

INTERIOR DESIGN +

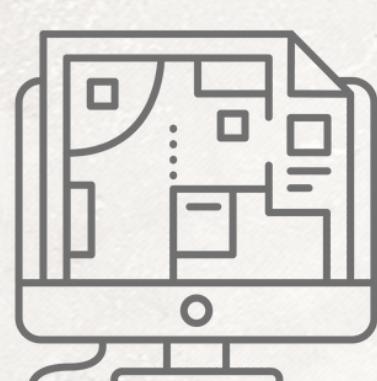
DIGITAL TRANSFORMATION

One-stop home renovation platform providing end-to-end service (B2C), involving various stakeholders such as design firms and contractors. In addressing existing gaps, we aim to revamp the customer experience in renovation projects

URGENCY

- Rising customer expectations: greater emphasis on business trust and communication
- Advancements in technology: need to embrace new ways of operating to remain competitive

PROPOSED STRATEGIES



3D Smart Design Generator

Enhance customer involvement in project with exploration of endless design possibilities made possible



Project Management Interface

Increase transparency between customers and all stakeholders involved in the renovation project



Blockchain Verified Reviews

Provide assurance to customers via trustworthy reviews to counter malicious design companies



Machine Learning Cost Prediction

Allow customers to make more informed decisions using predicted budget from regression model

Competitive Rivalry (HIGH)

Growing industry with many firms of little differentiation



Bargaining Power of Buyers (HIGH)

Presence of alternatives in the market result in low switching costs

Bargaining Power of Suppliers (MEDIUM)

Many lead generation channels available despite strong competition

Threat of New Entrants (LOW)

Existing strong network effects create high barriers to entry

Threat of Substitutes (LOW)

Margin of error is larger when engaging in DIY interior design

CUSTOMER JOURNEY IN HOMETRUST (with existing and **added** features)



- Blockchain reviews
- Articles and guides
- Online forum

- 3D Visualisation with AI variations
- Project budget prediction model

- Project Management Dashboard
- Personalised recommendations

- Customer support
- Social media marketing

EVALUATION

Potential improvements:

- Integration of **smart contracts** on blockchain to execute a series of payments upon completion of specific services
- Launch of **referral program** to acquire new customers by offering existing users rewards