



Schoolhouse *of* Quality

ENRICHING COMMUNITIES FOR LIFE

PROCESS PRINCIPLES

Successful planning and design projects are guided by professionals who listen to customers and uncover their requirements. With this perspective, they can collaborate with and lead communities through the discovery of innovative solutions that address these requirements.

This takes time, energy and most importantly, patience and open-mindedness. In this context, The Schoolhouse of Quality is an invitation. We invite all of your customer groups to participate. Our rigorous and unique marketing research determines their values. Our process documents customer values through final solutions so you know the rationale for each aspect of the plan. We have used this thorough approach to build numerous facilities, on-time and on-budget. The following outlines the Process Principles of The Schoolhouse of Quality.



Since 1990, Steed Hammond Paul has used The Schoolhouse of Quality process for nearly a billion dollars of projects, including technology planning, facility renovations, new facilities and entire master planning efforts across the spectrum of educational levels (K-12 and higher education). This process has helped produce innovative designs, and has proven to be flexible in accommodating the changing needs and trends of school districts.

PROCESS PRINCIPLES

Customer Driven

Pre-Design Phase

In order to deliver a product that excites and delights customers, all planning solutions and design decisions must be rooted in the values of the customer. We identify all of the customer groups you serve and randomly select individuals from each of these groups to participate in focus groups and in-depth individual interviews. This research uncovers unique customer/community values (not premature solutions) as they pertain to the specific application of the process. The next step is to complete quantitative research to determine what priority your community places on each value and how well you have performed against each value in the past. This is accomplished using various methodologies, including telephone and written surveys.

Team Led Design

Schematic Design Phase

Having multiple perspectives to solve planning and design issues based on customer values leads to creative solutions unique to each situation. Directed by our team leaders with a focus on community values, interdisciplinary groups of 5-15 people brainstorm and build consensus on the best solutions for your community.

Visual Documentation

Design Development Phase

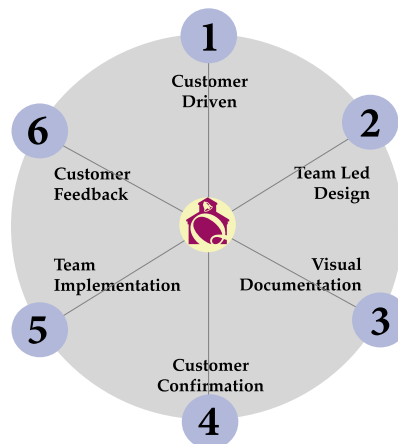
Visual imagery helps team members understand architectural concepts and how they address customer values. As part of the architectural design development effort, we use a variety of visualization and

modeling techniques to illustrate various concepts and how they address community values.

Customer Confirmation

Construction Documentation Phase

Through various marketing research techniques, we provide feedback during design development to ensure that customer requirements are clearly translated into architectural solutions, and to determine which solutions have the highest degree of community support and why. Customer reactions to visual representations of what a building will look like, how it will function and construction materials to be used, builds confidence that money for the building is being invested and managed wisely.



Team Implementation

Design Construction Phase

Total team coordination is necessary to integrate community values into the construction details of a project. For this reason, we include our construction administration staff early in the process. We track project team satisfaction and progress throughout this segment of the process.

Customer Feedback

Post Occupancy Evaluation Phase

Listening to the voice of the customer continues even after the building is complete. We go back to customer groups representative of those who participated originally and measure our performance against the customer values that were defined in the beginning of the project. This proven research methodology provides valuable input on overall performance, tracks how well community values have been translated into solutions and adds strategic focus to issues requiring continuous improvement.

Summary

The Schoolhouse of Quality is a comprehensive systems approach to design development in the educational marketplace. Although there are other planning processes used in the marketplace, the Schoolhouse of Quality differs from other planning processes in the following ways:

- Provides bottom-up, community-based concept development vs. narrowly focused concept testing only
- Built upon objective marketing research foundations
- Brings order to the diverse voices in your community
- Allows for customer satisfaction tracking during project life cycle



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