



AN ILLUSTRATED GUIDE TO CREATING INNOVATIVE SPACES

Form follows function; therefore, a library looks and feels quite different from a test kitchen as they are intended to support different work styles and outputs. Although office environments sometimes have much more subtle differences in needs, it's important to design each environment to support the specific objectives and activities of that space and organization.

In an intentionally and thoughtfully designed workplace, teams can live and breathe their work. The space reinforces the culture that makes the work exceptional. An Innovative Space should help teams think beyond traditional boundaries, work collaboratively and iteratively, and drive toward real impact or value.

In the next few pages we will introduce

- The relationship between space and culture
- Four key behaviors that drive innovative thinking
- Three types of zones you might build in an Innovative Space
- Tools and materials you might use to support collaborative and experimental environments

SPACE AND WORKPLACE CULTURE

An innovative space should support the core behaviors that develop new ideas and solve complex problems. It's important to identify which behaviors are important to your team and your organization, before you can build the right environments and tools that support them.

Here are the four key behaviors that happen in an innovative space:

MAKING IDEAS TANGIBLE

Making ideas real as a part of your everyday process.

This calls for the space and tools to quickly represent ideas visually and physically. For example, having plenty of sketching and building materials in your office encourages people to make their ideas tangible.

SHARING AND WORKING TOGETHER

Working together, democratically, to solve challenging problems.

This means having free and open environments that support group immersion and discussion. For example, setting up pin boards allows team members to share work on an even playing field. Use video conferencing tools that keep remote team members connected and lets them share their work.

LEAVING TIME FOR SOLO WORK

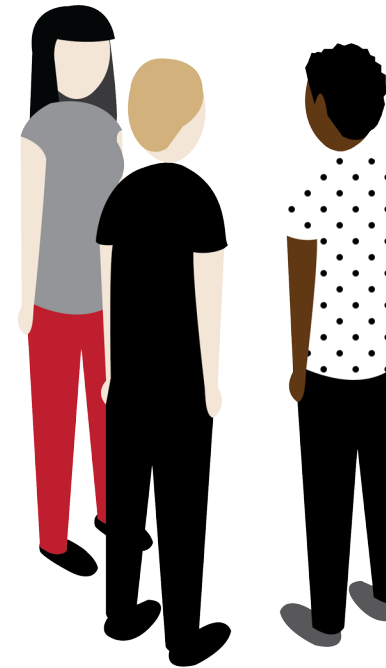
Finding quiet and solitude when necessary.

This calls for dedicated spaces for quiet, solo work free from distractions. For example, informal seating areas away from team spaces or small enclosed phone booths.

EXPERIMENTING WITHOUT RESERVATIONS

Working on fast, scrappy, and sometimes “messy” work.

This is best served by durable and flexible spaces that can handle the mess and clutter of “making.” For example, tools like saws and paint should be kept in areas with hard flooring and easily cleaned surfaces.



INNOVATION ZONES

An Innovative Space is really a variety of zones that reflect different modes of work, from Collaboration mode, to Focus mode, to Make mode.

Each space provides an opportunity for a physical and mental shift during the work day to keep momentum going. Zones can be small or large. They can be loosely defined (like an informal soft seating area for focus work,) or well defined (like a walled off lab for experimentation.)

3 ZONES

COLLABORATE
MAKE FOCUS





COLLABORATE ZONE

An immersive and democratic space for teams. Place teams together and encourage them to share ideas early and often, checking in on the work and with each other.

IMMERSIVE

Fill the space with post-its, research, images, stories, sketches, and any other artifacts of the process. This works as a living log of the current project or effort. It keeps the whole team on the same page and makes critique easy and informal. It's key for pushing ideas forward quickly.

DEMOCRATIC

Arrange furniture in a way that you eliminate unnecessary hierarchy as much as possible; the most senior person doesn't need to be at the head of the table. Everyone at the same table, with the same amount of space, encouraged to contribute as much as they feel appropriate.

MAKE ZONE

An open environment where ideas become tangible. To fully explore and push your work, it's important to make ideas more provocative, more defined, and available for critique.

EXPLORATORY

Invest in tools and materials that push your process. A work table on wheels, large cutting mats, and good ventilation will allow you to transform the space and take on ambitious projects. This space is not precious, so don't be afraid of breaking out the paint or kicking up some sawdust.

ACCESSIBLE

Proudly display tools and materials and post how-to guides. Build storage and display systems that keep the work tidy and well organized. No matter their background and skill set, this should be a welcoming approachable space for all team members. Designate time to learn about and try different tools.

MULTI-MEDIUM

Find the right tools to move your work from digital space to physical space. Mount screens or projectors if necessary. Install printers and plotters or invest in more robust devices like a 3D printer.

FOCUS ZONE

A place for quiet time and concentration. Provide places for employees to nest, from typing away on a laptop to working on large drawings or posters.

MOBILE

Untether employees, and build a workplace that allows for quick changes and drop-ins. Give employees flexibility with lightweight movable furniture and a variety of table heights and settings.

PERSONALIZED

From adjustable tables and chairs to room for plants, give team members space and permission to personalize their environment. Trust employees to curate themselves to promote ownership of the workplace.

ORGANIZED

Small compact personal storage let's team members have whatever they need no matter where they are. Provide bins or bags that help people keep their tools and work in order, keeping a clean and tidy workspace without encouraging hoarding.

COLLABORATE ZONE

HALF SHEETS

Half sheets (half of a letter sized sheet of paper) are perfect for notes and sketches.

BOARDS

While white boards are usually manned by one or two people with markers; however, these hanging cardboard panels allow all team members to post and share their work together.

- flexible
- perfect surface for post-its
- pinnable
- modular
- divides space
- lightweight and movable

TEAM SUPPLIES

See page 8 for full list of tools and supplies.

PLENTY OF ROOM

Leave enough room for the whole team to stand up and gather around a particular board or person without having to dismantle the space.

MAKE ZONE

TOOL WALL

Displaying as many tools and materials as possible will inspire your teams. Maybe that leftover illustration board will make the perfect lo-fi prototype?

See page 8 for full list of tools and supplies.

AUTOMATED EQUIPMENT

Take advantage of some consumer friendly devices and build out some high fidelity prototyping capabilities.

See page 8 for full list of tools and supplies.

DURABLE FURNITURE AND SURFACES

Cleanable surfaces, cutting mats, and hard flooring

STANDING TABLES

Never use a knife sitting down!

FOCUS ZONE

MOBILE WORK STATION

- flexible and lightweight
- include storage for personal work/documents
- for the “must haves”
- elevates the laptop

Post-it notes -
Perfect for capturing
a single idea.

PERSONAL SUPPLIES

Just the essentials to quickly
make ideas tangible.

- pens
- post-its
- half sheets

MATERIALS LIST

Pair digital and physical tools to speed up the iterative process. This is just a short list of some of the materials, tools, and services we find useful at Salesforce

LOW-FI PROTOTYPING

- X-acto knife
- Rulers and T-squares
- Cutting mat
- Hot Glue guns
- Spray booth
- Adhesive spray
- Rabbit cutter
- Bone folder

DIGITAL TOOLS

- Post-It Plus app
- Marvel app
- Invision

DIGITAL-PHYSICAL TOOLS

- Plotter
- 3D Printer
- Paper cutter
- Laser cutter

MATERIALS

- Half-sheets
- Cardboard
- Honeycomb cardboard panels
- 3/16" foam core boards
- Butcher paper
- Tape
- Permacel tape

PROTOTYPING SERVICES

- Shapeways
- Ponoko
- Fictiv

