

grow

grow

PROPHETIC



# **Pro GROW**

The Empowering Work Experience









# Commercial spaces

Commercial spaces refer to areas designed and used for work purposes. These spaces encompass various types of office arrangements where people work.

## Common types of commercial spaces:

- Traditional Office
- Open Office Space
- Co-working Space
- Virtual Office
- Creative Studio

# What do commercial spaces lack today:

## Inclusive design

Less Accessibility

Poor Lighting

Lack of safety

Inadequate ideas for terrace

Not for disableds

Less user engagement

Inadequate Signage

## Social support

Limited communal spaces

Isolation of living spaces

Inadequate privacy

Inflexible zoning

Poor connectivity

Limited diversity

Low gathering spaces

## Healthy life

Poor Indoor Air Quality

Lack of Natural Light

Low noise cancellation

Limited Physical Activity

Unhygienic Conditions

Ergonomic Issues

Thermal Discomfort

# Our Idea on Quality of Work Experience

Through thoughtfully crafted design implications, the concept helps users fulfil their **needs** and **desires**.

The idea works to offer a quality work experience by creating

- Multy- Functional
- Healthy environment
- Interactive spaces







# Introduction

Pro GROW is a design concept for office spaces focusing on 360-degree research-driven well-being of the user and providing an **'advanced work culture'**.



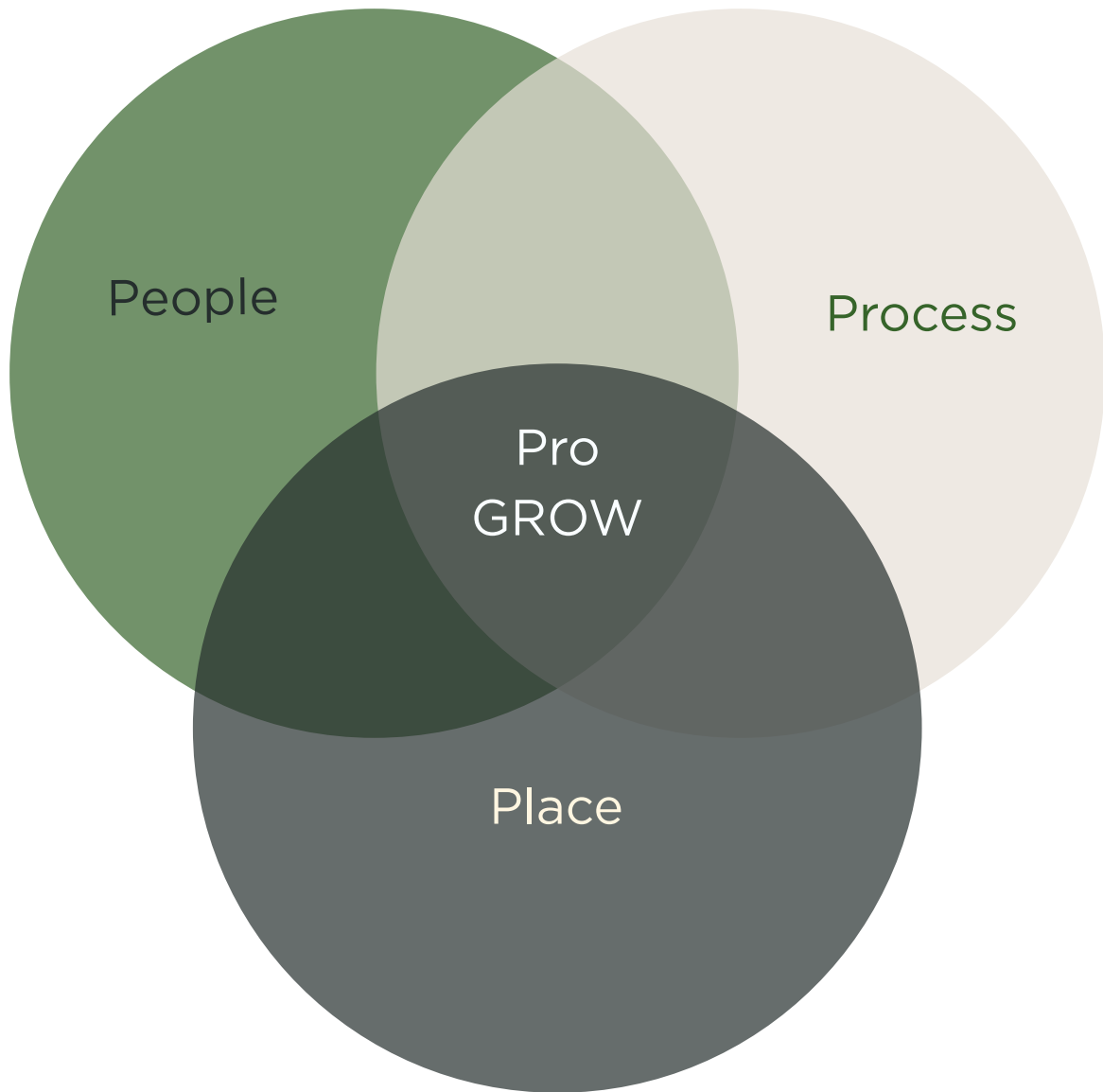
# Pro GROW

3 major points that identified  
through these points

- Overall well-being
- Functionality
- Elevated experiences

Overall combined  
impact of these 3 points:

Pro GROW integrates social consideration, sustainability, functionality, and well-being in commercial architecture to enhance the **quality of work experience** for all users



# The way we work to create a good work experience

To elevate the work experience, the idea works by involving three key factors of design

## **1. People:**

- 7 orbital user map

## **2. Process:**

- Primary activity
- Secondary activity
- Tertiary activity

## **3. Place:**

- User identity
- Architecture data
- Surrounding



# People

The diagram consists of seven concentric circles of varying shades of green and grey, expanding from a dark green center to a light grey outer edge. The word 'People' is written in large white font at the top left. The names of the groups are written in dark grey font within their respective circles, arranged from the innermost to the outermost.

Employees

Managers

Clients

Support  
Staff

Maintenance  
staff

Visitors

Emergency  
responders

# Discovering people

Pro GROW involves mapping seven distinct user orbits to understand behaviours within spaces. Each user's activities are important for critical observation and planning, mapped in daily, weekly, monthly, and yearly routines.

GOALS

NEEDS

MOTIVATION

DEMOGRAPHIC

PAIN POINTS

DESIRE

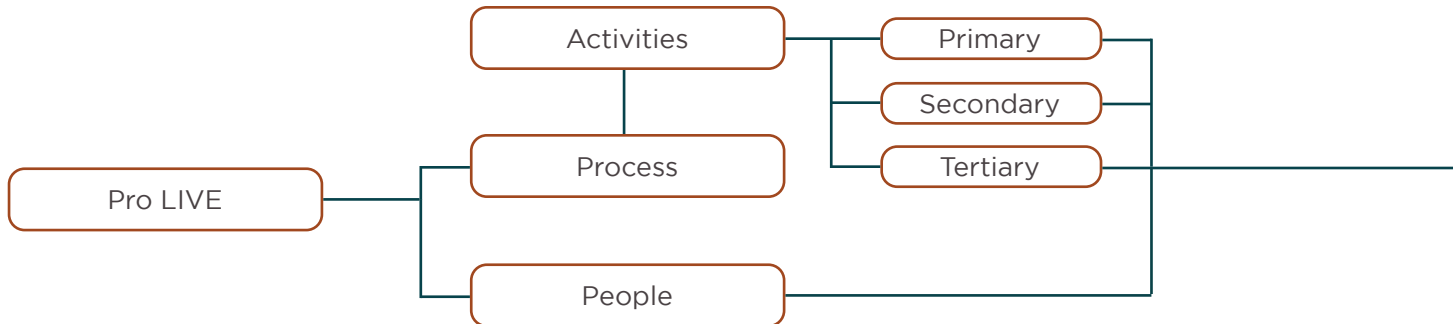


# Process

- Pro GROW thinking involves mapping seven distinct user orbits to understand behaviours within spaces.
- Each user's activities are important for critical observation and planning mapped in daily, weekly, monthly and yearly routine.
- By identifying these behaviours, architects can design spaces to accommodate the diverse needs of occupants effectively.

And three categories of activities are classified as

1. Primary (Routine)
2. Secondary (Weekend)
3. Tertiary (Temporary)



Through the design process we identify these data for the user:

- Scale
- Circulation
- Type of functions
- Type of spaces
- Accessibility
- Total required area

Capacity of space

Engagement  
time

Facility  
requirement





# Place

## Types of surroundings

The environment affects human senses and the subconscious mind.  
Types of surroundings include.

- Natural Environment
- Built Environment
- Social engagement
- Regulatory framework
- Demographic study
- Psychological Environment
- Safety and Security Environment





# **At Pro GROW, we are committed to shape sensories and its feed.**

## **Subconscious:**

- Spatial orientation navigation
- Temporal
- Cognitive

## **Sensory experience:**

- Vision
- Hearing
- Smell
- Touch

# **We deliver office spaces according to these factors**

Architectural and Design Elements

Aesthetic Considerations

Engagement and Collaboration

Sustainability stewardship

Environmental integration

Accessibility Features

Well-Being and Comfort





**Pro GROW focus as  
a involvement of  
the people**



Decorative lighting

Visual transparency

Plant inclusion

Textile finish

Material finish

Rug element

Flooring finish











Natural day lighting

Decorative element

Tech integration

Visual transparency

Interactive space

Material finish

Rug element

Plant inclusion

Flooring finish







Indoor lighting

Decorative element

Visual connection

Ergonomic design

Interactive space

Material finish

Rug element

Plant inclusion

Flooring finish

# What we offer

Architectural and Design service

Interior design service

Landscape design service

Project management consulting

Project execution







# Our Team



**Navratan Sharma**  
Director



**Shweta Bhardwaj**  
Senior Interior designer



**Ajayraj Nayak**  
Project manager



**Arpita Meda**  
Junior Interior designer



**Hiral Jain**  
Architect



**Vikas Goswami**  
Civil engineer



**Amisha Ganeshe**  
Junior Interior designer



**Namita Soni**  
3D visualizer



**Vishv Naik**  
Civil engineer



**Abhijeet**  
Civil engineer



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Design strategist



## **Get in touch**

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