Hakim Braithwaite - Feasibility Report

1. Introduction

This feasibility report is directed towards the creation of an interior room planning application, which will give the users the opportunity to design and calculate their dream room. The application will allow users to define their room size, select different themed items and the application may place furniture in places that may fit best for the user. The application will produce a foundation of a room plan, which can give users an idea on what to include/consider when designing their rooms. It can then be taken further after contacting professionals for finalising.

1. Background

As we are still recovering from the global pandemic and the current state of living, individuals have been going under renovations to increase productivity and well-being within their home spaces. Since the pandemic, designers have placed overall wellbeing and health as a main priority, such as touch less products for health safety. [1]. In addition, companies and business owners have incremented the work-from-home approach towards their policies. This is where interior rooms need to be renewed to adjust to the requirements on home working spaces such as soundproof walls and multipurpose desks/boards.

Furthermore, there is a low chance of individuals that are considering buying a new home or moving due to the cost-of-living crisis. Because of this, individuals are more leaned to improve their current houses than to buy new houses, improving their wellbeing or increasing the overall value of the house.

1. Outline

The goal of this application is to create an interior house design application where it can be used for individuals over 20 years of age, where it will have a target for individuals who want to have fun with creating rooms and for individuals that want a more detailed approach with room measurements and recommendations. These measurements can be entered manually or set to the default where the application will generate the walls, door and windows. This application will also have a catalogue where users will be able to search for products to fit within the home space, where it will scrape for similar furniture or house decoration on the web, such as amazon, IKEA or other branches. Currently no monetization for the application have been considered, the project may have a subscription fee for access to extra features within the application.

1. Conclusion

This feasibility study has given the idea on how the application would be launched in today’s market. Although the interest of renovating houses has slightly slowed down due to the ending of lockdown, the cost of living may still provide a strong demand towards the interior designing applications. However, there are a few hurdles that will need further looking in-to, for instance, creating scraping tools for different services would require access to several APIs from third party companies where agreements may have to be in place. For this, the project will use a company that provides a free API that can be used for searching their online store. In terms of revenue, if the application were to be deployed, the application will remain free until it reaches a traction threshold. Once met, a special subscription fee will be in place to break even, providing more features and services for subscribed members. Overall, the project can be seen as feasible only if the core foundation of the system is the focus, with analysis on existing frameworks similar applications used.

References:

[1] . Kilmer, R. (2024). Designing Interiors. [online] pp.4–5. Available at: https://books.google.co.uk/books?id=8RUaEQAAQBAJ&dq=interior+design+trends&lr=&source=gbs\_navlinks\_s [Accessed 25 Nov. 2024].