

The Waiting Room 'Game'

You must design a waiting room for a potential client who knows nothing about your company/organisation. (assume they have been teleported here, and all they know is that they require your services). You must design this room to best communicate the personality and ethos of the company/organisation, creating a particular atmosphere whilst subliminally instructing, influencing and informing your potential client.

What size/format would it be?

Tiny and personable? Huge and intimidating?
Windows? What view? No windows?
Open plan?

How would the walls be treated?

Painted - what colour? Paper, what pattern?
Cork tiles? Shells? Other etc.

What decoration would you have on the wall?

Photography -of what? Paintings, of what?
Relief Sculpture? Nothing?

Would there be any signage?

Corporate logo? Information? How big?
What style?

What furniture would you choose?

Traditional? Utilitarian? Ultra modern? Big?
Small? Soft lighting? Office standard lighting?
Any area for clients with young children?

What sounds may be heard?

Silence? Classical music? Jazz? Country?
Open plan to busy office sounds?

What would be on a coffee table?

Annual reports? Magazines? Company
Information? Art books? Books on
expensive glassware?

Anything else on the table?

Fruit? Biscuits? Nuts? Desk toys?
Solitaire/Puzzles etc?

How about refreshments ?

Offer in person? Encourage self service
with a machine? Starbucks style takeout
cups? Fine porcelain?

Would anyone else be present?

A receptionist? Young/old/male/female etc.
No one? A self-use kiosk? Other?

If you want to, you can sketch it on the back!