Present Conditions Analysis/ Baseline Studies

Establishing the need

Target users vs. demographic data

Identification of one or more groups of people that have common needs that are not addressed by existing designed environments.

Examples: prisoners, mental health patients, juvenile delinquents, tribal minorities, tourists

- High School Students
- Orphans
- Chefs
- Engineers
- Convention organizers
- Commuters
- Miners
- Domestic Helpers
- Medical Staff
- Low-income families
- Cultural minorities

- Are you simply addressing a backlog?

- Are current provisions inadequate only in terms of square meters?
  Overcrowding issues

or

- Is there enough space but inadequacy is in terms of quality?

- Is there a mismatch issue?
  Un-met user objectives (healing, learning, production)

or

•Is there a need for more customization to suit segments of a whole bunch of users?

Creating sub-sets
Market segmentation

Selective extraction of data

Ex:

workforce- working age; literacy level

school- school age

shoppers- male or female population;
Income level

The concept of catchment area and captive market

Geographical scope

Radius

Region

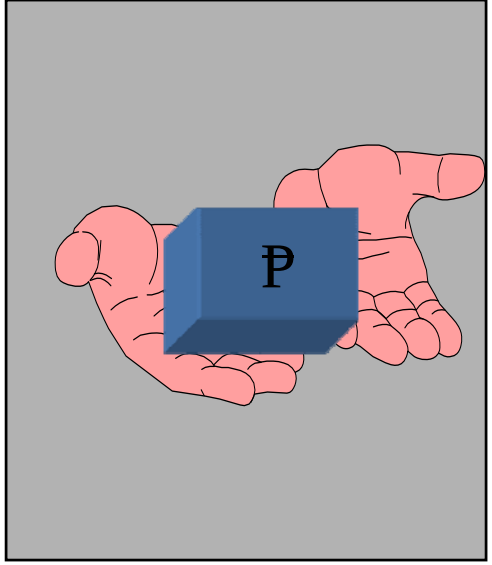
Basic marketing concepts

Marketing Concepts

Marketing

working with forces in the environment to bring about **exchanges of products or services** for the purpose of **satisfying human needs and wants**

Core Marketing Concepts



NEEDS : **felt deprivation**

WANTS : **shaped by culture & the individual**

DEMANDS : **backed up by buying power**

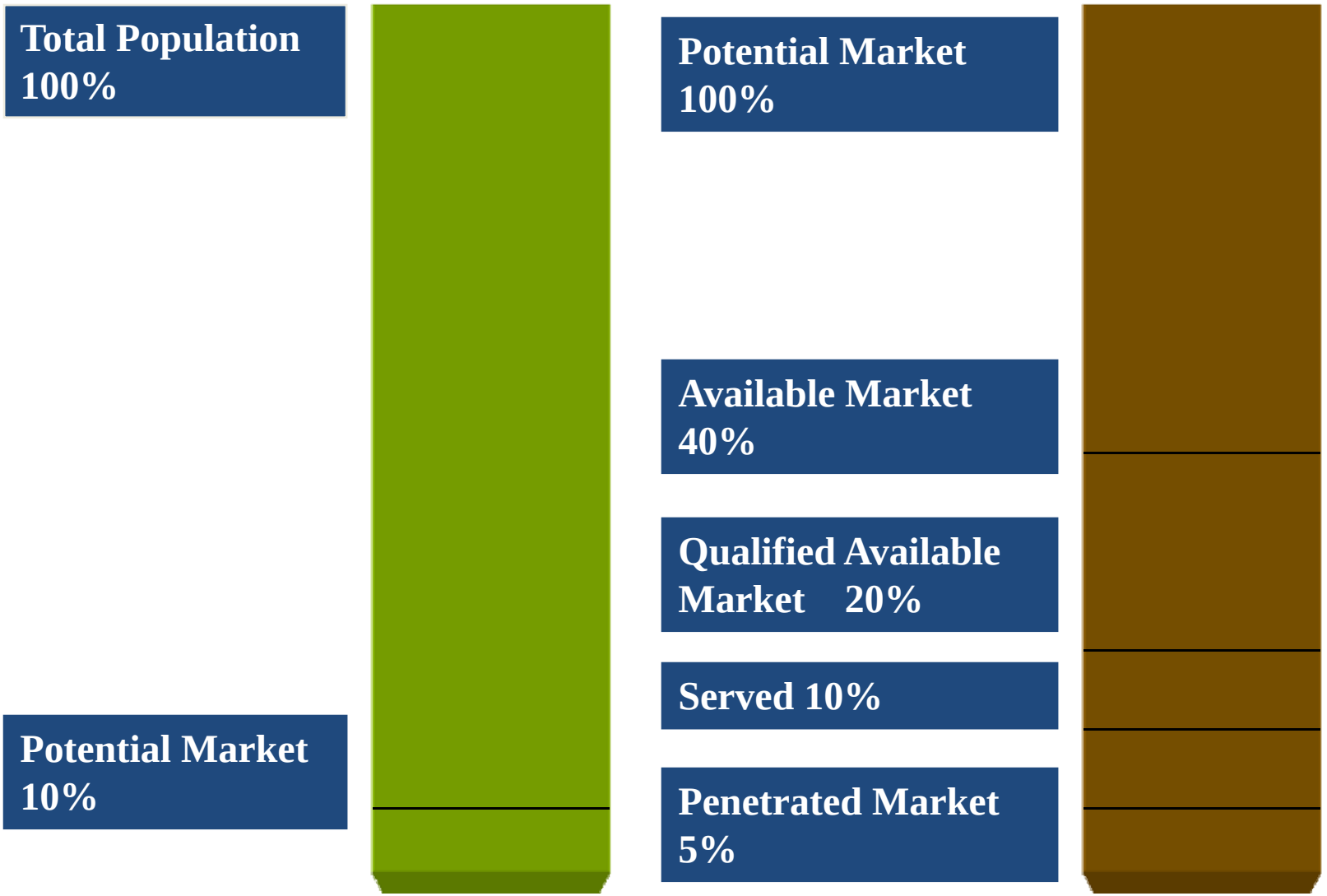
PRODUCTS : **offered for attention, acquisition, use, consumption**

EXCHANGE : **obtaining a desired object by offering something in return**

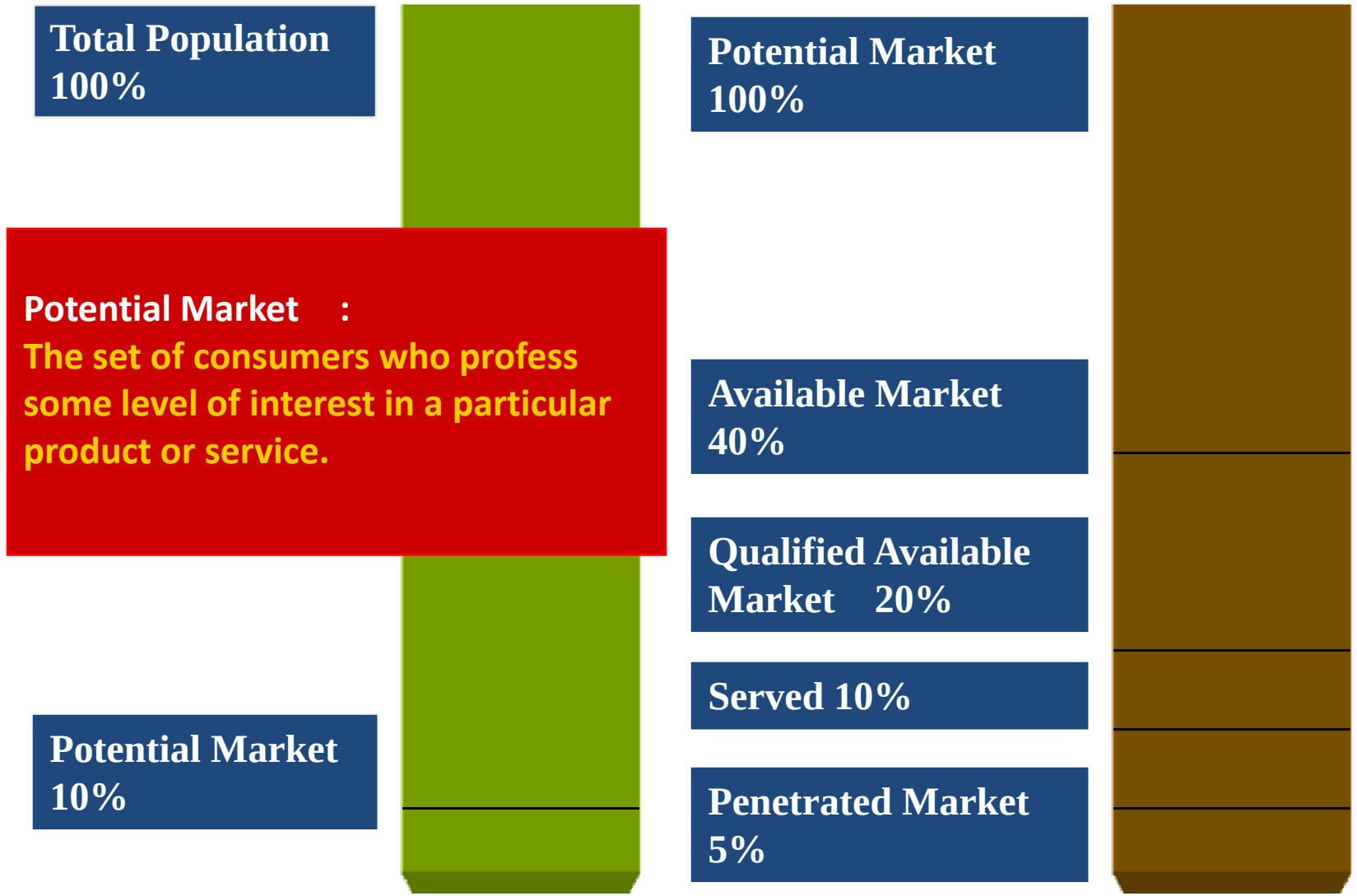
TRANSACTIONS : **unit of measurement**

MARKETS : **set of actual and potential buyers**

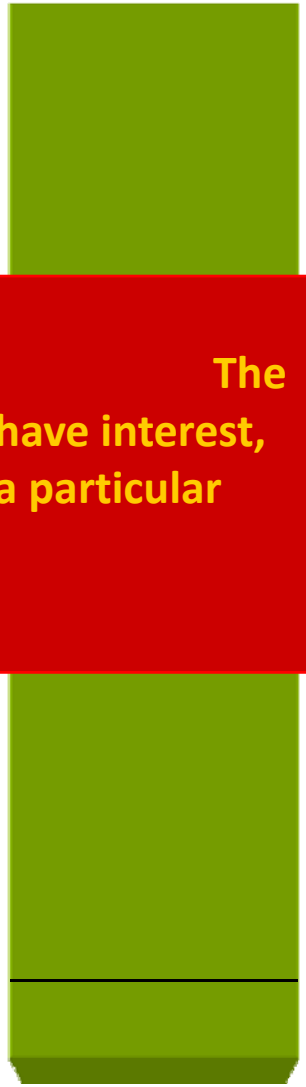
Levels of Market Definition



Levels of Market Definition



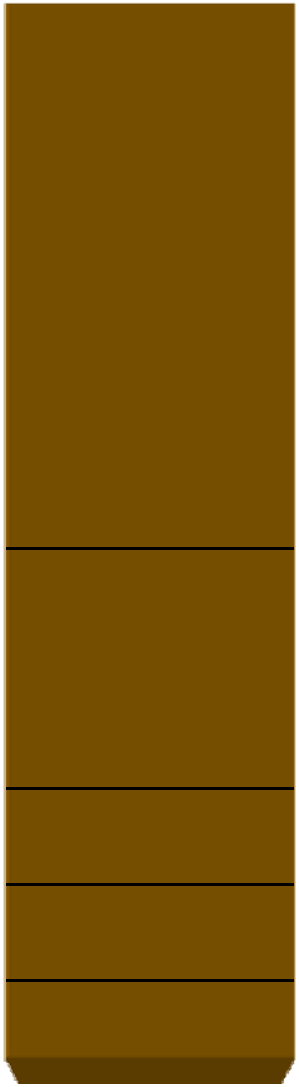
Levels of Market Definition



Total Population
100%

Potential Market
10%

Available Market : The set of consumers who have interest, income, and access to a particular product or service.



Potential Market
100%

Available Market
40%

Qualified Available Market 20%

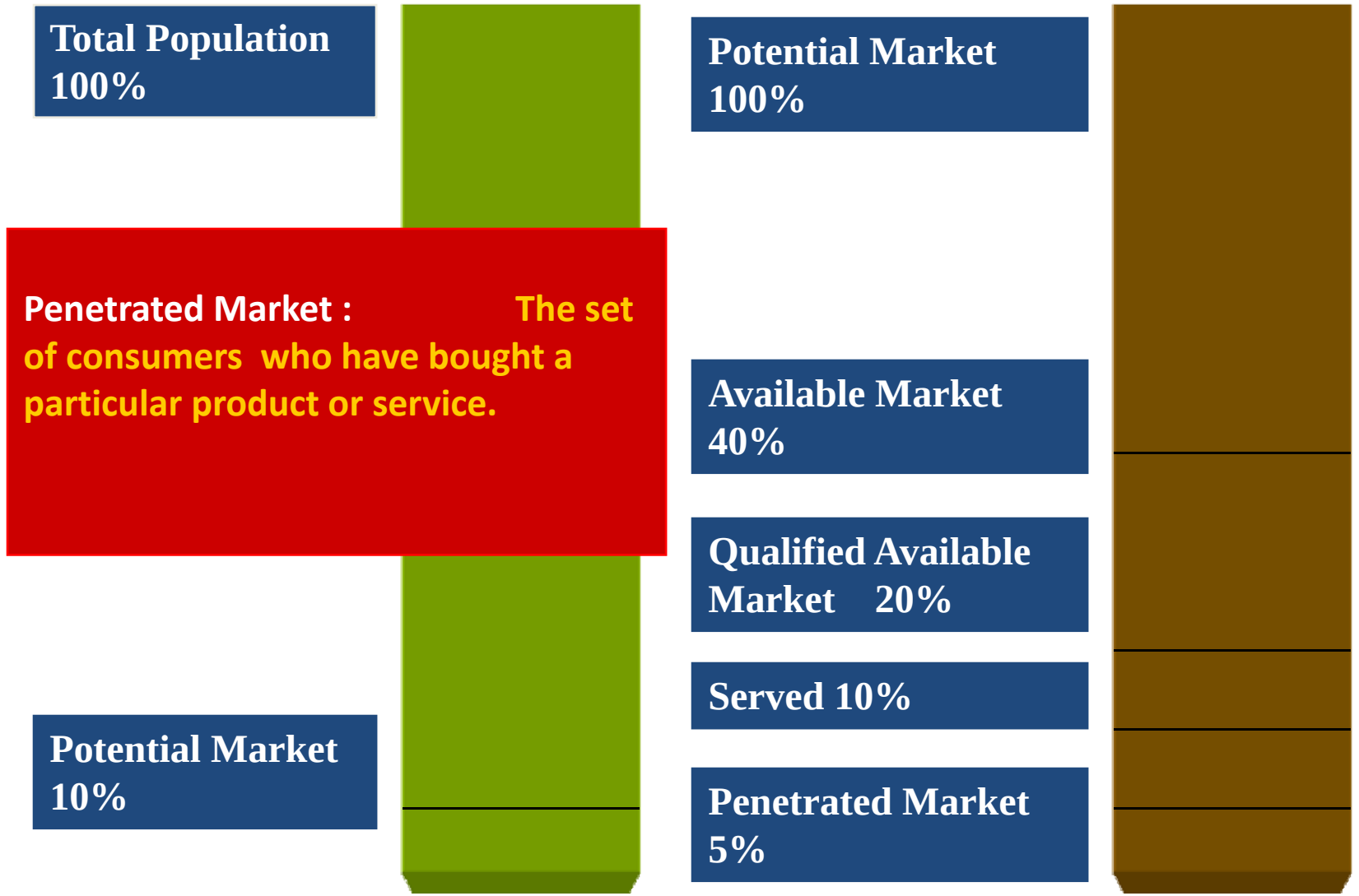
Served 10%

Penetrated Market
5%

Levels of Market Definition

Levels of Market Definition

Levels of Market Definition



Market Segmentation Variables

Geographic
- Region
- Size
- Density
- Climate

Demographic
- Age
- Sex
- Family Size
- Family Life Cycle
- Occupation
- Education
- Religion
- Race/ Nationality

Behavioral
- Purchase occasion
- Benefits sought
- User status
- Usage rate
- Loyalty status
- Readiness stage
- Attitude towards the product

Physiographic
- Social Class
- Lifestyle
- Personality

Industry Analysis

IA is a presentation of the current profile of the industry, under which the proposed project belongs.

Example: Tourism, Health, Housing, Hospitality, Labor and Employment, Mining, Automotive Industry, Defense

Relevant information-

Current practices vs. innovations in terms of technology, management systems

Eg. Port design based on the containerized system

Airport design based on computerized systems of self-check-in, online check-in; Design implications of the biometric/ e-passport?

Labor-intensive vs. highly-mechanized production system

- What the current standards? How do these compare with ISO standards for this industry?

- How are they faring vis-à-vis targets?

  Production targets
  Quality targets
  Sales targets

  User Satisfaction ratings
  Community Perception/ Approval ratings

What are the gaps , weaknesses that can be addressed through design interventions?

What are the strengths and competitive advantages that can be maximized through design interventions?

Existing Similar Buildings/ Developments

The Conventional Program: What is the status quo? What are the usual spaces or design solutions?

The template design and arrangement of spaces
Spaces prescribed by design books
Traditional forms, materials

Gaps to be filled: What is lacking in the status quo? What problems have these gaps led to?

Low production
Low rehab/healing rate
Low enrollment
Low patronage
Lack of competencies
Low competitiveness
Low level of motivation
Virtual lack of sense of pride
High cost of maintenance
High cost of production
High dropout rate
High energy consumption

Design Issues: Which specific design aspects will be addressed in the translation stage? Example:

Spatial accommodation – currently no space/facility for it

Mobility- required movement patterns not allowed by the area and layout

Energy Efficiency- spaces are not compartmentalized

Cultural expression- current designs are not of human scale, very intimidating; designs do not offer opportunities for personalization

Definition of Private and Public spaces- spaces overlap, no sense of territoriality

Existing Quality and Performance Standards

QS: Governing benchmarks that regulate the physical make-up of industry outputs. These are often measured by getting feedbacks from users or consumers

PS: These are standards that regulate operations or ways of doing things. These are often quantified and measured in terms of units such as speed, rate, efficiency, etc.

No. of tourists
Level of production
Bed to patient ratio

Site Analysis

Site Selection Criteria

Site Criteria	Relative Weight	Site 1	Site 2	Site 3
1.Area				
2.Configuration				
3.Local Climate				
4.Accessibility				
5.Vegetation				
6.Existing structures				
7.Adjacent uses				
8.				
Total Rating	100			

Quantitative and Qualitative Analysis

SWOT Analysis

Consider different sectors representing different objectives

Sieve Analysis

The different layers of issues

Highest and Best Use Analysis

Other development options and expected outcoms

Long-term and short-term benefits

Macro and Micro-site Data Analysis

Location/ Surrounding Areas
Land Area and Configuration
Access
Climate

Landforms
Topography
Geology
Soil Type
Water Bodies
Hydrology
Oceanography
Vegetation
Atmosphere/Air quality
Fish and Wildlife
Visual Resources
Danger/ Hazard prone areas
Existing Structures
Infrastructure
Utilities
Water
Power
Drainage
Communication

REFERENCES:

Base Maps

Municipal or General Base Map
Poblacion or Urban Base Map
Base Maps for other Built-up Areas
Vicinity Map

Thematic or Analytical Maps

Contour Map
Soil Map
Slope Map
Land Capability Map
Soil Suitability for Agricultural Uses
Soil Suitability for Urban Uses
Hydro-geologic or Groundwater Map
Facilities/ Infrastructures Map
Development Constraints Map (geologic, fault, flooding, etc.)
Special Projects Map
Weather Map

Viability Issues

This section will just identify challenges and potential impediments in construction, development, implementation, operation, maintenance. Solutions may be offered in very conceptual terms.

Technical

Can the project be realized given the available materials, technology, expertise, site features?

eg. Philippine Astronomical Institute
Marine Resources Conservation
International Cruise Terminal

Social

What organizational structure is necessary to operate and maintain the facility?

Can the project take off given the community structures, social organizations, existing neighborhood social fabrics?

Will the project be culturally acceptable?

Financial and Market

What is the estimated project cost? (Parametric)

How will the project be financed? (A general description of the financing system)

How will the building be sustained?

Concept of revenue and non-revenue generating spaces
Leasable and non-leasable space
Saleable and non-saleable spaces
Alienable and Inalienable lots

Financial and Market

Loans (incremental development)
BOT (management/ operating systems and space provisions)
Joint ventures (stakes of both participants)
PPP (stakes of both participants)
Foreign funding (international standards)
Cross subsidies (product mix)
Lease Agreements
User Charges
Sales and Product Pricing

Legal and Administrative

Is the project covered by existing laws and administrative requirements? Or does it entail modification of legal parameters? (Ex. Building type, land use & zoning)

- Air-rights
- Mixed uses
- Multi-functional/ transforming spaces

What are the expected impacts on the environment and what are the proposed mitigating measures? Will the project need an ECC?

- Pollutive activities
- Carbon footprint

User Data Analysis

These studies will be validated after the design solutions have been offered.

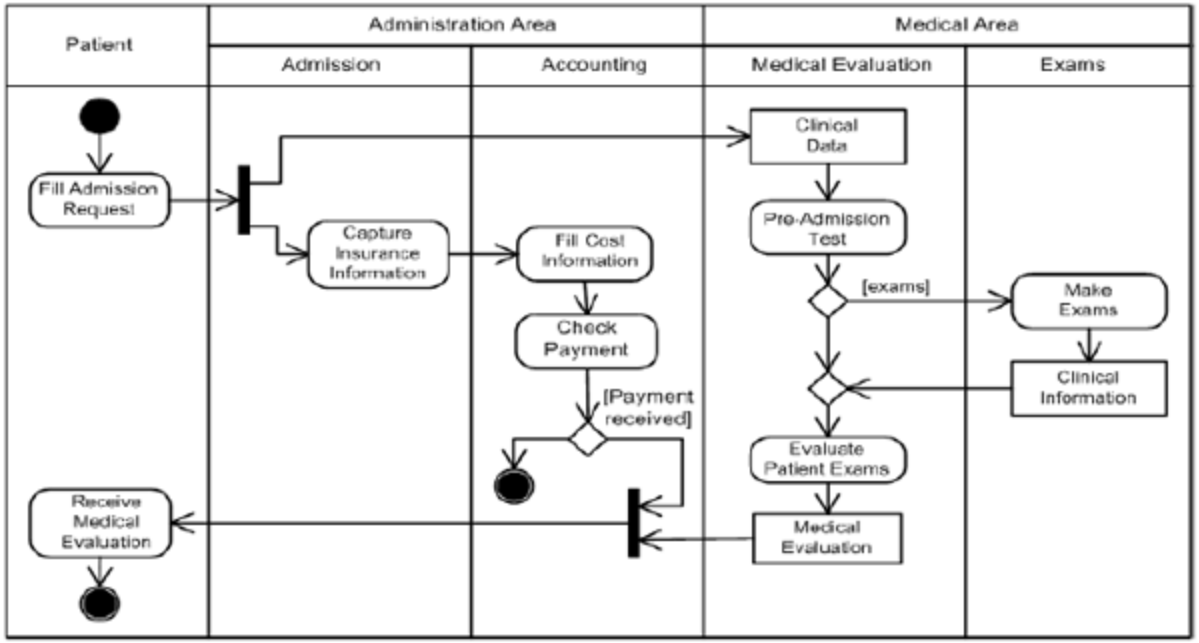
Activity Analysis; Peak and Lull Period Scenarios; What's a typical day, typical month, year?

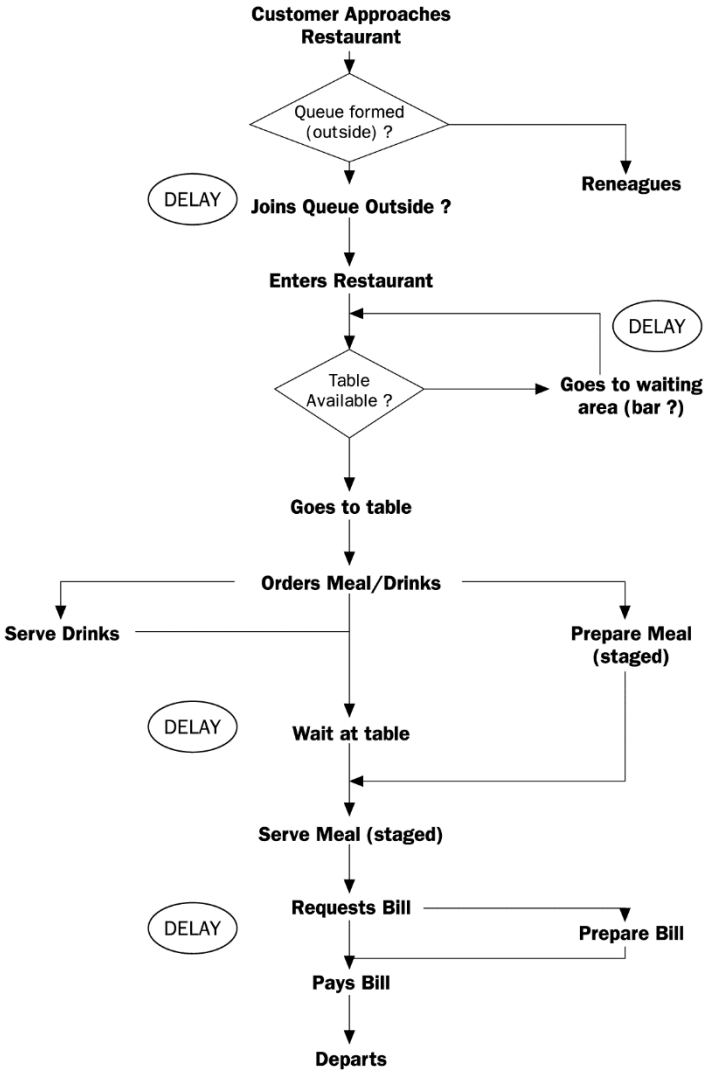
Time and Motion Analysis

Where are users likely to crowd?
Where are the most infrequently used spaces?

Lines of Movement (People, Equipment, Waste, etc.)

Potential conflicts, crossing of paths, incompatible movements


Patient
Administration Area
Admission
Accounting
Medical Area
Medical Evaluation
Exams
Fill Admission Request
Capture Insurance Information
Fill Cost Information
Check Payment
[Payment received]
Clinical Data
Pre-Admission Test
[exams]
Make Exams
Clinical Information
Evaluate Patient Exams
Medical Evaluation
Receive Medical Evaluation


Customer Approaches Restaurant
Queue formed (outside) ?
Reneagues
DELAY
Joins Queue Outside ?
Enters Restaurant
DELAY
Table Available ?
Goes to waiting area (bar ?)
Goes to table
Orders Meal/Drinks
Serve Drinks
Prepare Meal (staged)
DELAY
Wait at table
Serve Meal (staged)
Requests Bill
DELAY
Prepare Bill
Pays Bill
Departs