Advancing Workplace Experience by Leveraging Spatial and Social Data

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Learning objectives

• Gain the knowledge to build a business case for **greater investment in digital tools** to enable the success of your occupants and workplace.

• Learn to engage social data to understand **what matters to occupants**, **how to make facilities programs more impactful**, and why investing in a data-driven workplace experience is significant.

• Leave with applicable knowledge on **making a variety of spaces more responsive** to occupant needs.

**The evolution of an idea**
Melissa Marsh
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PLASTARC Founder, addicted to distributed working and problem solver.
Organizations are increasingly recognizing that their real estate is a critical tool for accelerating business, driving speed to market, and attracting and engaging top talent.
Tying big data and little data together
Internet of (building) things

The real opportunity – trace data

CITI BIKE
Commercialized transit

BASIS
Sidelined by Intel

NEST
Bought by Google

FOUR SQUARE
Eaten by Yelp
Data and our daily lives are becoming more and more inseparable

The average connected person will interact with connected devices nearly 4,800 times a day, or every 18 seconds.

Over 85% of all data has a location based component, this is on the rise.
Rate & monitor your building experience

Simultaneously record sensor data

Record data in a .csv file

#measureeverything
Self Quant is on the run
Self-quantification going mainstream

Between 2012 and 2013, the Nike+ community grew by 6 million.

There are currently 23.2 million active Fitbit users and Fitbit sold 22.3 million devices in 2016 alone.

Apple sold around 9 million Apple watches in 2015.
The movers of self quant...

- FitBit
- Jawbone Up
- Basis
- Nike+
- FuelBand
- Cardiio
- Health Bally
- Withings
- Ginger.io
- Heart Rate App
- My Fitness Pal
- RunKeeper
- Insight Timer (meditation)
- Fitocracy
- Gym Hero
- WellnessFX
- Health
- iBGStar
- Lark Life
- BodyMedia
- Scosche Rhythm
- Tinke
- Mio Alpha
- Sleepcycle
- Zeo
- Mint
- Simple
- Beeminder
- GymPact
- iMood Journal
- MoodJam
- Mappiness
- MoodPanda
- MoodScope
- Lift
- i.strive.to
- Beeminder
- Chains.cc
- iDrate
- The Eatery
- Alcodroid
- Foodspotting
- Foursquare
- OpenPaths
- MapMyRun
- Google Latitude
- RescueTime
- Harvest
- GoodReads
- Triplt
- 23andMe
- Lumosity
- Personal GoogleDoc
- Excel
- Aqualert
- iDrated
The physical / digital cost trajectory

What you used to spend on real estate you’re now spending on tech

Source: Gartner 2013, 2014
Sowing the seeds of (disruptive) innovation
Seeds of disruption: work/place

Starbucks and other café models presented a disruptive option, through the course of college classes, coffee with colleagues, business travel, most workers have discovered that some features of a café environment may actually be better for work than their own office.
Disruptive innovation

A disruptive innovation is an innovation that helps create a new market and value network, and eventually disrupts an existing market and value network (over a few years or decades), displacing an earlier technology.

The term is used in business and technology literature to describe innovations that improve a product or service in ways that the market does not expect, typically first by designing for a different set of consumers in a new market and later by lowering prices in the existing market.

This is not merely a trend

CoWorking trajectory matches that of a disruptive innovation

Supported by cultural forces including
- Comfort with performance over ownership
- Greater awareness of product & availability
- Increasing UX expectation
- Continued social media regarding place

Which will result in a consumerization of workplace
Performance trumps ownership

Not only do we prefer to us a Zipcar or Pandora, now we are increasingly connecting with individuals who share our objects and experiences.
I land at the airport and pick a restaurant based on gate locations and friends’ recommendations.

I order dinner, while waiting, my daughter reads me a bedtime story.

After kids are to bed, my husband and I share a virtual nightcap at the piano bar.

Greater visibility & awareness
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Expectation of digital blended with physical
"What social media means for all of service design, is that the money we used to spend marketing something, may now be used to actually make it a better experience.” - Campbell Hyers, CEO Control Group
Seeing these trends in action
A day in the life…
Twitter is an online social networking service that enables users to post 140 character ‘tweets,’ follow one another, and ‘tweet’ at each other to start conversation.

With huge adoption by the consumer and retail markets, organizations are increasingly using Twitter to share the organization or workplace experience with their occupants – and their consumers!
Foursquare is a location rating app for all space types and sectors – commercial (restaurant, bar), service (hair salon, gym) urban (neighborhood, civic site, transportation), and private? (workplace, building, residence). Participants can specify their ‘likes,’ receive recommendations on local options, and check into locations.
We’ve expected that orgs will leverage existing apps for employee experience.
Now happening: in the workplace case study
A new model for workplace

Wework is a leading coworking operator supported by an advanced technology platform and an in-person community management layer driving this successful model #physicaldigitalcommunitymanager

“There needs to be someone engaging members, asking about their day, caring about their wellbeing. And then there is a digital service and social layer that builds on that physical experience.” – Adam Amar, Head of Growth, Wework
Founded on social x 100,000

Connect with your community

Connect with others with shared interests

Direct message people.

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Wework app: formerly customer service

Read up on the essentials

Book a meeting room

Network with other members

Learn about upcoming events

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Wework app: now with spatial data implications
Wework app: sentiment informs future design
Informing the Future of the Workplace Through retail
The projects paving the way

Brookfield Place
NYC
Opened: 2013
Architect/Designer: LSM Architects

Deloitte’s The Edge
Amsterdam
Opened: 2014
Architect/Designer: PLP Architecture/OeverZaaijer/Fokkema & Partners
Learning from retail: new expectations

Hudson Yards is the first physical / digital urban environment
Where do we sit in this context?
Now: measuring delight

The final layer of valuable quantification

firmness  commodity  delight
Sentiment driven workplace design updates @PLASTARC
Discussion: Your questions and challenges
Getting started

• Measure everything, leverage all data sources
• Consider anecdotal and quantitative data
• Create a occupant driven feedback loop
• Engage your technology dept., workshop with your engineering dept.
• Incorporate feedback
Thank you!

If you are interested in learning about or joining WE, please look for a Red Beret!