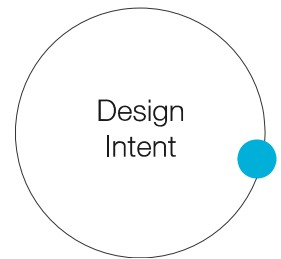


Design Intent



Enriches the design process with strategic methods for connecting the physical work environment to business goals and measurably improving user effectiveness and satisfaction.

A traditional design approach focuses on the formal structure of the organization and explicit work processes. A work environment that helps drive greater business performance and culture change requires something more.

ARC partners with the client's design team to offer deeper insights and a unique perspective. Our design strategy process carefully considers the critical human factors of the workplace. Through user workshops and co-design processes we examine organizational networks, uncover user needs, and engage users to ensure buy-in at all levels of the organization.

ARC design intent deliverables may include:

- interaction and data collection through user-centered techniques
- research and design synthesis to drive the development of design solutions in support of business strategies
- strategic direction and concepts to guide final design
- a migration strategy for new workplace concepts (e.g. smaller footprints, more open workplace, etc.)
- a range of work setting attributes to inform final design

An ARC design strategy is detailed and thorough, yet broad enough to influence the solution without impairing creativity. It provides clear reference points for decision making.

By working with our clients and design partners, we:

- **integrate the needs of IT, HR, design, and other key business elements**
- **offer deep insights into the organizational culture**
- **link design solutions to business needs**
- **impact the economic, social, and environmental performance of the workplace**
- **enhance employee satisfaction and performance**