

Serenity Architecture, Co.

Managing Expectations

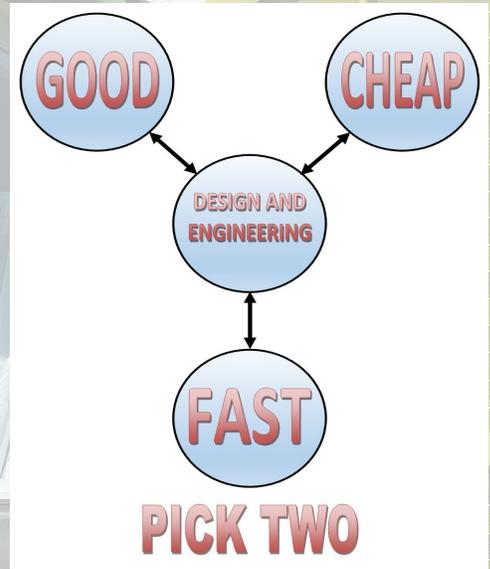
One of the most challenging tasks for an Architecture Firm is managing expectations, for both the design and engineering process and the final constructed project. As with most things in life, the first step is for us to listen. We listen to you express your wants, needs, and expectations for the project; weigh the wants and needs against the expectations; and then communicate to you our thoughts on how they match up. Perhaps you want a project completed in 6 months when we know that it will actually take closer to 18 months, or maybe you want a 50,000 sq.ft. light industrial building on a budget of \$2,000,000, but we know a building such as this will be closer to \$5,500,000. It is absolutely crucial for us to understand and communicate openly up front in order to set the expectations properly. Only in this way, can we achieve a mutually successful project.

DESIGN AND ENGINEERING PROCESS

When it comes to the design, engineering, and construction document process, there can be a large amount of mis-understanding and mis-guided expectations. We express this with “Good, Cheap, Fast; pick two” illustration.

- If you want it good and cheap, then it will not be done quickly. We will work on it as we are able.
- If you want it good and fast, then the fees will be higher.
- If you want it cheap and fast, then quality will suffer, leading to issues down the road.

If you come across a firm that promises all three of these things, we suggest that you talk to another Firm. Go in to your project knowing that the process must be given an appropriate amount of time for the services and quality level required.



FINAL CONSTRUCTED PROJECT

As with the design and engineering process, there can be a great deal of mis-understanding about the final product. Generally, you will come to us with a general idea of what you want or need, and you will have a budget. It is up to us to analyze this information and give you honest feedback as to whether or not your expectations can be achieved.

- If you want a certain square footage at a certain quality level then the project cost will be whatever it needs to be.
- If you want a certain square footage at a certain cost, then the quality level must be adjusted as necessary.
- If you want a certain level of quality at a certain cost, then the amount of square footage must be adjusted.

Clear, open, and honest communication are needed here in order to properly set expectations. Otherwise, the project will be doomed to failure.

