

# 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 salesforce
- 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 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

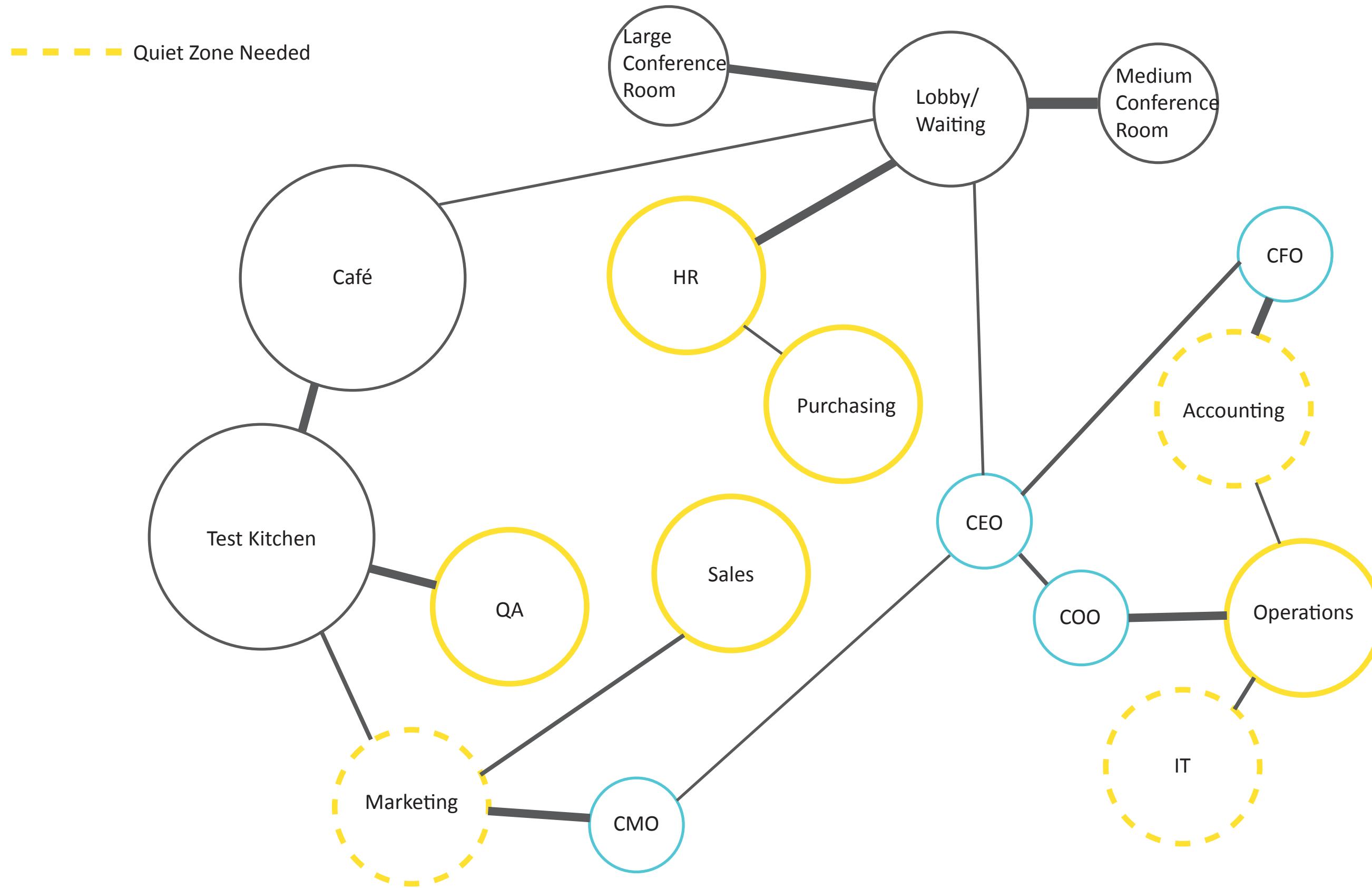
Purpose  
Process improvement; Workflow excellence  
Responsible for execution of "day-to-day" business  
Manages effectiveness/efficiency of how company runs  
Quality Control of business dealings  
"Touch" almost all parts of business  
Works with almost all departments to make sure resources, materials, 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



# PROGRAM ANALYSIS | block diagrams



# PROGRAM ANALYSIS | nolli maps

