General information:

Name of the website: Design OR Design+ (depends on ministry's approval on the name).

Logo: in preparation stage.

General theme: energetic, elegant and easy to be used website.

Goal: E-commerce & virtual studios.

Target audience: projects' owners (residential, commercial, retails..etc)

Users: Three categories:

A) *Designers* – will own a virtual studio to get design jobs (requests, review, consultation)
B) *Stores* – will own a virtual store where all their products are displayed with details. (sell products).
C) *Public users* – will have a profile to be able to search desired products among all stores, get a review to their cart with selected items, get a consultation on a space, seek for a design request of a full project.

Memberships (paid) for type A & B of users:

Design studio membership : used by designers (individual & companies) to own a page where they can display their word, set their prices for (design review / design consultation/ design request) receive design jobs from any of the three categories , accept or decline jobs, own a Design CODE to gain extra profit from every deal. Own a messaging box D- Message to communicate with clients after accepting their job.

Design Store – S: used by stores owners to display their products, details, pictures, delivery options, prices, own a Design CODE to gain extra profit from every deal, requires self-update to the displayed products.

Design store – SS: used by stores owners to display their products, details, pictures, prices, delivery options, own a DESIGN CODE to gain extra profit from every deal, we (website owners) will update the products on the page every two week after receiving data from store owner.

Registry form information & process for each user:

A) Designer (companies / induvial)
   1) *Filling up registry form*
   - Name
   - Country
   - Virtual studio name on DESIGN
   - Phone number
   - Email address
   - Name & Accreditation number of SEC, RIBA or equivalent
   2) *Setting up prices:*
   - Choose a currency ($ OR SR)
   - Set price for consultation, this text will appear
     (A DESIGN consultation mean client will ask about a space , providing you with pictures, plans or any details that might help, this price will be visible to the client once they enter your studio).
   - Set price for a review, this text will appear
     (A DESIGN review means the client have selected items from DESIGN stores, added them to the cart and wants to check if they work together in a space, you will see any attachment the client have and add a comment to the request, edit the cart with stuff or recommend alternatives)
   - Set price for a Design request, this text will appear
     (A DESIGN request means the client needs a detailed design for a full project, you can either set a fixed priced by meter to be viewed by the client OR choose the option (upon request))

B) Stores:
   1) *Filling up registry form.*
   - Name.
   - Country / City.
   - Name.
   - Products types (furniture, tiles, wall treatments…etc).
   - Virtual store name.
   - Phone number.
   - Email address.
   - Type of membership.
   2) *Based on membership type, either start creating the profile OR contact us with data to fill the profile and products details.*

C) **Public buyer / user (Design seeker):**
1) *Filling up registry form.*
- Name.
- City/ country.
- Email address.

Main pages in the website (Tabs)

1) *Home page:*
- Welcome message
- Pin points to the business (use of key words)
- Contact us details at the bottom
- Attractive pictures
- Name & logo of the business
2) *About us:*
We are a company founded & operated in Saudi Arabia. We aim at creating a platform that provides designers with everything they need.
Our work focuses on developing all types of communication tools and data to create bespoke projects with best costs possible.

Our vision:
To gather designers from different countries in one single place and help them finding local suppliers for their projects so clients can find the required support in one single place.

3) *Register:*
- Own a virtual studio.
- Own a virtual store.
- Virtual client. (any name would work to refer to public users who own projects).
4) *Shop:*
- List of all virtual shops (showing name – city/ country – profile pic/ speciality)
- Search engine to filter them all.
- Ability to click on any profile to see full details.
5) *Consult:*
- List of all virtual studios (showing name – city/country – profile pic/ speciality/ prices for DESIGN consultation – DESIGN review – DESIGN request).
- Search engine by designer name OR country
6) *Contact us + Frequently Q&A* (will update you on this)
7) *Cart*
8) *Login – logout button*

Workflow process:

For a virtual studio owner:

1) Definition:
   Owning a virtual studio allows the owner to have clients, accept jobs, set prices, message clients, select projects' finishes from all virtual stores registered in the business and hold meetings online (in the future).
   A studio is an architectural term refers to a small-scale design office, we provide a virtual studio to all types of designers as long as they are accredited by an official organization such as SEC, RIBA, NCARB …etc

2) Applicability:
   Applied wither the designer owns an actual office/ company or works as a freelancer. This feature allows him/ her to own a registered studio/ office with a name & logo.

3) Benefits:
   - Owning a virtual studio.
   - Ability to communicate with clients through the platform after accepting a job.
   - Ability to accept / decline jobs.
   - Create an online portfolio to give a summery for clients (total of 15 pictures).
   - Owning a DESIGN CODE.
   - Discover range of products through the list of the virtual stores.
   - Become exposed to thousands of design companies around the world.
   - Promote work and create a brand name in the design market.

4) Profit & shares:
   - Shares of all deals done through DESIGN Company is 70%/ 30%:
     Wither it's a design request, consultation or review designers will get 70% and 30% goes to DESIGN website.
   - When promoting their DESIGN CODE and that CODE is used by users to buy things from any of the virtual stores we have, the designer gets 15% of the total cost of the deal.
     Which becomes 70% for the store, 15% for the designer, 15% for the website.

5) Control:
   - Ability to change profile picture.
   - Ability to ACCEPT/ DECLINE jobs.
   - Ability to edit shopping cart of the designers who are requesting a DESIGN review (add, delete items).
   - Ability to create a cart for users requesting a DESIGN consultation or a DESIGN request.

- Ability to attached pdf, JPEGs drawings to users who are requesting a DESIGN request.
- Ability to add comments to DESIGN consultation or DESIGN review, where that comment will be sent as an answer to the client.
- Ability to post work, designs with a brief description.
- Ability to contact us (owners of the website) through the messaging feature.
- Ability to message clients who are requesting a DESIGN request after accepting the job.
- Ability to choose how long to activate messaging feature for the design request with the client.

6) Conditions:
    - Name of the virtual studio.
    - Name of the owner/ designer.
    - Use of a profile picture.
    - Mentioning speciality.
    - Accreditation number from an official origination such as SEC, RIBA, NCARB..ETC.
    - Owns an email address.
    - Yearly membership payment.
    - Agrees to the terms & conditions of the DESIGN website and shares.

For a virtual store:

1) Definition:
    Owning a virtual store allows the owner to have two categories of clients (public users and designers), receive orders, display products, prices, details, show future products, connect with designers and expose their products to several companies, offices and freelance designers around the world through the platform.

2) Applicability:
    Applies to all stores related to architecture, furniture & finishes, construction products. Such as furniture stores, gypsum works shops, tiles stores, painting shops, wallpaper stores, lighting shops, metal & aluminium works...etc.

3) Benefits:
    - Owning an E-store within a specialized architecture & design platform.
    - Ability to display products, details, prices to all users.
    - Ability to ACCEPT / DECLINE orders.
    - Owning a DESIGN CODE.
    - Become exposed to designers.

- Create a personal profile to display products (either by owner himself or website admin, this is based on selected membership type). (no number limitation for posts).
- Promote products & create a bran name within design filed.

4) Profit & shares:
   - Shares of all deals done through DESIGN Company is 70%/ 30%:
     For all stores the store gets 70% and 30% goes to DESIGN website.
   - When promoting their DESIGN CODE and that CODE is used by users to consult designers, the store gets 15% of the total cost of the deal.
     Which becomes 70% for the designer, 15% for the store promoted the designer, 15% for the website.

5) Control:
   - Ability to change profile picture.
   - Ability to ACCEPT / DECLINE orders.
   - Ability to display, edit, remover products from the page.
   - Ability to contact us (owners of the website) by dropping us an email with the request and DESIGN CODE.
   - Ability to offer shipping & delivery feature or pick up.
   - Ability to test products through virtual reality feature (a future development once we work on the apps).

6) Conditions:
   - Name of the virtual store.
   - Location (city/ country).
   - Carries shipping if located outside Saudi Arabia.
   - Clearly state prices of every product.
   - Clearly state details of every products (dimensions, available colours, materials, style).
   - Update products according to storage maximum every two weeks if with S membership or update us on new products if with SS membership.

For a public user:

1) Definition:

   As a public user you will connect to all registered virtual studios and virtual stores to buy online products, combine details of your projects, get designers reviews with your selection from the virtual store or send a consultation to a designer and get a full feedback with a full shopping cart to immediately satisfy your projects' needs from one place with multiple direction.

2) Applicability:

   Applies to all induvial who owns privet or commercial projects.

3) Benefits:
   - Access to all virtual stores to view, select, buy products.
   - Ability to search products by name, type, style or colour.
   - Ability to contact designers from all over the world through their virtual studios via DESIGN REVIEW, CONSILT OR REQUEST.
   - Find all architectural, construction, design suppliers in one platform.

4) Control:
   - Ability to place, delete orders according to stores' policies.
   - Ability to track order through the website (store received the order, status (accept / declined/ delivered by the store owner or picked up by client).
   - Ability to track design review, consult, request (accept/ decline, options after declining/ notes received from the design on a review or consultation, view attached documents before sending it to the designer, time frame to get answers, set price for the selected service which will be shown in the cart).

5) Conditions:
   - Name.
   - Email address.
   - Country/ city.
   - Payment method.

Process from client's perspective:

Scenario A:

1) Registry.
2) Browse & select items.
3) Select a studio.
4) Ask for a DESIGN review.
5) Add an attachment for the space plan/ pictures if available. (optional)
6) Pay for the DESIGN review.
7) Cart with items and attachment will be send to the designer.
8) Wait for ACCEPT / DECLINE the job by the studio.
9) When the job is ACCEPTED by the selected studio, time frame for the answer will be with 48 hours of your order.
10) When the job is DECLINED by the selected studio, the job & payment will be transferred to our main studio by DESIGN and the client will get the answer within 24 hours from the order.
11) Answer will be in the form of a comment & edited shopping cart.

Scenario B:

1) Registry.
2) Select a studio.
3) Ask for a DESIGN consultation.
4) Attach all related documents with the question in the comment bar.
5) Pay the fees for the consultation.
6) Wait for ACCEPT/ DECLINE the job by the studio.
7) When the job is ACCEPTED, time frame for the answer will be within 72 hours of your order.
8) When the job DECLINED by the selected studio, the job & the payment will be transferred to our main studio by DESIGN and the client will get the answer within 48 hours from the order.
9) Answer will be in the form of a comment, attachment by the designer for any pictures, plans or sketches & the option of a shopping cart with all required items to achieve the design.

Scenario C:

1) Registry.
2) Select a studio.
3) Ask for a DESIGN request (full design service).

4) Attach all related document, number of users, location and exact request, design style (architectural design, interior design, architectural edits or interior finishing)
5) If the prices are fixed by the studio for design requests it will be added to the cart.
6) Pay the fixed fee.
7) Wait for ACCEPT/ DECLINE the job by the studio.
8) If the prices are NOT fixed by the studio then a customer will wait for a quotation.
9) The quotation will appear in the message box within 48 hours of sending the order.
10) Client needs to ACCEPT / DECLINE the quotation within 24 hours of receiving it.
11) If client ACCEPT the quotation, they will be accepting the payment milestone which is 60% down payment, 30% when the first stage is done, 10% upon the notification of completing the project.
12) The down payment amount will automatically be added to the cart once they accept the quotation.
13) Work progress/ results will be delivered to the client through the message box, where designers can upload the documents, add comments to the comment bar.
14) Clients will be able to view the documents, add a comment for a single time per every stage.
15) If the client DECLINES the quotation, the order will be transferred to our main studio by DESIGN according to the fixed pricing list.
16) Down payment will automatically be added to the cart.
17) Once down payment is paid, the time frame for the project will be sent to the clients' email.
18) Work progress will be delivered to the client by email. Studio will use attachment button in the job details sheet and client will receive it to their log in emails.
19) In all cases designers will not be able to see clients' emails, name or personal details.
20) The communication method will be through the messaging feature, where the job request (client) will have a number.
21) Once the job is done, designer (studio) must CLOSE the job indicating it was done and the job order number will be deleted.

Process from Studio owners (Designers):

1) Registry.
2) Pay membership fees OR add an invitation CODE. (for designers we will invite to register in the website).
3) Set prices.
4) Select a studio name.
5) Write a personal name.
6) Post samples of projects.
7) Use the DESIGN CODE to promote to the studio.
8) Set bank details (name & IBAN) so payments & shares can be transferred.
9) Accepting / Declining projects.
10) Brows virtual stores to gather products.
11) When accepting a DESIGN consult, the studio will receive the job number, any attachments from the client's side, the question in the comment bar.
12) The studio will have 72 hours to send back the answers to the client & CLOSE the job indicating its done.
13) The job will be automatically closed after 72 hours from accepting the order, if the studio fails in responding to the client, the job fees will be transferred to the DESIGN website along with job details or fees will be deducted from future studio shares and DESIGN website will do the job.
14) When accepting a DESIGN review, studio will be able to view shopping cart of the client and any attachment, then provide the answer within 48 hours from accepting the job.
15) The job will be automatically CLOSED after 48 hours.
16) If the studio fails in responding within the time frame, job request will be transferred to DESIGN website with its fees.
17) When accepting a DESIGN request, the studio will be able to add the job number to the D-Message service and set a time frame for the project.
18) D Message feature will allow studio to drop a comment/ question and receive notes/ questions from the designer.
19) At the end of the set time frame by the studio, the messaging feature will be disabled and cannot be used for the same job number.
20) Studio owners have the option to extend the project time frame twice and make it longer before it ends. (expire) to finish the project.
21) Studios will have to show the stages of the project in the details form of the job. (maximum four stage).
22) At the end of the project, studios can upload an attachment in the job details sheet and CLOSE the job indicating its done.

23) When Declining a DESIGN consult, review or request the job & fees will be transferred to DESIGN website.

Process from virtual stores owners:

1) Registry.
2) Choose speciality.
3) Select town/ country.
4) Choose a name & set a profile picture.
5) Choose type of membership (S OR SS).
6) Pay membership fees OR add an invitation CODE. (for stores we will invite to register in the website).
7) Set bank details (name & IBAN) so payments & shares can be transferred.
8) Select wither there is a delivery, pick up feature.
9) ACCEPT / DECLINE orders.
10) When accepting an order, store will be responsible to update the job status within 72 hours from accepting its order as the following: Date & Day of delivery (if delivery option applicable) – DONE (if picked up option was selected by the client).
11) CLOSE the job once the delivery or pick up is DONE after the end of 72 hours.
12) If the job is still open after 72 hours , the job & its fees will be transferred to another supplier. OR fees will be deducted from future deals. And job will be automatically CLOSED.
13) When declining an order, client will be redirected to our virtual stores to choose another supplier.
14) Updating of displayed products, their details, availability and pictures depends on the type of membership , if type S: store owner is responsible to update their products and its details. If type SS: DESIGN company will take care of the updating process by receiving data from the store every two weeks then filter it into their page.