

Which Space Types Do Your Colleagues Love (and Use) the Most?

The impetus for change of **office space layouts** was traditionally reliant on **industry benchmarks** and **employee surveys**.

However, in response to the **hybrid work evolution**, many companies are using a top-down approach, like with **portfolio** or **building right-sizing**, to bring space type mix in line with strategic company goals. The current assumption is that with **remote work** being a constant option offices will need **less individual workstations**. Thus, organizations are flipping space type mix in favor of collaboration spaces. But whether or not this is true, only time and utilization data can tell.

With the increasing importance of **workplace experience**, changes to office space layouts are now being driven by both **individual employee** as well as **team** wants and needs. The different, more accurate, and more modern approach to capturing employee space preferences is to now include **data on actual demand**.

For this, we must understand which **space types** are at capacity and which are underutilized, to align the space offering with employee needs.

Today's Most Pressing Workplace Decisions Rely on Utilization Data

According to **Verdantix**, the top concern with hybrid working is that it will lead to spaces that are **chronically underutilized** at certain times of the week while other resources, such as meeting rooms, might be under strain during peak times.

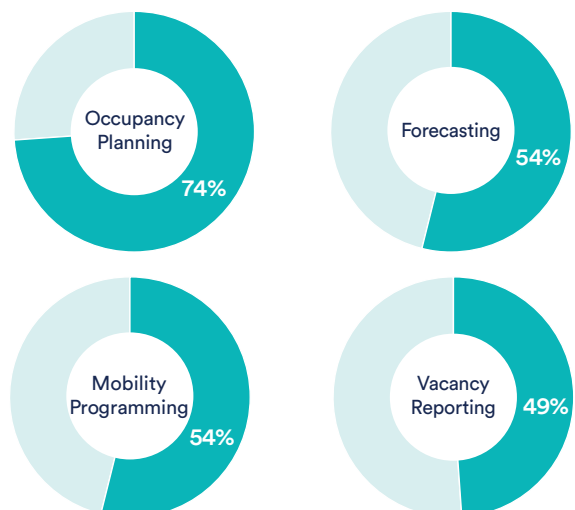
To understand if this is the case, you need to create a **solid database**. Organizations **tracking utilization data**, use it to inform their space budget and design and rebalance their space type mix to the **ideal ratio** by site and team. The figure to the right shows the various ways **utilization data** supports today's most critical **workplace decisions**.

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[Verdantix report: "Five Best Practices For Success In The Hybrid Working Era"](#)

Top Use Cases for Utilization Data

% of respondents using utilization data for use cases



Avoid A Space Type Mix That Doesn't Cater to User Demand

There is no **one-size-fits-all solution** anymore (if there ever was) to successful workplace design. The workplace your company needs is based on your **unique office space user demand**. Without accurate **utilization data** to reflect upon user demand, your company is at risk to create:

1 Workplaces that remain static and unable to cater to user demand.

To combat this, use **space type data** and utilization patterns to **predict future demand**. Use meeting room utilization data to understand if there is enough meeting space and find the **right space type ratio** (e.g. employees-to-meeting rooms) and **capacity**.

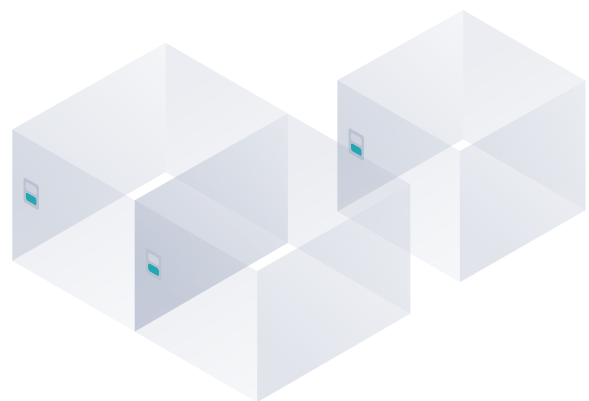


2 Missed opportunities to increase employee experience, retention & recruitment, and productivity.

A/B test different **workplace settings**. Compare different floors and how they perform. Understand which workplace features are well adopted (and by which teams) to avoid investing in elements that won't be used and to avoid missing the mark on what your colleagues find most appealing about the office.

3 Overspending on office space because there is a mismatch between space types provided and required

Engage in **discussions with stakeholders** and decision makers with data and compel their approval to reduce one **space type** in favor of another, highly-demanded space type.

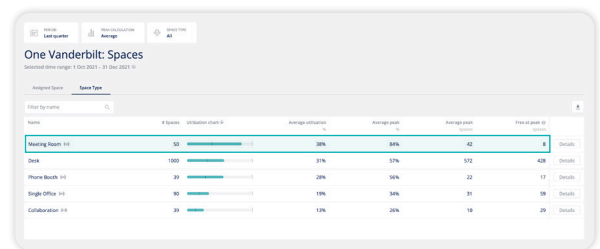


How Utilization Insights Show Space Types In Demand

A Locatee Workplace Analytics Step-by-Step Guide

- 1 With sensors set up in particular spaces such as meeting rooms or phone booths, you can now see exactly how, when, and to which extent they are used.
- 2 Analyze space types according to their average utilization. Aim for below 80% in order to serve the employees' needs. For this example, we'll focus on meeting rooms as they are in high demand and exceed the recommended 80% "Average peak" utilization.

- A How often are meeting rooms occupied?
- B Are smaller or bigger meeting rooms used more often?
- C Are rooms being used at their intended capacity?



Small meeting rooms have highest utilization



Large meeting rooms have lowest utilization

- 3 Going into the "Details" view of "Meeting Room" allows you to drill down further into utilization patterns. Here, you can see the high demand for smaller meeting rooms, with 2 seats, by their high utilization rates over 80%. Whereas, the bigger meeting rooms are by far much less used. From these insights, a company might consider redesigning some of the bigger meeting rooms and providing additional smaller ones.

- 4 Each meeting room has its own "Details" view to provide additional information and help understand patterns. In this example, the "Tahoe" meeting room's "Visitors Analysis" shows capacity per usage in order to better understand the needs and possible mismatch between room sizes provided with actual demand.



Benefits of Using Locatee Workplace Analytics for Rebalancing Your Space Types

- Optimize the office by providing **high-demand space types** instead of simply adding **additional space** or **features** based on outdated benchmarks.
- Analyze space **inefficiencies** and **under-utilization** to unlock capacities for **team growth** or **save costs** as you only invest into workplace settings that are in demand and appreciated by your colleagues.
- Create truly **personalized workplace experience** leading to higher **employee satisfaction**.



At Locatee, we can help you right now to discover your highest and lowest demand space types.

Locatee Workplace Analytics uses your existing IT infrastructure to illuminate insights and determine which of your space types to increase or decrease during rebalancing. Our mission is to achieve higher productivity and create attractive office spaces where people love to work.

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