

NBBJ is a world leader in using predictive algorithms to create the best workplaces. We use publicly available data sources and create our own sensor based datasets to predict trends, from city-wide development to an individual's comfort. We then track user function, their needs and what makes them happy and feed this into future models of workspace design. Climate, flexibility, infrastructure, investor needs are all considered and quantified to support users' wellbeing and empower organisations to attract the best talent. We see three stages to creating the ideal workspace:

NBBJ is working with a research fellow, Dr. John Medina, a developmental molecular biologist. He considers how the workplace effects our behaviour, here are some of the key indicators from his findings that can inform better workplace design:

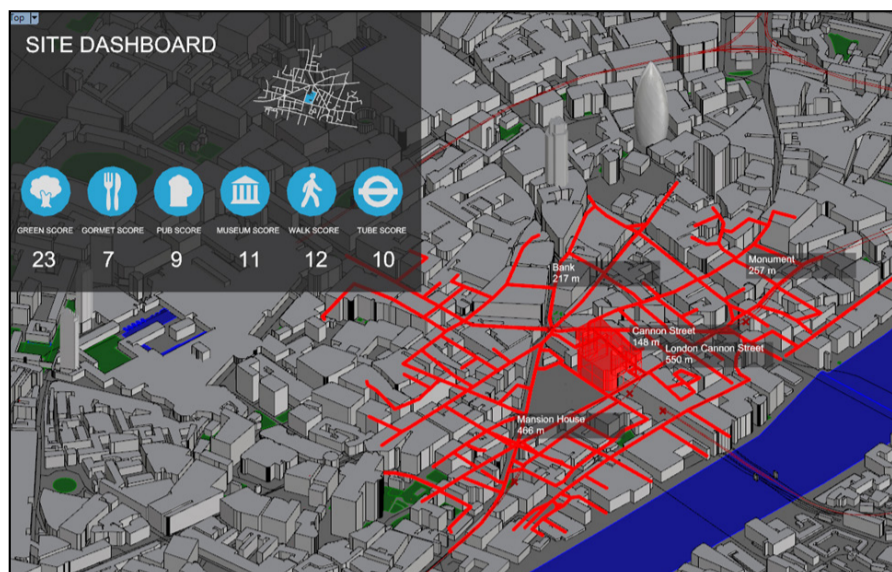
1 - LOCATE

What is the the best location for your future office?

Thousands of data sets are considered and sites can be compared in NBBJ's live London model.

The data allows companies and individuals to understand how the move may impact them but also how the context may change in the future.

Infrastructure, transportation, expected planning permissions and investor values underpin the model, together with softer metrics which target health, leisure and wellbeing.



Space should foster relationships

Companies are moving into cities seeking greater collaboration between organisations and staff. The most important factor in wellbeing on the job is to have a best friend at work.



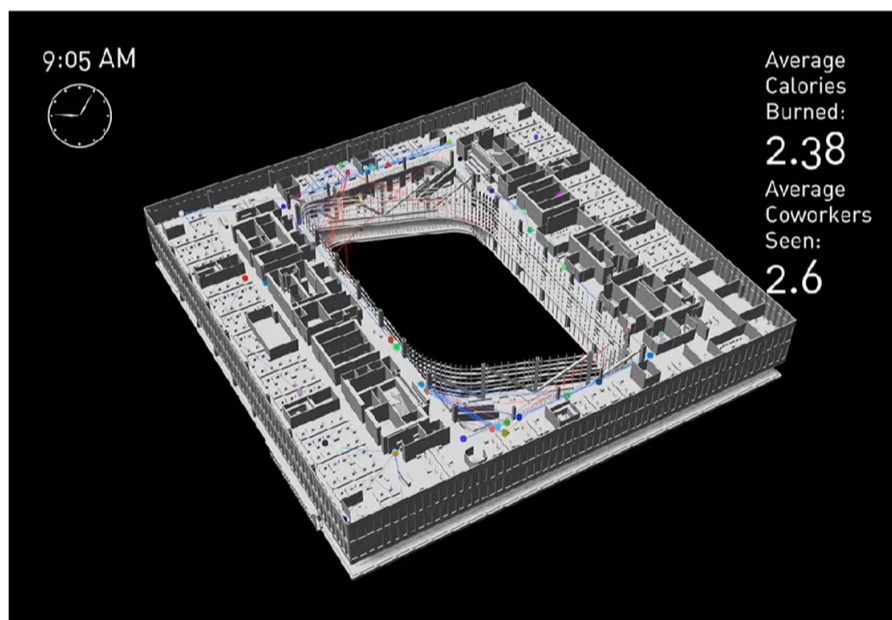
2 - DESIGN

How will the office work ?

How long will it take? How many calories will I burn? How many co-workers will I meet?

Algorithms and computational analysis informs design and layout. For the first time, user comfort, synergy and wellbeing can be predicted. Layouts are then developed to suit organisational culture and community.

At every stage of the design process we can assess and quantify what matters most for users and demonstrate effectiveness, from meeting sustainability targets to achieving a digital connectivity environment.



Space should make you think

At birth, every neuron in the cerebral cortex has an estimated 7,500 synapses. The average adult has only half that number, about 2,500.



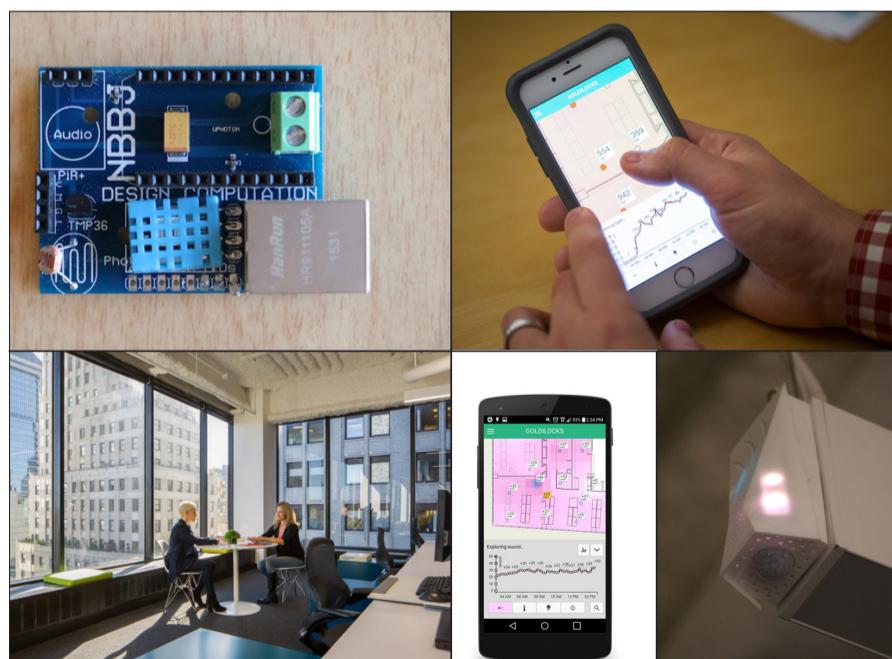
3 - EVALUATE

How do I find the perfect place for me?

Project Goldilocks: Empowering individual choice

By monitoring movement, temperature, activity and daylight NBBJ office monitoring systems allow the user to find the perfect place for them - all from their handheld device.

Providing user choice is a key driver of health and wellbeing, it helps creates a working environment which attracts the best talent.



Space should reduce stress

60% of lost workdays each year can be attributed to stress. Problems at work lead to more health complaints than any other stressor – even financial problems or family problems.



FEEDBACK

Anonymised information can inform future analytical tools creating a feedback loop.

No one can truly predict future workplace trends and user needs, but this approach will provide the best possible insight into the future office.