



# 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

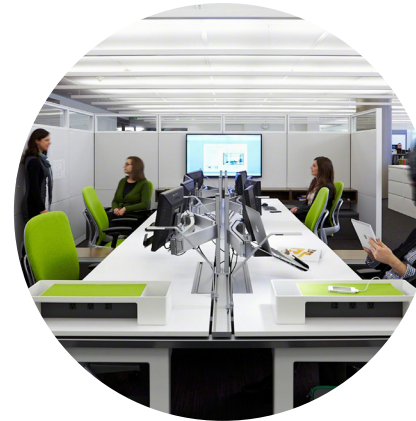
The essential purpose of this office will be to provide a space in which employees can work together to allow for further growth of the company by targeting a new market, and establishing a presence in a city that has the potential to exponentially increase sales and influence. The employees will be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

## DESIGN GUIDELINES

- Create an office space whose open, vibrant, and transparent environment helps to promote interdisciplinary collaboration across all sectors of the company by providing various co-working spaces.
- Create an atmosphere which exudes the charitable nature of the company by giving back to the community which surrounds it.
- Encourage problem-solving interaction between employees of various departments by allowing them to work in a way which eliminates departmental confinement.
- Celebrate the intricate craftsmanship of the product through attention to details that exemplify the company's dedication to excellence within the workplace environment.
- Promulgate creative fluidity by creating private and collaborative spaces in which employees from various departments can come together to share ideas and thoughts in a productive manner.



# 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 marketing, 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 special 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.*



**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. The **cafe** will be an area where employees will be able to each lunch, as well as hold impromptu meetings + conversations. 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. **Conference and huddle rooms**, which will be crucial in the development of a collaborative workspace.



**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).



**notable adjacencies:** lobby + waiting  
**needs:** *furniture in these spaces should promote interaction between the users, and cafe and kitchens should have specialty equipment*

**special areas:** cafe, test kitchen + bar, furniture storage room, 2 huddle rooms, 2 focus rooms, 2 collaboration areas, large conference room, medium conference room, print + collating area, server room, storage room  
**specialty equipment:** bar height tables + stools, kitchen equipment (refrigerators, ovens, dish washers, etc.), bar equipment (refrigerator, ice maker, garnish storage, bottle storage), video + audio conferencing equipment for collab spaces + conference rooms, large tables + varying chair styles for conference and huddle rooms

**notable adjacencies:** marketing, sales  
**needs:** *spaces which allow for meetings with clients, technology to help track product inventories*

**workstations:** 7 type one  
**fixtures:** 2 filing cabinets  
**special areas:** 1 collaboration area



# SPACE DESCRIPTIONS



**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.

**notable adjacencies:** sales, purchasing, accounting  
**needs:** *special equipment in this space includes a photo studio and printing + collating area for marketing materials*

**private offices:** 1  
**workstations:** 5 type one  
**fixtures:** 1 filing cabinet



**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.

**notable adjacencies:** marketing, purchasing, QA  
**needs:** *areas within sales should allow for collaboration and also take into account the frequency of use by employees because of schedules, need for technology and various forms of communication (computers, tablets, video conferencing)*

**private offices:** 1  
**workstations:** 4 type two, 14 type three  
**fixtures:** 6 filing cabinets  
**special areas:** 2 collaboration areas, 3 hotelling/touchdown zones



**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.

**notable adjacencies:** sales, marketing, purchasing  
**needs:** *this space should include flat work surfaces and bright light sources for product inspections*

**workstations:** 4 type one  
**fixtures:** 1 filing cabinet

# SPACE DESCRIPTIONS



**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.

**notable adjacencies:** disbursed location, available to all employees  
**needs:** *a large majority of these employees will work with multiple computer screens, so larger desk-prints may be necessary*

**private offices:** 1  
**workstations:** 3 type two  
**fixtures:** 2 filing cabinets  
**special areas:** computer maintenance room



**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.

**notable adjacencies:** executive offices, human resources  
**needs:** *this area should include touchdown or hotelling zones as well as individual workstations, employees from this department will likely travel throughout the office and need accessibility to all departments*

**private offices:** 1  
**workstations:** 8 type two  
**fixtures:** 3 filing cabinets  
**special areas:** 2 hotelling/touchdown zones



**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.

**notable adjacencies:** executive offices, operations  
**needs:** *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*

**private offices:** 1  
**workstations:** 1 type one  
**fixtures:** 6 filing cabinet  
**special areas:** 1 mother's room

# 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.



**notable adjacencies:** operations, human resources, accounting, conference rooms  
**needs:** *furniture in this area should include workstations and executive desks as well as premium furniture choices for desks and chairs, access to daylight and views is expected*

**private offices:** 4  
**workstations:** 1 type one (executive assistant)  
**fixtures:** 2 file cabinets

\*possible additions include small waiting area/lobby and formal conference room

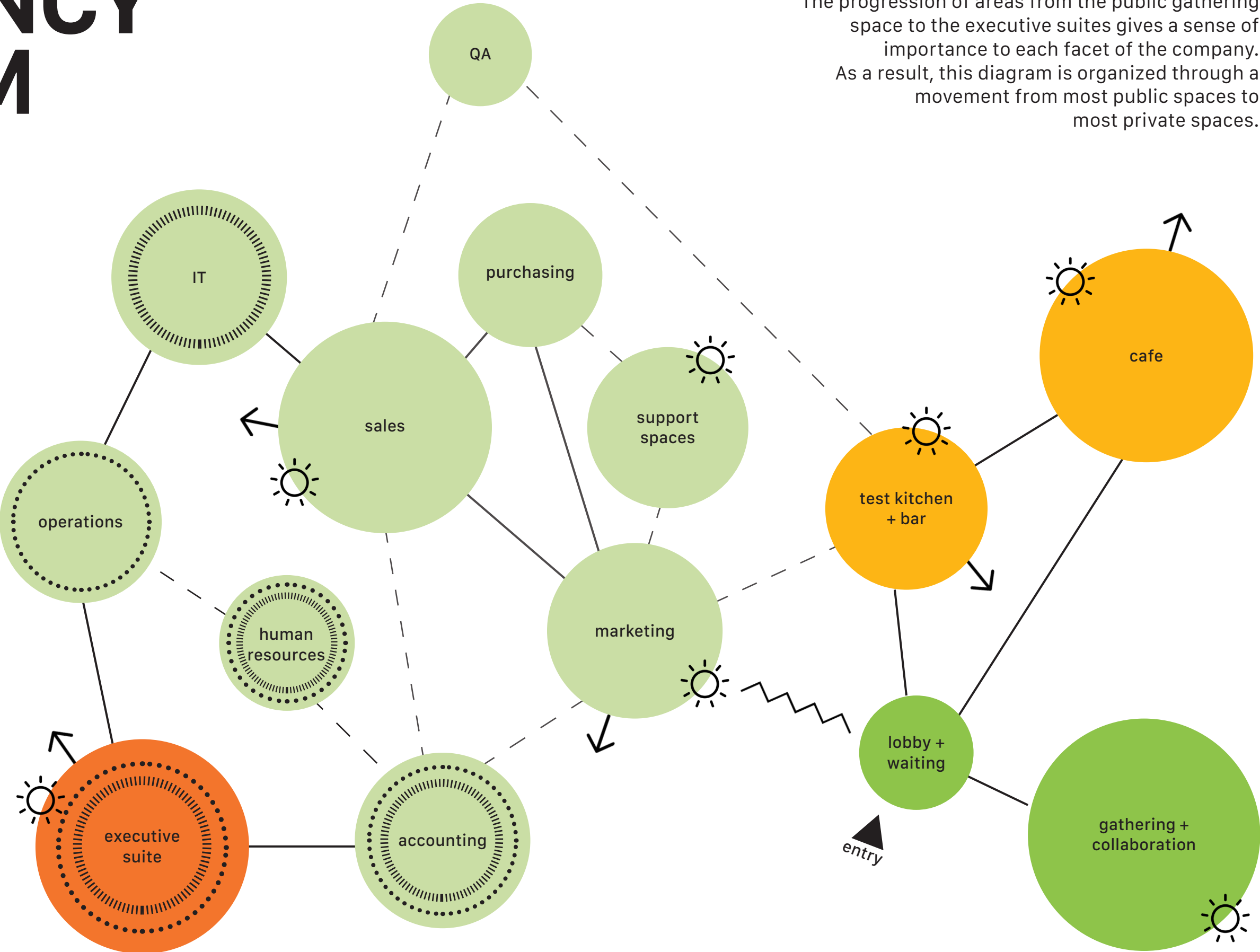
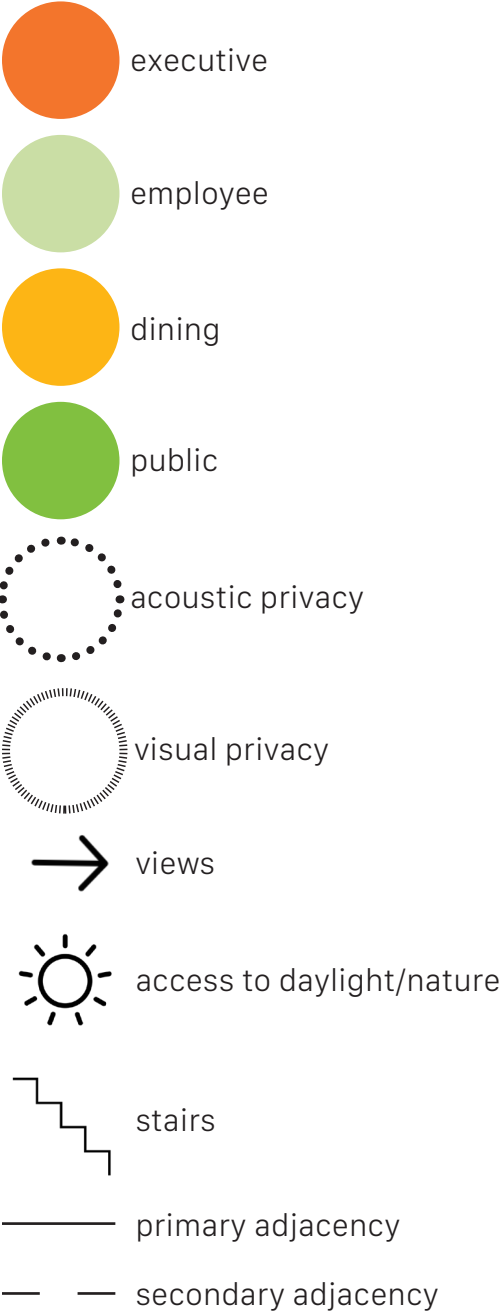
**accounting** (604 sq. ft): the accounting department provides the backbone of the business, as they calculate the various expenses associated with the business, as well as profits, and ensuring that sales are providing a return on the product. Accounting is also in charge of managing the expenses related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



**notable adjacencies:** operations, human resources, executive offices  
**needs:** *these spaces should take into account the need for technology (such as computers and calculators) as well as places for the employees to write*

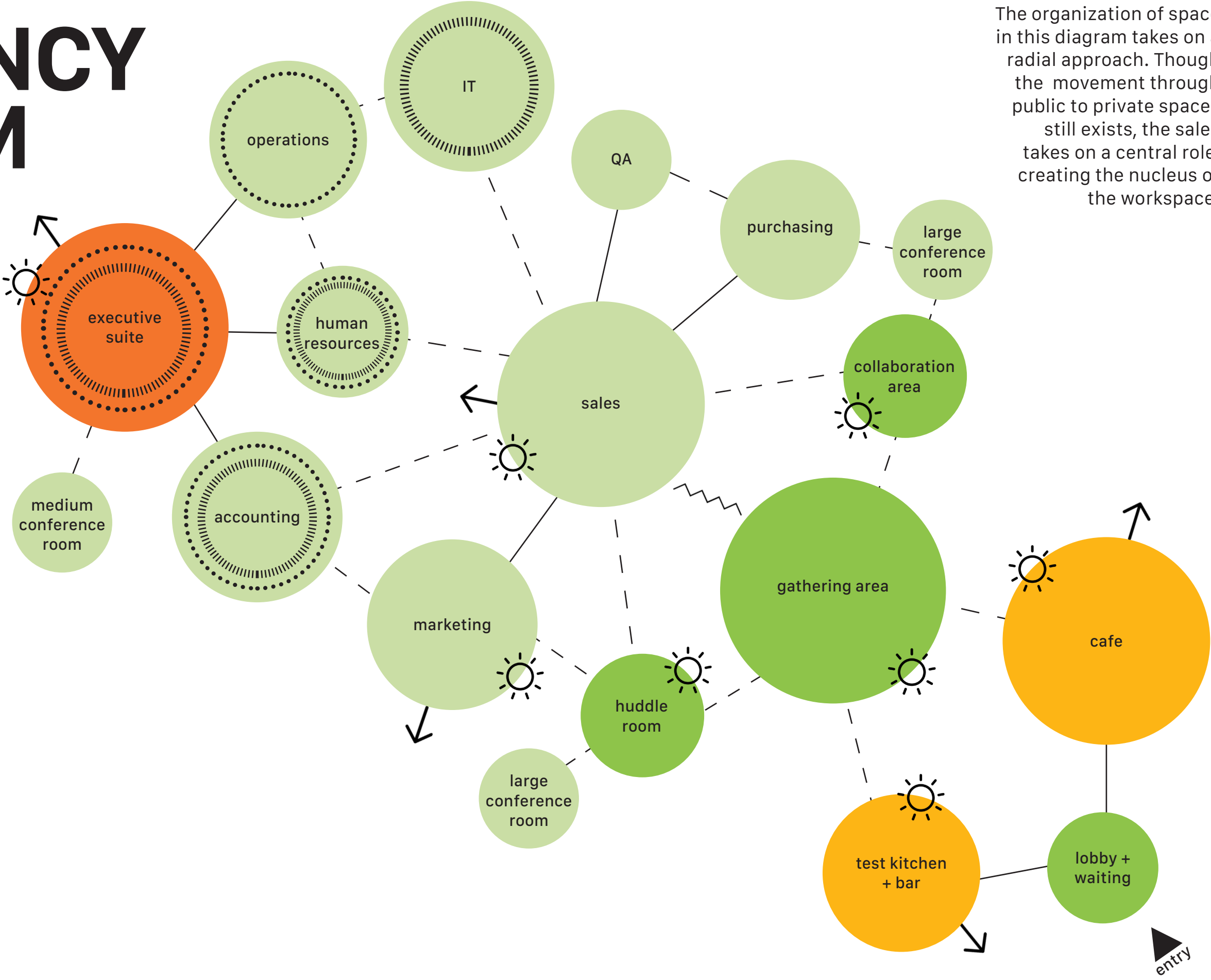
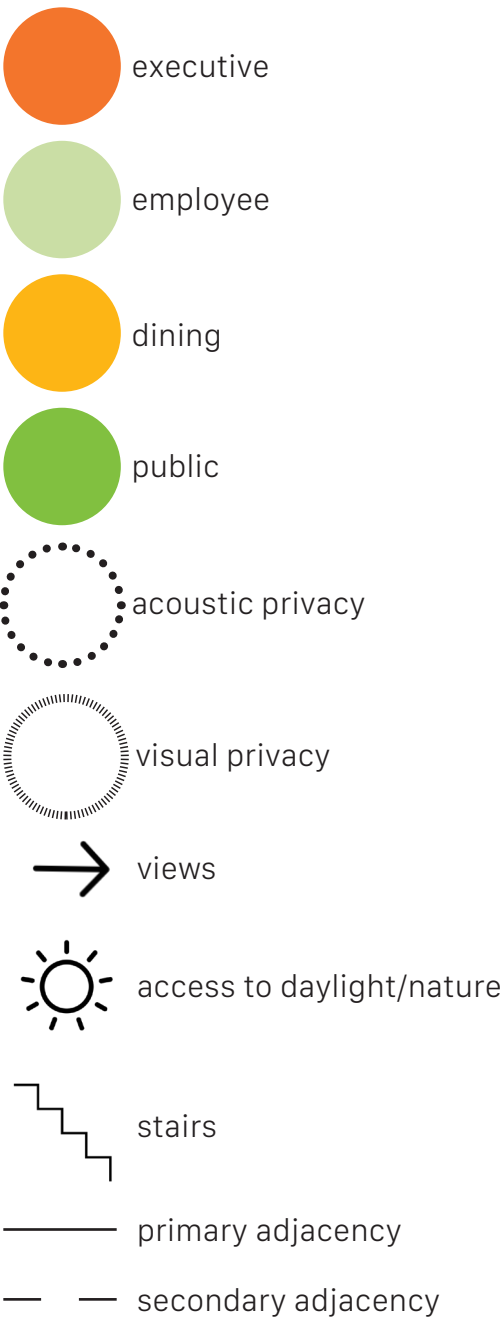
**private offices:** 1  
**workstations:** 6 type two  
**fixtures:** 2 filing cabinets  
**special areas:** 1 safe room, 1 storage room

# ADJACENCY DIAGRAM



To provide physical and symbolic privacy, users of the space will pass through various thresholds. The progression of areas from the public gathering space to the executive suites gives a sense of importance to each facet of the company. As a result, this diagram is organized through a movement from most public spaces to most private spaces.









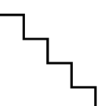


# ADJACENCY DIAGRAM

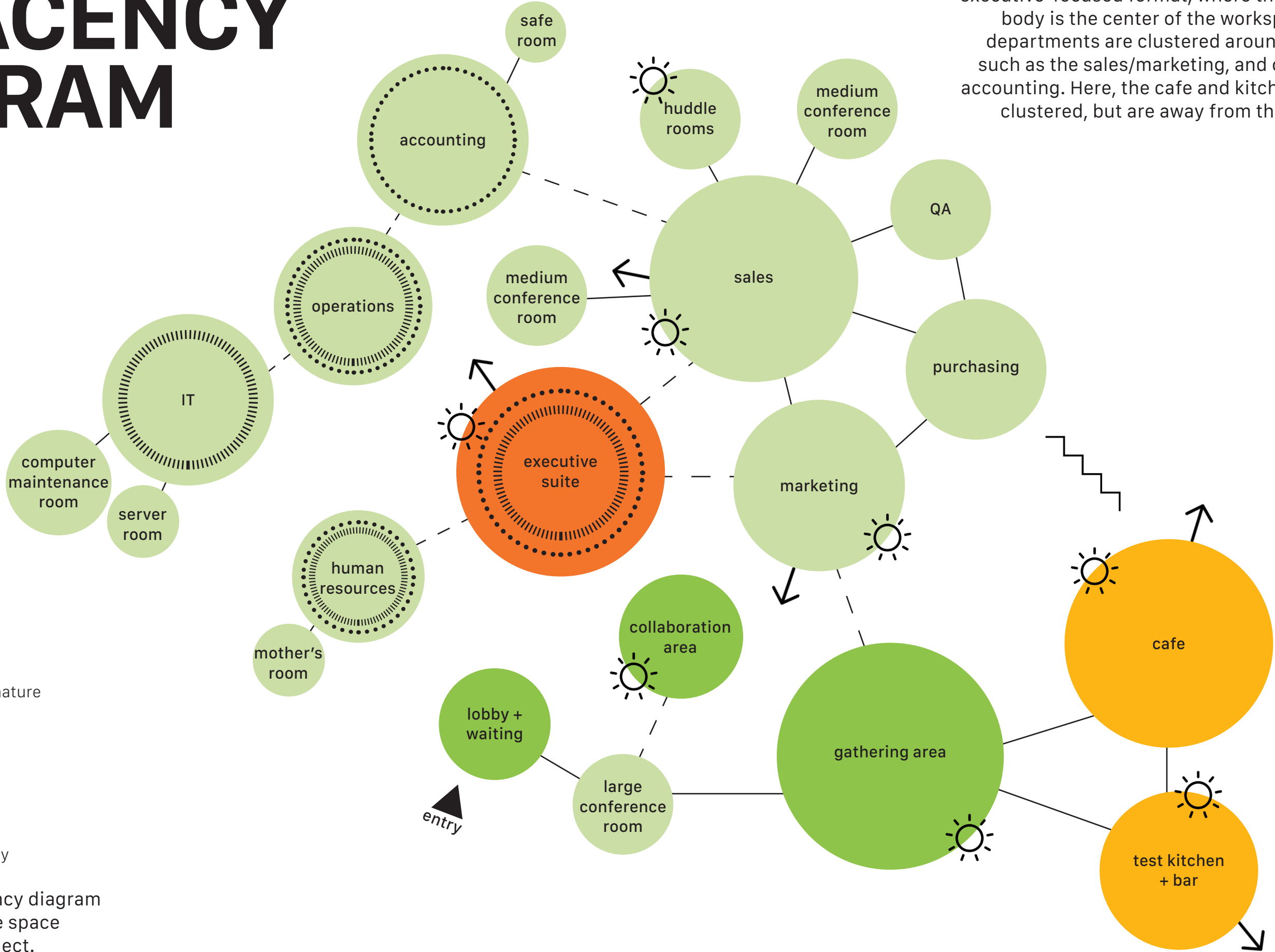


The organization of space in this diagram takes on a radial approach. Though the movement through public to private spaces still exists, the sales takes on a central role, creating the nucleus of the workspace.



# ADJACENCY DIAGRAM

-  executive
-  employee
-  dining
-  public
-  acoustic privacy
-  visual privacy
-  views
-  access to daylight/nature
-  stairs
-  primary adjacency
-  secondary adjacency



The spaces in this diagram are organized in an executive-focused format, where the executive body is the center of the workspace. Other departments are clustered around this area, such as the sales/marketing, and operations/accounting. Here, the cafe and kitchen are also clustered, but are away from the entrance.

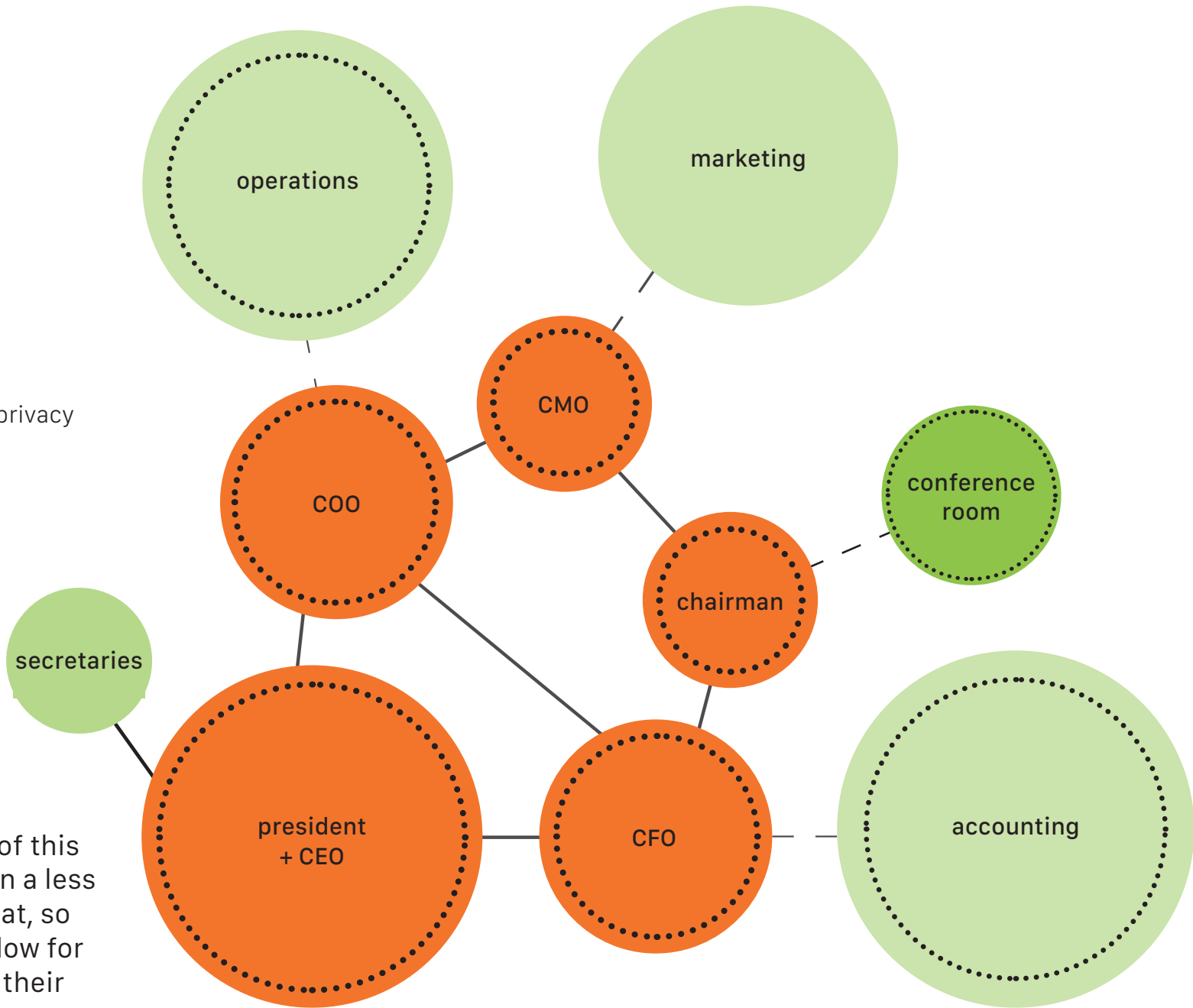
\* Ultimately, this adjacency diagram was used to generate the space planning used in the project.

# micro-ADJACENCY DIAGRAM

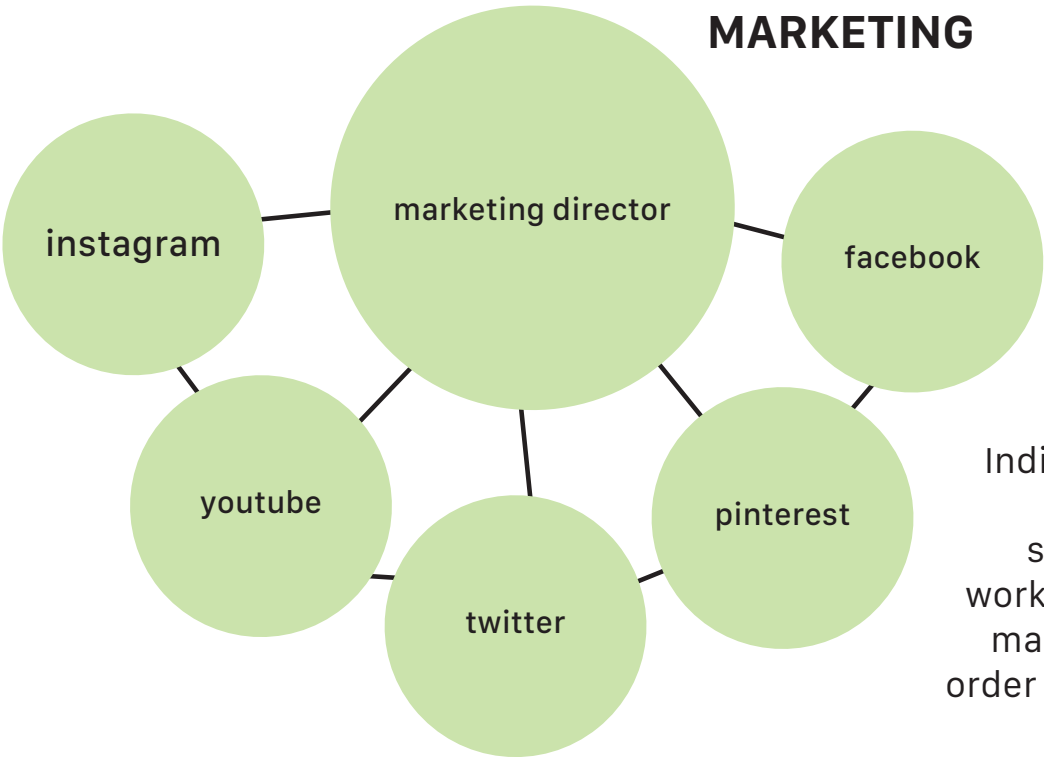
- executive
- employee
- dining
- public
- acoustic privacy

The executives of this company work in a less traditional format, so these offices allow for quick access to their respective departments while providing a space where they can interact.

## EXECUTIVE SUITE



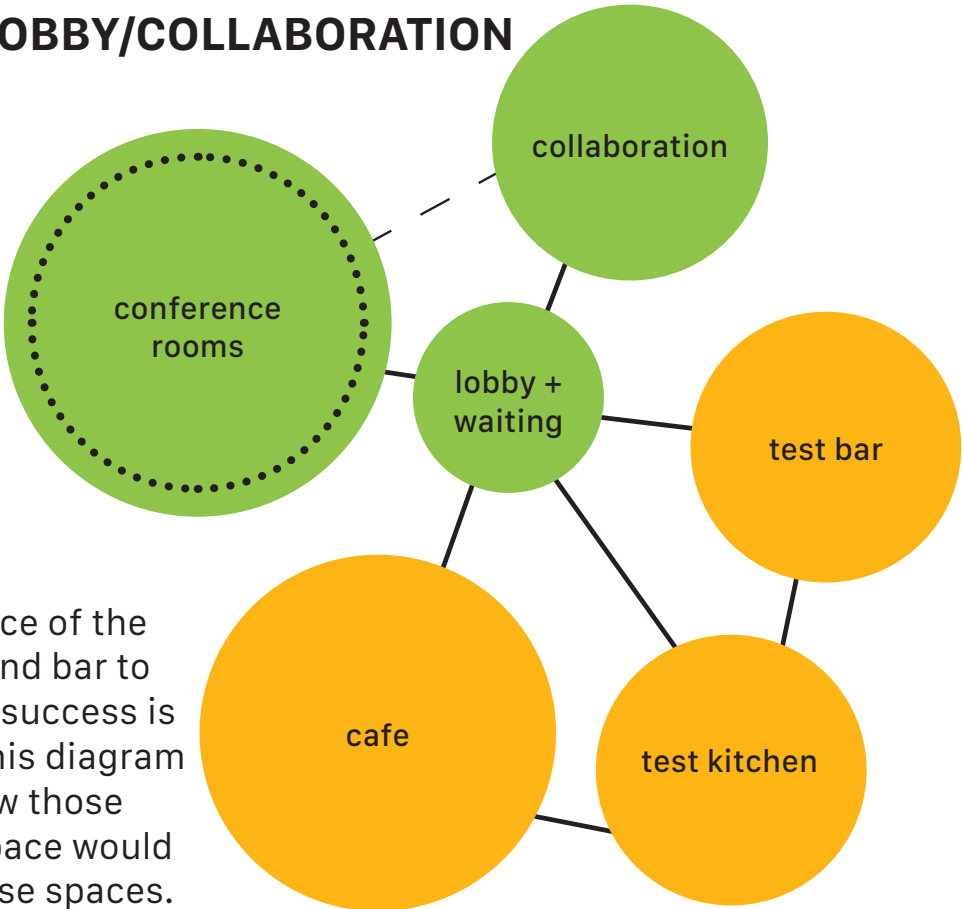
## MARKETING



Individuals dedicated to each individual social media outlet work together with the marketing director in order to ensure that the company's vision is cohesive.

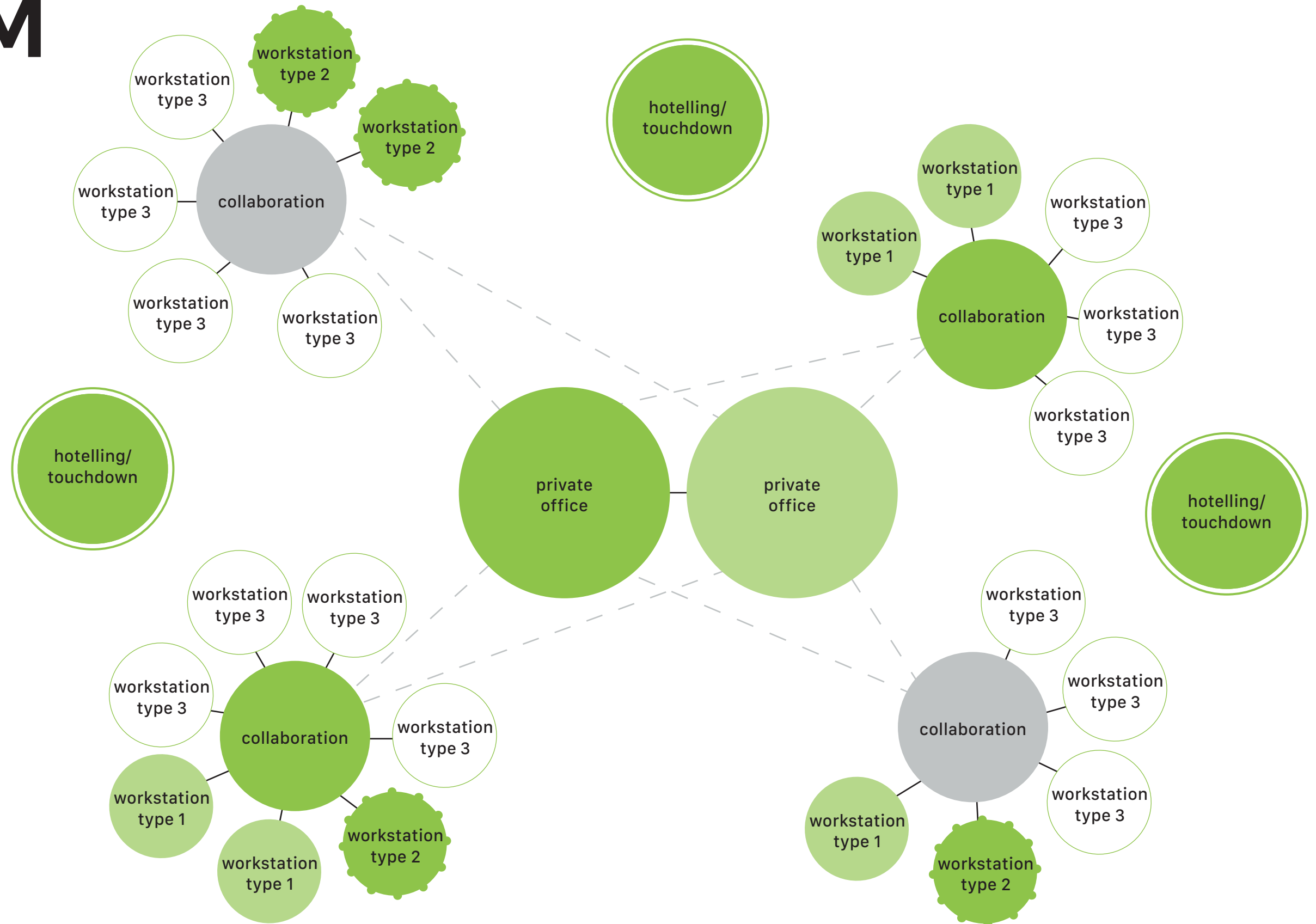
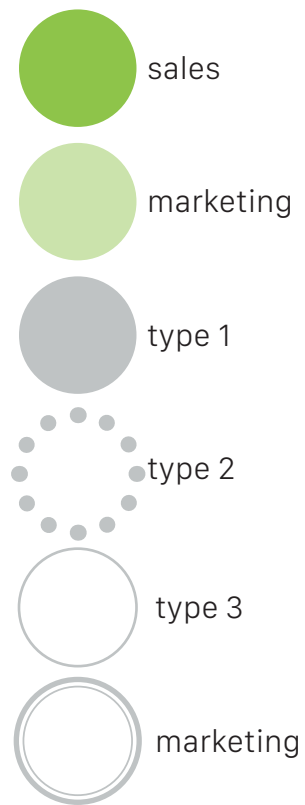
## LOBBY/COLLABORATION

The importance of the test kitchen and bar to the company's success is vital, as such, this diagram explores how those entering the space would experience these spaces.











# micro-ADJACENCY DIAGRAM

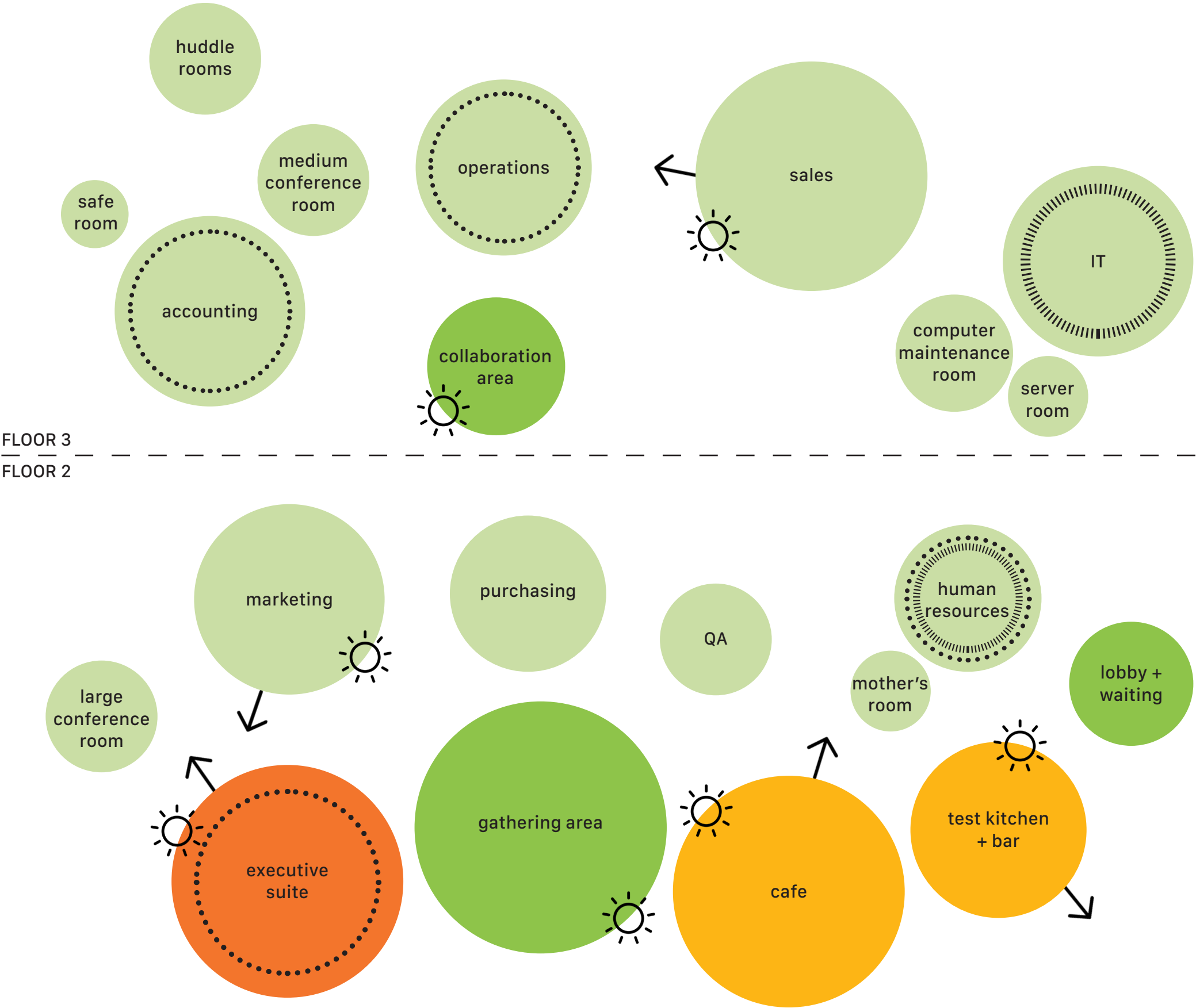
SALES + MARKETING



Both the marketing and sales department benefit from views to the outdoors and access to daylight. Since both these departments have a high level of collaboration, the workstations in these areas are mixed in order to promote a higher level of interaction and collaboration between members of both sectors.







# STACK DIAGRAM

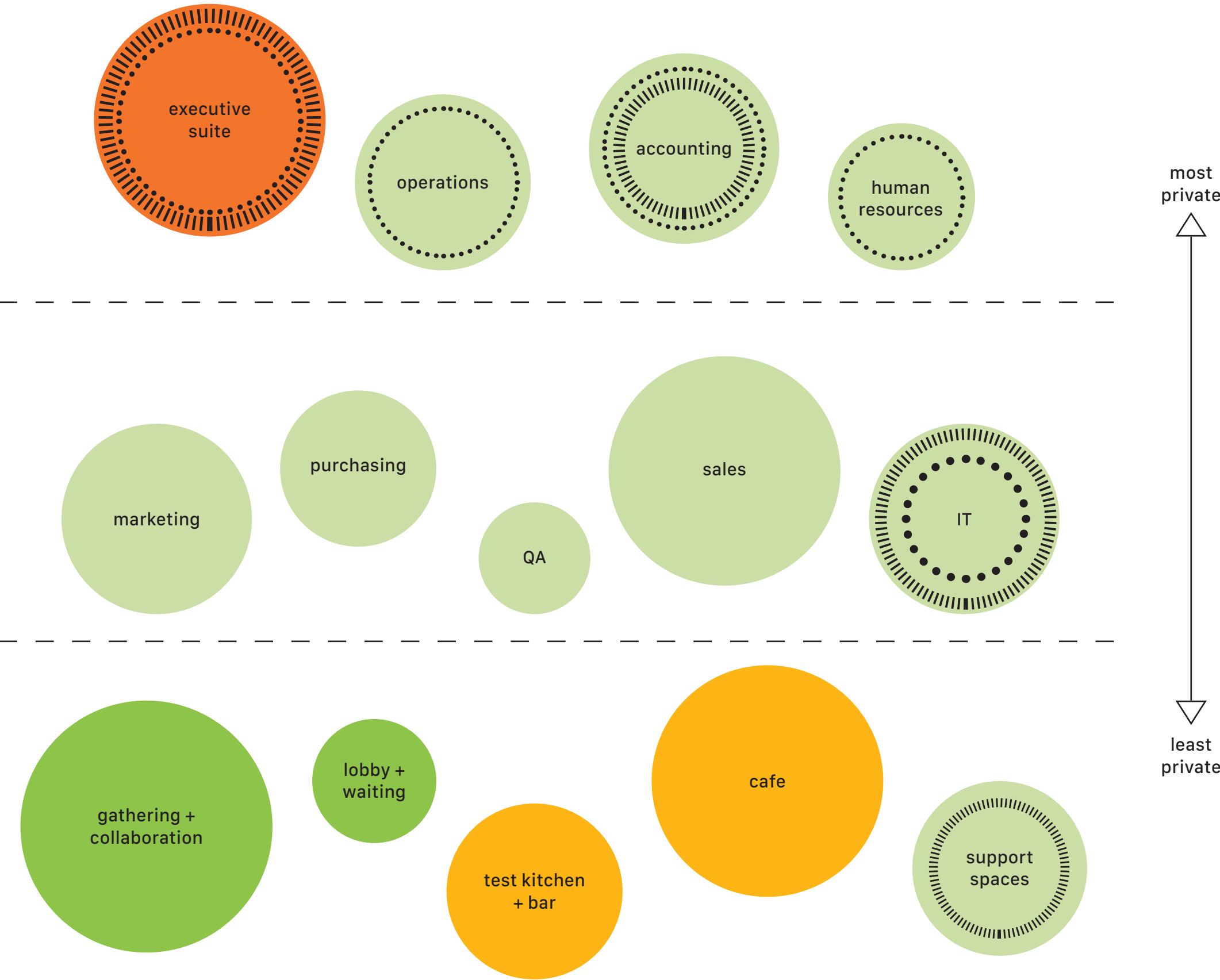
-  executive
-  employee
-  dining
-  public
-  acoustic privacy
-  visual privacy
-  views
-  access to daylight/nature





# PRIVACY DIAGRAM

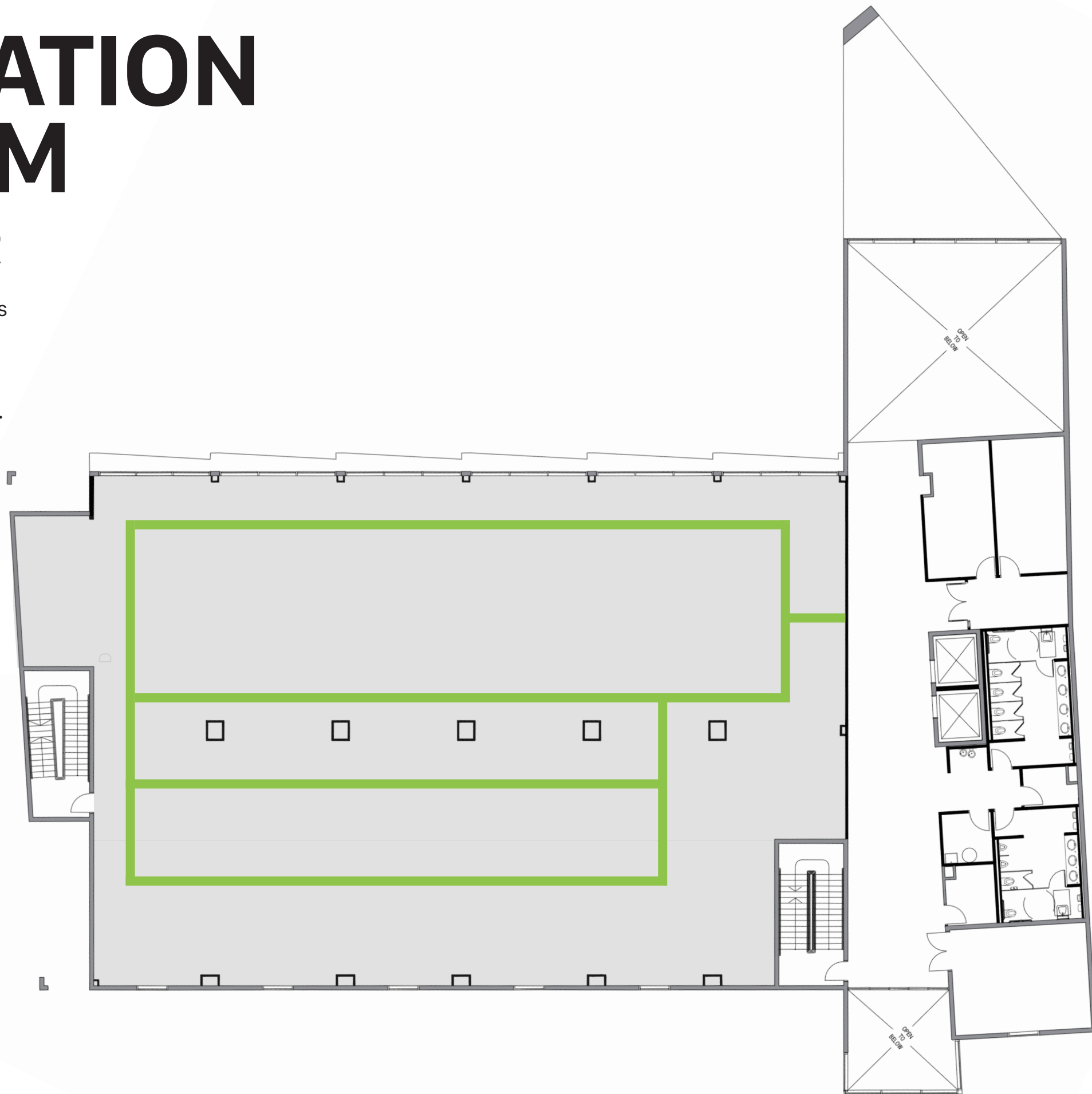
-  executive
-  employee
-  dining
-  public
-  acoustic privacy
-  visual privacy



# CIRCULATION DIAGRAM

## SECOND FLOOR

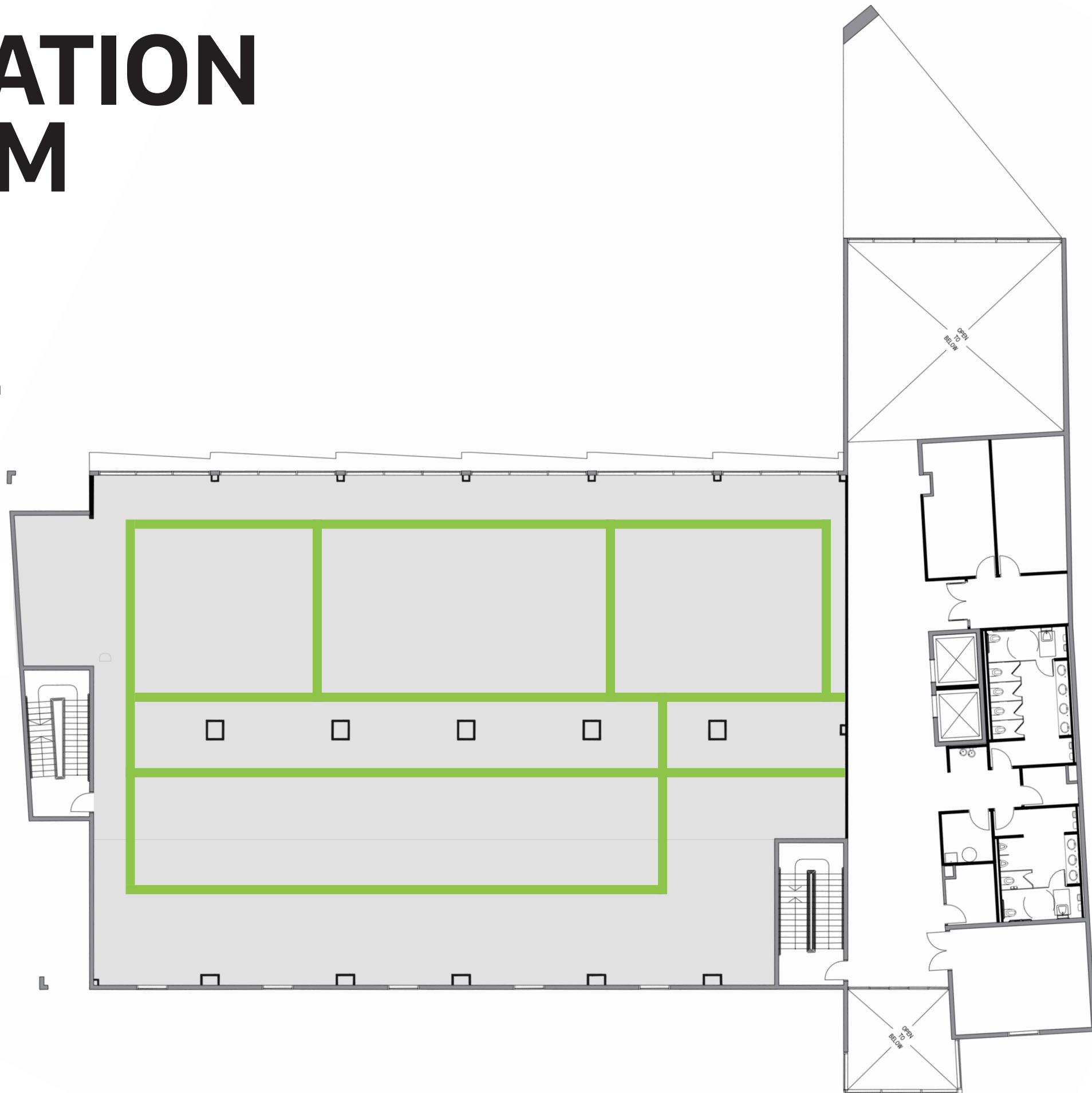
The triple loop circulation used on this floor provides an unobstructed view of what is to come, while respecting the building's structure by using the columns as a way to guide movement.



# CIRCULATION DIAGRAM

## THIRD FLOOR

This floor also uses triple loop circulation, with the core as the focus on circulation. This circulation path also uses the building's structure as a guiding factor.



# PLACE COMPONENTS DIAGRAM

## SECOND FLOOR

The main spaces within the floor plan create the primary adjacencies in the space. The importance of each element is weighed with the size they occupy on the floor plan. This layout encourages the separation between private and public space.





# PLACE COMPONENTS DIAGRAM

## THIRD FLOOR

This floor plan has an even distribution of private and semi-private areas, with the central core holding the most public areas. The central "social core" starts to be developed with its placement in this diagram.



# BLOCKING DIAGRAM

## SECOND FLOOR

This diagram begins to develop the more linear distribution of space, while still maintaining the respect for the building's structural components.



# BLOCKING DIAGRAM

## THIRD FLOOR

This diagram shows the distribution of spaces on the third floor, which are centered around the "social core." Like the second floor, the most private areas on this floor are close to the tilt-up wall, while the most public are placed closer to the curtain wall.



# 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.



## REFERENCES

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