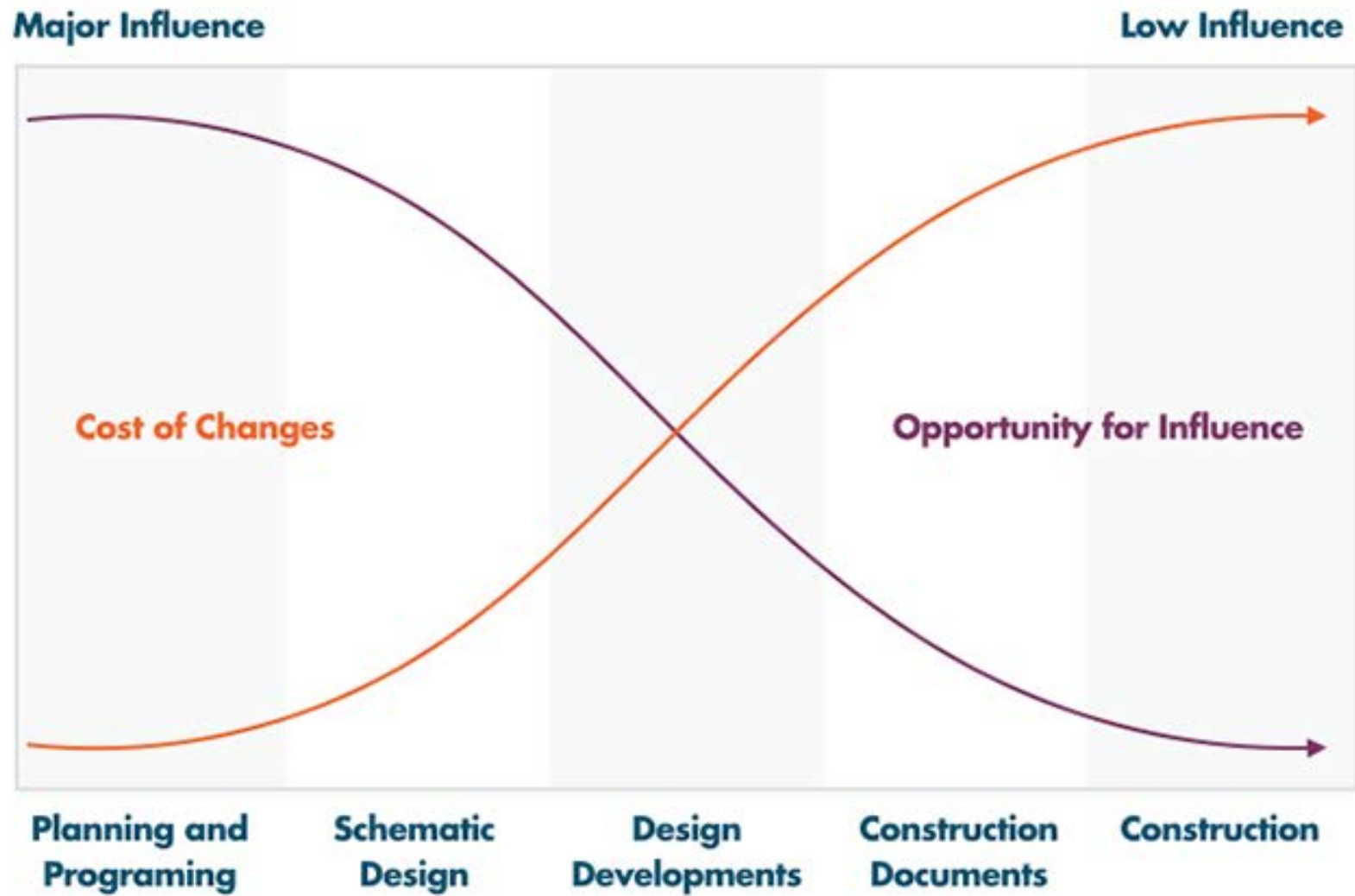


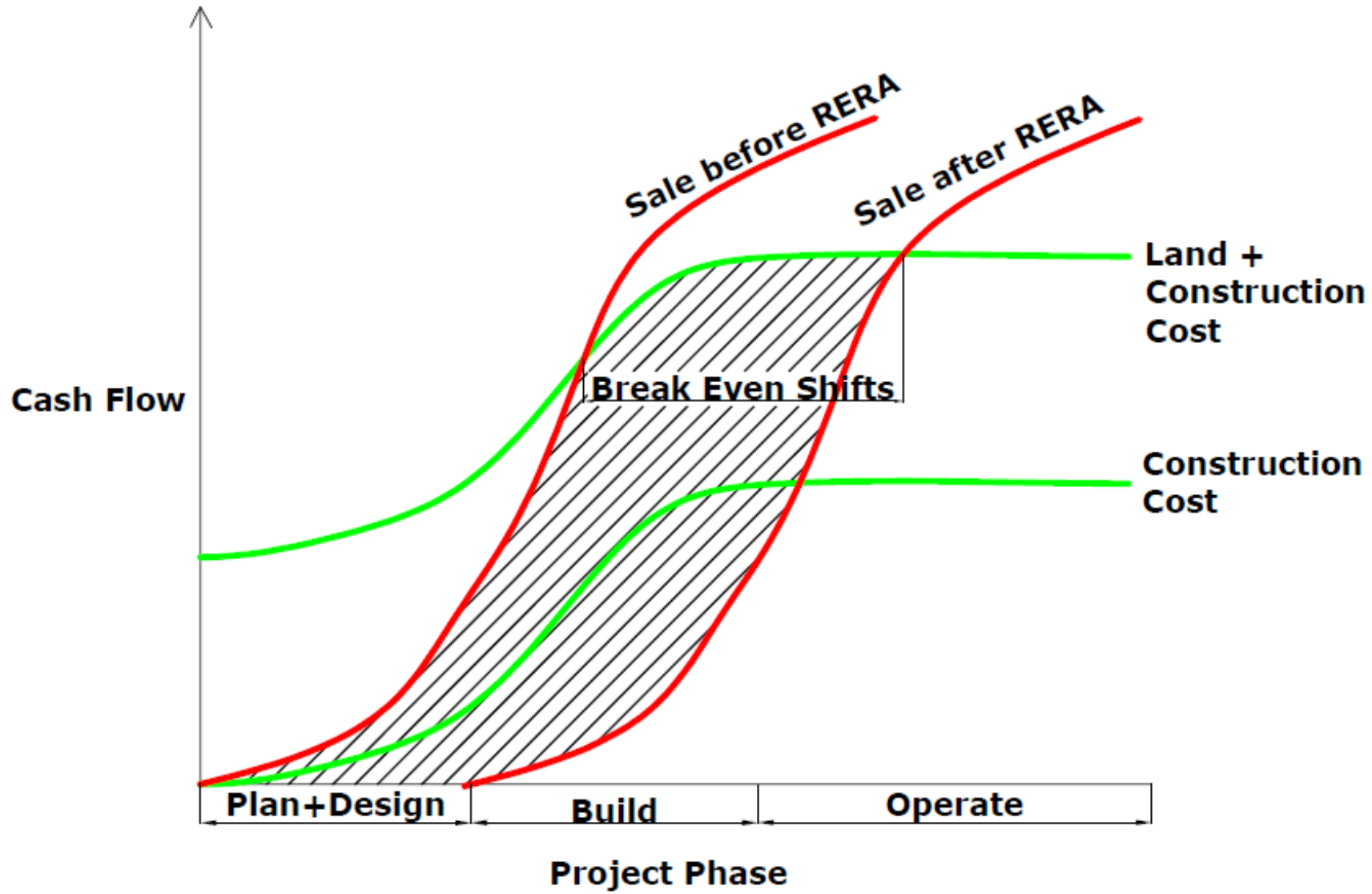
# Ci3 India Action Team 3A - Design Processes

Building Clients' Consultants' CONSOLIDATION ROUNDTABLE, Oct 19th,  
IIT Madras

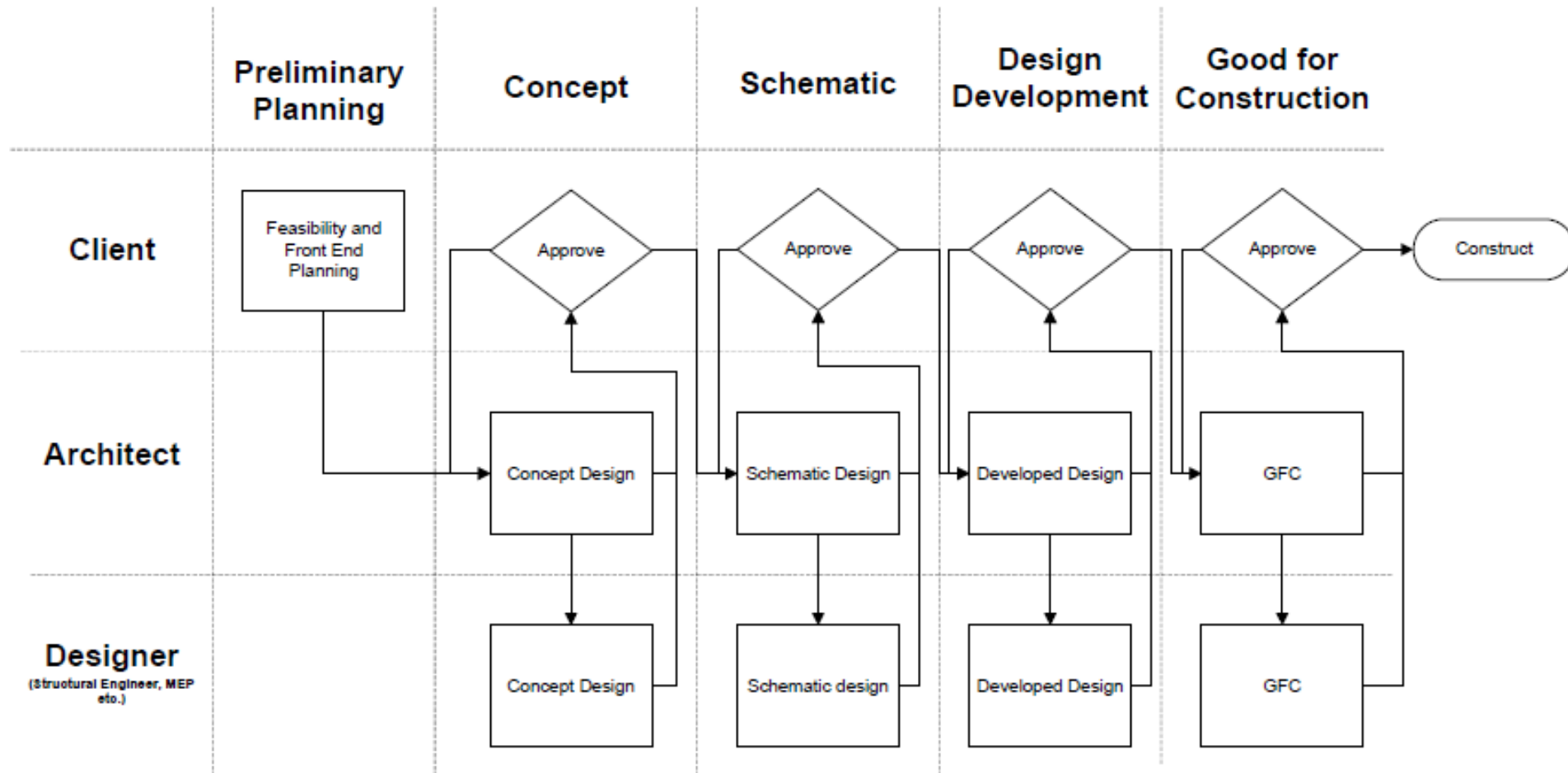


Source: WBDG, [www.wbdg.org](http://www.wbdg.org)

Cost – Influence Curve



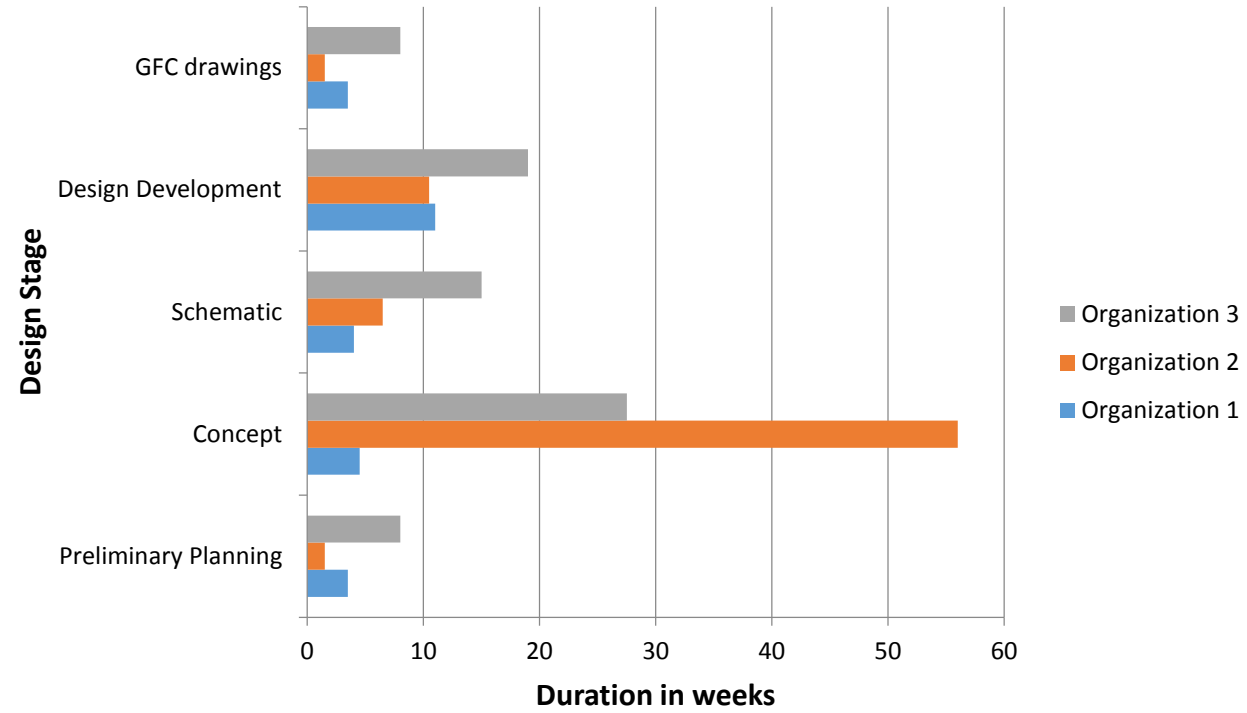
Real Estate Regulatory Act, March 2016



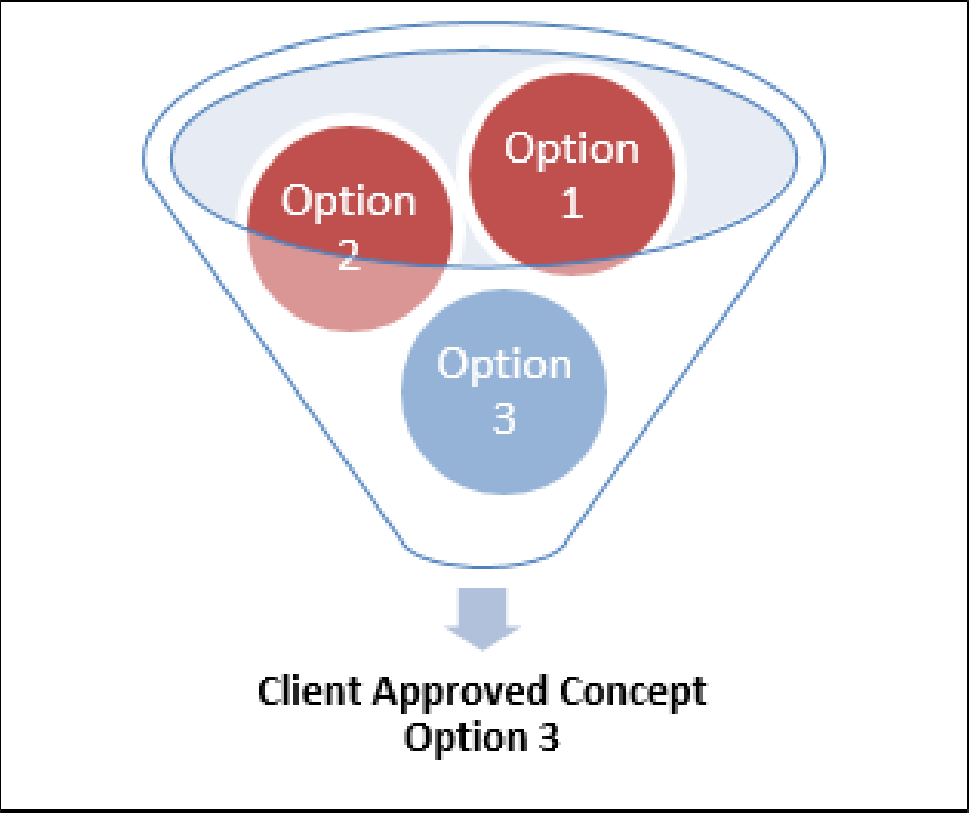
**Generic Swim Lane Diagram**

<b>Organization</b>	<b>Type of Organization</b>	<b>Type of Projects</b>	<b>Operating cities</b>	<b>Design Focus</b>	<b>Strategy for achieving objective</b>
<b>1</b>	Real Estate developer	Residential, Commercial, Hospitality	Bengaluru, Mysore, Chennai	Timely design and project delivery	Compress design stages and fast track
<b>2</b>	IT firm	IT offices	Hyderabad, Bengaluru, Kolkata	Operational efficiency	Include climate consultants from concept design
<b>3</b>	Real Estate and Infrastructure	Mixed use	Mumbai, Gurgaon, Chennai	Overall focus on Return on investment	Evaluate multiple concept options based on changing market trends
<b>4</b>	Real Estate developer and redevelopment	Mixed use and redevelopment	Mumbai, Pune, Bengaluru	Stage wise design focus on Return on Investment	Check budget compliance after each design stage

**Design is priority-driven**

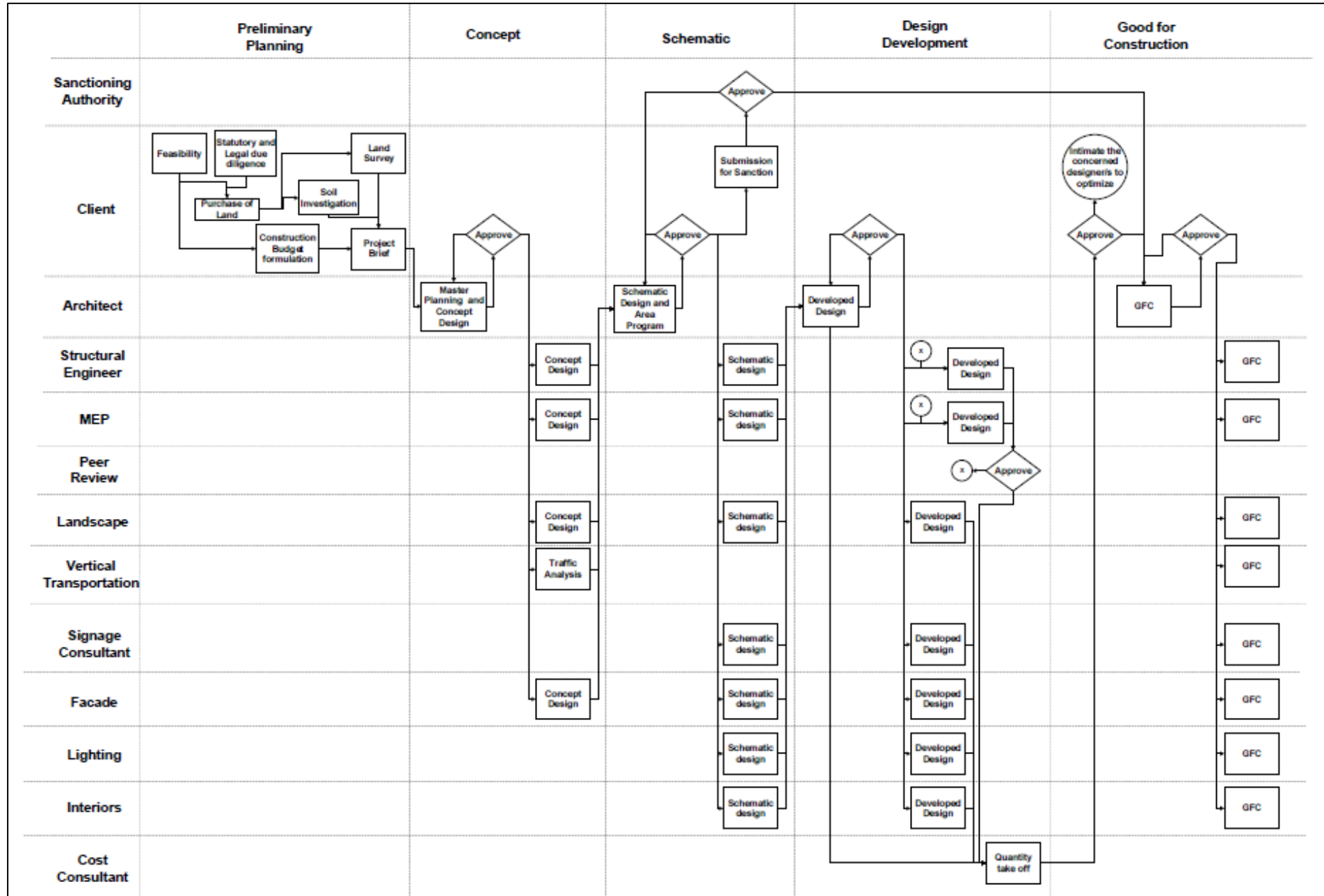


**Maximum variability in the concept stage**



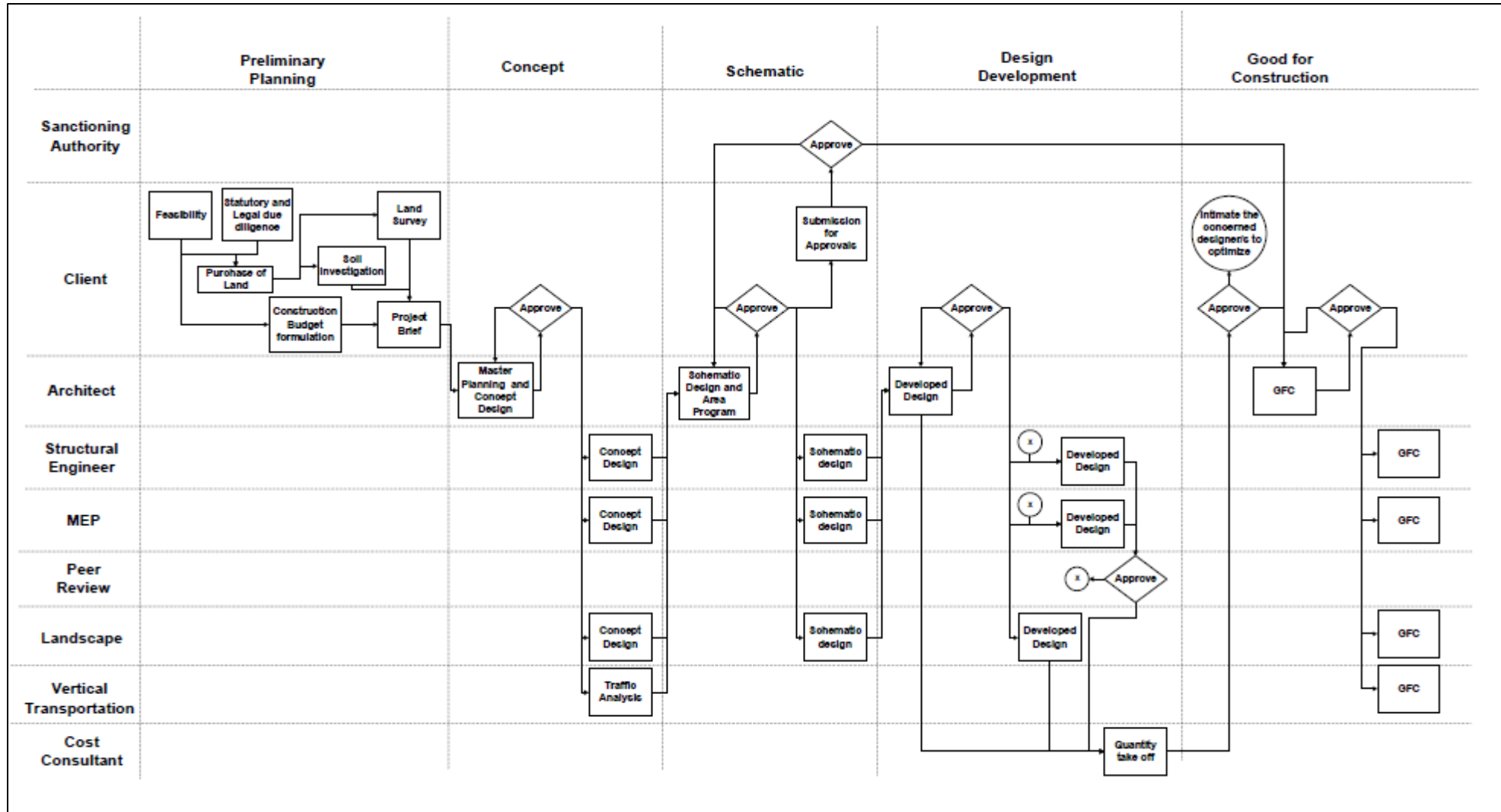
**Unapproved concept options adding value?**

# Draft Standard Design Process for Commercial Projects



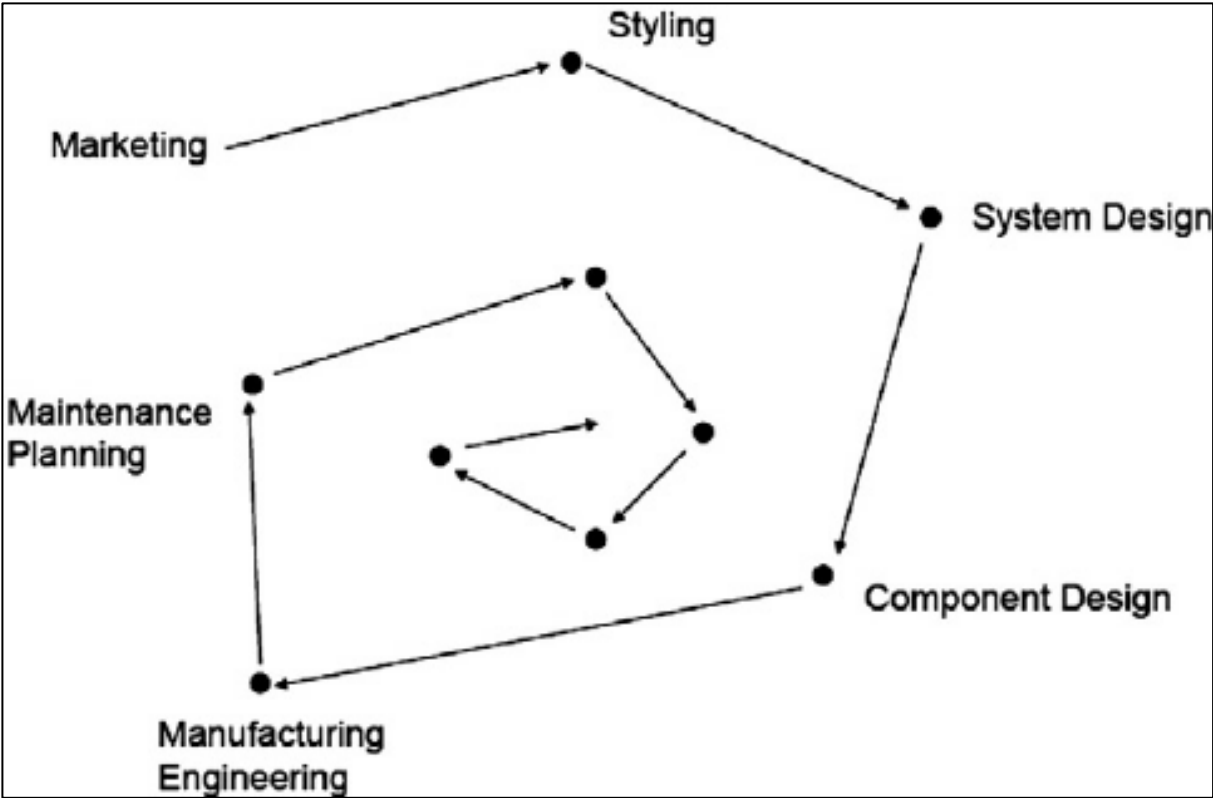


# Draft Standard Design Process for Residential Projects

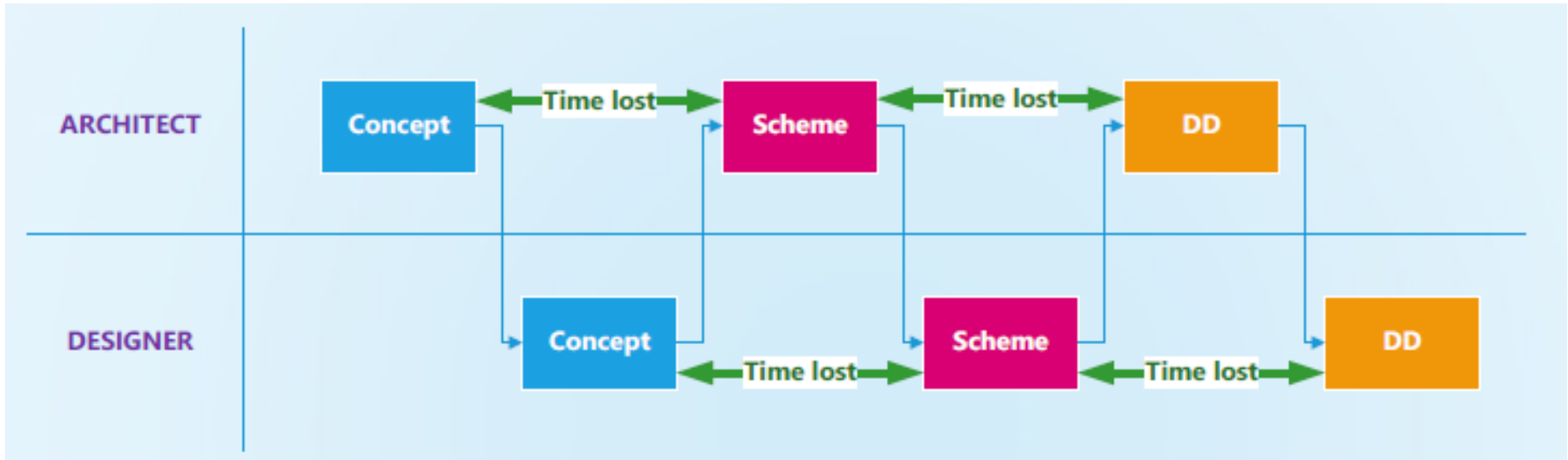


## Way Forward:

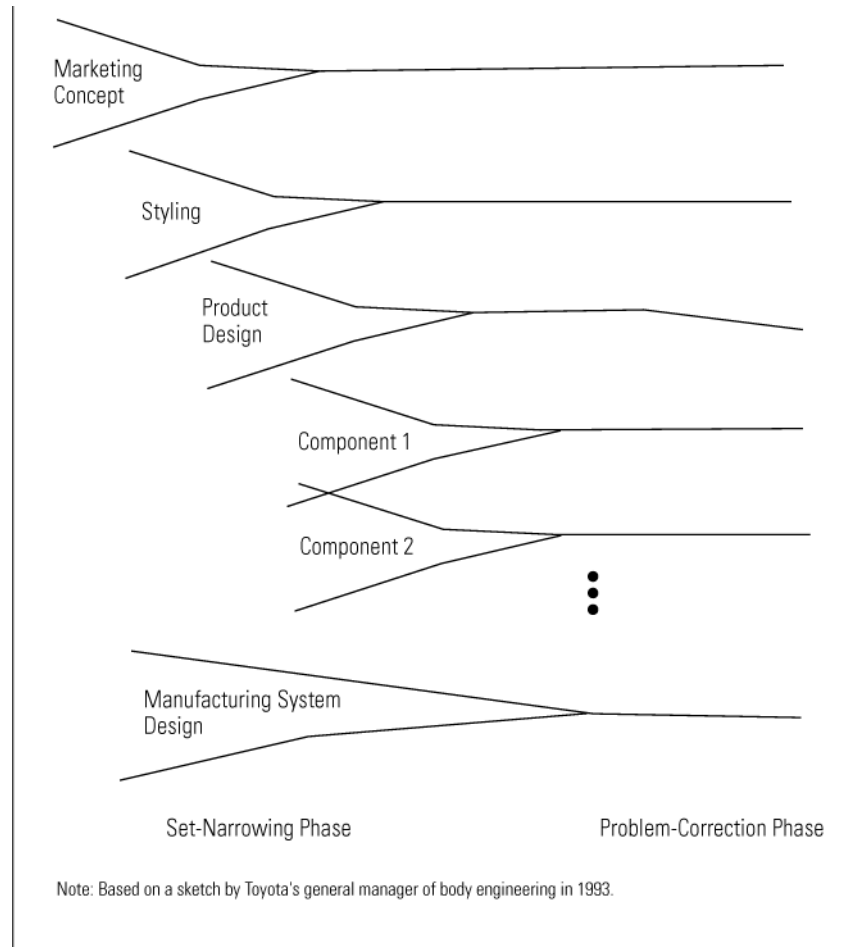
- Validate Standard Processes
- Standardize process timelines from project data



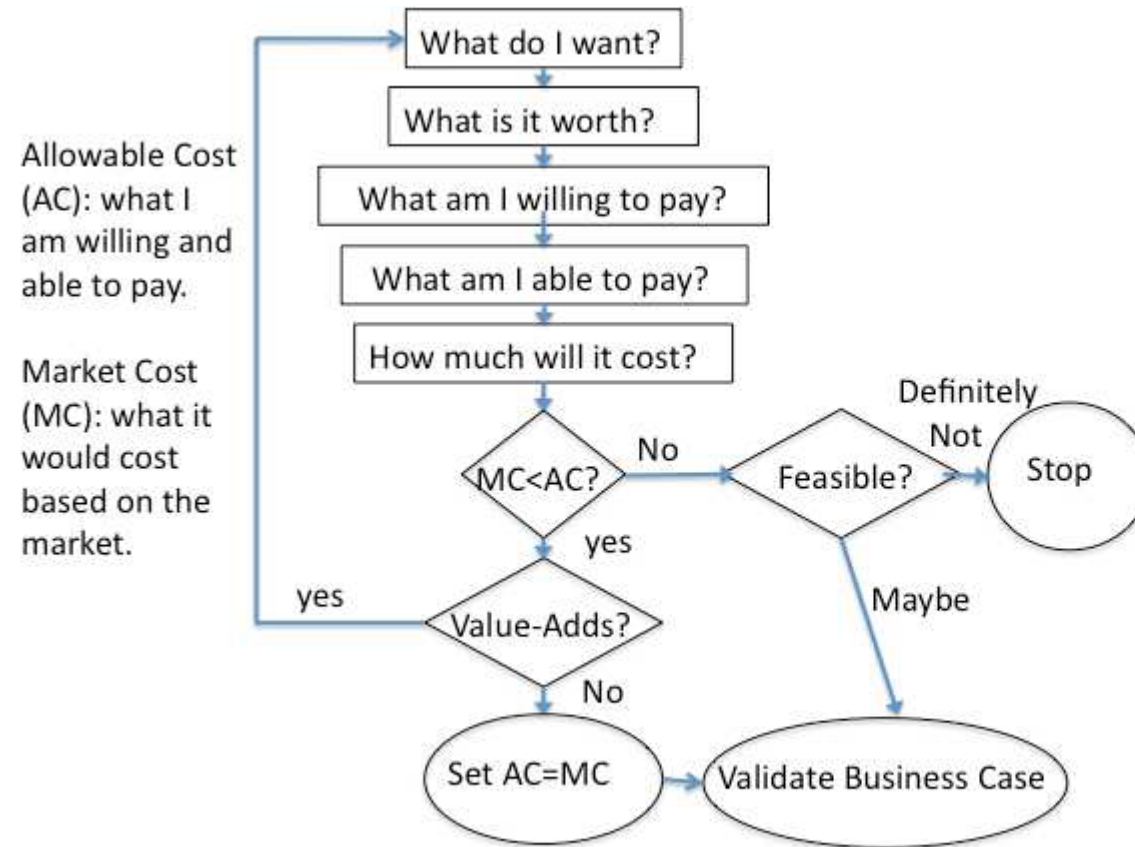
Point Based Design, Ward et al (1995)



**Throw-it-over-the-wall approach**

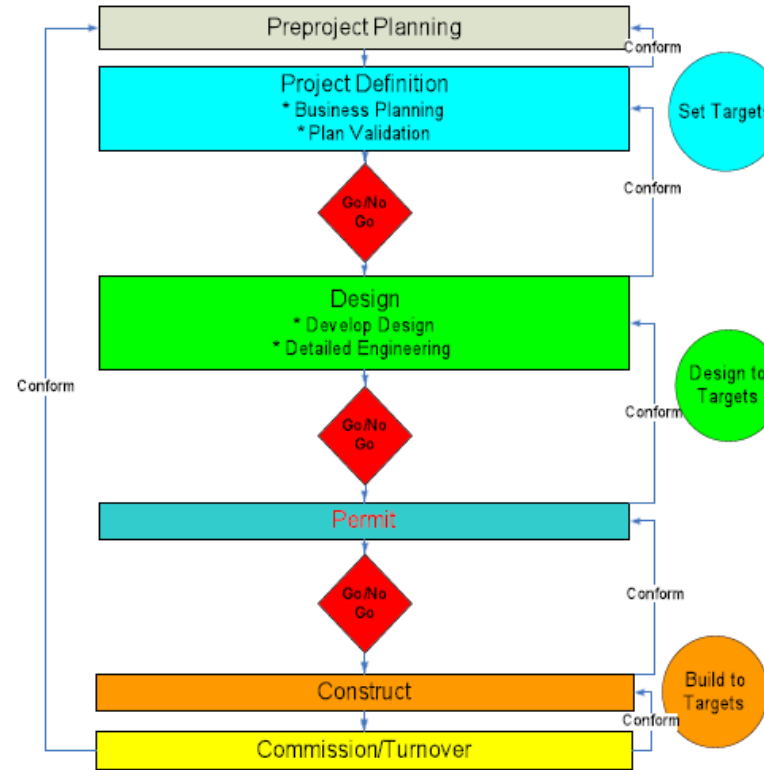


## Set Based Design, Ward et al (1995)



**Target Costing, Ballard (2012)**

# Project Phases and Target Costing



## Target Value Design, Ballard and Morris (2012)

### Way Forward:

- Strategy proposal for collaborative design
- Implementation on pilot projects

# Thank you

Mathew Joe

2<sup>nd</sup> Year MTech

Construction Technology and Management

IIT Madras