People		Optio	Options		Location Visualizing	
users want to know what each color, piece of furniture or layout they like will look in their area	homeowners	Paint	Style	Space	House	See new products in your home
someone building a new home	new homeowner	Colors	layout	cost	apartment	style
leaser	users will want to see what their new design costs	Knick Knacks	Furniture	time consumption	living space	ideas
business owners	Airbnb hosts can use the app to design a great room for people to stay in	character	Decorations	Labor	Dorms	brainstorming
		filters	likes/dislikes	Best place to get materials	buisness	