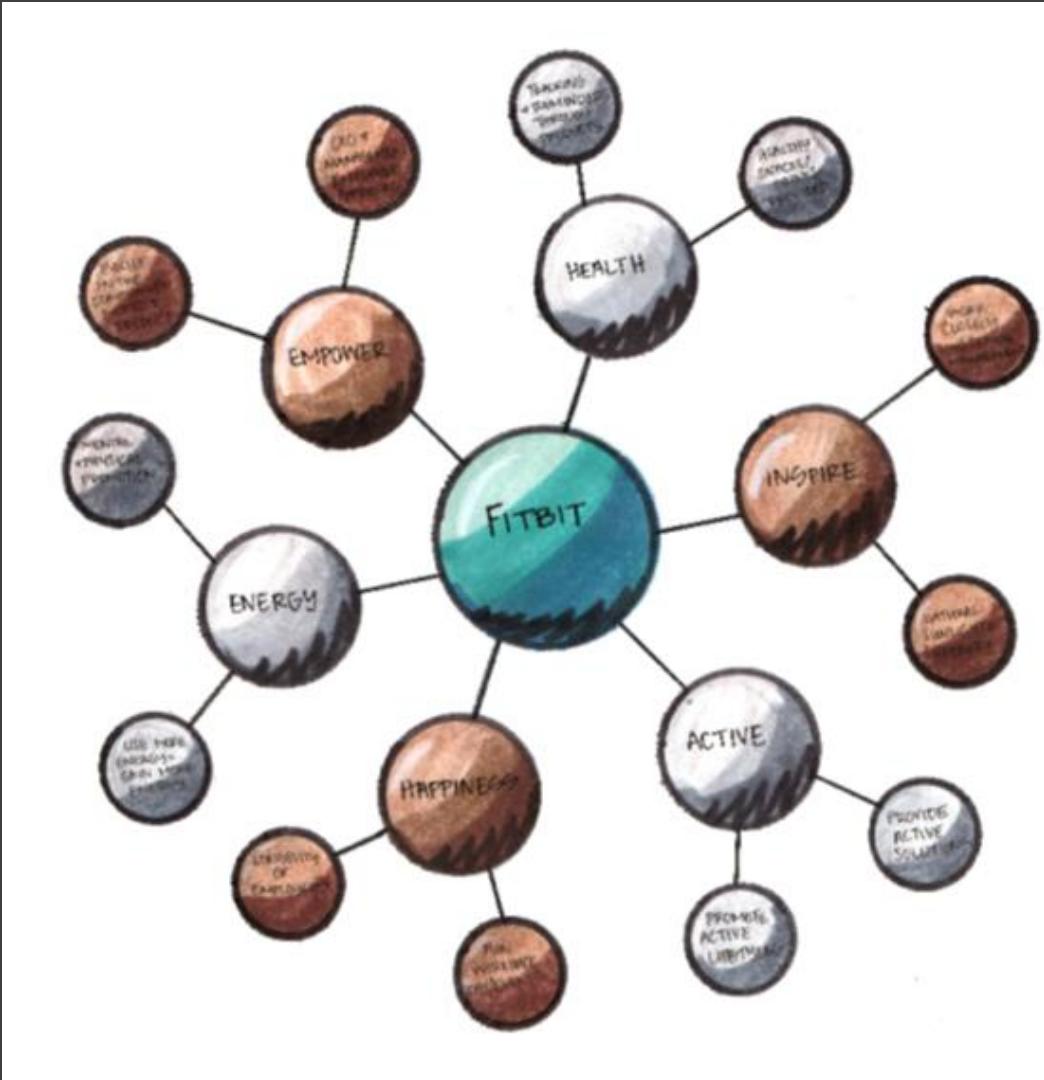




Furniture, Fixture, and Equipment
Selections for FITBIT CORPORATE
HEADQUARTERS

- By Kali Steele
- Prof. Kevin Hamby
- April 7,2021
- Commercial Studio 1345

Concept and Color:



- Design Concept Statement:

AN ACTIVE STANCE ON WELLNESS

- Design Concept:

Fitbit's company, culture, and creativity in it's products are centered around wellness. Through research, a few key words give focus to Fitbit's goals for both the consumer and employee: Health, Inspire, Active, Happiness, Energy, and Empower. While many of these intertwine with each other-for instance, being active and healthy affecting one's happiness- breaking down these words into action items that can be implemented was important for the design intention of the Fitbit Corporate Headquarters.

Through using these key words to pinpoint different objectives, the Corporate Headquarters of Fitbit will promote the health and well-being of its employees and guests alike. With a culture that is empowered by the love of the brand and product, the workplace will stimulate an active and energetic work life that builds inspiration and energy in it's employees. A sedentary desking situation is not for an employee that believes in Fitbit, therefore practical and innovative solutions will allow the corporate headquarters to be a haven, therefore promoting productivity and longevity in employees. The design will not passively wish for the employees to be healthy outside of the workplace. Instead, integrated into the very design of the Headquarters will be active acknowledgements to the people who Fitbit desires to help- both inside and outside the office.

Table of Contents:

Note: This page is interactive.
Click underlined wording
to direct you to that page.

Process Work

[Criteria Matrix](#)

[Programming](#)

[Bubble Diagrams](#)

[Preliminary Test Fits](#)

[Preliminary Floor Plans](#)

Criteria Matrix

Project: Fitbit Corporate Headquarters
Date: January 27, 2021
Prepared By: Kali Steele

CRITERIA MATRIX

Key	Space	Total Sq. Ft Per Space	Adjacencies	Public Access	Visual Privacy	Acoustical Privacy	Seating Requirements	Lighting Needs	Plumbing	Special Equipment	Special Considerations	Legend
1	Corporate Suite	969	11		p	y	1 to 4	LED	n			H=High M=Medium L=Low Y=Yes N=No I=Important but not req'd P=Partially
2	Operations	1085			p	y	1 to 4		n			NN= Exterior Lighting Not Nessesary
3	Accounting Suite	599	4,5				1 to 4					
4	Finance Suite	745	3,5		p	p	1 to 4		n			
5	Sales Suite	1224	3,4		n	n	1 to 4		n			
6	HR Suite	868			y	y	1 to 4		n		Near Elevators for escorting employees out.	
7	Marketing Suite	929					1 to 4					
8	Information Technology Suite	710					1 to 4					
9	Reception	400	10	y	n	n	6		n			
10	Mailroom	280	9		n	n	N	NN	n		Near service elevator	
11	Boardroom	504	1		p	y	8 TO 10		n	Video Conferencing		
12	Breakroom 1	606			y	y	Varies	NN	y	Hand washing station		
13	Breakroom 2	360			y	y	Varies	NN	y	Hand washing station		
14	High-Density File Room	125			y	n	N	NN	n			
15	Copy Rooms	280	3,4,5,6,7		y	y	N	NN	n		Near each department	
16	Training Room	1680			n	y	Varies		n	Video Conferencing		Near each department
17	Meeting Room1	140			p	y	Varies	NN	n	Video Conferencing		
18	Meeting Room 2	270			p	y	Varies	NN	n	Video Conferencing		
19	Huddle/ Phone Room	450	3,4,5,6,7		y	y	1 TO 4	NN	n		Near each department	

Space Requirements Program

Steele Design Firm

Date

February 3, 2021

Standards

President	300 sf	20 x 15 corner office
Vice Presidents	160 sf	12 x 15 window office
Managers	64 sf	8 x 8 workstation
Staff Workstation	64 sf	8 x 8 workstation
Exec Admin	64 sf	8 x 8 workstation

Corporate	SF STD	Staff	Net SF	Original Budget	Remarks
President	300	1	300	3,000	
Exec. Admin Assistant	168	1	168	64	
President/ Board Room Suite Entrance	146		146		
Health Station/ Food Area	104		104		
Subtotal	2		718		
Circulation (35%)			251		
Corporate Total S.F.			969		

Operations	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	180	2	360		
Manager	64	2	128		
Exec. Admin	64	2	128		
Staff	64	2	128		
Lockers for Staff	60	1	60		
Subtotal	9		604		
Circulation (35%)			211		
Operations Total S.F.			1,085		

Accounting	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	182	1	182	180	
Manager	64	1	64		
Exec. Admin	64	1	64		
Staff	64	1	64		
Lockers for Staff	70	1	70		
Subtotal	5		444		
Circulation (35%)			155		
Accounting Total S.F.			599		

Finance	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	200	1	200		
Manager	64	1	64		
Exec. Admin	64	1	64		
Staff	64	1	64		
Storage for Accounting/ Finance	140	1	140		
Subtotal	5		532		
Circulation (40%)			213		
Finance Total S.F.			745		

Sales	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	182	1	182	180	
Manager	64	3	192		
Exec. Admin	64	3	192		
Staff	64	6	384		
Lockers for Staff	70	1	70		
Subtotal	14		1,020		
Circulation (40%)			408		
Sales Total S.F.			1,428		

Human Resources	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	144	1	144	180	
Manager: Department	64	1	64		
Exec. Admin: Department	64	1	64		
Staff	64	1	64		
Lockers for Staff	70	1	70		
Manager: Payroll	64	1	64		
Circulation (45%)			301		
HR Total S.F.			969		

Current is 916 total

Marketing	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	192	1	192	180	
Manager	64	2	128		Manger of Planning, Manager of Business Development
Exec. Admin	64	2	128		
Staff	64	4	256		
Lockers for Staff	70	1	70		
Filing For Staff	80	1	80		
Subtotal	9		774		
Circulation (35%)			271		
Marketing Total S.F.			1,045	1,176	

Current is 1056

Information Technology	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	180	1	180		
Manager	64	1	64		
Exec. Admin	64	1	64		
Staff	64	1	64		
Lockers for Staff	70	1	70		
Storage for Info. Tech	150	1	150		
Subtotal	6		592		
Circulation (35%)			207		
Information Technology Total S.F.			799		

Current is 816

Shared Spaces	SF STD	QTY	Net SF	Original Budget	Remarks
Reception	400	1	400		For One Receptionist
Mailroom	280	1	280		
Boardroom	504	1	504		
Buffet/ Health Station near Boardroom	104	1	104		
Breakroom 1	606	1	606		
Breakroom 2	360	1	360		
High-Density File	125	1	125		
Copy Area	70	4	280		
Training Room	2000	1	2,000		
Meeting Room	270	2	540		
Huddle/Phone Rooms	150	3	450		
Health Station	100	1	100		
Privacy Room	70	2	140		
Marketing Hall	120	1	120		
Network Room	150	1	150		
Subtotal			6,150		
Circulation (20%)			1,230		
Shared Total S.F.			7,391		

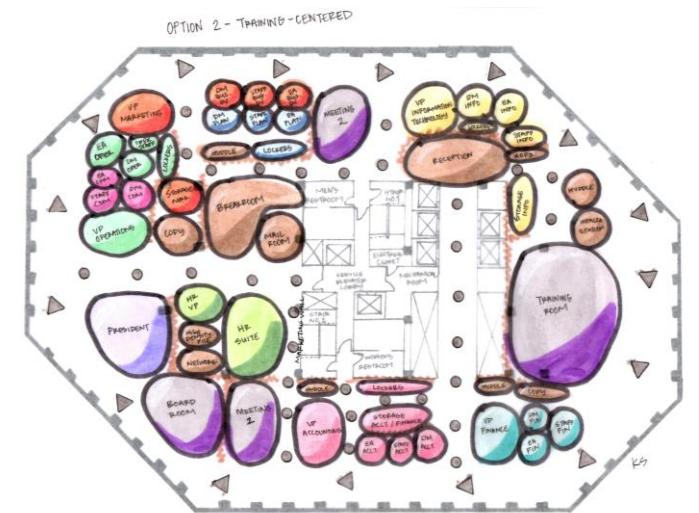
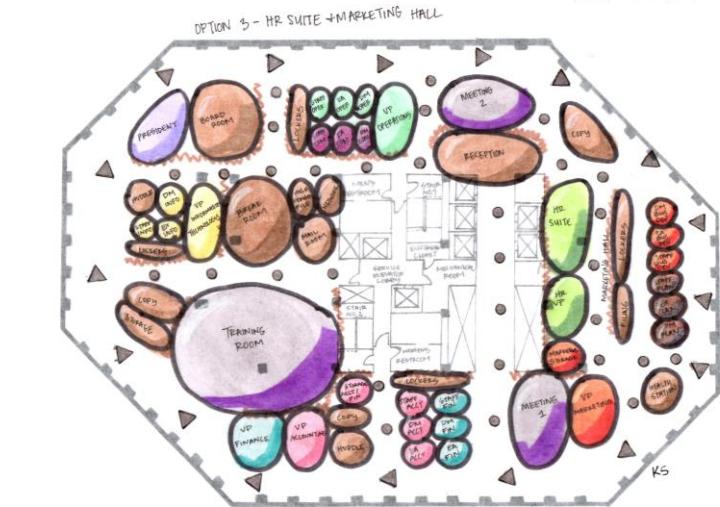
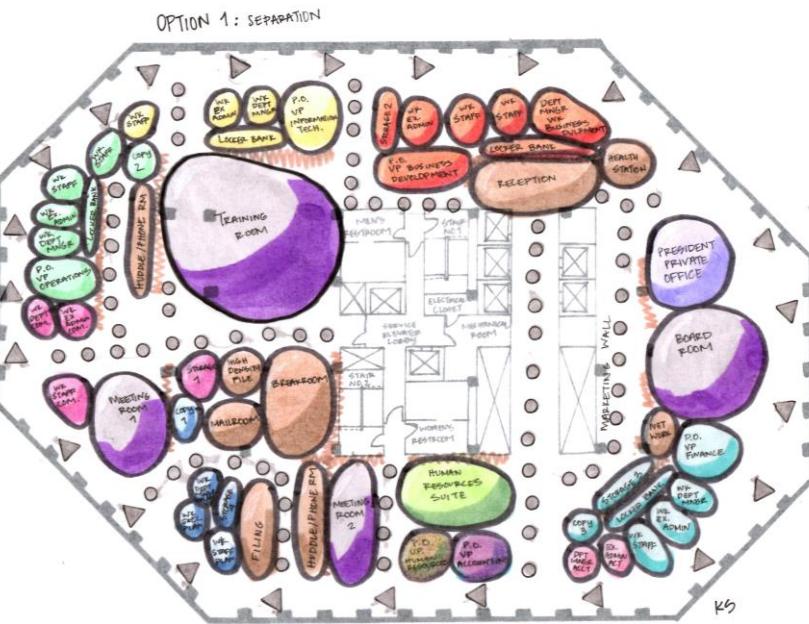
Current is 1484

Inside Racetrack Circulation	2,000	Outside Racetrack Circulation	5,000	Combined Total USF	5,945
Add-on Factor (full-hour)				20,602	
TOTAL Net Rentable Area				1,12	
				23,075	
				Total Available is 20,867	

Programming: Space Requirements Program

Bubble Diagrams: Space Requirements Program

LEGEND:



NOTES:

- PRESIDENT "CORNER" OFFICE
- HR NEAR ELEVATORS
- MORE SEPARATING WALLS; OPPORTUNITIES TO HAVE FUTURE WALLS; LESS OPEN
- MARKETING FURTHER FROM SERVICE ELEVATORS
- BREAKROOM GUARDED BY NON-EMPLOYEE DOORS & LESS USED TRAINING ROOM

NOTES:

- HR NEAR ELEVATORS
- FLOOR 1 (ENTRANCE THROUGH HR FOR SECURITY)
- MARKETING FURTHER FROM SERVICE ELEVATORS
- PRESIDENT NOT IN SECURITY
- BREAKROOM GUARDED BY SECURITY DOORS OR WALLS
- TRAINING ROOM FURTHER FROM INTEGRATION FOR LESS DISTRACTIONS & NOISE REDUCTION
- LOOKING FOR BULK DEPT.

NOTES:

- MAIL ROOM NEAR SERVICE ELEVATOR
- BREAKROOM GUARDED BY NON-EMPLOYEE DOORS OR WALLS
- MARKETING HALL TO FINANCIAL + EXTRA FILING
- PLANNING + COMMERCIAL OFFICE FOR PRESIDENT + BOARD
- LOOKING NEAR SALES DEPT. FOR EMPLOYEE PERSONAL ITEMS
- HR NEAR EXIT

Preliminary Test Fit

