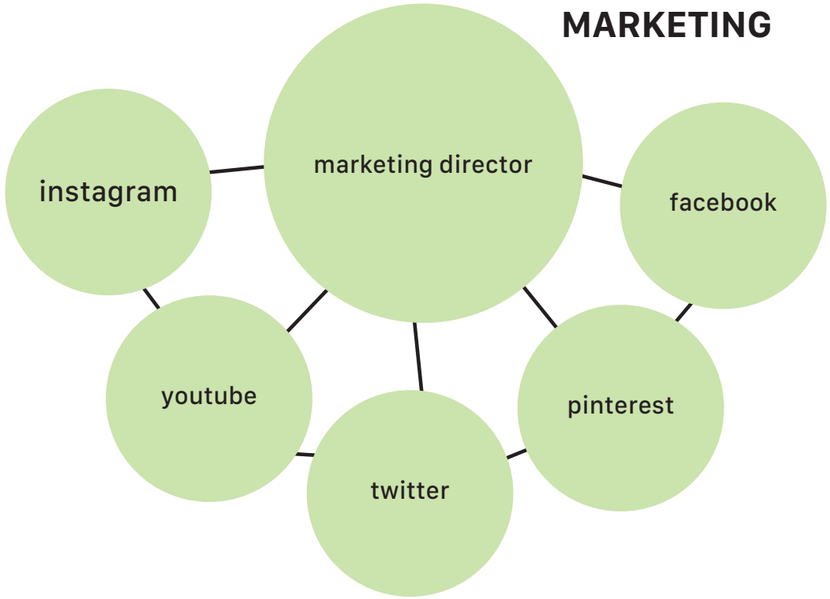
dining

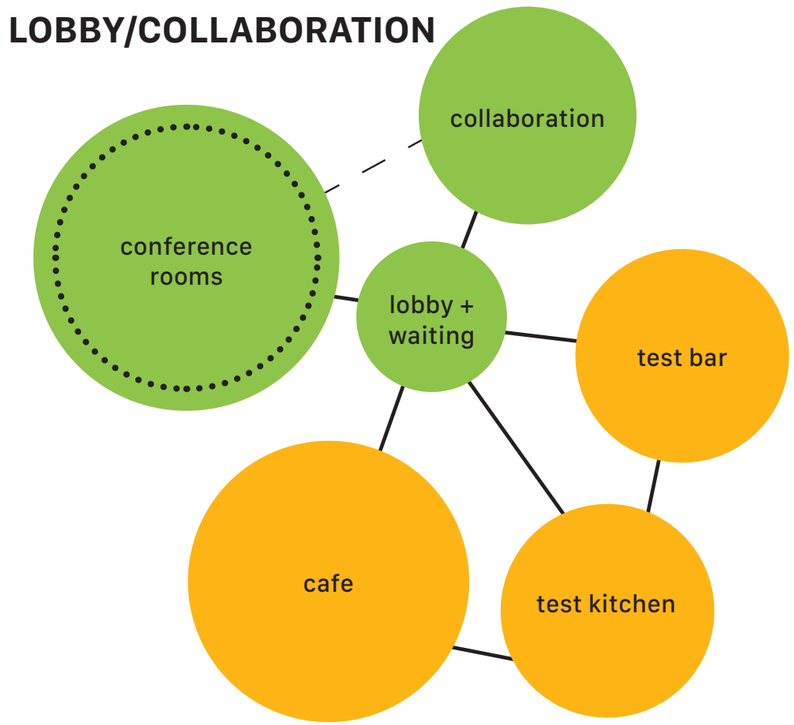
public

acoustic privacy



EXECUTIVE SUITE





PRIVACY DIAGRAM

executive

employee

dining

public

acoustic privacy

visual privacy

executive suite

operations

accounting

human resources

most private

marketing

purchasing

QA

sales

IT

gathering + collaboration

lobby + waiting

test kitchen + bar

cafe

support spaces

least private

CONCLUSIONS

By creating an office space which is sensitive to the needs and desires of all facets of the company – from executives to normal employees – the workspace creates an environment which is exponentially more effective and productive. Taking into account the growing need for interdisciplinary collaborative spaces in workplaces allows for the creation of areas which promote this behavior.

From the diagrams, space planning becomes less challenging, as the adjacencies of certain groups has been established. It is also clear to see which departments will require more acoustical or spatial privacy. Those departments which work on more creative aspects of the business, such as marketing, will require less privacy as they have more of a predisposition to collaborate. However, those departments working on more tedious tasks, such as accounting and IT, will require higher levels of privacy to be able to complete their tasks effectively and efficiently. Through my findings, it became apparent that there are many departments which can work together, and others that are better off working alone, this will make the distribution of spaces within the building more dynamic.

Studying the uses of each of the spaces in relation to the square footages and employee counts gave a sense of what amount of space each employee would be allocated. This can help in the decision of furniture types as well as how to arrange employees within the allocated space.

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