

A Stakeholder-Centric exploration of architectural design values and decision-making

Dian Nafiatul Awaliyah ^{a, 1*}

^a Sultan Fattah University; Hasfa Institute

¹ diannafhasfa@gmail.com *

*korespondensi penulis

Informasi artikel	ABSTRACT
Sejarah artikel: Diterima Revisi : 2024 Dipublikasikan : 2024	<p><i>This paper explores the intricate dynamics of architectural design, focusing on the delicate interplay between aesthetics and utility. Acknowledging the divergent priorities of architects, who often emphasize aesthetics, and the public, who prioritize utilitarian aspects, the study aims to navigate a balanced approach. The research is grounded in the recognition of individual stakeholder values as pivotal in shaping a comprehensive value system for optimal architectural service delivery. The overarching research question seeks to understand how architects can harmonize business and technical requirements to create designs that meet diverse stakeholder needs.</i></p> <p><i>Employing a qualitative research methodology, the study emphasizes the importance of recognizing, negotiating, and aligning values among stakeholders. By delving into the perspectives of architects, clients, and the broader public, the research seeks to establish a framework for decision-making that goes beyond subjective preferences. Additionally, the paper explores the quantification of benefits and the modeling of customer value as analytical tools in choosing between various system architectures.</i></p> <p><i>Findings reveal that a value-driven decision-making process, informed by data and inclusive of stakeholder perspectives, leads to architectures that not only satisfy aesthetic preferences but also serve practical, strategic, and societal objectives. The study contributes to a more nuanced understanding of the multifaceted nature of architectural design, emphasizing the importance of a holistic, stakeholder-centric, and data-informed approach.</i></p>
Key word: Architecture Mindset Aesthetic utility Value	

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Pendahuluan

Architectural design, as both an art and a practical endeavor, exists at the intersection of aesthetics and utility. The tension between the architect's pursuit of visual beauty and the public's demand for functionality poses a fascinating challenge in the field. This paper delves into the complex landscape of architectural decision-making, aiming to reconcile these seemingly divergent priorities. The central focus is on understanding and harmonizing the values of various stakeholders, recognizing that architects, clients, and the wider public each bring distinct perspectives to the discourse.

In the architectural domain, the question of how to integrate business and technical requirements to create designs that align with diverse stakeholder needs becomes paramount. This inquiry guides our exploration into the nuanced decision-making processes that architects employ. The recognition of values among stakeholders becomes the cornerstone of our investigation, acknowledging the inherent subjectivity in architectural preferences and the need for a comprehensive framework that extends beyond individual viewpoints.

Through a qualitative research approach, this study seeks to unravel the intricate dynamics of architectural design by delving into the perspectives of architects, clients, and the broader public. Additionally, we explore the role of quantifying benefits and modeling customer value as analytical tools in the decision-making process. By weaving together these strands, we aim to contribute to a deeper understanding of how a value-driven, stakeholder-centric approach can inform architectural designs that not only captivate aesthetically but also serve the multifaceted needs of our communities and clients.

Metode

This study employs a qualitative research methodology, primarily relying on a comprehensive literature review to explore the intricate dynamics of architectural design, values, and decision-making. A literature review offers a systematic examination and synthesis of existing scholarly works, providing valuable insights into the theoretical frameworks, key concepts, and empirical findings related to the research topic.

The literature review begins with the identification of key concepts related to architectural design values, stakeholder perspectives, and decision-making processes. This involves a thorough examination of academic journals, books, and reputable conference proceedings.

To understand the role of quantifying benefits and modeling customer value in architectural decision-making, the literature review explores existing methodologies and tools used in the field. This involves identifying studies that have successfully employed quantitative approaches to evaluate the impact of architectural changes.

Through a critical review of the literature, the study aims to identify gaps in existing knowledge and propose potential avenues for future research. This contributes to the ongoing dialogue on the complexities of architectural design values and decision-making.

By leveraging the insights gained from the literature review, this qualitative approach provides a robust foundation for understanding the multifaceted nature of architectural design, offering a synthesized perspective on values and decision-making processes within the field.

Hasil dan pembahasan

Architecture can incept values by considering the perceptions and needs of both architects and the public. Architects tend to focus on the aesthetic aspects of design, while the public prioritizes the utilitarian dimension [1]. Additionally, understanding the values of individual stakeholders is crucial in shaping the value system required for maximum value creation in architectural services [2]. By recognizing and negotiating values among stakeholders, architects can combine business and technical requirements on a value basis, leading to the design of architectures that meet diverse stakeholder needs [3]. Furthermore, modeling customer value and quantifying the benefits of architecture changes can help in choosing between different system architectures [4]. Overall, by considering the values and perceptions of various stakeholders, architects can create designs that align with their needs and aspirations.

This passage highlights the importance of considering and integrating various perspectives and values in architectural design. Let's break down the key points:

Inception of Values:

The passage suggests that architecture can instill values by taking into account the perceptions and needs of both architects and the public. This implies a recognition that values play a crucial role in shaping architectural decisions.

Divergent Focus of Architects and the Public:

Architects are noted to often emphasize aesthetic aspects in their designs, while the public tends to prioritize utilitarian dimensions. This distinction emphasizes the need for a balance between form and function in architectural projects.

Importance of Understanding Stakeholder Values:

Acknowledging the diversity of values among individual stakeholders is crucial. The passage suggests that understanding these values is essential for shaping a value system that maximizes value creation in architectural services.

Value-Based Decision Making:

Architects are encouraged to recognize and negotiate values among stakeholders. The idea is that by aligning business and technical requirements on a value basis, architects can design structures that effectively meet the diverse needs of stakeholders.

Customer Value and Benefits Quantification:

The passage introduces the idea of modeling customer value and quantifying the benefits of architectural changes. This indicates a practical approach to decision-making, where architects can objectively assess the impact of design choices on the end users.

Choosing Between System Architectures:

There is a mention of the importance of quantifying the benefits of architecture changes in the decision-making process. This suggests that architects should weigh different system architectures against each other, considering the overall benefits and values they bring.

Overall Alignment with Stakeholder Needs:

The conclusion emphasizes that, by considering the values and perceptions of various stakeholders, architects can create designs that align with their needs and aspirations. This underscores the idea that successful architecture should reflect and accommodate the desires of those it serves.

In summary, the passage advocates for a holistic and value-driven approach to architectural design. It recognizes the multifaceted nature of values in architecture, encourages negotiation and understanding among stakeholders, and highlights the importance of objective evaluation in decision-making.

Let's delve deeper into the analysis of the passage:

Balancing Aesthetics and Utility:

The passage acknowledges a common tension in architectural design between aesthetic considerations and utilitarian needs. Architects often focus on creating visually appealing structures, while the public is more concerned with functionality. This recognition implies that successful architectural design should find a harmonious balance between these two aspects to create structures that are both aesthetically pleasing and practical.

Stakeholder-Centric Approach:

The emphasis on understanding the values of individual stakeholders underscores a stakeholder-centric approach to architecture. By recognizing and incorporating diverse perspectives, architects can ensure that their designs are inclusive and cater to the varied needs of the people involved in or affected by a project.

Integration of Business and Technical Requirements:

The passage suggests that architects should align business and technical requirements on a value basis. This integration is essential for creating designs that not only meet functional needs but also contribute to broader business goals. It implies that architectural decisions should be made with a holistic view, considering both practical and strategic implications.

Negotiation of Values:

The idea of negotiating values among stakeholders highlights the importance of communication and collaboration in the architectural process. Architects must engage with various stakeholders, including clients, users, and community members, to ensure that their designs resonate with the values and aspirations of these groups.

Quantification of Benefits:

The mention of modeling customer value and quantifying benefits reflects a data-driven and analytical approach to decision-making in architecture. This implies that architects should use

measurable criteria to evaluate the impact of design choices, allowing for a more informed selection among different architectural options.

Decision-Making Framework:

The passage suggests that architects can use a value-based framework to guide decision-making. This involves assessing the values of stakeholders, quantifying benefits, and ultimately choosing the architectural solutions that align most closely with the identified values. This structured approach enhances the likelihood of creating designs that are not only visually appealing but also functionally effective.

Alignment with Stakeholder Needs:

The overall message of the passage is that successful architecture is achieved when designs align with the needs and aspirations of stakeholders. This customer-centric approach emphasizes that the value of architecture goes beyond the physical structure; it extends to how well the design serves the people who interact with or inhabit the space.

In conclusion, the passage advocates for a comprehensive and inclusive approach to architectural design, emphasizing the importance of understanding, negotiating, and aligning values to create structures that are not only aesthetically pleasing but also functionally and socially relevant. It promotes a strategic and data-informed decision-making process that considers the broader impact of architectural choices.

Simpulan

In conclusion, the passage underscores the nuanced nature of architectural design, recognizing the delicate balance between aesthetics and utility. It advocates for a holistic, stakeholder-centric approach that involves understanding and negotiating the values of diverse participants in the architectural process. The integration of business and technical requirements on a value basis is highlighted as crucial for creating designs that not only meet functional needs but also align with broader objectives.

Furthermore, the passage emphasizes the significance of a data-driven decision-making process. By modeling customer value and quantifying the benefits of architectural changes, architects are encouraged to adopt an analytical framework that aids in choosing between different system architectures. This approach ensures that architectural decisions are not only guided by artistic or aesthetic considerations but are also grounded in measurable criteria that contribute to overall project success.

Ultimately, the overarching message is that successful architecture arises when designs align with the needs and aspirations of stakeholders. By considering and valuing the perspectives of architects, the public, and other stakeholders, architects can create designs that transcend mere visual appeal, addressing the practical, strategic, and social dimensions of the built environment. This comprehensive approach results in architectures that are not only aesthetically pleasing but also functional, purposeful, and deeply resonant with the communities they serve.

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