



AreaLogic is a design consulting practice that uses a simple, fast, data-driven process to create delightful, cost-effective alternative and agile workplaces.

Creating workplaces that address new ways of working starts with using a new design process. The alternative workplace strategy process developed by Dr. Margaret Serrato helps organizations improve space utilization and boost employee engagement by focusing on mobility and collaboration patterns rather than conventional headcount projections and workstation sizes. A typical AreaLogic Workplace Strategy has three steps that take about one to four weeks, followed by deployment and evaluation of a showcase or pilot project.

Learn

Workstyle Patterns

The first step uses temporary chair sensors to confirm space utilization. The results provide insightful, unbiased data to inform planning. Or, clients may use alternate data sources, or use average industry data in place of a study.

Workplace Attributes

Optional staff workshops and / or surveys gather information about the ideal attributes of the organization's workplace. The results include a scorecard that can be compared to post-occupancy results.

Create

Settings and Concepts

Next, we develop free-address concepts that include a variety of individual, group, and community settings. We test the concepts using Space Syntax to ensure that they support natural patterns of mobility and collaboration.

Sell

Communicate the Story

In this step, we build a brief but powerful story using the "7 slide solution" that helps stakeholders understand the proposed changes to the workplace.

Act

Deploy and Evaluate

Finally the new workplace is built, used and evaluated. Lesson-learned help us understand how to adapt the design and the process for further deployment.