Workspace 2020
new ways of work
and
new ways to provide
this workplace

Business model
canvas

I. preliminary vision
literature review
12 expert interviews
3 case studies

II. validation
16 supplier interviews
panel discussions users (N=45)
online survey (N=115)

III. business cases
3 business cases,
based on 20 expert
interviews; panel
discussions (N=18)
### Business model canvas for ‘Coworking space’

<table>
<thead>
<tr>
<th>Resources</th>
<th>Activities</th>
<th>Values</th>
<th>Customer relationships</th>
<th>Customer segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>workspace, IT-tool for networking, Wi-Fi, coffee</td>
<td>offering workspace and F&amp;B</td>
<td>accessibility networking building host/hospitality</td>
<td>community-building</td>
<td>independent professionals, 'knowmads',</td>
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<tr>
<td>Partners suppliers</td>
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</tbody>
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<table>
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<th>Cost</th>
<th>Revenue</th>
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<td>rent, building-related costs like maintenance, staffing</td>
<td>free desk in shared workspace; revenue streams: F&amp;B, individual workspace, meeting rooms; personalized service</td>
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</tbody>
</table>

**OR**

- **Revenue**
  - subscription for workspace and meeting rooms
  - 150-300 Euro for unlimited use more subscribers than desks
what working environment will support knowledge work at universities of applied sciences

impact of physical and social environment, on individual and collaborative work

- noise
- indoor climate
snapshot 3: workplace preferences – age related

- organisational factors
- job factors
- social factors
- physical work environment

- fulfilment of psychological contract
- workspace satisfaction

- commitment
- job satisfaction
- turnover intention
- ex role obligations
- performance

- 0.214
- 0.173
- 0.187
New ways of working – game to support awareness and acceptance
• How do people experience their (work) environment

• emphasis on sensory information, unconscious vs conscious perception of the environment

• linked to ‘hospitality’, a keyword for any Dutch companies at the moment
a sense of hospitality

Experience of hospitality

Consumer

Attention

- welcome
- empathy
- safety
- Surprise
- control

Sensory perception & processing

Functional cues
Mechanic cues
Humanic cues
Ambient factors
Design factors
Social factors

Experience of hospitality

empathy
snapshot 6: use of image in FM research

- Humanic
  - Behavior/attitude
  - Service performance
    - Staff
    - Other guests
    - Maintenance
    - Cleaning
    - Preparedness

- Ambiance
  - Smell
  - Taste
  - Sound
  - Touch
  - Sight
    - F&B
    - see Design
    - Grounds and exterior
    - Entrance
    - Aesthetics and comfort
    - Amenities and accessories
    - Signage and routing
    - Designed for special groups

- Design