

USER EXPERIENCE DESIGN

STARTING AT THE END



ANDY BRAHNEY

Head of SMART Futures
Ramboll



Presentation outline

- Start at the end
- Know your user
- Do your research
- Design the outcome



Start at the end

“You’ve got to start with the customer experience and work backwards to the technology. You can’t start with the technology and try to figure out ‘where can I sell it?’.” – **Steve Jobs**



Know your user



Identify Key Users



Understand Wants
Needs & Pains



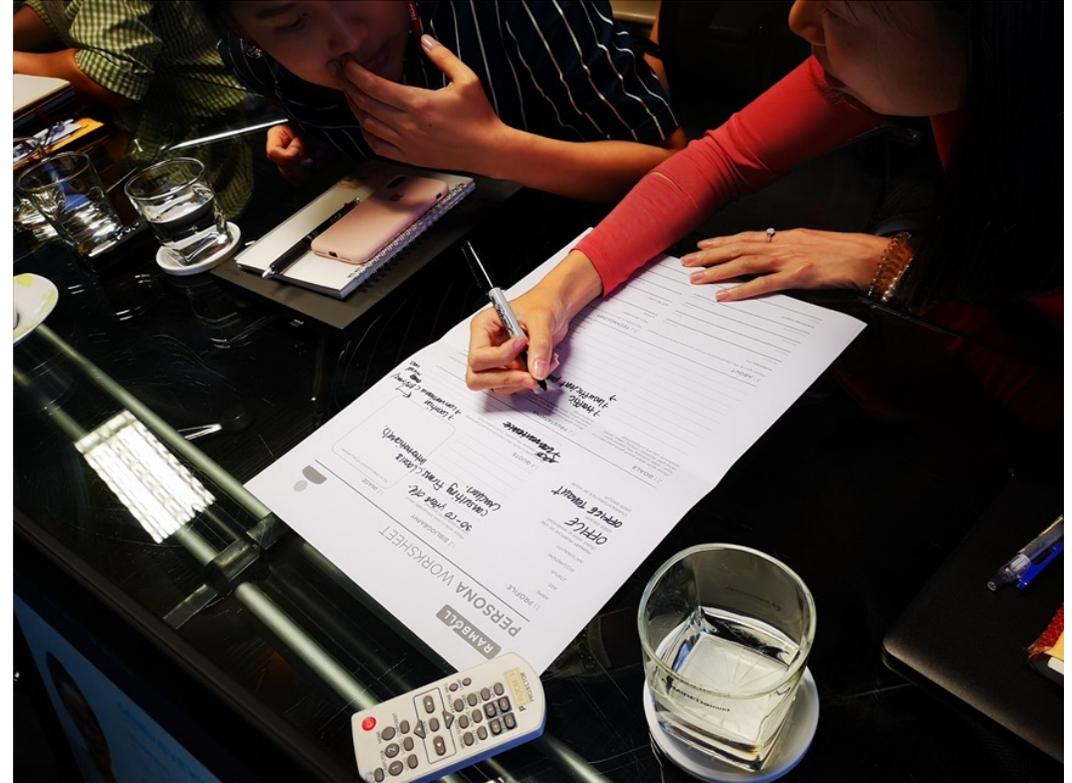
Map User Journey





CONNECTION

Know your user



Know your user



WILLIAM BROOKE

BUSINESS EXECUTIVE

38 years old

"Technology should enable me to get the most out of my day..."



CHLOE GRAYSON

OFFICE EMPLOYEE

28 years old

"I need a convenient and affordable workspace..."



GAVRIL MARINO

CO-WORKING USER

26 years old

"I want an office environment which is comfortable and vibrant..."



MILENA STUSSY

OFFICE VISITOR

35 years old

"An office says a lot about the company i'm visiting..."



JAMES HEMSWORTH

FACILITY MANAGER

35 years old

"I work around the clock to ensure that all systems in the facilities are working fine..."

Know your user



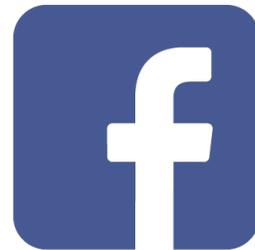
CARBON NEGATIVE BY 2030



TARGET TO SET **RENEWABLE ENERGY** AT MINIMUM **20%** FOR **2020**, AND MINIMUM **27% FOR 2030**



EXPONENTIAL ROADMAP INITIATIVE AND **UN RACE TO ZERO** FROM 2021



ITS OPERATIONS ARE SUPPORTED BY **100% RENEWABLE ENERGY** AND HAVE REACHED **NET ZERO EMISSIONS** FROM **2020**



NET ZERO CARBON EMISSIONS FROM **2015**



GOAL TO REACH **NET-ZERO CARBON** BY **2040**, POWERING THEIR OPERATIONS WITH **100% RENEWABLE ENERGY** BY **2025**



Know your user

RAMBOLL
MAY 2020

USER EXPERIENCE REPORT

텍스트 | SPACE

“중요한 국제조직에 관한 조약. 형사피고인이.”
“HOW DO EMPLOYEES USE THE CURRENT SPACE?”

법원은 최고법원인 대법원과 각급법원으로 조직된다. 대법원과 대법관이 아닌 법관의 임기는 10년으로 하며, 재1항의 지시를 받은 당해 행정기관은 이에 응하여야 한다. 군사법원의 조직·관할 및 재판관의 자격은 법률로 정한다.

현행법원의 경우와 장기 3년 이상의 형에 해당하는 죄를 범하고 도피 또는 증거인멸의 염려가 있을 때에는 사포에 영장을 청구할 수 있다. 모든 국민은 신속한 재판을 받을 권리를 가진다. 대법관은 대법원장의 제청으로 국회의 동의로써 대법장이 임명한다. 누구든지 상벌·종교 또는 사회적 신분에 의하여 정치적·경제적·사회적·문화적 생활의 모든 영역에 있어서 차별을 받지 아니한다.

The data showed that the current workplace is primarily desk-based working. However, the time spent working at a desk varies significantly by discipline, with Railway reporting 84.2% of work taking place at their desk, compared to Ready-Mixed Cement at 80.6% and a much higher proportion of work taking place at outside of the office. The array of different work environment preferences highlights the need for diverse workspaces within the office to accommodate the users.

The survey respondents were also asked, “What facilities do you think are most important for amenities for a new office building?”. Here the answers also suggest there is a desire for more social spaces, with an employee restaurant and a gym; this is a general trend within workplace design, with many employers offering such amenities to employees as a way to attract and retain talent.

66.1%
내 책상에서 일한다
Working at Desk

15.7%
회사 안 내 책상 이외의 공간에서 일한다
Working Away from Desk

4.7%
회사 밖에서 일한다
Working Away from Office

11.7%
회사 밖에서 데깅을 한다
Working Outside

1.7%
그 이외
Other

015 Samgyo 직장은 여전히 기본적으로 책상 기반입니다.
The Samgyo workplace is still primarily desk-based.

20.8%	구내 식당 / Employee Restaurant
20.8%	피트니스 센터 / Gym
18.0%	비즈니스 센터 / Business Centre
11.2%	직장 어린이집 / Work Daycare
9.2%	수면실 / Sleep Room
7.5%	사내교과실 / Learning Centre
6.7%	도서관 / Library
2.6%	여직원 전용 휴게실 / Female Employee Lounge
2.4%	양호실 / Health Room
1.2%	그 이외 / Other

015 Employee welfare facilities were amongst the most desired amenities.

3.7	사적인 업무공간 Private Office (32 people voted 5.8)
3.4	조용한 곳 Quiet Zone (78 people voted 5.8)
2.8	회의실 Meeting Room (77 people voted 5.8)
2.8	개방형 오피스 Open Plan Office (27 people voted 5.8)
2.3	캐주얼 한 공간 Social Casual (77 people voted 5.8)

015 개인 작업 공간이 여전히 가장 선호됩니다.
Private working spaces are still most preferred (Scale 1-5).

모든 주요 부서는 응답에 표시되었습니다.
The programming of the project should focus on providing diverse workplaces.

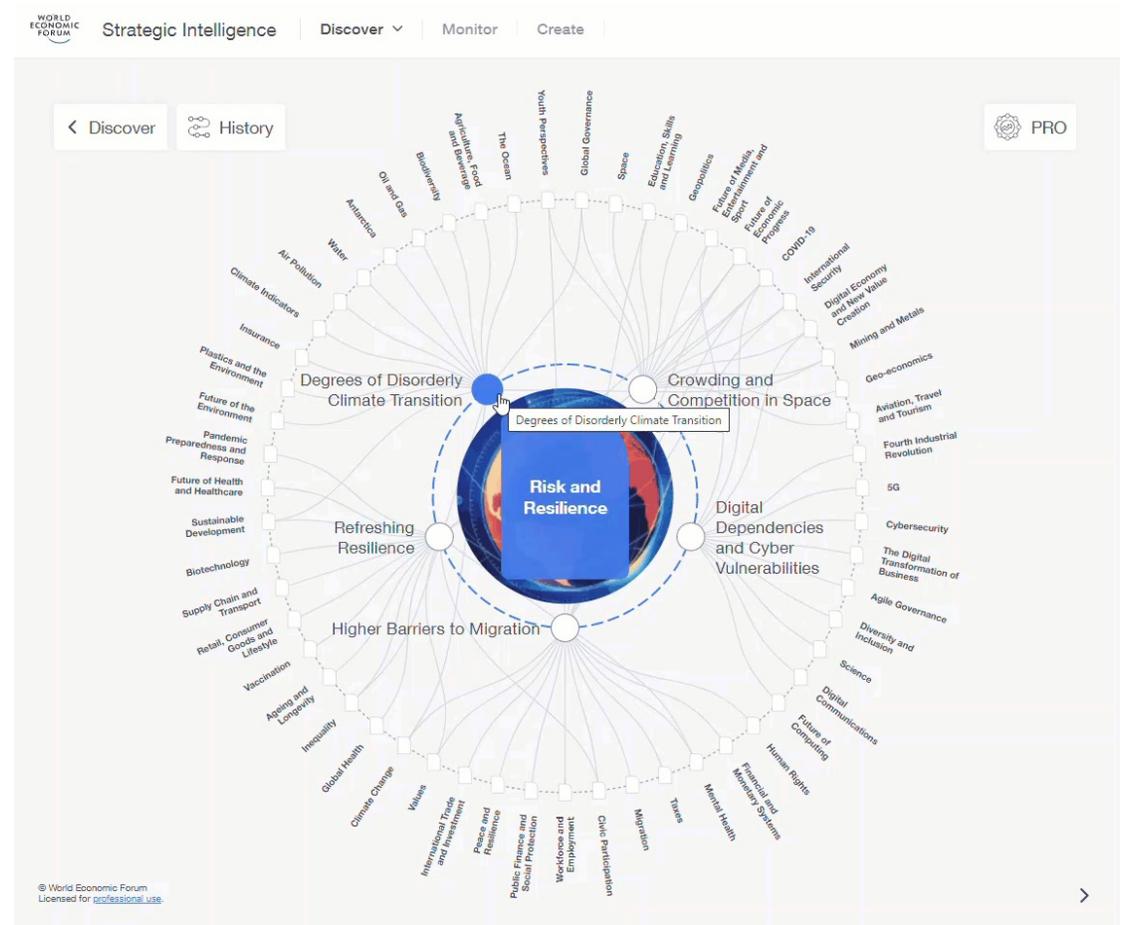
Know your user



Do your research



Sustainable Development Goals, United Nations



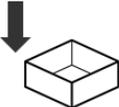
Global Risks Map, World Economic Forum



Do your research

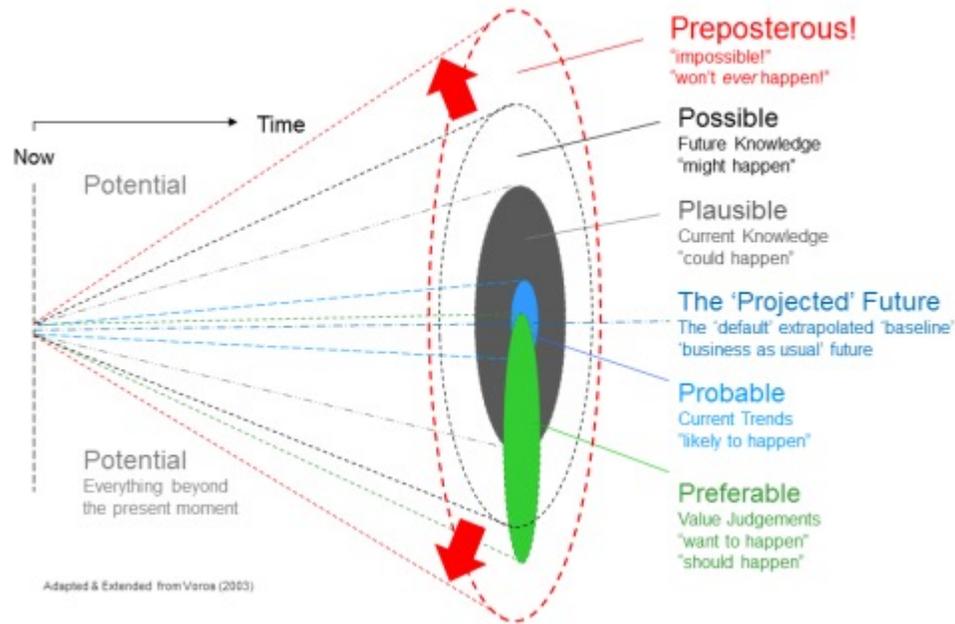
SMART SYSTEMS

TREND

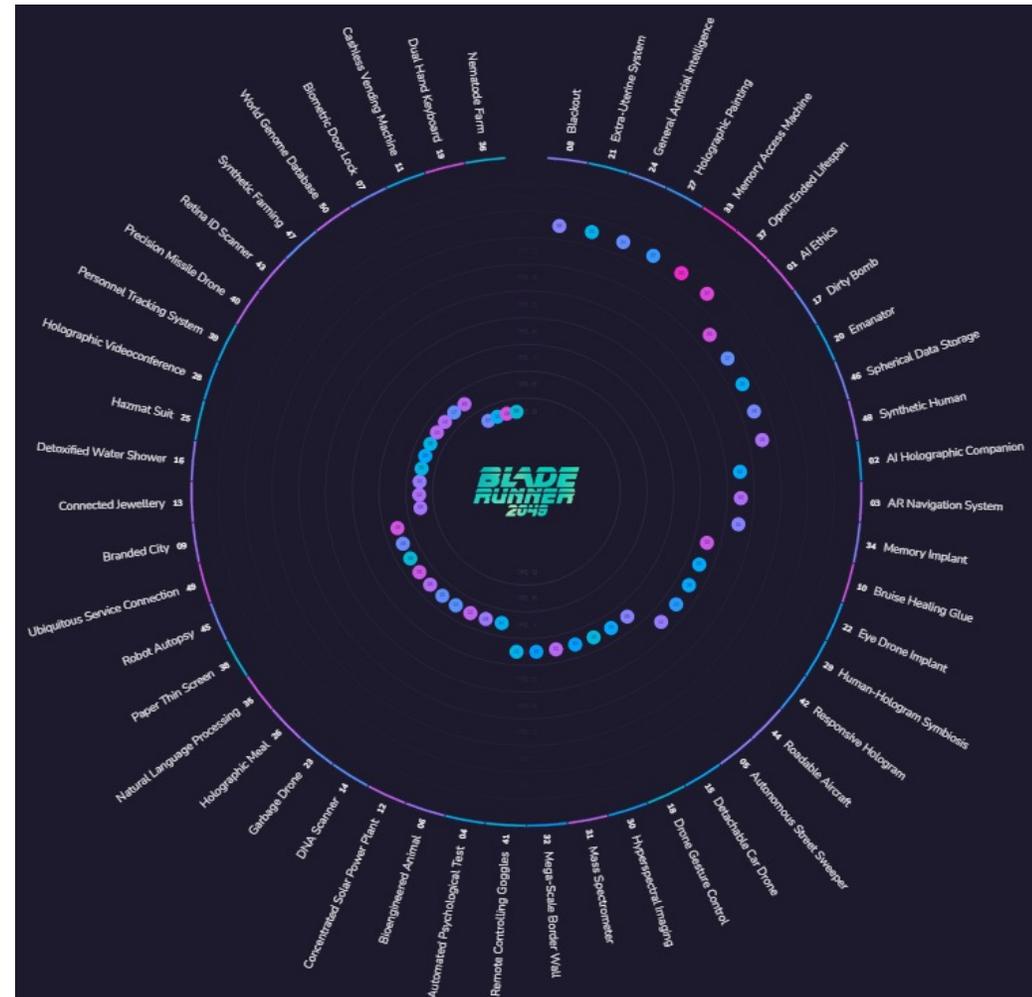
	SPACE	 Industry 4.0 technologies	 Microunit residential increases housing density	 Tokenization new real estate models	 Increased workspace densities
	INFRASTRUCTURE	 Reduced space for efficient centralised MEP Plant	 Adaptive systems Reduce Energy Consumption	 Space for local energy and thermal storage	
	MOBILITY	 Autonomous technology change road infrastructure	 Reduced parking demand	 Adaptive reuse of parking provisions	 Space requirements for Drone operation
	LOGISTICS	 Centralised logistics reduced space	 Space considerations for autonomous delivery operation	 Automatic waste collection reduced space requirements	
	SECURITY	 Turnstile free Access	 Elimination of physical barriers	 High security measure required	



Do your research



Futures Cone, Joseph Voros



Bladerunner 2049 Tech Radar, Envisioning.io



Conclusion

- Projects should be designed with the end-user at the heart
- Let your imagination run wild
- Ask exploratory questions such as, “why do we do things this way?” and “but what if we didn’t”
- Only then work back to a solution





Thank you!

Andy Brahney

