

Institute Name:

Institute of Aeronautical Engineering

Title of the Innovation/Prototype:

MyHomeDecor

Team Lead Name:

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Team Lead Gender:

Male

FY of Development:

2023-24

Developed as part of:

Independent Assignment/Non-academic Study
Project

Innovation Type:

Service, Market Place

TRL LEVEL:

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Theme:

Software - Mobile App Development, Infrastructure, Fashion and Textiles,

Define the problem and its relevance to today's market / society / industry need:

Middle-class Indians often struggle to find affordable and accessible home interior design solutions. Traditional interior design services are often expensive and out of reach for many. Additionally, the lack of user-friendly platforms tailored to their needs makes it challenging for individuals to visualize and implement design ideas effectively. This gap results in frustration and dissatisfaction among homeowners seeking to improve their living spaces within budget constraints. As the housing market expands and homeowners prioritize customization, the demand for affordable and user-friendly interior design tools becomes increasingly pertinent in Indian society.

Describe the Solution / Proposed / Developed:

The solution is a user-friendly home interior design app tailored specifically for middle-class Indians. This app offers a range of pre-built themes and customizable items, making it easy for users to visualize and design their homes within budget constraints. By incorporating features such as 3D visualization and virtual room layout, users can experiment with different designs before making decisions. Additionally, the app provides access to affordable design services and product recommendations, further enhancing the user experience. This solution bridges the gap in the market by providing an accessible, cost-effective, and convenient platform for homeowners to create their dream living spaces.

Explain the uniqueness and distinctive features of the (product / process / service) solution:

This home interior design app stands out for its tailored approach to the needs of middle-class Indians. Its uniqueness lies in its comprehensive library of pre-built themes and customizable items, catering specifically to their preferences and budget constraints. The app's 3D visualization and virtual room layout features enable users to experiment with designs effectively. Additionally, it offers access to affordable design services and product recommendations, enhancing the overall user experience. By combining affordability, accessibility, and user-friendly design, this solution fills a crucial gap in the market, empowering homeowners to create personalized living spaces effortlessly.

How your proposed / developed (product / process / service) solution is different from similiar kind of product by the competitors if any:

Unlike competitors' offerings, our home interior design app is tailored explicitly for middle-class Indians, addressing their unique needs and budget constraints. While some competitors may offer generic design solutions, our app provides a comprehensive library of pre-built themes and customizable items specifically curated for this demographic. Additionally, our focus on affordability sets us apart, offering access to affordable design services and product recommendations within the app. With user-friendly features like 3D visualization and virtual room layout, our solution prioritizes ease of use, empowering homeowners to design their dream spaces efficiently and cost-effectively, setting us apart from the competition.

Is there any IP or Patentable Component associated with the Solution?:

No

Has the Solution Received any Innovation Grant/Seefund Support?:

No

Are there any Recognitions (National/International) Obtained by the Solution?:

No

***Is the Solution Commercialized either through Technology Transfer or Enterprise Development/Startup?:**

No

Had the Solution Received any Pre-Incubation/Incubation Support?:

No

Video URL:

null

Innovation Photograph:

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