

Productive “I-I (Izakaya - bar & Internet) Work style”

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Universal Design Research Committee
Japan Facility Management Promotion Association (JFMA)

What to talk about.

40min.

Outline

Case study of JFMA-UD team

Izakaya-bar & Internet

Survey of Office Workers

Old Izakaya-bars in Tokyo

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Nomunication



清酒 菊正宗
場酒鶯衆大
協和焼酎
ダイヤ

Brainstorming



大衆酒場



うくいす酒場



Bars & Internet



Virtual & Physical



Creativity at the Bar



Outline

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Izakaya-bar & Internet

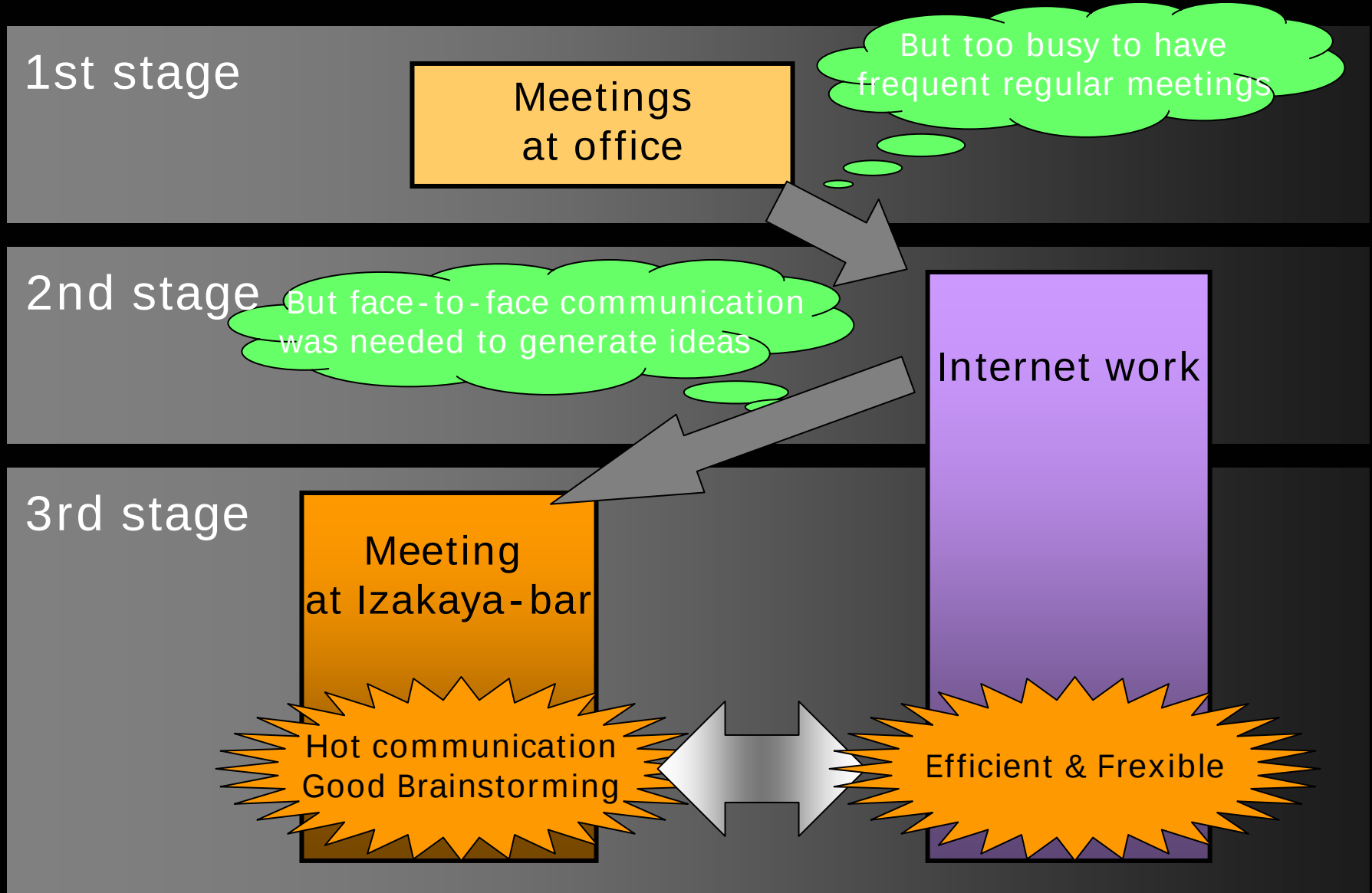
Survey of Office Workers

Old Izakaya-bars in Tokyo

Case study of JFMA-UD committee

1. Mission : To share the Value of Universal Design with workers and corporate managers
2. Goals
 - Study and Publication
 - UD Guideline for workplaces
 - UD Consultation (in the future)
3. Members : 12 persons (from 10 corporations)
4. Term : Feb 2002 - now
5. Workstyle : Internet & Izakaya-bar

Case study of JFMA-UD committee



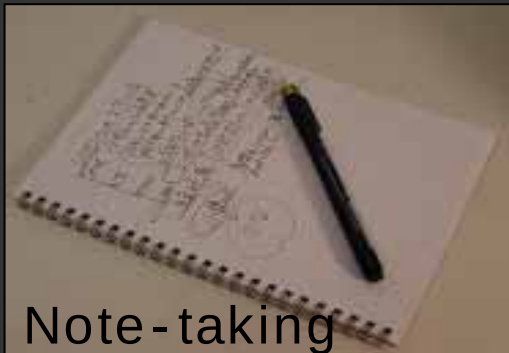
Izakaya-bar & Internet



Izakaya-bar



Internet work



Note-taking



Sake



reference

Physical space

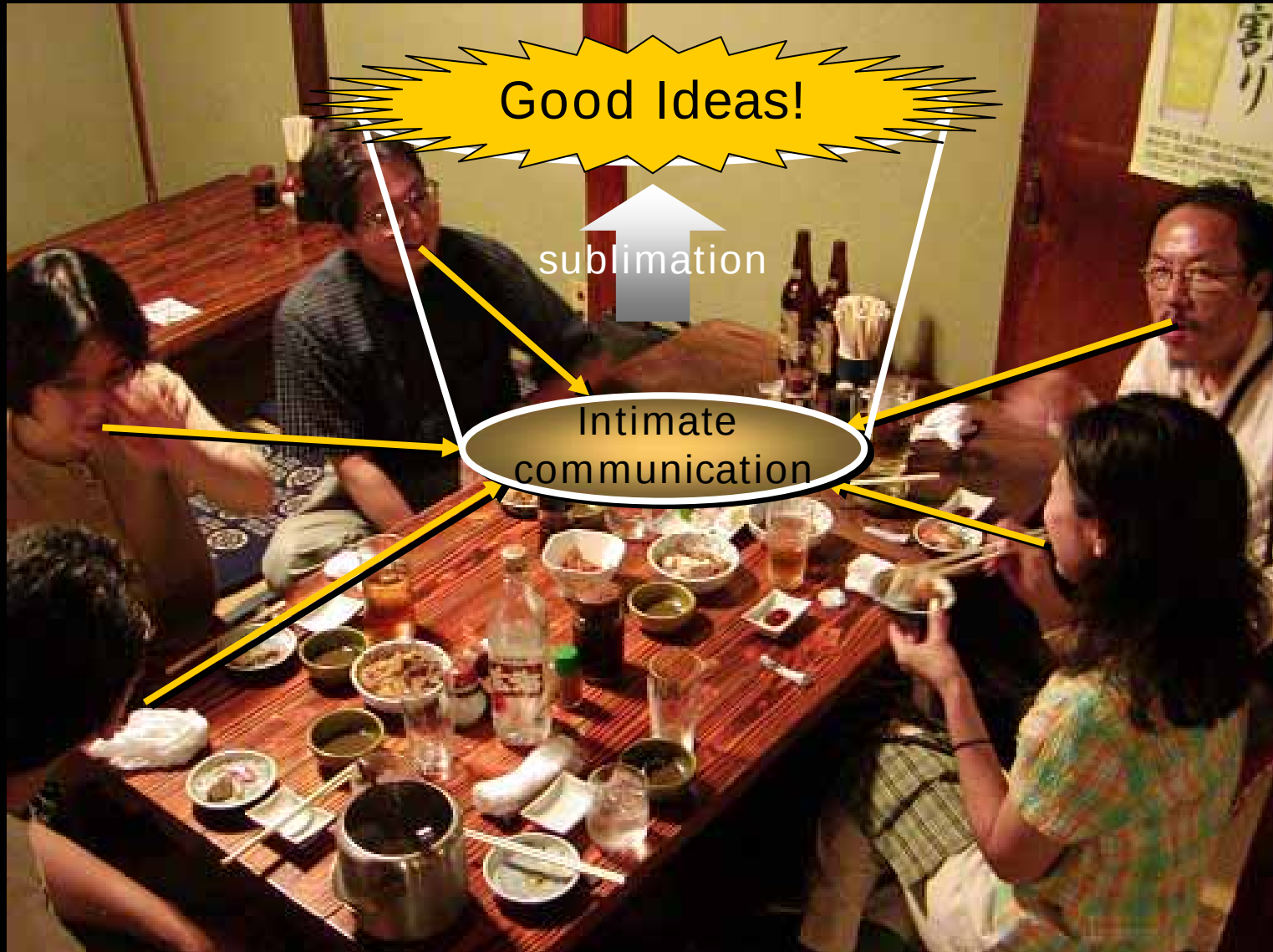
Izakaya-bar
to generate ideas

Virtual space

Internet
to produce substantial output

Physical Space

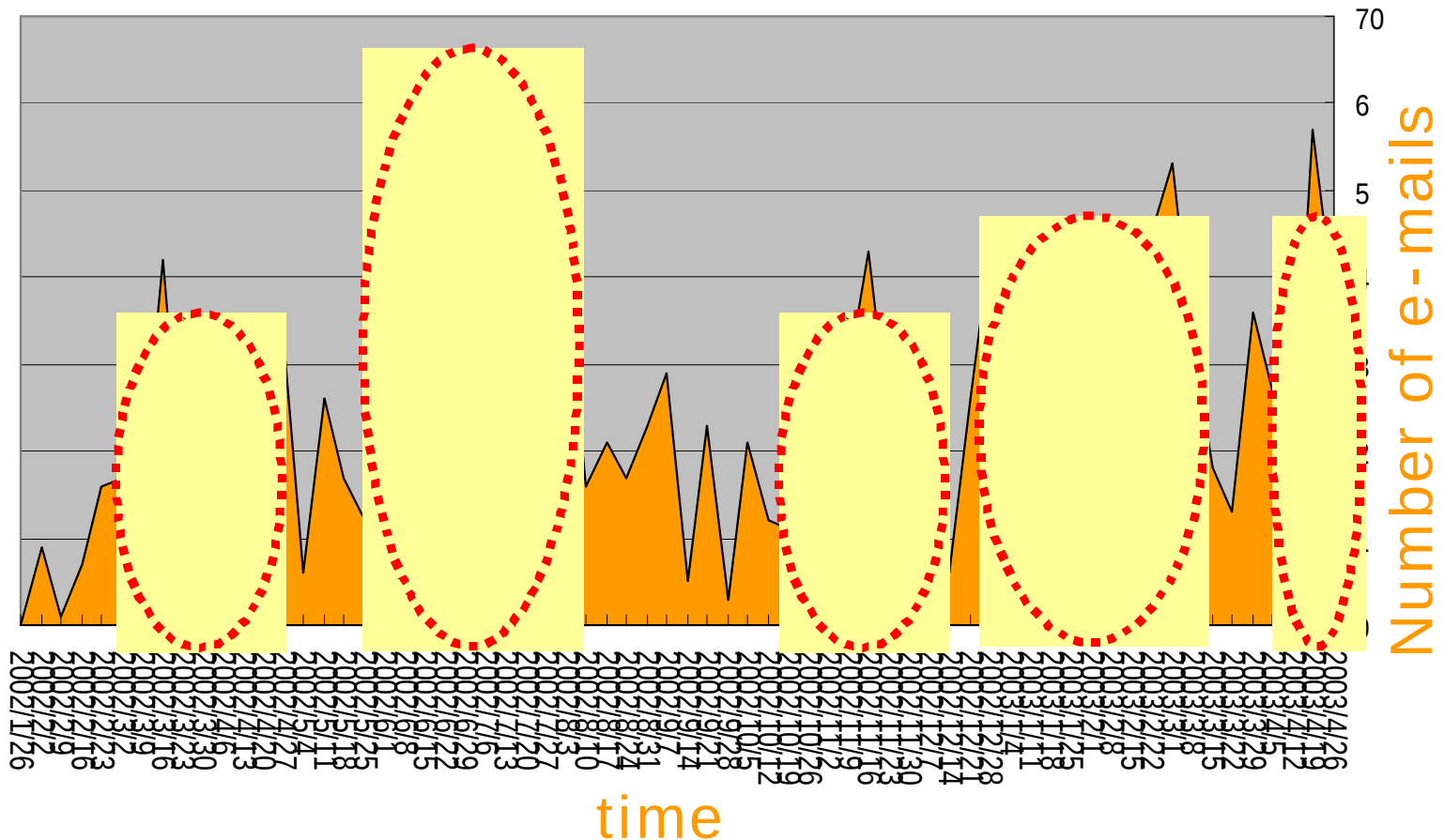
Izakaya - bar to generate ideas



Virtual Space

Internet to produce substantial output

Number of e-mails per week



Interaction

Izakaya-bar meeting

Number of e-mails

Output -conference -articles

time

Period			Meeting & izakaya workplace	E-mail communication	Outcomes	
				# of e-mail messages	Presentations	Papers etc.
2002	Jan	20-26	29mt#0	0		
		27-2		9		2 Purpose of JFMA-UD
	Feb	3-9	7mt#1	1		
		10-16		7		
		17-23	18mt#2	16		
		24-2		17		
	Mar	3-9	4mt#3	10		
		10-16		42		
		17-23		16		
	Apr	24-30		24		
		31-6	1mt#4	19		
		7-13		23		
		14-20		18		
		21-27	22mt#5	32		
		5-11		6		
		12-18		26		
		19-25		17		
	Jun	26-2		14		
		2-8	8-9 lodge	57		
		9-15		66		
		16-22	20mt#6	35		
	Jul	23-29		21		
		30-6	4 tour	30		
		7-13		52		
		14-20	19mt#7	43		
	Aug	21-27		46		
		28-3		40		
		4-10	5 summer party	16		
		11-17		21		
	Sep	18-24		17		
		25-31	31mt#8	23		1 summary for UD Int'l Conf.
		1-7		29		
		8-14		5		
	Oct	15-21		23		
		22-28		3		
		29-5		21		3 paper for UD Int'l Conf.
		6-12				
	Nov	13-19		11		
		20-26	27-28 lodge	16		
		17-2		30		
		3-9		43		
	Dec	10-16		22		23 paper for WWW-J2003
		17-23		22		
2003	Jan	24-30		23		UD Int'l Conf.
		1-7	1mt#9	6		Interview (IBM) Interview (NTT)
		15-21		26		
		22-28		43		
		29-4				
	Feb	5-11		46		
		12-18	16 party, 18mt-L#10	43		
		19-25		3		
		26-1		22		Questionnaire survey
	Mar	2-8	8mt-L#11	45		
		9-15		45		
		16-22	22mt-L#12	53		
		23-1		33		
	Apr	2-8		18		
		9-15		13		
		16-22	20mt#13	36		
		23-29		27		
		30-5		20		
		6-12		57		
		13-19		37		
		20-26	26mt-L#14			19 paper for AIJ2003

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Ultimate Alternative Workplace

- Physical space

Izakaya-bar to generate ideas (once a month)

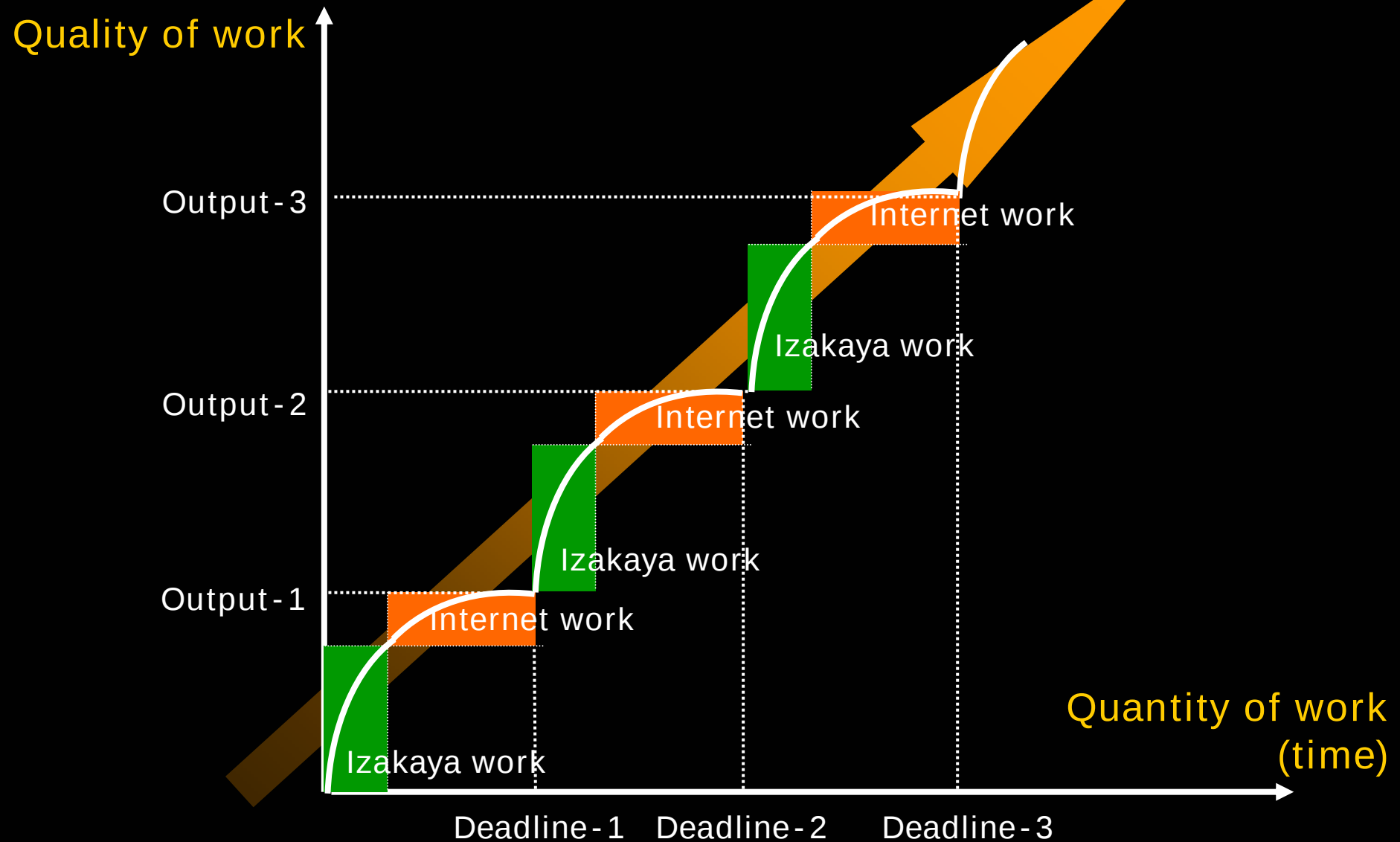
creative, emotional, communicative

- Virtual space

Internet to produce substantial output (anytime)

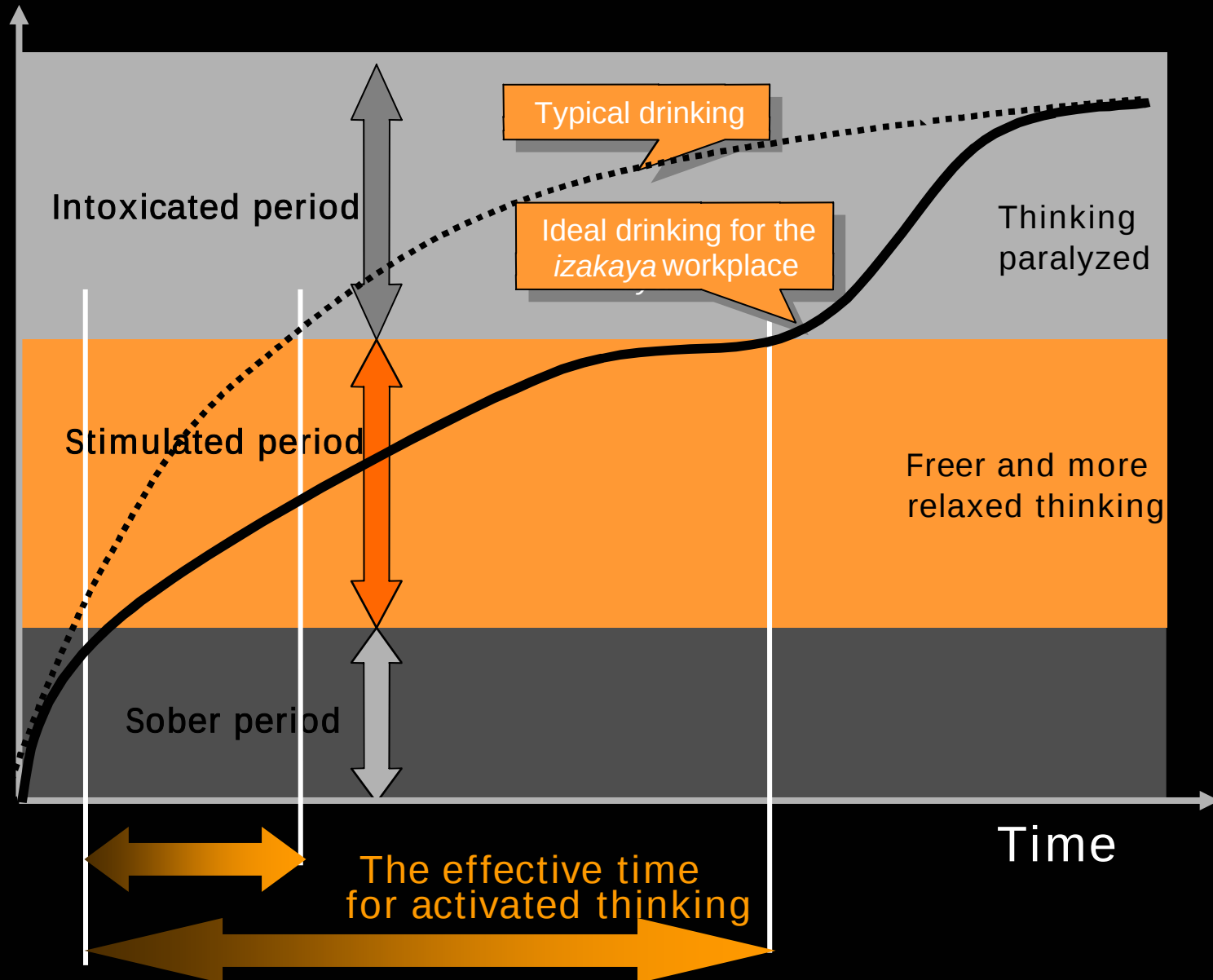
efficient, flexible, productive

Different Competences

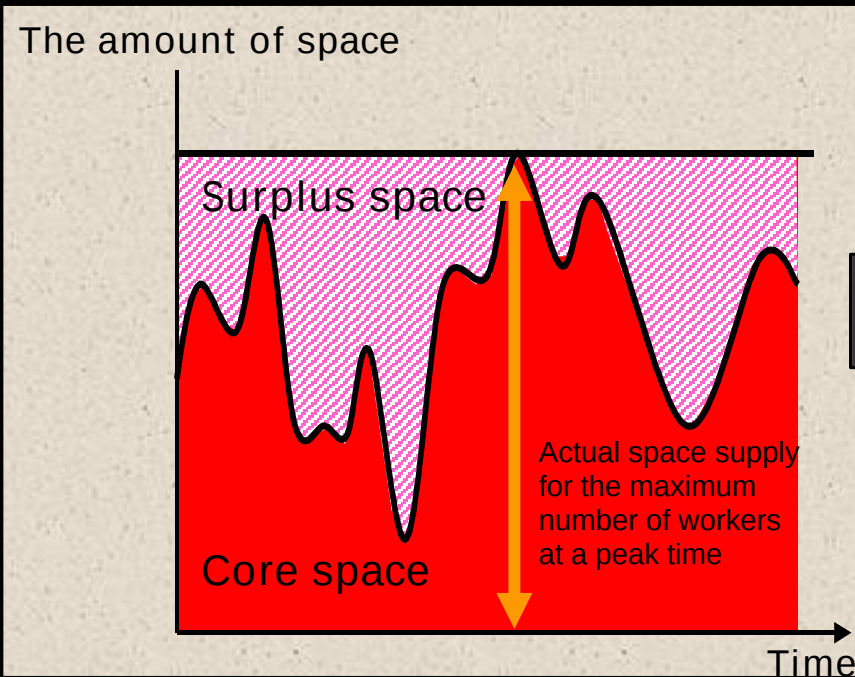


Influence of Alcohol on Thoughts

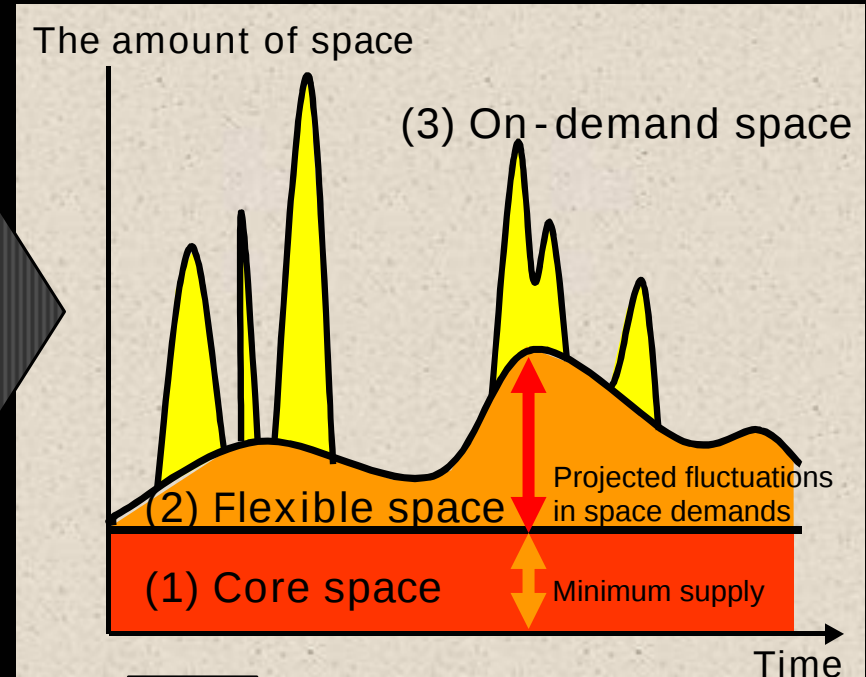
The degree of intoxication



Space Efficiency

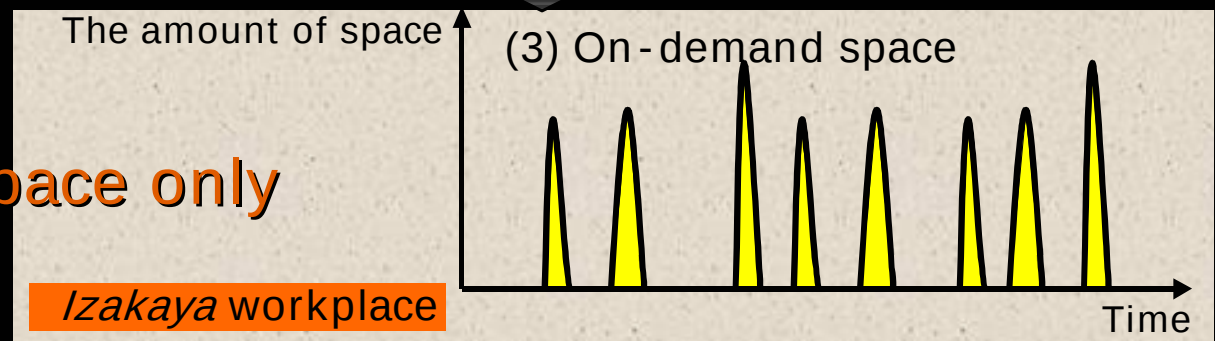


Typical existing office



Efficient space supply

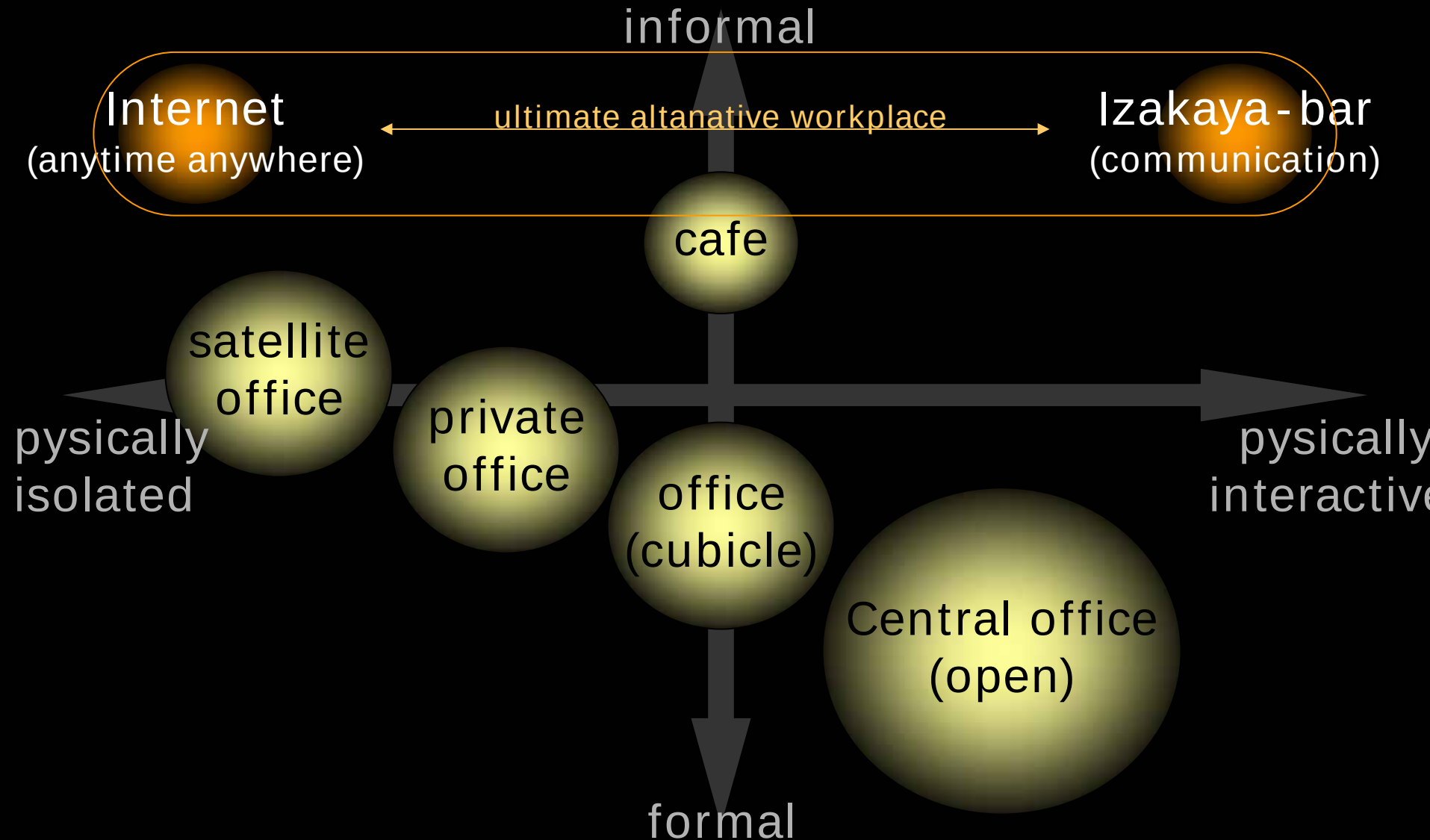
On-demand space only



Izakaya workplace

Comparison of Workplaces 1

redarding formality and interaction



Comparison of Workplaces 2

redarding costs, productivity, & QOWL

	Productivity (creative work)	Productivity (routine work)	QOWL (worker)	Occupancy cost (company)
Central office				
Satellite office		suitable	Possible	efficient
Vertual workplace		Best suitable	Most possible	Most efficient
Reduced office + Internet		Best suitable	Possible	efficient
Reduced office				efficient
internet		Best suitable	Most possible	Most efficient
Izakaya & Internet	Best suitable	Best suitable	Most possible	Most efficient
Izakaya	Best suitable		Most possible	Most efficient
internet		Best suitable	Most possible	Most efficient

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Outline of Survey

Q1 Regarding bars and the izakaya as workplace
(18 questions)

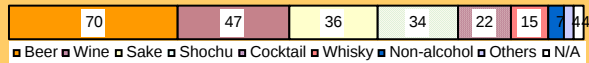
Q2 Regarding work styles
(6 questions)



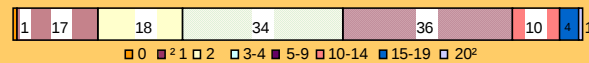
- Term: May 2003
- Valid responses: 121
- The proportion of men to women: 7 (men) to 3 (women)
- Age distribution: 20s (8); 30s (53); 40s (34); 50s (19); 60s (6); NA (1)
- Industry distribution
 - Services (81); Manufacturing (21); Government, education (17); NA (2)

Result

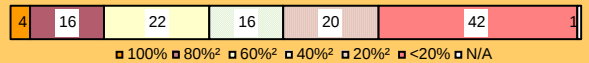
Q1. What kind of alcohol do you like?



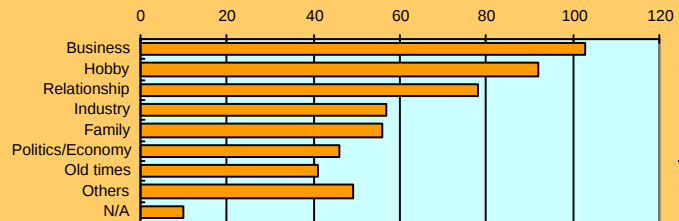
Q2. How many times do you go to a bar per month?



Q3. At what percent do you drink with co-workers IN YOUR COMPANY?



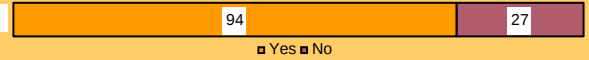
Q4. What is the most frequent topic with your colleagues at a bar? (Check all that apply)



Q5. What do you think of talking about business at a bar?



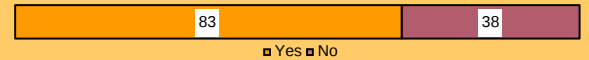
Q6. Have you ever experienced coming up with a business idea at a bar?



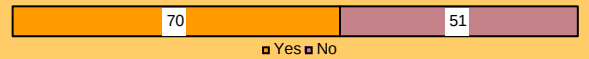
Q7. Have you ever come up with an idea that resulted in fruition at a bar?



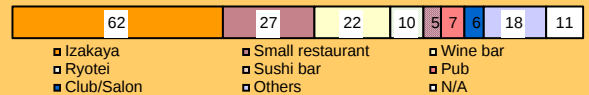
Q8. Have you ever come up with an idea when drinking with friends?



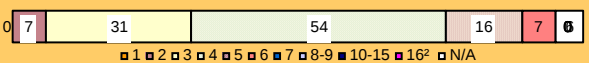
Q9. Have you experienced forgetting a business idea coming up at a bar?



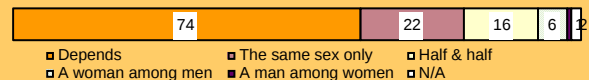
Q10. Which bar would you think is the best to produce an idea?



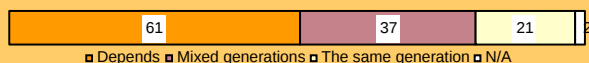
Q11. How many people in a group would you think are the best to produce an idea at a bar?



Q12. What ratio of women to men would you think is the best to produce an idea at a bar?



Q13. Which would you think is the best to produce an idea at a bar, a group of mixed generations or the same



Q14. What combination of occupations in a group would you think is the best to produce an idea at a bar?

Q15. Which would you think is the best to produce an idea at a bar, a group of mixed positions or the same?

Q16. What would you think is the most preferable level of noise at a bar to produce an idea?

Q17. What would you think is the most preferable level of lighting at a bar to produce an idea?

Q18. Have you ever failed in coming up with an idea at a bar?

B. Regarding work styles

Q19. What percentage of your job do you think is possible to work on outside of office using the Internet?

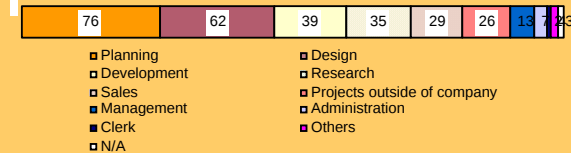
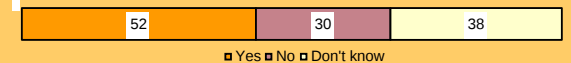
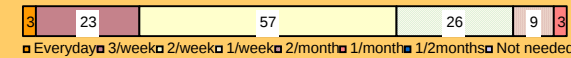
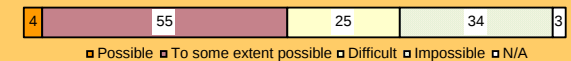
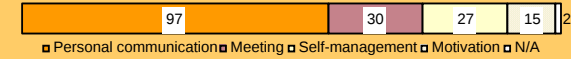
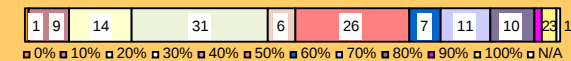
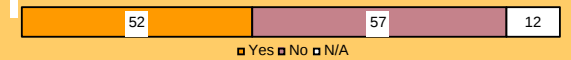
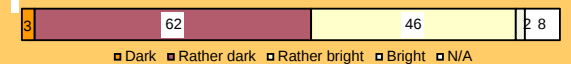
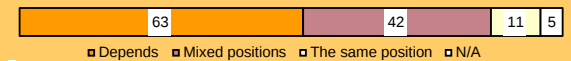
Q20. What would you think is the biggest problem(s) if you tele-work outside of office? (Check all that apply)

Q21. Would you think the "biggest problem(s)" can be complemented by communication at a bar?

Q22. How often would you think face-to-face meeting is needed if you tele-work?

Q23. Are you interested in working using the combination of the Internet and bars?

Q24. What types of occupations do you think the "Internet & bar" work style is most suitable for? (Check up to 3)



Izakaya-bar as Workplace

- 77% had come up with a biz idea at a bar.
- 63% experienced the idea resulted in actual biz.
- 58% forget an idea which comes up at a bar.
- Party of 3 to 5 people are likely to produce an idea.
- Proportion of men to women do not affect creativity.
- Variety of generations, positions, and biz backgrounds is good to create ideas at a bar.
- Appropriate level of noise and lighting should be maintained to facilitate discussion of a biz idea.

Perception of Work style

- 49% answer over 50% of their jobs can be done outside of offices using only the Internet.
- Most concerned issue is personal communication if they work outside of offices.
- 49% answer that remote work with Internet can be complemented with communication at a bar.
- 43% are interested in trying the I-I work style.
25% do not want to.
- Occupations suitable for I-I work style are planning, design, and research and development.

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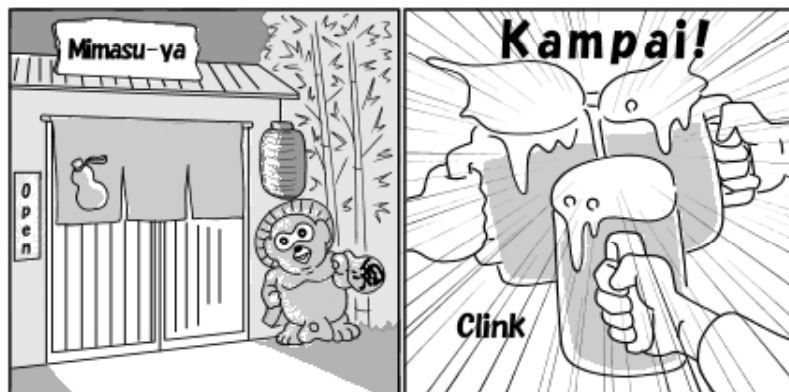
Old Izakaya-bars in Tokyo

Manga Izakaya Workplace

By Dai Sogawa



さらしくじ
 ハモ湯び
 ふぐ度ホ
 かつを刺
 たい刺
 さけ刺
 しめさば
 りいす
 はだす



600
 550
 450
 450
 400
 400
 350
 刺300

厚揚
 煮付











We sold our headquarters
today in order to totally
adopt Izakaya Workplace.

We wish you will do your
best, taking full advantage
of the new workplace
we have just bought up.



Address: Somewhere along Kanda River
Tel & Mail: Use your cellular phone
Copy & Fax: Use convenience stores nearby

No way! How that
stall could be!?



That was the only way
I could do to save our
company from bankrupt.



But Izakaya Workplace may
really save our company and
open up our way.

Let's hope
that way.



Why don't you try
Izakaya-bar & Internet workstyle
instead of
working at office ?

THANK YOU