

MKTHINK

# Maximizing Utility + Potential in Workplace Environments



## Mozilla, San Francisco

For organizations with a wide variety of complex space, schedule, and budget challenges, we deliver cost effective, high-performance environments by leveraging our collective design experience with strategic planning backed by data and analytics. This allows teams to confidently make decisions supported by a more holistic evidence-based approach. The results are tailored, creative environments that solve our client's specific challenges, and which produce measurable results seen both in the bottom line and in increased human and organizational performance.

Enable creativity.



# We listen.

The Nature Conservancy, San Francisco

MKThink's data platform provides a place to visualize and interpret collected data for informed decision-making.

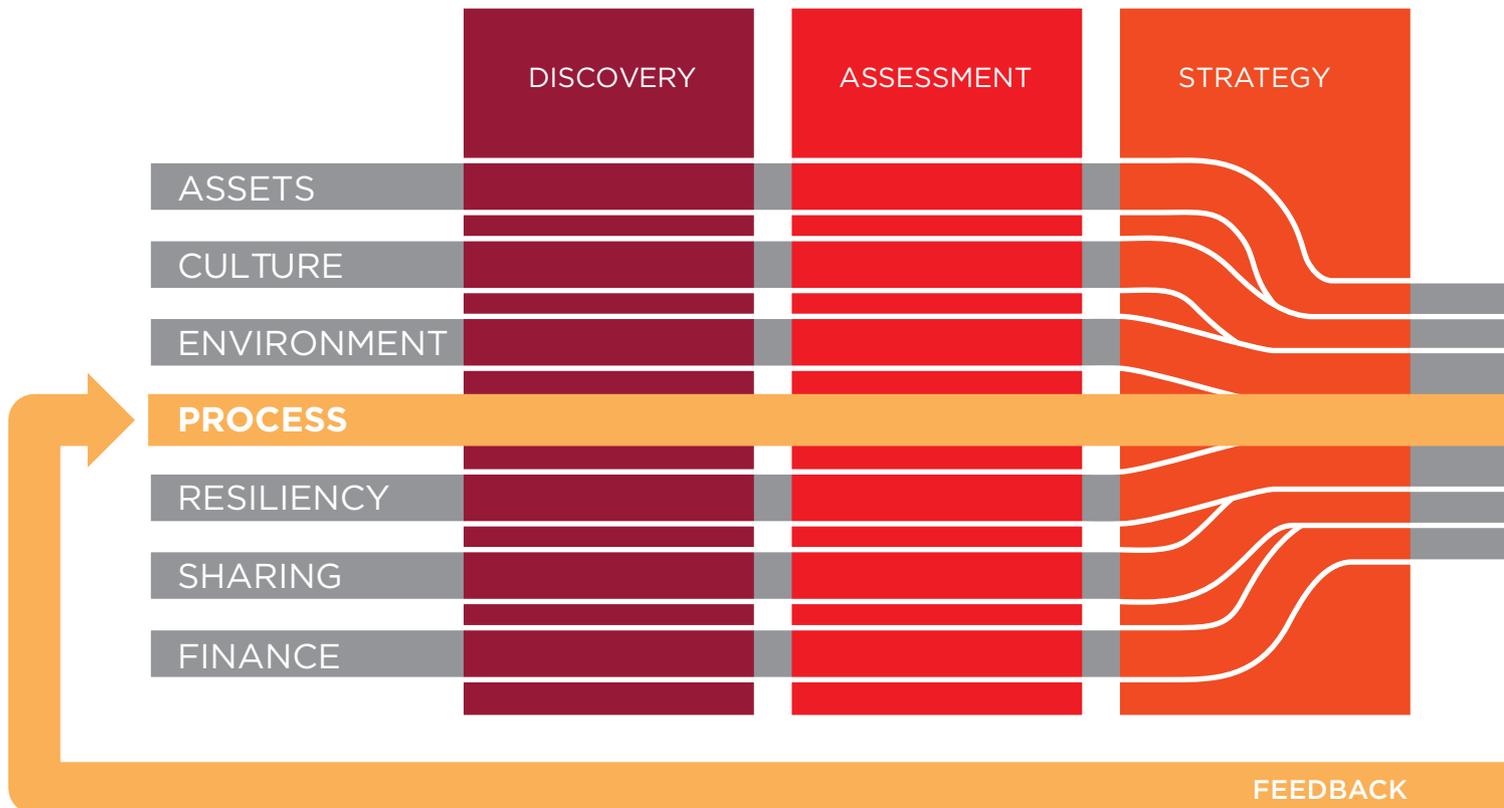


## There is no universal solution to workplace design. It's an opportunity to use data and analysis to align organizational culture with your physical environment.

MKThink's unique approach integrates an extensive user engagement process to determine company and employee needs. Individual feedback at every level yields insight essential for effective space planning. Some people work best in "busy, active environments" and others prefer "quiet spaces". Some work in groups and others work alone. There is no universal solution to workspace design.

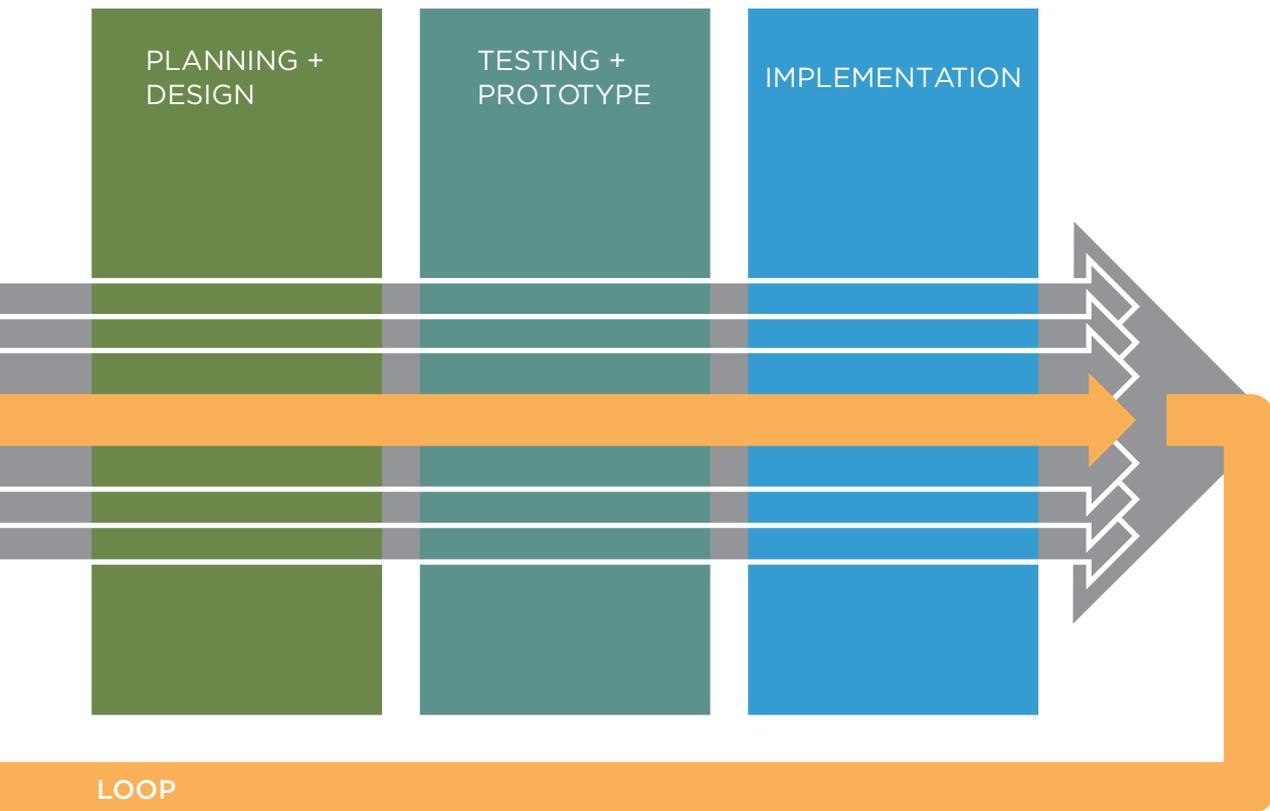
**We listen** and design accordingly, achieving a "sweet spot" for each entity that aligns the organization's culture with its physical space.

# Data informs design.



**Data collection occurs in the discovery and assessment phases of our six-step process, which is then analyzed and quantified in the strategy phase.**

**Moving forward, insights gained from this data collection and analysis inform the planning, design, testing, prototyping, and implementation of a solution.**



MKThink uses data and analytics to optimize workspace planning, design, and spend. We align the use of space with the activities (processes) that will happen in that space, and the people (cultures) who perform them.

Our strategists work with client teams to understand potentially competing goals and priorities. We analyze data to gain insight into a system’s dynamics. Using our 4Daptive analytics platform, we run scenarios to determine the “best fit” strategy to achieve goals.

MKThink’s award-winning architecture studio designs space that reflects and supports brands and the people that define them. Regardless of scale, design must be driven by metrics beyond beauty and comfort. Will it be smart? Effective? Our designs support the activities and cultures that create value for your organization.

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**Mozilla's new spaces  
embody their open and  
transparent culture.**

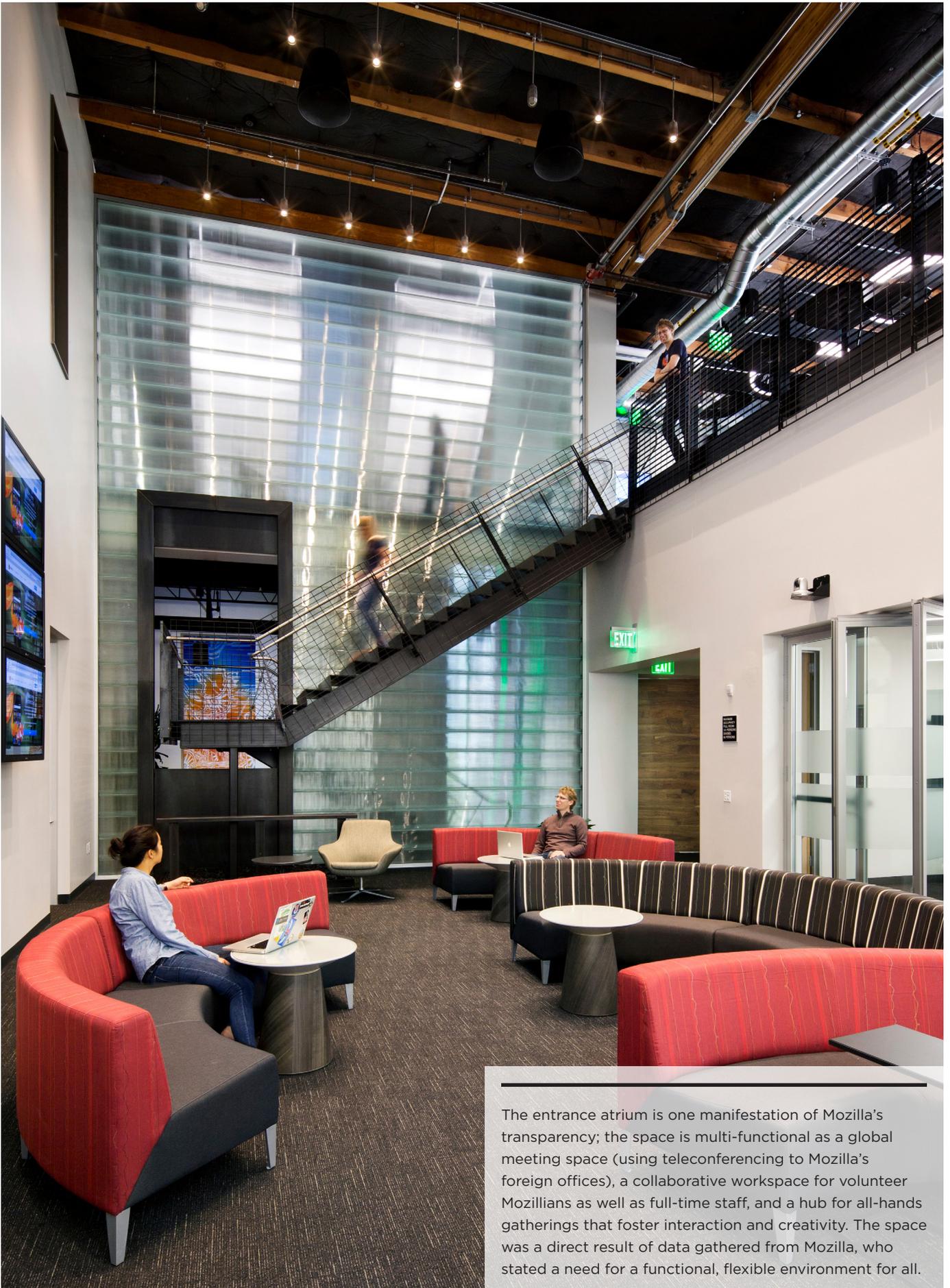
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## **Mozilla Corporate Headquarters**

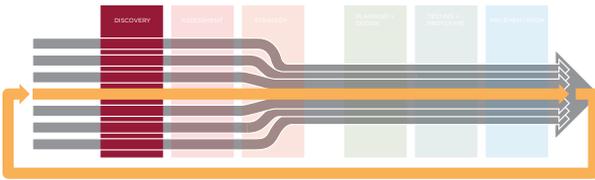
Mountain View, CA

The Task: Rework a concrete shell into something functional, exciting—transformative. MKThink incorporated the ideas of more than 200 Mozilla employees to generate a data-driven, innovative proposal. The effort resulted in increased employee productivity, optimized building performance—and a dynamic space. Success was achieved by implementing feedback that allowed the company to operate effectively and efficiently in a space that fosters creativity, collaboration, and transparency across all areas of function. In a tight talent market, a superior workplace gives Mozilla a distinct edge.

**COMPLETED** 2014 | **GSF** 54,000

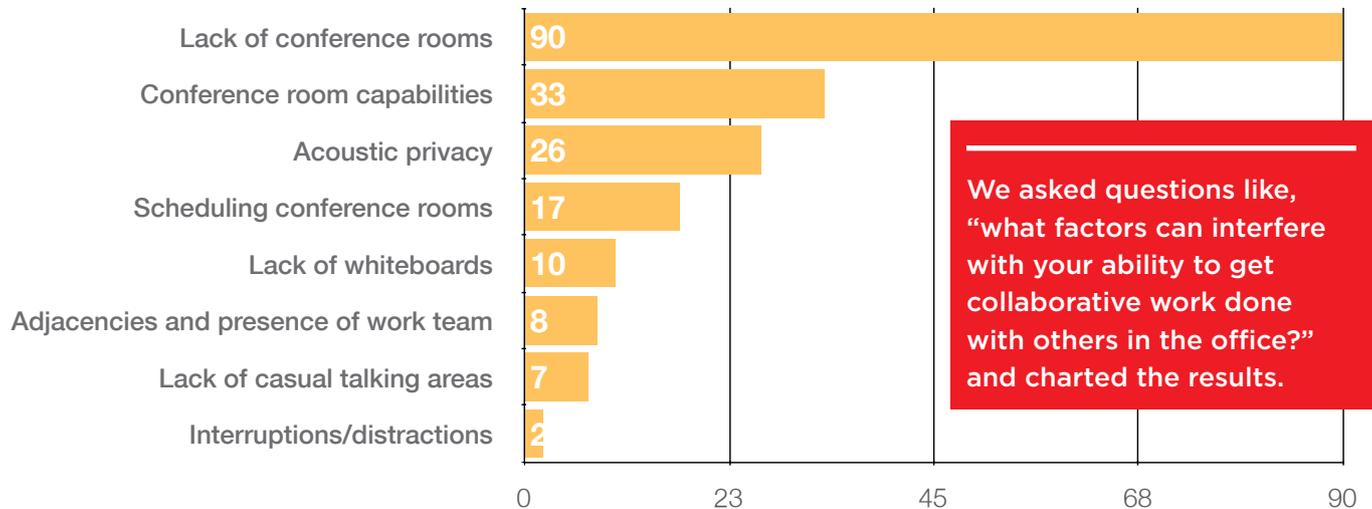
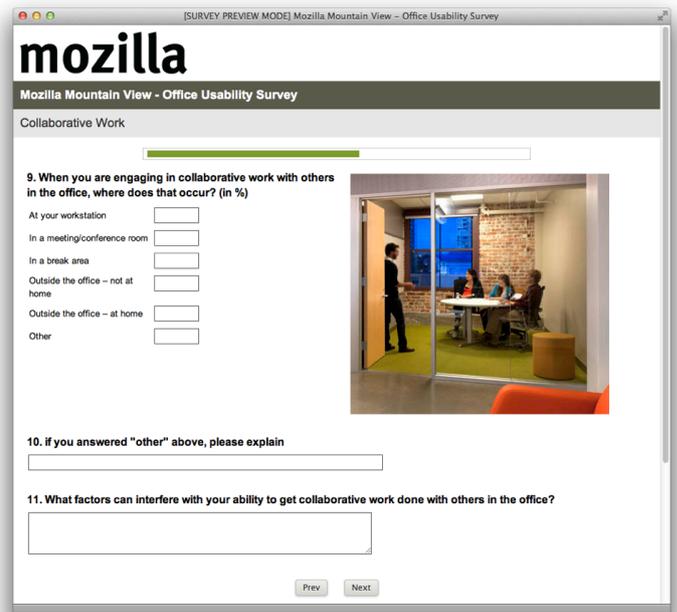


The entrance atrium is one manifestation of Mozilla's transparency; the space is multi-functional as a global meeting space (using teleconferencing to Mozilla's foreign offices), a collaborative workspace for volunteer Mozillians as well as full-time staff, and a hub for all-hands gatherings that foster interaction and creativity. The space was a direct result of data gathered from Mozilla, who stated a need for a functional, flexible environment for all.

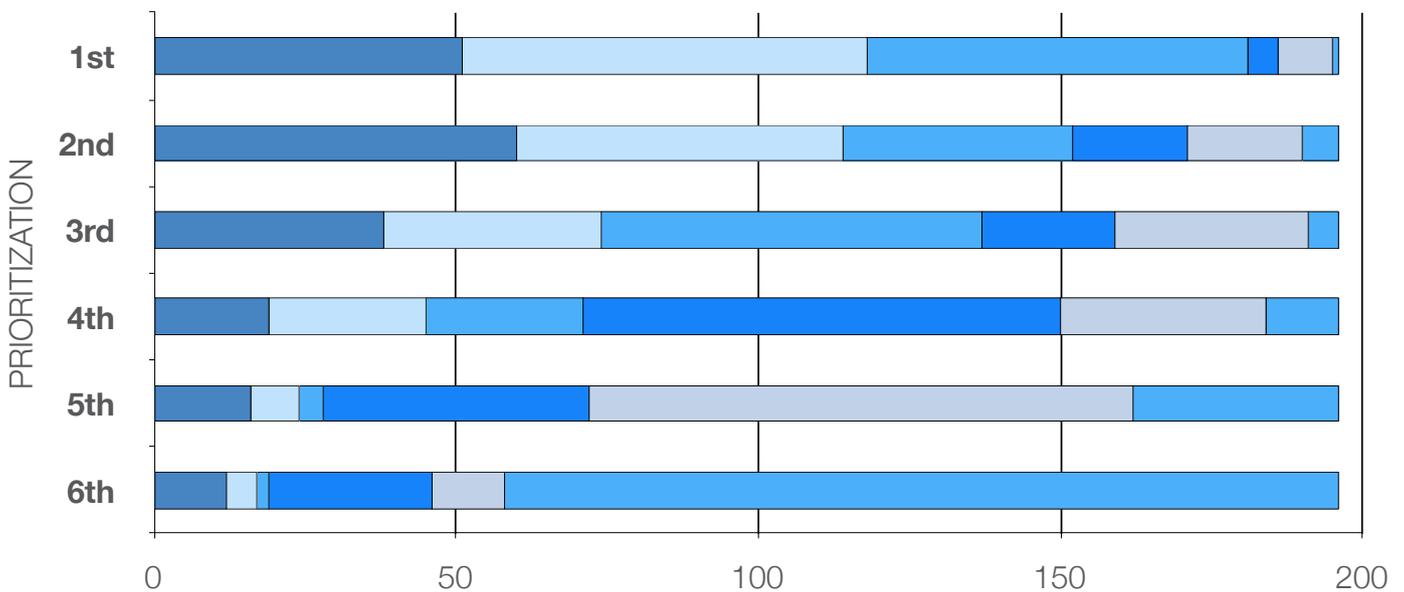


**DISCOVERY PHASE:** Our user engagement process revealed useful information about how to design the space. The survey received input from 230 participants, rendering a comprehensive picture of the office's 260 total employees.

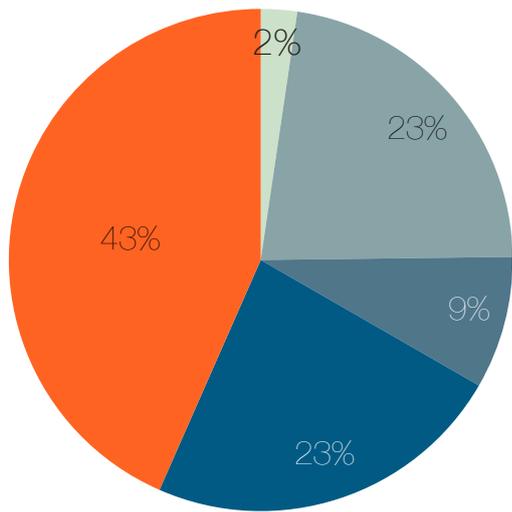
As a final step, we also observed the workspace in person, to qualify statements collected during the survey.



We asked questions like, "what factors can interfere with your ability to get collaborative work done with others in the office?" and charted the results.

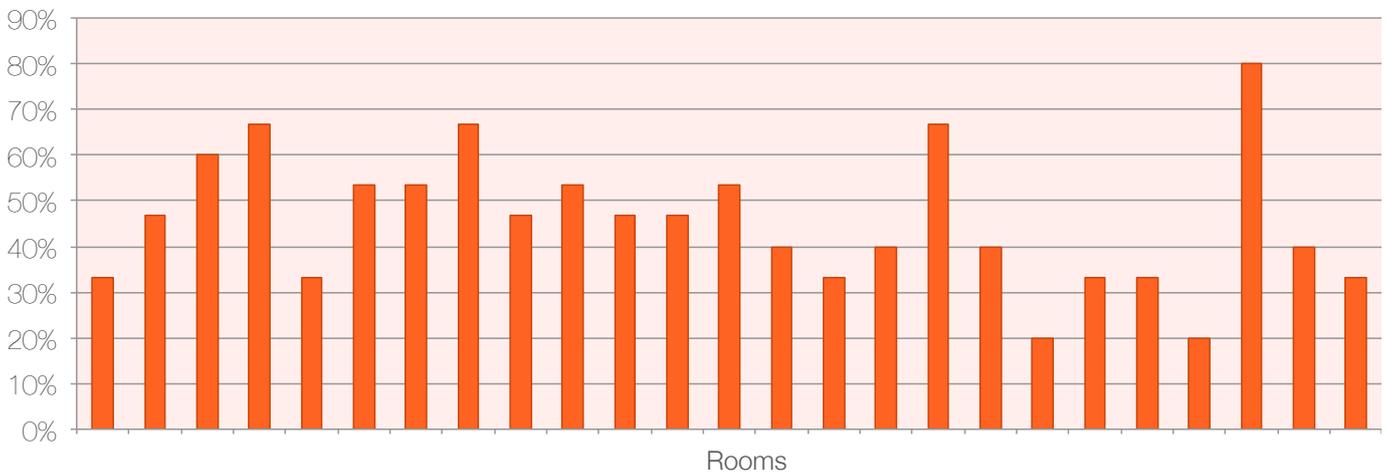


Acoustic and visual privacy are a top tier priority for over 50% of respondents. Pinup and white board space are a bottom tier priority for over 60% of respondents.

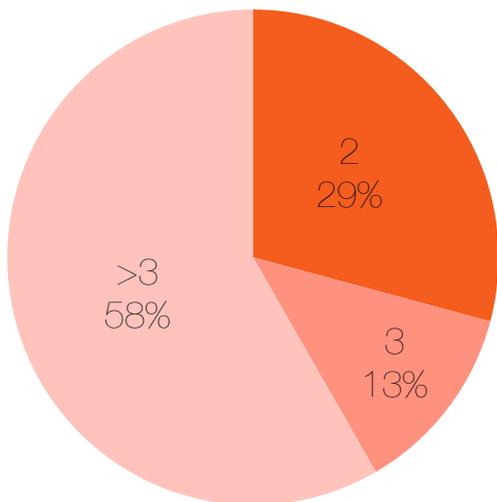


- break/ social
- collaborating
- on phone
- video conference
- working at computer

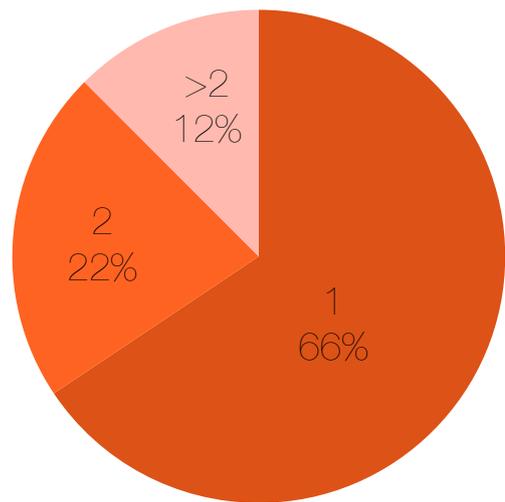
Small conference rooms are used for independent work and video conferencing.



Average conference room utilization: the conference rooms are in use during less than half of an average working day, but according to the survey, finding open rooms is the biggest obstacle to their use.



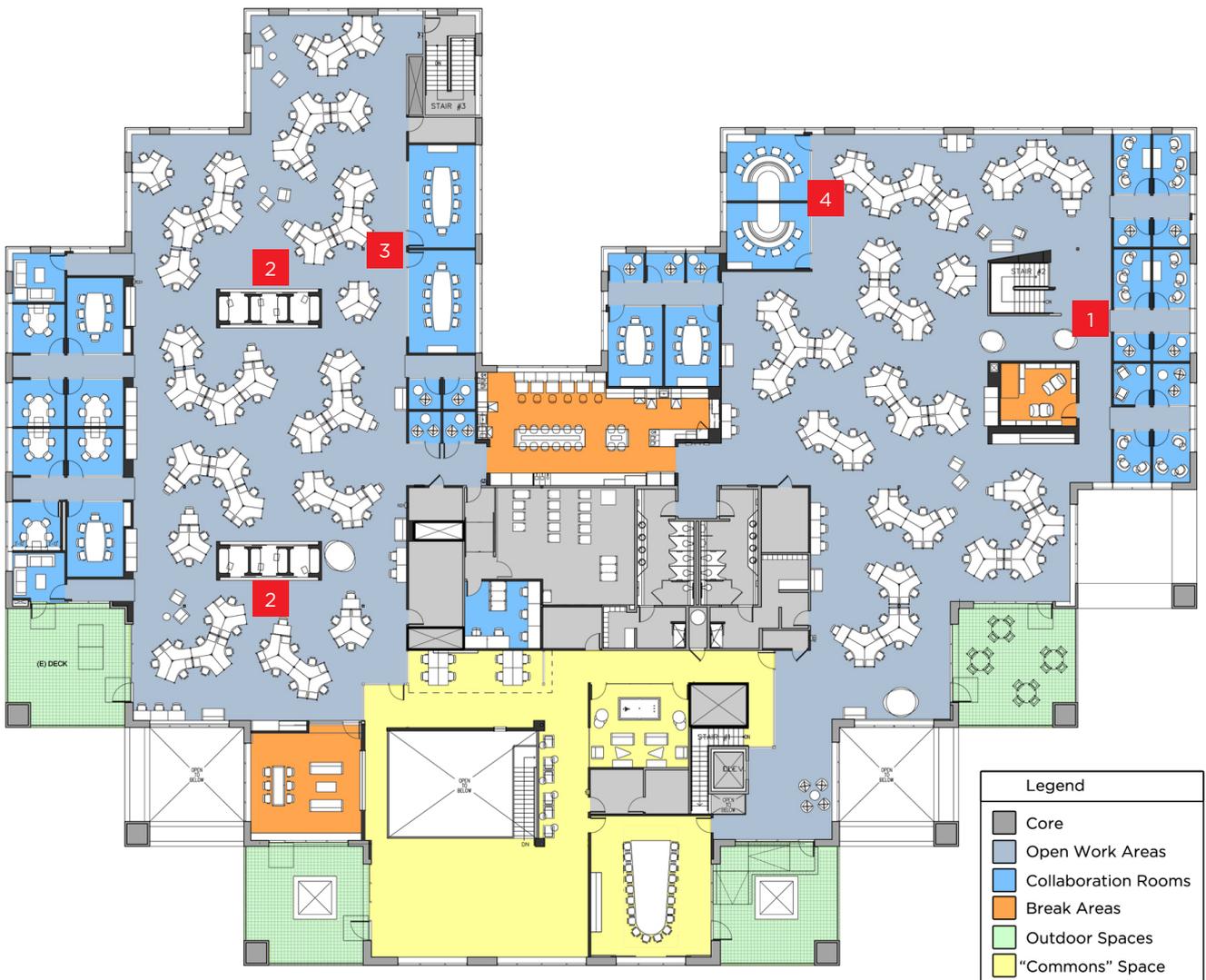
Small meeting room usage by # of occupants



Large conference room usage by # of occupants

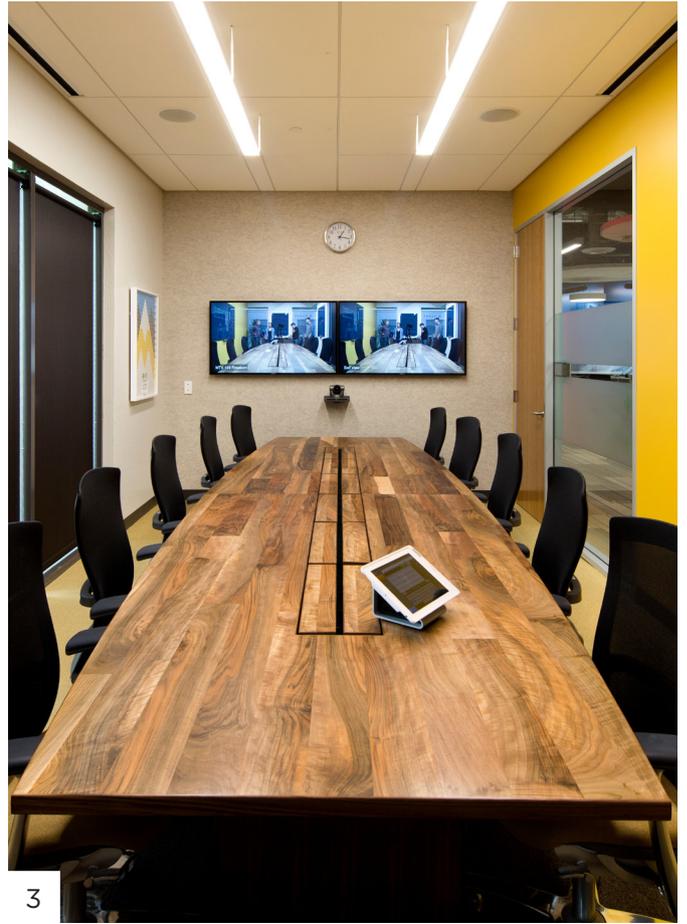
The data gathered from existing employees (previous pages) dictated the type of spaces necessary to encourage creativity and effective use of space in the workplace.

Users stated a need for a better variety of conference space, given the open office configuration. As a result, there are 4 tiers of meeting and video conferencing spaces—large (20 people), medium (10 people), small (4 people) and video phone booths (2 people).





2



3



4

The school is organized around the flexible teaching and learning space (pictured, and in red in below diagram). This collaborative space has many uses, including lectures (facing page) and special exhibitions/ engagements.

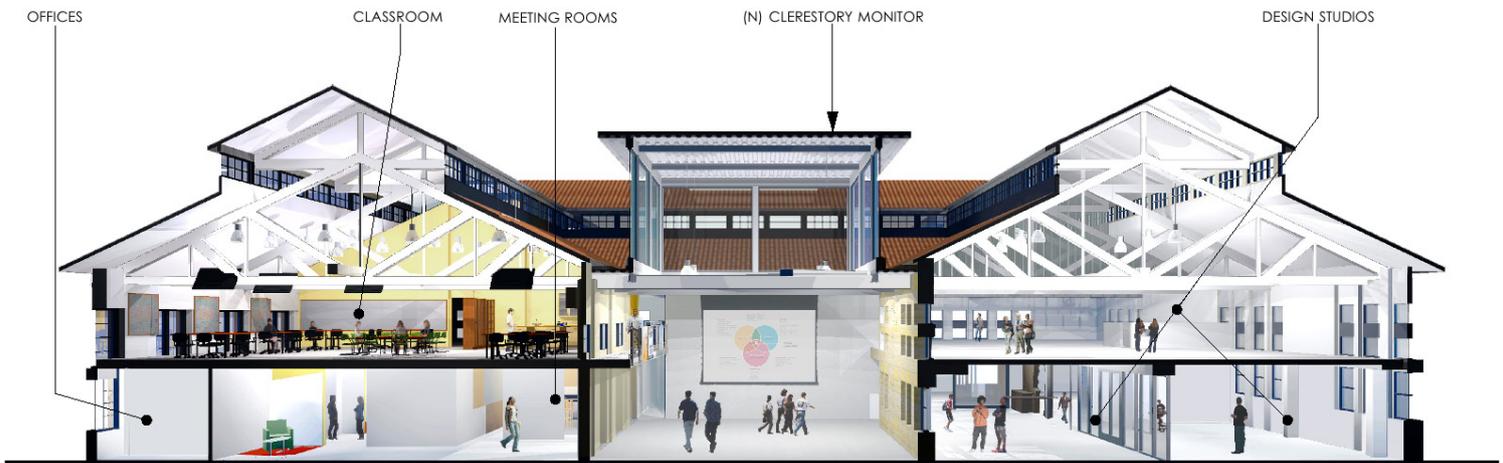


# Stanford d.school

Stanford, CA

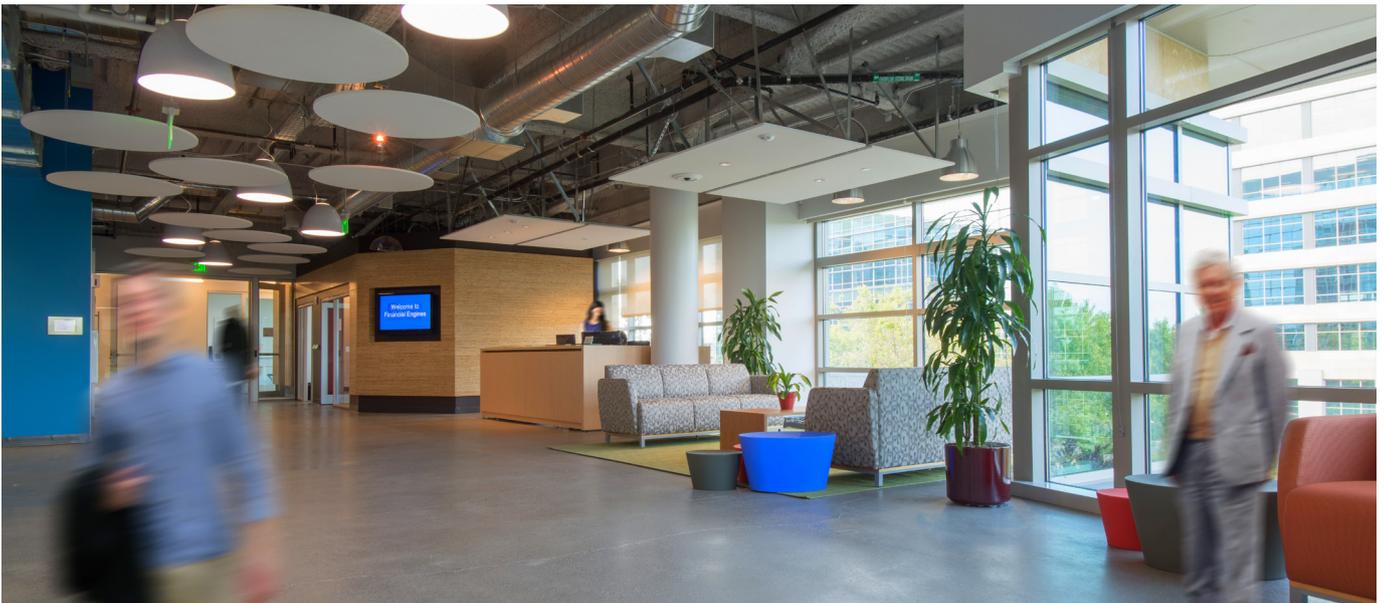
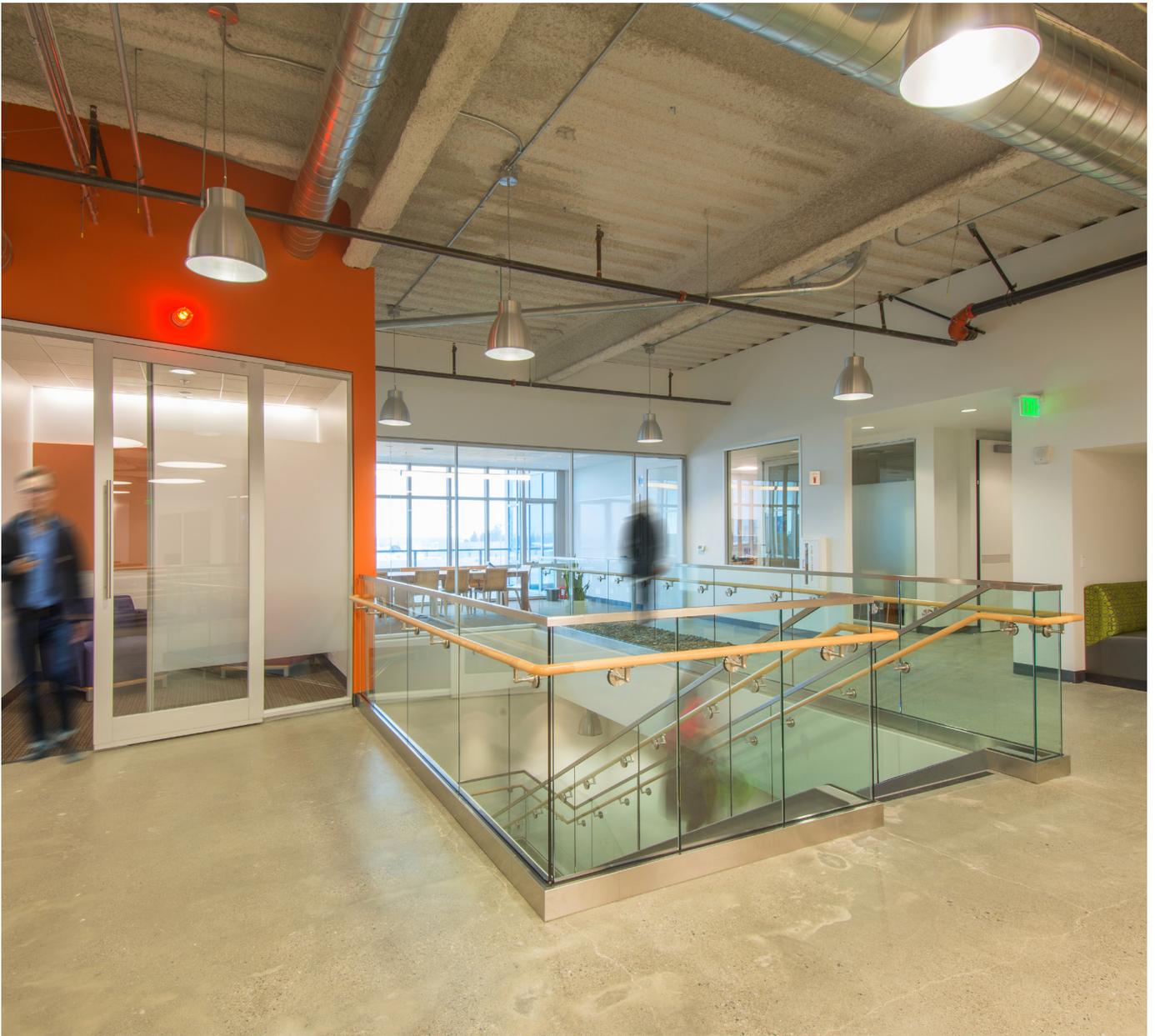
MKThink profiled the Hasso Plattner Institute of Design, The Design Group, and the Center for Design Research—the entities that would share Stanford's new d.school. Information from an extensive ethnographic study utilizing videos, interviews, and surveys, provided the foundation for an innovative design to accommodate these creative disciplines in one space. The challenge included understanding potential areas of collaboration and overlap to enhance the learning space for students of all three.

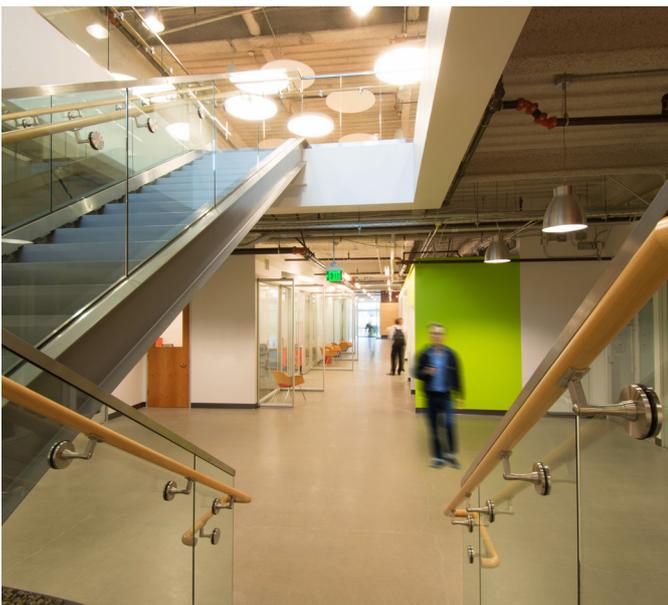
**COMPLETED** 2009 | **GSF** 29,500 sf



“The whole culture of the place says ‘we’re looking for better ideas,’ not ‘keep your feet off the furniture.’ Every element is meant to stir innovation...”

–David Kelly, IDEO





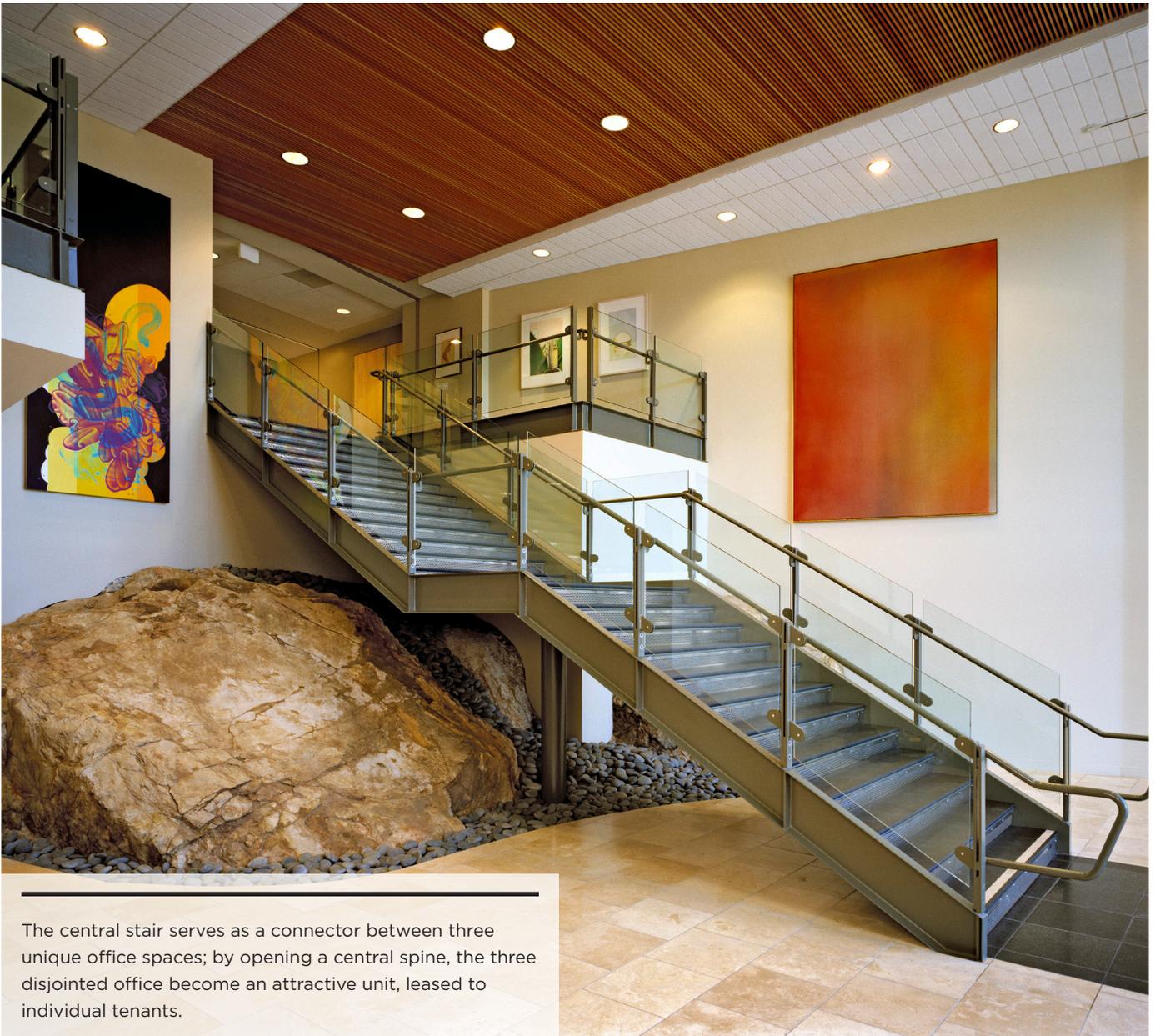
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## Financial Engines Corporate Headquarters

Sunnyvale, CA

More than 200 employees provided input used to develop the look, feel, and functionality of this interior renewal. The finished product boasts traditional areas including reception, conference, library, cafeteria rooms, as well as, less traditional game and zen rooms, packaged in a fresh, open space.

**COMPLETED** 2014 | **GSF** 73,000 sf



The central stair serves as a connector between three unique office spaces; by opening a central spine, the three disjointed office become an attractive unit, leased to individual tenants.

## Quadrus Corporate Campus + Tenant Buildout

Menlo Park, CA

Quadrus Corporate Campus began with a complete overhaul of its key tenant building to address low-occupancy rates and a re-fresh of the campus image. The Core & Shell project included redesigning the interior circulation, a new lobby addition, and improvements like new restrooms and seismic upgrades.

COMPLETED 2008 | GSF 48,289





Data from the city about the surrounding neighborhoods informs the way the building is thought of as an urban catalyst; it will bridge the old and new Louisville city-center, recapturing the excitement and bustle of the city.

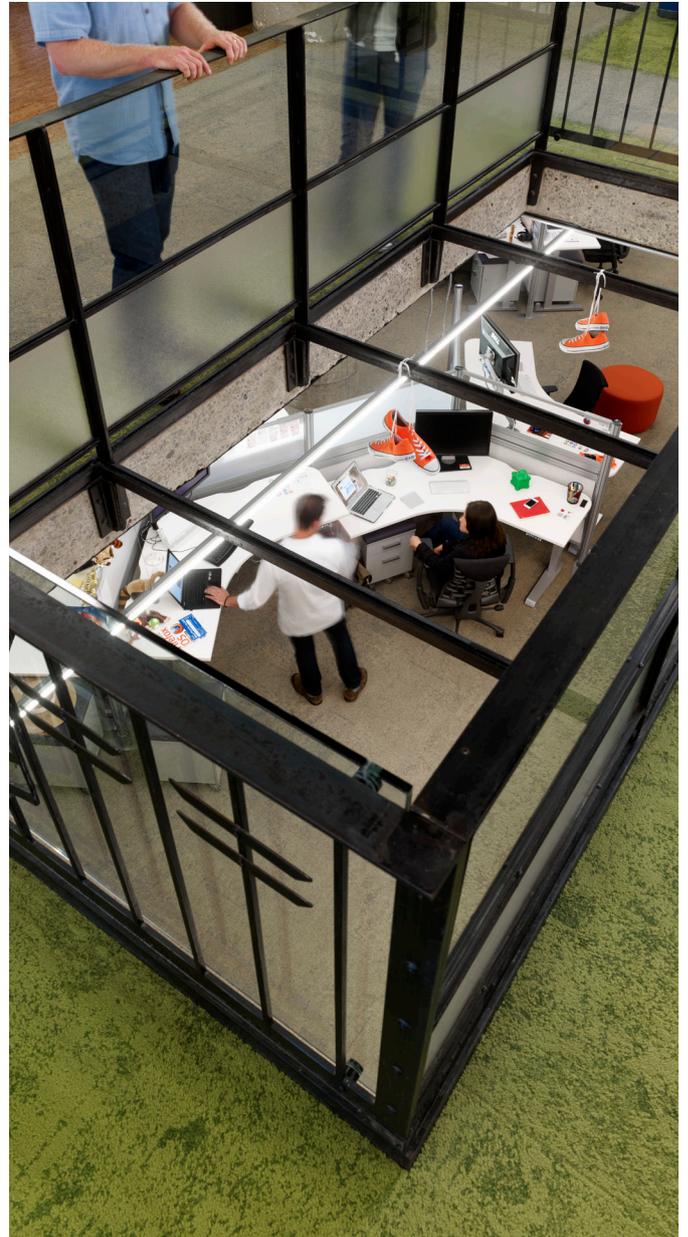
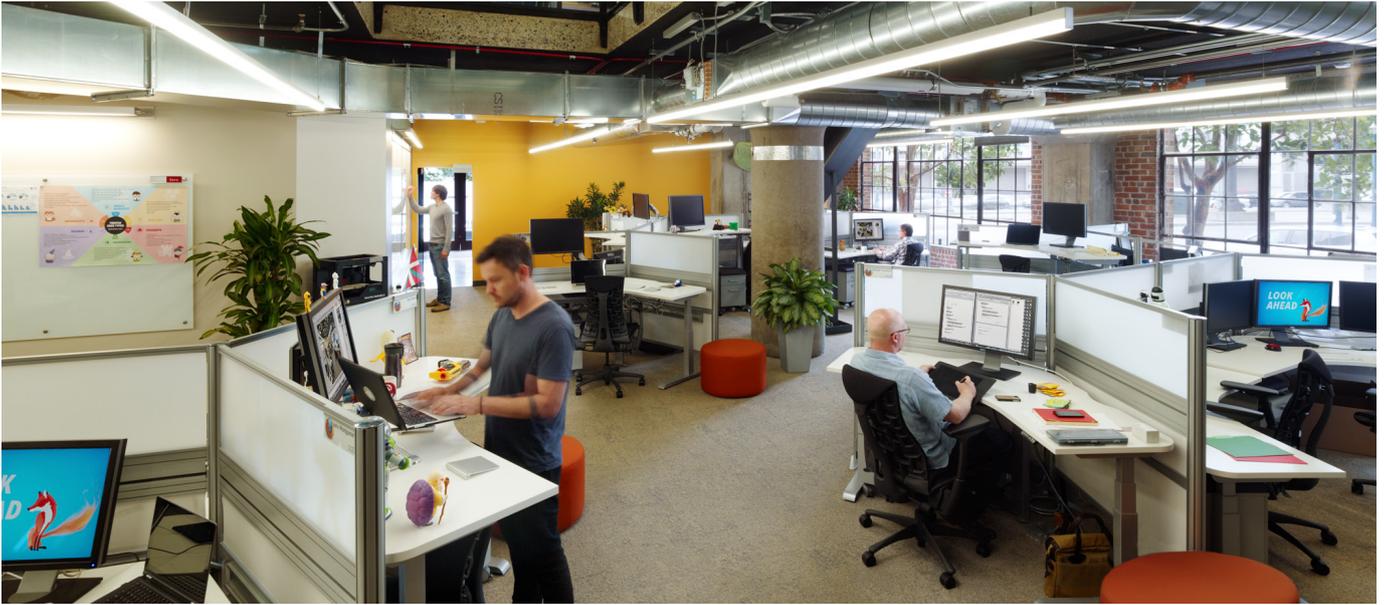
## Kentucky Promise

Louisville, KY

Integrating a “Living Lab” into the building program that combines collaborative work and research spaces, small grocery, and rooftop dining, to engage the community, scientists, engineers, children, and tourists in a dialogue of health. The building, #1 George Garvin Brown Park (GGB) actively tests and works to improve environmental

**COMPLETED** Ongoing | **GSF** 60,000sf

conditions. Its concept began with a focus on Water, Air, Earth, and Energy. The MKThink team has already installed a series of sensors, monitoring environmental factors such as Air Temperature, Relative Humidity, Mean Radiant Temperature, Carbon Dioxide, Carbon Monoxide, Water Quality, Solar Radiation, Wind Speed, Average Rainfall, Wi-Fi Device Traffic, Population Demographics, and Building Assets to create a holistic picture of the capabilities of the site.

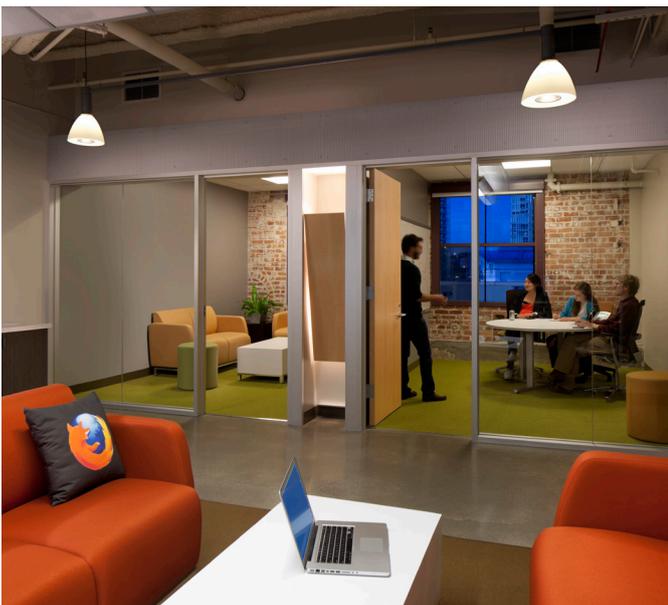


## Mozilla San Francisco 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Floors

San Francisco, CA

In addition to developing a look and feel that aligned the company's physical space with its culture, MKThink negotiated difficult planning entitlement processes in a historic building and assisted with challenging change of use applications. We transformed office space into creative, collaborative work environments.

**COMPLETED** 2013 | **GSF** 20,000

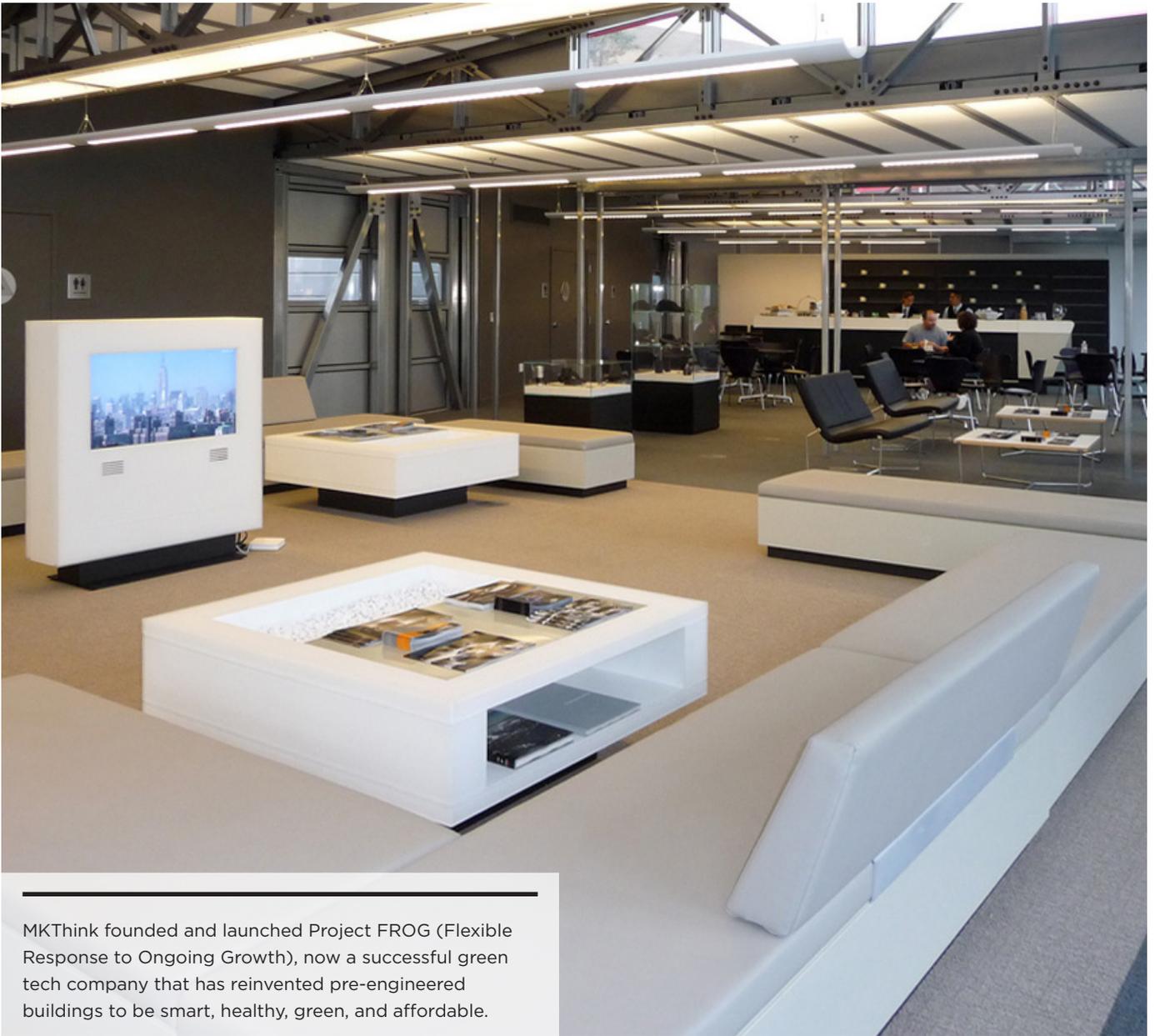


## Mozilla San Francisco 7th Floor

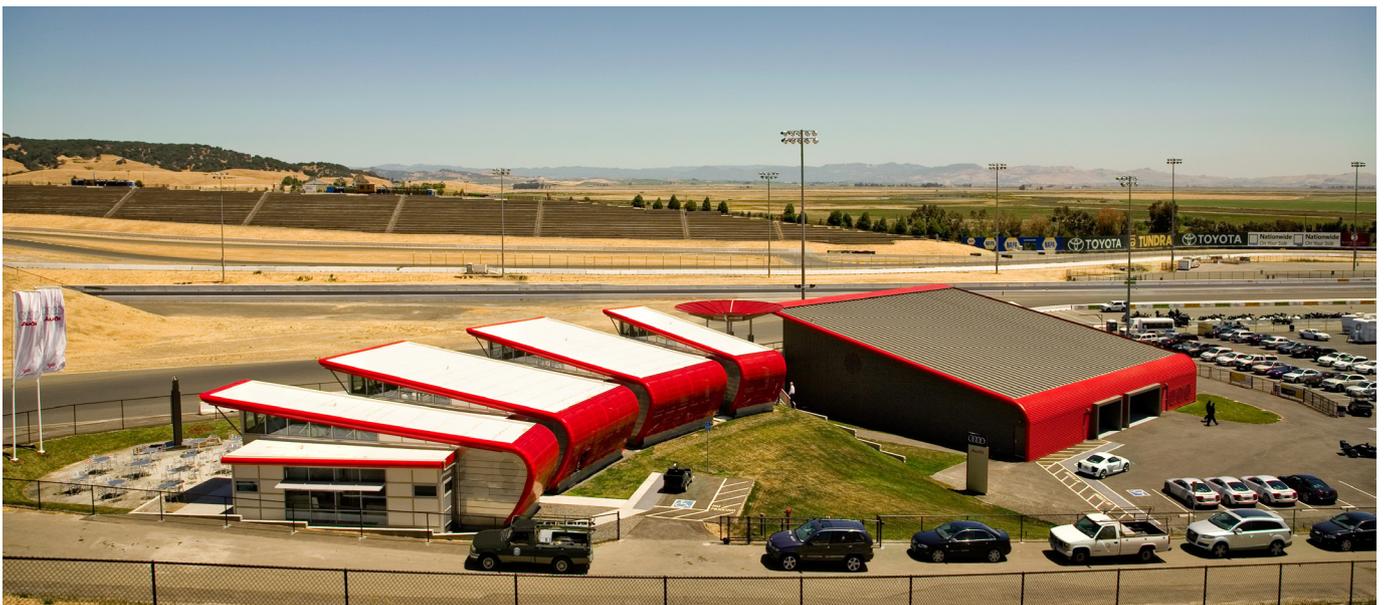
San Francisco, CA

We worked with Mozilla to develop a look and feel that aligned the company's physical space with its culture; by removing private offices and adding team rooms, ideation spaces, shared work stations, and event areas. Along with housing employees, the Hills Plaza office will be used to host industry events.

COMPLETED 2013 | GSF 15,000



MKThink founded and launched Project FROG (Flexible Response to Ongoing Growth), now a successful green tech company that has reinvented pre-engineered buildings to be smart, healthy, green, and affordable.





## The Jim Russell Racing Driver's School

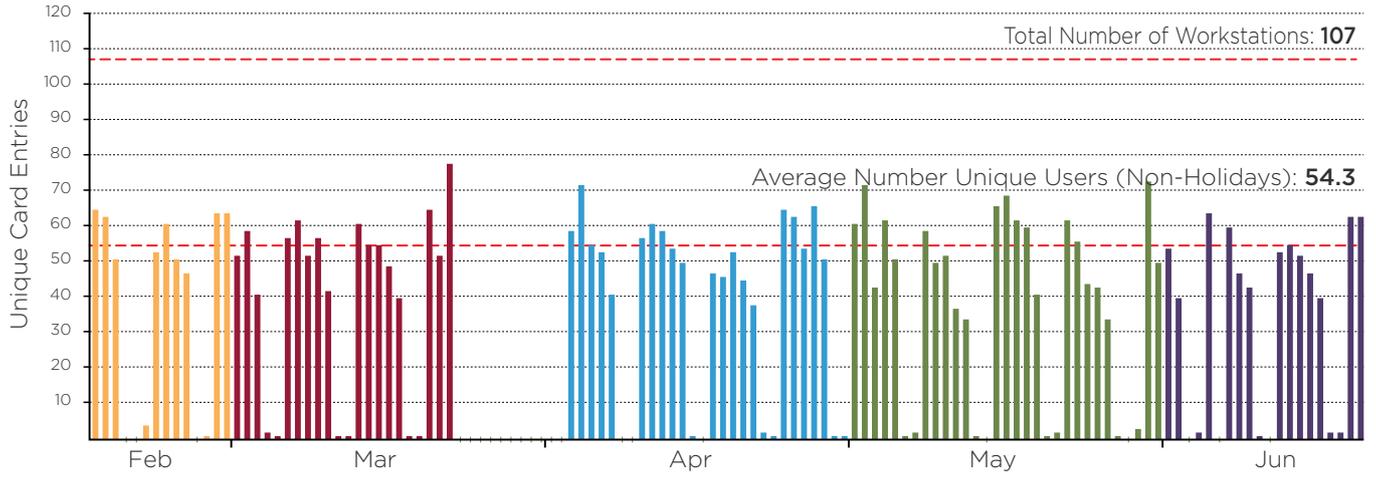
Sonoma, CA

The school is comprised of four FROG modules for a learning environment, media center, café, and lounge overlooking the track at Turn 1 of this storied raceway. The building solution is a high-performing, adaptable, and easily expandable teaching facility to enhance Audi's driving skills program.

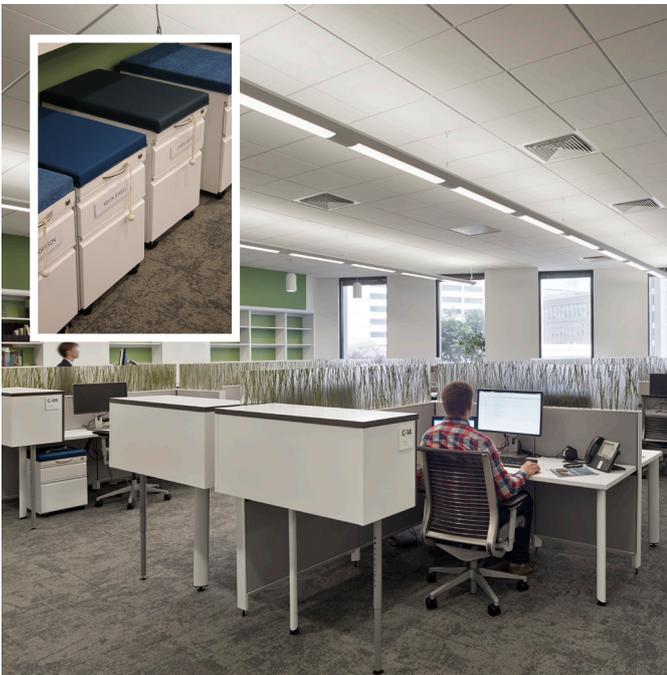
**COMPLETED** 2007 | **GSF** 14,500



## 6 Month Access to The Nature Conservancy



(above) One of the driving insights of the design was that more than half of the existing workstations went unused in a given week. This data analysis led our team to design a flexible space that has no fixed workstations; employees have a secure file system (left) that they move with them from desk to desk, week to week, to minimize unused workspace in the office.



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# The Nature Conservancy Headquarters

San Francisco, CA

The Nature Conservancy project began with a work environment study. The result was a culture shift to open shared workspaces with reduced square footage and 40% fewer workstations, consolidating the office from two floors to one. MKThink designed an office palette of local, sustainable materials and finishes pulled from natural elements to reflect the Conservancy's work in the landscapes and regions of California. There are new common spaces to encourage collaboration and provide space for gatherings and events.

**COMPLETED** 2014 | **GSF** 16,203 sf



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## Selected Client List

Anderson Art Collection  
Children's Hospital Oakland  
City College of San Francisco  
City of Dublin  
City of Emeryville  
Emery Unified School District  
Golden Gate National Parks Conservancy  
Golden Gate University  
Hawaii Department of Education  
Hawaii Natural Energy Institute  
Henry J. Kaiser Family Foundation  
Jacoby Creek Charter School District  
Marin Montessori School  
Mission Creek Sports Park  
Menlo College  
Mozilla Corporation  
Nature Conservancy of California  
New College of California  
Nexus Partners  
Oakland Unified School District

Palo Alto Junior Museum and Zoo  
Port of San Francisco  
Presidio YMCA  
San Francisco Art Institute  
SF Neighborhood Theater Foundation  
Santa Clara University  
Stanford University  
Stanford Graduate School of Business  
Stanford Law School  
Stanford School of Education  
Stanford School of Mechanical  
Engineering (d.school)  
Town School for Boys  
University of California, Berkeley | Boalt Hall  
School of Law  
University of California Hastings  
University of San Francisco  
US Navy | Office of Naval Research  
Woodside Priory School

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# Selected Project List

## **City College Of San Francisco**, SAN FRANCISCO, CA

TEMPORARY STRUCTURE STRATEGY

## **City Of Emeryville Center For Community Life**,

EMERYVILLE, CA

SITE MASTER PLANNING, SITE PROGRAMMING,  
PLANNING FOR RELOCATION

## **Golden Gate University**, SAN FRANCISCO, CA

MASTER PLANNING, PROGRAMMING, RENOVATION,  
CAMPUS COHESION PLAN, AND STRATEGY

## **Golden Gate National Parks Conservancy**,

SAN FRANCISCO, CA

PROJECT FROG IMPLEMENTATION, PROGRAMMING

## **Hawaii Department Of Education**, HILO, HI

SITE REDESIGN, FARRINGTON HIGH SCHOOL

## **Hawaii Natural Energy Institute**, HILO, HI

ENERGY CHARACTERIZATION STUDY

## **Jacoby Creek Charter School District**, ARCATA, CA

PLANNING, TEMPORARY STRUCTURE DEPLOYMENT

## **Marin Montessori School**, CORTE MADERA, CA

PROJECT FROG IMPLEMENTATION, PROGRAMMING

## **Mozilla Corporation**, VARIOUS, CA

CORPORATE HEADQUARTERS, INTERIOR DESIGN, USER  
ENGAGEMENT, DATA COLLECTION AND STRATEGIC ANALYSIS

## **Menlo College**, MENLO PARK, CA

MASTER PLANNING

## **Mission Bay Parks**, SAN FRANCISCO, CA

MISSION CREEK SPORTS PARK AND PAVILIONS

## **Oakland Unified School District**, OAKLAND, CA

STRATEGIC CONSULTING AND ASSESSMENT,  
STRATEGIC MASTER PLAN

## **Office of Naval Research/ US Navy**,

VARIOUS WORLDWIDE

RESEARCH, DATA COLLECTION + ANALYSIS, FIELD AND FIXED  
FACILITY TEST, SENSOR KIT DEVELOPMENT

## **San Francisco Art Institute**, SAN FRANCISCO, CA

FACILITIES ASSESSMENT AND MASTER PLAN

## **Santa Clara University**, SANTA CLARA, CA

MASTER PLANNING

## **Stanford Graduate School Of Business**, STANFORD, CA

STAY OR GO EVALUATION, VISIONING

## **Stanford d.school**, STANFORD, CA

INTERIOR RENOVATION, ETHNOGRAPHIC STUDY, PROGRAMMING

## **Stanford School Of Education**, STANFORD, CA

FACILITY OPPORTUNITY STUDY

## **Stanford Law School**, STANFORD, CA

LIBRARY RENOVATIONS, FUTURE-FORWARD MASTER PLAN

## **Stanford Arts Center**, STANFORD, CA

FACILITIES ASSESSMENT, LONG RANGE FACILITIES PLANNING

## **Town School For Boys**, SAN FRANCISCO, CA

NEW SCHOOL BUILDING

FACILITY MASTER PLAN, DESIGN, CONSTRUCTION MANAGEMENT

## **University Of California Berkeley**,

BOALT SCHOOL OF LAW, BERKELEY, CA

STRATEGIC PLAN ASSESSMENT AND PROGRAMMING

## **University Of California Hastings**, SAN FRANCISCO, CA

PROGRAMMING AND PLANNING, LONG-RANGE CAMPUS PLANNING

## **University Of San Francisco**, SAN FRANCISCO, CA

FACILITY OPTIMIZATION AND PROGRAMMING

## **Woodside Priory School**, PORTOLA VALLEY, CA

PERFORMING ARTS CENTER (GROUND-UP)

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