

SMART story

Creating A More Efficient Design Process

Gansen Lindsay Design Consultants Inc. – Ottawa, ON, Canada



SMART tools helping the design process.

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Helma Gansen, President, Gansen Lindsay Design Consultants Inc.

Gansen Lindsay Design Consultants Inc. is one of Ottawa’s largest full-service design firms. It works closely with clients to create unique interiors that enhance productivity through the use of innovative materials and technology products. Gansen Lindsay involves clients in the decision-making process every step of the way, demonstrating a strong commitment to client satisfaction. This approach has led to the creation of functional, high-tech work spaces for many clients, including Accenture, Deloitte & Touche and Entrust Technologies.

Streamlining the design process

Fitting right into Gansen Lindsay’s commitment to client satisfaction is the SMART Board interactive whiteboard. The firm’s designers use the touch-sensitive whiteboard in their office to present plans to clients.

According to the firm’s president, Helma Gansen, “With the SMART Board interactive whiteboard, we can very easily demonstrate what works and what doesn’t.” The designers can make changes to plans directly on the interactive whiteboard, immediately allowing clients to see the effects of changes and raise any concerns. “The evolution of a plan can take place right there, when normally it would take three meetings,” explains Gansen.

Meeting client’s technology needs

Offices and corporate facilities constitute 80 percent of Gansen Lindsay’s projects. Because the firm’s designers have seen firsthand how the SMART Board interactive whiteboard helps improve meetings and presentations, they now recommend it for their clients’ boardrooms, training rooms and offices as well.

Gansen points out that because technology moves so fast, many of Gansen Lindsay’s clients aren’t aware of what’s out there. When the firm’s designers introduce their clients to the SMART Board interactive whiteboard, clients immediately see its usefulness. “Not one client has said, ‘No we don’t need it,’ Gansen explains. “It’s more a question of ‘How many do we need?’”

With the SMART Board interactive whiteboard, Gansen Lindsay makes the design process more effective and introduces clients to a product that helps address their technology needs. As Gansen puts it, “The SMART Board interactive whiteboard is a tool that is very relevant to the way we communicate and work in an office today.”

SMART Technologies

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