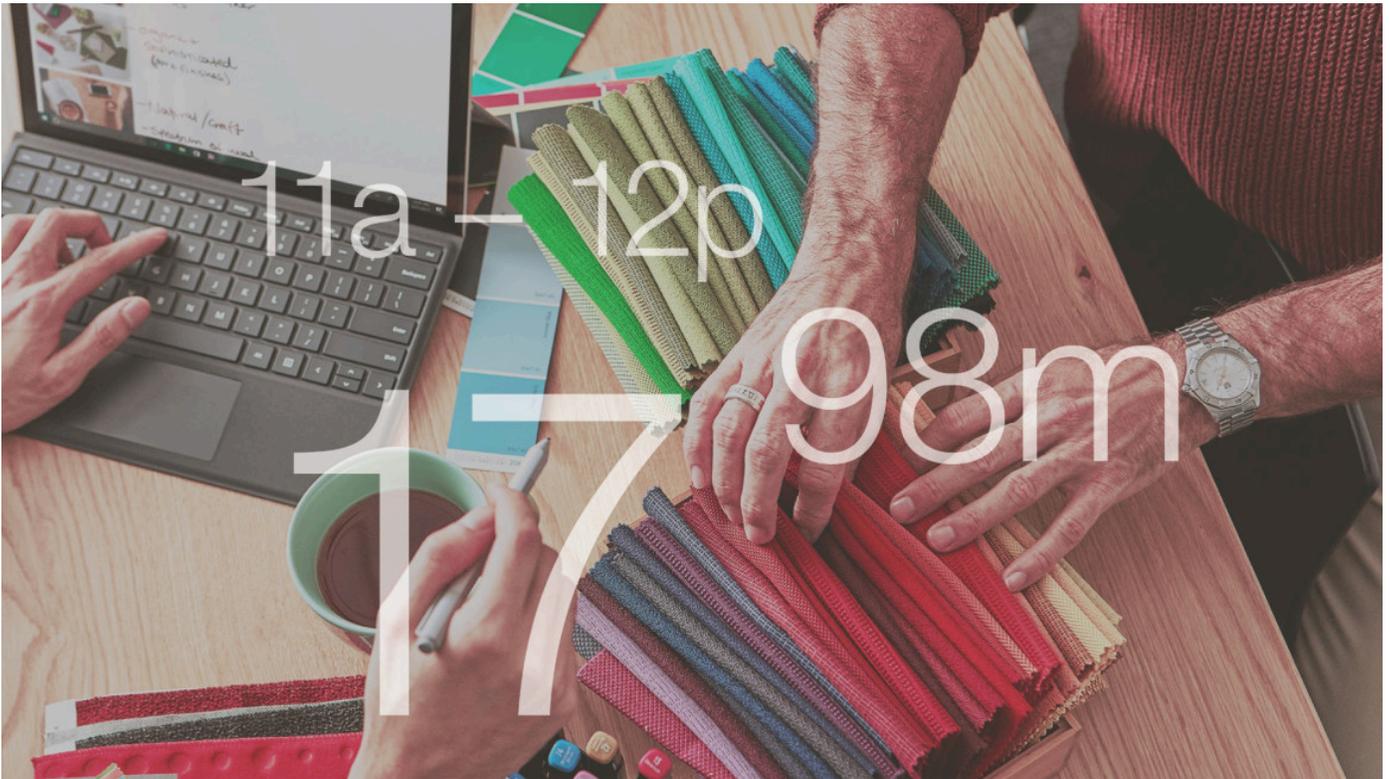# Video Q+A: Decoding Why Spaces Are Used

Why do people at work seem to gravitate toward certain places? Why are certain rooms seemingly always in use while others sit empty much of the time? If we can decode the answers to these questions, organizations can begin to take full advantage of every square foot of valuable real estate, and their people can benefit by having more supportive spaces throughout the workplace, not just a coveted few.

Right now, answers about why people use certain spaces and avoid others are difficult to come by. Some organizations use manual counts or anecdotal evidence to try to understand what works and what doesn't. But, those methods are unreliable, time-consuming and inconclusive.

STEELCASE WORKPLACE ADVISOR

Get started now with easy-to-understand, actionable data that empowers organizations to measure the effectiveness of the workplace.

We know big data is being leveraged in many areas of our lives to help us make smarter, better decisions. Why aren't we taking advantage of this opportunity within the workplace? Steelcase Workplace Advisor is a new way to collect, interpret and analyze data to better understand how and where people do their best work. By interlacing occupancy data with space size, location and amenities, organizations can begin to see not just if people are using a certain space, but why. Are people more likely to use spaces with video conferencing capabilities, high-sit desks, whiteboards, natural light, or any number of other additional amenities? These answers help provide actionable data that allows organizations to adjust their spaces, improve use and provide their people with better places to work.

At NeoCon 2017, people had the opportunity to learn more about Steelcase Workplace Advisor and Personal Assistant, powered by Microsoft Azure. Scott Sadler, Steelcase manager for Smart + Connected Spaces, and Rob Scheper, design director for Global Worktools + Technology, answered questions submitted during NeoCon. Watch an excerpt of their conversation to hear more about how Workplace Advisor works and what's next for the future of Smart and Connected Spaces in the workplace.

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