

A modern, bright interior space with a large window on the left, a blue tufted sofa, a colorful geometric rug, a white coffee table, and a large white shelving unit on the right. A potted plant and a yellow clock are also visible.

Creativision

Bridging the Gap Between Fresher Architects/Interior
Designers and Clients through **Collaboration**

Role: Product Design; User Research; UX Strategy;
Visual Design; Prototype and Testing;

"Creativision is an innovative digital platform that revolutionizes the world of architecture and interior design, connecting emerging designers with clients to bring design visions to life collaboratively."

This project encompassed a comprehensive range of tasks, starting with the initial stages of conducting surveys and interviews to gather valuable user feedback. It involved creating a seamless user experience, crafting an engaging theme, and formulating a strategic approach to develop a robust business strategy, analytics framework, and promotional plan. A strong technical understanding was essential, as we meticulously constructed a technology stack and prepared a detailed Functional Requirements Document (FRD). Additionally, multiple rounds of user testing provided invaluable insights from the user's perspective, contributing significantly to the project's advancement.

The Background

Problem Defination

Practical Issues

Difficulties experienced by interior designers and architects who are just starting out in **one of the most competitive industries**. The lack of opportunities and resources for newcomers to the sector is the issue it seeks to remedy.

Methodological Issues

As designers advance from archaic approaches, it is still frequently discovered that **clients are unable to fully visualize** their projects or communicate their thoughts and desires to the designer **in the earliest stages**. The collaboration will be essential in the industry's future.

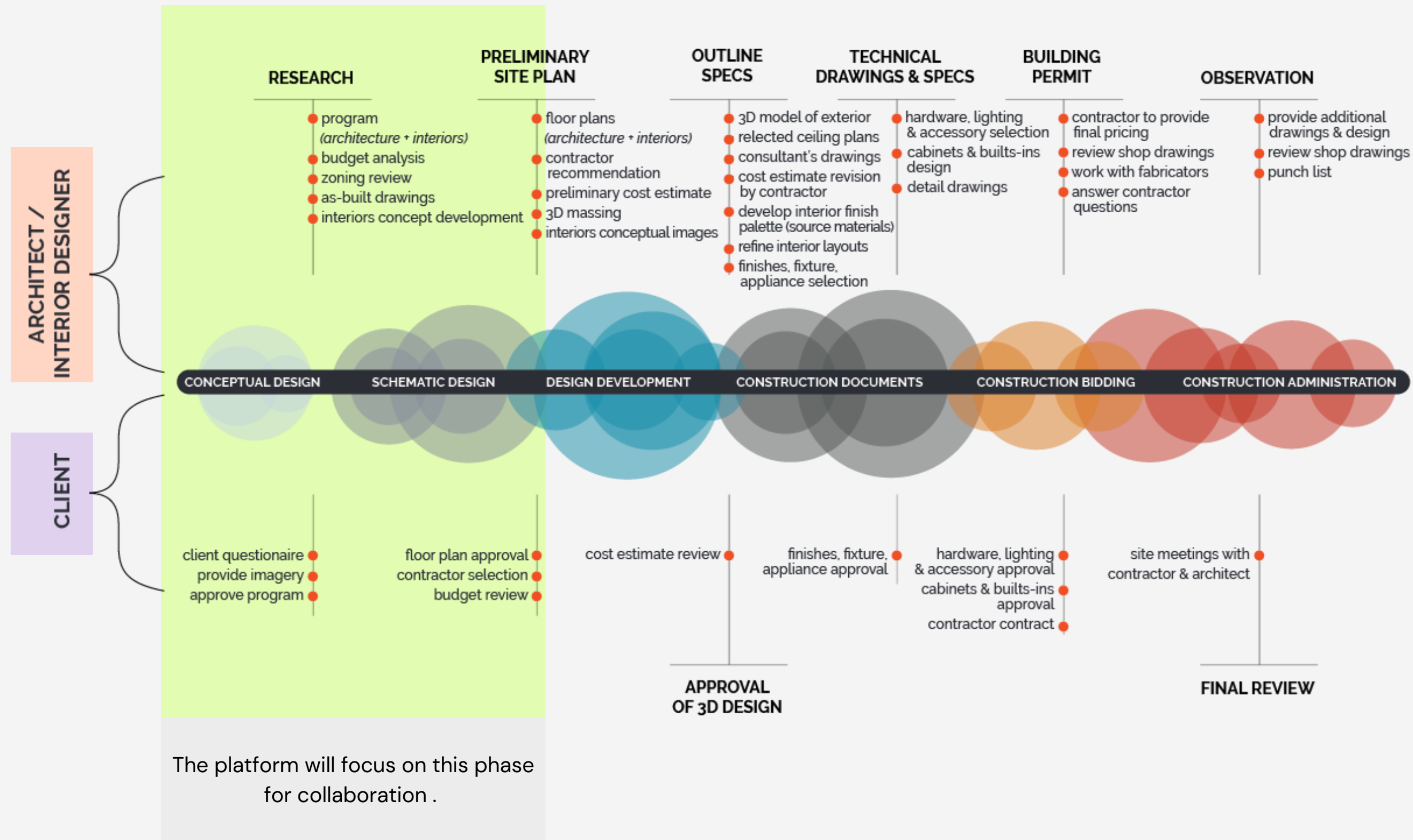
Project Definition

Bridging the Gap Between Fresher
Architects/Interior Designers and Clients
through Collaboration

Objectives

- Create a digital platform to connect entry-level architects and interior designers with clients seeking design services.
- Clients/project owners can upload 'their space' and design their first visual using an extensive library as a part of the collaboration.
- Empowering new graduates and promoting collaboration, CREATIVISION paves the way for their entry into the industry while facilitating seamless client-designer interactions.

A Typical Design Process for Built Environment



User Groups



Primary User Group 1



Primary User Group 2

The intended user groups :



- New graduate architects and interior designers
- Overall entry level designers wanting to network and seek exposure
- Designers re-entering the work force



- Home owners/renters who want quick design solutions
- Modern-day clients who want to actively engage in the design process
- Small-scale design companies who need to outsource some services

Introduction to the Personas

Introduction to the Personas

Primary User Group 1



Emily Ewyong

New Graduate
Architect

A young architect with a lot of passion and talent looking for opportunities to start her career and showcase her skills.

Primary User Group 2



Sarah Spencer

Business owner
Seeking Design
Services

A busy restaurant owner with no design experience who desires design services tailored to her needs and wants to communicate her vision for efficient collaboration with designers.

Demographics



NAME	EMILY	SARAH
DESCRIPTION	Passionate, Talented, Ambitious	Busy, Creative, Enthusiastic
AGE	24 years old	32 years old
LOCATION	New York City, USA	Paris
OCCUPATION/ EDUCATION	Bachelor's degree in Architecture	Restaurant Owner
DESIGN EXPERIENCE	Limited professional experience	No design experience



Emily Ewyong

"I'm excited to utilize a digital platform that connects me with clients and provides comprehensive design resources. It's the perfect stepping stone for me to showcase my creativity and kickstart my career."

BIO

Emily recently completed a reputable architecture program and is a young architect with passion and talent. She is eager to begin her career and demonstrate her abilities in the sector. However, she must find her first projects and establish herself in a competitive market in order to succeed. She is tech-savvy and trusts the power of digital platforms to connect professionals with projects she actually might be interested in.

MOTIVATION

Emily wants to **build her portfolio and secure her first architectural projects**. She needs to show her design abilities and lay outstading as a 3D visualizer. She is excited to team up with clients and gain from their encounters to additionally foster her plan capacities.

LOCATION/CONTEXT OF USE

At home or in her studio, Emily will primarily use the platform from her smartphone or laptop. During her job search, she will use the platform to connect with clients and actively participate in projects.

NEEDS

- Opportunities to demonstrate her abilities and creativity
- Access to a platform that connects her with clients seeking design services
- Networking opportunities to establish connections within the industry
- Support and direction through the early stages of her career

GOALS

- Obtain her first architectural projects in order to build her portfolio.
- Show potential customers her design and creative abilities.
- **Make important connections within the industry**
- Gain experience and grow as an architect



Sarah Spencer

"I'm thrilled to find a platform that allows me to actively engage with interior designers and bring my vision to life. It's the perfect solution to transform my new cafe into a place that truly reflects my style."

BIO

Sarah is a busy professional in the restaurant industry who just bought a new cafe and wants to make it her ideal space. She has some ideas, but she doesn't have the time or expertise to design them herself. She is searching for a helpful and intelligent method for drawing in with inside planners and effectively taking part in the planning cycle.

MOTIVATION

Sarah is motivated to **design a comfortable cafe space that reflects her style and accommodates her requirements**. She is thrilled about the chance to collaborate with interior designers and provide input throughout the design process. She places a high value on ease of use, originality, and a seamless experience.

LOCATION/CONTEXT

At home or in her spare time, Sarah will primarily use the platform from her smartphone or laptop. She will use the platform to look into design services, talk to interior designers, and make her ideas come to life.

NEEDS

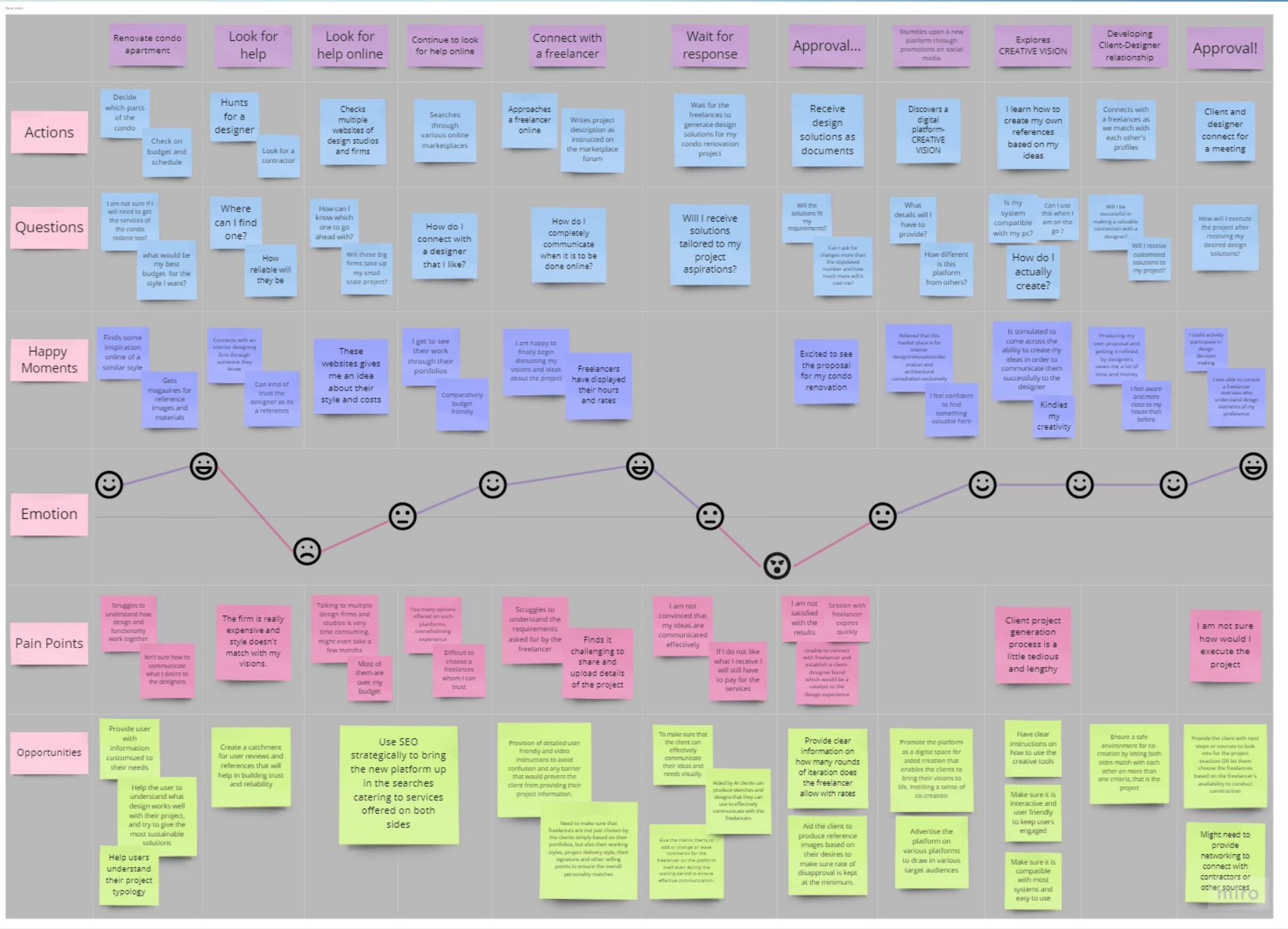
- Access to a platform that offers design services tailored to homeowners
- Visualization tools to better communicate her design ideas
- Advantageous and productive coordinated effort with inside planners
- Reliable and dependable designers who can make her vision a reality

GOALS

- Create her new cafe with her own personal style and preferences in mind
- Work together with designers who share her vision
- Contribute her ideas and actively participate in the design process
- Look for designers who are dependable, trustworthy, and can deliver results

User Journey and Story Board

Sara's User Journey

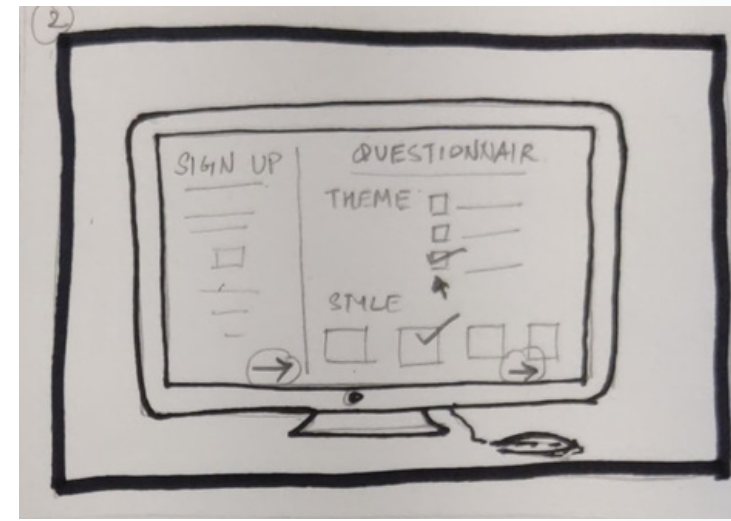
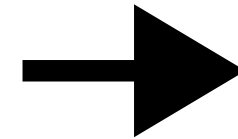


[Link to the board](#)

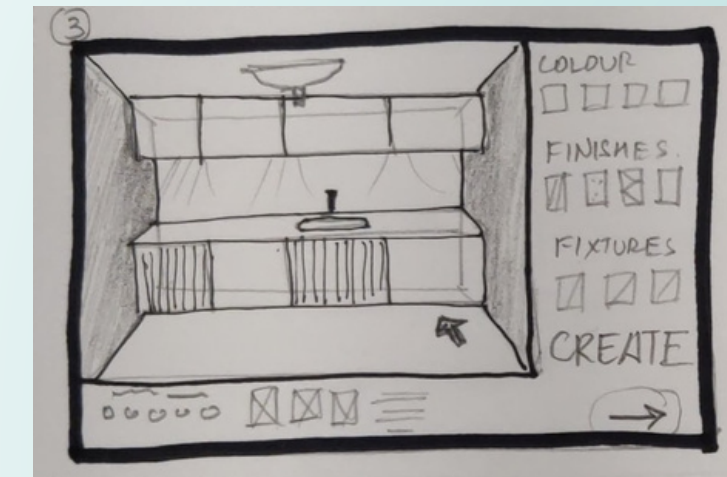
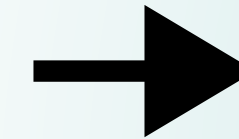
Story Board



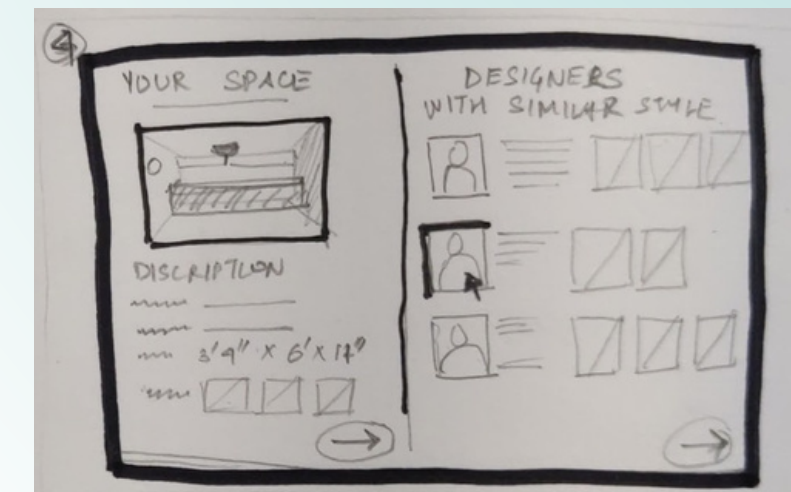
User wants to seek design services for a renovation project.



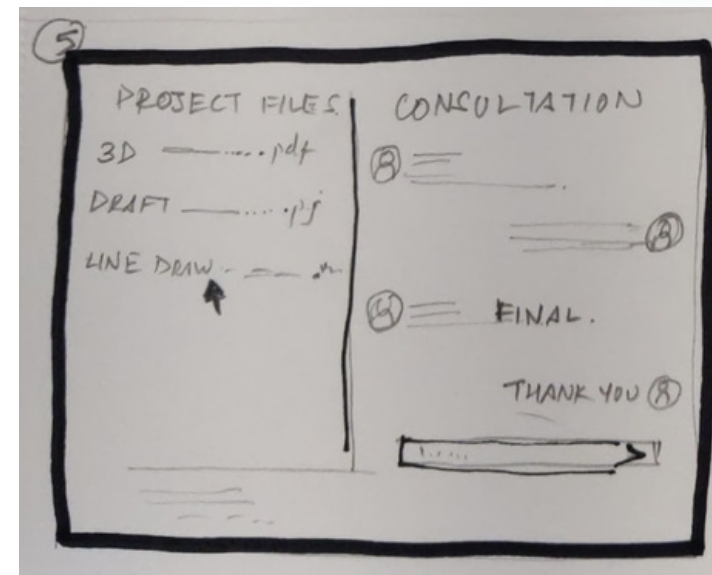
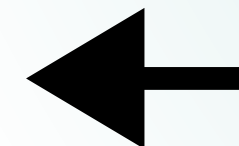
User comes accross Creativision through an advertisement, sets up an accountant and fills up project details.



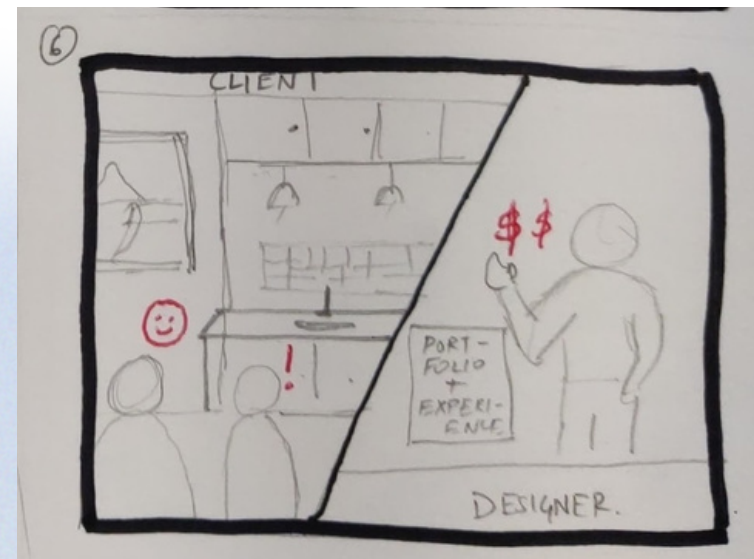
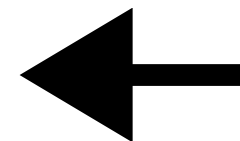
The user chooses various options from he material library to create mood boards.



The User shares the mood board on their profile and sends requests to designers



The user collaborates with the designer and submits the final deliverable and complete payment



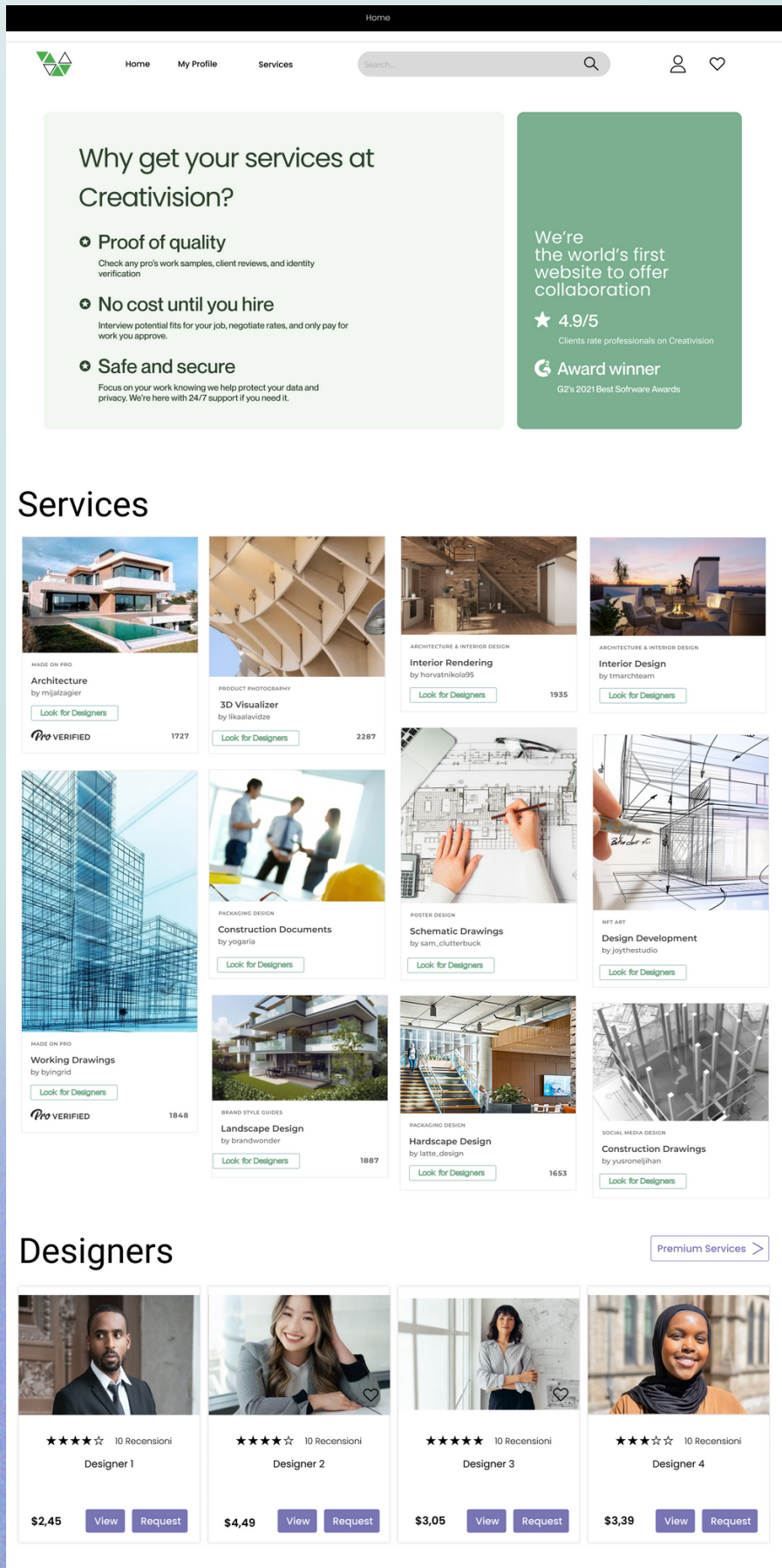
The user is happy as the project was successfully delivered and the the designer gains experience and payment.

My Solution

Interactive Narrative:

Welcome to the future of design collaboration - introducing the "Creativision" website prototype, where architects, interior designers, and clients converge to transform visions into immersive realities. Experience a seamless fusion of innovation and creativity that empowers you to shape spaces together, redefining the way design comes to life.

Link to the Prototype : [Creativision](#)



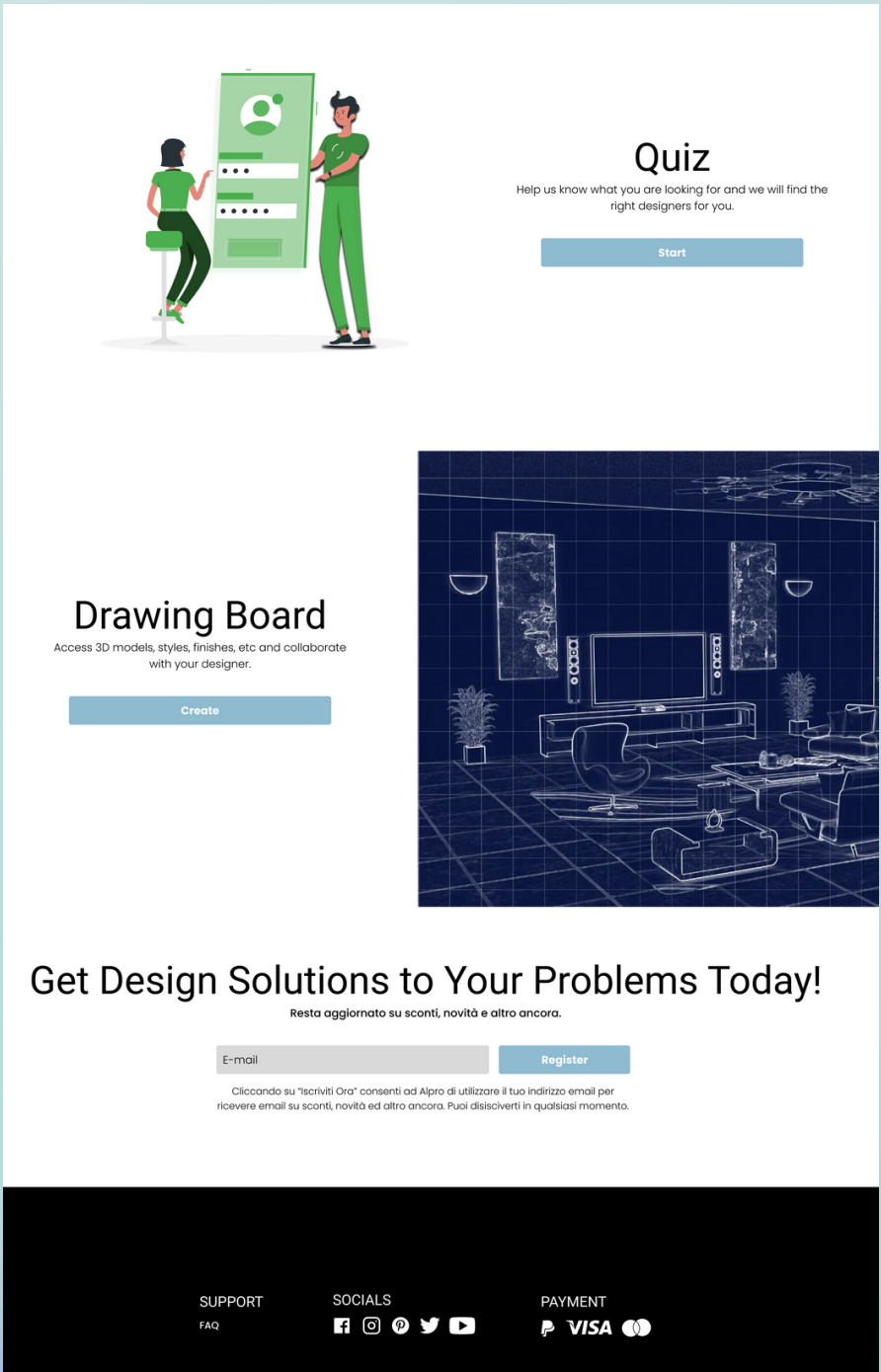
Home Page for Service seeking clients

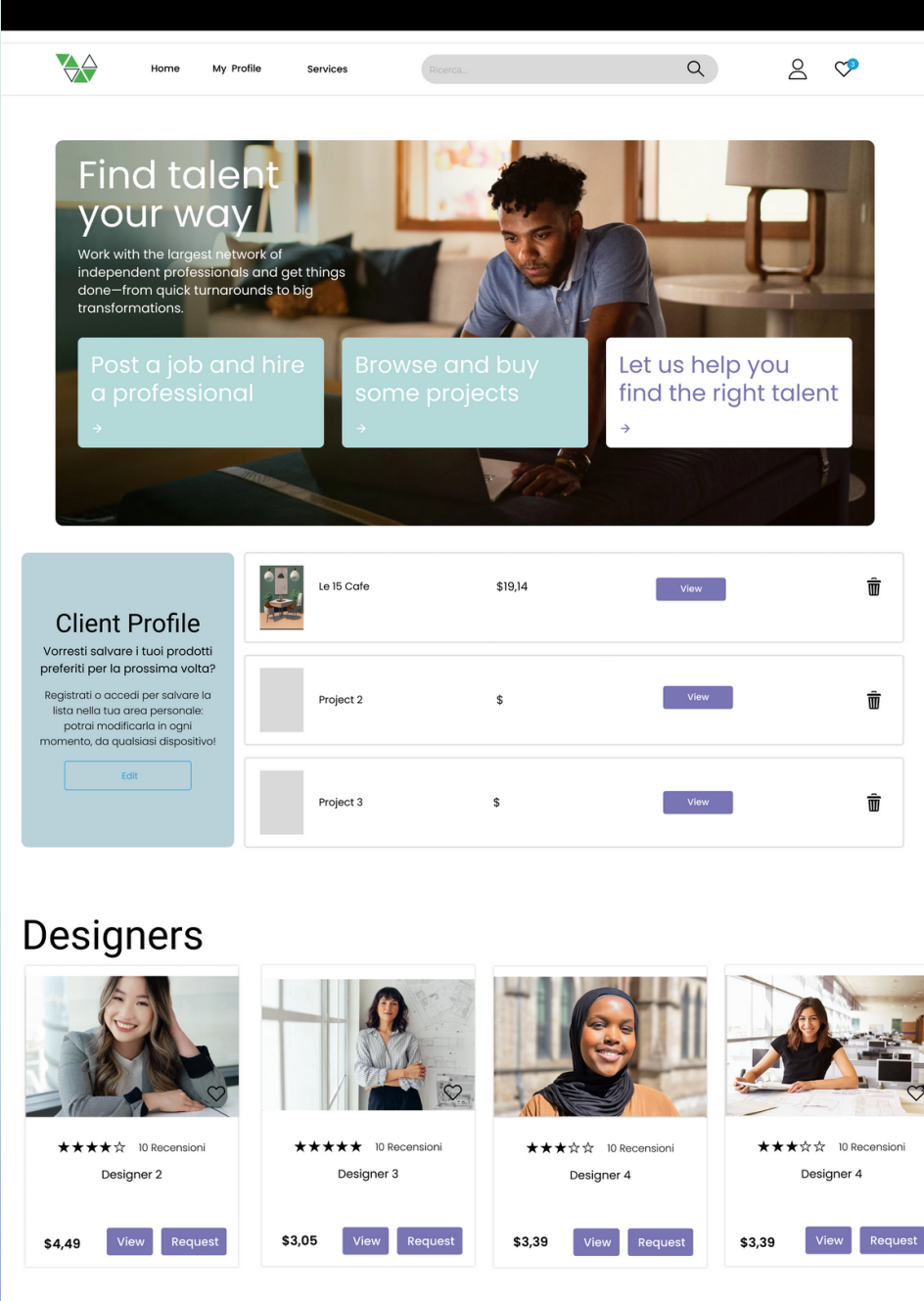
Users seeking design services are introduced to Creativision and its standard that helps gain their trust.

These users- Clients are encouraged to take a quiz to help them identify their project and even select themes and styles, allowing them to start creating a vision for their design.

Types of Services and list of Designers for Clients who are unsure about their projects/who precisely know the service they need.

They can send Project Requests to designers of their choice.

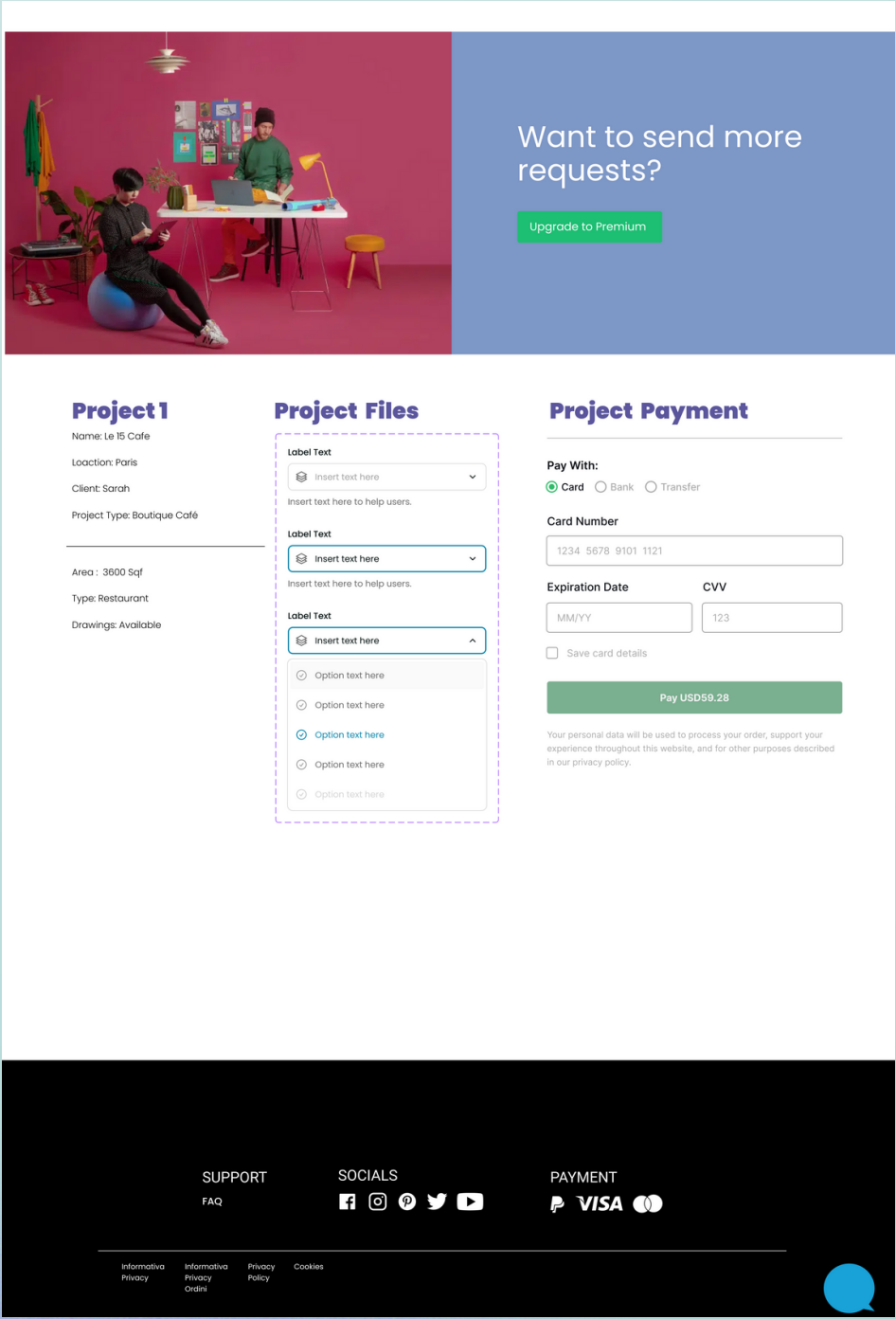


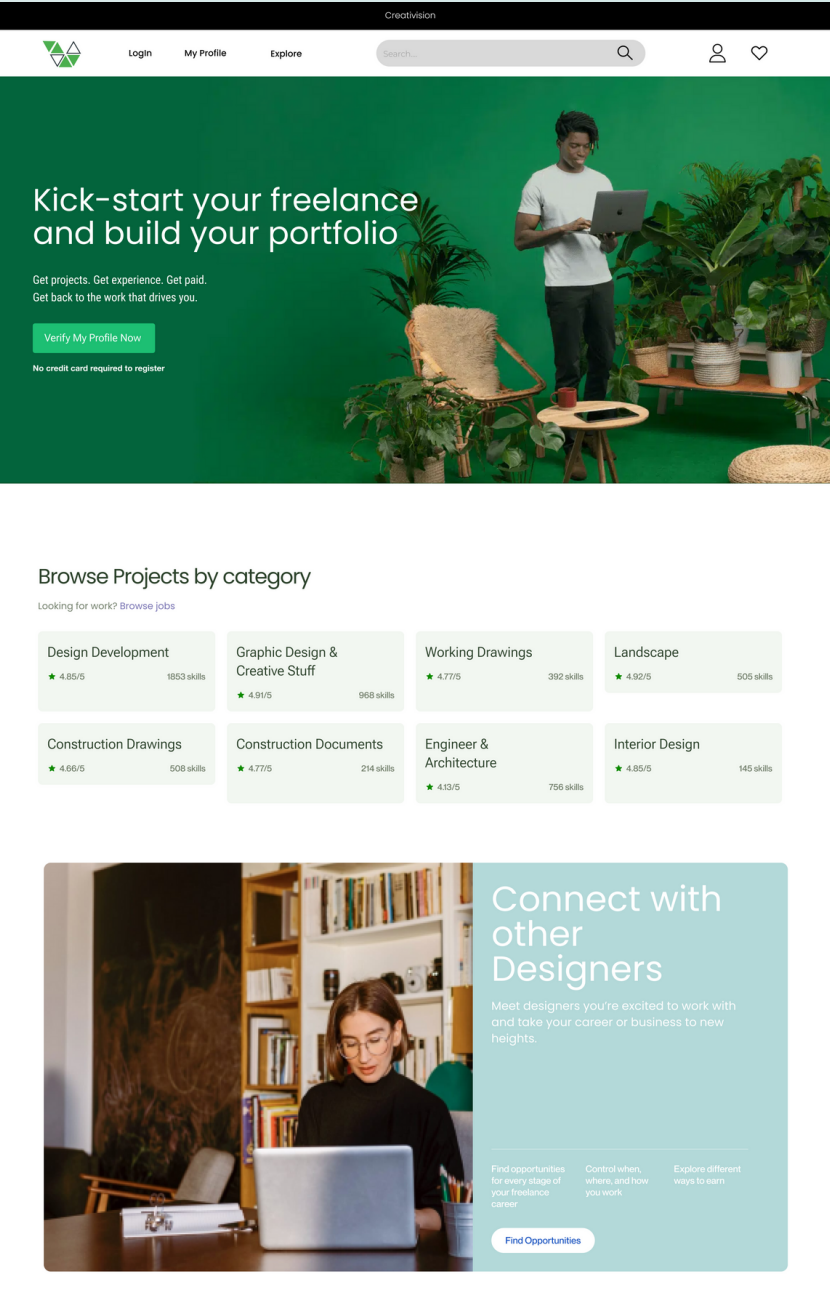


Client Profile

Clients will set up their Profiles that will help them to curate and keep track of the services they avail, Collaborate with designers, and payment transactions.

By filling up their project details and needs, the website uses this information to suggest the best matched Designers Profiles for them to select from.

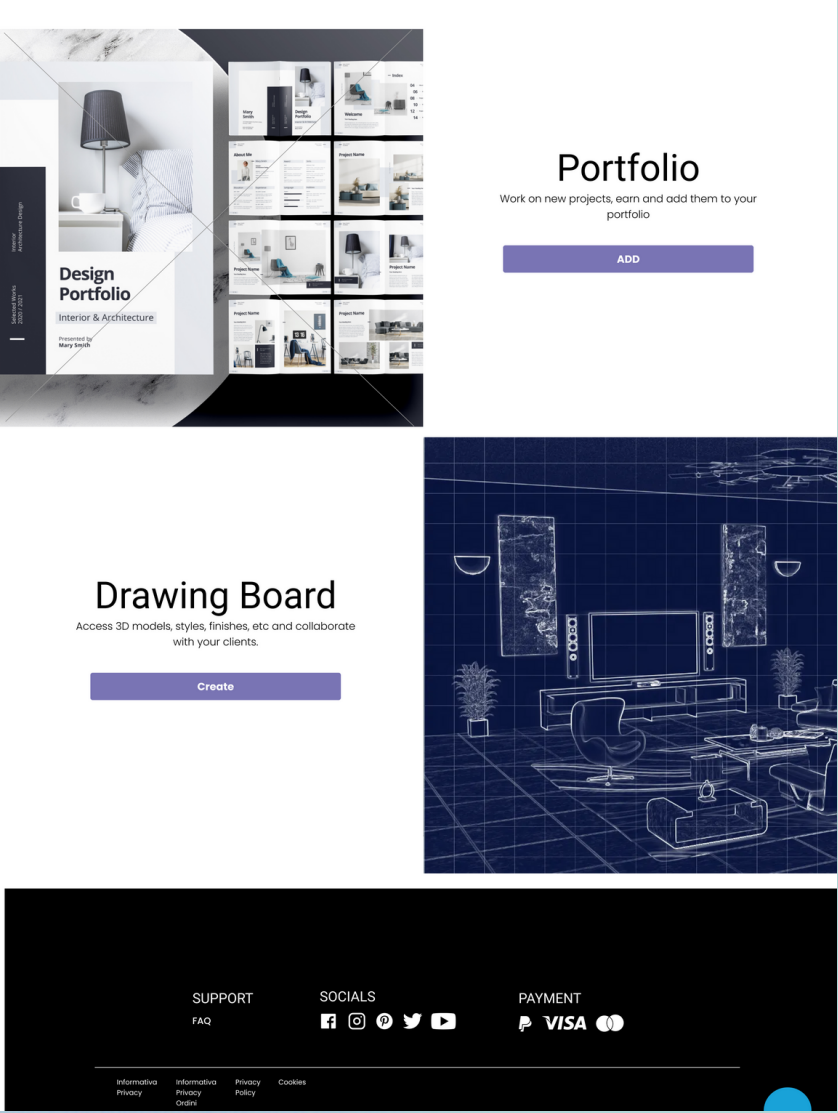




Home Page for Designers Providing Services

Designers can not only claim projects but also build their portfolio with Creativision as well as connect with other professionals in the industry.

This helps Creativision maintain a steady user base .



Designer

Login

My Profile

Expand

Ricerca...

Designer

My Data

★★★★★ 10 Recensioni

\$49 per hour

6

Set Your Rate

Profile Description

Meet Emily Ewyong, an aspiring architect driven by creativity and innovation. With a passion for turning visionary concepts into stunning reality, Emily thrives on collaborating closely with clients to deliver personalized design solutions that redefine spaces and captivate senses. Join her on a journey of transforming ideas into captivating architectural marvels.

Experience

Certifications

Summary

Ratings

5.0 ★★★★★

Ratings Received

★

★

★

★

★

10

0

0

0

0

Maintain a high rating to receive more projects

Check Scores here

Ongoing Projects

Lucilla

Ottima!

Finalmente ho trovato una bevanda gustosa e che faccia bene all'ambiente!

Gemma

Perfetto per la mia colazione!

Uso le bevande Alpro da anni, questa al cioccolato è in assoluto la mia preferita!

Savino

Buonissima

La amo!

My Projects

★★★★☆ 10 Recensioni

Alpro Questo non è latte - CLASSICO

★★★★☆ 4 Recensioni

Alpro Questo non è latte - LIGHT

★★★★★ 18 Recensioni

Alpro bevanda alla sola Protein Cioccolato IL

★★★★☆ 10 Recensioni

Alpro bevanda mandorla cocco IL

SUPPORT

FAQ

SOCIALS

PAYMENT

VISA

Designer Profile

Designers will create their Profiles by completing certain steps of verification.

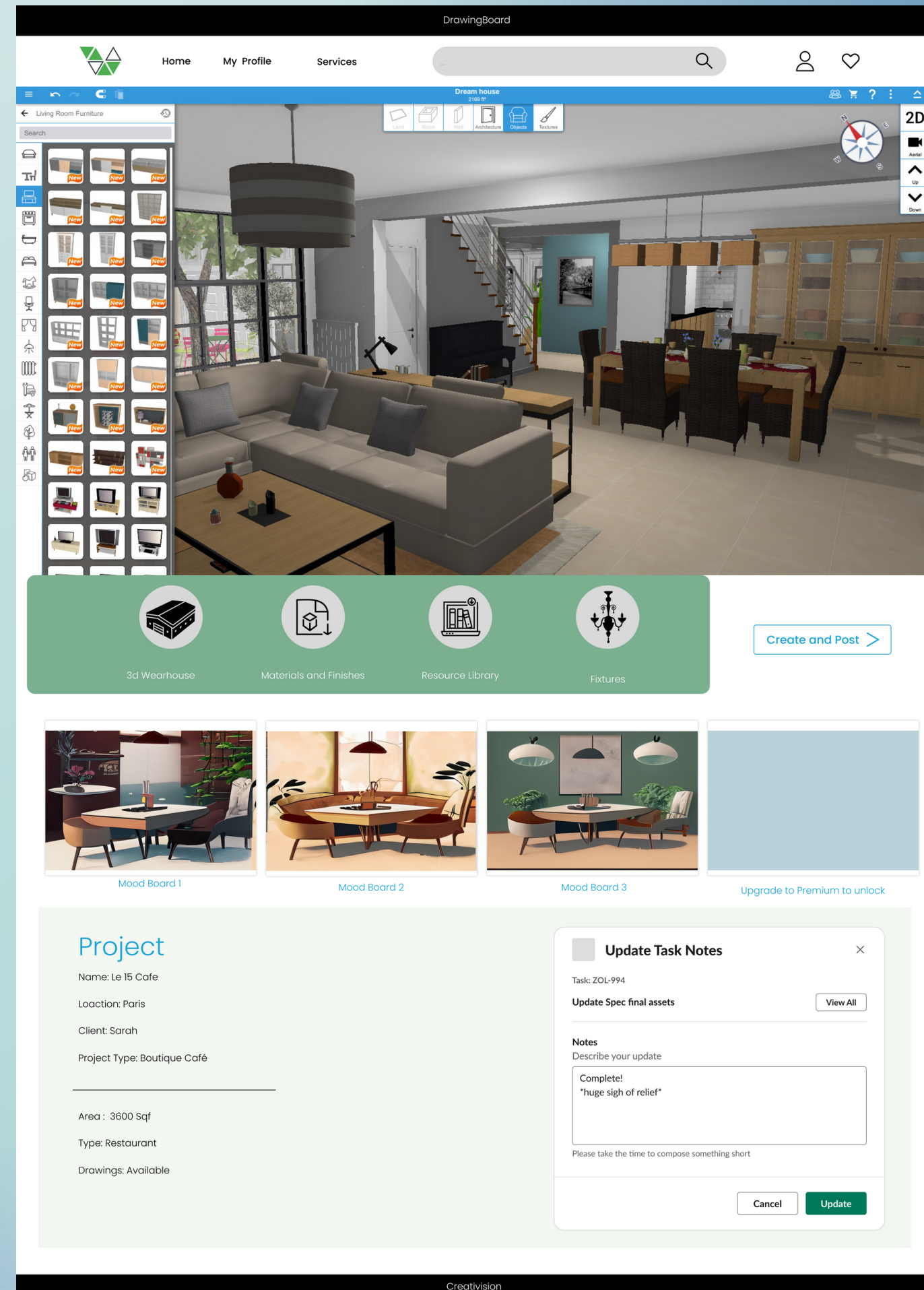
Here they will also be able to customize their profiles, display their works, keep track of projects, and maintain a rating that boosts their visibility to Clients.

THE DRAWING BOARD

Unlike its potential competitors, Creativision provides users with a “space” to design their “space” and collaborate.

According to the survey, 78% of the users seeking design services showed a need for a canvas that gave them the liberty to create freely and share their visions with Designers.

This led to the creation of The Drawing Board- where both user groups can access a library of materials, fixtures, finishers, etc., and create collaboratively in real-time.



Let's talk money!

Revenue Model

FREEMIUM MODEL

To draw a sizable user base, the platform can provide a free, basic version with few features. By providing a basic version that is free, the platform is more accessible to new designers and customers.

SUBSCRIPTION MODEL

The level of features and services given could determine the cost structure for the subscription model. The premium edition, which grants ongoing access to the advanced features and resources on the platform, is available as a monthly or annual subscription, costing \$15 & \$120 respectively.

COMMISSION FEES

The platform may charge a commission fee from the designers based on the overall project cost for successfully facilitating project matches. A proportion of the project's worth could be used as this fee, the platform may charge designers a commission of 10% of the overall project cost.

SPONSORED CONTENT AND ADVERTISEMENTS

The platform could partner with sponsors or advertisers with connections to the industry to show users sponsored content or adverts. The best advertisers for this platform might include design software providers, furniture producers, material suppliers, design institutions or colleges, and media that deal with design. These advertisers would gain from accessing a niche group of potential clients and designers who are actively involved in the design process.

IN-APP PURCHASES

To give designers and clients even more alternatives for enhancing their creations, the platform may offer more design materials, templates, or tools for purchase within the app.

SMART Goals

Future opportunity

Increase the number of registered designers on the platform by 30% within the first six months.

KPI: User Acquisition– track number of registered clients and designers

Within the first year of the platform's debut, facilitate at least 600 successful project matches between designers and clients.

KPI: Project Success– track the number of project deliveries per month, average project duration

Enhance collaboration between clients and designers by increasing the number of interactions between them by 25% within six months.

KPI: Client–Designer Interaction– number of messages exchanged, number of design iterations per project

Within the first year of the platform's operation, build alliances with at least three renowned architectural companies or design studios to offer freshmen mentorship and recruitment opportunities.

Trinity Strategy

Behavior

- Architects and interior designers seek opportunities to showcase skills and build portfolios while making industry connections.
- They require a user-friendly platform for project discovery, client collaboration, and design visualization.
- Clients aim for active involvement in the design process and improved communication with designers.

Experience

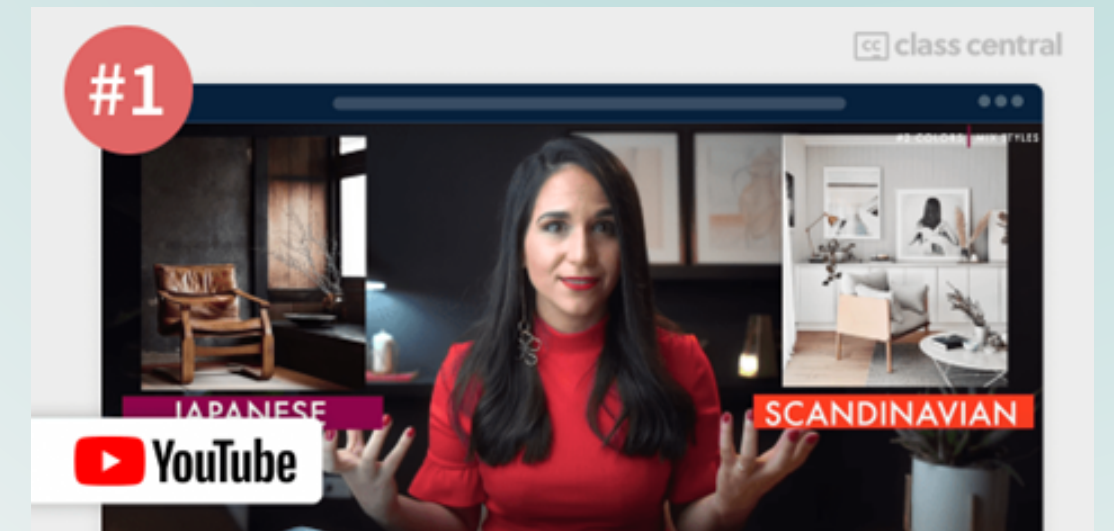
- Design a user-friendly, aesthetically pleasing, collaborative environment that allows designers to work flexibly on design projects.
- Provide a platform that makes it simple for clients to visualize their design concepts, access a large collection of design resources, and interact with designers.

Outcome

- **Architects and Interior Designers:** Priority on securing initial projects, showcasing talent, networking, and advancing careers.
- **Clients:** Quick access to design services, active design participation, clear concept understanding, effective visualization, and satisfying design outcomes.

Promotional Tackticks

Collaborate with **influencers*** in the architecture and interior design industry to **promote the platform** and build alliances. Identify influencers with a **significant following** and credibility in the field. They can create sponsored content, share their positive experiences using the platform, and **encourage their followers to join**.

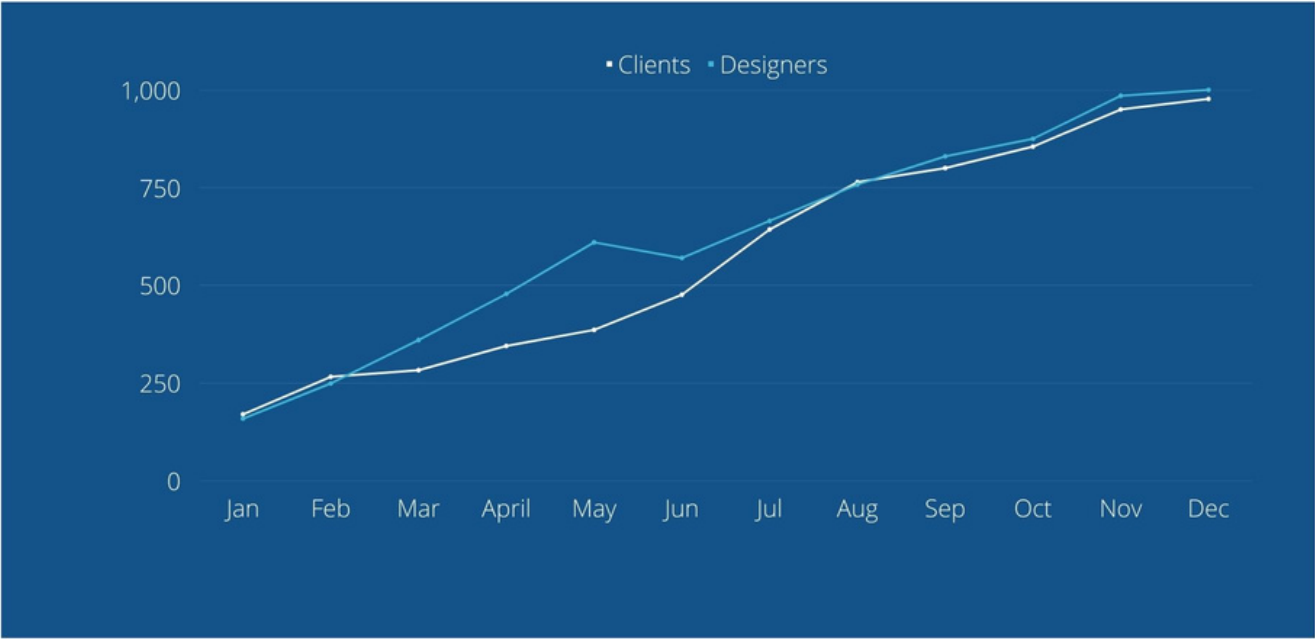


Measurement: The number of sign-ups generated by the influencer's material, the number of sign-ups suggested by that content, and feedback from users.

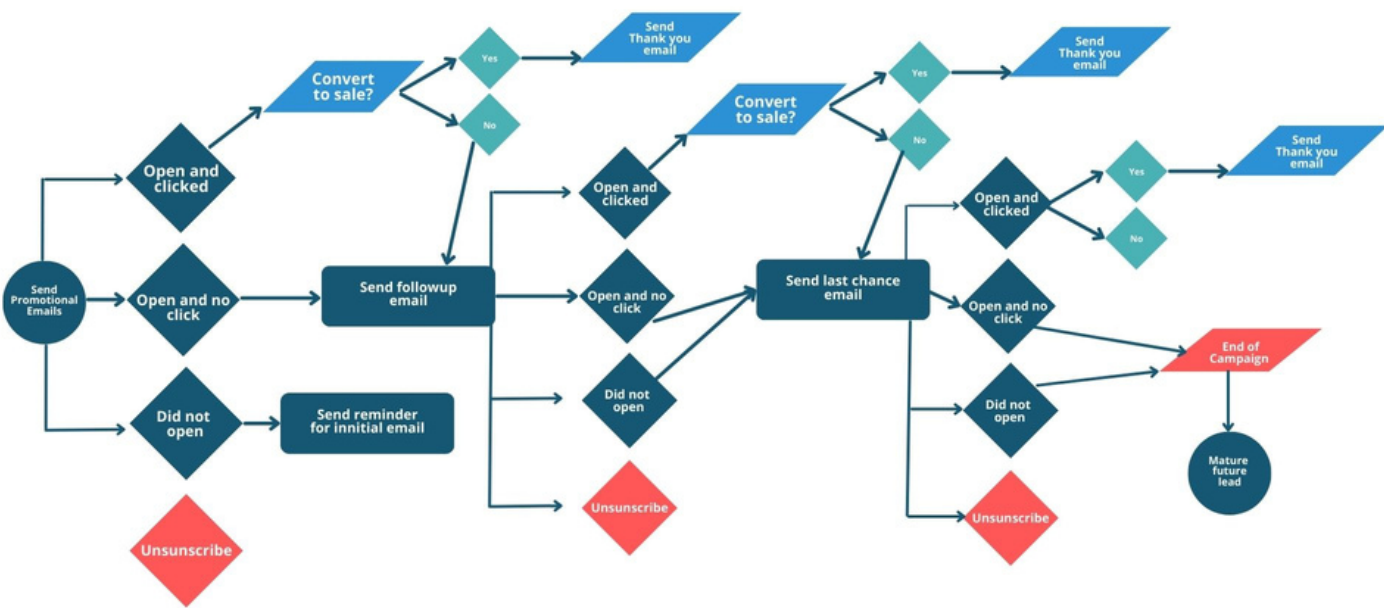
*Envato, Balkan Architects, UpStairs, etc

Dashboard

USER GROWTH IN THE FIRST YEAR OF LAUNCH



EMAIL PROMOTION FLOWCHART



USER FLOW - DESIGNERS

Reoccurring Journey

Stage 1 : Discover the Platform

The collaborative digital platform is made known to aspiring interior designers and architects via professional networks or marketing materials.

Stage 2: Registration and Portfolio Showcase

Designers register on the platform, provide verification, and display their work to attract clients.

Stage 3: Receive and send Projects Requests

Designers can choose from a list of design projects that have been submitted by clients looking for design services based on their areas of competence and interests.



Stage 4: Collaborate with Clients

In order to develop creative design solutions, designers communicate with customers to discuss project requirements and understand their preferences.

Stage 5: Deliver the Project and Receive Payment

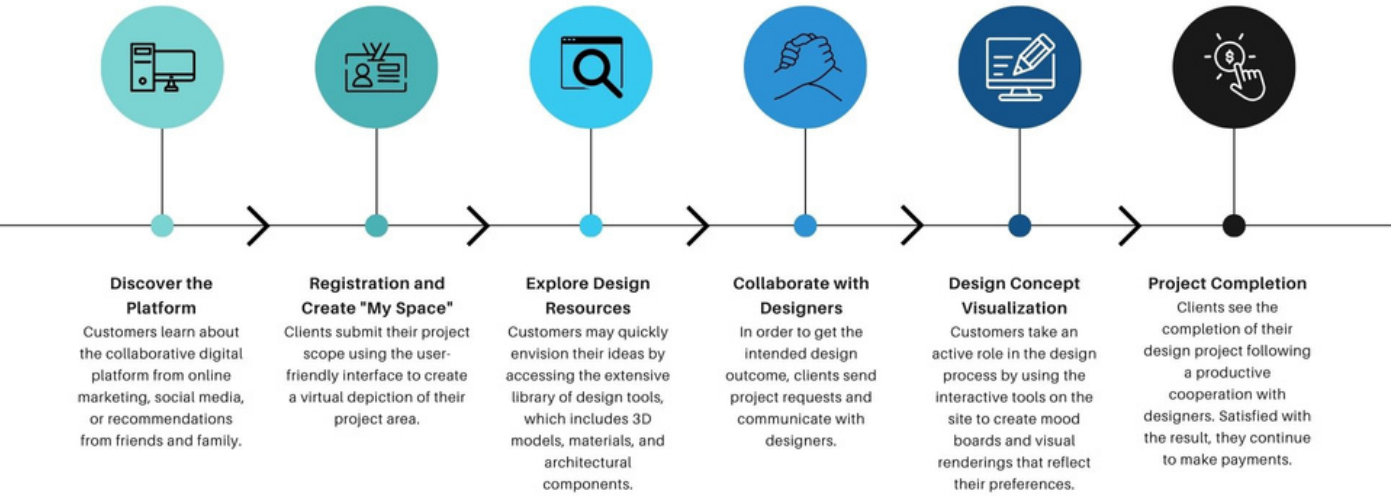
Designers deliver the project and receive payment feedback, and rating from clients.

Stage 6: Build a Portfolio and Gain Recognition

After a project is successfully completed, designers add it to their portfolio, getting exposure and creating relationships in the business.

USER FLOW - CLIENT

Linear Journey



Risk Analysis

Risk	Likelihood	Impact	Management	Trigger	Contingency
Low User Adoption	High	High	Mitigate	Low user sign-ups and engagement	Enhance marketing efforts, offer incentives
Technical Glitches	Moderate	Medium	Mitigate	Frequent bug reports	Swift bug resolution, continuous monitoring
Insufficient Resources	Moderate	High	Avoid	Budget constraints	Secure additional funding, prioritize essential tasks
Data Privacy Concerns	Low	High	Mitigate	Data breach reports	Strengthen security measures, comply with regulations
Inadequate User Training	Moderate	Medium	Accept	User confusion and complaints	Provide comprehensive user guides and tutorials

Phases and Budget Allocation

Phase	Budget Allocation	Fees and Expenses
Discovery and Requirements	\$15,000	User research, surveys
Design and Prototyping	\$25,000	UI/UX design software
Development	\$50,000	Development resources
Testing and QA	\$10,000	Testing tools, QA team
Launch and Deployment	\$15,000	Marketing, launch costs
Post-Launch Optimization	\$10,000	User feedback analysis

My Takebacks:

User-Centric Design Expertise:

"Creativision" reinforced my ability to create user-centric design solutions and crafted user journeys and interfaces.

Complex System Design: The project allowed me to demonstrate my skills in designing complex digital systems. I can showcase how I structured the platform to accommodate various user roles, such as designers and clients, and enabled seamless collaboration between them. This experience illustrates my ability to tackle intricate UX challenges and deliver effective solutions.

