[Interviewer] Emilio Alvarez

Hey, Maya.

[Interviewee] Maya Newlin

Hello. How are you doing?

[Interviewer] Emilio Alvarez

Well, sorry, I'm like. I was trying to find what you call it a meeting room. They're all so I'm grab the standing desk.

[Interviewee] Maya Newlin

Okay, no worries.

[Interviewer] Emilio Alvarez

Are.

[Interviewee] Maya Newlin

You can always move if that works

[Interviewer] Emilio Alvarez

How's your week going so far?

[Interviewee] Maya Newlin

good. It's crazy. I'm going my bachelorette so that's why my schedule is a bit hectic. So thanks for making today work.

[Interviewer] Emilio Alvarez

Of course. Where were you off to?

[Interviewee] Maya Newlin

Tulum.

[Interviewer] Emilio Alvarez

Oh, nice. I'm from. I'm from Mexico.

[Interviewee] Maya Newlin

Oh, fun.

[Interviewee] Maya Newlin

What part?

[Interviewer] Emilio Alvarez

I'm from Mexico City.

[Interviewee] Maya Newlin

I. I've never but would love to go.

[Interviewer] Emilio Alvarez

Yeah, you should go if you go to Tulum. Are you. Yeah, there's definitely go. There's a place called. Where you can go swimming with the turtles nearby.

[Interviewee] Maya Newlin

Okay. a Cenote esque place.

[Interviewer] Emilio Alvarez

No, it's it's in the water, but it's crazy. You walk 10 yards and the turtles are there. I'm putting it in the chat.

[Interviewer] Emilio Alvarez

That's really cool. It's real secret if you're interested. What else would I recommend that you might not know? but general, what I also recommend food wise, if you like spicy food, get. Get something called an aguachile, but it literally. translates to chili water.

[Interviewee] Maya Newlin

Oh, I've had that. And the big cup, it almost looks like a Michelada.

[Interviewer] Emilio Alvarez

No, no, our Chile, it's like. It's a little bit like. Like a but spicier.

[Interviewee] Maya Newlin

Also your volume is very low for. For me.

[Interviewer] Emilio Alvarez

Okay, hold on. Is this any better?

[Interviewee] Maya Newlin

Give me a second.

[Interviewer] Gabriel Almeida

Is mine low

[Interviewee] Maya Newlin

Maya, I. I can hear yours now. I think the background noise was. It was trying to cut out some of that so it made your voice really quiet.

[Interviewer] Gabriel Almeida

Right. Nice to meet you. Sorry I joined late a bit there.

[Interviewee] Maya Newlin

Yep.

[Interviewer] Emilio Alvarez

Yeah, so we're just to give you some context. Maya, thanks for joining again. So Gabe and I, we just graduated from mit. We are part of an accelerator that's called Delta V. And the idea here is to basically take a lot of the things that you learn, especially around innovation, launching new companies, etcetera into And right now we're in the phase as we have some ideas on things that could be of value to folks like yourself, interior design. But we really want to pressure test and make sure that we're actually addressing something that would make a difference in your daily life. So to give you a bit of context, that's where we've narrowed in.

[Interviewer] Emilio Alvarez

We're seeing some themes, but the way that we want to do this is we want to first ask you some questions to better understand what pain, what things you might be, what is going well, what challenges you might have. And then from there we'd like, towards the end, show you us a super early version of what we're thinking might be And then we'd like to get your reaction to that.

[Interviewee] Maya Newlin

Okay, sounds great.

[Interviewer] Emilio Alvarez

Anything I'm missing?

[Interviewer] Gabriel Almeida

No, I'm happy to take it, man. So I think Maya would be great to start off just to hear a little bit about how you work. So are you like a solo interior designer? Do you work for a firm? Do you have your own firm?

[Interviewee] Maya Newlin

Yeah, so I have my own firm with my business partner who's in LA right now. I had to step away for a year. I'm on the east Coast.

[Interviewee] Maya Newlin

Going back there. But yeah, essentially we've been managing it for the past year and a half, long distance, which has been really tricky time zones. You know, for design you kind of have to be in person for a lot of things. Just in general, it is a in person field. So we get on the phone every day, Google Meet, just to kind of work through But it has been challenging. So I'm excited to see what you guys are working on because It needs. There needs to be something better than using five different programs a day to communicate.

[Interviewer] Emilio Alvarez

So what are you guys using?

[Interviewee] Maya Newlin

Well, we use the paid Google software. We do Asana for project management and then for visual management, we either share our Adobe files, InDesign, Photoshop. You know, we kind of have to tell each other whether we're in the model or not. Same with And then we use which is a 3D visualization kind of like a pin board type of And then both of us can be on there at the same time.

[Interviewer] Gabriel Almeida

Okay. let me ask you, Maya. So who does like the drafting or the renderings for you guys today? Do you do them yourselves?

[Interviewee] Maya Newlin

Yeah, so we both do 3D models and renderings. Yeah.

[Interviewer] Gabriel Almeida

so you don't. Have you ever thought about hiring someone, maybe overseas for

[Interviewee] Maya Newlin

Initially we had just because it's pretty cheap to get done on Fiverr and upwork. But there's a little bit less control in terms of what the output looks like. And then with Our clients, we have some very particular clients that want quick turnarounds within you know, a few hours, let's say. So we like to kind of have control of everything. Yes, we have thought about But right now our clients are kind of more like, can you just tweak this one thing? And it's you know, the upwork person's not reliable. Then we're kind of in a pickle and we look bad.

[Interviewer] Gabriel Almeida

And what's the usual budget that you work with and what type of projects do you do? Do you do like new builds or only renovations?

[Interviewee] Maya Newlin

We do new builds and renovations. So primarily high end residential would be renovations for. We do a little bit of boutique, commercial and hospitality, which is kind of a complete gut. So partially new build, partially renovation, just to keep, you know, the code in. and then budget for residential is under a million. For commercial hospitality, up to 10 million. but those are large developments which.

[Interviewer] Emilio Alvarez

Right. I can.

[Interviewer] Gabriel Almeida

And do you see yourself scaling in the future? And if so, how do you see that growth happening?

[Interviewee] Maya Newlin

So we do have a virtual assistant that we use that's kind of like a part time thing that does like clerical work. So we're starting to scale on that in terms of just answering emails, reaching.

[Interviewer] Gabriel Almeida

Out, virtual assistant, that's just an AI agent or it's actually a remote in person.

[Interviewee] Maya Newlin

We use a robot.

[Interviewee] Maya Newlin

That helps us with that. And they also help us take meeting minutes as well for clients and formatting. But we do have to manage that because we're kind of telling it what to do in a sense. Yeah, we are in the process of hiring a cpa, bookkeeper because we finally are getting in enough revenue where we need someone to come in monthly and kind of tally. And then in terms of we resell as well. So that's a big thing is collecting sales tax. So that's the one that we're hiring to the team. We're hiring a CFO as well. Again, we have only been around for a year and a half, so kind of still launching things.

[Interviewee] Maya Newlin

yeah, we plan to, hire maybe a designer part time when we get a contract for a bigger work and we know that there's going to you know, an influx and we're going to be able to pay them.

[Interviewer] Gabriel Almeida

Yeah, that's what I was going to ask. Right. what are you going to do about the renderings and the drawings when it's just like you're biting on more than you can chew.

[Interviewee] Maya Newlin

Yeah, I think at that point we would outsource once we have that set budget. Right now we're doing kind of short term projects with our clients because it's not. They don't have investors all the way. So it's not like a 100. They're kind of like, let's just see where this goes and then we might sign you guys on. So once we get signed on for the full package, that's probably when we would either hire or make the allocation you know, go with someone on upwork or fiverr.

[Interviewer] Gabriel Almeida

Right. but do you see yourself kind of scaling with building relationships with drafters and renders overseas and scaling through that way, or do you see more potentially as soon as possible, like hiring someone full time in the US with you to do this type of groundwork for the project?

[Interviewee] Maya Newlin

I think ideally in the US in person would be So someone in because then we can also designate them to go to site visits if we needed to. Usually people that do renders have I guess, assets that are worth, that are valuable to our team. If they were just purely rendering, then to your point, we probably would just hire someone overseas if that's the only thing they're checking off. Otherwise we need help with.

[Interviewer] Gabriel Almeida

well, we see a lot is what we're seeing in the industry a lot. I think we now have 30 calls with professionals like yourself, Maya. Especially the higher end firms that have been in business for longer and doing like, you know, bigger budgets every year. They. They do a mix of both. Right? a mix of overseas talent to do more manual rendering, for us, my. Is to just be like, brutally honest.

[Interviewer] Gabriel Almeida

I think the worst thing you can do is say that something is cool and valuable just so like designers.

[Interviewee] Maya Newlin

Know how to critique. So I got you guys.

[Interviewer] Gabriel Almeida

Okay, good. All right. So it doesn't really. Well, maybe it applies to the work that you do with Your partner, right on the other side of the US I just don't know how you guys split your tasks, but what we're envisioning you doing, Maya, is basically creating a digital environment, right? a website that you can do all your drafting and rendering iteration process on. So all the revision work that you do in an instructured manner, just pass over PDF files and you annotate and right cross There's, from what we understand, it's a very iterative process, from drawing 0 until drawing 10.

[Interviewer] Gabriel Almeida

And then there's drawings that you need to make for the millworker, for the gc, there's drawings for the client, right? And it's a similar kind of workflow for the rendering, right? It's still like you got to give the renderer the drawings with the links and the fabric and the material and there's a back and forth and doesn't get it right the first time. So the whole idea is to get those two processes, specifically the interracial process for drafting and rendering off your unstructured channels and put it in an organized digital environment where you can do it with greater level of productivity and also things are not falling through the cracks, details, mistakes, right? So it's basically a tool for that.

[Interviewer] Gabriel Almeida

We have some screens that we'd like to show you just to make it But let me pause there. Like, is the value for you clear and what we're pitching you know, is it not clear? Like, do you have any thoughts?

[Interviewee] Maya Newlin

I mean, you kind of hit the nail on the head when you're it so many iterations, last minute tweaks, you know, we say redlining. So I feel like that would be really interesting to have. I'm curious how you're going to do it just because. So we both, my business partner and I, Jaz, we worked for an architect prior to starting our own company. And we both left because it was, we didn't like how it was being run. But typically they were like, this is how all architects, you know, kind of do their business in terms of iterations is having a hard copy or having basically you have a folder with every date on it that, where it's been iterated, where you can go back, Grab something and a client's like, I actually really liked this originally.

[Interviewee] Maya Newlin

So I'm wondering if there's a memory to what you're saying of going.

[Interviewer] Emilio Alvarez

That's part of the idea.

[Interviewee] Maya Newlin

Okay, great.

[Interviewer] Emilio Alvarez

Before I show you, can you tell me a bit more about what frustrated you about that process?

[Interviewee] Maya Newlin

Yeah, so usually it would be a design director marking it up for, let's say whoever, you know, typically the team, the person on that team would pick it up. In some cases, when they're out or they're sick or they're on site, someone else kind of has to step in. And yeah, things get lost in translation. They didn't do something that they said they picked up. So then it kind of slips through, let's say multiple cracks. And then by the end of it's like, I've redlined this know, an honest mistake. But again, it hasn't been caught through the 5 iteration. So it makes the firm look bad. But that happens all the time, to be honest.

[Interviewee] Maya Newlin

And then it's a last minute fix on site. And it's always so stressful. And like, even if you have the best people, it happens. You know, there's so much to kind of keep track of.

[Interviewer] Emilio Alvarez

How did you guys manage who owns which action item there?

[Interviewee] Maya Newlin

Working for the architect, it was always the design director assigning it to, let's say like drafter, designer, architect below them. So it'd be anyone the intermediate, let's say drafting. So that could be. That could be me, that could be my teammate. It really Depends on how much work each person has for that project load. you know, you're assigned your projects. But if a team kind of has more than anticipated, then we step in to help. And that's kind of with every firm So.

[Interviewer] Gabriel Almeida

And how do you do it with your partner? Now, Maya, like, do you guys iterate on drawings and renderings together or you take some and she takes the others? Like, how do you do it Today.

[Interviewee] Maya Newlin

For our most recent project that we're doing a cookie shop, I do all the 3D modeling because it's more complex. And then I'll send it over to her and she'll render it and then I'll do Photoshop on top of that.

[Interviewer] Gabriel Almeida

Okay, okay. But who does. But who makes the four plans?

[Interviewee] Maya Newlin

Say that again.

[Interviewer] Gabriel Almeida

Who makes the floor plans? the drafting?

[Interviewee] Maya Newlin

I'd say it's a Mix of both. Probably I'm the keeper of that project's and then she'd be the keeper of another model.

[Interviewer] Emilio Alvarez

So.

[Interviewer] Gabriel Almeida

but, like, is there, like, is there in it. Is like, an iterative process now with your drafting and rendering? Or is it just, like, all on your plate and there's no one really giving you feedback on it? Like, on what to change and what to, you know?

[Interviewee] Maya Newlin

So she. She definitely gives me feedback. I think I'm the one that's more leading But she has, like, absolute input. Yeah.

[Interviewer] Gabriel Almeida

So she tells like, she's, like, a bunch of revisions, like, all the time. Just like you were in the architecture firm.

[Interviewee] Maya Newlin

There's a little bit more respect, I because it's not this is wrong. It's more like, you know, maybe we should think about it this way. But most of the time, it's. She's like, you've been in this project longer. Like, you can kind of have, like, the leads if you think it's you know, amicable about it and not, like, power.

[Interviewer] Emilio Alvarez

There's.

[Interviewer] Gabriel Almeida

There's. There's days that I wish that I could just go around barking at a meter, but I can't do that.

[Interviewee] Maya Newlin

You know, it gets cut throat.

[Interviewer] Emilio Alvarez

but, it would be a Chihuahua Yeah, I'm kidding. No. Okay, and so that's super helpful. And then the second thing before I show you, last thing I promise is, like, if you could envision an app that helps you do this, like, what are the key, like, features and, like, way of communicating, like, what would be your ideal vision?

[Interviewer] Gabriel Almeida

I want to show you if you could wave, like, a magic wand like, I don't know, out of your, like, creativity now, like, have a tool that helps you do all this, like, iterative process of, like, drafting and rendering. Like, how would that look? Like, what would you be able to do? What would work? Well, let's see.

[Interviewee] Maya Newlin

so I'd have all the integrations like, making a 3D model that like, let's say, complex curves and like, already built I think some of the platforms are lacking and you have to use, like.

[Interviewer] Gabriel Almeida

Sorry to interrupt you there, but you would want to create the modeling inside the platform. Like, you wouldn't want to, upload a file of the model and then go from there.

[Interviewee] Maya Newlin

I mean, we. You could do that, too, I guess. When you say drafting, to me, that's starting from scratch on a Model.

[Interviewer] Emilio Alvarez

Got it.

[Interviewee] Maya Newlin

Unless you're just saying purely.

[Interviewer] Gabriel Almeida

Well, when I say drafting, more like floor plan, basic 2D stuff. Right. Like technical drawings. I'm talking about, like, drawing. Right. And then when I say rendering, it's like any modeling that you do. Right.

[Interviewer] Gabriel Almeida

Okay, 3D.

[Interviewee] Maya Newlin

Yeah. You could probably upload but in like, ideal world, I would doing all my modeling from drafting up in this one unit. And then it would have, like, a warehouse where things are easily downloadable. Whether it's like, there's an AI thing that converts, like, I want this exact piece of, let's say millwork or furniture from online to be the exact dimension. So I'm not wasting my time modeling something that's kind of roughly the same size. So it kind of takes the dimensions, plops it into the model again, assigning exact textures for the render. So, like, if I go on a site and I'm shopping, I like this paint. There's already like a. An image that I can just assign to that. And then what else?

[Interviewee] Maya Newlin

Yeah, having like, the notes tab or a leader with saying, you know, it's marked on this date. Let's change this. Or what do you think about this? So having like, almost like a little text bubble call out.

[Interviewee] Maya Newlin

For like. I'm not quite sure about this yet. Let's put a pin on it.

[Interviewer] Gabriel Almeida

Do you work a lot on your iPad? Like, do you draw a lot with it to make revisions and stuff?

[Interviewee] Maya Newlin

So I have a Wacom, not an iPad, but yes. Like, the little stylus is really nice. I want to get an iPad just because it's like, more like mobile.

[Interviewer] Gabriel Almeida

Not gonna lie, I feel dumb but I've never heard of that in my life. What you just mentioned.

[Interviewer] Emilio Alvarez

Oh, Wacom, one of the original ones. It's like the og.

[Interviewee] Maya Newlin

So I used to work with so we would always sketch on that. It was a hand. It's more of an Illustrator tool. And it has a screen, but it's also great for, like, handwriting, so I use that.

[Interviewer] Gabriel Almeida

So you use that with a pencil, right, to annotate drawings and stuff?

[Interviewee] Maya Newlin

but it plugs into my laptop, so it's like an extension screen, let's say.

[Interviewer] Gabriel Almeida

Okay, I think I know what it but now I think I know what it is.

[Interviewer] Emilio Alvarez

It's like, imagine you have a super sensitive trackpad almost.

[Interviewee] Maya Newlin

you know, it's a big screen, so.

[Interviewer] Gabriel Almeida

Yeah, that makes But sorry, Keep going. I interrupted you.

[Interviewee] Maya Newlin

but that's And then it would have like, all the notes And then a history log of the. This is when this was done. So it would be able to save. Let's say we're working for like, 50% concepts. We always like to milestone mark like 25, 50, 75% and then archive it so that if we need to go back to the drawing board, those are already saved as they are before we do the changes to you know, design or something.

[Interviewer] Gabriel Almeida

Right. What about, the capability of putting the ball in your court, your partner's court, as to like, who. Who has the next to do in the process? Right. either she needs to check your. Your drawings, your rendering, or you need to check her. Like, what about something like, indicate.

[Interviewee] Maya Newlin

You know, I think it'd be in like, the. Each person has a color, let's say. So, like, if I annotate, it'd be like red. If she annotates it'd be like purple. That's always what I imagined it. And it also have the username of the person, like, timestamped.

[Interviewer] Emilio Alvarez

Okay, got it. And one of the. And I'll show you in a second. Like, one of the things we're considering is when you're leaving comments to. Have you ever used loom. Like, imagine if It allows you to record your screen, then also, like, share the common paste the comment. We're thinking about allowing you to like, live take Take a. Record your screen, show where you're going on the platform and leave that specific comment, transcribe and take out the action items from there. Is that something you would think is available? It's just a marginal improvement, like.

[Interviewee] Maya Newlin

Almost like a video. Like, this is what I'm live And then she can watch that at a later time.

[Interviewer] Emilio Alvarez

And with a transcription of those things.

[Interviewee] Maya Newlin

Oh, that would be cool. I didn't even think of that. Yeah, I think that'd be nice.

[Interviewer] Emilio Alvarez

and then the last thing, and then I'll show you what we're thinking is if you were to have. the. If you're leaving a comment, how important is it for you to just be able to like, drop a pin essentially on a part of the floor plan, versus you being able to make edits on an iPad. or wake them.

[Interviewee] Maya Newlin

So you're saying with the pin, I would still be able to, like, add a note.

[Interviewer] Emilio Alvarez

Yeah, exactly.

[Interviewee] Maya Newlin

It just wouldn't be a live edit in that time.

[Interviewer] Emilio Alvarez

or the thing like, there's a difference between leech, in my mind, being able to, draw freehand and leave a comment. That's freehand versus, like, dropping a pin. And maybe that's something that we can show more visually.

[Interviewee] Maya Newlin

I would say drawing visually is I guess, because sometimes it's hard to explain in your words what you want. Especially something's changing And typically. Yeah, when we redline, we kind of test out, like, will it fit in this place? So it'll be like, hey, let's try and move this here. So I think freehanding is actually really helpful still to have.

[Interviewer] Emilio Alvarez

Got it.

[Interviewee] Maya Newlin

Specifically like, space planning.

[Interviewer] Emilio Alvarez

Got it. So what they say? Always show potential customers way before you want to show them. So it is still super early. But Hold on. Let me know when you can see my screen. And can you start seeing my screen?

[Interviewer] Emilio Alvarez

Okay, So here's the idea. You have a set of projects. You have complex. You have different floor plans, etc. And you might have different versions, etc. You have your team that you're working with. It can be internal or external, all these kinds of things. We manage permissions. But you can open up the draft much like. Sorry, Zoom in a little.

[Interviewer] Gabriel Almeida

Yeah, the whole window.

[Interviewer] Emilio Alvarez

Yeah, hold Oh, you mean from like.

[Interviewer] Gabriel Almeida

Yeah, let's see.

[Interviewer] Emilio Alvarez

The zoom is not working great here.

[Interviewer] Gabriel Almeida

Whatever, whatever.

[Interviewer] Emilio Alvarez

Come on.

[Interviewer] Gabriel Almeida

It's just hard to see, like, the buttons.

[Interviewer] Emilio Alvarez

Yeah. This is what happens when you demo. Why is it not moving? It's not moving. Anyway, let's see. Let's go back.

[Interviewee] Maya Newlin

It always gets weird when you share screen and try and, like, zoom for some reason.

[Interviewer] Emilio Alvarez

Yeah. Okay, let's see. Zoom here. Is this better?

[Interviewee] Maya Newlin

Yep.

[Interviewer] Emilio Alvarez

And so, like, the idea here like, imagine that this, you host all the revisions, but here you actually have that history that were talking about. Right. You can go on and here you can make drawings like, this can.

[Interviewer] Gabriel Almeida

Be in your iPad. Right? It can be like, wherever.

[Interviewer] Emilio Alvarez

In theory, you can like, what we're thinking as a first pass. Like, you click your mobile and gives you a QR code. Look at it on your iPad, and then you open and then you can draw on it there.

[Interviewee] Maya Newlin

Oh, okay, nice.

[Interviewer] Emilio Alvarez

And then eventually we would have an integration, but then you also like, comments and a chat. So for example, that you're. That the person you're working with is Sarah. You can go and, like, get a voice on screen. You can reply to that specific comment.

[Interviewer] Gabriel Almeida

Show her, like, how it would Create a comment, for example. I mean, press on the bubble there on the top next to the black.

[Interviewer] Emilio Alvarez

Yeah, that's. Hold on, hold on.

[Interviewer] Gabriel Almeida

To the right.

[Interviewer] Emilio Alvarez

So here you would say something like this. Boom, Hi, this.

[Interviewer] Gabriel Almeida

And then you can post it, right? you put an action. Right now they're just structured as common smile. But what we're thinking is the structure of them is actually action points so that she can click scene or reply to it and go back to the. comment amino.

[Interviewer] Emilio Alvarez

And you can.

[Interviewer] Gabriel Almeida

create. Create a new one.

[Interviewer] Emilio Alvarez

Hold on.

[Interviewer] Gabriel Almeida

So in the comment there, Maya, you can also click on media Emilio and you can choose to add a comment that's like a voice recording explaining something or a screen recording or both the screen and audio recording. Right. Then maybe you want to record something in your iPad with you, doing the drawings live so that she has And that's on the panel here, To watch, to really leave no room for ambiguity. You can upload pictures, right? And just literally add a picture there in the corner of the screen. What we're going to change now that's not working is like, the picture only. but that's basically the idea, right?

[Interviewer] Emilio Alvarez

And the other thing that I want to show you the idea here is when you click on a previous version, you can click on this compare tool and what's going to happen is you're going to get. yeah, you're going to get a slider.

[Interviewee] Maya Newlin

I'll visualize it.

[Interviewer] Emilio Alvarez

You'll get a slider pane right here that you can move to the left or right and it basically shows the same image side to And so as you can move it'll highlight the differences.

[Interviewer] Gabriel Almeida

Yeah, it's basically imagine a window that you can slide open or shut to compare changes in each version. You know what I mean?

[Interviewee] Maya Newlin

Yeah, I think that's really nice.

[Interviewer] Emilio Alvarez

And you can also write the software so such that red adds a red line or something along those lines. So you can say like, hey, from A to B, here is where it changed. Like, I'm colorblind. So that wouldn't be super helpful for but I know for a lot of people it would be.

[Interviewee] Maya Newlin

Yeah, definitely the before and after.

[Interviewer] Gabriel Almeida

If you go back to the project view I made it real quick, just so I can mention something in Maya. And then the idea. Maya. like, for each, like, we're going to give you the ability to create folders and subfolders here to organize it a drive, right? as many layers as you And then you would be able once you have two on the screen. Right?

[Interviewer] Gabriel Almeida

the idea is like when you back up to this screen, when you're just seeing all your drawings for a project and you're iterating and all, a lot of them with their partner, you're going to be able to see at what stage they are. You see that this one on the left in So we're going to add way more detail to that so that whoever is looking at the drawing without clicking in it is aware of the step that it's in. Right. So did Maya just review and now her partner needs to go in and or did Maya just literally upload this and no one put any comment yet? Like, it will be very descriptive of the stage that it is.

[Interviewer] Gabriel Almeida

So you know what's going on in that drawing and what's needed as a next step before you even open it. Right.

[Interviewer] Emilio Alvarez

And the idea is that you can manage all your projects in this way.

[Interviewer] Gabriel Almeida

Yeah, Then you can obviously filter with a view to see what, like, based on you know, what's in my inbox, stuff to DOS like, anything. So. But I think that's basically like.

[Interviewer] Emilio Alvarez

The idea for the initial vision, which would be super good for us, Maya, is like, can you tell us a bit more about what do you think works? Well, what doesn't? Are we missing anything that you think we. We have to have before you would buy this kind of

[Interviewer] Gabriel Almeida

Or do you think it's whatever, And you don't really see yourself ever paying for something like I don't know.

[Interviewee] Maya Newlin

Well, the first actually initial thought when I saw this was like, this kind of looks like Bluebeam. And we used to use obviously, Windows, people don't use it anymore because I have a Mac. yeah, I mean, Bluebeam was great because you would kind of do the same thing. You would add a comment, you can insert photos and then also do you like real time dimensioning? So I think a feature that would be great is to actually.

[Interviewer] Gabriel Almeida

How does that work?

[Interviewee] Maya Newlin

So like, I guess the PDF is to scale or it knows it'll read you know, doorways, three foot. So you can actually measure in the draft or the PDF.

[Interviewer] Emilio Alvarez

Something would fit.

[Interviewee] Maya Newlin

So that would be something that's really.

[Interviewer] Gabriel Almeida

Nice so that, like, you can actually understand. Like, what is it? a ruler that kind of pops up and gives you actual dimensions of like, how things would look or like, how does that.

[Interviewee] Maya Newlin

Like.

[Interviewer] Gabriel Almeida

Yeah, how do I tell that to my developer, Maya?

[Interviewee] Maya Newlin

So there would be a. Yeah, a ruler up top. Let's say you click the ruler and let's say you would measure, you know, between the staircase and that chair. Just be like, hey, this looks a little, like, tight. Can we measure that distance? Because sometimes when you're drafting, you're. You put things together quickly and you're the size of you know, table, whatever is really off. Like, let me just go in and measure it. And you know, it's like, that's way too big. And so doing that's nice.

[Interviewee] Maya Newlin

Going back to like, the folder section, I think what would also be helpful specifically for renders and floor plans is like, nitpicky, is like, it would show a preview of the actual PDF or image and review versus I think that's actually really helpful to have so it show exactly what you're uploading. Kind of like, just because I'm assuming that let's say we're going to have six iterations of the same project going on. I want to know where we are in each one.

[Interviewer] Gabriel Almeida

how would that look like, how do we structure this to accomplish what you just asked for?

[Interviewee] Maya Newlin

So I guess I mean, you're showing the same plan, but let's say there, you know, was an image or something. It would actually show that image with maybe the comments that person had wrote. So if there's red bubbles everywhere that I need to check, I don't know, I kind of like seeing like, how much I need to go into and review before just clicking and being like, my God, there's 50 red lines I need to pick up.

[Interviewer] Gabriel Almeida

Got So maybe something short summary of.

[Interviewer] Emilio Alvarez

the comments or outstanding items or something.

[Interviewee] Maya Newlin

Because sometimes I'm like, oh, I'm gonna leave this till the last minute. Because I know there's only three things to pick up versus if there's like, more than that, I'm like, I need to save time for this.

[Interviewer] Gabriel Almeida

So way to understand how much work each thing is going to take before, like, without Having to dive into it and click on it. So maybe like, if you hover your mouse over it, a bunch of info about it pops up or like, I don't know, we can come up with something but I got it.

[Interviewee] Maya Newlin

Yeah, just like, again, it's just quicker than clicking in and actually looking again. You want things really quickly. Yeah, that would be helpful for I think.

[Interviewee] Maya Newlin

And then if you go back into the floor plan. Yeah, so I like the recording in the comment section where you can record the video saying, you know, hey, if we try moving you know, 45 degrees or something? I think that's a really helpful feature. Okay, I think it would be helpful. I guess, like, let's say there's a lot of comments to review. If I'm reviewing a comment, it almost grays out. Like I read that versus, you know, need to go back because it might get confusing. Like, I don't know if I looked at this or not. So almost like highlighting it out. Like, I. That's done.

[Interviewer] Emilio Alvarez

Gotcha.

[Interviewer] Gabriel Almeida

So a way to resolve the comment or classify it as complete, basically the top.

[Interviewer] Emilio Alvarez

Even like, even a quick thing where it's acknowledged or read or something.

[Interviewee] Maya Newlin

Right. Or it's you know, actually let's talk about this in person or something like that. Like, just a little item that.

[Interviewee] Maya Newlin

Maybe color.

[Interviewer] Emilio Alvarez

Okay, that's good to know.

[Interviewee] Maya Newlin

And then this is really fancy, but let's say I want all the comments picked up within this image that you shared. Then I re upload the same exact export to the new folder. It would be interesting to see if the technology could catch if I forgot one of the red lines.

[Interviewer] Emilio Alvarez

In theory.

[Interviewee] Maya Newlin

Yeah, I don't know if that makes sense. Let's say I forgot to, you know, move the table or And we said we move it 90°, rotate it and I uploaded it and the table is in the same exact position. It would be so cool if it was like, hey, you didn't catch this because it would overlay it and it would be like, this is the same. That's really advanced.

[Interviewer] Gabriel Almeida

If we have one ver, the first version is the raw drawing, and then the second version is a drawing with a bunch of And then the third version, for example, can be like the new drawing, right. That's And once that new drawing is uploaded, like, have an intelligence in the platform that actually checks out the new drawing that was uploaded compared to the comments and changes.

[Interviewee] Maya Newlin

Yeah, exactly. Like, that would be again, another kind of safehold step to being like, okay, human error. Like, I forgot to do And then it's like, let me go fix that really quickly before the next person reviews it. It just like, saves time because usually you were in a rush when we're doing these things like, sometimes you just don't. You forget to do it.

[Interviewer] Gabriel Almeida

no, it makes sense.

[Interviewee] Maya Newlin

So that'd be great.

[Interviewer] Gabriel Almeida

Anything

[Interviewee] Maya Newlin

I think assuming that one person is the reviewer. Right. Okay. I think it'd be interesting to have you know, this would be great for a firm where we're delegating, a junior designer to kind of pick up the comments. It would be nice if there was a partner version where like, say, Jazz and Jasmine and I are kind of looking at it And it's not like I have more than she does. It's kind of more collaborative versus, hey, can you pick up these red lines?

[Interviewer] Emilio Alvarez

Can you say more?

[Interviewee] Maya Newlin

So I guess in this it's more action item of like, each person on the team is asking or saying, let's do And then the person reviewing is like, okay, Got that down. But if it's Jasmine and we want equal input, I guess what I'm commenting is not a full on action item that needs to be It's more of a comment to talk about.

[Interviewer] Gabriel Almeida

Gotcha, gotcha. I think that's more like, about how you use it than changing the functionality.

[Interviewer] Emilio Alvarez

Yeah, probably.

[Interviewee] Maya Newlin

Or maybe. Yeah, it's like the color coding is just different or something.

[Interviewer] Gabriel Almeida

Yeah, Got you. Is there anything that, like, you don't like, Like, the way you're seeing things? I don't know.

[Interviewee] Maya Newlin

I mean, I think it's pretty standard when it comes to you know, your tools that are at the top and your comments, I feel like that looks fine to me.

[Interviewer] Gabriel Almeida

Okay. Do you like like, black and white or do you want, more color? Do you not care at all?

[Interviewee] Maya Newlin

I think black and white is. Is good for the base. Yeah, I don't like too much color.

[Interviewer] Emilio Alvarez

And then one of the things that we are all also and I'm curious if there's something that you've Is that often the communication?

[Interviewer] Gabriel Almeida

Oh, wait, Sorry. Before you go into that, like, there's more things I want to like, make sure, like, we cover with myos before we mix things. So Maya, like, based on what we told you in division here, like, how valuable do you think that this tool, assuming that we make it work exactly the way you just requested it to be? Right. Like, how valuable would it be for you today to work with your partner that's like, in the other coast?

[Interviewee] Maya Newlin

I'd say very valuable. like, Adobe is like, the worst. The Acrobat is like, the worst program to use it, like, sucks and it's always glitching. So I'd probably pay for it depending like, how much it costs.

[Interviewer] Gabriel Almeida

And what's like, we're not looking to make any commitments here, am I? We're not going to hold you to, like, anything you say. Right. But we're trying to understand, like, the value the market, like, gives to this. Right. People that actually would be our customers in the future. like, what would be, like, the max that you'd be like, paying for it? Obviously, we're not gonna put the price but just to understand, like, that's the ceiling of. Right. So, like, what's the max that you would be like, maybe I would pay this and for sure I would pay this.

[Interviewee] Maya Newlin

Okay. Maybe $20 a month, I or 19.99, let's say. But because we are like, we're kind of watching every subscription that we add on our plate. So, more realistically, right now, as of today, probably $10.

[Interviewee] Maya Newlin

Which is kind of like the Spotify subscription, you know, it like, feels right. Not too crazy because it's like we already have Adobe that we pay for and all of our other programs that like, add up.

[Interviewer] Gabriel Almeida

How much do you pay for Adobe per

[Interviewee] Maya Newlin

It's $69 because it's like you have to get all the sweets. And then we pay for our license for. We do actually do CAD on an hourly license, but we have like, SketchUp, Endscape. I'm trying to think of the other ones. We don't do Revit right now. like, had to stop that because it's just don't use it. It's so expensive.

[Interviewee] Maya Newlin

Google, our website fee. It's it just never use Houzz. We do. We have the free platform, but we're not like, work right now from there. It's just referrals.

[Interviewer] Gabriel Almeida

Okay, so what's how. like, so many designers told us that they use like, the bigger firms. Like, so what is it like, good for. Why do you think there's so many, like, interior design firms and architecture firms.

[Interviewee] Maya Newlin

That use it on Houzz? We don't have, like, a ton of experience with it. I feel like it's an easy, shopping platform. Like, you can integrate that.

[Interviewee] Maya Newlin

But maybe that's because they can, like, it keeps it all online versus, like, we don't have that many projects so we're kind of doing like, right from the ground if that makes sense. So it's probably just a volume thing.

[Interviewer] Emilio Alvarez

Gotcha.

[Interviewer] Gabriel Almeida

Okay, cool.

[Interviewer] Emilio Alvarez

And quick question. And, like, the. The price that you mentioned is that. That I'm just. I just want to make sure we're talking the same thing that would be, like, for this specific functionality that we're showing you now. Right. If were to add functionality, you would see value in additional and other things. Like, for example, helping you manage the projects like you were talking earlier.

[Interviewee] Maya Newlin

Like, almost like an Asana integration where it's. Yeah. More project task management. I feel like that would be like, up to, let's say, like, five users, so I wouldn't want to pay that per user.

[Interviewee] Maya Newlin

Like, I want the price to you know, up to a few users.

[Interviewer] Gabriel Almeida

Okay. And how, like, how good does Asana work for you? Like, you happy with it, with what you pay for it, the way it or it, like, it's not the best fit for your type of

[Interviewee] Maya Newlin

We use a free version right now. I'd say it, like, gets the work done because, again, like, our team is not super huge. It's not like we have to go in there every day. But back when were working with the Architect, we used it quite a bit you know, people were on different time zones and it actually worked like, delegating and, like, we paid for that version. And so we actually kind of took the template from the previous. Not Architect. The designer set it up. So we kind of took the template that she set up for it because it's, like, very organized and it's kind of once you work in a certain workflow, that's like, what you're used to.

[Interviewer] Gabriel Almeida

So how hard would it be for us to, like, build project management in this tool? Apart from what we showed you, Maya, to get you to want to switch out of Asana to, like, be something better than it? And if you won't, if you don't think it would be that hard to make something that's, like, better than Asana, for you? Like, would you be willing to pay more than 20amonth if were offering all that?

[Interviewee] Maya Newlin

I don't know, would there be an app version so wouldn't just be desktop based?

[Interviewer] Gabriel Almeida

Yep.

[Interviewee] Maya Newlin

Okay, then I feel like, yeah, that's worth it. Maybe like 30, 40 then at the maximum.

[Interviewer] Gabriel Almeida

But it would have to be an upgrade from the free version of Asana, basically.

[Interviewee] Maya Newlin

Exactly. Yeah. Because there are a lot of free softwares out there where they let you do just enough to where it's like, okay, I can make this work and then everything else we'll just do, you know, over.

[Interviewer] Emilio Alvarez

And what would an upgrade mean in your case?

[Interviewer] Gabriel Almeida

Like, Like, is it clear to like, the things that you would done better in Asana because maybe the free version is capping you to do or just the way the Asana software works isn't. Isn't a good fit.

[Interviewee] Maya Newlin

I do like how Asana, you can do hours and tracking and there's a calendar view. So I mean, this would be interesting of like, okay, we want most of our renders done by this date and then you can kind of assign. Let's say the file was on a timeline or something. Cause like, we're very visual people. Well, I'm a very visual person, so I like to kind of see things like designers are. Yeah. account. a live calendar, let's say. And so like, that's how I would like to look for things versus, going through the folder system. I feel like that would be interesting to see.

[Interviewer] Gabriel Almeida

You're making me question now the whole folder management thing that we talked about here specifically for the drafting and for the renderings. Is there a better way for us to do it for you instead of Since you just said that folders aren't good.

[Interviewee] Maya Newlin

Well, the way that you have it right now is yes, it's a folder, but there's an image to which is why I wanted the image to be actually live updated versus just it's saying PDF. So that does help me because it's I'm seeing that it's a folder, but I'm also recognizing like, oh, that iteration is from two months ago or, in a folder, there's still a visual side to it.

[Interviewer] Gabriel Almeida

Okay, got it.

[Interviewee] Maya Newlin

But it will visualize it in a timeline of like, this is when things were edited, let's say. Like, I'm just imagining One of those, like, lighter, like, time things makes sense.

[Interviewer] Emilio Alvarez

You know what you're talking about?

[Interviewer] Emilio Alvarez

And then, like, one of the other things that we keep hearing, and I'm curious if this happens to you just because you guys are a smaller firm, so that might not happen as much. But one of the things that we are hearing pretty often is that the communication process, both within the firm, but also with other partners, an architect, a gc, all those guys can be quite hectic because part of the communication comes from WhatsApp. Some of it is an email. Some of it might be, like, someone uses, like, texts and. Or someone uses. I don't. Telegram or what have you. And that often having different.

[Interviewer] Emilio Alvarez

Having the same people communicate with you or different channels causes a disconnect like, what is the right file, what are the action items, what is due when, who's doing what, all those things. Is that something that you experience all the time?

[Interviewee] Maya Newlin

Because contractors don't look at their email ever. like, only on the phone, usually by call, never by text. So, yes, I think this would be From what I'm seeing now, this is more of, like, an internal company use. Like, I don't think we would send this out to or share it with gcs, per se. Like, they kind of want, like, the final thing. They don't really argue with what we send. They just, like, sure, build it. So I don't really see them, like, having input in, like, what we're doing.

[Interviewer] Emilio Alvarez

Got. Right.

[Interviewer] Gabriel Almeida

But I think. what I'm just trying to get to, Maya is like, there's this whole separate idea that doesn't have anything to do like, the drafting and the rendering, which is, like, you guys communicate in, like, dispersed communication channels, right? WhatsApp iMessage mail, like, call. Right. and the data scattered across all these channels usually for, like, interior scattered, right?

[Interviewer] Gabriel Almeida

So the idea would be, like, for us to create, basically, like, a middleware type of communication software where it's an application on your phone or a website that you open that connects to all your communication channels. So we have an API to your email, we have an API to your. WhatsApp to your iMessage. And you can like, search up like a client. Imagine Milo's a client and you can search up Emilio and see like, all the scrape and all the data being pulled from all these separate channels. So you can see like, everything that's related with Amido and like, AI go through it and be like, by the way, it looks like, Maya, you need to do this and that, and here are those files.

[Interviewer] Gabriel Almeida

So it's a way for you try to visualize everything that's scattered across the channels and like, in a centralized version, in a centralized way to consume what's being communicated to but also, to broadcast from, right. So that you don't have to go to iMessage, get a screenshot, put in an attachment in the mail, and let's send it. a way to also, like, broadcast, like, faster, right? Like, oh, I see how this came into my WhatsApp. a draft, right? That I can just hit send. So it's completely different from this, but it's an idea we had. So how, like, what do you think of that? Like, would that be something that's, valuable to you or not really.

[Interviewee] Maya Newlin

I think it sounds but I know, like, the GC wouldn't use it.

[Interviewer] Emilio Alvarez

Interesting. Why is that?

[Interviewee] Maya Newlin

Because that's just like, not how they. In my experience with the g, all the GC's I worked with, that's just not how they work. They. I mean, maybe it would, like, take some time to get you. For them to get used to. Because they're very old school. But usually it's yeah, just email is the only. Or, you know, a quick call. but they, I don't think would be. They don't have time to be using another app.

[Interviewer] Gabriel Almeida

Yeah. The GCS wouldn't have to use anything, Maya. This would just be for you and your team.

[Interviewee] Maya Newlin

Oh, for like, designers.

[Interviewer] Gabriel Almeida

Exactly. So if you send a message, more or less, you would like. You would basically have a screen that you see. Like, this is why my WhatsApp, this is my email. And whatever else you want to. To like, connect to. Right, exactly. your channels.

[Interviewer] Emilio Alvarez

This is also super early, Maya. Like, Imagine that you have a channel that's like, for this complex. Here's the client communication. Here's what he's saying. Let me create a task, blah. All that stuff gets assigned. But also internally, if the client said something, we can have an internal chat to make sure that we're actually not dropping it. We create tasks, it helps you manage But what's happening under the hood is that if Michael Rivers sent you an email, it will reply via email.

[Interviewee] Maya Newlin

Oh, that's interesting.

[Interviewer] Gabriel Almeida

So it's basically a way for you to control your channels in a centralized way. So you don't have to open your email, you don't have to open your WhatsApp, you don't have to open your imessage. this is all connected to those. Right. And you receive whatever comes through any of those channels here in one place. And you can send anything to any of those channels, forward from one channel to another from here as well. Right.

[Interviewer] Emilio Alvarez

And you can determine when you send it to all channels versus just one tap versus Slack and all those kinds of things.

[Interviewee] Maya Newlin

no, that is nice. I don't think we would use it. Like, I don't foresee myself using that right now.

[Interviewee] Maya Newlin

Like, don't use WhatsApp, don't use Slack. Most of our stuff's through Google Chat. It'll be like, check your. Yeah, whatever. But I don't think email, like, I think being in email is really nice because the way we organize it, we have our folder system Or tag on email.

[Interviewer] Gabriel Almeida

Got it. Cool.

[Interviewee] Maya Newlin

I do like but I just don't think personally we would use it.

[Interviewer] Gabriel Almeida

That's all we would do.

[Interviewer] Emilio Alvarez

That's good to know. And the last question that I have is like, do you feel like if were to do both things, both this and the collaboration software, like, do you think those make sense as two sub products of one company? Or do you think like, no, they're two completely different things. In other words, like, if I were to. If were to develop this as part of this process, do you think that makes sense for you as a user?

[Interviewee] Maya Newlin

I'm gonna say no. I mean, I could see it being but I wouldn't want to pay for both of them at the same time. Let's say that there was an umbrella price. I would see them as two separate services that I would pay for.

[Interviewer] Gabriel Almeida

Or even like, it could even backfire me to. In the sense of if we tell Maya that it's 30 bucks for the whole thing and she's but there's this whole thing that I don't really use and I'm not gonna use, she can be like, well, there's you know, I'm paying probably a part for something I'm not going to utilize. You know, I can create hesitancy.

[Interviewee] Maya Newlin

Yeah, that's what I was thinking. I was like, I wouldn't pay for both of them. I'd pay for maybe this, but not for the other one. Just because I don't use, let's say the other integrations. So maybe it could be an add on. But yeah, great. I would definitely.

[Interviewer] Gabriel Almeida

Yeah, it's been super helpful. Sorry. We went a bit over here with the time, learned a lot. It'd be amazing if you're willing for us to you know, just bounce a future iteration of this, like, off you just to get your thoughts on it. If you're open to that.

[Interviewer] Gabriel Almeida

Awesome. Thank you so much. like, thing. In our end, we always wrap up a call, like, asking this because now we're in complete research mode. Right. Trying to learn from as many people like you as we can. Do you have any other, like, colleagues, like, in the industry that maybe we can have a conversation to do? You would be willing to introduce us.

[Interviewee] Maya Newlin

For your app testing?

[Interviewer] Gabriel Almeida

Yeah, Basically to have a call like we had with you,

[Interviewee] Maya Newlin

Yeah, I could definitely send over some references if you want. Well, I have graphic designers. unless you just want specifically interior architecture.

[Interviewer] Gabriel Almeida

Yeah, I think it would be more for interior design and architecture now. But you know, because there's some. Sometimes like, what we're seeing is there's a lot of like, high end mill workers for some reason that do a lot of shop drawing, so maybe they could be interested in this too, even some GCs. Who knows? So anyone you think that potentially could be like, I don't know, a good fit or have something to say that is of worth in this process and we would be really happy to have those conversations.

[Interviewee] Maya Newlin

Okay, I'll go through my contact list and see who'd be a good fit.

[Interviewer] Emilio Alvarez

Awesome. Thanks so much, Maya.

[Interviewer] Gabriel Almeida

All right, enjoy.

[Interviewee] Maya Newlin

Thank you so much. All right, bye.

[Interviewer] Gabriel Almeida

Bye. CLEAN FOR SFT LLM------

[Interviewer] Emilio Alvarez

Just to give you some context. Maya, thanks for joining again. Gabe and I, we just graduated from MIT. We are part of an accelerator that's called Delta V. And the idea here is to basically take a lot of the things that you learn, especially around innovation, launching new companies, etcetera into And right now we're in the phase as we have some ideas on things that could be of value to folks like yourself, interior designers. But we really want to pressure test and make sure that we're actually addressing something that would make a difference in your daily life.

[Interviewer] Emilio Alvarez

We're seeing some themes. By the way we want to do this is we want to first ask you some questions to better understand what pain, what things you might be, what is going well, what challenges you might and then from there we'd like, towards the end, show you us a super early version of what we're thinking might be And then we'd like to get your reaction to that.

[Interviewee] Maya Newlin

Okay, sounds great.

[Interviewer] Emilio Alvarez

Anything I'm missing?

[Interviewer] Gabriel Almeida

No, I'm happy to take it, man. So I think Maya would be great to start off just to hear a little bit about how you work. So are you like a solo interior designer? Do you work for a firm? Do you have your own firm?

[Interviewee] Maya Newlin

Yeah, so I have my own firm with my business partner who's in LA right now. I had to step away for a year. I'm on the east Coast.

[Interviewee] Maya Newlin

Going back there. But yeah, essentially we've been managing it for the past year and a half, long distance, which has been really tricky time zones. You know, for design you kind of have to be in person for a lot of things. Just in general, it is a in person field. So we get on the phone every day, Google Meet, just to kind of work through But it has been challenging. So I'm excited to see what you guys are working on because It needs. There needs to be something better than using five different programs a day to communicate.

[Interviewer] Emilio Alvarez

So what are you guys using?

[Interviewee] Maya Newlin

Well, we use the paid Google software. We do Asana for project management and then for visual management, we either share our Adobe files, InDesign, Photoshop. You know, we kind of have to tell each other whether we're in the model or not. Same with And then we use which is a 3D visualization kind of like a pin board type of And then both of us can be on there at the same time.

[Interviewer] Gabriel Almeida

Okay. let me ask you, Maya. So who does like the drafting or the renderings for you guys today? Do you do them yourselves?

[Interviewee] Maya Newlin

Yeah, so we both do 3D models and renderings. Yeah.

[Interviewer] Gabriel Almeida

so you don't. Have you ever thought about hiring someone, maybe overseas for

[Interviewee] Maya Newlin

Initially we had just because it's pretty cheap to get done on Fiverr and upwork. But there's a little bit less control in terms of what the output looks like. And then with Our clients, we have some very particular clients that want quick turnarounds within you know, a few hours, let's say. So we like to kind of have control of everything. Yes, we have thought about But right now our clients are kind of more like, can you just tweak this one thing? And it's you know, the upwork person's not reliable. Then we're kind of in a pickle and we look bad.

[Interviewer] Gabriel Almeida

And what's the usual budget that you work with and what type of projects do you do? Do you do like new builds or only renovations?

[Interviewee] Maya Newlin

We do new builds and renovations. So primarily high end residential would do renovations for. We do a little bit of boutique, commercial and hospitality, which is kind of a complete gut. So partially new build, partially renovation, just to keep, you know, the code in. and then budget for residential is under a million. For commercial hospitality, up to 10 million. but those are large developments which.

[Interviewer] Gabriel Almeida

Do you see yourself scaling in the future? And if so, how do you see that growth

[Interviewee] Maya Newlin

So we do have a virtual assistant that we use that's kind of like a part time thing that does like clerical work. So we're starting to scale on that in terms of just answering emails, reaching.

[Interviewer] Gabriel Almeida

Out, virtual assistant, that's just an AI agent or it's actually a remote in person.

[Interviewee] Maya Newlin

We use a robot.

[Interviewee] Maya Newlin

That helps us with that. And they also help us take meeting minutes as well for clients and formatting. But we do have to manage that because we're kind of telling it what to do in a sense. Yeah, we are in the process of hiring a cpa, bookkeeper because we finally are getting in enough revenue where we need someone to come in monthly and kind of tally. And then in terms of we resell as well. So that's a big thing is collecting sales tax. So that's the one that we're hiring to the team. We're hiring a CFO as well. Again, we have only been around for a year and a half, so kind of still launching things.

[Interviewee] Maya Newlin

yeah, we plan to, hire maybe a designer part time when we get a contract for a bigger work and we know that there's going to you know, an influx and we're going to be able to pay them.

[Interviewer] Gabriel Almeida

Yeah, that's what I was going to ask. Right. what are you going to do about the renderings and the drawings when it's just like you're biting on more than you can chew.

[Interviewee] Maya Newlin

Yeah, I think at that point we would outsource once we have that set budget. Right now we're doing kind of short term projects with our clients because it's not like. they have investors all the way. So it's not a 100%. They're kind of like, let's just see where this goes and then we might sign you guys on. So once we get signed on for the full package, that's probably when we would either hire or make the allocation you know, go with someone on upwork or fiverr.

[Interviewer] Gabriel Almeida

Right. but do you see yourself kind of scaling with building relationships with drafters and renders overseas and scaling through that way, or do you see more potentially as soon as possible, like hiring someone full time in the US with you to do this type of groundwork for the project?

[Interviewee] Maya Newlin

I think ideally in the US in person would be So someone in because then we can also designate them to go to site visits if we needed to. Usually people that do renders have I guess, assets that are worth, that are valuable to our team. If they were just purely rendering, then to your point, we probably would just hire someone overseas if that's the only thing they're checking off. Otherwise we need help with.

[Interviewer] Gabriel Almeida

well, we see a lot is what we're seeing in the industry a lot. I think we now have 30 calls with professionals like yourself, Maya. Especially the higher end firms that have been in business for longer and doing like, you know, bigger budgets every year. They. They do a mix of both. Right? a mix of overseas talent to do more manual rendering, for us, my. Is to just be like, brutally honest.

[Interviewer] Gabriel Almeida

I think the worst thing you can do is say that something is cool and valuable just so like designers.

[Interviewee] Maya Newlin

Know how to critique. So I got you guys.

[Interviewer] Gabriel Almeida

Okay, good. All right. So it doesn't really. Well, maybe it applies to the work that you do with Your partner, right on the other side of the US I just don't know how you guys split your tasks, but what we're envisioning you doing, Maya, is basically creating a digital environment, right? a website that you can do all your drafting and rendering iteration process on. So all the revision work that you do in an unstructured manner, just pass over PDF files and you annotate and right cross There's, from what we understand, it's a very iterative process, from drawing 0 until drawing 10.

[Interviewer] Gabriel Almeida

And then there's drawings that you need to make for the millworker, for the gc, there's drawings for the client, right? And it's a similar kind of workflow for the rendering, right? It's still like you got to give the renderer the drawings with the links and the fabric and the material and there's a back and forth and doesn't get it right the first time. So the whole idea is to get those two processes, specifically the interracial process for drafting and rendering off your unstructured channels and put it in an organized digital environment where you can do it with greater level of productivity and also things are not falling through the cracks, details, mistakes, right? So it's basically a tool for that.

[Interviewer] Gabriel Almeida

We have some screens that we'd like to show you just to make it But let me pause there. Like, is the value for you clear and what we're pitching you know, is it not clear? Like, do you have any thoughts?

[Interviewee] Maya Newlin

I mean, you kind of hit the nail on the head when you're it so many iterations, last minute tweaks, you know, we say redlining. So I feel like that would be really interesting to have. I'm curious how you're going to do it just because. So we both, my business partner and I, Jaz, we worked for an architect prior to starting our own company. And we both left because it was, we didn't like how it was being run. But typically they were like, this is how all architects, you know, kind of do their business in terms of iterations is having a hard copy or having basically you have a folder with every date on it that, where it's been iterated, where you can go back, Grab something and a client's like, I actually really liked this originally.

[Interviewee] Maya Newlin

So I'm wondering if there's a memory to what you're saying of going.

[Interviewer] Emilio Alvarez

That's part of the idea.

[Interviewee] Maya Newlin

Okay, great.

[Interviewer] Emilio Alvarez

Before I show you, can you tell me a bit more about what frustrated you about that process?

[Interviewee] Maya Newlin

Yeah, so usually it would be a design director marking it up for, typically the person on that team would pick it up. In some cases, when they're out or they're sick or they're on site, someone else kind of has to step in. And so, yeah, things get lost in translation. They didn't do something that they said they picked So then it kind of slips through, let's say multiple cracks. And then by the end of it's like, I've redlined this five times. Like, why is it still here? And it's more of just an honest mistake. But again, it hasn't been caught through the 5 iteration. So it makes the firm look bad. But that happens all the time, to be honest.

[Interviewee] Maya Newlin

And then it's a last minute fix on site. And it's always so stressful. And like, even if you have the best people, it happens. You know, there's so much to kind of keep track of.

[Interviewer] Emilio Alvarez

How did you guys manage who owns which action item there?

[Interviewee] Maya Newlin

Working for the architect, it was always the design director assigning it to, let's say like drafter, designer, architect below them. So it'd be anyone the intermediate, let's say drafting. So that could be. That could be me, that could be my teammate. It really Depends on how much work each person has for that project load. you know, you're assigned your projects. But if a team kind of has more than anticipated, then we step in to help. And that's kind of with every firm So.

[Interviewer] Gabriel Almeida

And how do you do it with your partner? Now, Maya, like, do you guys iterate on drawings and renderings together or you take some and she takes the others? Like, how do you do it Today.

[Interviewee] Maya Newlin

For our most recent project that we're doing, a cookie shop, I do all the 3D modeling because it's more complex. And then I'll send it over to her and she'll render it and then I'll do Photoshop on top of that.

[Interviewer] Gabriel Almeida

Okay, But who does. But who makes the floor plans?

[Interviewee] Maya Newlin

Say that again.

[Interviewer] Gabriel Almeida

Who makes the floor plans? the drafting?

[Interviewee] Maya Newlin

I'd say it's a Mix of both. Probably I'm the keeper of that project's and then she'd be the keeper of another model.

[Interviewer] Emilio Alvarez

So.

[Interviewer] Gabriel Almeida

but, like, is there, like, is there in it. Is like, an iterative process now with your drafting and rendering? Or is it just, like, all on your plate and there's no one really giving you feedback on it? Like, on what to change and what to, you know?

[Interviewee] Maya Newlin

So she. She definitely gives me feedback. I think I'm the one that's more leading But she has, like, absolute input. Yeah.

[Interviewer] Gabriel Almeida

So she tells like, she's, like, a bunch of revisions, like, all the time. Just like you were in the architecture firm.

[Interviewee] Maya Newlin

There's a little bit more respect, I because it's not this is wrong. It's more like, you know, maybe we should think about it this way. But most of the time, it's. She's like, you've been in this project longer. Like, you can kind of have, like, the leads if you think it's you know, amicable about it and not, like, power.

[Interviewer] Gabriel Almeida

There's. There's days that I wish that I could just go around barking at a meter, but I can't do that.

[Interviewee] Maya Newlin

You know, it gets cut throat.

[Interviewer] Emilio Alvarez

but, it would be a Chihuahua Yeah, I'm kidding. No. Okay, and so that's super helpful. And then the second thing before I show you, last thing I promise is, like, if you could envision an app that helps you do this, what are the key, features and, like, way of communicating, like, what would be your ideal vision?

[Interviewer] Gabriel Almeida

I want to show you if you could wave, like, a magic wand like, I don't know, out of your, like, creativity now, like, have a tool that helps you do all this, like, iterative process of, like, drafting and rendering. Like, how would that look? Like, what would you be able to do? What would work? Well, let's see.

[Interviewee] Maya Newlin

so I'd have all the integrations like, making a 3D model that like, let's say, complex curves and like, already built I think some of the platforms are lacking and you have to use, like.

[Interviewer] Gabriel Almeida

Sorry to interrupt you there, but you would want to create the modeling inside the platform. Like, you wouldn't want to, upload a file of the model and then go from there.

[Interviewee] Maya Newlin

I mean, we. You could do that, too, I guess. When you say drafting, to me, that's starting from scratch on a Model.

[Interviewer] Emilio Alvarez

Got it.

[Interviewee] Maya Newlin

Unless you're just saying purely.

[Interviewer] Gabriel Almeida

Well, when I say drafting, more like floor plan, basic 2D stuff. Right. Like technical drawings. I'm talking about, like, drawing. Right. And then when I say rendering, it's like any modeling that you do. Right.

[Interviewer] Gabriel Almeida

Okay, 3D.

[Interviewee] Maya Newlin

Yeah. You could probably upload but in like, ideal world, I would doing all my modeling from drafting up in this one unit. And then it would have, like, a warehouse where things are easily downloadable. Whether it's like, there's an AI thing that converts, like, I want this exact piece of, let's say millwork or furniture from online to be the exact dimension. So I'm not wasting my time modeling something that's kind of roughly the same size. So it kind of takes the dimensions, plops it into the model again, assigning exact textures for the render. So, like, if I go on a site and I'm shopping, I like this paint. There's already like a. An image that I can just assign to that. And then what else?

[Interviewee] Maya Newlin

Yeah, having like, the notes tab or a leader with saying, you know, it's marked on this date. Let's change this. Or what do you think about this? So having like, almost like a little text bubble call out.

[Interviewee] Maya Newlin

For like. I'm not quite sure about this yet. Let's put a pin on it.

[Interviewer] Gabriel Almeida

Do you work a lot on your iPad? Like, do you draw a lot with it to make revisions and stuff?

[Interviewee] Maya Newlin

So I have a Wacom, not an iPad, but yes. Like, the little stylus is really nice. I want to get an iPad just because it's like, more like mobile.

[Interviewer] Gabriel Almeida

Not gonna lie, I feel dumb but I've never heard of that in my life. What you just mentioned.

[Interviewer] Emilio Alvarez

Oh, Wacom, one of the original ones. It's like the og.

[Interviewee] Maya Newlin

So I used to work with so we would always sketch on that. It was a hand. It's more of an Illustrator tool. And it has a screen, but it's also great for, like, handwriting, so I use that.

[Interviewer] Gabriel Almeida

So you use that with a pencil, right, to annotate drawings and stuff?

[Interviewee] Maya Newlin

but it plugs into my laptop, so it's like an extension screen, let's say.

[Interviewer] Gabriel Almeida

Okay, I think I know what it but now I think I know what it is.

[Interviewer] Emilio Alvarez

It's like, imagine you have a super sensitive trackpad almost.

[Interviewee] Maya Newlin

you know, it's a big screen, so.

[Interviewer] Gabriel Almeida

Yeah, that makes But sorry, Keep going. I interrupted you.

[Interviewee] Maya Newlin

but that's And then it would have like, all the notes And then a history log of the. This is when this was done. So it would be able to save. Let's say we're working for like, 50% concepts. We always like to milestone mark like 25, 50, 75% and then archive it so that if we need to go back to the drawing board, those are already saved as they are before we do the changes to you know, design or something.

[Interviewer] Gabriel Almeida

Right. What about, the capability of putting the ball in your court, your partner's court, as to like, who. Who has the next to do in the process? Right. either she needs to check your. Your drawings, your rendering, or you need to check her. Like, what about something like, indicate.

[Interviewee] Maya Newlin

You know, I think it'd be in like, the. Each person has a color, let's say. So, like, if I annotate, it'd be like red. If she annotates it'd be like purple. That's always what I imagined it. And it also have the username of the person, like, timestamped.

[Interviewer] Emilio Alvarez

Okay, got And I'll show you in a second. One of the things we're considering is when you're leaving comments to. Have you ever used loom? Like, imagine if you. It allows you to record your screen, then also, like, share the common paste the comment. We're thinking about allowing you to record your screen, show where you're going on the platform and leave that specific comment, transcribe and take out the action items from Is that something you would think is available?

[Interviewee] Maya Newlin

Almost like a video. Like, this is what I'm live And then she can watch that at a later time.

[Interviewer] Emilio Alvarez

And with a transcription of those things.

[Interviewee] Maya Newlin

Oh, that would be cool. I didn't even think of that. Yeah, I think that'd be nice.

[Interviewer] Emilio Alvarez

and then the last thing, and then I'll show you what we're thinking is if you were to have. If you're leaving a comment, how important is it for you to just be able to like, drop a pin essentially on a part of the floor plan, versus you being able to make edits on an iPad. or wake them.

[Interviewee] Maya Newlin

So you're saying with the pin, I would still be able to, like, add a note.

[Interviewer] Emilio Alvarez

Yeah, exactly.

[Interviewee] Maya Newlin

It just wouldn't be a live edit in that time.

[Interviewer] Emilio Alvarez

Exactly. or the thing like, there's a difference between leech, in my mind, being able to, draw freehand and leave a comment. That's freehand versus, dropping a pin. And maybe that's something that we can show more visually.

[Interviewee] Maya Newlin

I would say drawing visually is I guess, because sometimes it's hard to explain in your words what you want. Especially something's changing And typically. Yeah, when we redline, we kind of test out, like, will it fit in this place? So it'll be like, hey, let's try and move this here. So I think freehanding is actually really helpful still to have.

[Interviewer] Emilio Alvarez

Got it.

[Interviewee] Maya Newlin

Specifically like, space planning.

[Interviewer] Emilio Alvarez

Got it. So what they say? Always show potential customers way before you want to show them. So it is still super early. But Hold on. Let me know when you can see my screen. And can you start seeing my screen?

[Interviewer] Emilio Alvarez

Okay, So here's the idea. You have a set of projects.. You have different floor plans, etc. And you might have different versions, etc. You have your team that you're working with. It can be internal or external, all these kinds of things. We manage permissions. But you can open up the draft much like. Sorry, Zoom in a little.

[Interviewer] Emilio Alvarez

Yeah. This is what happens when you demo. Why is it not moving? It's not moving. Anyway, let's see. Let's go back.

[Interviewee] Maya Newlin

It always gets weird when you share screen and try and, like, zoom for some reason.

[Interviewer] Emilio Alvarez

Yeah. Okay, let's see. Zoom here. Is this better?

[Interviewee] Maya Newlin

Yep.

[Interviewer] Emilio Alvarez

And so, like, the idea here like, imagine that this, you list all the revisions, but here you actually have that history that were talking about. Right. You can go on and here you can make drawings like this.

[Interviewer] Gabriel Almeida

Be in your iPad. Right? It can be like, wherever.

[Interviewer] Emilio Alvarez

In theory, you can like, what we're thinking as a first pass. Like, you click your mobile and gives you a QR code. Look at it on your iPad, and then you open and then you can draw on it there.

[Interviewee] Maya Newlin

Oh, okay, nice.

[Interviewer] Emilio Alvarez

And then eventually we would have an integration, but then you also like, comments and a chat. So for example, that you're. That the person you're working with is Sarah. You can go and, like, get a voice on screen. You can reply to that specific comment.

[Interviewer] Gabriel Almeida

Show her, like, how it would create a comment, for example. I mean, press on the bubble there on the top next to the black.

[Interviewer] Emilio Alvarez

Yeah, that's. Hold on, hold on.

[Interviewer] Gabriel Almeida

To the right.

[Interviewer] Emilio Alvarez

So here you would say something like this.

[Interviewer] Gabriel Almeida

And then you can post it, right? you put an action. Right now they're just structured as common smile. But what we're thinking is the structure of them is actually action points so that she can click scene or reply to it and go back.

[Interviewer] Emilio Alvarez

And you can.

[Interviewer] Gabriel Almeida

create. Create a new one.

[Interviewer] Emilio Alvarez

Hold on.

[Interviewer] Gabriel Almeida

So in the comment there, Maya, you can also click on media Emilio and you can choose to add a comment that's like a voice recording explaining something or a screen recording or both the screen and audio recording. Right. Then maybe you want to record something in your iPad with you, doing the drawings live so that she has And that's on the panel here, To watch, to really leave no room for ambiguity. You can upload pictures, right? And just literally add a picture there in the corner of the screen. What we're going to change now that's not working is like, the picture only. but that's basically the idea, right?

[Interviewer] Emilio Alvarez

And the other thing that I want to show you the idea here is when you click on a previous version, you can click on this compare tool and what's going to happen is you're going to get. yeah, you're going to get a slider.

[Interviewee] Maya Newlin

I'll visualize it.

[Interviewer] Emilio Alvarez

You'll get a slider pane right here that you can move to the left or right and it basically shows the same image side to And so as you can move it'll highlight the differences.

[Interviewer] Gabriel Almeida

Yeah, it's basically imagine a window that you can slide open or shut to compare changes in each version. You know what I mean?

[Interviewee] Maya Newlin

Yeah, I think that's really nice.

[Interviewer] Emilio Alvarez

And you can also write the software so such that red adds a red line or something along those lines. So you can say like, hey, from A to B, here is where it changed. Like, I'm colorblind. So that wouldn't be super helpful for but I know for a lot of people it would be.

[Interviewee] Maya Newlin

Yeah, definitely the before and after.

[Interviewer] Gabriel Almeida

If you go back to the project view I made it real quick, just so I can mention something in Maya. And then the idea. Maya. like, for each, like, we're going to give you the ability to create folders and subfolders here to organize it a drive, right? as many layers as you And then you would be able once you have two on the screen. Right?

[Interviewer] Gabriel Almeida

the idea is like when you back up to this screen, when you're just seeing all your drawings for a project and you're iterating and all, a lot of them with their partner, you're going to be able to see at what stage they are. You see that this one on the left in So we're going to add way more detail to that so that whoever is looking at the drawing without clicking in it is aware of the step that it's in. Right. So did Maya just review and now her partner needs to go in and or did Maya just literally upload this and no one put any comment yet? Like, it will be very descriptive of the stage that it is.

[Interviewer] Gabriel Almeida

So you know what's going on in that drawing and what's needed as a next step before you even open it. Right.

[Interviewer] Emilio Alvarez

And the idea is that you can manage all your projects in this way.

[Interviewer] Gabriel Almeida

Yeah, Then you can obviously filter with a view to see what, like, based on you know, what's in my inbox, stuff to DOS like, anything. So. But I think that's basically like.

[Interviewer] Emilio Alvarez

The idea for the initial vision, which would be super good for us, Maya, is like, can you tell us a bit more about what do you think works? Well, what doesn't? Are we missing anything that you think we. We have to have before you would buy this kind of

[Interviewer] Gabriel Almeida

Or do you think it's whatever, And you don't really see yourself ever paying for something like I don't know.

[Interviewee] Maya Newlin

Well, the first actually initial thought when I saw this was like, this kind of looks like Bluebeam. And we used to use obviously, Windows, people don't use it anymore because I have a Mac. yeah, I mean, Bluebeam was great because you would kind of do the same thing. You would add a comment, you can insert photos and then also do you like real time dimensioning? So I think a feature that would be great is to actually.

[Interviewer] Gabriel Almeida

How does that work?

[Interviewee] Maya Newlin

So like, I guess the PDF is to scale or it knows it'll read you know, doorways, three foot. So you can actually measure in the draft or the PDF.

[Interviewer] Emilio Alvarez

Something would fit.

[Interviewee] Maya Newlin

So that would be something that's really.

[Interviewer] Gabriel Almeida

Nice so that, like, you can actually understand. Like, what is it? a ruler that kind of pops up and gives you actual dimensions of like, how things would look or like, how does that.

[Interviewee] Maya Newlin

Like.

[Interviewer] Gabriel Almeida

Yeah, how do I tell that to my developer, Maya?

[Interviewee] Maya Newlin

So there would be a. Yeah, a ruler up top. Let's say you click the ruler and let's say you would measure, you know, between the staircase and that chair. Just be like, hey, this looks a little, like, tight. Can we measure that distance? Because sometimes when you're drafting, you're. You put things together quickly and you're the size of you know, table, whatever is really off. Like, let me just go in and measure it. And you know, it's like, that's way too big. And so doing that's nice.

[Interviewee] Maya Newlin

Going back to like, the folder section, I think what would also be helpful specifically for renders and floor plans is like, nitpicky, is like, it would show a preview of the actual PDF or image and review versus I think that's actually really helpful to have so it show exactly what you're uploading. Kind of like, just because I'm assuming that let's say we're going to have six iterations of the same project going on. I want to know where we are in each one.

[Interviewer] Gabriel Almeida

how would that look like, how do we structure this to accomplish what you just asked for?

[Interviewee] Maya Newlin

So I guess I mean, you're showing the same plan, but let's say there, you know, was an image or something. It would actually show that image with maybe the comments that person had wrote. So if there's red bubbles everywhere that I need to check, I don't know, I kind of like seeing like, how much I need to go into and review before just clicking and being like, my God, there's 50 red lines I need to pick up.

[Interviewer] Gabriel Almeida

Got So maybe something short summary of.

[Interviewer] Emilio Alvarez

the comments or outstanding items or something.

[Interviewee] Maya Newlin

Because sometimes I'm like, oh, I'm gonna leave this till the last minute. Because I know there's only three things to pick up versus if there's like, more than that, I'm like, I need to save time for this.

[Interviewer] Gabriel Almeida

So a way to understand how much work each thing is going to take before, like, without Having to dive into it and click on it. So maybe if you hover your mouse over it, a bunch of info about it pops up or like, I don't know, we can come up with something but I got it.

[Interviewee] Maya Newlin

Yeah, just like, again, it's just quicker than clicking in and actually looking again. You want things really quickly. Yeah, that would be helpful for I think.

[Interviewee] Maya Newlin

And then if you go back into the floor plan. Yeah, so I like the recording in the comment section where you can record the video saying, you know, hey, if we try moving you know, 45 degrees or something? I think that's a really helpful feature. Okay, I think it would be helpful. I guess, like, let's say there's a lot of comments to review. If I'm reviewing a comment, it almost grays out. Like I read that versus, you know, need to go back because it might get confusing. Like, I don't know if I looked at this or not. So almost like highlighting it out. Like, I. That's done.

[Interviewer] Emilio Alvarez

Gotcha.

[Interviewer] Gabriel Almeida

So a way to resolve the comment or classify it as complete, basically the top.

[Interviewer] Emilio Alvarez

Even like, even a quick thing where it's acknowledged or read or something.

[Interviewee] Maya Newlin

Right. Or it's you know, actually let's talk about this in person or something like that. Like, just a little item that.

[Interviewee] Maya Newlin

Maybe color.

[Interviewer] Emilio Alvarez

Okay, that's good to know.

[Interviewee] Maya Newlin

And then this is really fancy, but let's say I want all the comments picked up within this image that you shared. Then I re upload the same exact export to the new folder. It would be interesting to see if the technology could catch if I forgot one of the red lines.

[Interviewer] Emilio Alvarez

In theory.

[Interviewee] Maya Newlin

Yeah, I don't know if that makes sense. Let's say I forgot to, you know, move the table or And we said we move it 90°, rotate it and I uploaded it and the table is in the same exact position. It would be so cool if it was like, hey, you didn't catch this because it would overlay it and it would be like, this is the same. That's really advanced.

[Interviewer] Gabriel Almeida

the first version is the raw drawing, and then the second version is a drawing with a bunch of annotations. And then the third version, for example, can be like the new drawing, right. That's And once that new drawing is uploaded, like, have an intelligence in the platform that actually checks out the new drawing that was uploaded compared to the comments and changes.

[Interviewee] Maya Newlin

Yeah, exactly. Like, that would be again, another kind of safehold step to being like, okay, human error. Like, I forgot to do And then it's like, let me go fix that really quickly before the next person reviews it. It just like, saves time because usually you were in a rush when we're doing these things like, sometimes you just don't. You forget to do it.

[Interviewer] Gabriel Almeida

no, it makes sense.

[Interviewee] Maya Newlin

So that'd be great.

[Interviewer] Gabriel Almeida

Anything

[Interviewee] Maya Newlin

I think assuming that one person is the reviewer. Right. Okay. I think it'd be interesting to have you know, this would be great for a firm where we're delegating, a junior designer to kind of pick up the comments. It would be nice if there was a partner version where, say, Jasmine and I are kind of looking at it And it's not like I have more than she does. It's kind of more collaborative versus, you know, hey, can you pick up these red lines?

[Interviewer] Emilio Alvarez

Can you say more?

[Interviewee] Maya Newlin

So I guess in this it's more action item of like, each person on the team is asking or saying, let's do And then the person reviewing is like, okay, Got that down. But if it's Jasmine and we want equal input, I guess what I'm commenting is not a full on action item that needs to be It's more of a comment to talk about.

[Interviewer] Gabriel Almeida

Gotcha, gotcha. I think that's more like, about how you use it than changing the functionality.

[Interviewer] Emilio Alvarez

Yeah, probably.

[Interviewee] Maya Newlin

Or maybe. Yeah, it's like the color coding is just different or something.

[Interviewer] Gabriel Almeida

Yeah, Got you. Is there anything that, like, you don't like, Like, the way you're seeing things? I don't know.

[Interviewee] Maya Newlin

I mean, I think it's pretty standard when it comes to you know, your tools that are at the top and your comments, I feel like that looks fine to me.

[Interviewer] Gabriel Almeida

Okay. Do you like like, black and white or do you want, more color? Do you not care at all?

[Interviewee] Maya Newlin

I think black and white is. Is good for the base. Yeah, I don't like too much color.

[Interviewer] Emilio Alvarez

And then one of the things that we are all also and I'm curious if there's something that you've Is that often the communication?

[Interviewer] Gabriel Almeida

Oh, wait, Sorry. Before you go into that, like, there's more things I want to like, make sure, like, we cover with myos before we mix things. So Maya, like, based on what we told you in division here, like, how valuable do you think that this tool, assuming that we make it work exactly the way you just requested it to be? Right. Like, how valuable would it be for you today to work with your partner that's like, in the other coast?

[Interviewee] Maya Newlin

I'd say very valuable. like, Adobe is like, the worst. The Acrobat is like, the worst program to use it, like, sucks and it's always glitching. So I'd probably pay for it depending like, how much it costs.

[Interviewer] Gabriel Almeida

Okay. And what's like, we're not looking to make any commitments here. We're not going to hold you to, like, anything you say. Right. But we're trying to understand, like, the value the market, like, gives to this. Right. People that actually would be our customers in the future. like, what would be, like, the max that you'd be like, paying for it? Obviously, we're not gonna put the price but just to understand, like, that's the ceiling of. Right. So, like, what's the max that you would pay, but, like, you would be like, maybe I would pay this and for sure I would pay this.

[Interviewee] Maya Newlin

Okay. Maybe $20 a month, I or 19.99, let's say. But because we are like, we're kind of watching every subscription that we add on our plate. So, more realistically, right now, as of today, probably $10.

[Interviewee] Maya Newlin

Which is kind of like the Spotify subscription, you know, it like, feels right. Not too crazy because it's like we already have Adobe that we pay for and all of our other programs that like, add up.

[Interviewer] Gabriel Almeida

How much do you pay for Adobe per

[Interviewee] Maya Newlin

It's $69 because it's like you have to get all the suite. And then we pay for our license for. We do actually do CAD on an hourly license, but we have like, SketchUp, Endscape. I'm trying to think of the other ones. We don't do Revit right now. like, had to stop that because it's just don't use it. It's so expensive.

[Interviewee] Maya Newlin

It's like it just never use Houzz. We do. We have the free platform, but we're not like, work right now from there. It's just referrals.

[Interviewer] Gabriel Almeida

Okay, so what's how. like, so many designers told us that they use especially the bigger firms. Maya. so good fo?. Why do you think there's so many, interior design firms and architecture firms.

[Interviewee] Maya Newlin

That use it on Houzz? We don't have, like, a ton of experience with it. I feel like it's an easy, shopping platform. Like, you can integrate that.

[Interviewee] Maya Newlin

But maybe that's because they can, like, it keeps it all online versus, like, we don't have that many projects so we're kind of doing like, right from the ground if that makes sense. So it's probably just a volume thing.

[Interviewer] Emilio Alvarez

Gotcha.

[Interviewer] Gabriel Almeida

Okay, cool.

[Interviewer] Emilio Alvarez

And quick question. And, like, the. The price that you mentioned is that. That I'm just. I just want to make sure we're talking the same thing that would be, like, for this specific functionality that we're showing you now. Right. If were to add functionality, you would see value in additional and other things. Like, for example, helping you manage the projects like you were talking earlier.

[Interviewee] Maya Newlin

Like, almost like an Asana integration where it's. Yeah. More project task management. I feel like that would be like, up to, let's say, like, five users, so I wouldn't want to pay that per user.

[Interviewee] Maya Newlin

Like, I want the price to you know, up to a few users.

[Interviewer] Gabriel Almeida

Okay. And how, like, how good does Asana work for you? Like, you happy with it, with what you pay for it, the way it or it, like, it's not the best fit for your type of

[Interviewee] Maya Newlin

We use a free version right now. I'd say it, like, gets the work done because, again, like, our team is not super huge. It's not like we have to go in there every day. But back when were working with an architecture firm, we used it quite a bit you know, people were on different time zones and it actually worked for, like, delegating and, like, we paid for that version. And so we actually kind of took the template from the previous. So we kind of took the template that she set up for it because it's, like, very organized and it's kind of once you work in a certain workflow, that's like, what you're used to.

[Interviewer] Gabriel Almeida

So how hard would it be for us to, like, build project management in this tool? Apart from what we showed you, Maya, to get you to want to switch out of Asana to, like, be something better than it? And if you won't, if you don't think it would be that hard to make something that's, like, better than Asana, for Would you be willing to pay more than 20 a month if were offering all that?

[Interviewee] Maya Newlin

I don't know, would there be an app version so wouldn't just be desktop based?

[Interviewer] Gabriel Almeida

Yep.

[Interviewee] Maya Newlin

Okay, then I feel like, yeah, that's worth it. Maybe like 30, 40 then at the maximum.

[Interviewer] Gabriel Almeida

But it would have to be an upgrade from the free version of Asana, basically.

[Interviewee] Maya Newlin

Exactly. Yeah. Because there are a lot of free softwares out there where they let you do just enough to where it's like, okay, I can make this work and then everything else we'll just do, you know, over.

[Interviewer] Emilio Alvarez

And what would an upgrade mean in your case?

[Interviewer] Gabriel Almeida

Like, Like, is it clear to like, the things that you would done better in Asana because maybe the free version is capping you to do or just the way the Asana software works isn't. Isn't a good fit.

[Interviewee] Maya Newlin

I do like how Asana, you can do hours and tracking and there's a calendar view. So I mean, this would be interesting of like, okay, we want most of our renders done by this date and then you can kind of assign. Let's say the file was on a timeline or something. Cause like, we're very visual people. Well, I'm a very visual person, so I like to kind of see things like designers are. Yeah. account. a live calendar, let's say. And so like, that's how I would like to look for things versus, going through the folder system. I feel like that would be interesting to see.

[Interviewer] Gabriel Almeida

You're making me question now the whole folder management thing that we talked about here specifically for the drafting and for the renderings. Is there a better way for us to do it for you instead of Since you just said that folders aren't good.

[Interviewee] Maya Newlin

Well, the way that you have it right now is yes, it's a folder, but there's an image to which is why I wanted the image to be actually live updated versus just it's saying PDF. So that does help me because it's I'm seeing that it's a folder, but I'm also recognizing like, oh, that iteration is from two months ago or, in a folder, there's still a visual side to it.

[Interviewer] Gabriel Almeida

Okay, got it.

[Interviewee] Maya Newlin

But it will visualize it in a timeline of like, this is when things were edited, let's say. Like, I'm just imagining One of those, like, lighter, like, time things makes sense. Comms process begins

[Interviewer] Emilio Alvarez

And then, one of the other things that we keep hearing, and I'm curious if this happens to you just because you guys are a smaller firm, so that might not happen as much. But one of the things that we are hearing pretty often is that the communication process, both within the firm, but also with other partners, an architect, a gc, all those guys can be quite hectic because part of the communication comes from WhatsApp. Some of it is an email. Some of it might be, like, someone uses, like, texts and. Or someone uses. I don't. Telegram or what have you. And that often having different.

[Interviewer] Emilio Alvarez

Having the same people communicate with you or different channels causes a disconnect like, what is the right file, what are the action items, what is due when, who's doing what, all those things. Is that something that you experience all the time?

[Interviewee] Maya Newlin

Because contractors don't look at their email ever. They're, only on the phone, usually by call, never by text. yes, I think this would be what. From what I'm seeing now, this is more like, an internal company use. Like, I don't think we would send this out to or share it with gcs, per se. Like, they kind of want, like, the final thing. They don't really argue with what we send. They just, like, sure, build it. So I don't really see them, like, having input in, like, what we're doing.

[Interviewer] Gabriel Almeida

But I think. what I'm just trying to get to, Maya is like, there's this whole separate idea that doesn't have anything to do like, the drafting and the rendering, which is, like, you guys communicate in, like, dispersed communication channels, right? WhatsApp iMessage mail, like, call. Right. and the data scattered across all these channels usually for interior designers. Right. And maybe you have a group chat per client right?

[Interviewer] Gabriel Almeida

So the idea would be, like, for us to create a middleware type of communication software where it's an application on your phone or a website that you open that connects to all your communication channels. So we have an API to your email, we have an API to your. WhatsApp to your iMessage. And you can like, search up a client. Imagine Milo's a client and you can search up Emilio and see like, all the scrape and all the data being pulled from all these separate channels.

[Interviewer] Gabriel Almeida

So it's a way for you try to visualize everything that's scattered across the channels and like, in a centralized version, in a centralized way to consume what's being communicated to but also, to broadcast from, right. So that you don't have to go to iMessage, get a screenshot, put in an attachment in the mail, and let's send it. a way to also, like, broadcast, like, faster, right? Like, oh, I see how this came into my WhatsApp. a draft, right? That I can just hit send. So it's completely different from this, but it's an idea we had. So how, like, what do you think of that? Like, would that be something that's, valuable to you or not really.

[Interviewee] Maya Newlin

I think it sounds but I know, like, the GC wouldn't use it.

[Interviewer] Emilio Alvarez

Interesting. Why is that?

[Interviewee] Maya Newlin

Because that's just like, not how they. In my experience with all the GC's I worked with, that's just not how they work. They. I mean, maybe it would, like, take some time to get you. For them to get used to. Because they're very old school. But usually it's yeah, just email is the only. Or, you know, a quick call. but they, I don't think would be. They don't have time to be using another app.

[Interviewer] Gabriel Almeida

Yeah. The GCS wouldn't have to use anything, Maya. This would just be for you and your team.

[Interviewee] Maya Newlin

Oh, for like, designers.

[Interviewer] Gabriel Almeida

Exactly. So if you send a message, more or less, you would like. You would basically have a screen that you see. Like, this is why my WhatsApp, this is my email. And whatever else you want to. To like, connect to. Right, exactly. your channels.

[Interviewer] Emilio Alvarez

This is also super early, Maya. Like, Imagine that you have a channel that's like, for this complex. Here's the client communication. Here's what he's saying. Let me create a task, blah. All that stuff gets assigned. But also internally, if the client said something, we can have an internal chat to make sure that we're actually not dropping it. We create tasks, it helps you manage But what's happening under the hood is that if Michael Rivers sent you an email, it will reply via email.

[Interviewee] Maya Newlin

Oh, that's interesting.

[Interviewer] Gabriel Almeida

So it's basically a way for you to control your channels in a centralized way. So you don't have to open your email, you don't have to open your WhatsApp, you don't have to open your imessage. this is all connected to those. Right. And you receive whatever comes through any of those channels here in one place. And you can send anything to any of those channels, forward from one channel to another from here as well. Right.

[Interviewer] Emilio Alvarez

And you can determine when you send it to all channels versus just one tap versus Slack and all those kinds of things.

[Interviewee] Maya Newlin

no, that is nice. I don't think we would use it. Like, I don't foresee myself using that right now.

[Interviewee] Maya Newlin

Like, don't use WhatsApp, don't use Slack. Most of our stuff's through Google Chat. It'll be like, check your. Yeah, whatever. But I don't think email, like, I think being in email is really nice because the way we organize it, we have our folder system Or tag on email.

[Interviewer] Gabriel Almeida

Got it. Cool.

[Interviewee] Maya Newlin

I do like but I just don't think personally we would use it.

[Interviewer] Gabriel Almeida

That's all we would do.

[Interviewer] Emilio Alvarez

That's good to know. And the last question that I have is like, do you feel like if were to do both things, both this and the collaboration software, like, do you think those make sense as two sub products of one company? Or do you think like, no, they're two completely different things. In other words, like, if I were to. If were to develop this as part of this process, do you think that makes sense for you as a user?

[Interviewee] Maya Newlin

I'm gonna say no. I mean, I could see it being but I wouldn't want to pay for both of them at the same time. Let's say that there was an umbrella price. I would see them as two separate services that I would pay for.

[Interviewer] Gabriel Almeida

Or even like, it could even backfire me to. In the sense of if we tell Maya that it's 30 bucks for the whole thing and she's but there's this whole thing that I don't really use and I'm not gonna use, she can be like, well, there's you know, I'm paying probably a part for something I'm not going to utilize. You know, I can create hesitancy.

[Interviewee] Maya Newlin

Yeah, that's what I was thinking. I was like, I wouldn't pay for both of them. I'd pay for maybe this, but not for the other one. Just because I don't use, let's say the other integrations. So maybe it could be an add on. But yeah, great. I would definitely.

[Interviewer] Gabriel Almeida

Yeah, it's been super helpful. Sorry. We went a bit over here with the time, learned a lot. It'd be amazing if you're willing for us to you know, just bounce a future iteration of this, like, off you just to get your thoughts on it. If you're open to that.

[Interviewer] Gabriel Almeida

Awesome. Thank you so much. like, thing. In our end, we always wrap up a call, like, asking this because now we're in complete research mode. Right. Trying to learn from as many people like you as we can. Do you have any other, like, colleagues, like, in the industry that maybe we can have a conversation to do? You would be willing to introduce us.

[Interviewee] Maya Newlin

For your app testing?

[Interviewer] Gabriel Almeida

Yeah, Basically to have a call like we had with you,

[Interviewee] Maya Newlin

Yeah, I could definitely send over some references if you want. Well, I have graphic designers. unless you just want specifically interior architecture.

[Interviewer] Gabriel Almeida

Yeah, I think it would be more for interior design and architecture now. But you know, because there's some. Sometimes like, what we're seeing is there's a lot of like, high end mill workers for some reason that do a lot of shop drawing, so maybe they could be interested in this too, even some GCs. Who knows? So anyone you think that potentially could be like, I don't know, a good fit or have something to say that is of worth in this process and we would be really happy to have those conversations.

[Interviewee] Maya Newlin

Okay, I'll go through my contact list and see who'd be a good fit.

[Interviewer] Emilio Alvarez

Awesome. Thanks so much, Maya.

[Interviewer] Gabriel Almeida

All right, enjoy.

[Interviewee] Maya Newlin

Thank you so much. All right, bye.

[Interviewer] Gabriel Almeida

Bye.