

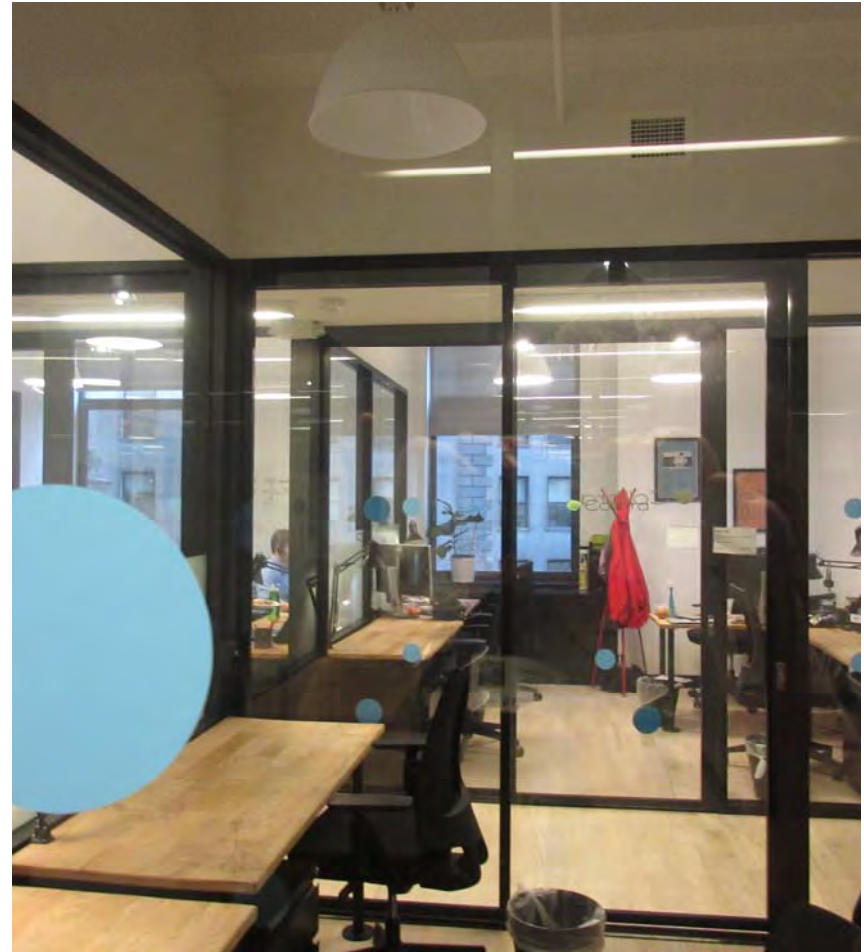
# Evaluating the New Workplace: What, Why, and How To

Sally Augustin, PhD

Principal, Design With Science

Editor, *Research Design Connections*

# Evaluating the New Workplace: What, Why, and How To



# Mood matters, a lot



# Effective workplaces:

- Communicate
- Comfort
- Continue
- Challenge
- Coordinate



**Communicate**





**Comfort**



**Continue**



**Challenge**





**Coordinate**

# Office workers can be doing

- highly structured assignments.
- semi-structured tasks.
- unstructured work.

Why doing research?



# Types of value (CABE)

- Exchange value – return on capital/investment, book value
- Use value – satisfaction, motivation, profitability
- Image value – brand awareness, public relations opportunities
- Social value – crime rate, sense of community
- Environmental value – environmental footprint, environmental impact
- Cultural value – critical opinions and reviews

## Targeted observing

- Selecting this tool
- Focusing data gathering





## **Effective design:**

Communicates

Comforts

Continues

Challenges

Coordinates



## **Sally Augustin, PhD**

Principal, Design With Science

Editor, *Research Design Connections*

[sallyaugustin@designwithscience.com](mailto:sallyaugustin@designwithscience.com)

