



future
workspaces



SWC Almere user experience evaluation – Interim report Feb 09 -

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This user evaluation study

- In the period November 08 – Februari 09 a user evaluation study was conducted in the Smart Working Center Almere.
- Main goal of the study was to collect user experiences in the SWC and get insight into the perceived value factors of the concept.
- This interim report provides the qualitative and quantitative results and impressions of the study.
- The study consisted of two parts
 - Interviews (9)
 - On-line survey (n=15, 22% response rate)

Main findings (1)

Current users are positive

- Average grade on SWC experience (scale 1-10): 7.7
- Reduction of travel time is main motivation with choice of location as value differentiator (significant difference between IBM/HP users (car oriented) versus gemeente Amsterdam users (public transport oriented))
- Average time gain is 66 minutes per SWC working day

SWC enables new ways of working

- Evidence for SWC concept leading to more flexible and more productive working practice. [however quantitative results are statistically not very significant (n=15 is too small)]
- Typical work activities and characteristics match well with SWC model. Adequate ICT in place to work remotely (all cases VPN access).
- Main work strategy of current population is geared towards concentrated work activities on selected days in the week. Physical contact with colleagues remains important and is planned on other days of the week.
- Main value differentiator with home-based work is difference in mindset: In SWC mindset more easily set to work; no unwanted mixing with private life issues (disturbances)

Main findings (2)

SWC concept has growth potency...

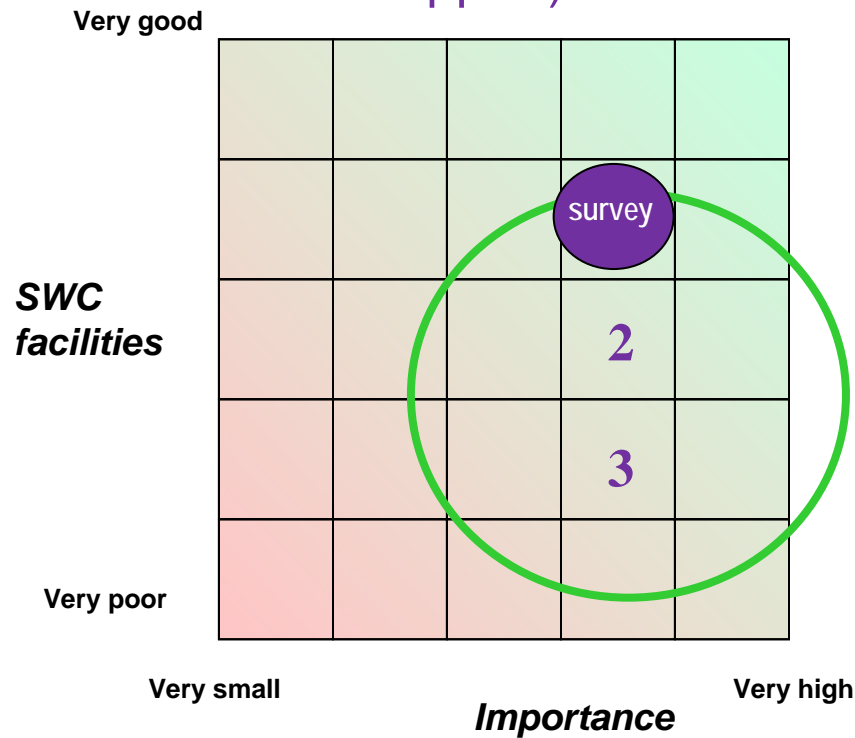
- Current facilities, services and financial model comply well with a selling strategy towards the higher-end of the employer market
- However, critical mass not yet reached: Different approach needed to increase seat occupancy
 - The initiative (and its value proposition) is not evenly well known in different parts of the participating employer organizations
 - The initiative is not always actively supported and promoted by management on unit level
 - The pilot approach is sometimes 'misused' by management of employer organizations to question whether the initiative is a viable, full alternative

...with a need for the SWC Almere implementation to mature

- People have to explore possibilities of SWC on their own
- SWC facilities and services are not evolved yet: essential infrastructure can be better, some facilities redundant.
- Limited support in case of problems
- Unclear rules (e.g. in case of calamities!) and codes of conduct
- Security and privacy is issue

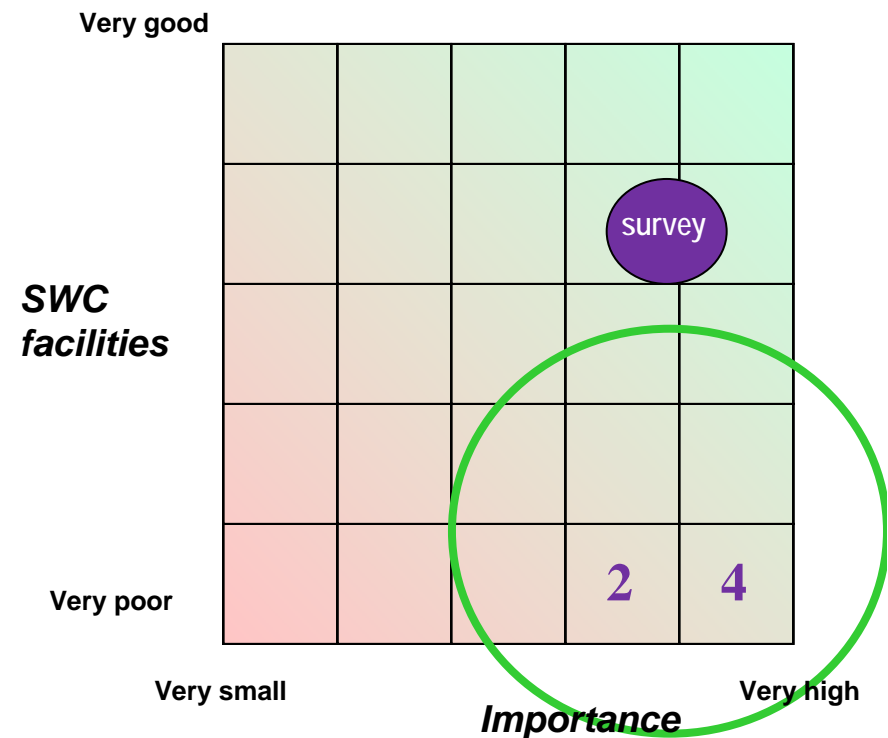
Highlights facilities SWC

Reception (functional support)



- Too much self-management (2)
- No safety regulation (2)
- Access control bad (2)
- Opening times are ok (2)

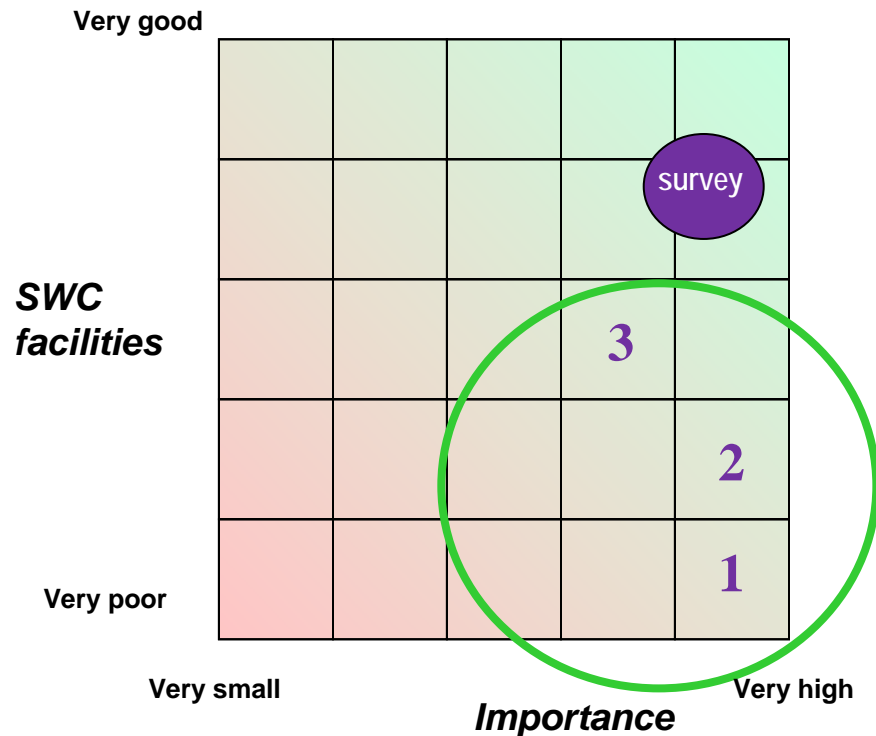
Technical support



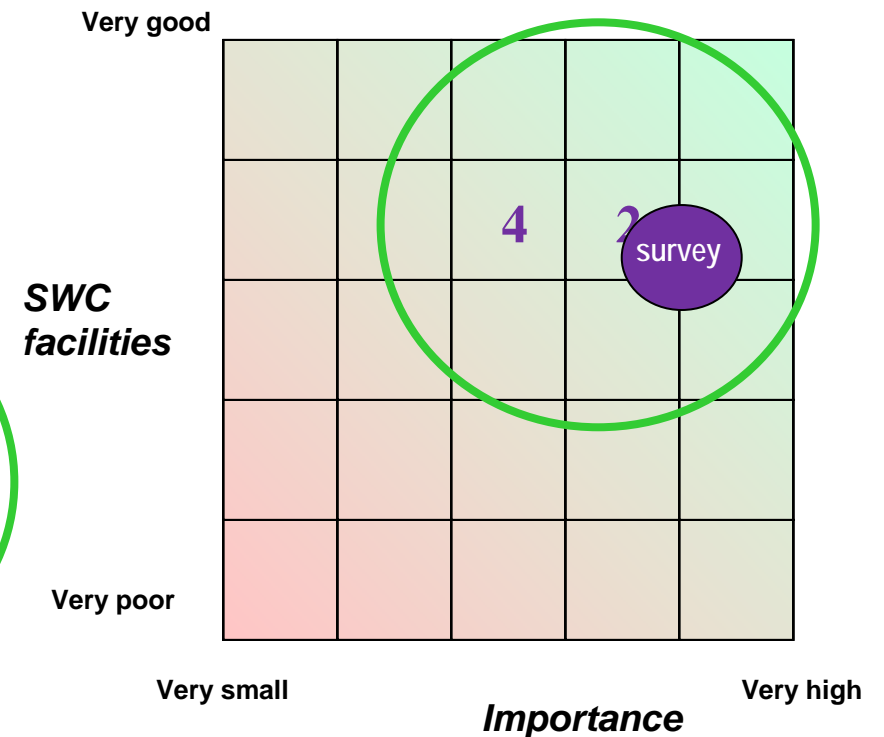
- Not there (3)
- Slow with solutions (3)

Highlights facilities SWC

ICT services



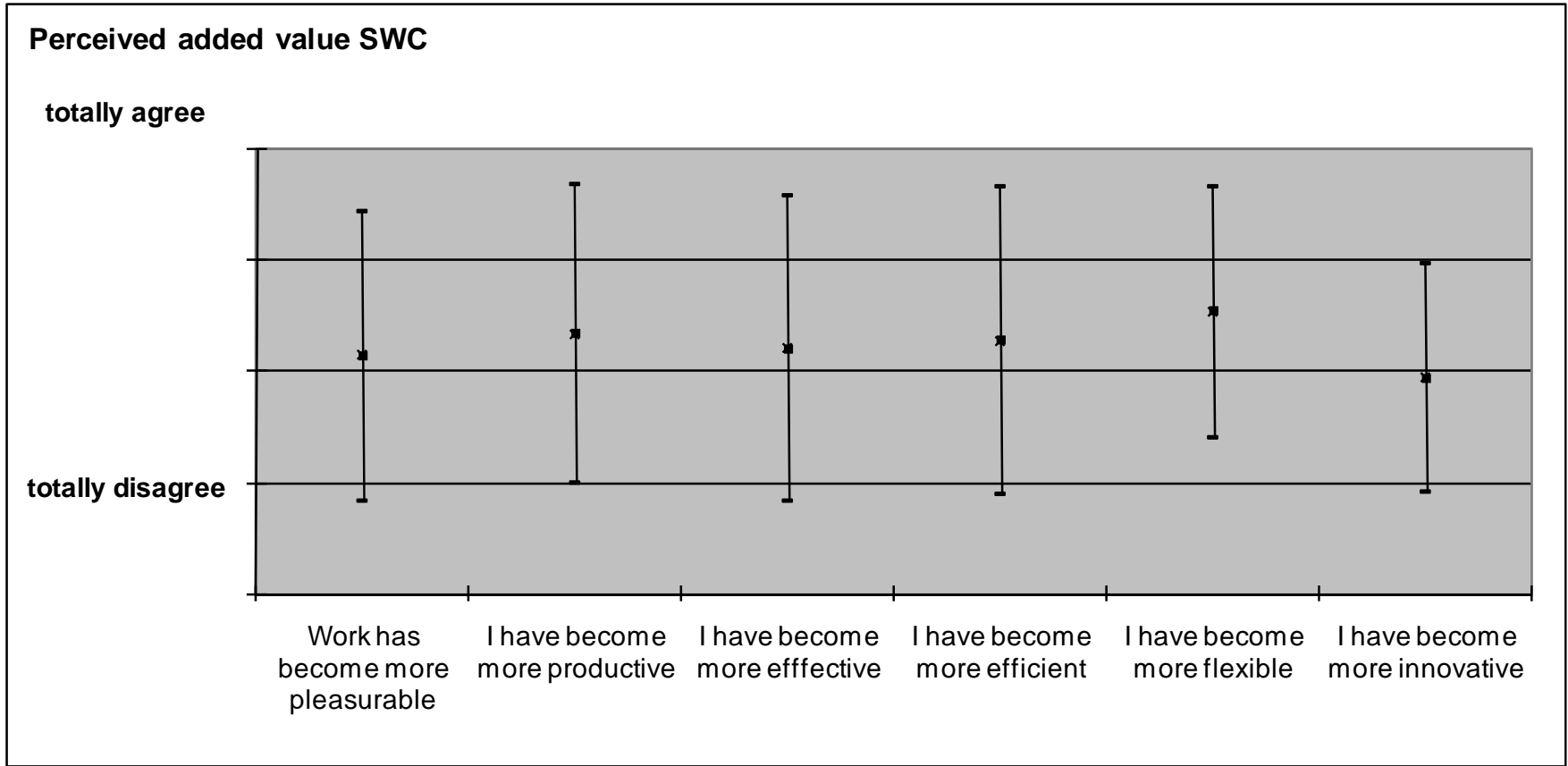
Physical services



- Infrastructure is crucial (7)
- Too less electricity points 3)
- Fixed telephones redundant (5)

- Great coffee(3)
- Modern furniture
- No physical post services necessary
- Mixed results own locker
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Summary added value





% people who see points below as bottlenecks for further growth of concept

