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| Malik Designs  25 August 2025 | Abstract  This report recommends IT solutions and a website for Malik Khan, balancing budget, technical skills, and business growth goals.  Valencia Stacy Dias  INFT 1024 - UO Information Technology Fundamentals |

# **Executive Summary**

Malik Khan, an Adelaide-based interior design graduate, plans to establish his consultancy with reliable digital infrastructure. Two IT investment paths are suggested: an economical setup under $12,000 for core operations and a premium system for future expansion. The recommended strategy is starting with the budget-friendly option, upgrading progressively as business needs evolve.

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# **Introduction**

Malik Khan recently launched an interior design consultancy in Adelaide CBD, focusing on residential and small commercial clients. His goal is to showcase designs, attract customers, and manage projects effectively. With only a basic laptop, smartphone, and a $12,000 budget, this report outlines two tailored IT infrastructure options and supportive digital tools.

# **Recommendations & Options**

Two IT setups for Malik Khan’s interior design consultancy are proposed: a low-cost option within $12,000 for immediate use, and a premium option offering long-term scalability and advanced functionality.

## Low-Cost Option (Within $12,000 Budget)

A computer with a screen on

AI-generated content may be incorrect.1. Computer/Laptop  
The Dell Inspiron 16 Plus 2-in-1 (~AU$1,600) is recommended for the low-cost setup. Its 16" touchscreen, Intel Core Ultra 7, 16GB RAM, and 1TB SSD efficiently support Malik’s design, portfolio, and web tasks. The 2-in-1 design is ideal for presentations and mobile work, meeting current business needs without exceeding budget (Dell, n.d.).

A person holding a hose

AI-generated content may be incorrect.2. Internet Plan   
Reliable and affordable internet is essential for uploading portfolios, hosting virtual consultations, and accessing cloud-based AI tools. The **Aussie Broadband Value NBN Value Plan** offers a balanced combination of speed and affordability, making it suitable for Malik's current workflow. This plan provides unlimited data, ensuring that Malik can manage his online activities without concerns about data caps. It offers sufficient speed and stability for Malik’s current workflow (Aussie Broadband, 2025). While faster plans exist, this option balances cost-effectiveness with usability.

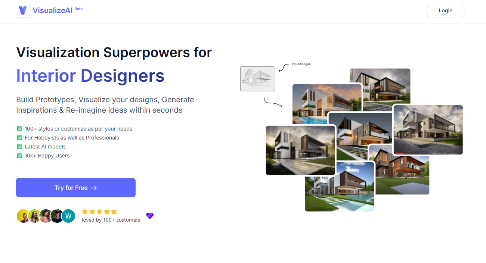
A blue and white advertisement with a person running away from a truck

AI-generated content may be incorrect.3. Accounting Software  
The **Xero Ignite plan** (~AU$35/month) is user-friendly (compared to competitors like MYOB or Quickbooks, ) and affordable, supporting invoicing, GST, and bank reconciliation—ideal for startups like Malik’s.” (Xero, 2025).

### 4. AI Tool

A screenshot of a website

AI-generated content may be incorrect.**A screenshot of a computer

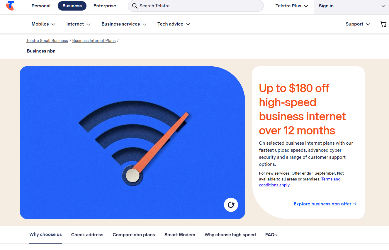
AI-generated content may be incorrect.VisualizeAI** is a versatile, free AI design tool that transforms room photos, sketches, or floor plans into detailed interior visuals. Users select style preferences via text or visuals, and the AI produces realistic, inspirational renderings—ideal for quick, creative design ideation (Apartment Therapy, 2025). The pro package (~AU$25/month) lets you render 1000 images and can be used for commercial use (Visualizeai, n.d.). While VisualizeAI offers robust tools for creating mood boards and analyzing design trends, it does not provide AI-driven social media caption generation. **CaptionImage** is a free AI-powered social media caption generator that helps you create engaging content for your posts (CaptionImage, 2025). After generating your design visuals with VisualizeAI, you can upload these images to any of the above caption tools. The platform will analyze the images and suggest captions tailored to your content. **Zoho CRM Standard** (~AU$22/month) can help with organising customer data based on Recency, Frequency, and Monetary (RFM) metrics and enabling targeted marketing strategies by offering essential tools for understanding client behavior and preferences without exceeding budget constraints.

Justification  
The low-cost option prioritizes affordability, ease of use, and immediate functionality. It ensures that Malik can launch his consultancy online without exceeding budget constraints.

## Premium Option (Long-Term, May Exceed Budget)

A tablet with a stylus

AI-generated content may be incorrect.1. Computer/Laptop   
The Microsoft Surface Laptop Studio 2 (~AU$3,800) is recommended for Malik’s premium setup. Its 14.4" touchscreen, Intel i7 processor, 16GB RAM, and 512GB SSD provide smooth multitasking for design, AI tools, and creative software (Harvey Norman, 2025). Flexible modes and pen support enable drafting, presenting, and sketching, while its portability ensures Malik can work efficiently on-site or remotely, supporting future business growth.

2. Internet Plan  
A business-grade NBN plan, such as **Telstra Business NBN 100/40 Mbps** (~AU$120/month), provides faster upload and download speeds, low latency, and higher reliability (Telstra, 2025). This plan accommodates cloud-based AI tools, video conferencing, and larger file transfers, ensuring seamless client interaction and scalability for future growth.

### 3. Accounting Software

A screenshot of a website

AI-generated content may be incorrect.  
For scalability, **Xero’s Comprehensive** (~AU$100/month) and Ultimate (~AU$130/month) plans deliver payroll, advanced analytics, and expense management in one seamless platform (Xero, 2025). Their user-friendliness outperforms competitors by integrating reporting, payroll, and project tracking, reducing reliance on multiple tools. This premium flexibility supports Malik’s consultancy as it grows, ensuring professional-grade financial control.

A screenshot of a home design tool

AI-generated content may be incorrect.4. AI ToolA screenshot of a computer

AI-generated content may be incorrect.A screenshot of a computer

AI-generated content may be incorrect.  
A premium AI toolkit, including P**lanner 5D** (~AU$35/month)uses AI to create detailed layouts and 3D visualisations, offering customisation and cross-platform usability (Planner 5D, 2025; TechRadar, 2025). Compared to other tools, it is user-friendly and versatile, though competitors like Visualize AI focus on rapid conceptualisation while Spaces by Dee highlights wider AI tool comparisons (Spaces by Dee, 2025). Planner 5D offers robust tools for creating mood boards and analyzing design trends, it does not provide AI-driven social media caption generation. Malik may need to integrate additional tools to fully meet his requirements. **Medya AI Gold** (~AU$29/month) generates engaging social media captions, complementing Planner 5D’s 3D interior designs. Malik can pair visual layouts with compelling captions, enhancing online presence, marketing, and client engagement efficiently (Medya AI, n.d.). **Zoho CRM Ultimate** (~AU$80/month) offers deeper insights into customer behaviour, allowing for more precise targeting and personalized marketing, enhanced voice of the customer Features and delivers in-depth reports and dashboards, enabling Malik to track trends and make data-driven decisions. It is ideal for Malik's growing consultancy, requiring sophisticated tools to analyse and respond to evolving client preferences and market trends (Zoho CRM, n.d.).

Justification  
The premium option emphasizes performance, scalability, and advanced features. Although more costly, it delivers long-term value by supporting business growth, advanced digital workflows, and AI-assisted design. This aligns with industry standards and prepares Malik for future expansion, enabling efficient, high-quality design, marketing, and operations (Laudon & Laudon, 2022).

## Comparative Summary

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| **Component** | **Low-Cost Option (Within $12k)** | **Premium Option (Long-Term, May Exceed Budget)** |
| **Computer/Laptop** | Dell Inspiron 16 Plus 2-in-1 (~AU$1,600) | Microsoft Surface Laptop Studio 2 (~AU$3,800) |
| **Internet Plan** | Aussie Broadband NBN Value Plan 50 Mbps (~AU$70/month ≈ AU$840/year) | Telstra Business NBN 100/40 Mbps (~AU$120/month ≈ AU$1,440/year) |
| **Accounting** Software | Xero Ignite (~AU$35/month ≈ AU$420/year) | Xero Comprehensive / Ultimate (~AU$100–130/month ≈ AU$1,200–1,560/year) |
| **AI Tools** | VisualizeAI Free / Pro (~AU$25/month ≈ AU$300/year) + CaptionImage (Free) + Zoho CRM Standard (~AU$22/month ≈ AU$264/year) | Planner 5D Premium (~AU$35/month ≈ AU$420/year) + Medya AI Gold (~AU$29/month ≈ AU$348/year) + Zoho CRM Ultimate (~AU$80/month ≈ AU$960/year) |
| **Approx. Total One-Time + 1 Year Recurring Costs** | ~AU$3,424 | ~AU$7,728–8,088 |

# **UML Use Case Diagram + Explanation**

A diagram of a software development

AI-generated content may be incorrect.This UML Use Case Diagram represents Malik Designs’ core interactions. **Clients** browse Malik’s portfolio and book consultations on his website. They submit design preferences and provide feedback via email. **Malik** manages client data, reviews AI-generated layouts, and oversees marketing content from AI tools. **AI tools** automate essential processes: Planner 5D generates 3D layouts and mood boards, Medya AI creates social media captions, and Zoho CRM analyses client trends and preferences. This system ensures efficient operations, professional presentation, and data-driven insights. By combining human oversight with AI automation, Malik can deliver personalized interior design services, maintain secure client management, and scale marketing and design workflows to support business growth effectively.

# **Website Proposal**

Theme  
Malik Designs’ website features a modern, professional theme with a light color palette, black headers, and soft beige highlights, reflecting elegance, clarity, and contemporary interior design aesthetics.

Target Users  
The site is aimed at residential and small commercial clients in the Adelaide CBD, including homeowners, business owners, and professionals seeking innovative and functional interior design solutions.

Main Features  
The **Home Page** includes a welcome message, call-to-action consultation button, and a filterable gallery for commercial and home projects. Additionally, a **testimonials slider** and interactive gallery enhance credibility and engagement. The **Services Page** outlines offerings such as residential and commercial design, space planning, color consultation, furniture selection, and custom décor solutions. The **About Page** presents Malik’s vision, values, and design philosophy. The **Blog Page** shares tips, trends, and insights, establishing Malik as a thought leader. The **Contact Page** provides click-to-call and form submission for client inquiries, making it easy to access and for Malik to collect all inquiries in one place.

Goal Alignment  
The website supports Malik’s consultancy by showcasing projects, attracting clients, facilitating consultations, and building a professional online presence.

# **Governance, Ethics, Privacy**

For Malik Khan’s interior design consultancy, embedding governance, ethics, and privacy-by-design practices is essential to protect client data and build long-term trust. Clients must feel confident sharing personal details, such as measurements, preferences, and consultation notes, knowing their information is handled securely (World Economic Forum, 2025). Malik should map what data is collected, include clear consent and purpose notices, and publish a Privacy Statement aligned with Australian standards (Digital.gov.au, n.d.).

AI tools must be applied transparently. Malik can publish an AI Transparency Statement explaining when AI generates outputs (e.g., mood boards, draft captions), how human oversight is applied, and how clients can request human-only work (Digital.gov.au, n.d.; Ethics Centre, 2016, 2017).

Security controls such as HTTPS, MFA, encryption, and least-privilege access should be enforced, with regular backups and patching. Retention rules, vendor registers, and quarterly reviews ensure compliance (Thomas, 2021; Lindros, 2017). Content integrity, IP protection, and an incident response plan further safeguard operations, reinforcing accountability and client trust.

# **Conclusion**

Malik Khan’s interior design consultancy requires a balanced digital setup that delivers both professionalism and scalability. The **low-cost option** ensures immediate functionality within his $12,000 budget, providing the essential tools to establish an online presence, manage finances, and engage clients effectively. The **premium option**, while costlier, supports long-term growth with advanced AI tools, business-grade internet, and scalable accounting software. Given Malik’s startup position, adopting the **low-cost setup initially** is recommended, with a strategic plan to transition toward premium tools as his client base expands. This staged approach maximises value, supports sustainable growth, and builds a strong digital foundation.

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