Furnish Pro

Transform Your Space with Ease

Project Overview

Furnish Pro

Case Study | UX Designer | Design Lead | Interaction Designer | Mobile App Design

Problem Statement

Decorating a brand new home, and most people struggle to visualize how furniture will look in their space and design their space perfectly. Furnish Pro aims to solve this issue by bringing furniture to life in your home. They want to see the furniture in their space before they make a purchase.

Solution Statement

Furnish Pro creates room decorating ideas and personal Drop-in options in photo, choose room type and size, and then the app will create a room layout for you. Users can also create their own room layout from scratch, and straight to the section where they can add furniture, move, rotate, resizing, and delete unwant

TEAM MEMBERS

Kristina Chuvashova
• Interaction Designer

Sarah Carter
• Interaction Designer

DESIGN PROCESS

Analyze
Case Study
Competitive Analysis
Heuristic Analysis

Define
Personas
User Journeys
Wireframing

Ideate
Information Architecture
Sketching

Design
Mockups
Prototyping
Usability Testing

The project took 15 days to finish and had 4 main stages.

We analyzed user needs and user points, defined the problem we were solving, ideated on solutions and created wireframes, mockups, prototypes and conducted usability testing to make sure the design was ready for implementation.

DISCOVER PHASE

Qualitative Research

We compared questions and interviewed 8 people, gaining valuable insights into their furniture shopping and room decorating

- 01 Many people are comfortable when decorating your room
- 02 Many people are comfortable when they are shopping online
- 03 Do see digitally-aided browsing multiple stores to find the perfect furniture
- 04 Do not want to spend too much time on decorating

Qualitative Answers

The interviews revealed these insights, which helped us understand the users' needs more clearly.

Style and Preferences

- Users enjoy customizing rooms with their unique style, e.g. baskets, photo frames, and plants
- Many struggle to find furniture that matches their style and preferences, leading to a time-consuming search.

Shopping Preferences

- Most users prefer browsing multiple stores to find pieces for comparison.
- They value seeing real-life furniture options in stores to make confident purchasing decisions.

Visualization Challenges

- Users expressed difficulty visualizing how different furniture pieces would look in their homes.
- They appreciated the idea of an app that helps visualizing furniture inside designs.

Time Management

- Users appreciated the time saving aspect of the app, allowing to visualize room designs.

Overall Business Considerations

- Users emphasized the importance of seamless purchasing experiences.
- They found it beneficial that Furnish Pro provides a wide selection of furniture and a brand's website to complete purchases.

USER PERSONA

Sarah Johnson

Age: 24 Years Old
Occupation: Student
Location: Canada

Goal
Sarah is 24 year old marketing professional from Canada. She is currently in the process of decorating her first apartment and is looking for a way to visualize how different furniture pieces would look in her space. She is also a tech-savvy individual who prefers to shop online.

Personality
Introvert | Extrovert
Intuitive | Sensing
Thinking | Feeling

Frustration
Sarah is overwhelmed by the furniture and decor options. She is passionate about her space and wants it to be perfect.

Motivation
Sarah is a tech-savvy individual who prefers to shop online. She is also a creative person who enjoys decorating her home and wants to create a cozy and inviting space for her family and friends.

Behaviors

Sayings
"I want to be able to visualize how different furniture would look in my space before I make a purchase."

"It's important to have a cohesive design throughout my apartment."

"I want to use that technology to make my life easier."

Thinks
Sarah is a busy young professional who is juggling her career and personal life. She is also a creative person who enjoys decorating her home and making it a comfortable and inviting space for her family and friends.

Does
Sarah spends her free time browsing online stores and social media platforms for inspiration and ideas. She also enjoys attending home decor events.

Feels
Sarah is excited about the prospect of being able to visualize how different furniture pieces would look in her space before she makes a purchase. She is also concerned about the time and effort it may take to find the perfect pieces.

USER FLOW

Sign up → Log in → Create a room → Choose room type → Choose room size → Choose your room → Add furniture → Move, rotate, resize, delete furniture → Save room → Share room → Buy furniture → Finish

Information Architecture

Created a concise and organized app structure, ensuring easy navigation and a smooth user experience.

STYLE GUIDE

Typo | Color | Icon | Button

Inter

Aa

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

COLOR PALETTE

#FFB83 | #E4C9C

APP SCREEN

Log in

Welcome

Sign up

Explore

Generate

Choose your style

Choose your rooms

Lets start generating!

Generate Your Room Design

Explore Your New Room Layout!

New used item in your room

Brands

Brand account

Review & rating

Filter

Product details

Final app screens

Furnish Pro

Thanks For scrolling all along!