The RELATIONSHIP BETWEEN INFLUENCE AND SATISFACTION OF A DESIGN & BUILD CLIENT

A study into the experiences of Design & Build clients in the building-sector, regarding their possibilities to influence the design and their satisfaction with the end result in relation to the specification level.

Introduction

Design & Build

Instead of using the traditional separated design and build methods, such as Design & Build, are increasingly used in the recent years, especially in the UK. Following the U.K. and the United Kingdom, the Department for Communities and Local Government's (2007) guidance for a Design & Build professional to improve the design and build process.

Design & Build's most important advantages for the client

- Single point of responsibility for design and construction (Schoon, 2001).
- The design and build process can be adapted to the client's needs (Schoon, 2001).
- Flexibility in terms of changes and modifications (Schoon, 2001).

Problem

The client has to determine which specification level would be the best to match his/her project (Schoon, 2001). The preferred specification level of satisfaction is described as follows:

- The client has to determine its degree of influence on the design. The clients have the opportunity to choose from a large chance of advancing insight (High transaction costs (Straatman, 2005)).
- Early price certainty (Levy, 2006).
- Reduced risk of opportunistic behavior (Gransberg, 2008).

Method

Internet questionnaire

To be able to answer the research questions in this study, a questionnaire was developed for the collected of the obtained samples. SNOMED (2010) [Sociological Methodology for the building trade] was used.

Conclusion

In order to investigate the influence of the specification level on the design, the clients are divided into three different groups with different specification levels: 30%, 60% and 90%.

Results

The internet survey has yielded a response rate of 50% of completed questionnaires. The majority of the respondents were Design & Build clients (65%). Among the respondents, 93% were completely satisfied with the final result, while only 7% were not.

Findings & Conclusions

The original goal of this research was to investigate if clients are more critical if the specification level is higher or lower.

Technology & hypotheses

The literature review revealed a number of influence-related processes that significantly affect the satisfaction of the clients about the building. The following hypotheses were generated to test the relationship between the influence on the design and the satisfaction of the clients:

- If the client has a higher degree of influence on the design, the satisfaction of the clients would be higher.
- If the client has a lower degree of influence on the design, the satisfaction of the clients would be lower.

Other findings

The main reasons for clients to choose Design & Build as a construction technique are:

1. Better design and implementation
2. Early price certainty
3. Less using

Recommenendations

The main recommendations for Design & Build clients are:

1. To choose Design & Build as a construction technique
2. To make sure that the design and implementation are carried out in a professional manner.
3. To ensure that the client's requirements are met in the final result.