



CTBUH 2017
International Conference

Connecting
the City People, Density &
Infrastructure

Improving the Value of Buildings Through a Smart Lobby Approach

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Offices and working habits are changing rapidly




To keep people moving smoothly office buildings need to be smart: functional, easy to navigate, and able to adapt to future traffic needs.





Key elements of Smart People Flow Consulting



 Cost savings in energy consumption


 Way finding
Saving time

 Energy remote monitoring and analytics

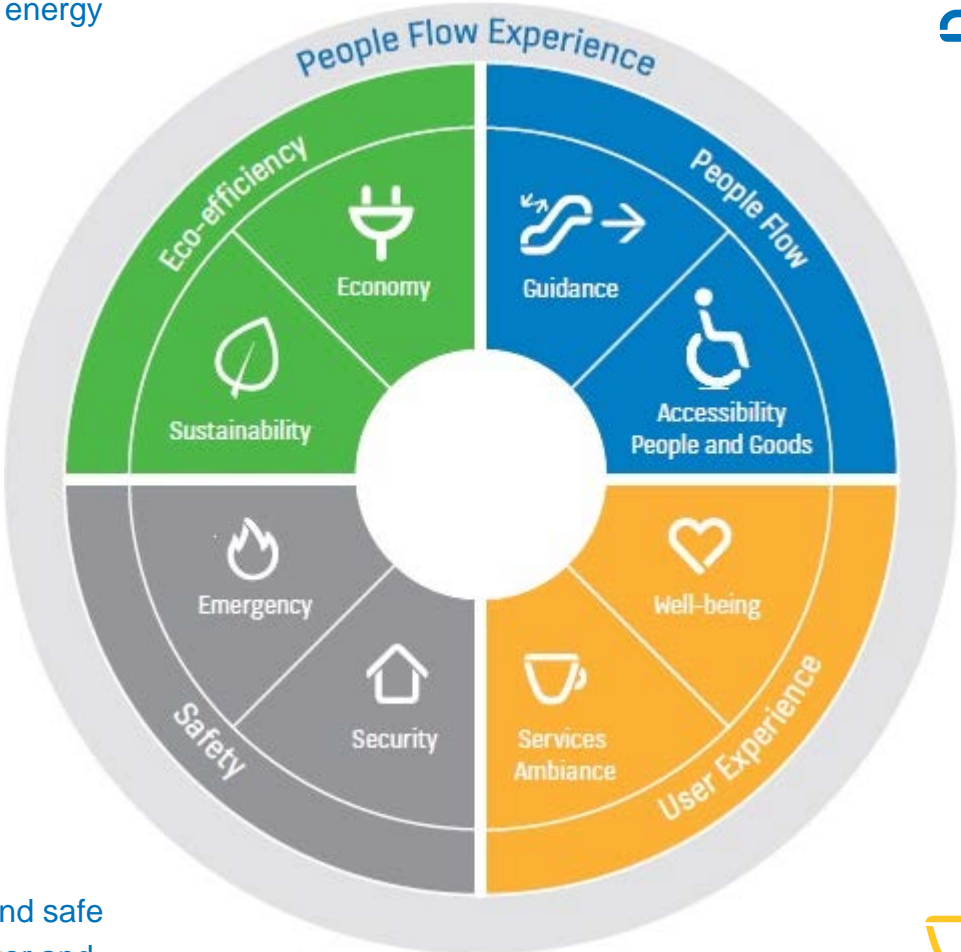
 Barrier-free
Equality
Diversity in work places

 Clear plans for emergency evacuation

 Enhanced well-being
Ergonomics

 Feeling secure and safe
Elevator, Escalator and door condition survey

 Personalizing experience



The approach to optimize the user experience



Step 2. People flow design



Step 4. Solution recommendation



Step 6. Monitoring

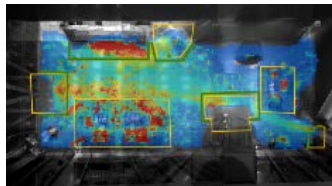


Data collection & analysis

Planning and design

Monitoring

Step 1. People flow data collection and analysis



Step 3. Guidance planning



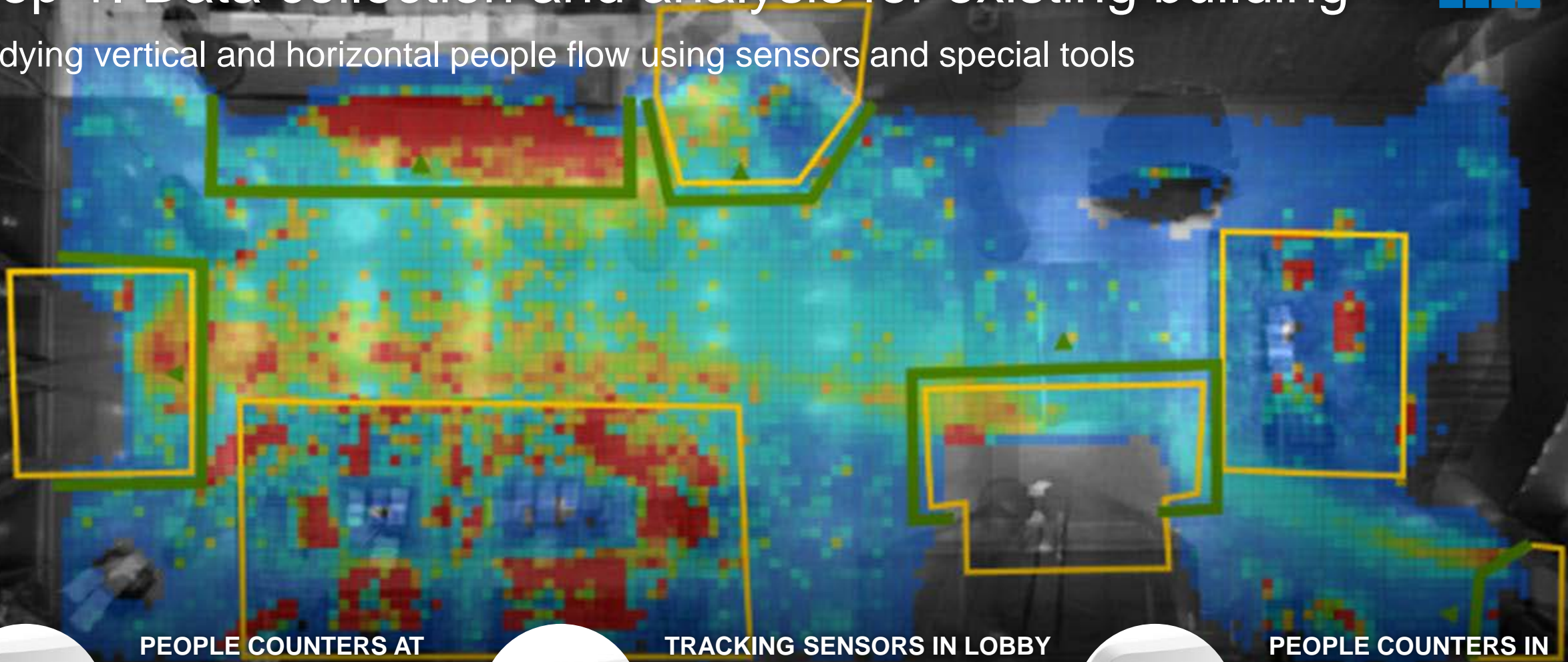
Step 5. Simulation



Step 1. Data collection and analysis for existing building



Studying vertical and horizontal people flow using sensors and special tools



PEOPLE COUNTERS AT DOORS

detect flow variance per entrance, per time of day



TRACKING SENSORS IN LOBBY

- Heat map views
- Popular routes
- Dwell times
- Usage of space



PEOPLE COUNTERS IN ELEVATORS

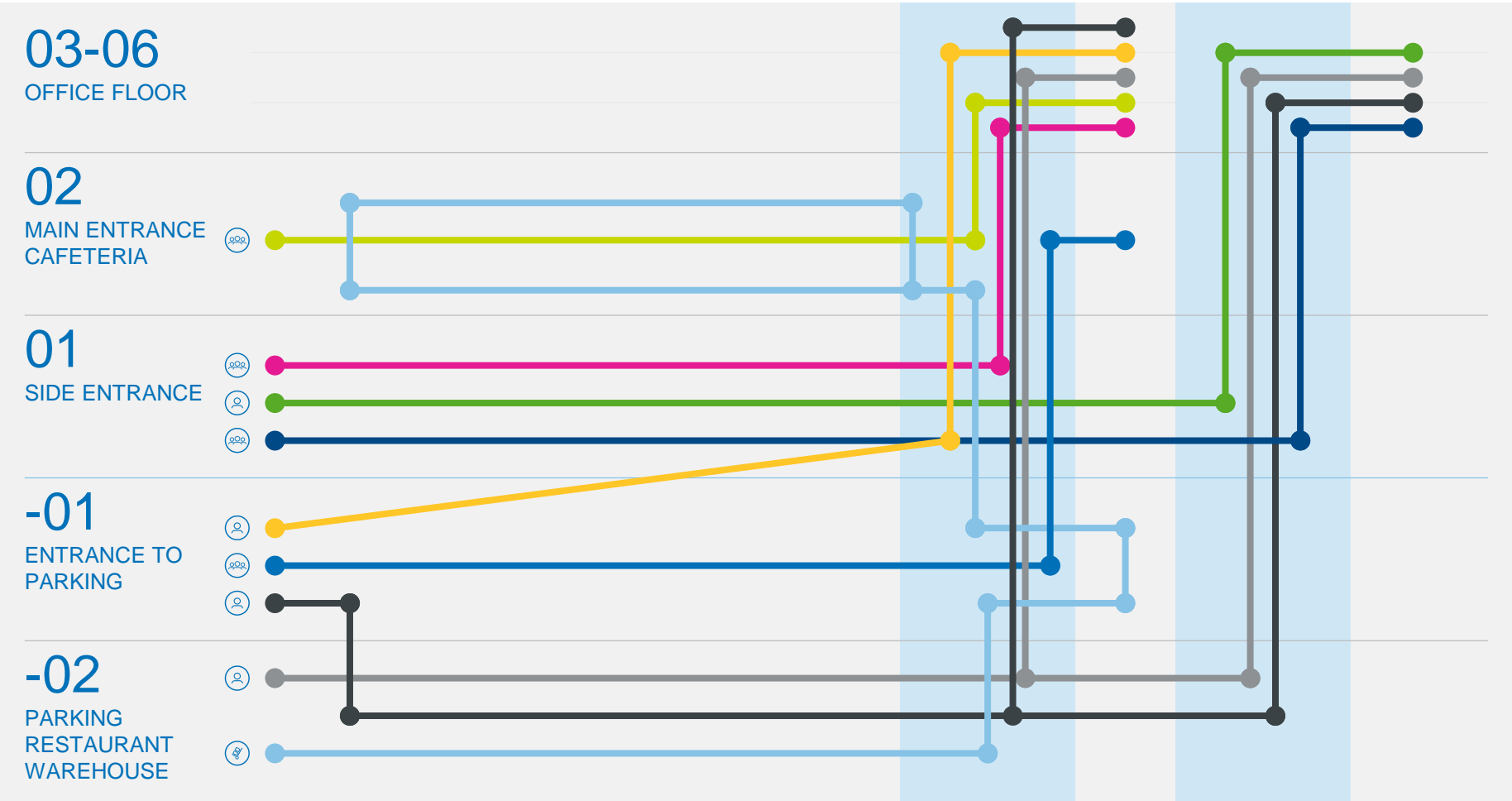
detect flow variance per elevator, per floor, per time of day

Step 2. People flow plans



BASED ON CAREFUL STUDY OF USER ROUTE DATA

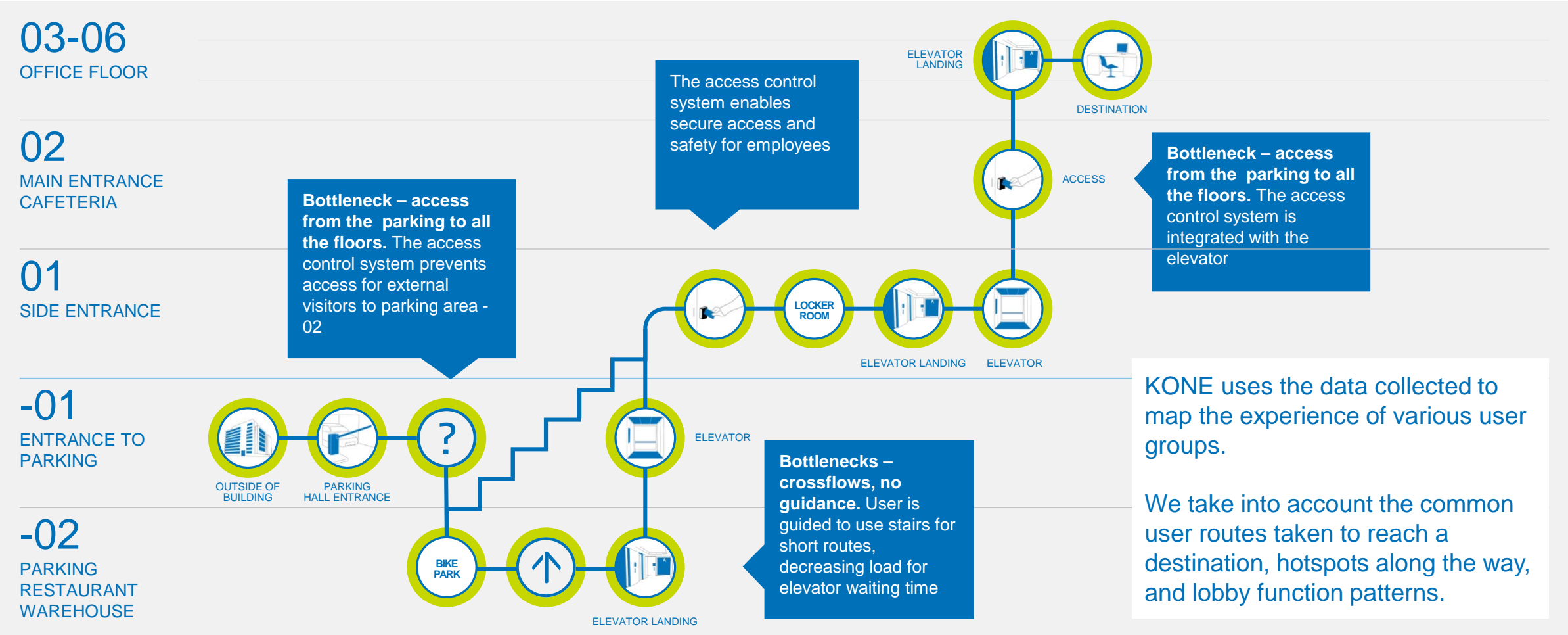
Employee Delivery Guest



User routes for different user groups are defined both horizontally and vertically.

Step 2. Defining the user experience

HOTSPOTS ARE FURTHER DEFINED AND CHALLENGES OR BOTTLENECKS IDENTIFIED



Step 3. Guidance principles

GUIDANCE PRINCIPLES ARE PROPOSED TO FURTHER OPTIMIZE PEOPLE FLOW EXPERIENCE



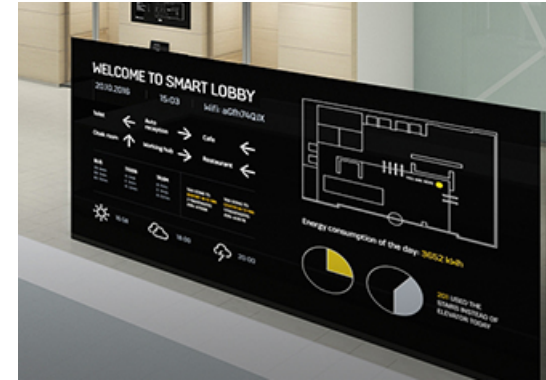
Directional guidance

Directional arrows, e.g. to guide users to the right entrance



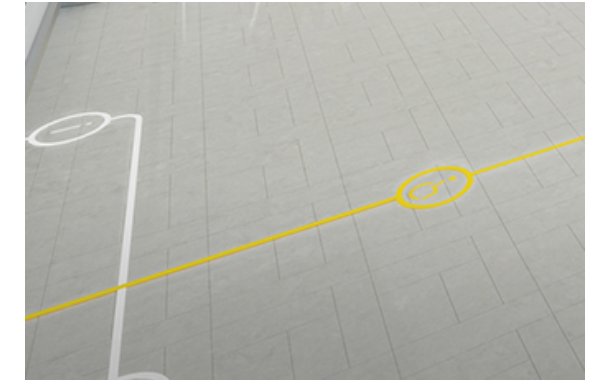
Information screens

Information screens in places where visitors need more guidance



Main signage

Comprises the information on directional guidance and information screen



Floor markings

Floor markings usually are located next to elevators



Step 4. Solution recommendation



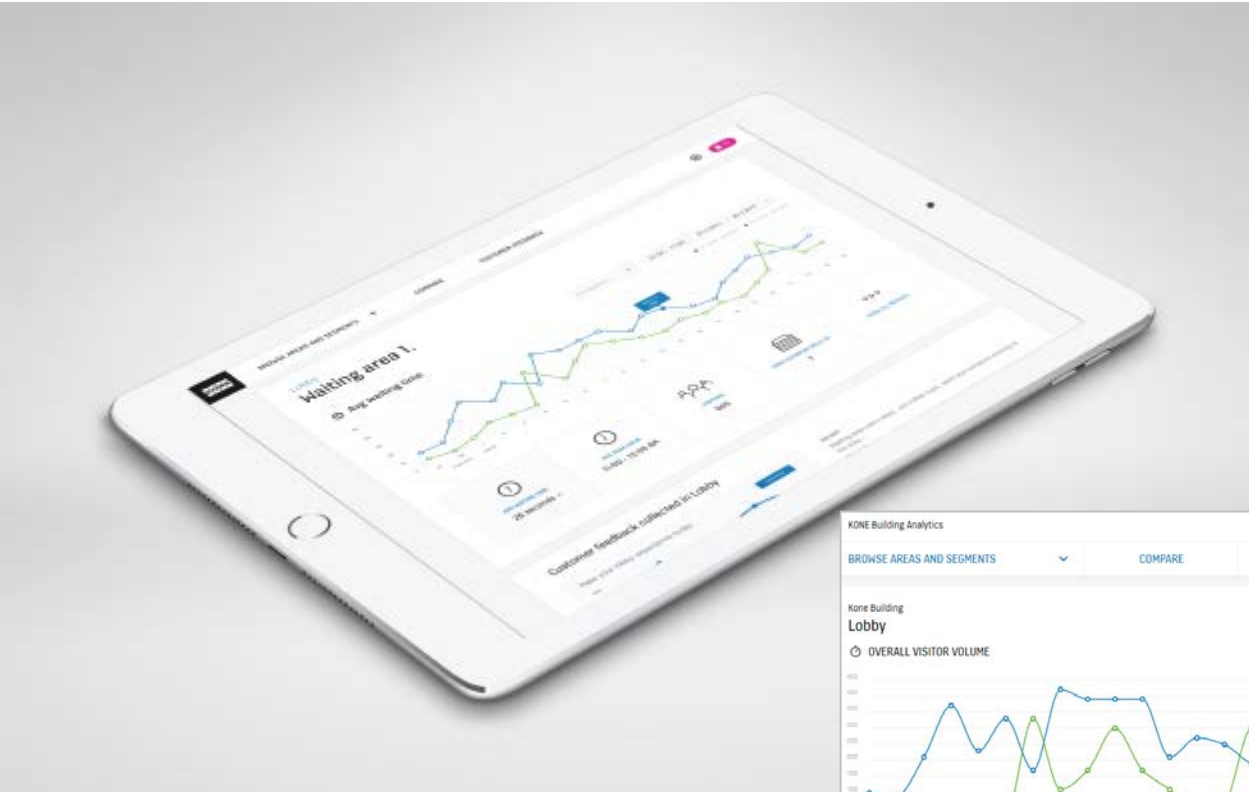
Step 5. Simulation

SIMULATION OF THE PEOPLE FLOW SCENARIOS WITH PROPOSED SOLUTIONS

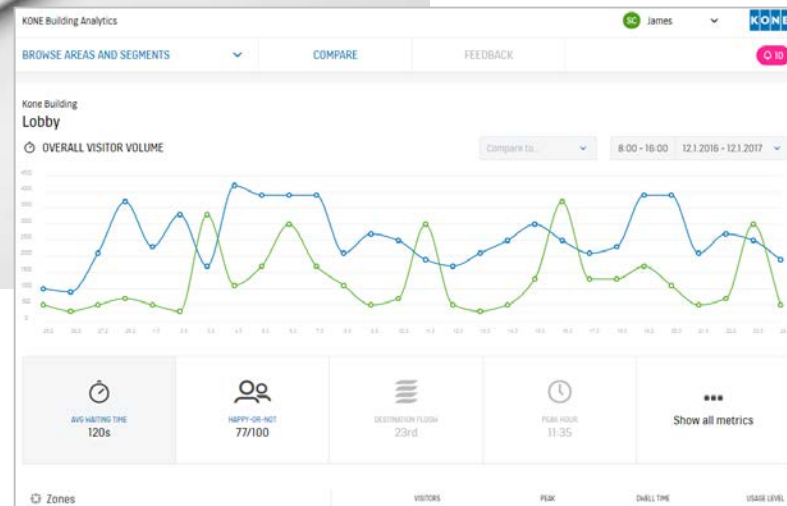


Step 6. Monitoring

CONTINUOUS MONITORING OF PEOPLE FLOW EXPERIENCE ENABLES ON-GOING SUPPORT AND PROACTIVE RESPONSES TO POSSIBLE CHANGES THROUGHOUT THE ENTIRE BUILDING LIFE CYCLE



- Real-time dashboard for people flow and customer experience inside the building
- Insight about how building is being used and what are possible bottlenecks
- Data for the dashboard is collected from sensors and building equipment





An impressive entrance on Melbourne's quintessential Collins Street

Frank Lonetti
Development Director
Mirvac

WORK
REIMAGINED





Step into an impressive
lobby environment,
where heritage meets
contemporary surrounds

Frank Lonetti
Development Director
Mirvac

WORK
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Well connected, seamless lobby transition



Frank Lonetti
Development Director
Mirvac



Olderfleet

Utilise the design treated firestairs for inter-floor connectivity



Frank Lonetti
Development Director
Mirvac

WORK
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Olderfleet

Top performers expect 5 star facilities



440

Bike racks



Towel service



Coffee cart



Dedicated
bike entry



48

Showers



640

Lockers



Frank Lonetti
Development Director
Mirvac

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