



Furniture, Fixture, and Equipment
Selections for FITBIT CORPORATE
HEADQUARTERS

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- 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 its 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 its 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.

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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 H=High M=Medium L=Low Y=Yes N=No I=Important but not req'd P= Partially
1	Corporate Suite	969	11		p	y	1 to 4	LED	n			NN= Exterior Lighting Not Nessesary
2	Operations	1085			p	y	1 to 4		n			
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	180 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		Commercial Health Solutions and National Operations
Manager	64	2	128		
Exec. Admin	64	2	128		
Staff	64	2	128		
Lockers for Staff	60	1	60		
Subtotal		9	804	634	
Circulation (35%)			281		
Operations Total S.F.			1,085		Current is 1056

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		For Accounting and Finance
Subtotal		5	444		
Circulation (35%)			155		
Accounting Total S.F.			599		Current is 1224 for Finance/ Accounting

Finance	SF STD	Staff	Net SF	Original Budget	Remarks
Vice President	200	1	200	180	
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		International Sales, National Sales, Internet Sales Dept
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		Current is 1484

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		1 Staff Recruiting and 1 Staff Benefits
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		Manager 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	70	
Subtotal		9	774		
Circulation (35%)			271		
Marketing Total S.F.			1,045	1,176	

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

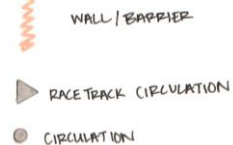
Shared Spaces	SF STD	QTY	Net SF	Original Budget	Remarks
Reception	400	1	400		For One Receptionist
Mailroom	280	1	280	225	
Boardroom	504	1	504	500	
Buffer/ Health Station near Boardroom	104	1	104		
Breakroom 1	606	1	606		Near Training Area
Breakroom 2	360	1	360		Near Reception/ Marketing (2)
High-Density File	125	1	125		
Copy Area	70	4	280		Near Reception/ Marketing (1) , Accounting/ Finance, Inform
Training Room	2000	1	2,000		
Meeting Rooms	270	2	540	250	Near Reception(2)
Huddle/Phone Rooms	150	3	450		Near Reception/ Marketing (1) , Accounting/ Finance, Inform
Health Station	100	1	100		Near Operations (1),
Privacy Room	70	2	140		Near Operations (1),
Marketing Hall	120	1	120		
Network Room	150	1	150		
Subtotal			6,159		
Circulation (20%)			1,232		
Shared Total S.F.			7,391		

Inside Racetrack Circulation	2,000				
Outside Racetrack Circulation	5,000			5,945	
Combined Total USF	20,602				Total Available is 20,867
Add-on Factor (full-floor)	1.12				
TOTAL Net Rentable Area	23,075				

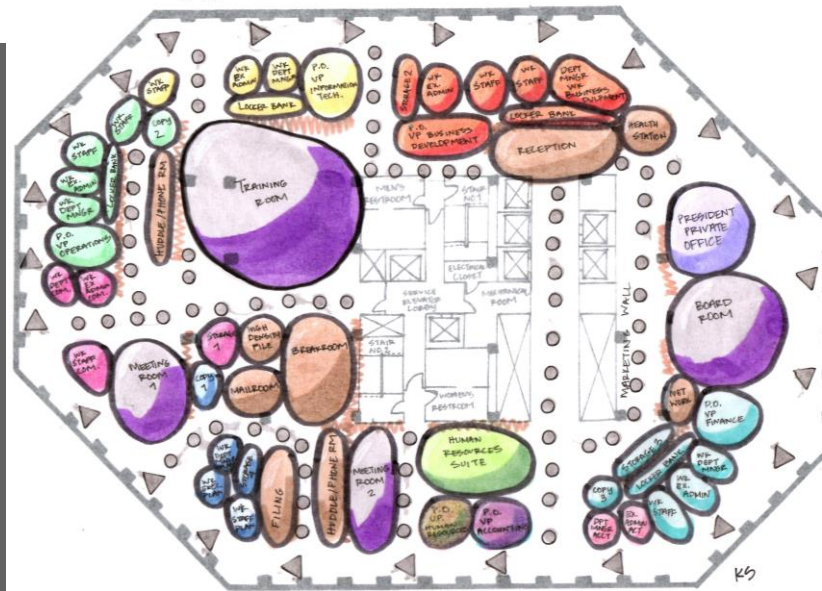
Programming: Space Requirements Program

Bubble Diagrams: Space Requirements Program

LEGEND:



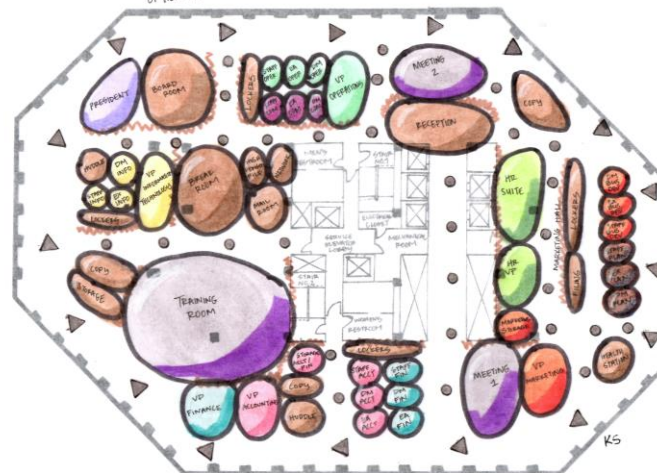
OPTION 1: SEPARATION



NOTES:

- PRESIDENT "CORNER" OFFICE
- HR NEAR ELEVATORS
- MORE SEPARATING WALLS: OPPORTUNITIES TO HAVE FEATURE WALLS; LESS OPEN
- MAILROOM FURTHER FROM SERVICE ELEVATORS
- BREAKROOM GUARDED BY NON-EMPLOYEE ROOMS + LESS USED TRAINING ROOM

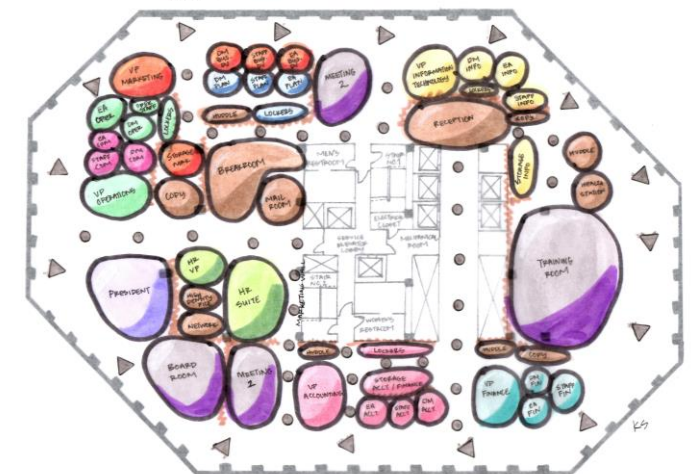
OPTION 3 - HR SUITE + MARKETING HALL



NOTES:

- MAILROOM NEAR SERVICE ELEVATOR
- BOARD ROOM GUARDED BY NON-EMPLOYEE ROOMS OR WALLS
- MARKETING HALL TO SHOWCASE + EXTRA FILING
- PRIVACY + CORNER OFFICE FOR PRESIDENT + BOARD
- LOCKERS NEAR EACH DEPT. FOR EMPLOYEES' PERSONAL THINGS
- HR NEAR EXIT

OPTION 2 - TRAINING-CENTERED

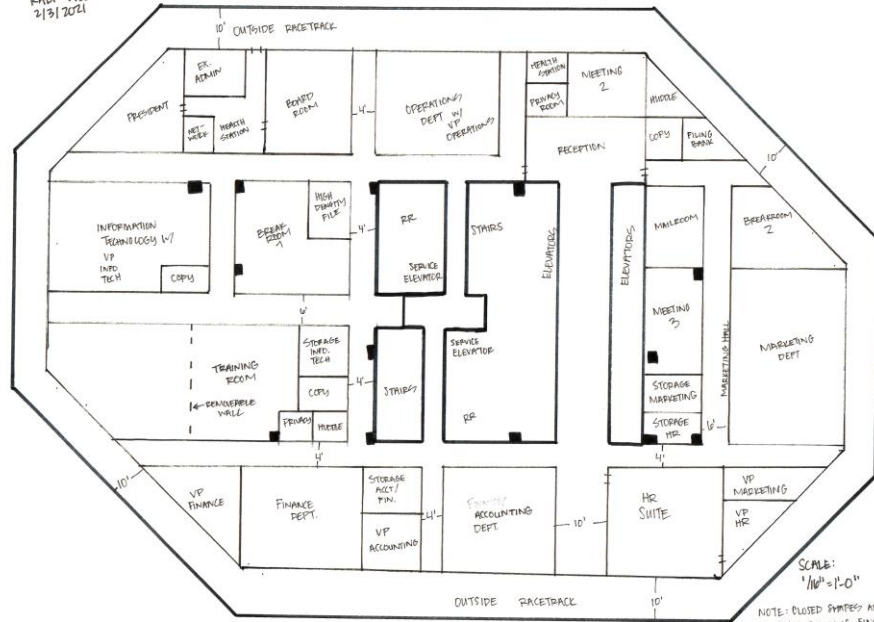


NOTES:

- HR NEAR ELEVATORS
- TRAINING THROUGH HR FOR SECURITY
- MAILROOM NEAR SERVICE ELEVATORS
- PRESIDENT NOT AS SECURE
- BREAKROOM GUARDED BY NON-EMPLOYEE ROOMS OR WALLS
- TRAINING ROOM FURTHER FROM VIBRATIONS FOR LESS DISTRACTIONS + MORE REDUCTION
- LOCKERS FOR EACH DEPT.

Preliminary Test Fit

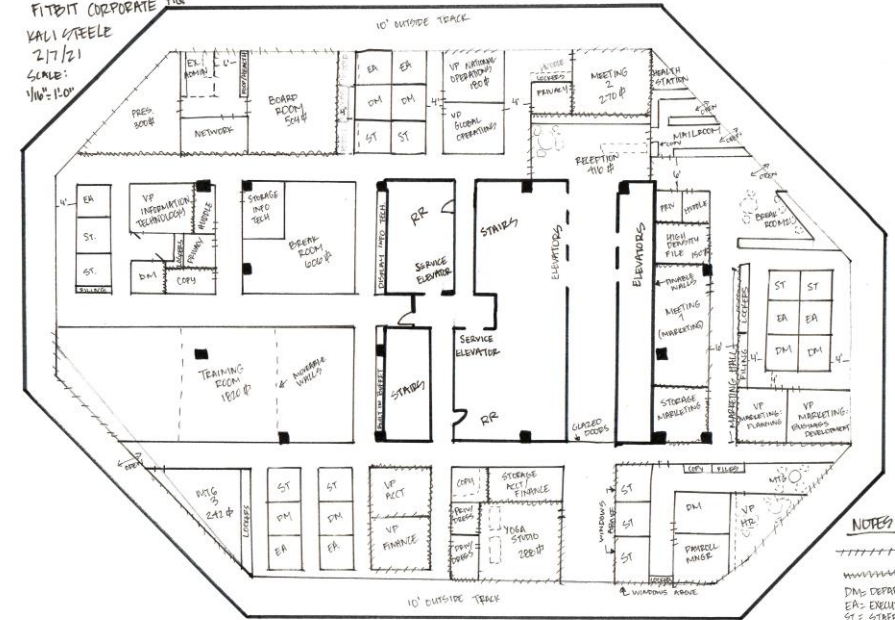
TEST FIT
FITBIT CORPORATE HEADQUARTERS
KALL STEELE
2/3/2021



SCALE:
1/8" = 1'-0"

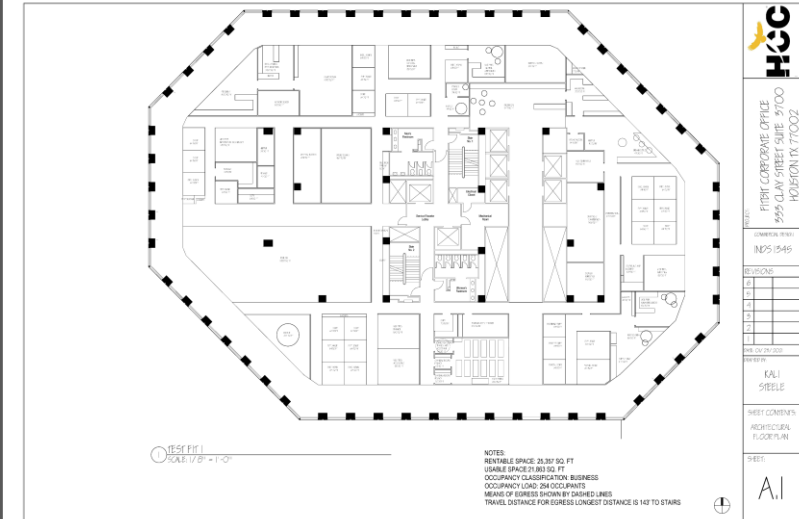
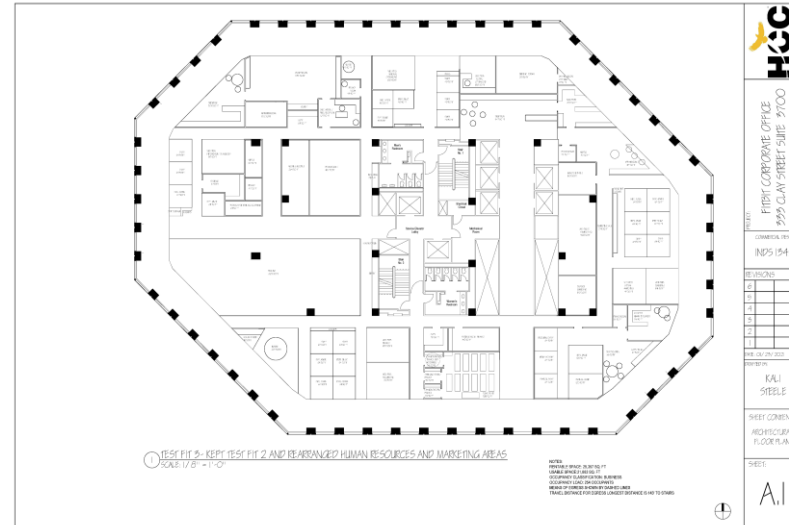
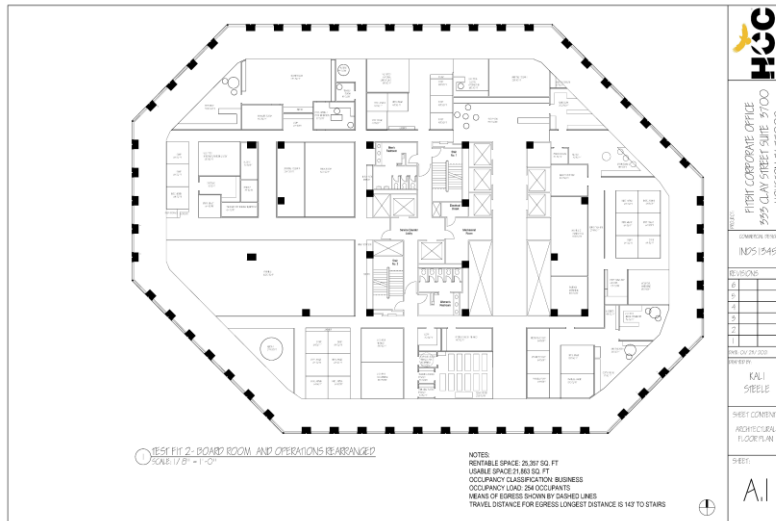
NOTE: CLOSED SQUARES ARE USED FOR OFFICE PLANNING. FINAL OUTCOME MAY NOT HAVE CLOSED SQUARES.

TEST FIT
FITBIT CORPORATE HQ
KALL STEELE
2/7/21
SCALE:
1/8" = 1'-0"



NOTES:

- ===== GLAZED WALL
- ~~~~~ = SOUND WALL
- DM = DEPARTMENT MANAGER
- EA = EXECUTIVE ADMIN
- ST = STAFF
- VP = VICE PRESIDENT
- () = FURNITURE/MILLWORK PLANNING



Preliminary Floor Plans