



Aligning your workplace with your brand

HKS

Key considerations

Aligning your space with your business goals

How to spend space more wisely

Understanding hierarchy and work flow helps allocate space away from unoccupied, assigned offices (often the largest spaces for the least present population), toward better leveraged workstations, thus freeing up space for shared needs. Current-state assessment, open dialogue of space implications and identification of natural “break points” for allocation establish clear decision making throughout the design and implementation process.

Recruiting & retaining top talent

Multi-generational workforces are increasingly savvy consumers of space. Competitive markets for talent means workplaces need to accommodate a wide variety of work styles and preferences to retain the best and attract the brightest — all while remaining authentically aligned with the brand and reflexive of company culture.

Duality of space

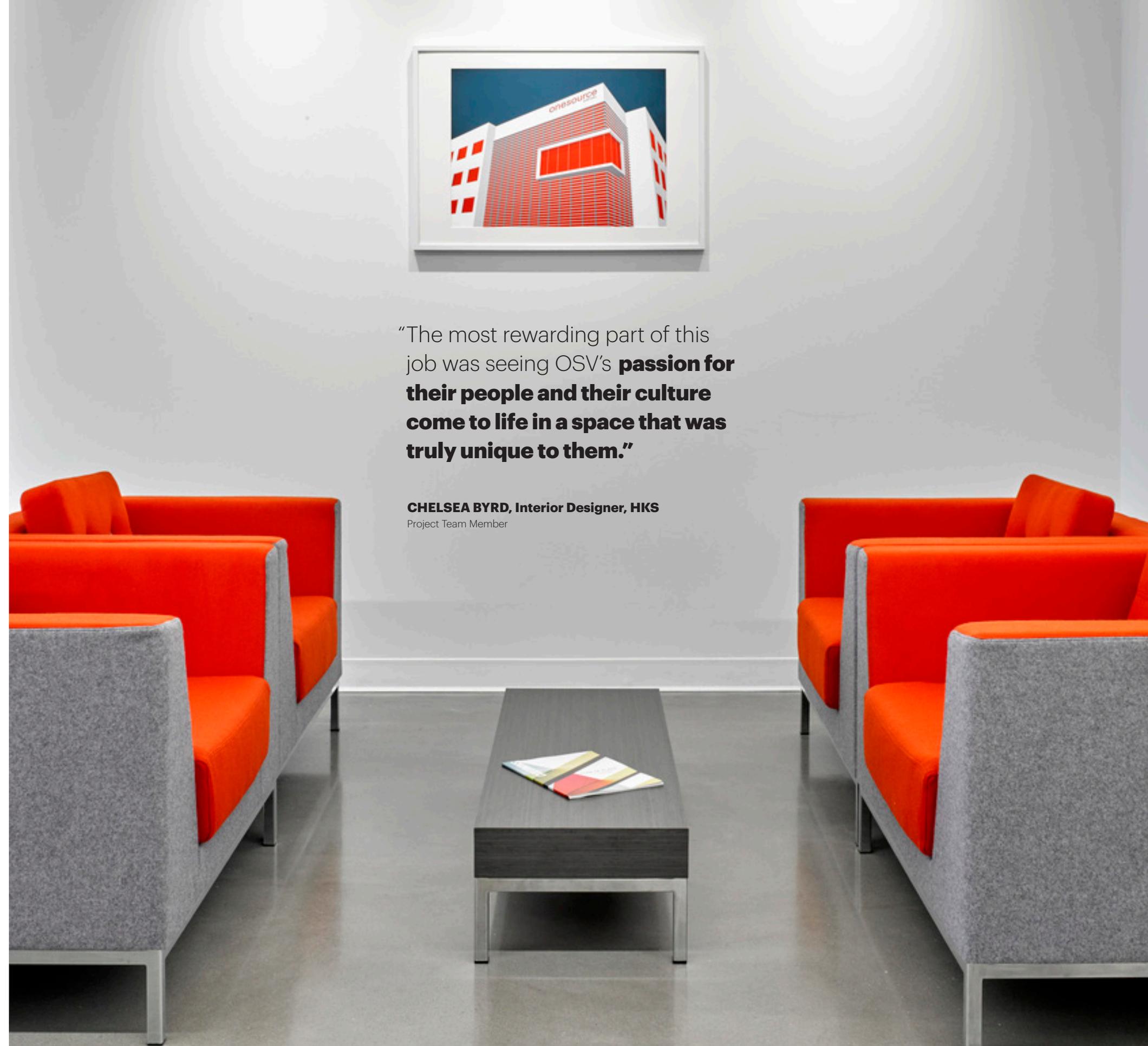
What kind of culture does your workplace cultivate? Informal collaboration? Structured training? Spaces can serve dual purposes when thoughtfully and strategically designed as an ecosystem of work places, if your culture is well understood. Also, consider opportunities beyond your leased footprint, like a tenant lounge, conference center or food hall. ‘High-occupancy’ is a balance of adjacent, external amenities, as well as on-site, multipurpose spaces to host clients or employees and fully curate an immersive experience.

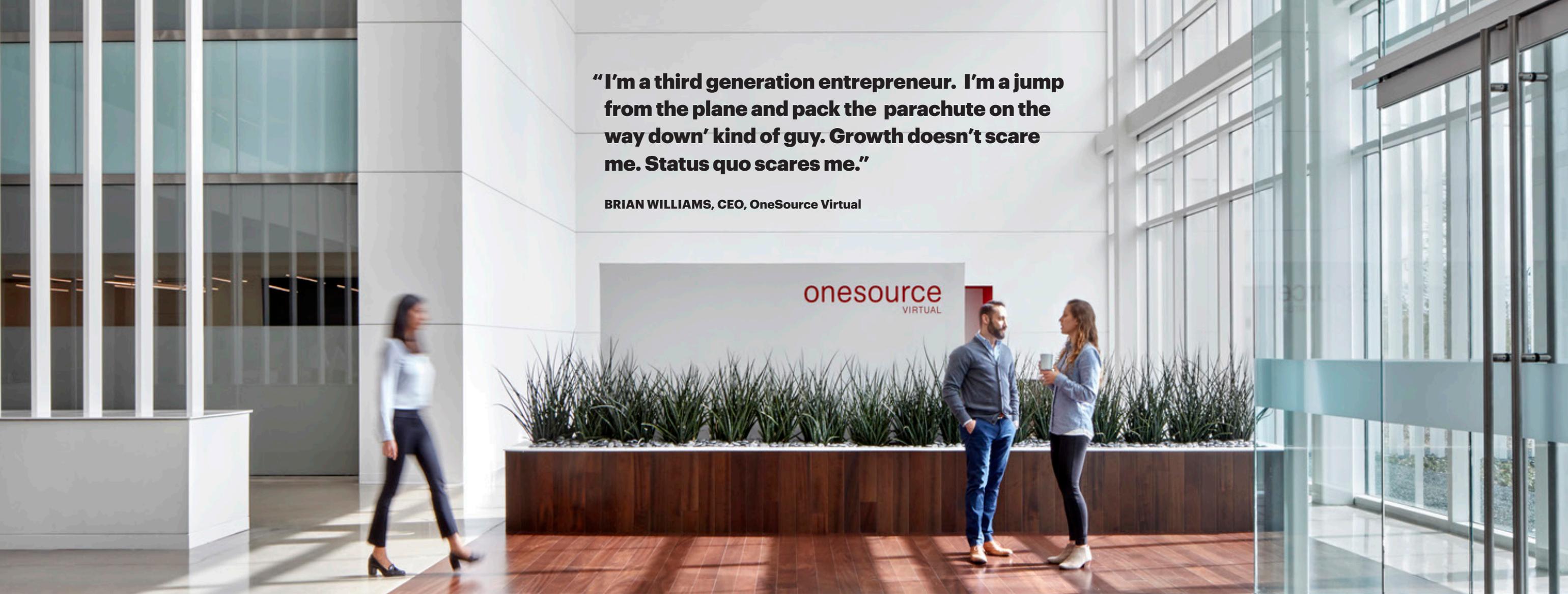
KATE DAVIS, Director of Commercial Interiors, HKS
Lead Interior Designer



“The most rewarding part of this job was seeing OSV’s **passion for their people and their culture come to life in a space that was truly unique to them.**”

CHELSEA BYRD, Interior Designer, HKS
Project Team Member





“I’m a third generation entrepreneur. I’m a jump from the plane and pack the parachute on the way down’ kind of guy. Growth doesn’t scare me. Status quo scares me.”

BRIAN WILLIAMS, CEO, OneSource Virtual

OneSource Virtual

Founded in 2008 as a start-up, OneSource Virtual specializes in Business Process as a Service (BPaaS) and supports the automated delivery of solutions exclusively for Workday, an employee information management software. This includes Workday deployment, training, internal services outsourcing (e.g., HR, IT, Finance, Accounting and in-application payroll services) — providing a one-stop shop for employee information management and fulfillment services. Such robust services required a new, larger space to house a growing employee population and host customers.

Case Study Profile

Who OneSource Virtual
Size 215,000 square feet
1,200 employees
Sector Technology
Where DFW Metroplex
Why Major growth and development of services required new and larger facilities in the form of a single tenant building
How On-site observation
Programming interviews
Current-state assessment

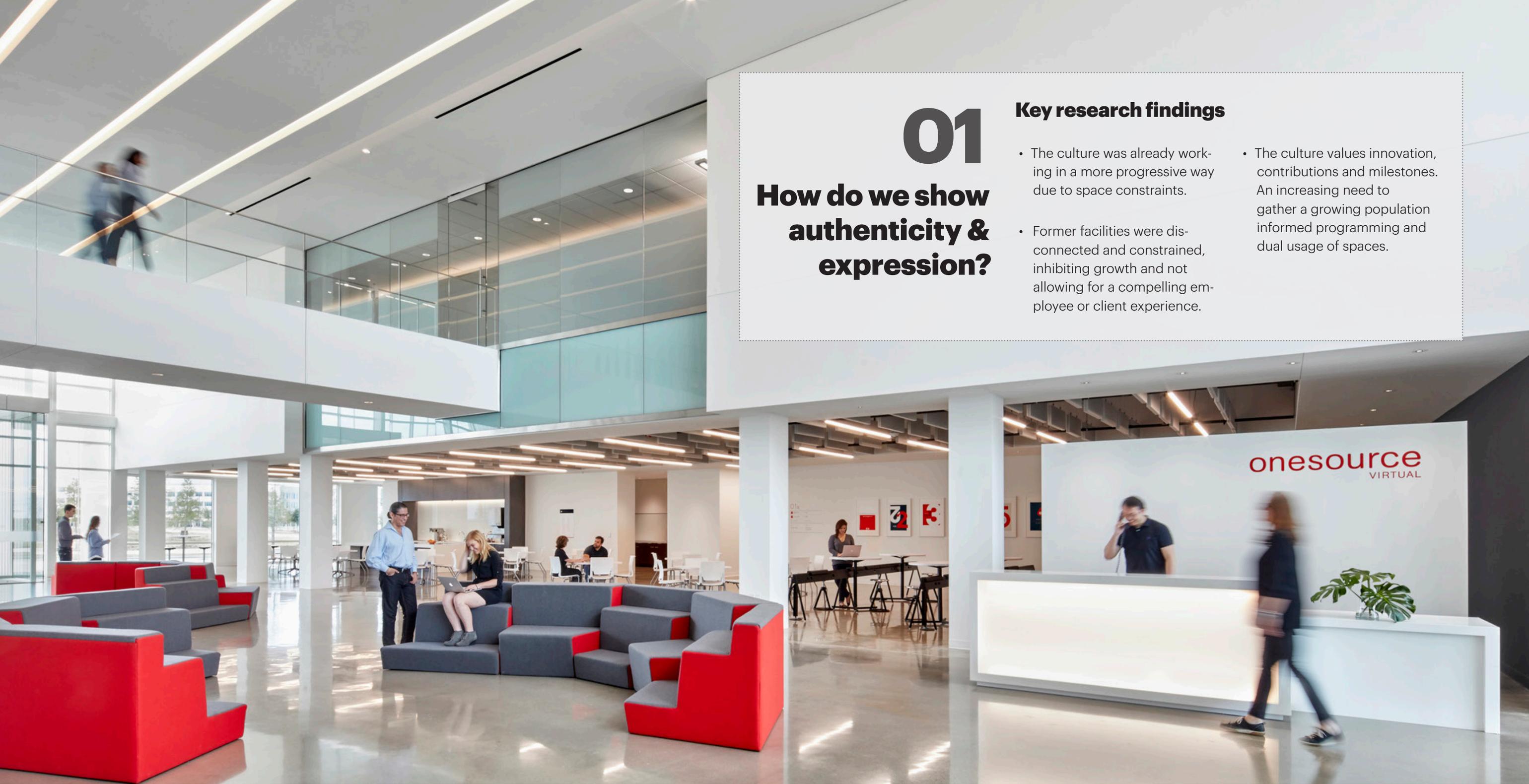
Client’s Design Questions

01 How do we show authenticity & expression?

02 What’s the right way for us to work?

03 What shared spaces are worth investing in?

04 How can space support executive collaboration?



01

How do we show authenticity & expression?

Key research findings

- The culture was already working in a more progressive way due to space constraints.
- Former facilities were disconnected and constrained, inhibiting growth and not allowing for a compelling employee or client experience.
- The culture values innovation, contributions and milestones. An increasing need to gather a growing population informed programming and dual usage of spaces.

Design Solutions

Proportionate growth/allocation

180

USF/employee

Strategic Increase in space to provide new spaces and accommodate 1:1 assigned seating

All staff gathering space

8K

Square Feet

Allocated to premium gathering space, featuring food services and informal work areas

Embedded branding

1.2K

Employees

On-site population consuming and contributing to a cohesive culture and recognizable brand



02

What's the right way for us to work?

Key research findings

- The work is largely online and digital content, which means less space needed for layout and storage.
- Teams were found to be highly collaborative, sometimes needing short-term access to project rooms or "war rooms."
- At least 10 percent of the employee population required access to a private office, due to level or role within the company.
- There is a need to hit capacity goals and optimize office space.

Design Solutions

Inboarded offices

90% Open office layout for more access to light and views

Standardizing to optimize space

4'x4' **4'x6'** **8'x10'**

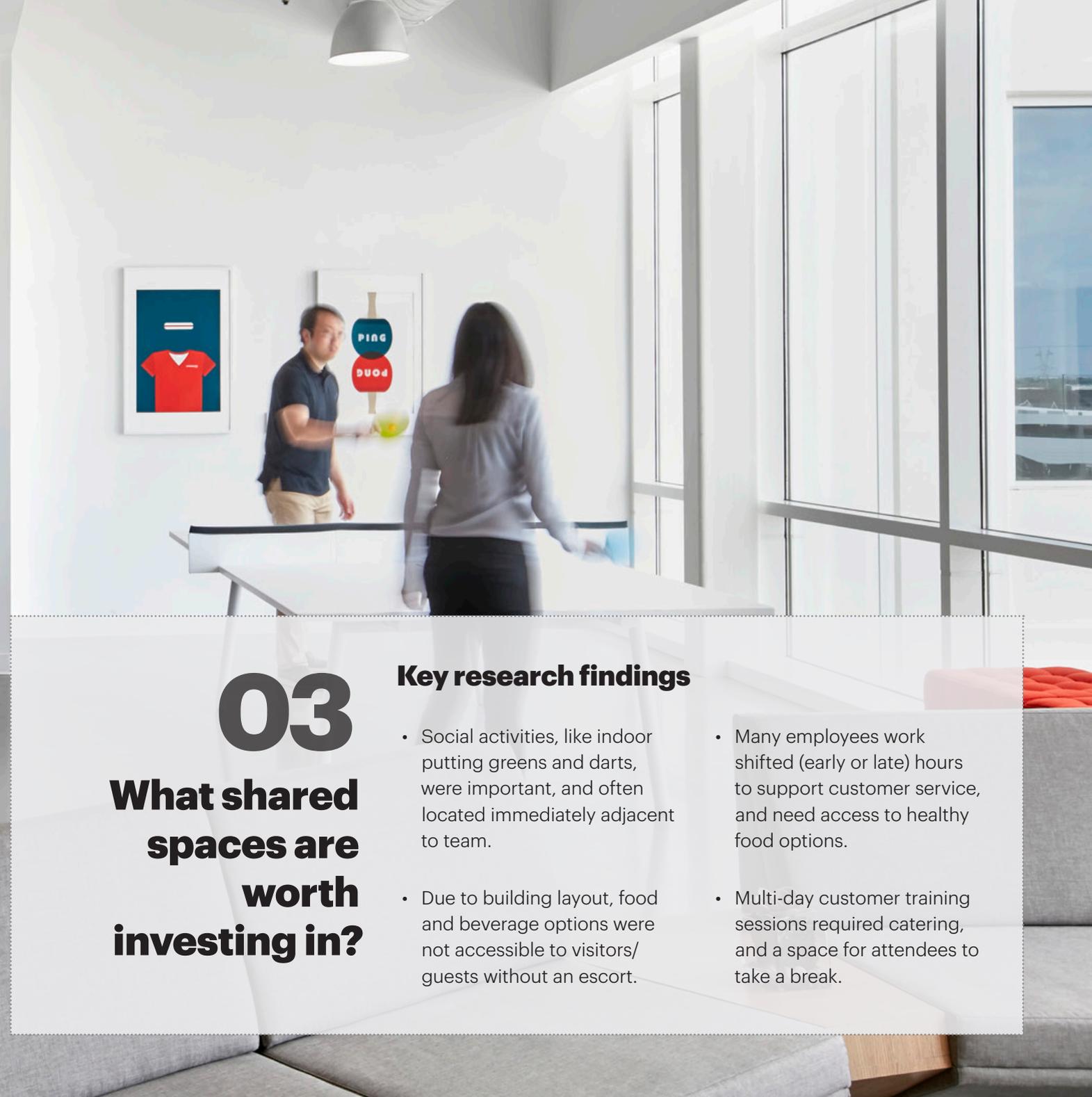
General employee and contractors

Managers/group leaders

Supervisor offices

Integrated collaboration

20' Average distance from employee seat to collaboration seat



03

What shared spaces are worth investing in?

Key research findings

- Social activities, like indoor putting greens and darts, were important, and often located immediately adjacent to team.
- Many employees work shifted (early or late) hours to support customer service, and need access to healthy food options.
- Due to building layout, food and beverage options were not accessible to visitors/guests without an escort.
- Multi-day customer training sessions required catering, and a space for attendees to take a break.

Design Solutions

Central coffee "hub"

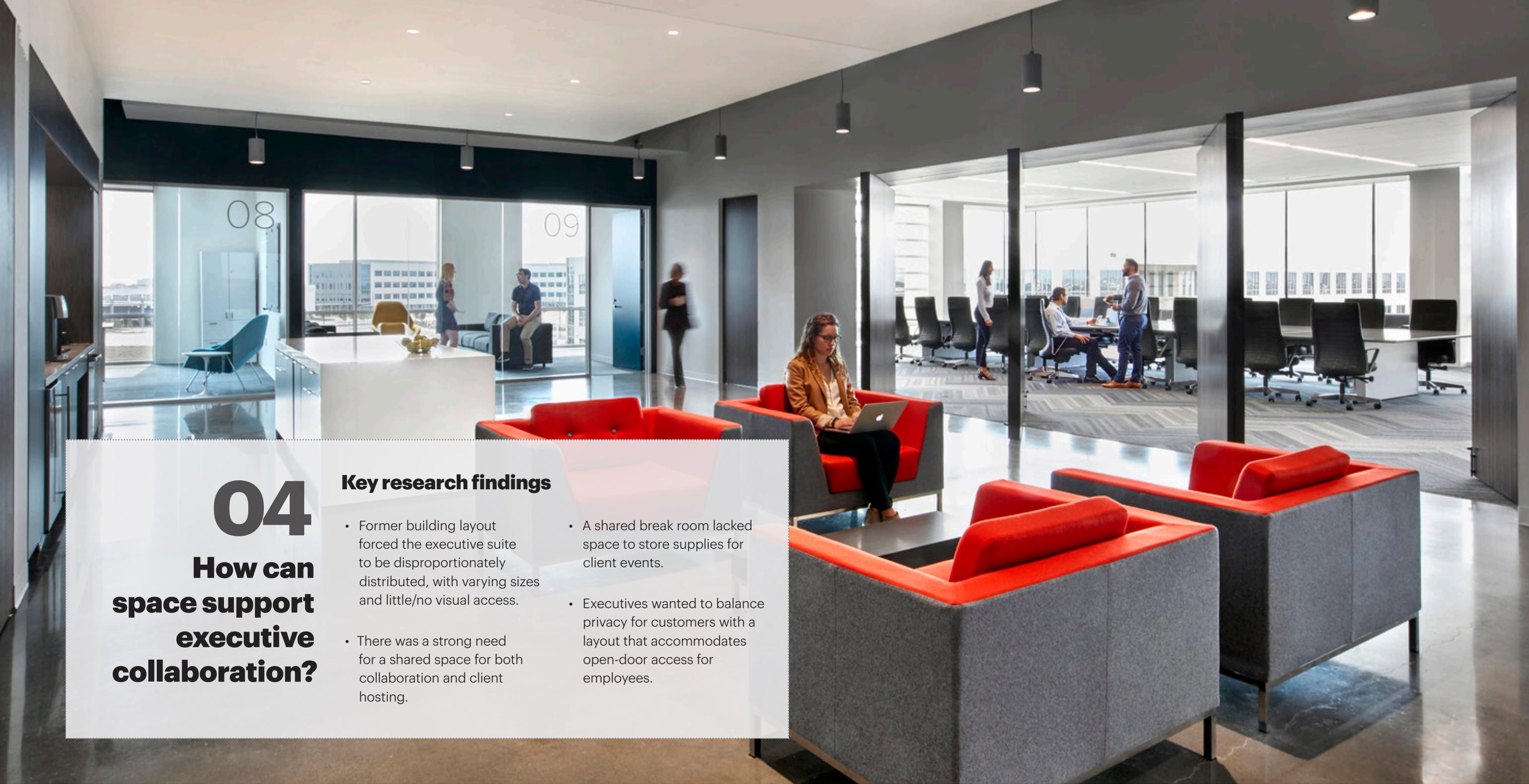
Level 3 Coffee, ice water, ping pong, couches and a view for respite from the workplace

Cafetorium

4.2K
Square Feet To be featured as a design solution for communal space needs

Work area collaboration ratio

0.88:1 Collaboration seats per work seat (workstation/office)- excluding L1 training and café



04

How can space support executive collaboration?

Key research findings

- Former building layout forced the executive suite to be disproportionately distributed, with varying sizes and little/no visual access.
- A shared break room lacked space to store supplies for client events.
- Executives wanted to balance privacy for customers with a layout that accommodates open-door access for employees.
- There was a strong need for a shared space for both collaboration and client hosting.

Design Solutions

Executive suite/kitchen

7.9K
Square Feet

Space allocated for executive members to co-locate for teaming and hosting

Scalable seating

24

Seats in boardroom, with additional 10 banquet seats for overflow/meeting size

Dual-use spaces

5

Executive offices to be utilized for conferencing when unoccupied

Research Approach

On-site observations and interviews

Two weeks of on-site observation and interviews with department leaders yielded key insights for expectations of ideal end-user experiences, priorities for design interventions (e.g., technology in conference rooms and food service/access) and executive preferences for branding and communication.

User experience mapping

On-site research insights, combined with programming documents, enabled the design team to generate user-experience maps as a tool to develop and validate test fits. For OneSource Virtual, this was critical in designing for a high level of security and controlled accessibility (e.g., a curated first-floor tour path) for both employees and visitors.

User Experience Mapping



Stephanie
Client: New/Existing

"Here to see if OSV is where my company needs to be. Excited to see their facilities, understand their processes and meet their team. I have a meeting scheduled with my contact in Sales at 1:00 p.m. but I also need to take a client call at 4:00 p.m."

- 1. Receptionista
 - 2. Lobby/atrium
 - 3. Customer conferencing
 - 4. Self-serve F&B
 - 5. Training
 - 6. Fulfillment
 - 7. Genius Bar
 - 8. Cafe seating
- Exits building



Zac
Visitor: New Hire

"Proud to be an OSVer. I liked what I saw during the interview, so now I can see the rest of the place. Training will take a while, but there's a lot to learn."

- 1. Receptionista
 - 2. Lobby/atrium
 - 3. Genius bar
 - 4. Fulfillment
 - 5. Training
 - 6. HR
 - 7. Grand stair
 - 8. Self-serve F&B
- Joins team



Derrick
Employee

"I do work from home occasionally, but it's awesome coming into the new office. I can have those face-to-face meetings to get stuff done and build solid work relationships, as well as enjoy easy access to tech support, folks in core company functions and social events, like Town Hall meetings and birthdays."

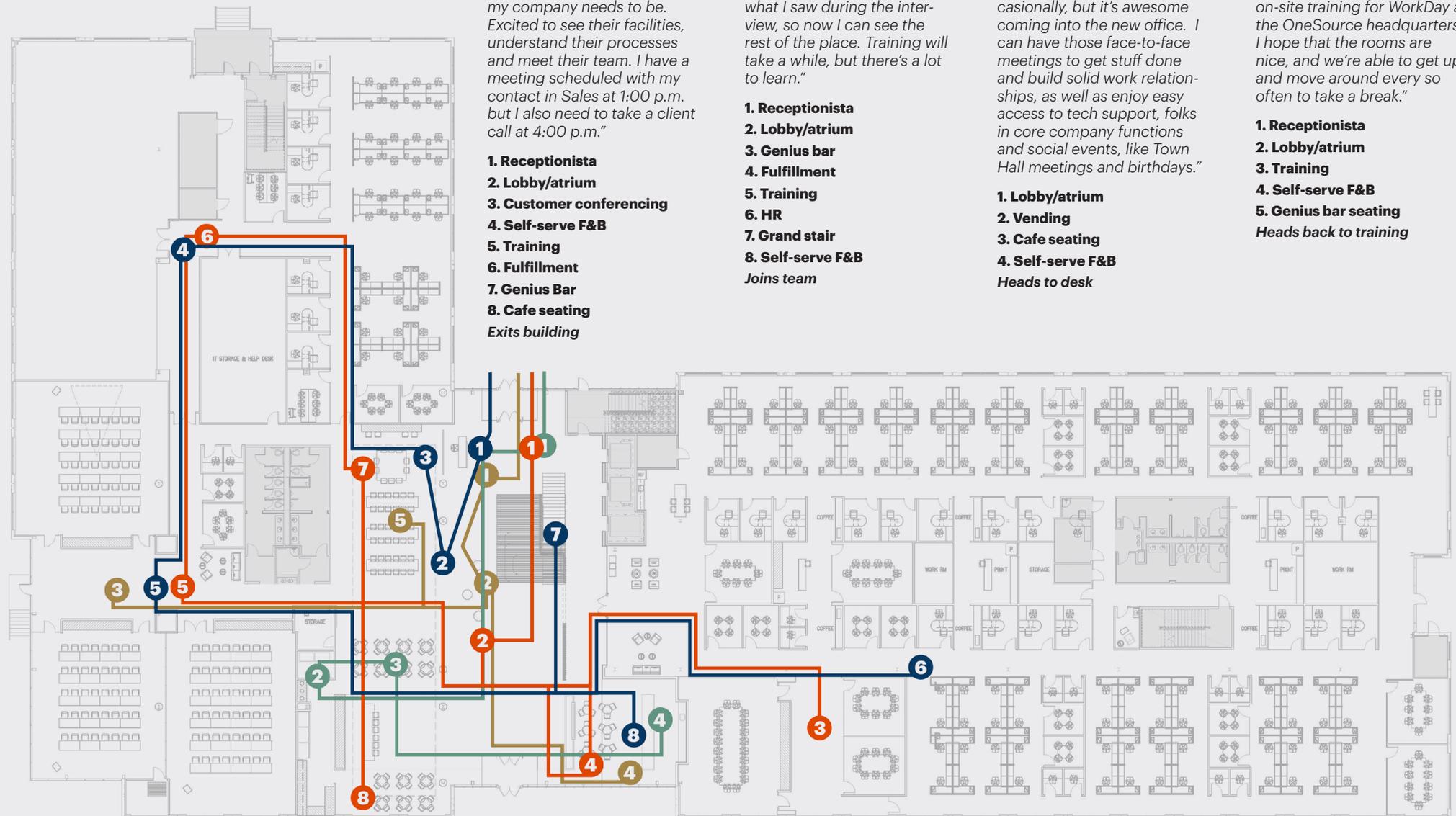
- 1. Lobby/atrium
 - 2. Vending
 - 3. Cafe seating
 - 4. Self-serve F&B
- Heads to desk



Kathy
Client: Trainee

"Will be interesting to attend on-site training for WorkDay at the OneSource headquarters. I hope that the rooms are nice, and we're able to get up and move around every so often to take a break."

- 1. Receptionista
 - 2. Lobby/atrium
 - 3. Training
 - 4. Self-serve F&B
 - 5. Genius bar seating
- Heads back to training



reWORK

Results-driven and people-oriented, we look beyond “big-box” statistics and meaningless metrics. Our goal is to capture both the richness and reality of the employee workplace experience.

Everyone has his or her own definition of what work is, what today’s workplace should look like and how the workplace should perform. In an industry obsessed with metrics, critical of the cubicle and the open office, how do you decide what’s best for your company?

HKS reWork takes an ethnographic approach to workplace design, applying quantitative and qualitative research insights to guide our designs. Our methodology leverages tools like focused observation, interviewing and employee surveys within a third-party perspective to have fresh eyes and an open mind.

Humanizing the science of workplace.

