



**DY INTELLIGENT INTERIORS**



## About DY Interiors

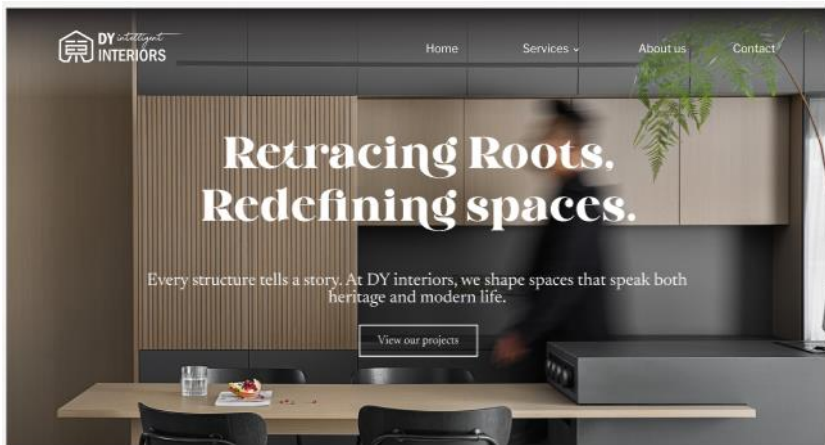
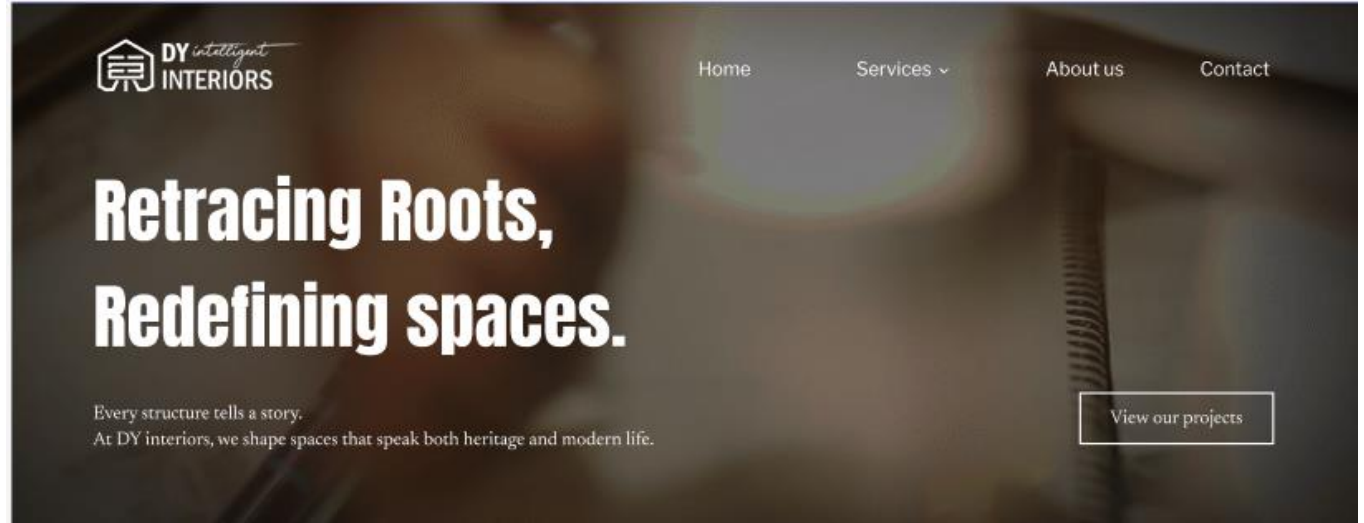
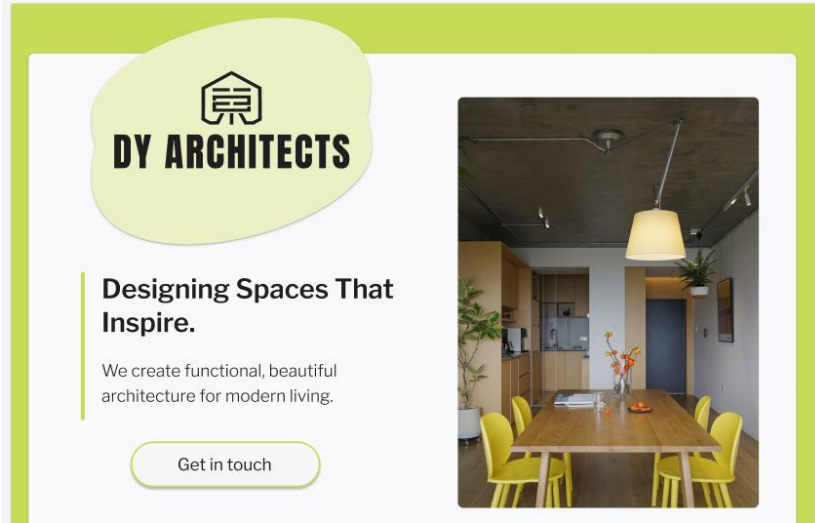
DY Intelligent Interiors is a modern interior design and execution firm that focuses on creating stylish, functional, and personalized spaces. The company blends creativity with practicality to transform residential, commercial, and office interiors into aesthetically pleasing and efficient environments.

Retracing roots, redefining spaces.

With this motto, DY interiors aim at creating spaces that reflect both heritage and modern life.

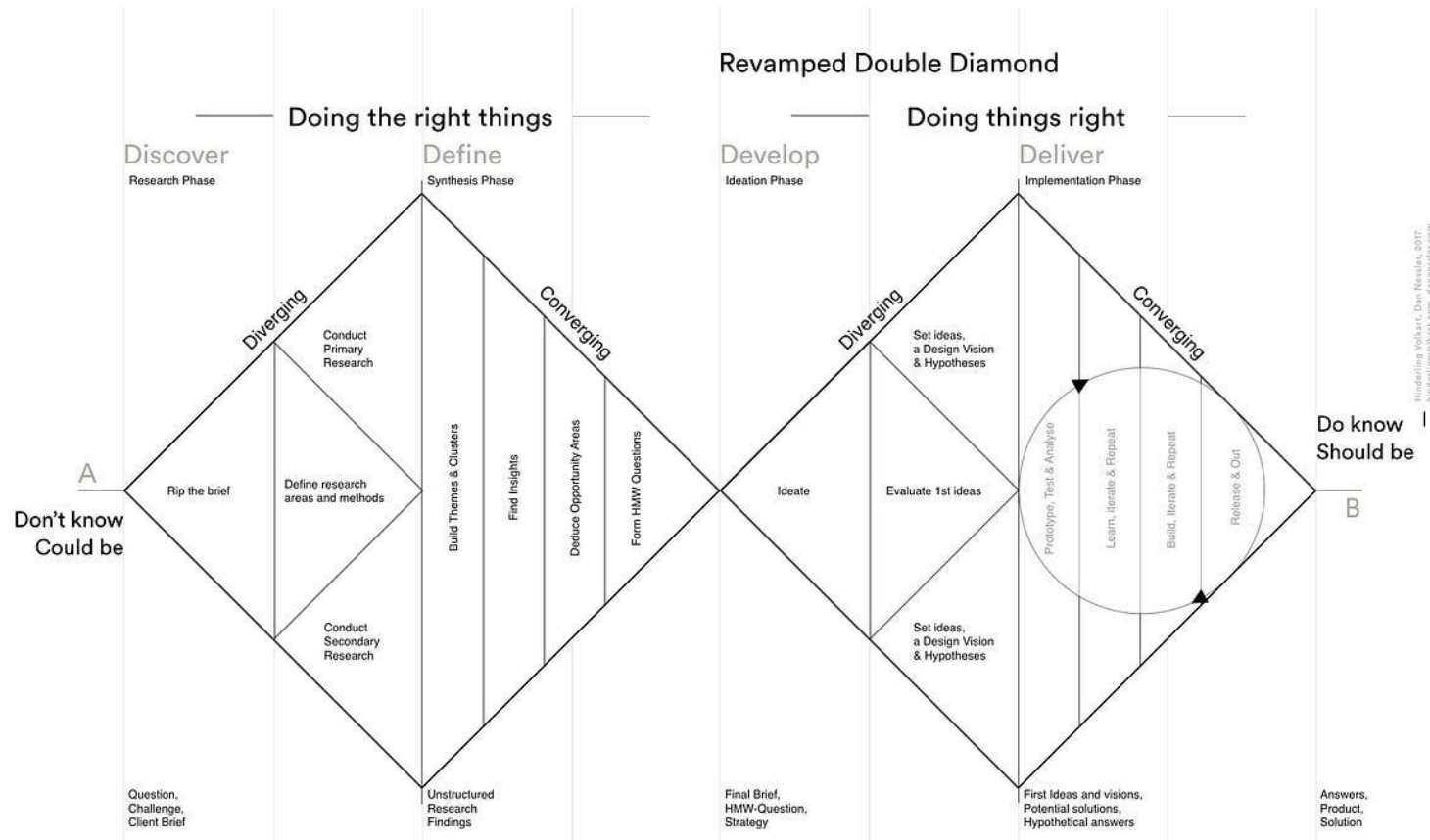


# Week 1



In the first week, we started off with building designs in figma. We made variations of the landing page so as to find the theme that suits the concept. We focused on **visual consistency, usability, and alignment with client requirements.** We compared design options to identify the **most practical and visually appealing solutions.**





Then, we started with the double diamond process in order to narrow down the large procedure. This helped us to know what we're actually supposed to do and how we're supposed to start. At the beginning when everything's not clear, this method helped us sort out things and move towards our goal

We also took some reference websites which could possibly give a good user experience.

❑ [Archipelago](#)

❑ [Uber](#)

❑ [Pinterest](#)

❑ [Delcon](#)



# Week 2

During week 2, we conducted user research. The tool used was typeform. The following were the questions that were asked to the users for user research.

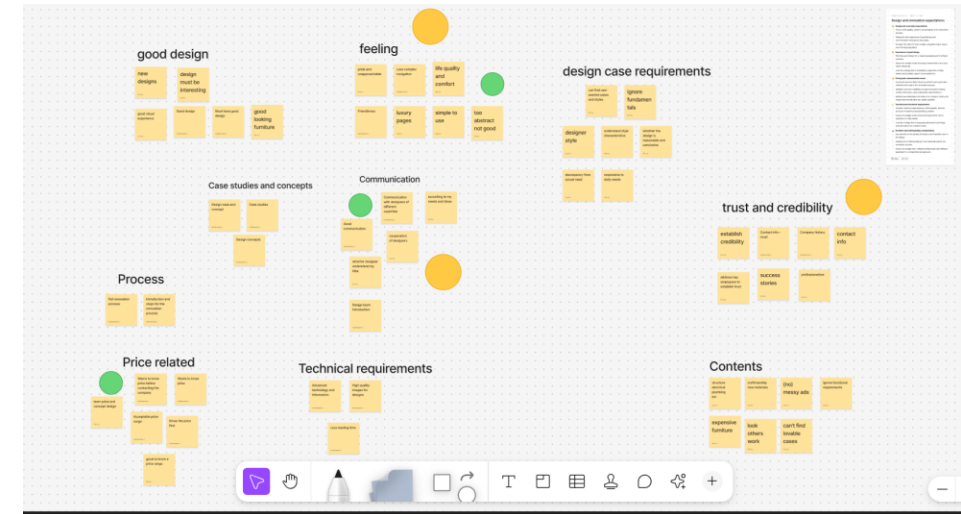
- What do you expect the most from an Interior design website?
- Have you viewed any other Designer's websites? If so, how was your experience?
- What will be a key factor for you to choose a particular Interior design team for your space?
- According to you, what kind of information related to the company, must be present in the website?
- What is the most frustrating part of visiting a Designer's website?
- Would you prefer to know about the pricing and plans before contacting a firm or discuss in detail by directly contacting them?
- According to you, what is something that design websites usually miss?



Using the data obtained through user research, we did the affinity diagram. The affinity diagram exercise provided a clear understanding of potential clients' expectations for the DY Architecture website.

Key findings from the affinity diagram:

- Ease of Use & Visual Appeal – Users strongly prefer a user-friendly, easy-to-navigate, and visually attractive
- Communication – Clear communication channels are essential for building better collaboration and user satisfaction.
- Trust & Credibility – Users want transparency through details such as company history, achievements, success stories, and key team members.
- Pricing Transparency – Potential clients expect at least an approximate price range or plans on the website before engaging further.
- Content Expectations – Visitors look for case studies, project examples, and design concepts to understand the firm's capabilities and design philosophy.



# Week 3

In the third week, we started with a brainstorming session. The aim of this brainstorming exercise was to generate practical, user-centered solutions for the DY Architecture website based on client insights. By focusing on aspects such as *feeling, communication, navigation, and trust*, the goal was to design a website that is engaging, reliable, and easy to use, while reflecting the brand's professionalism and design expertise.

## Key Takeaways

### User Experience (Feeling):

- Add useful tools (budget calculator, checklist, design trends).
- Show credibility with certifications, company history, and team info.
- Keep design simple, clear, and easy to navigate.

### Communication:

- Provide direct channels (WhatsApp, meeting scheduler, consultation).
- Maintain a professional yet approachable tone.
- Share insights through blogs by senior designers.

### Navigation:

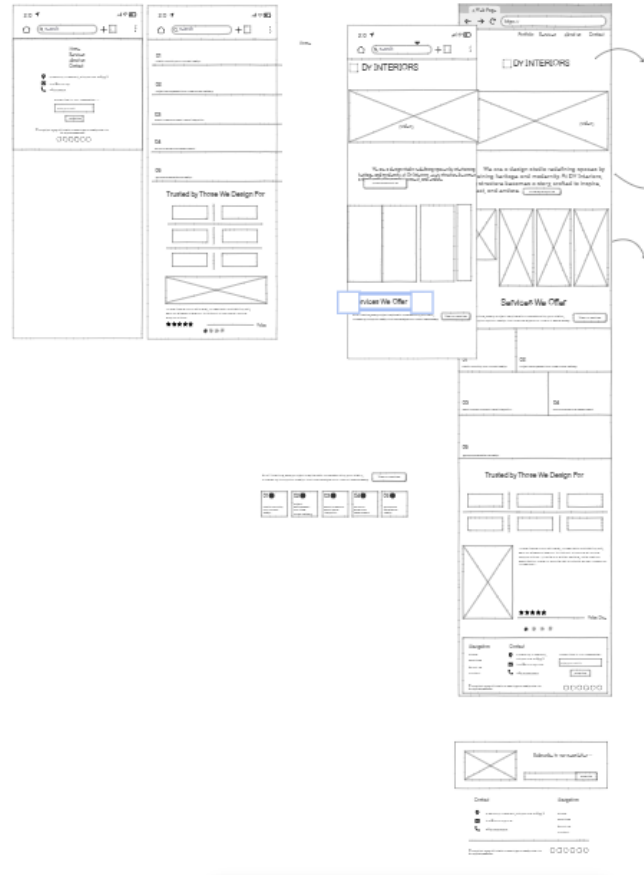
- Clear landing page with important highlights.
- Fast loading, consistent layout, and visual hierarchy.
- Use whitespace for clarity and balance.



# Week 4

During the 4<sup>th</sup> week, we started with the wireframing process. We took references from other websites and made variations to combine the best features of the design.

DY INTERIORS Mobile Wireframes (click to view the wireframe)



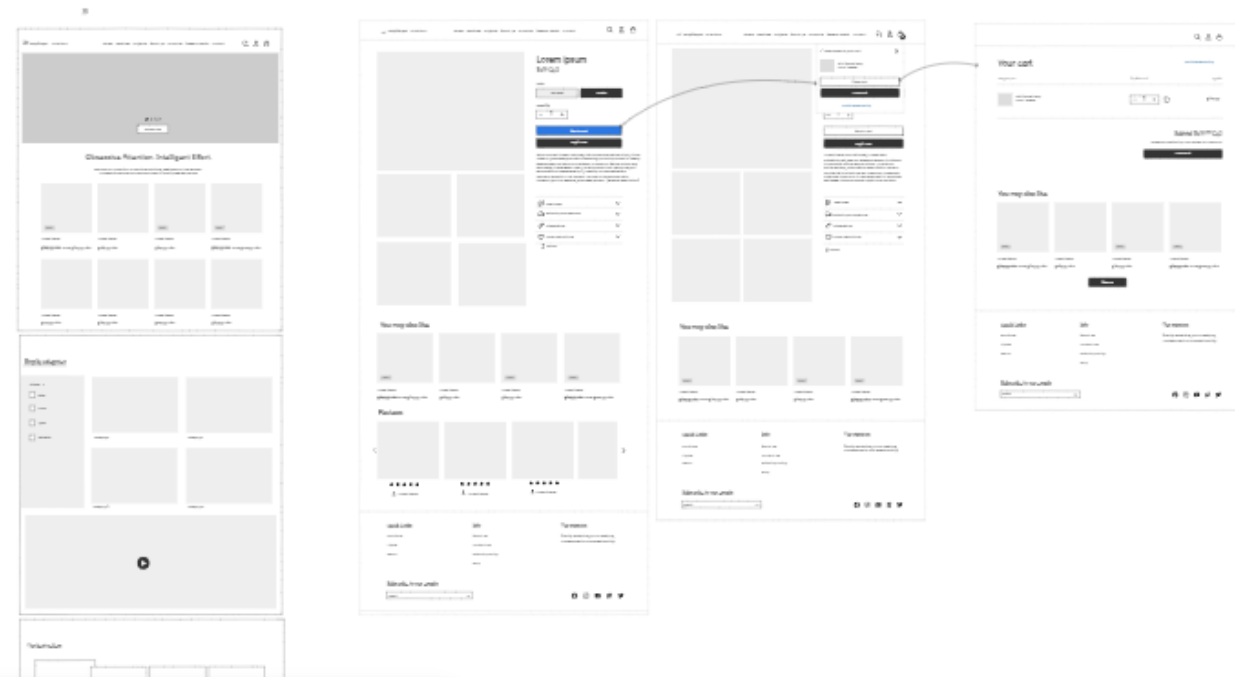


# Week 4

DY INTERIORS – Work by Vrinda (click to view the wireframe)



Ecommerce wireframe

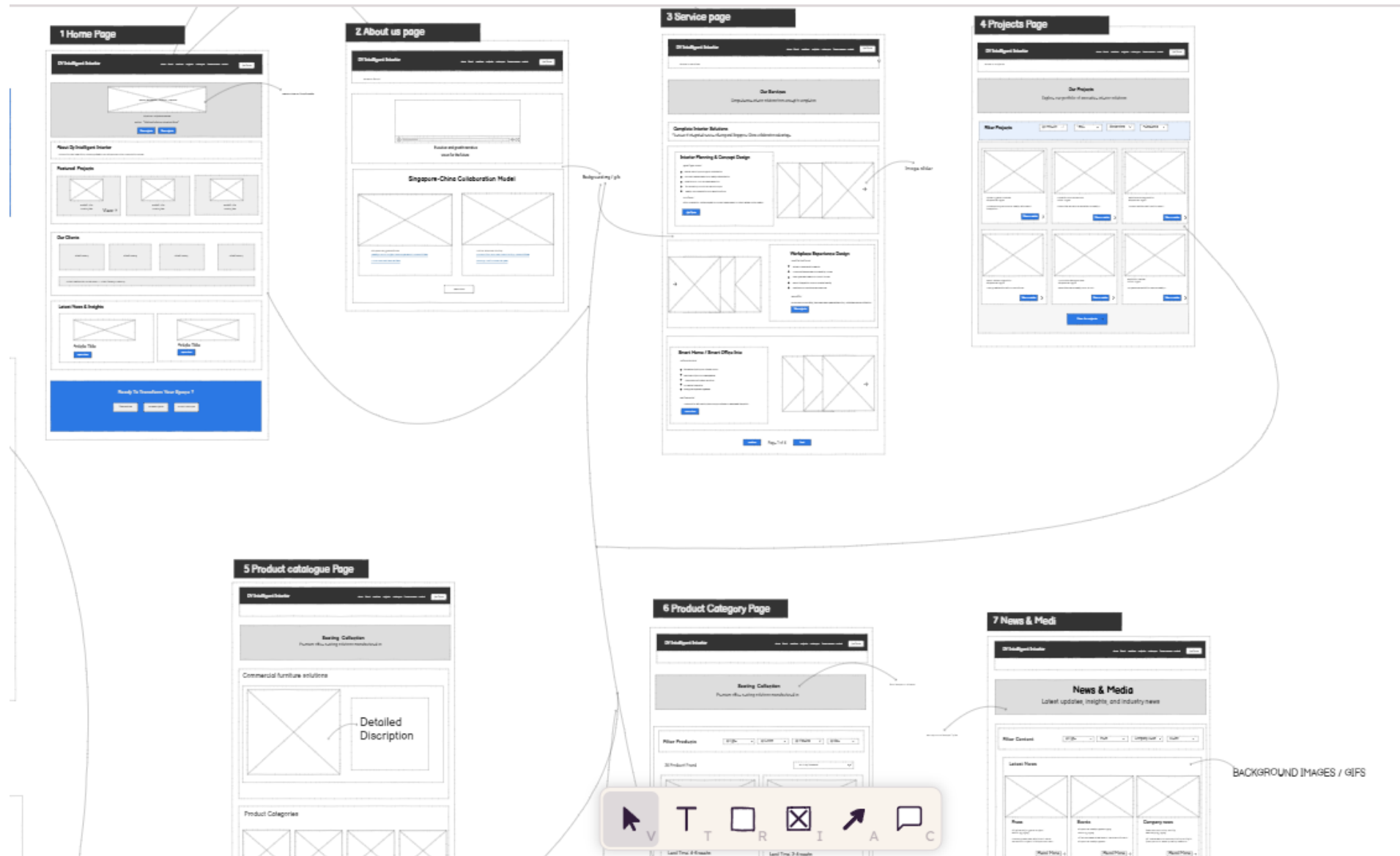


Contact Page



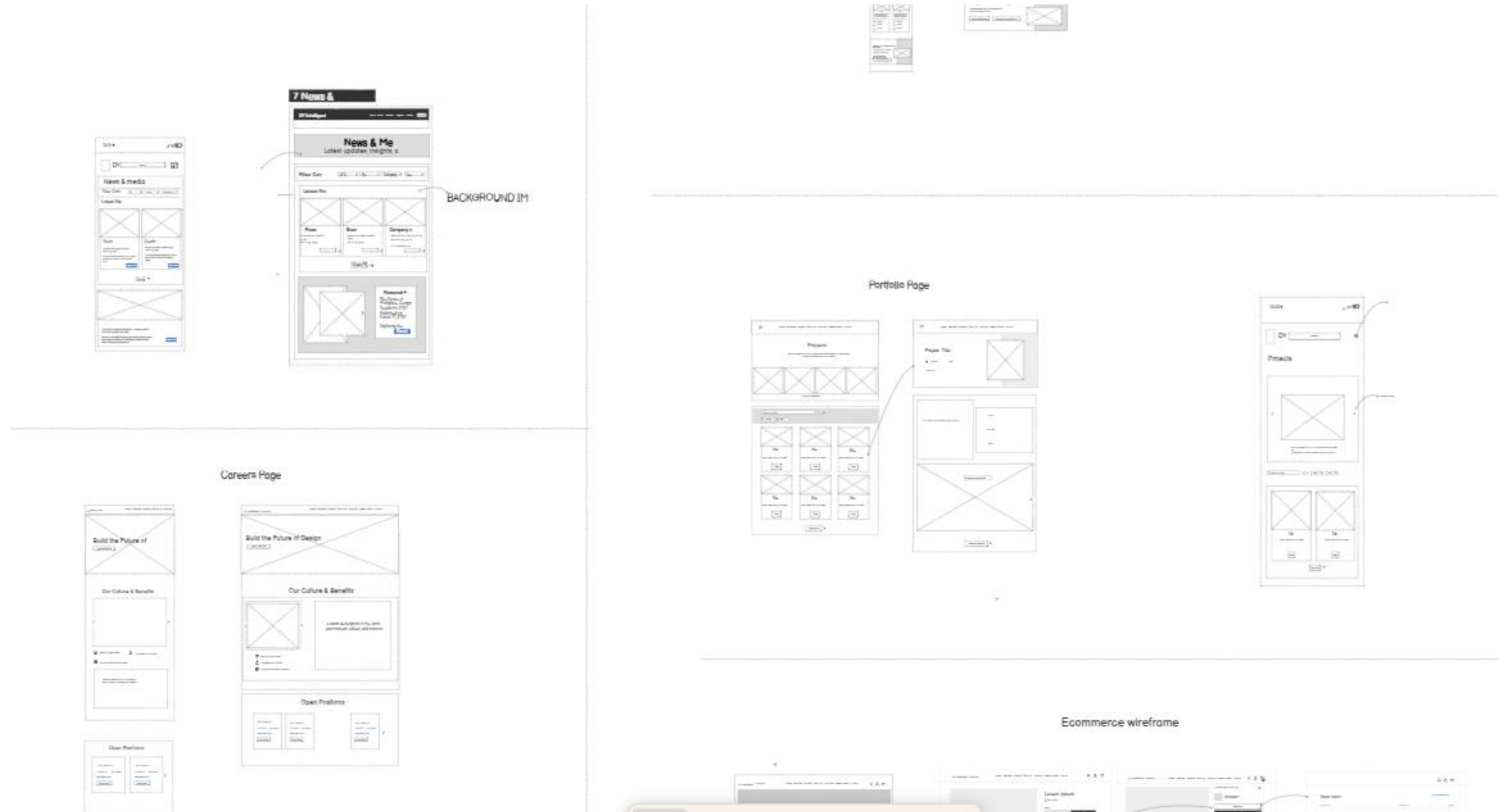
# Week 4

DY INTERIORS – Work By Rishabh (click to view the wireframe)



# Week 4

DY INTERIORS – Final Consolidated Wireframe (click to view the wireframe)



# Credits to

Mike Hu

Vrinda Devadas

Rishabh Jha

Haridharshini

