



**Designing  
for  
Human Behavior**

*presented by Joe Agati*

**AGATI**  
FURNITURE









1986

Now





# Human Behavior



So why do we  
care about this?

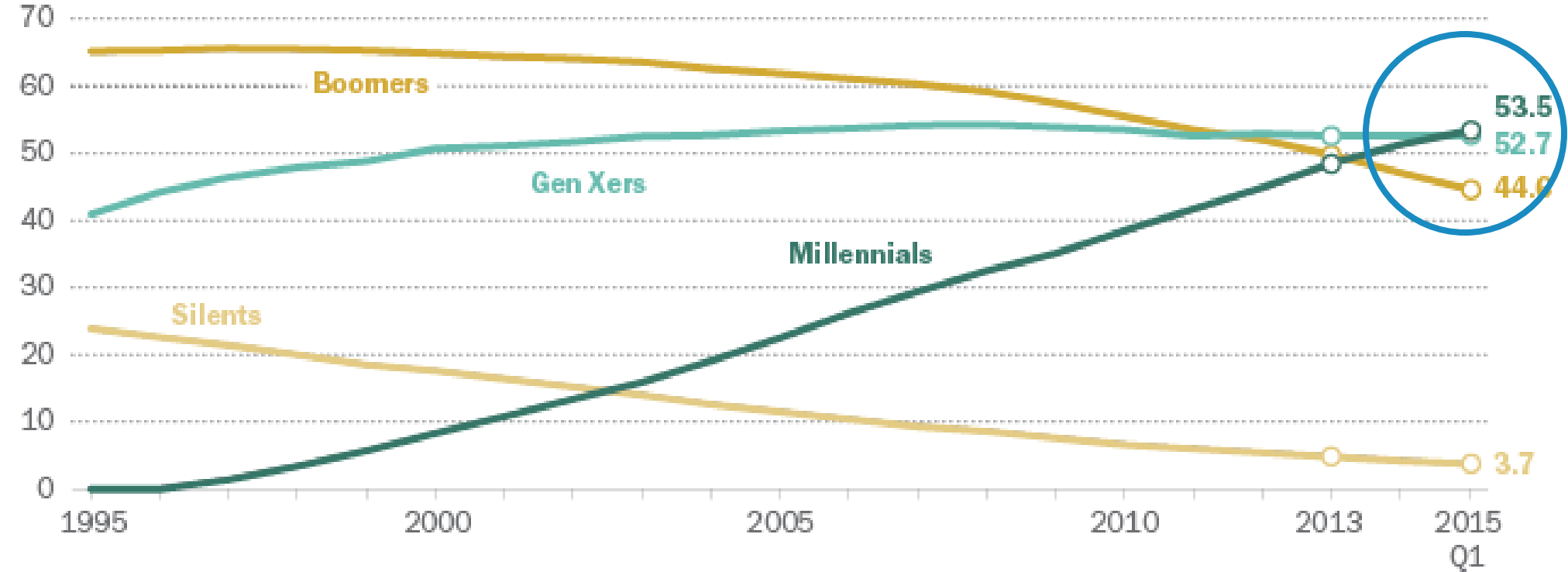


Mental Health  
or  
Wellness



# U.S. Labor Force by Generation, 1995-2015

*In millions*



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

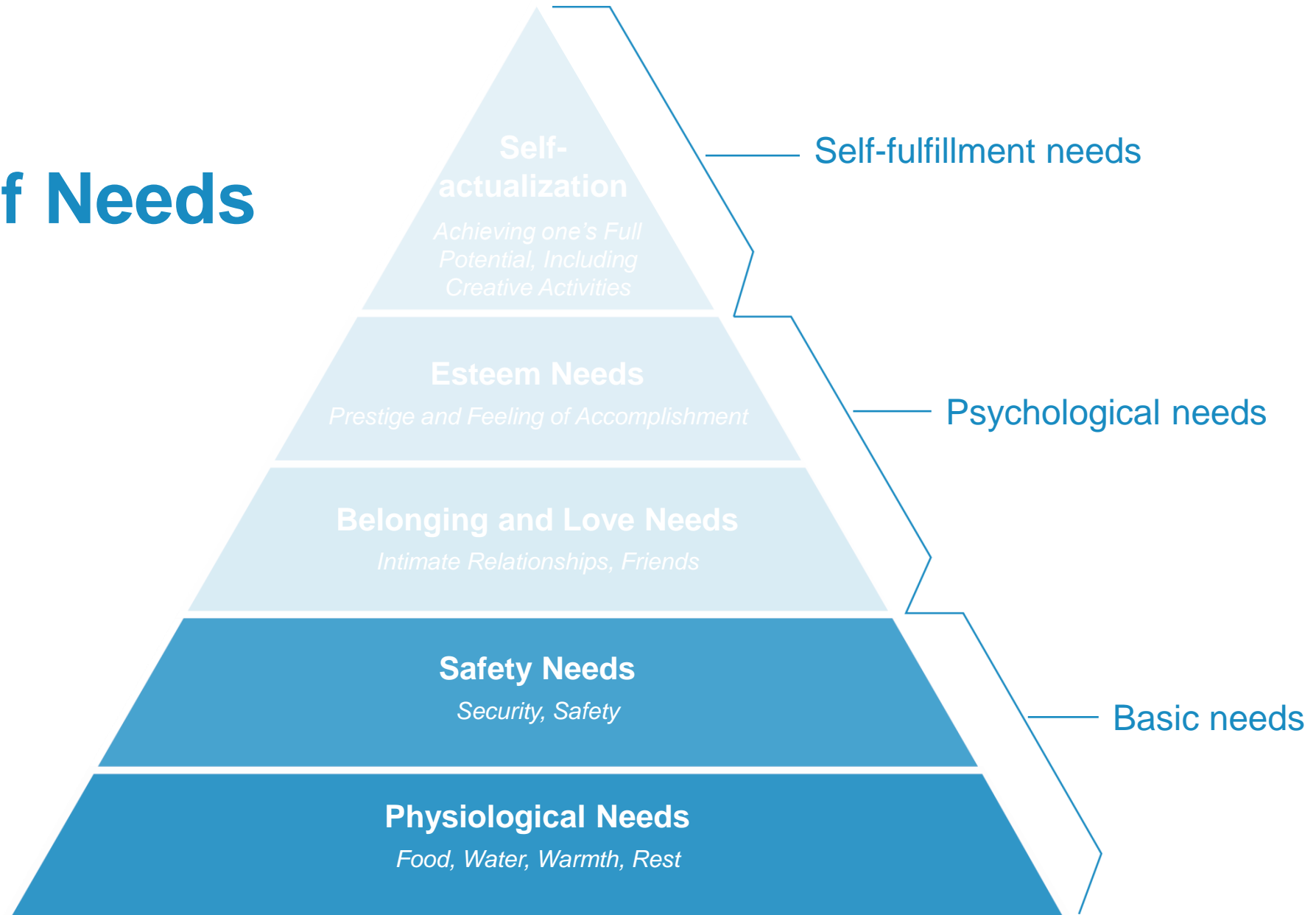
Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER



# Peace of mind

# Maslow's Hierarchy of Needs





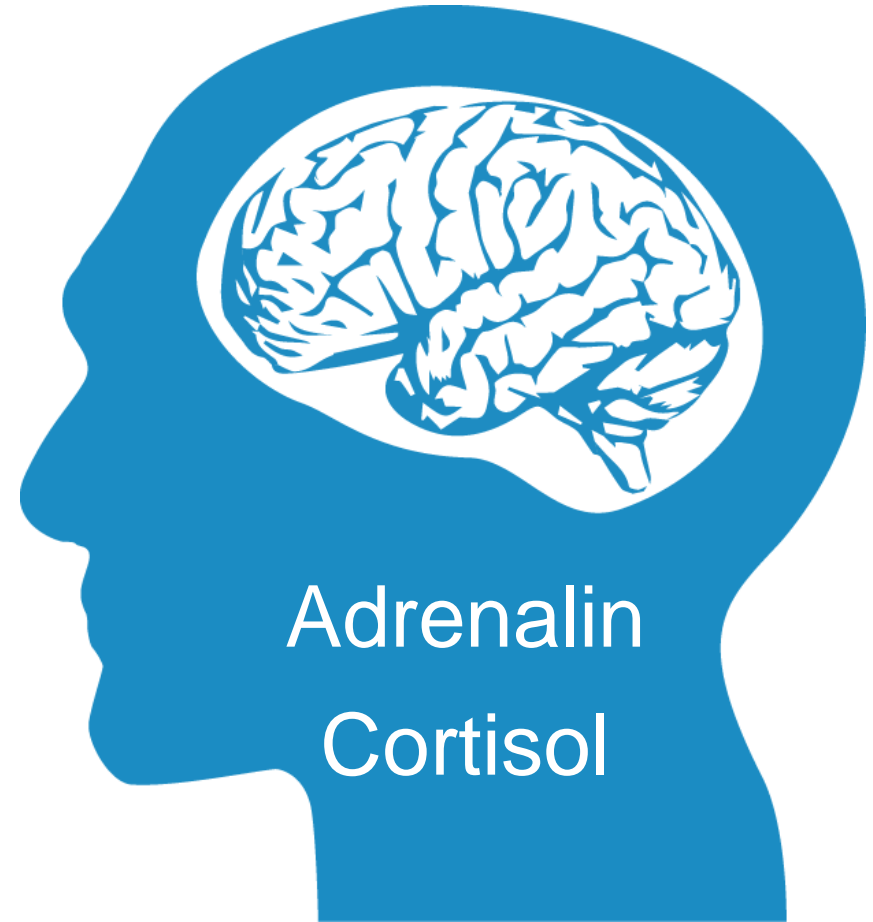


# Survival





**Stress**

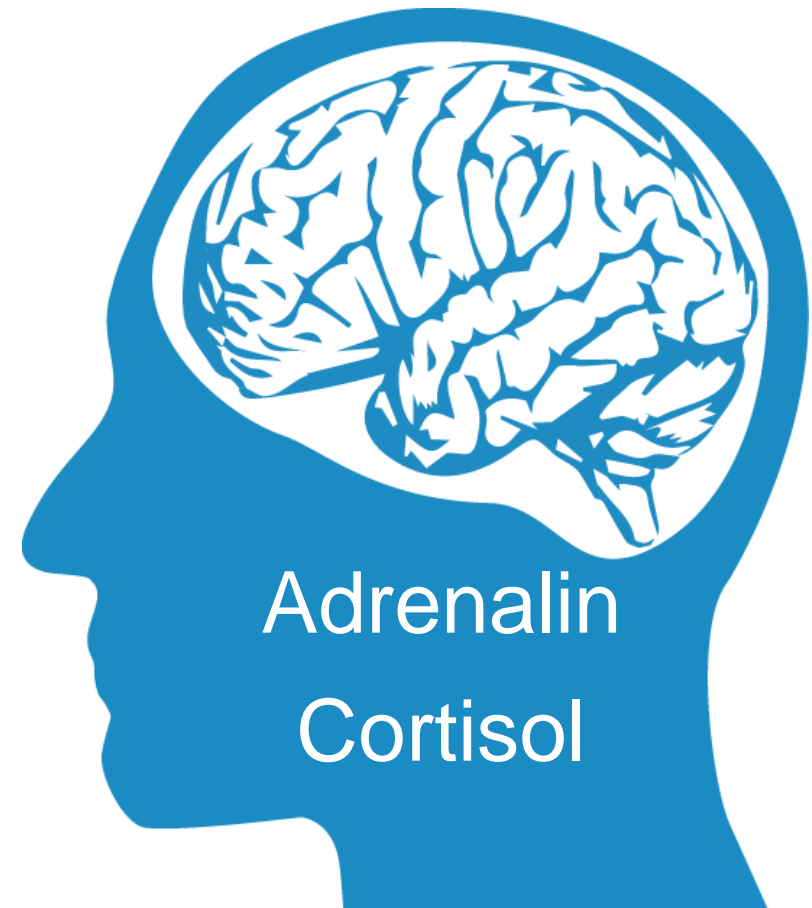
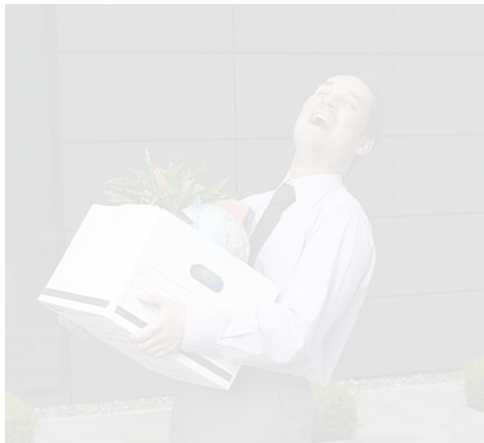








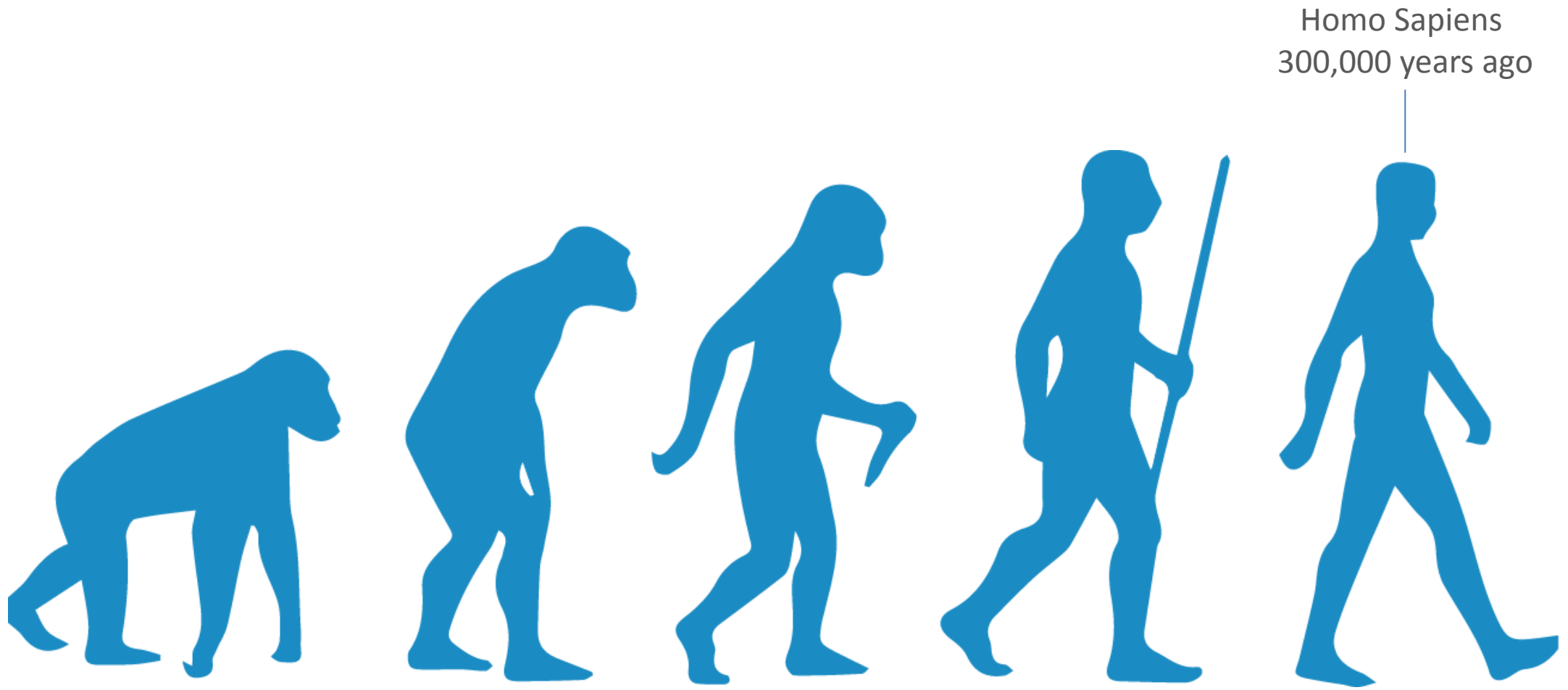
# Stress



Adrenalin  
Cortisol



# Survival



Homo Sapiens  
300,000 years ago

Time

4M year Ago

Now

# Technology



2001

2016

# Communication



1998

→ 2016



Human  
Behavior

Time

# Work Strategy Stays the Same



University of Florida Smathers Library



North Park University

2006

→ 2016



So why else do  
we care about  
this?

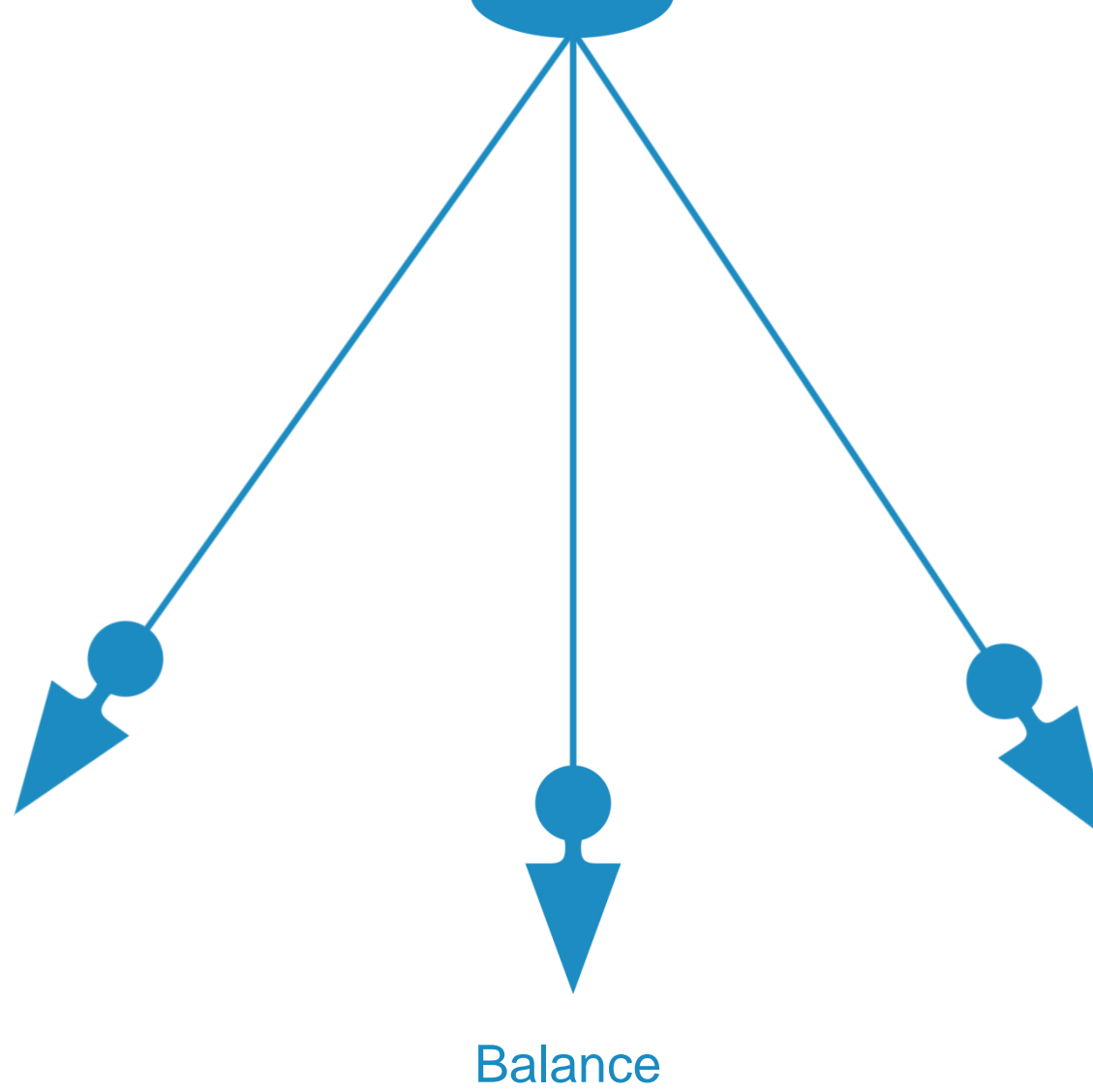


Increase Utilization

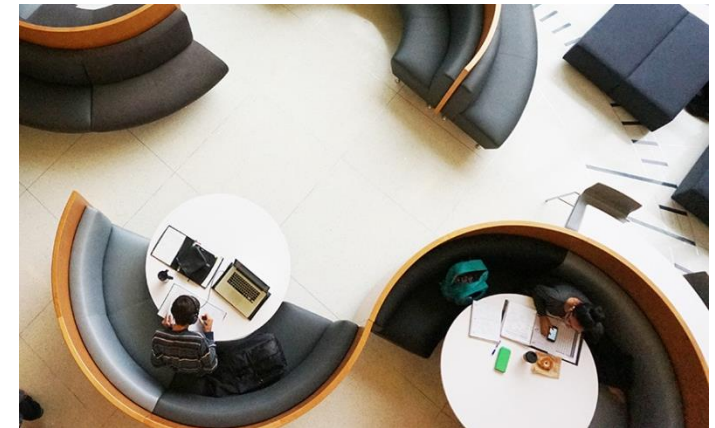
Hold Aesthetic

Not Waste Money

Very Open



Very Private  
(group)





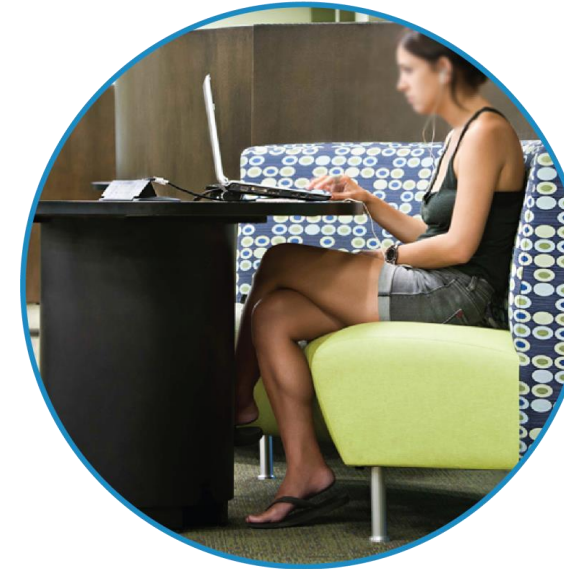
# 3 Elements



*Space*



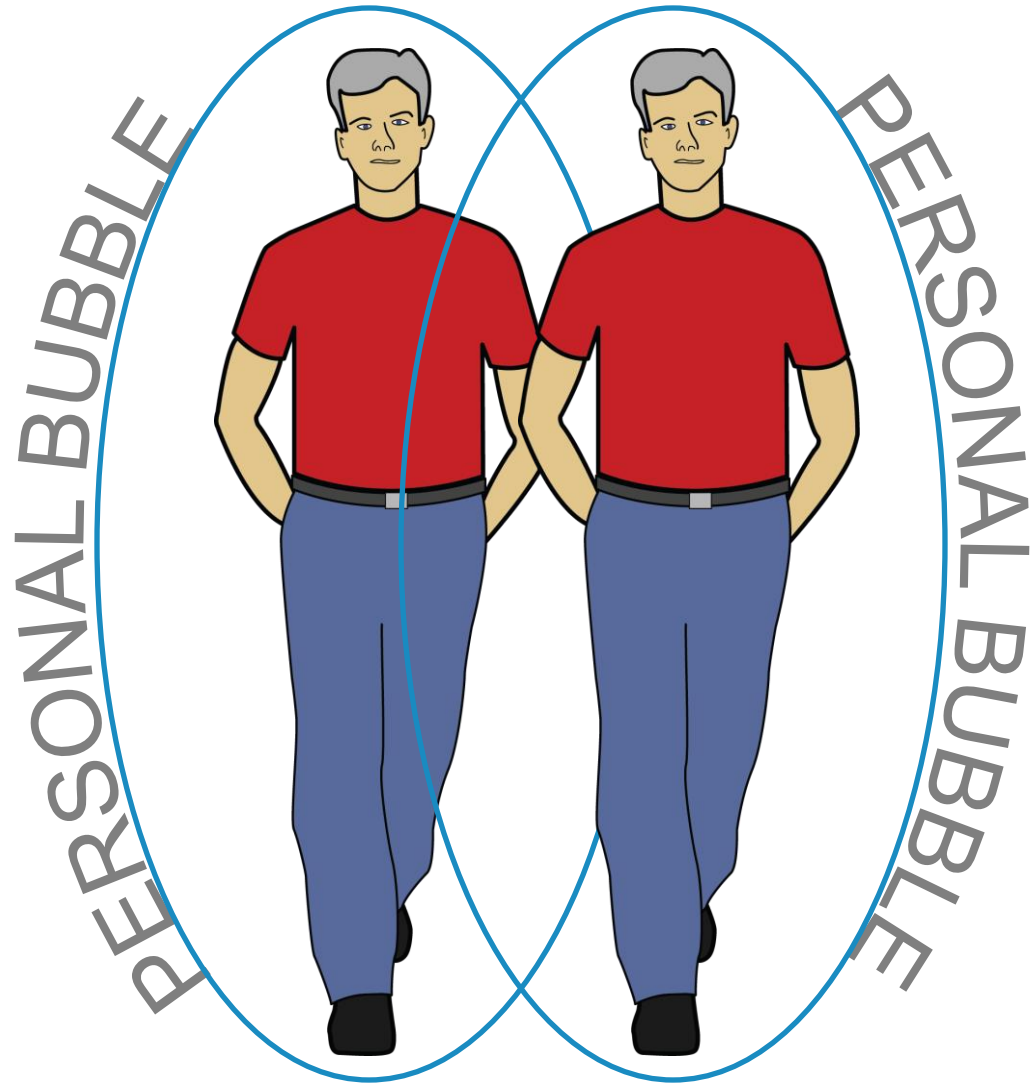
*Haven*

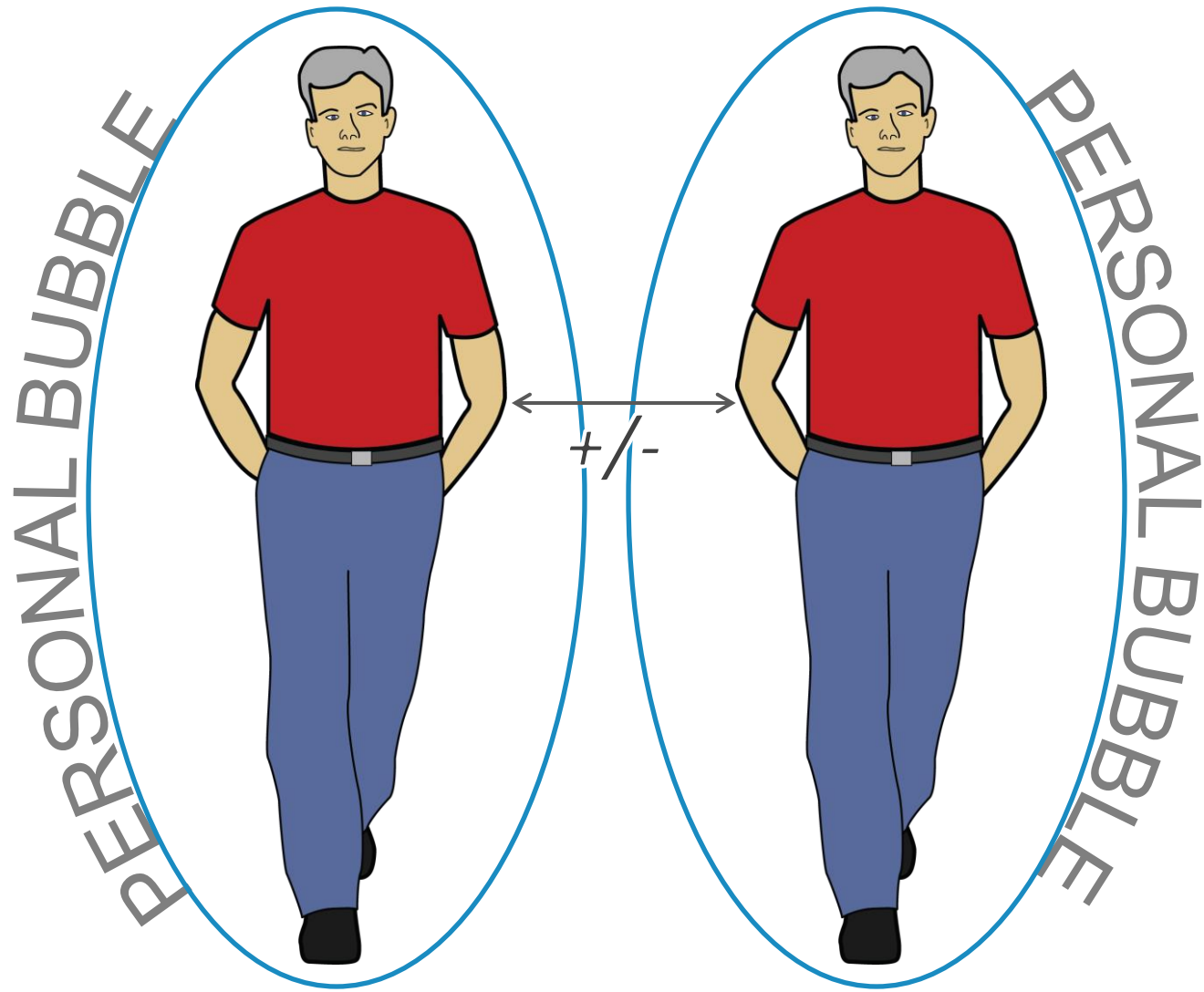


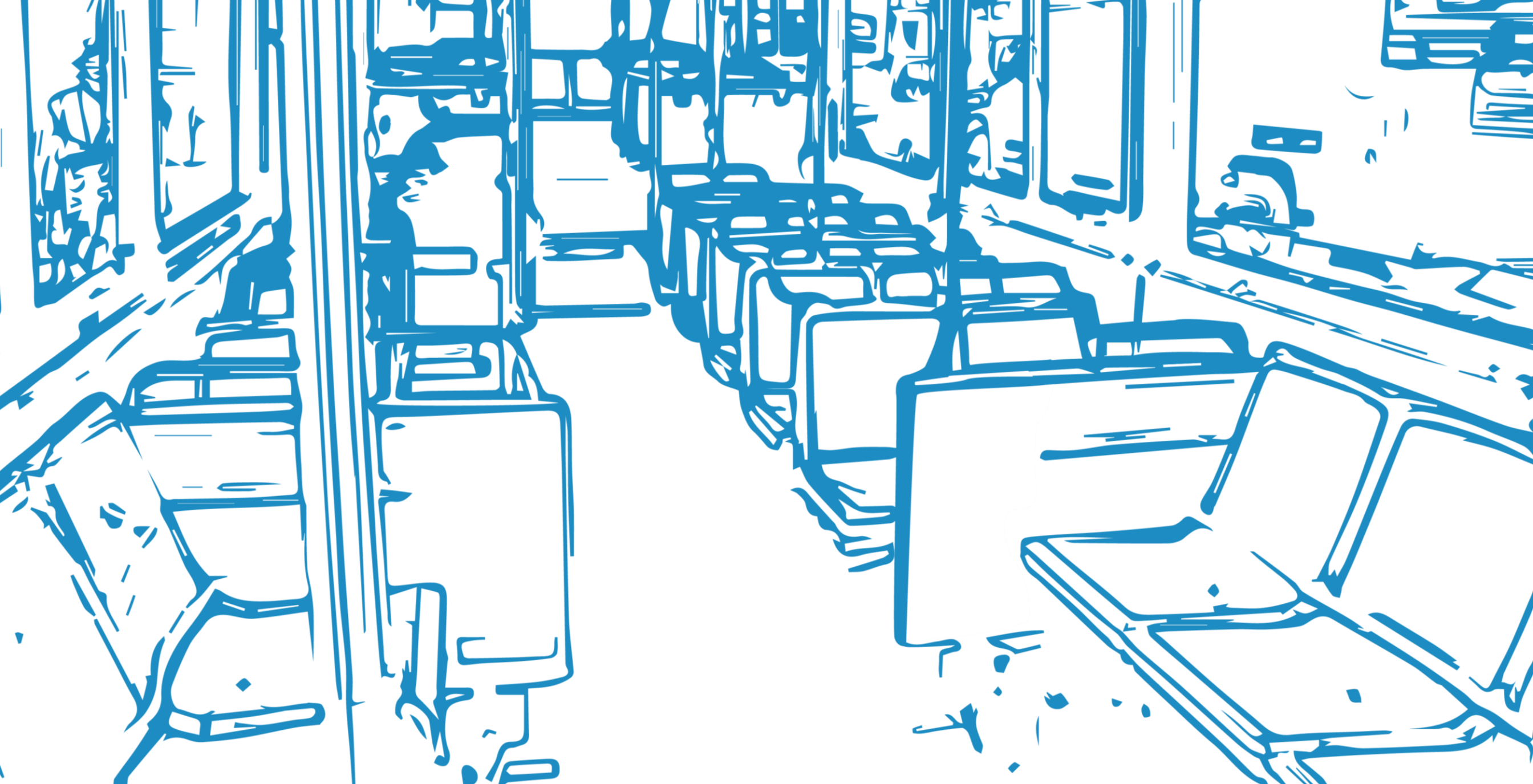
*Comfort*



*Space*



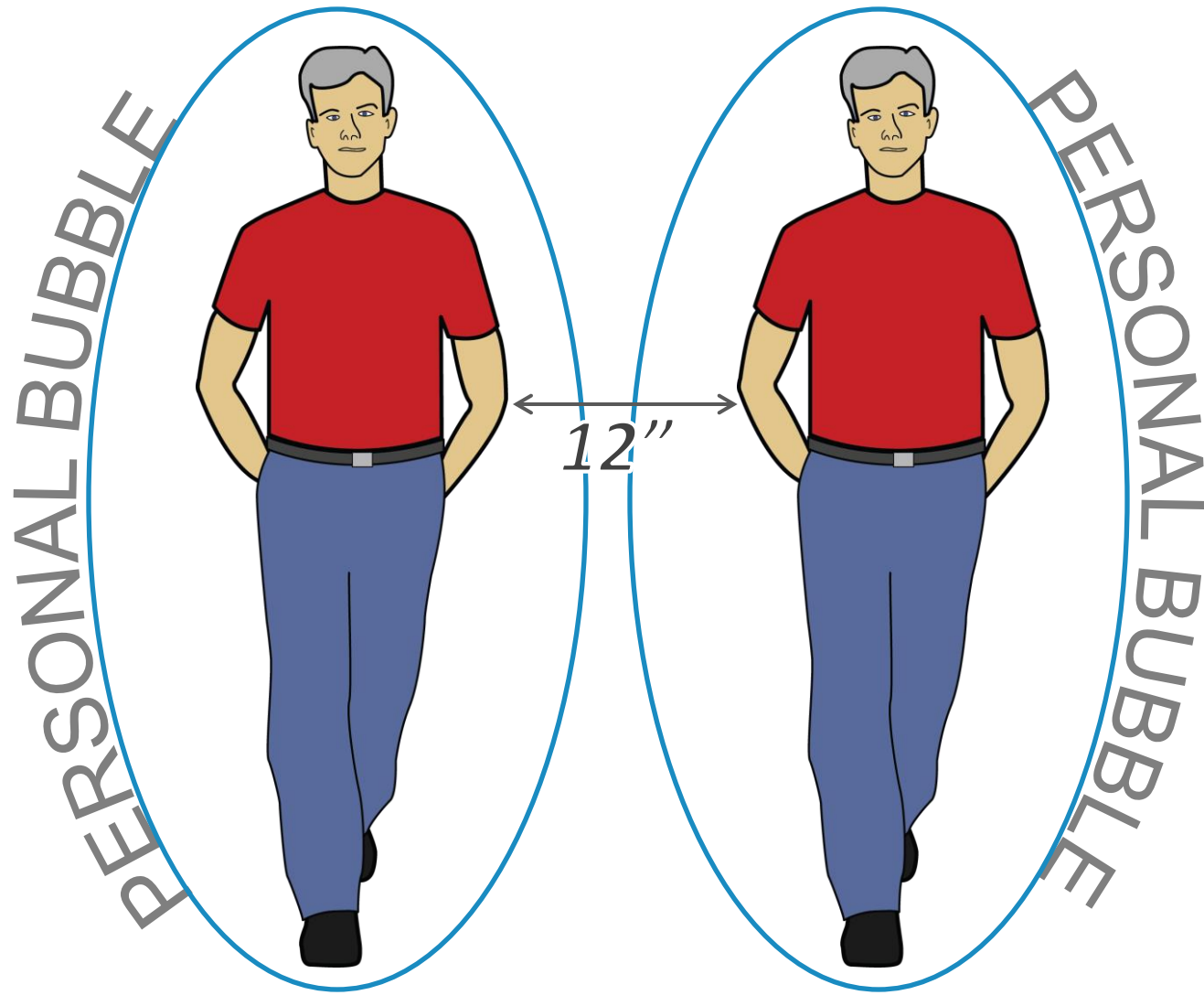














# *Tables*

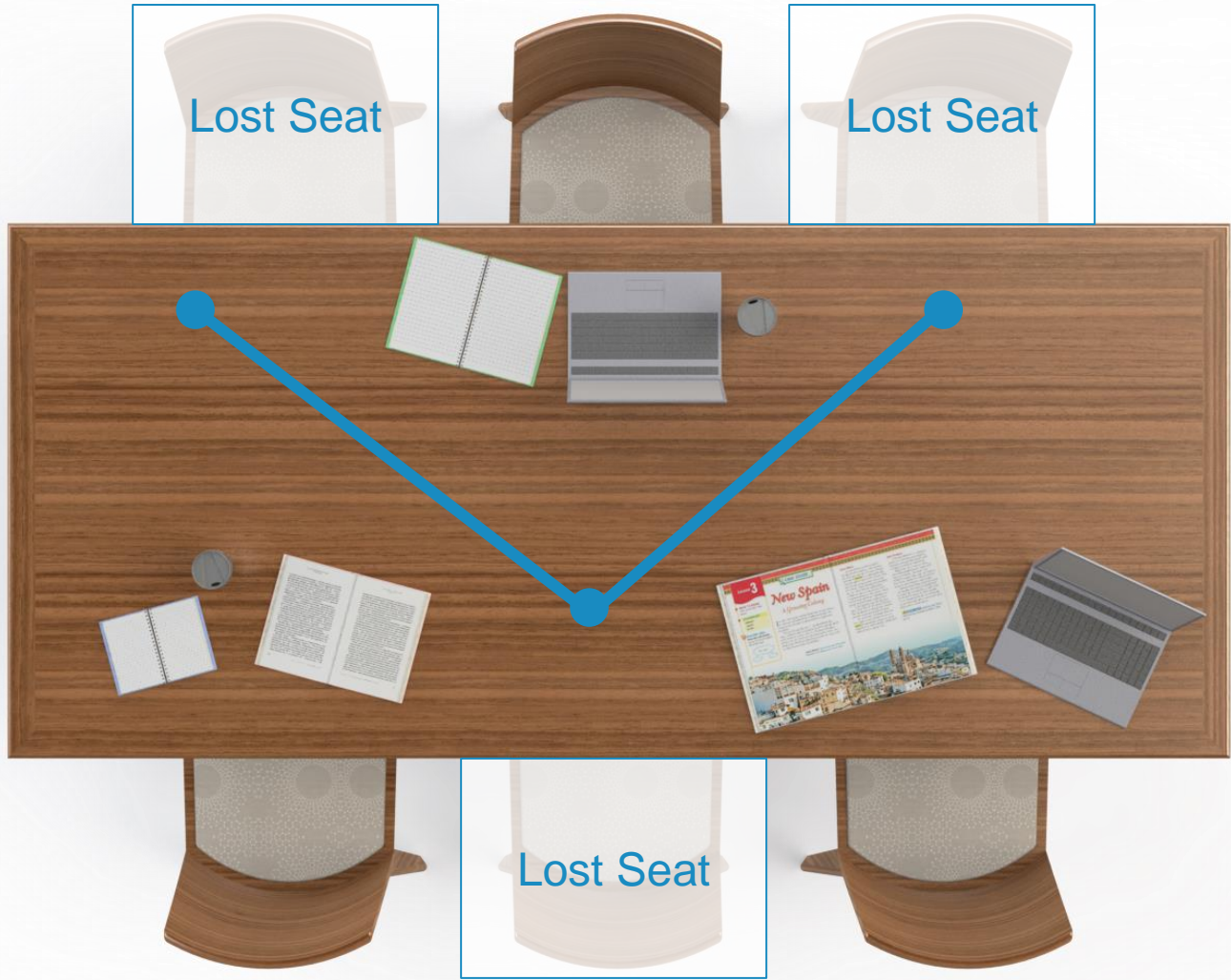




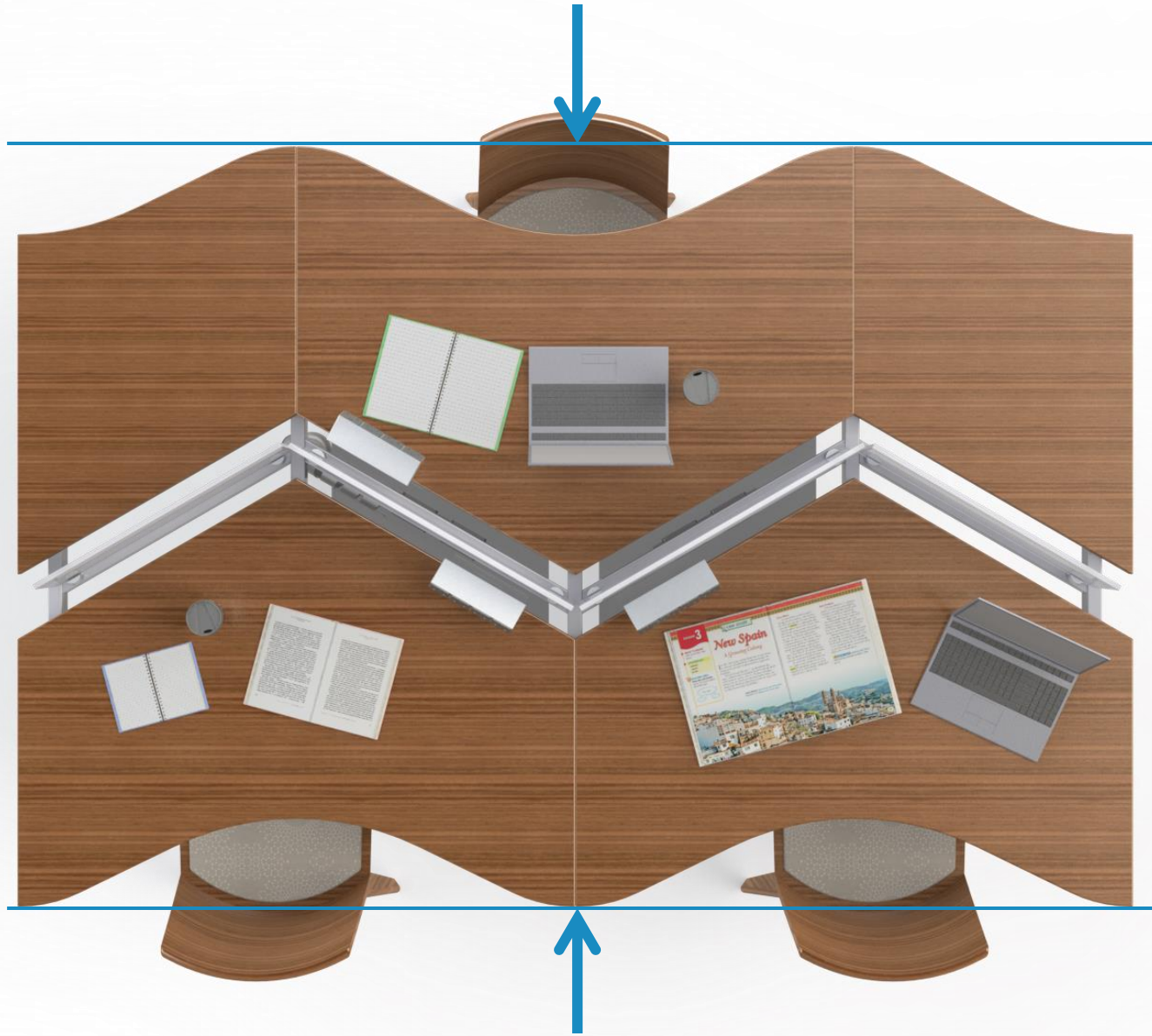


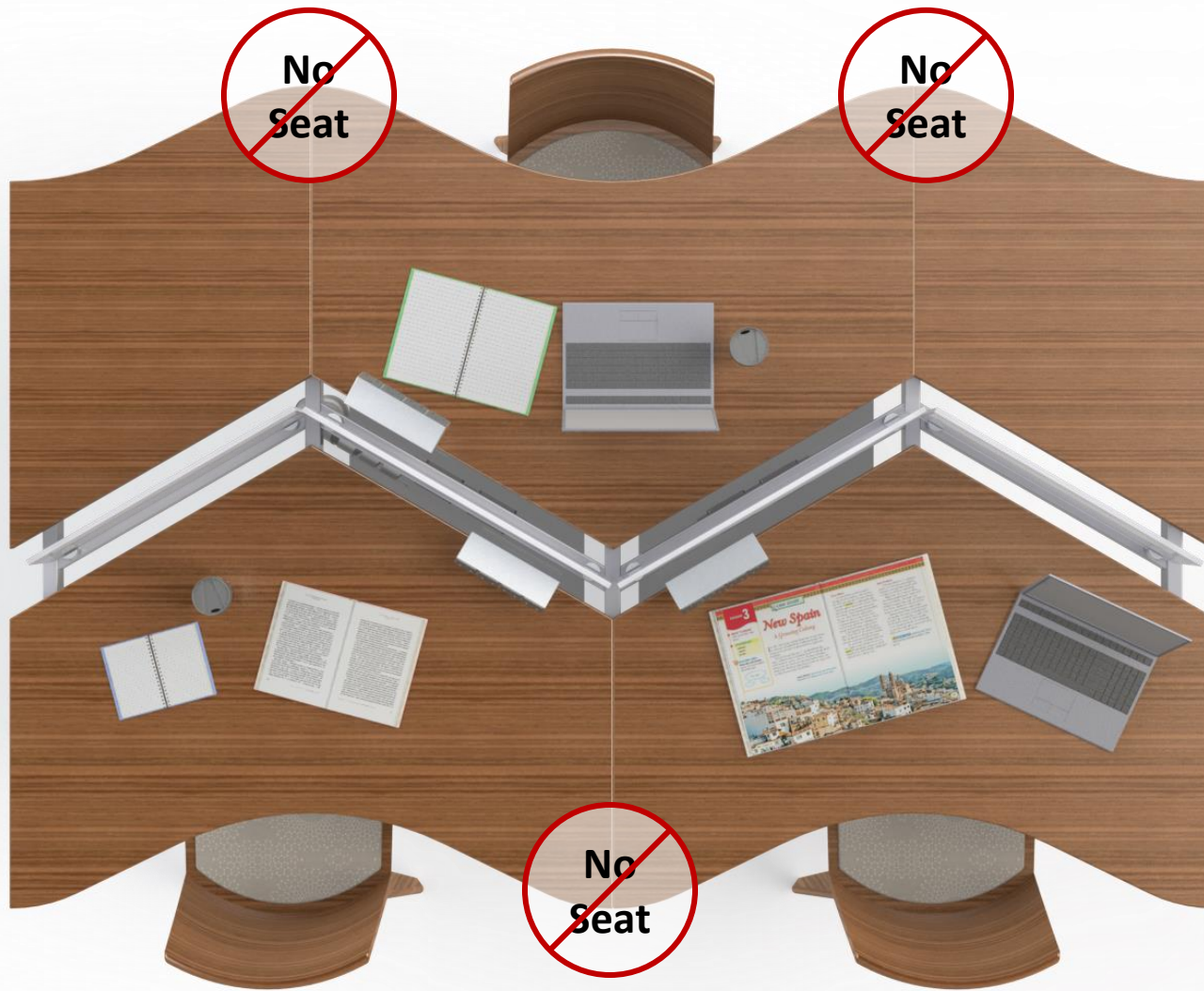


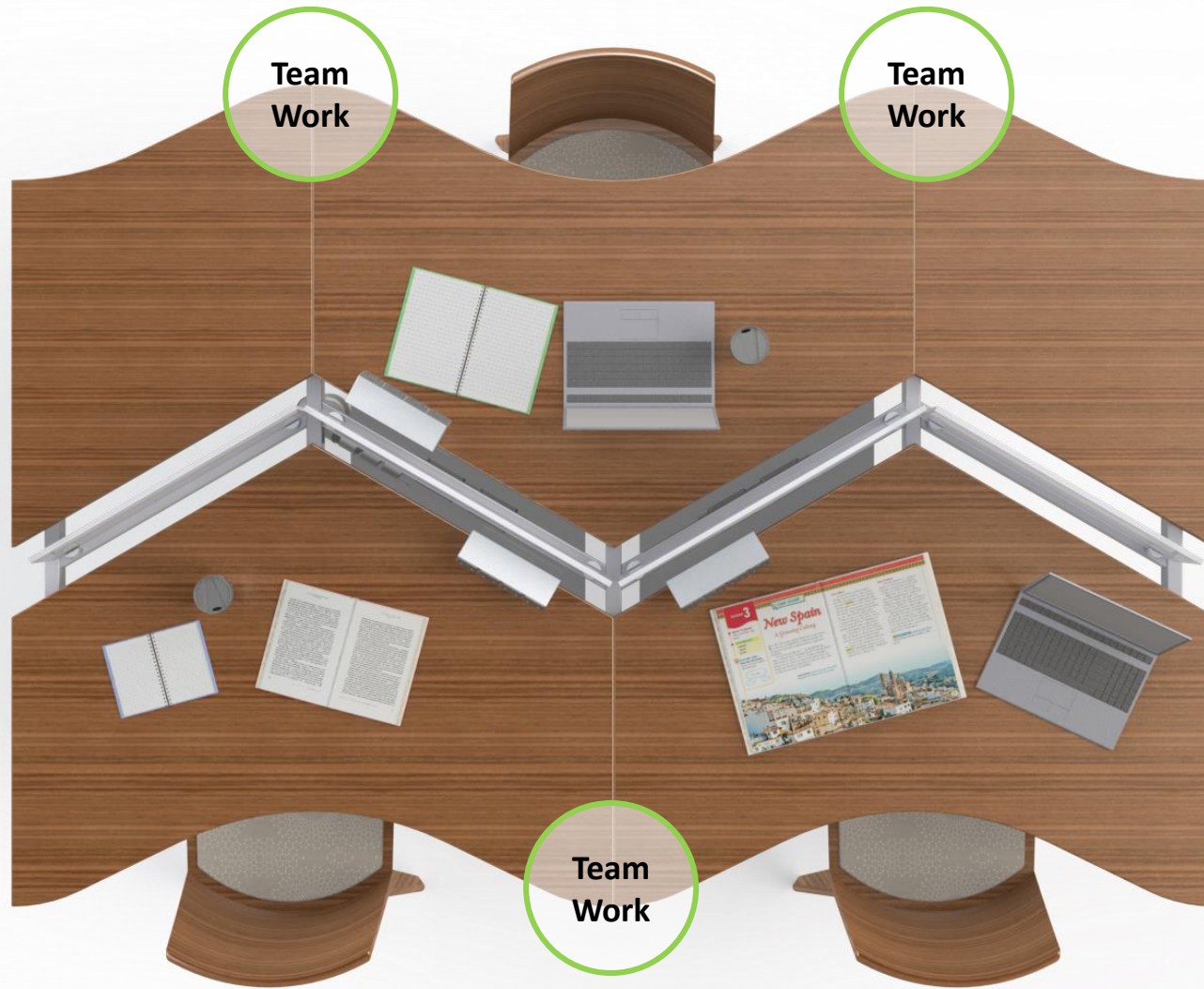










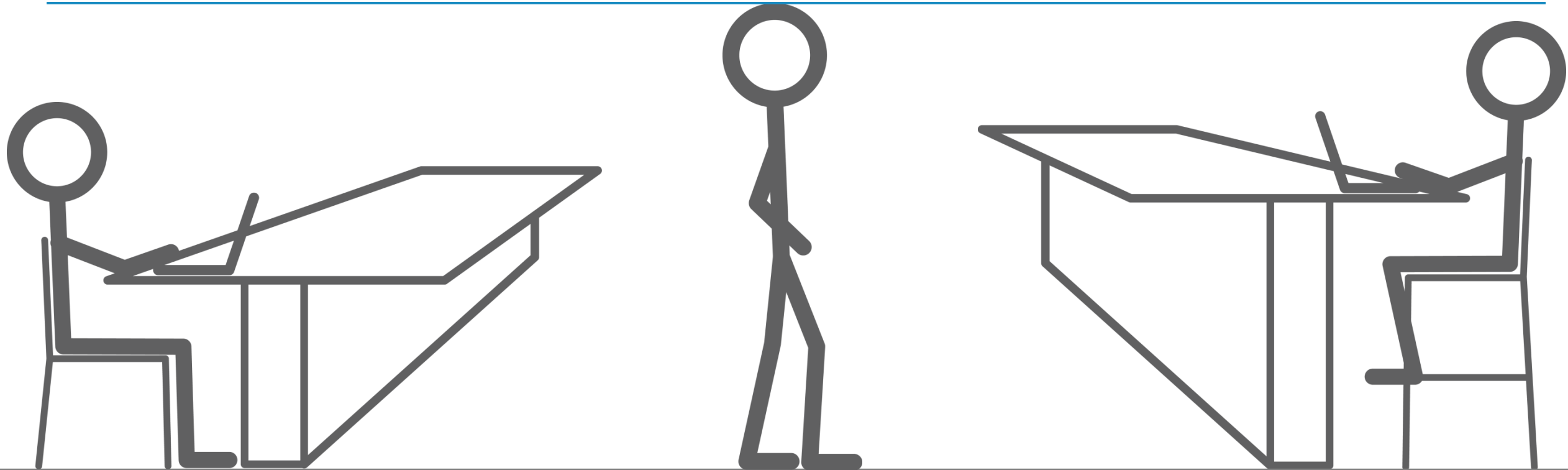




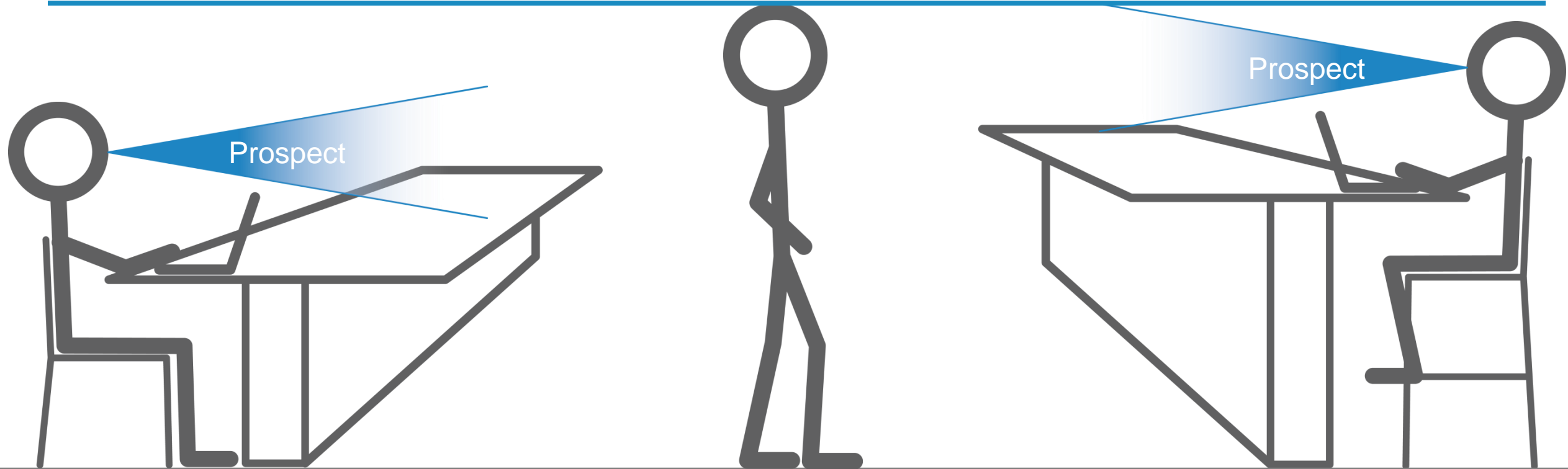


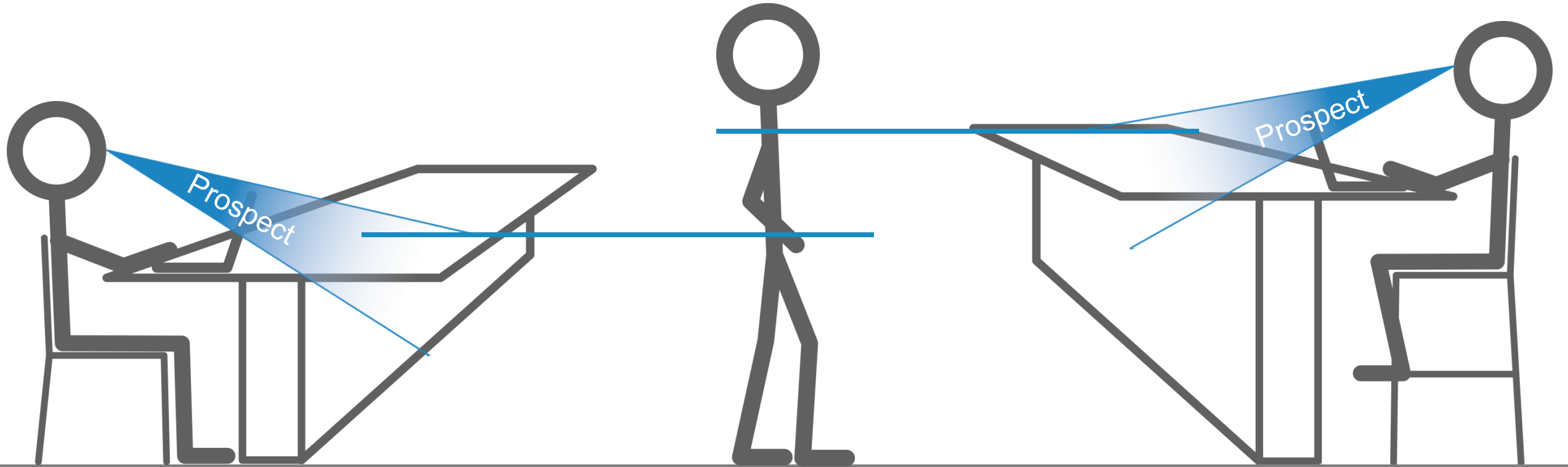
# Tables

(high)

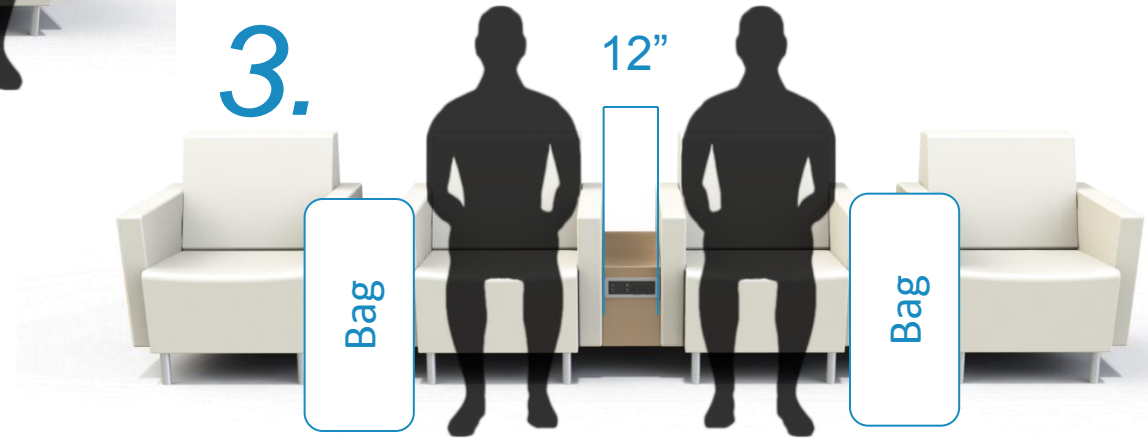
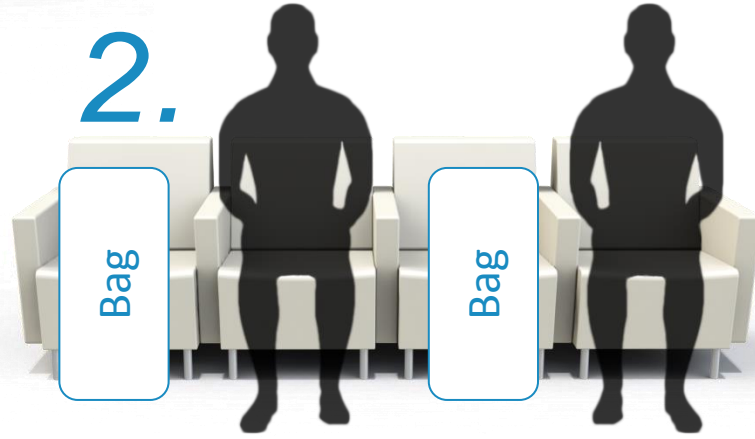
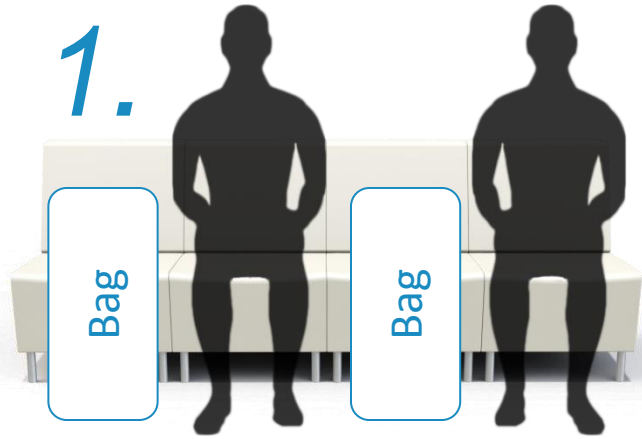


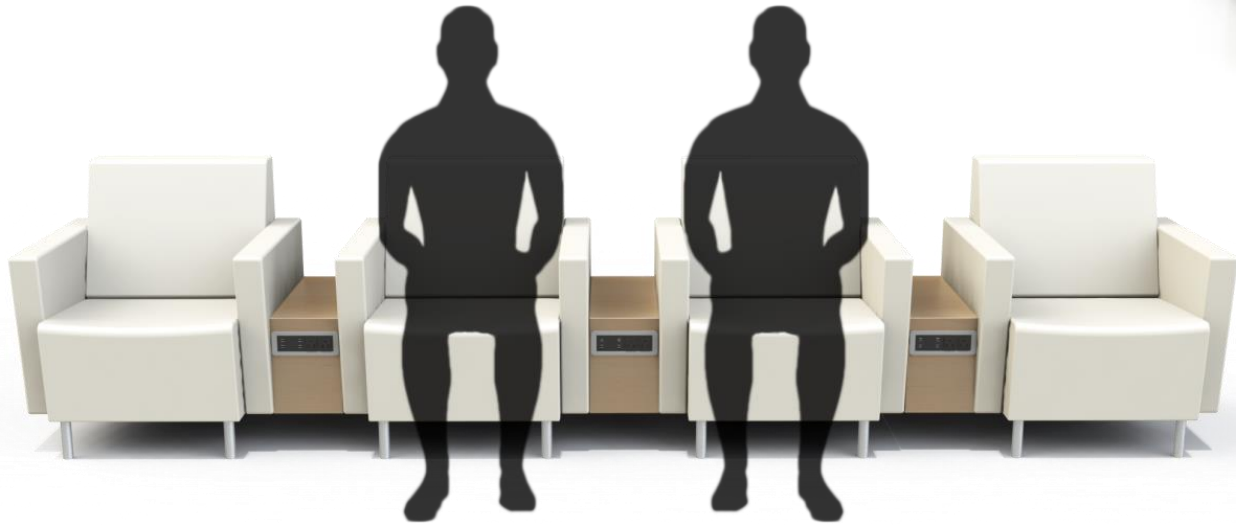


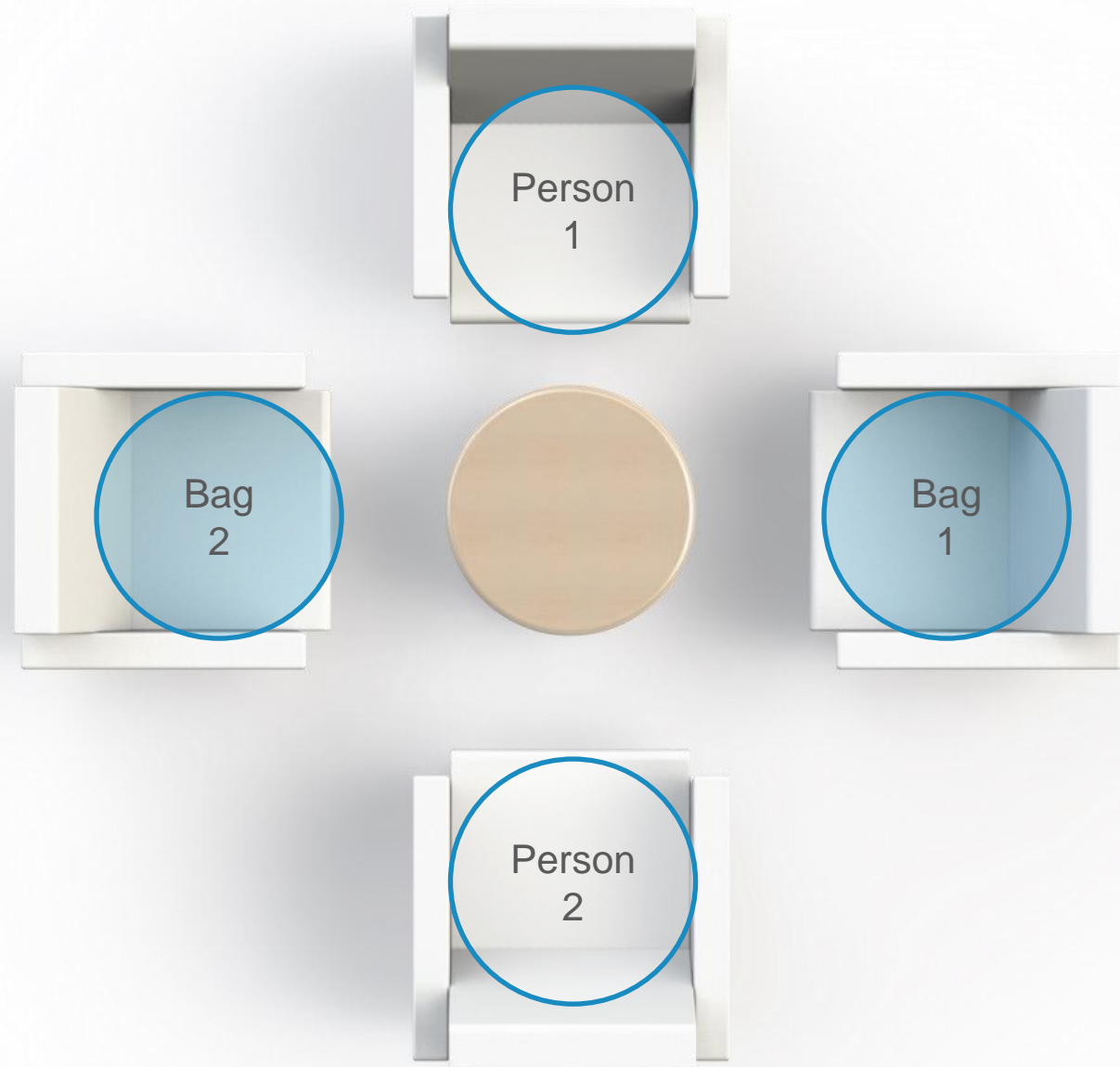




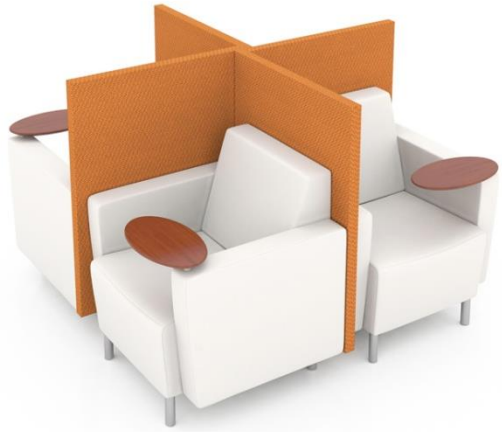






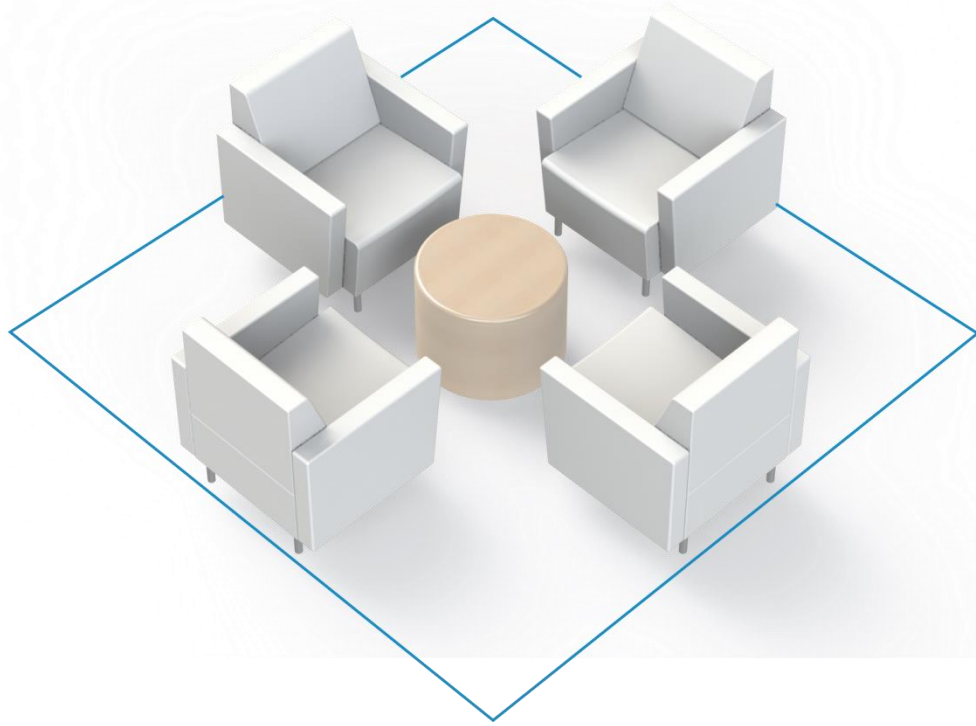




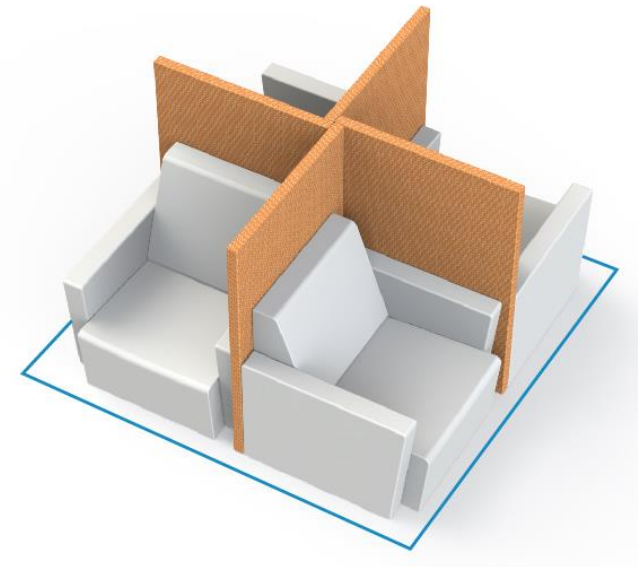




80 Square Feet



30 Square Feet





*Haven*





*University of Florida Smathers Library*



*North Park University*

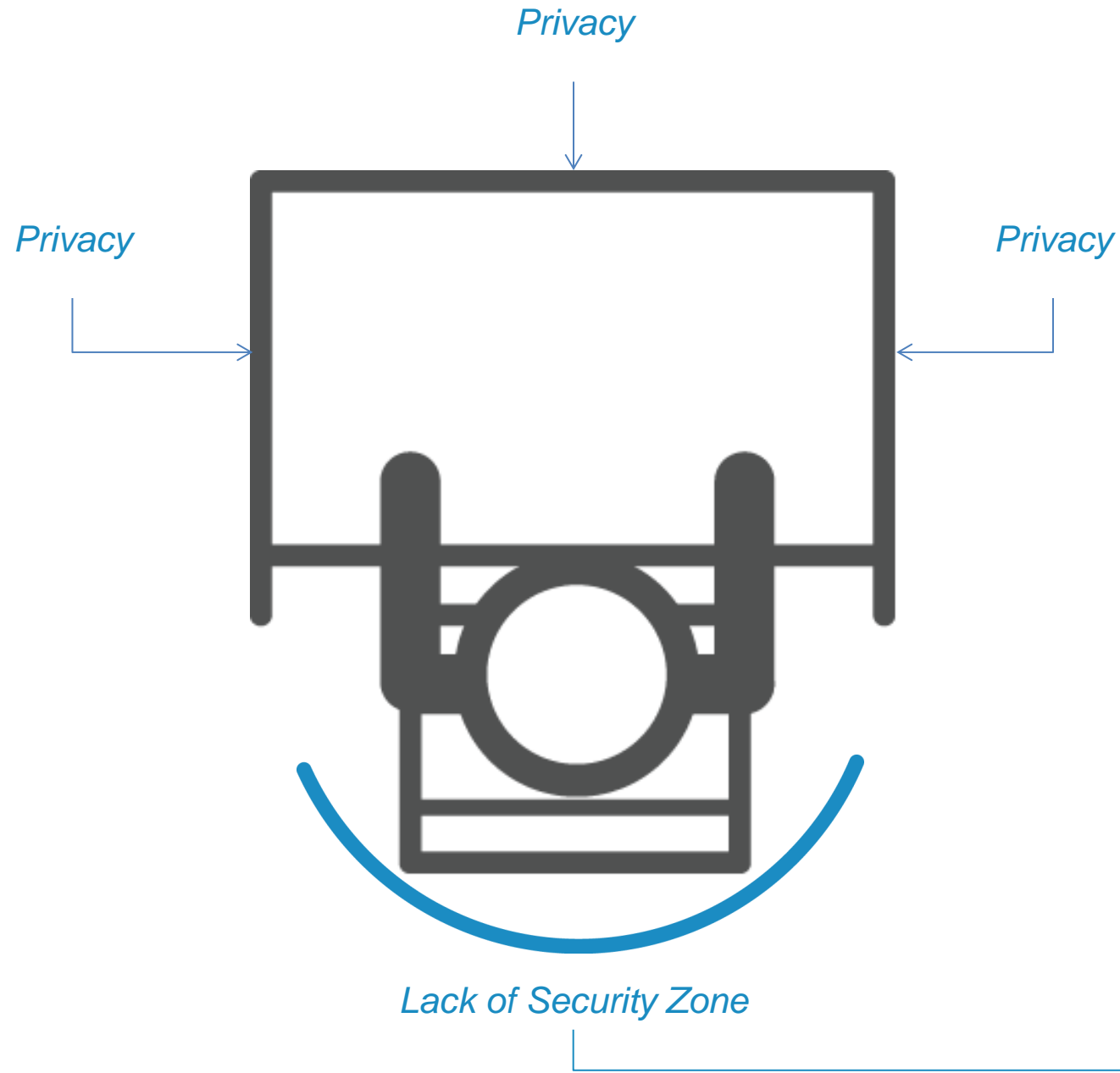
2006

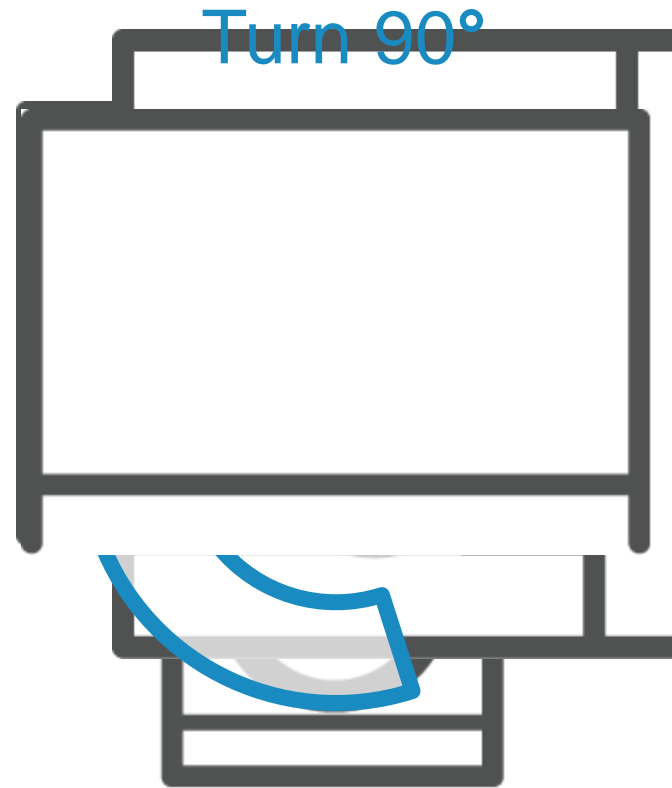
→ 2016

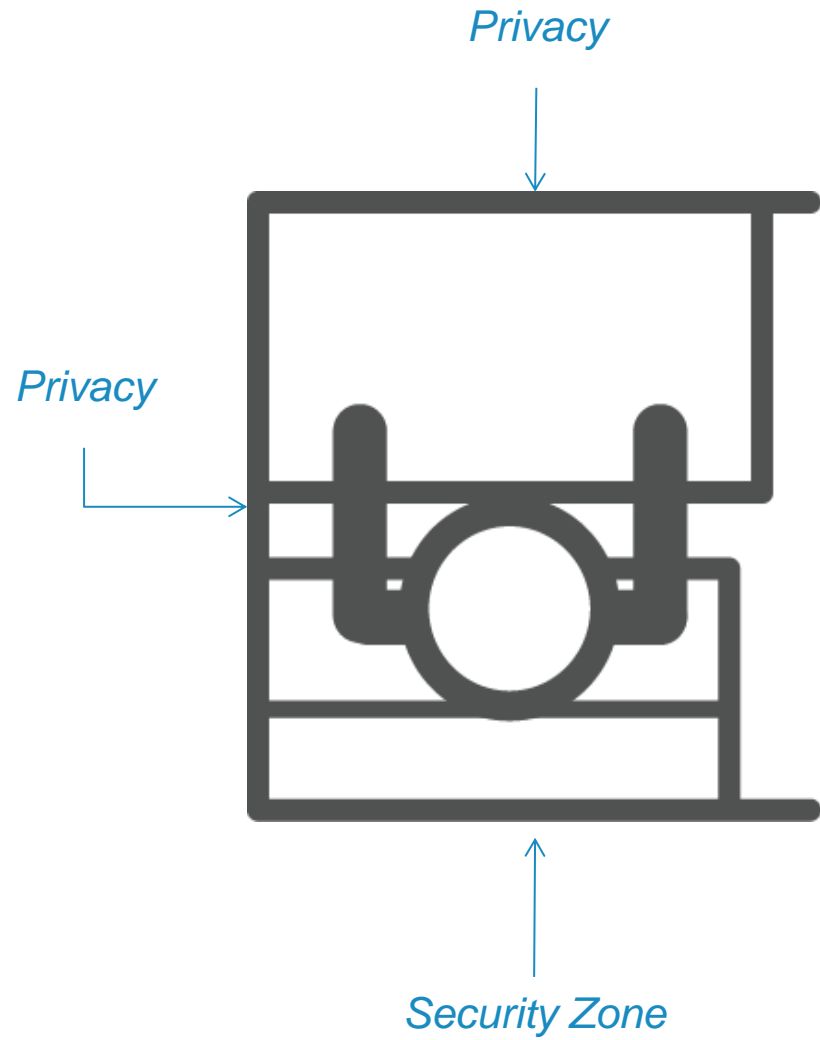


Why are people choosing these products?

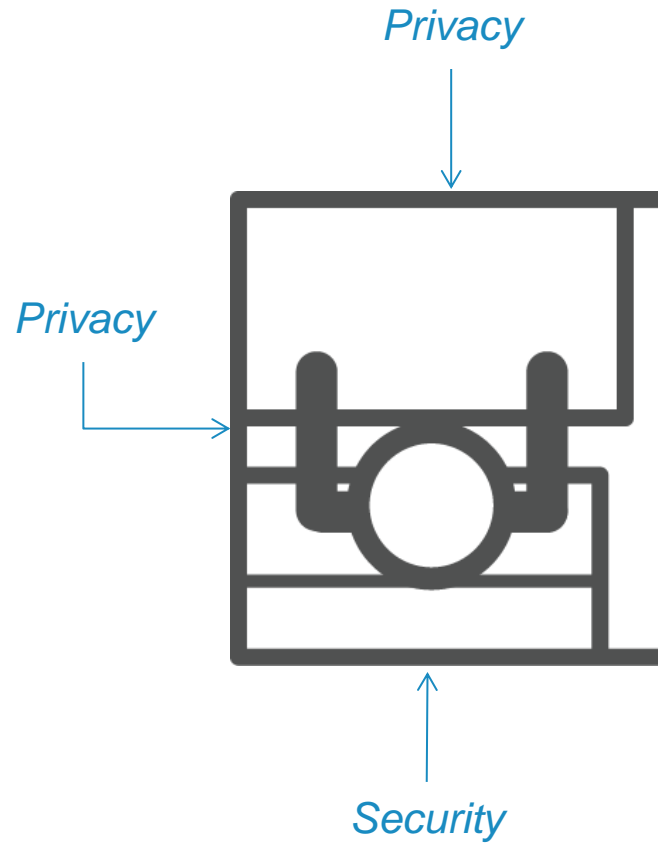
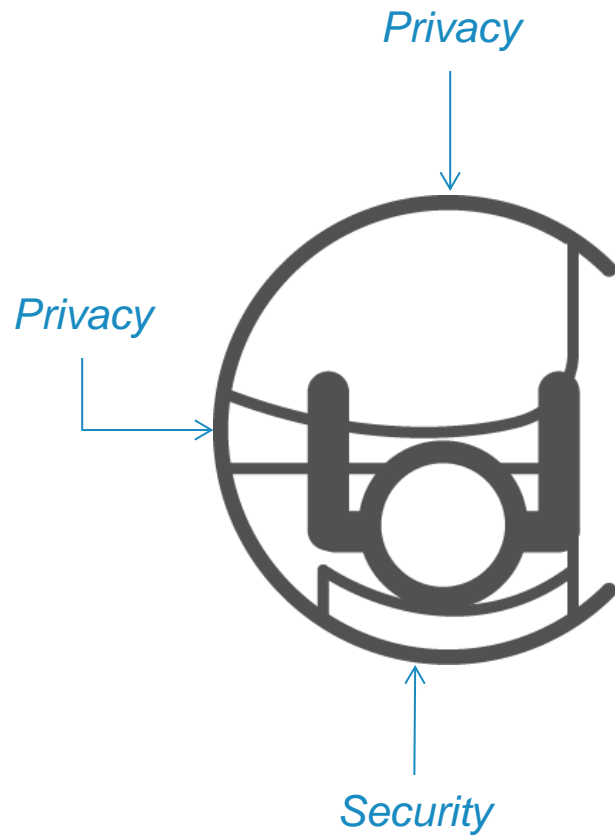


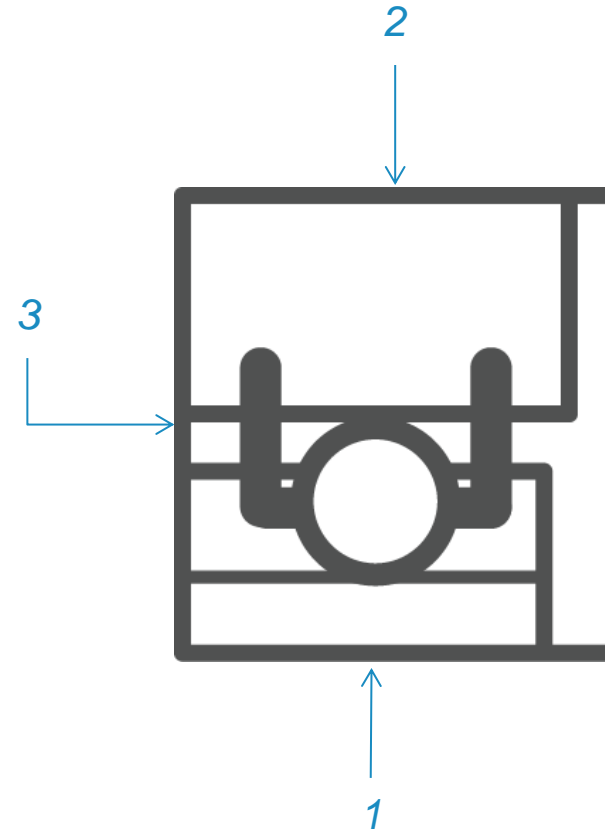
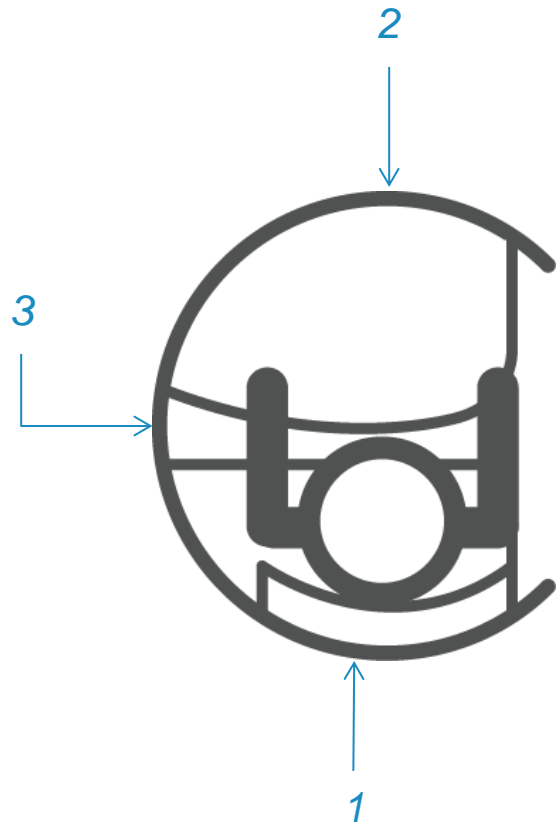














Zone of Security

39" - 48"





*Comfort*

*Lounge*



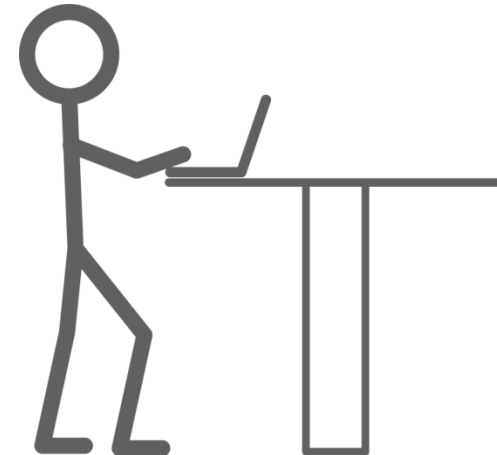
*Work/Lounge*



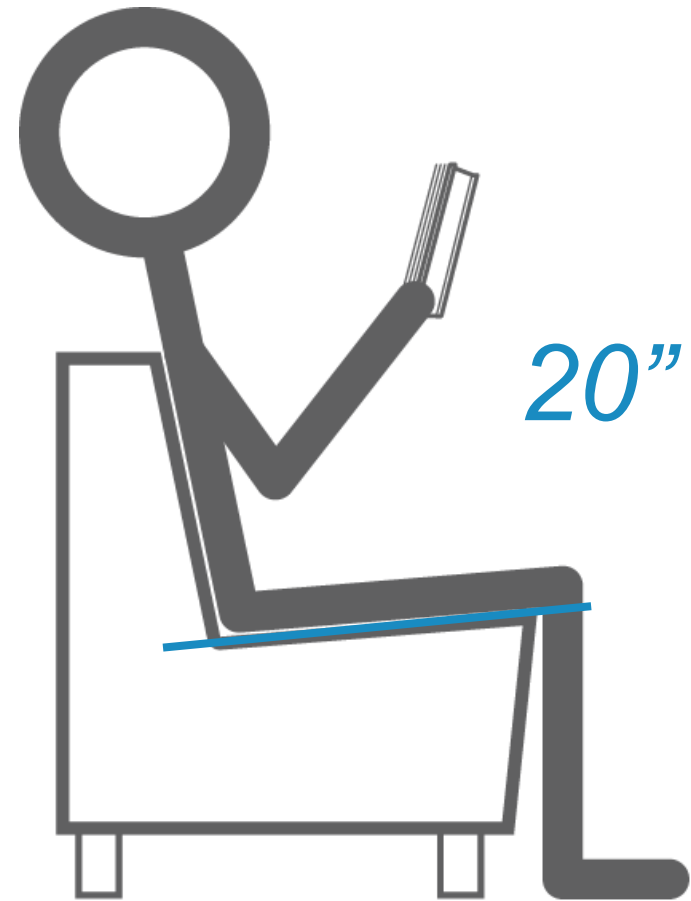
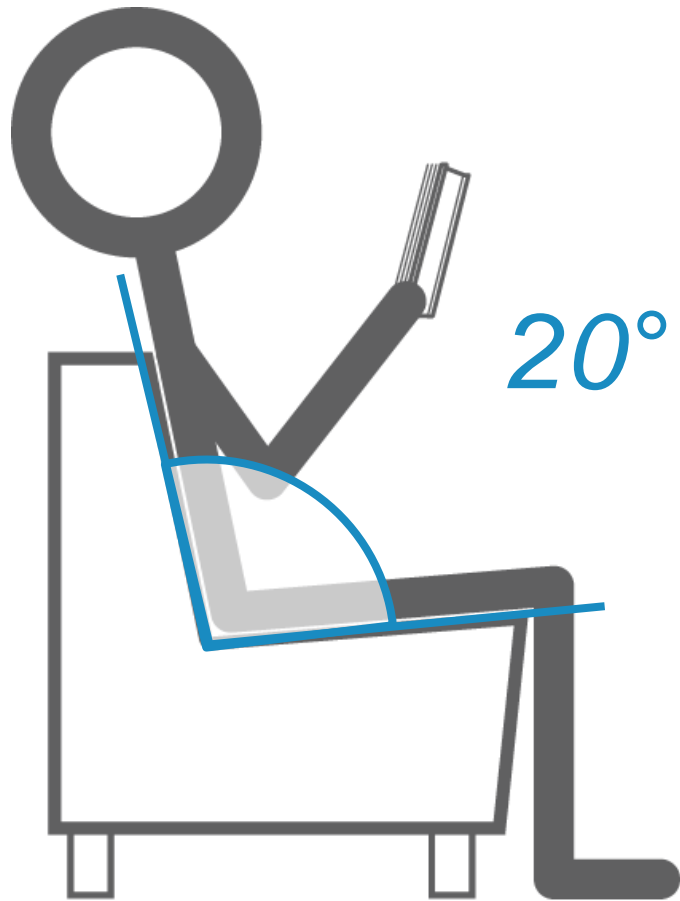
*Work - Long*



*Work - Quick*











*Waiting “hanging out” (10-15 minutes)*



*Check Phone (10-15 minutes)*



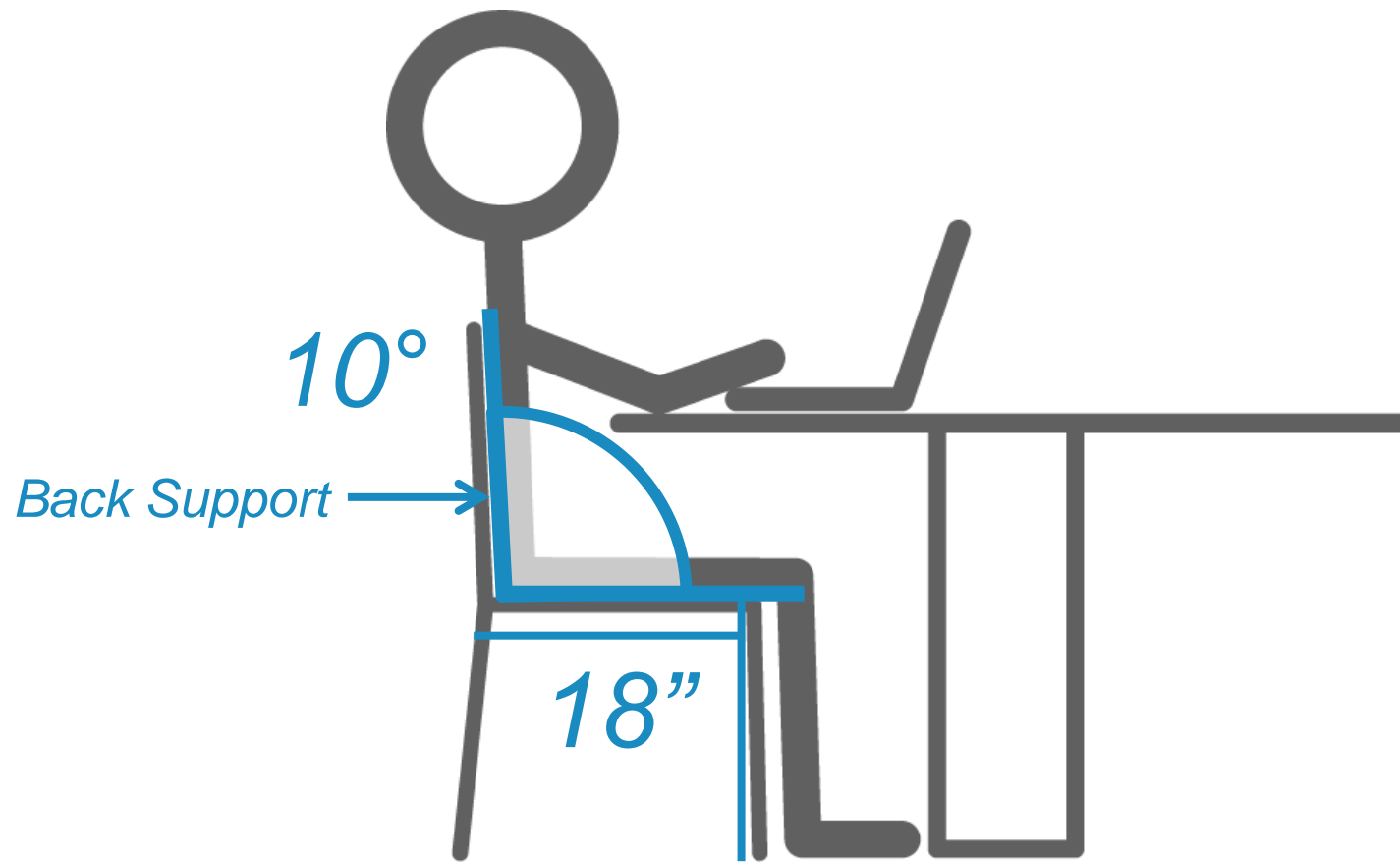
*Checking Tablet (10-15 minutes)*

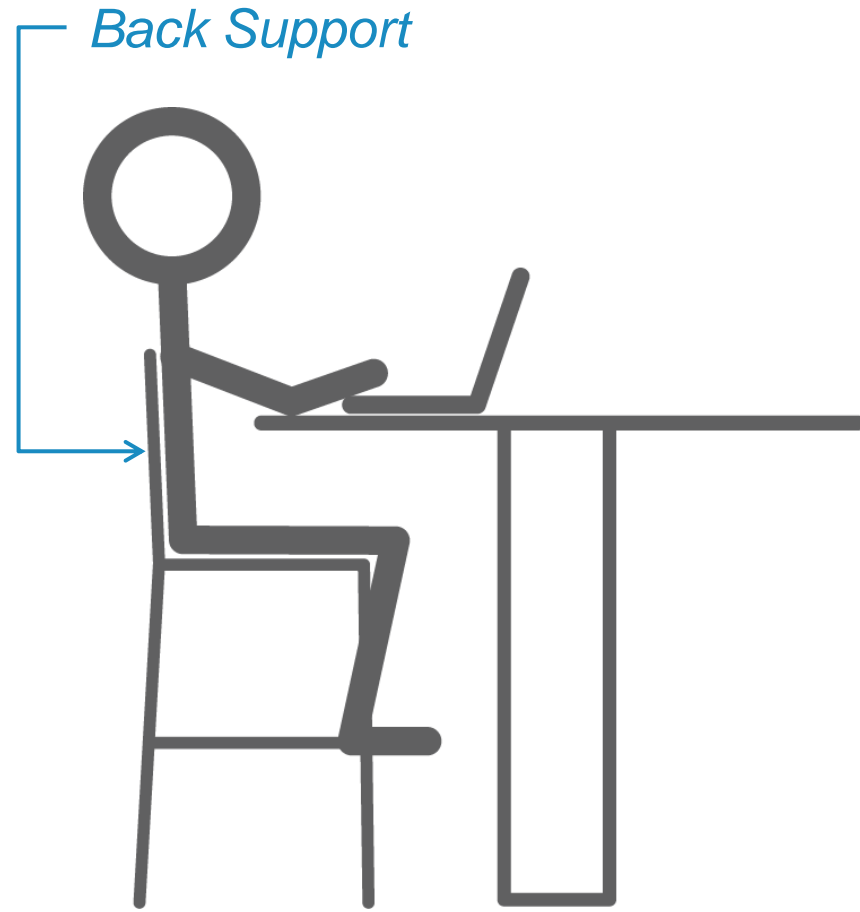
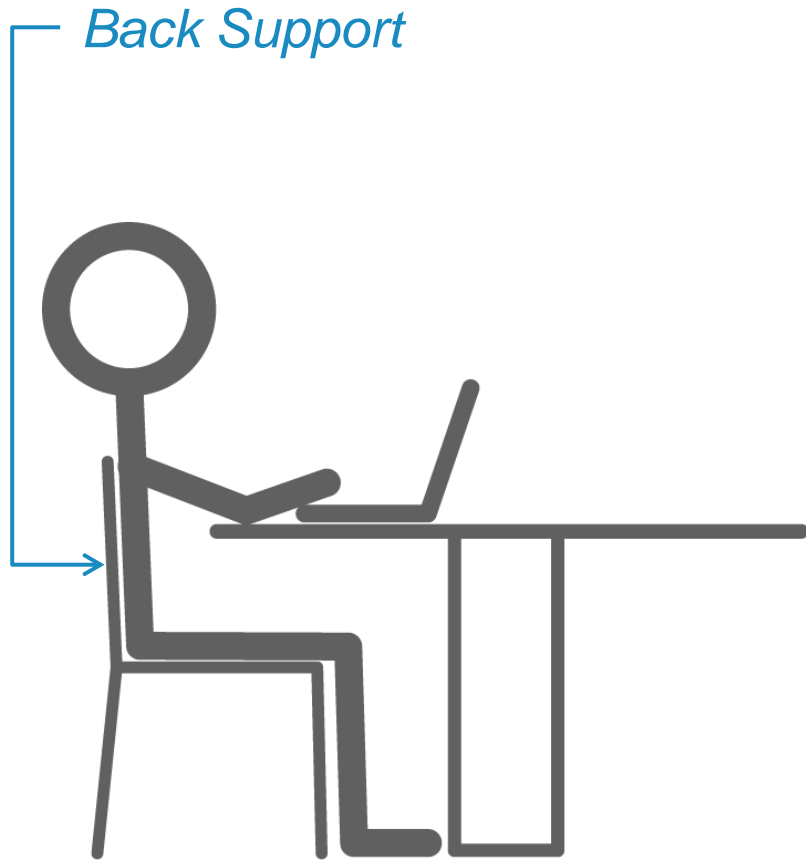


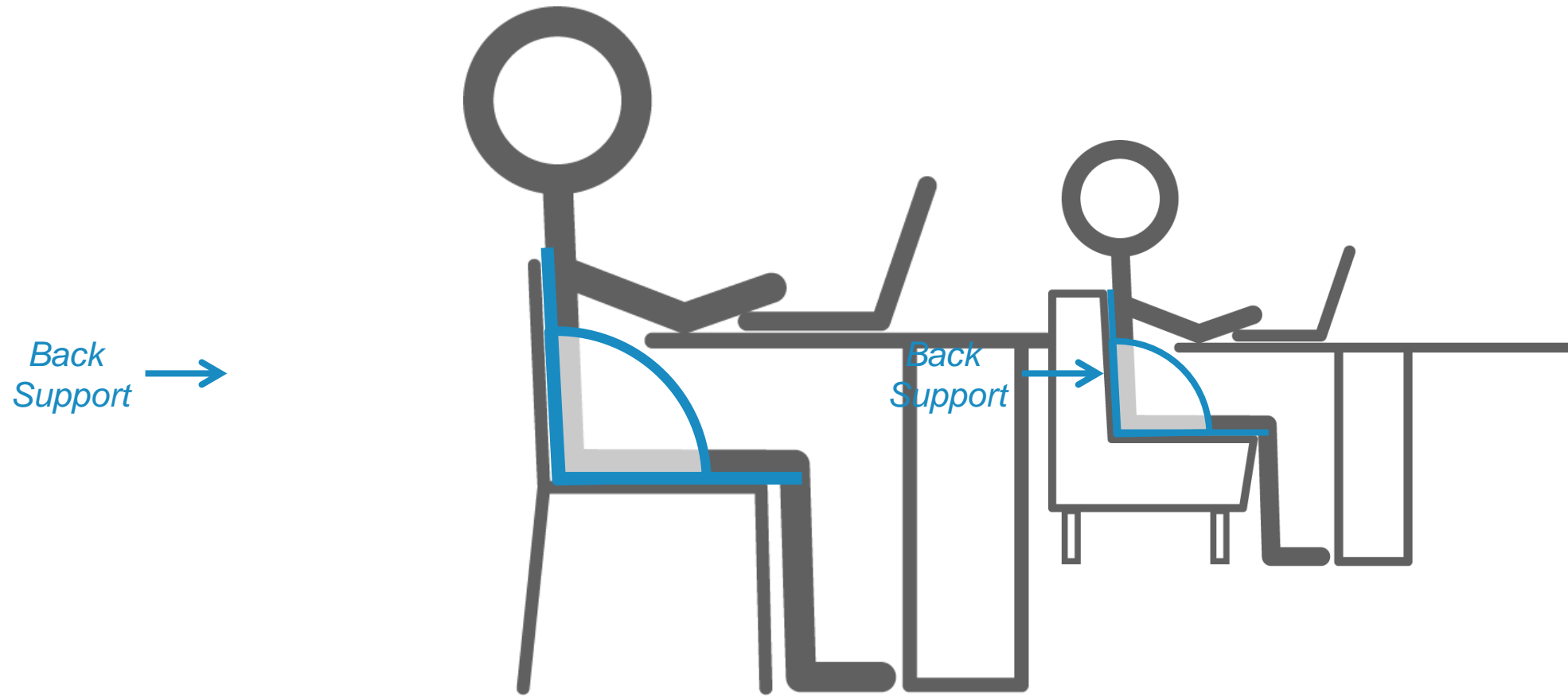
*Reading (60-90 minutes)*



10/18/18





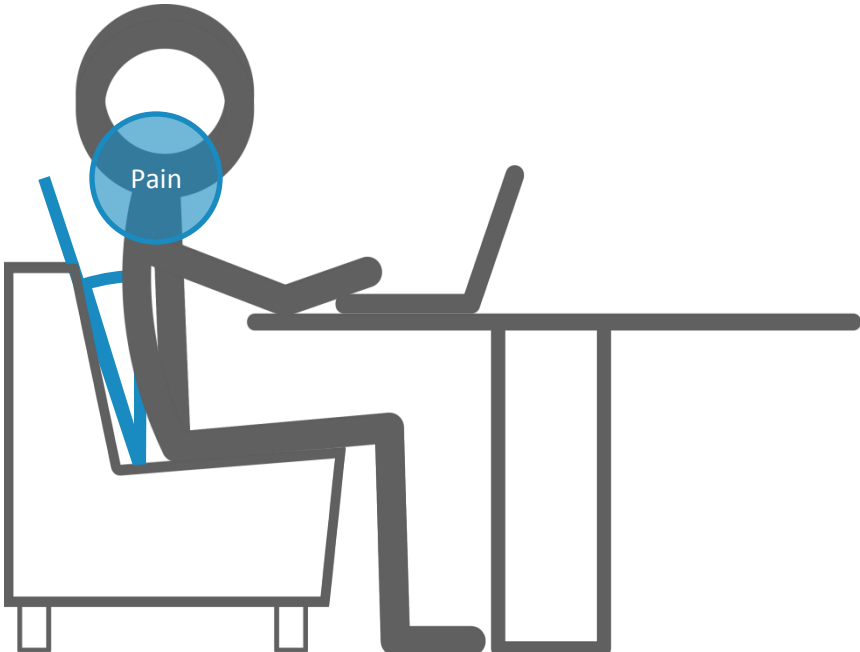




*Work/Lounge*



*Lounge*





*Dining* (30-90 minutes)



*Writing Work* (30-90 minutes)



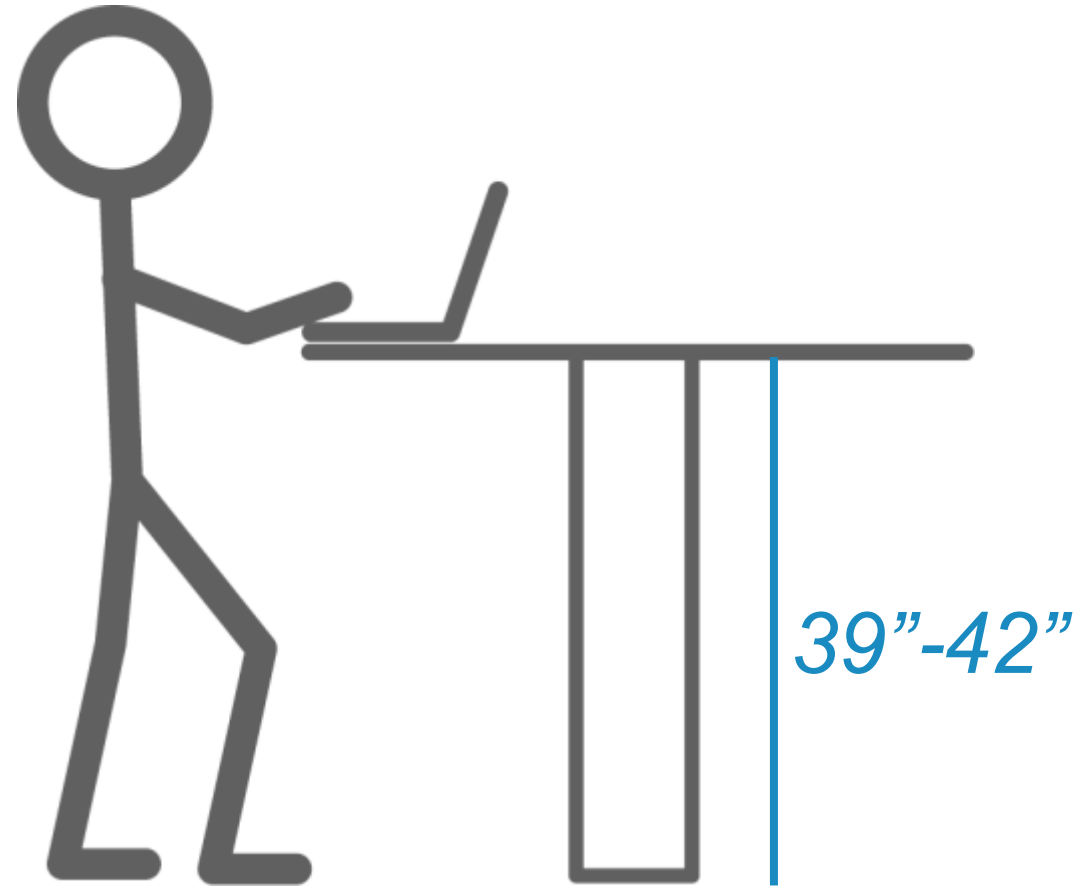
*Computer Work* (30-90 minutes)

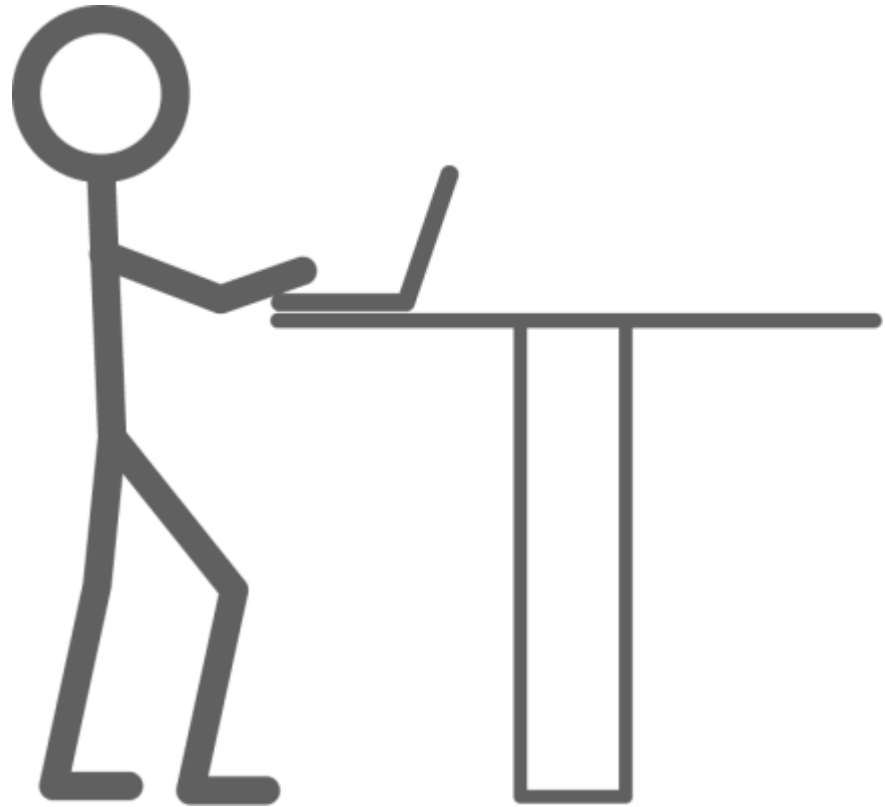


*Studying* (30-90 minutes)









*Quick Tasks ( 5-15 minutes)*



*Quick Drop-in ( 5-15 minutes)*



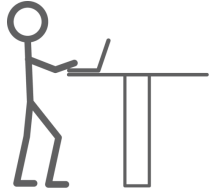
lounge

10min-15min



lounge

60min-90+min



stand

5min-15min



Work

30min-90+min



Work/Lounge

30min-90+min



Usage Timeline

3 Categories

# Aesthetics



*Space*



*Haven*



*Comfort*







Before



After











*Space*



*Haven*



*Comfort*

# Aesthetics



Designing  
for  
Human Behavior

Thank you

*presented by Joe Agati*

AGATI  
FURNITURE



questions