

PROGRAM ANALYSIS | space descriptions

Lobby & Waiting

- Purpose
 - Primary entry into office area
 - Give/receive information
 - Moderate behavior
 - First impression
- Activities
 - Receive visitors (meet and greet), waiting
 - Wayfinding
 - Offer complimentary beverage
- Space
 - 260 SF
 - Should feel generous in size; welcoming
 - Establish clear pattern of circulation
- Relationships
 - Should be clearly visible upon entering the space- 1st pt of contact
 - Must be near HR
 - Must have access to Café (complimentary beverage)
- Light and Air
 - Provide natural light

Test Kitchen

- Purpose/Activities
 - Responsible for generating new ideas, flavors, beverage offerings
 - Testing, creating beverage variations/new beverages
- Space
 - 500 SF
- Relationships
 - Adjacent to Quality Assurance (inspections, collaborative work)
- Light and Air
 - Some natural light desired

Café

- Purpose
 - Offer selection of snacks and beverages for employees & visitors
 - Collision zone
- Activities
 - Eat/drink
 - Interact
- Space
 - 800 SF
 - Generous, open area with more private areas offered, as well
- Relationships
 - Adjacent to Quality Assurance
 - Visually accessible to all; easily accessible to all departments
- Light and Air
 - Natural light preferred

Marketing

- Purpose
 - Responsible for increasing market share and revenue/profitability
 - Represents and communicates the “face” of the company to consumers
 - Communicates the brand and its values to the rest of the company
 - Knows the consumer
- Activities
 - Market research
 - Department meetings
 - Emails, desk work
 - Idea generation
- Space
 - 744 SF
 - Generous, creative environment
 - Quiet zone
- Relationships
 - Adjacent to sales and purchasing
 - Visually accessible to rest of company
- Light and Air
 - Offices should have natural light

Sales

- Purpose
 - Responsible for company salesfore
 - Promote and maintain flow of orders from customers
 - Nurture relationship with wholesale and retail distributors
 - Increase sales volume
- Activities
 - Phone call, emails, desk work
 - Meetings with distributors, “wine and dine”
 - Sales training
 - Department meetings
- Space
 - 858 SF
- Relationships
 - Adjacent to Marketing and Purchasing
 - Must have visual access to café area
- Light and Air
 - Offices should have natural light

Quality Assurance

- Purpose
 - Responsible for ensuring products meet quality standards
 - Maintain processes and policies to coordinate and assure quality
 - Improve effectiveness/efficiency
 - Reduce defects (7 wastes)
- Activities
 - Training
 - Documentation
 - Inspections
 - Department meetings
 - Improvement projects
 - Emails, desk work
- Space
 - 201 SF
- Relationships
 - Adjacent to Test Kitchen (where the products are created)
 - Must be near Operations, as well - quality control processes
- Light and Air
 - Offices should have natural light

Purchasing

- Purpose
 - Procurement of supplies/resources/material
 - Supply chain management
- Activities
 - Order-placing
 - Emails, phone calls, desk work
 - Deal with suppliers/vendors
 - Receive quotes/bids
 - Verify invoices
 - Inspection
 - Maintain purchase records
- Space
 - 414 SF
- Relationships
 - Adjacent to Sales (Counterpart), Operations (Supply Chain), Accounting (A/P, Budget), and Marketing
- Light and Air
 - Offices should have natural light

PROGRAM ANALYSIS | space descriptions

Executive Suite	
Purpose	House C-level executives Set example for corporate culture In line with stakeholder values and expectations
Activities	Receive visitors (conference) Phone calls, meetings Board meetings Conferences with department heads
Space	866 SF
Relationships	Must be near Accounting Should be accessible/somewhat visible to all other departments
Light and Air	Should be near natural light, esp. for conference rooms Offices should have natural light
Accounting	
Purpose	Financial support to organization Provide company with records that determine financial position and how to run cost effectively A/P, A/R, Payroll, Inventory, Fixed Assets
Activities	Work at computer Phone calls Department meetings Communication with Purchasing, esp. re: A/P, budgeting
Space	604 SF Quiet zone
Relationships	Must be near Exec. Ste. Must be near Purchasing
Light and Air	Offices should have natural light

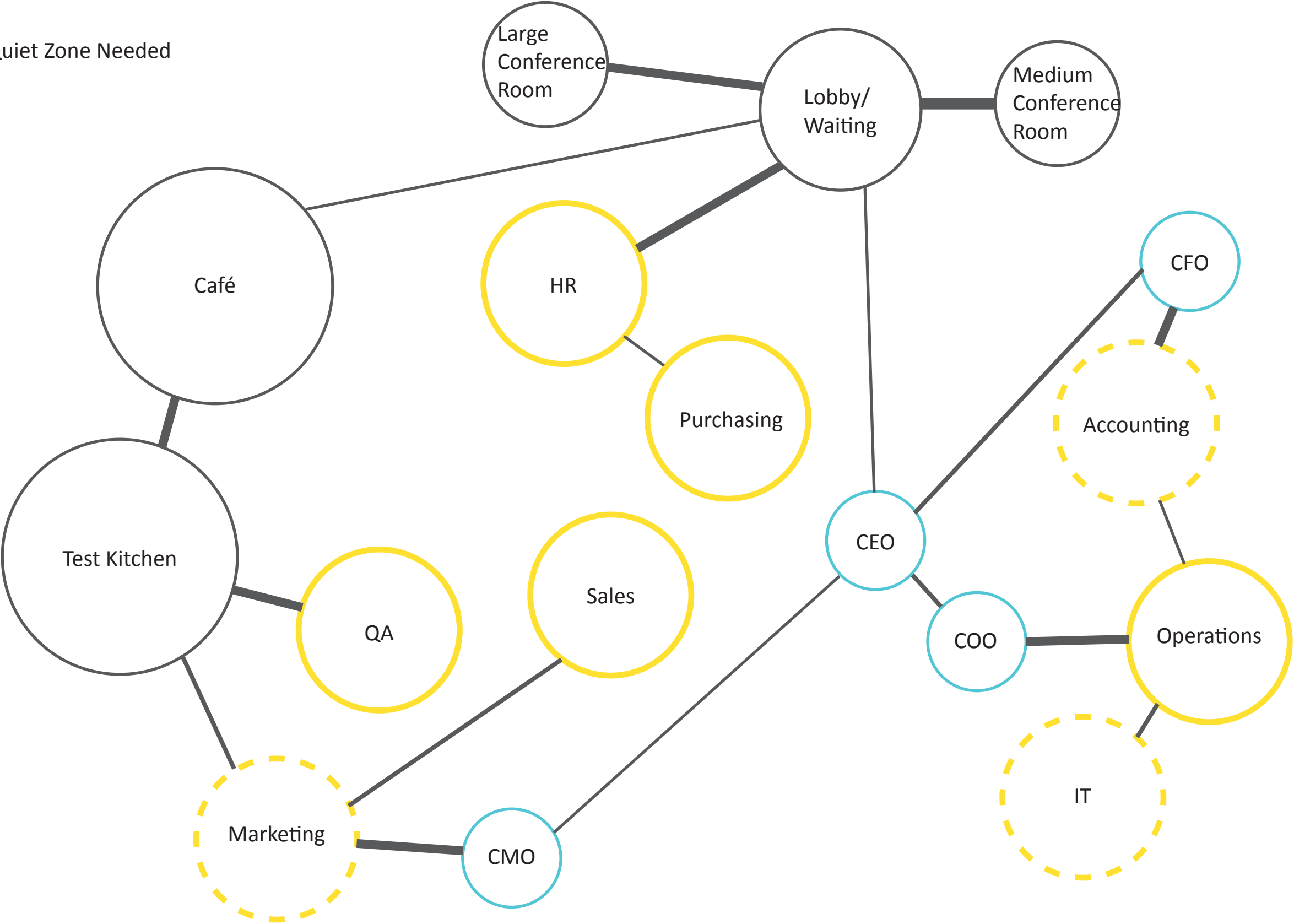
IT	
Purpose	Network/data/security support department Develops and maintains internal desktop network of company Access to all company data Services the the rest of the company to ensure full, permissible, access by all / Technical support
Activities	Programming Helpdesk calls/emails Personal/on-site/at-desk help (travel throughout company) Data mining
Space	447 SF Quiet zone
Relationships	Adjacent to Server
Light and Air	Offices should have natural light

Human Resources	
Purpose	Manage employee relations Recruitment, training/development, compensation and benefits, compliance
Activities	Meeting with potential/new employees/ Orientation meetings Training sessions Emails, phone calls, deskwork
Space	340 SF
Relationships	Adjacent to Lobby
Light and Air	Offices should have natural light

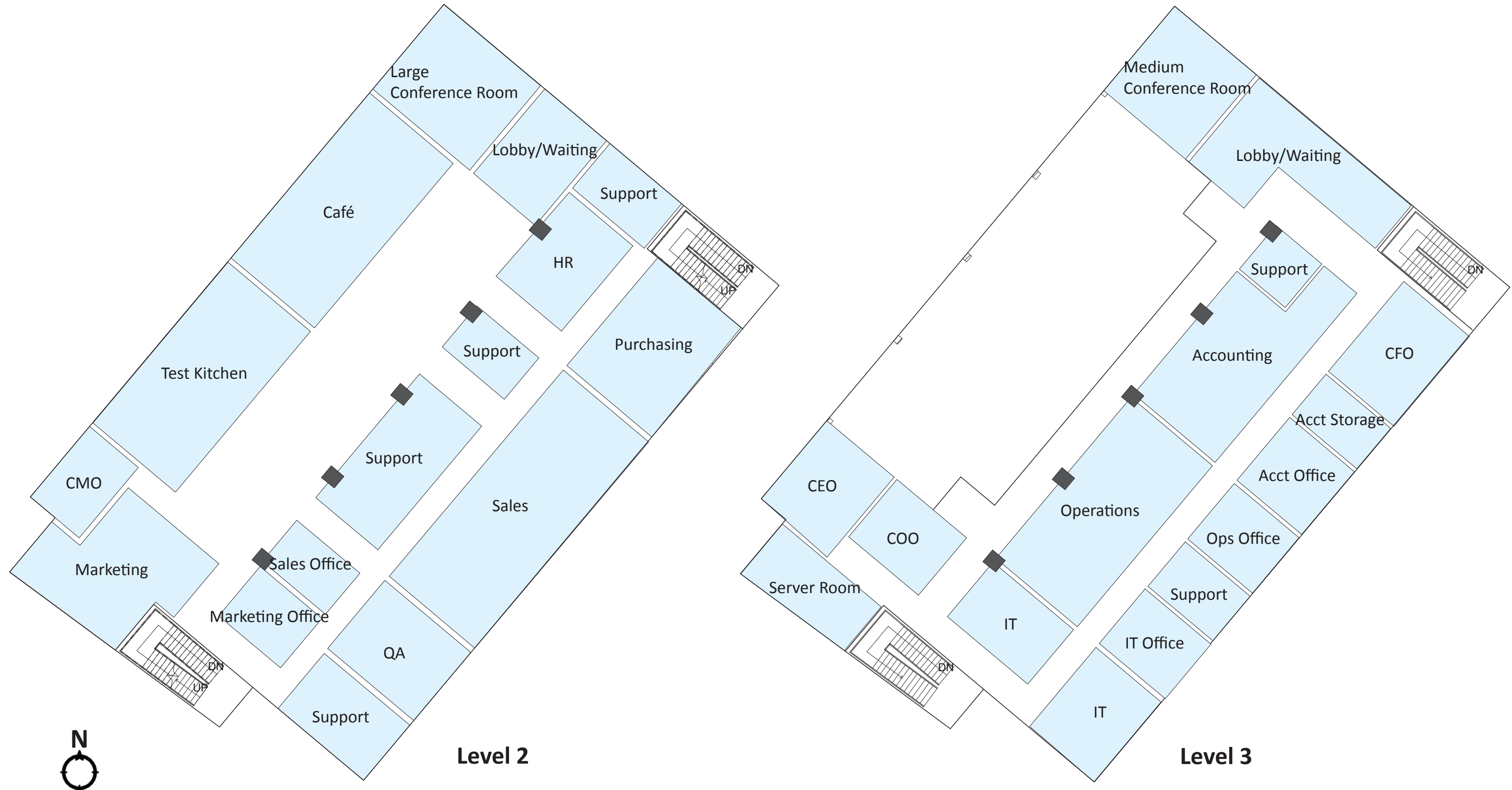
Operations	
Purpose	Process improvement; Workflow excellence Responsible for execution of “day-today” business Manages effectiveness/efficiency of how company runs Quality Control of business dealings “Touch” almost all parts of business Works with almost all departments to make sure resources, materials, etc. are sufficient to run effectively Strategic business development Supply chain/Logistics Establishes and standardizes Best Practices “ responsible for planning, overseeing, directing and evaluating the office’s fiscal function and performance”
Activities	Department meetings In-house projects with frontline employees to executives Interdepartmental meetings for projects/check-ins Emails, phone calls, desk work A lot of data work- possible data mining
Space	501 SF Generous space for hands-on process work Relationships MUST be accessible to all other departments; all other departments must be accessible to Operations Should be relatively near IT due to data mining questions/ access Should be relatively near Finance (Accounting) due to profitability forecasts Adjacent to Purchasing- due to Supply Chain Management
Light and Air	Offices should have natural light

PROGRAM ANALYSIS | adjacency diagram

--- Quiet Zone Needed



PROGRAM ANALYSIS | block diagrams



PROGRAM ANALYSIS | noli maps

