Why your Data Science Teams need to build experiences – not models

Jorge Lozano | Steelcase

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About Steelcase...
“We know how many Lego pieces we sell but we don’t know what Lego sets our customers buy...”
To tackle this problem, we needed to go after a different data source.
Exploring new valuable sources of data

Can we extract the $[X, Y, Z]$ coordinates of products in a drawing?
We need to be constantly pushing the value we get out of our information if we want to be transformational.
To transform our data into a competitive experience, we need to envision the experiences we may deliver and how that will set us apart.
“In God we trust, all others must bring data.”

W. Edwards Deming
Can be an entire floor or a simple application.

Workspaces, meeting spaces, classrooms, social spaces, etc. But also ‘noise’ that we’re learning how to filter out.

Individual components that make-up an application.

*Data expected to grow 700% by end of 2021.*
“As a general rule, the most successful person in life is the one who has the best information”

- Benjamin Disraeli
Data-driven starting point that best reflects the current state of the North American office to guide our design retrofitting strategies.

What is the range of distances between workers?

What is the typical size of space divisions and level of enclosure for workstations?

Can we provide a new way to think about “application level density”?

What do we know about the orientation of workspaces?

Distance between workers

Measured as the minimum distance between the center of one seat and the center of the next closest seat in the specified direction.

Side-to-Side distance

Face-to-Face distance

Front-to-Back distance

We developed frameworks that helped us prioritize the needs of our customers.

We use standard social-distancing guidelines to categorize workspaces.

- More than 6 ft, distance and division higher than 54 in.
- More than 6 ft, distance lower than 54 in.
  (Often including a division at 4)
- Distance smaller than 6 ft, division higher than 54 in.
  (Often distance smaller than 6 ft)
- Workstations in this quadrant do not meet any of the standard social-distancing guidelines.

We developed models to group applications that are similar. This allows us to obtain relevant samples to use as starting points.

These examples will be an accurate reflection of the most common type of applications being used.

We focus our retrofitting strategies around these type of settings to reach a large share of our customers.
“We are drowning in information but starved for knowledge”

- John Naisbitt
Goal: Data-driven and scientifically tested solutions. Each optimized for safety, product compatibility and price.
“Nothing ever becomes real until we experience it”

- John Keats
Success comes from building experiences, not models.
A strategic return-to-office for the world’s workforce will require a change in mindset, approach, behavior, and space. Despite a flurry of ever-changing rules and regulations, employees are ready to get back into the workplace. Business leaders are seeking best practices. And we’ve uniquely equipped to help.

INTRODUCING SPACE SCAN BY STEELCASE
Space Scan is a diagnostic service for existing Steelcase customers that leverages advanced analytical analysis to identify vulnerabilities in office classification and division. Its science-based analysis generates space-specific action plans and strategic solutions, laying the foundation for a confident return to the office.

**SCAN:** Existing customer floorplan data is scanned for analysis based on current guidelines and best practices for distance, division, and geometry.

**ADDRESS:** Input data is measured against distance, division, and geometry criteria based on known COVID-19 best practices.

**ACT:** The Space Scan report acts as a roadmap for your return, allowing them to pivot as needed and confidently invite their employees back to the office.

SPACE SCAN IS RIGHT FOR CUSTOMERS WHO:
- Are an existing Steelcase customer and currently have a Steelcase product (i.e., workstations).
- Want to see their employees back in the office by summer 2021.
- Have a dense footprint (i.e., less than 8 feet distance; lower than 54'/H division).
- Have worked with a Steelcase dealer and their footprint is available in SmartTools/CET.

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### Project: Distance/Division Analysis

- **44%** of seats in all settings comply with standard social distancing measures in the office.

### Workstation 1 Location

**Design Considerations**

- Address compliance.
- Improve productivity.
- Keep current employees.

**Recommendations**

- **Maintain current design.
- Use other floor plans.
- Use other solutions.

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### Workstation 1

**Solution by Geometry**

**Specific**

- Dimensions:
- Advice:
- Overall:

**Recommendations**

- **Maintain current design.
- Use other floor plans.
- Use other solutions.

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“Data is not information,
Information is not knowledge,
Knowledge is not understanding,
Understanding is not wisdom.”

- Clifford Stoll
Thanks!

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