

# Creativision

Bridging the Gap Between Fresher Architects/Interior Designers and Clients through **Collaboration**

Role: Product Design; User Research; UX Strategy;  
Visual Design; Prototype and Testing;



**"Creativision is an innovative digital platform that revolutionizes the world of architecture and interior design, connecting emerging designers with clients to bring design visions to life collaboratively."**

This project encompassed a comprehensive range of tasks, starting with the initial stages of conducting surveys and interviews to gather valuable user feedback. It involved creating a seamless user experience, crafting an engaging theme, and formulating a strategic approach to develop a robust business strategy, analytics framework, and promotional plan. A strong technical understanding was essential, as we meticulously constructed a technology stack and prepared a detailed Functional Requirements Document (FRD). Additionally, multiple rounds of user testing provided invaluable insights from the user's perspective, contributing significantly to the project's advancement.

# **The Background**

# Problem Definition

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## Practical Issues

Difficulties experienced by interior designers and architects who are just starting out in **one of the most competitive industries**. The lack of opportunities and resources for newcomers to the sector is the issue it seeks to remedy.

## Methodological Issues

As designers advance from archaic approaches, it is still frequently discovered that clients are unable to fully visualize their projects or communicate their thoughts and desires to the designer in the earliest stages. The collaboration will be essential in the industry's future.

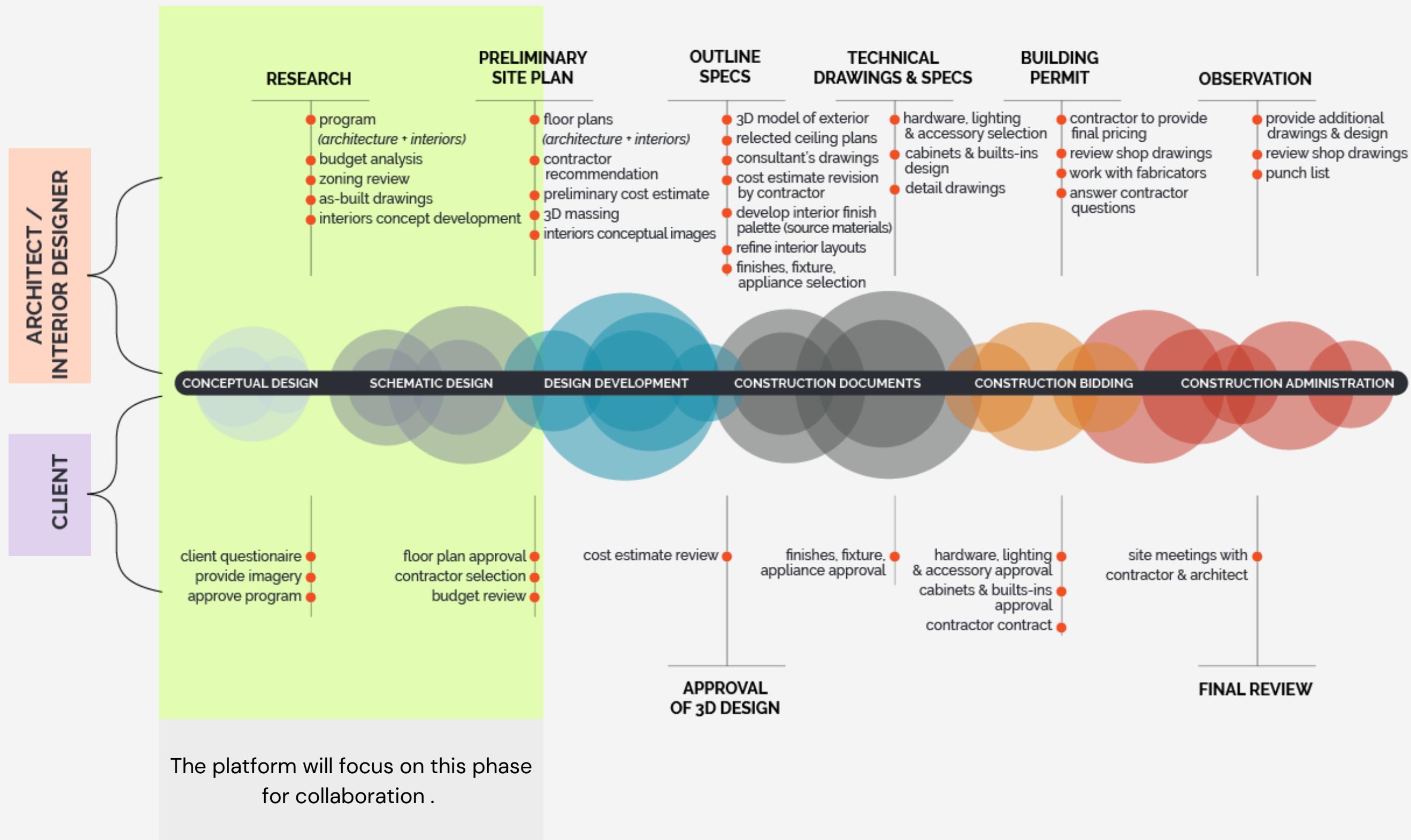
## Objectives

# Project Definition

Bridging the Gap Between Fresher  
Architects/Interior Designers and Clients  
through Collaboration

- Create a digital platform to connect entry-level architects and interior designers with clients seeking design services.
- Clients/project owners can upload ‘their space’ and design their first visual using an extensive library as a part of the collaboration.
- Empowering new graduates and promoting collaboration, CREATIVISION paves the way for their entry into the industry while facilitating seamless client-designer interactions.

# A Typical Design Process for Built Environment



# User Groups

 Primary User Group 1

 Primary User Group 2

## The intended user groups :

- New graduate architects and interior designers
  - Overall entry level designers wanting to network and seek exposure
  - Designers re-entering the work force
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- Home owners/renters who want quick design solutions
  - Modern-day clients who want to actively engage in the design process
  - Small-scale design companies who need to outsource some services

## **Introduction to the Personas**

# Introduction to the Personas

## Primary User Group 1



Emily Ewyong

New Graduate  
Architect

A young architect with a lot of passion and talent looking for opportunities to start her career and showcase her skills.

## Primary User Group 2



Sarah Spencer

Business owner  
Seeking Design Services

A busy restaurant owner with no design experience who desires design services tailored to her needs and wants to communicate her vision for efficient collaboration with designers.

# Demographics



NAME

EMILY

SARAH

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DESCRIPTION

Passionate, Talented, Ambitious

Busy, Creative, Enthusiastic

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AGE

24 years old

32 years old

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LOCATION

New York City, USA

Paris

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OCCUPATION/  
EDUCATION

Bachelor's degree in Architecture

Restaurant Owner

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DESIGN EXPERIENCE

Limited professional experience

No design experience



# Emily Ewyong

*"I'm excited to utilize a digital platform that connects me with clients and provides comprehensive design resources. It's the perfect stepping stone for me to showcase my creativity and kickstart my career."*

## BIO

Emily recently completed a reputable architecture program and is a young architect with passion and talent. She is eager to begin her career and demonstrate her abilities in the sector. However, she must find her first projects and establish herself in a competitive market in order to succeed. She is tech-savvy and trusts the power of digital platforms to connect professionals with projects she actually might be interested in.

## MOTIVATION

Emily wants to **build her portfolio and secure her first architectural projects**. She needs to show her design abilities and lay outstanding as a 3D visualizer. She is excited to team up with clients and gain from their encounters to additionally foster her plan capacities.

## LOCATION/CONTEXT OF USE

At home or in her studio, Emily will primarily use the platform from her smartphone or laptop. During her job search, she will use the platform to connect with clients and actively participate in projects.

## NEEDS

- Opportunities to demonstrate her abilities and creativity
- Access to a platform that connects her with clients seeking design services
- Networking opportunities to establish connections within the industry
- Support and direction through the early stages of her career

## GOALS

- Obtain her first architectural projects in order to build her portfolio.
- Show potential customers her design and creative abilities.
- **Make important connections within the industry**
- Gain experience and grow as an architect



# Sarah Spencer

*"I'm thrilled to find a platform that allows me to actively engage with interior designers and bring my vision to life. It's the perfect solution to transform my new cafe into a place that truly reflects my style."*

## BIO

Sarah is a busy professional in the restaurant industry who just bought a new cafe and wants to make it her ideal space. She has some ideas, but she doesn't have the time or expertise to design them herself. She is searching for a helpful and intelligent method for drawing in with inside planners and effectively taking part in the planning cycle.

## MOTIVATION

Sarah is motivated to **design a comfortable cafe space that reflects her style and accommodates her requirements**. She is thrilled about the chance to collaborate with interior designers and provide input throughout the design process. She places a high value on ease of use, originality, and a seamless experience.

## LOCATION/CONTEXT

At home or in her spare time, Sarah will primarily use the platform from her smartphone or laptop. She will use the platform to look into design services, talk to interior designers, and make her ideas come to life.

## NEEDS

- Access to a platform that offers design services tailored to homeowners
- Visualization tools to better communicate her design ideas
- Advantageous and productive coordinated effort with inside planners
- Reliable and dependable designers who can make her vision a reality

## GOALS

- Create her new cafe with her own personal style and preferences in mind
- Work together with designers who share her vision
- Contribute her ideas and actively participate in the design process
- Look for designers who are dependable, trustworthy, and can deliver results

# **User Journey and Story Board**

# Sara's User Journey

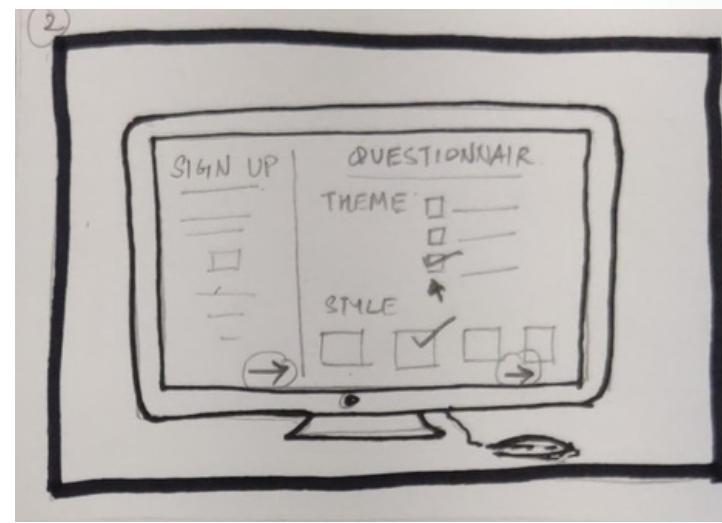
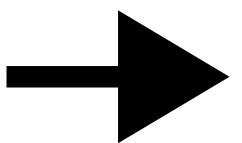


Link to the board

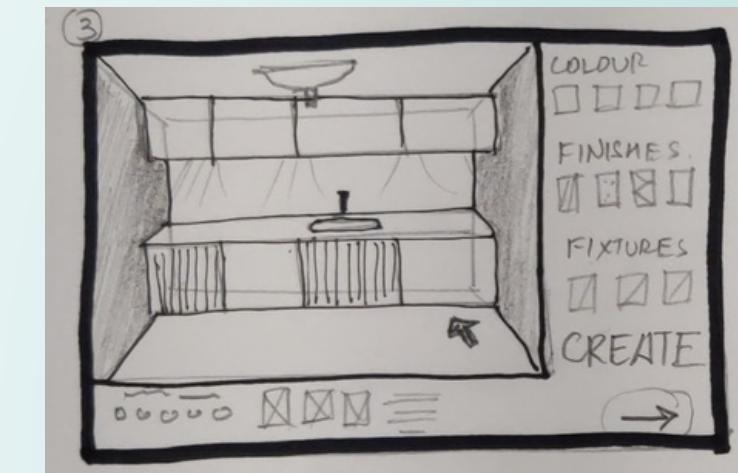
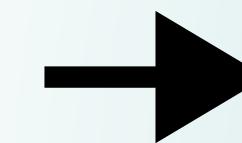
# Story Board



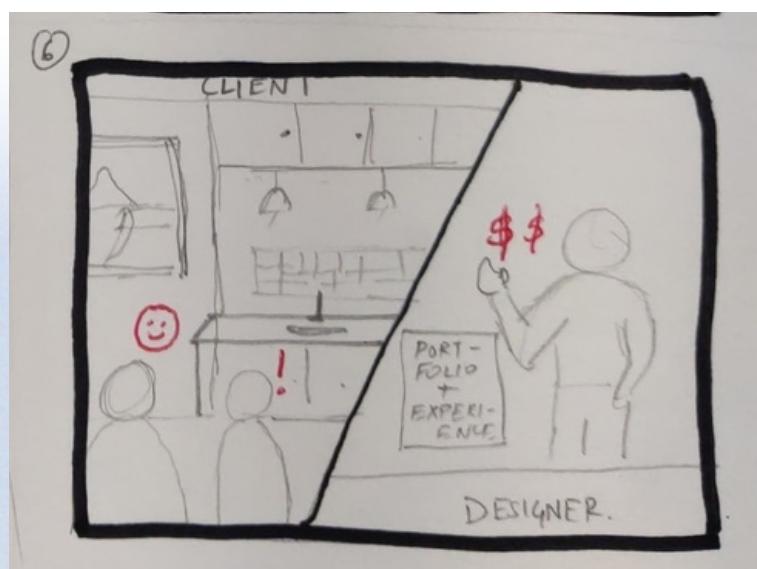
User wants to seek design services for a renovation project.



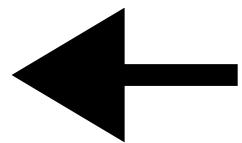
User comes across Creativision through an advertisement, sets up an account and fills up project details.



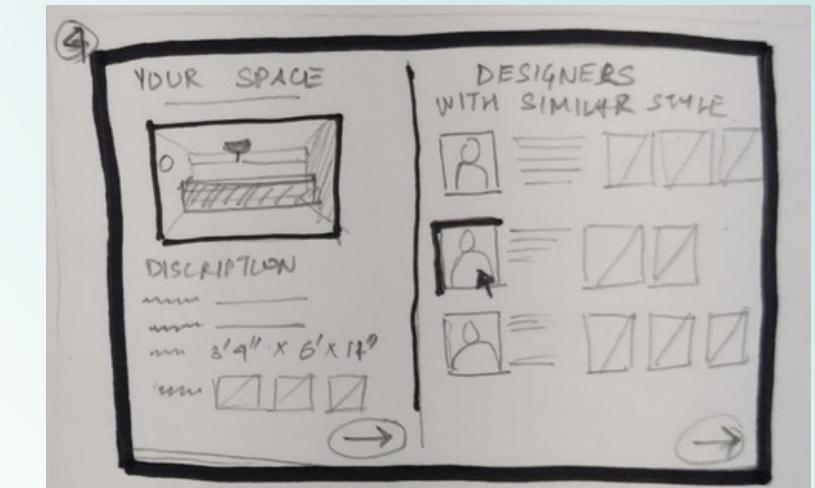
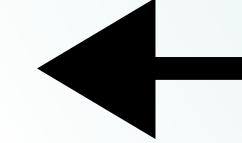
The user chooses various options from the material library to create mood boards.



The user is happy as the project was successfully delivered and the designer gains experience and payment.



The user collaborates with the designer and submits the final deliverable and complete payment



The User shares the mood board on their profile and sends requests to designers

## **My Solution**

# **Interactive Narrative:**

Welcome to the future of design collaboration - introducing the "Creativision" website prototype, where architects, interior designers, and clients converge to transform visions into immersive realities. Experience a seamless fusion of innovation and creativity that empowers you to shape spaces together, redefining the way design comes to life.

Link to the Prototype : [Creativision](#)

**Why get your services at Creativision?**

- Proof of quality
- No cost until you hire
- Safe and secure

We're the world's first website to offer collaboration

★ 4.9/5 Clients rate professionals on Creativision

Award winner G2's 2021 Best Software Awards

## Services

MADE ON PRO Architecture by mijalzajper Look for Designers 1727 PRO VERIFIED

PRODUCT PHOTOGRAPHY 3D Visualizer by likalaividze 2287

INTERIOR DESIGN Interior Rendering by horvatnik095 1955 Interior Design by tmarchteam Look for Designers

WORKING DRAWINGS Working Drawings by bylgrid 1848 PRO VERIFIED

CONSTRUCTION DOCUMENTS Construction Documents by yogaria Look for Designers

PACKAGING DESIGN Schematic Drawings by sam\_clutterbuck 1653 Look for Designers

POSTER DESIGN Design Development by joythestudio Look for Designers

LANDSCAPE DESIGN Landscape Design by brandwonder 1887 Look for Designers

HARDSCAPE DESIGN Hardscape Design by latte\_design 1653 Look for Designers

SOCIAL MEDIA DESIGN Construction Drawings by yusonejhan 1653 Look for Designers

## Designers

Designer 1 ★★★★☆ 10 Recensioni \$2.45 View Request

Designer 2 ★★★★☆ 10 Recensioni \$4.49 View Request

Designer 3 ★★★★☆ 10 Recensioni \$3.05 View Request

Designer 4 ★★★★☆ 10 Recensioni \$3.39 View Request

Premium Services >

Quiz

Help us know what you are looking for and we will find the right designers for you.

Start

Drawing Board

Create

Get Design Solutions to Your Problems Today!

E-mail Register

Cliccando su "scriviti Ora" consenti ad Alpro di utilizzare il tuo indirizzo email per ricevere email su sconti, novità e altro ancora. Puoi disiscriverti in qualsiasi momento.

SUPPORT FAQ SOCIALS PAYMENT VISA

# Home Page for Service seeking clients

Users seeking design services are introduced to Creativision and its standard that helps gain their trust.

These users- Clients are encouraged to take a quiz to help them identify their project and even select themes and styles, allowing them to start creating a vision for their design.

Types of Services and list of Designers for Clients who are unsure about their projects/who precisely know the service they need.

They can send Project Requests to designers of their choice.

**Find talent your way**

Work with the largest network of independent professionals and get things done—from quick turnarounds to big transformations.

**Post a job and hire a professional**

**Browse and buy some projects**

**Let us help you find the right talent**

**Client Profile**

Vorresti salvare i tuoi prodotti preferiti per la prossima volta? Registrati o accedi per salvare la lista nello tuo profilo personale: potrai modificarla in ogni momento, da qualsiasi dispositivo!

**Designers**

**Designer 2**  
★★★☆☆ 10 Recensioni  
\$4,49 [View](#) [Request](#)

**Designer 3**  
★★★★★ 10 Recensioni  
\$3,05 [View](#) [Request](#)

**Designer 4**  
★★★☆☆ 10 Recensioni  
\$3,39 [View](#) [Request](#)

**Designer 4**  
★★★☆☆ 10 Recensioni  
\$3,39 [View](#) [Request](#)

**Want to send more requests?**

**Upgrade to Premium**

**Project 1**

Name: Le 15 Cafe  
Location: Paris  
Client: Sarah  
Project Type: Boutique Cafe

Area: 3600 Sqf  
Type: Restaurant  
Drawings: Available

**Project Files**

**Project Payment**

**Pay With:**  Card  Bank  Transfer

**Card Number:** 1234 5678 9101 1121

**Expiration Date:** CVV

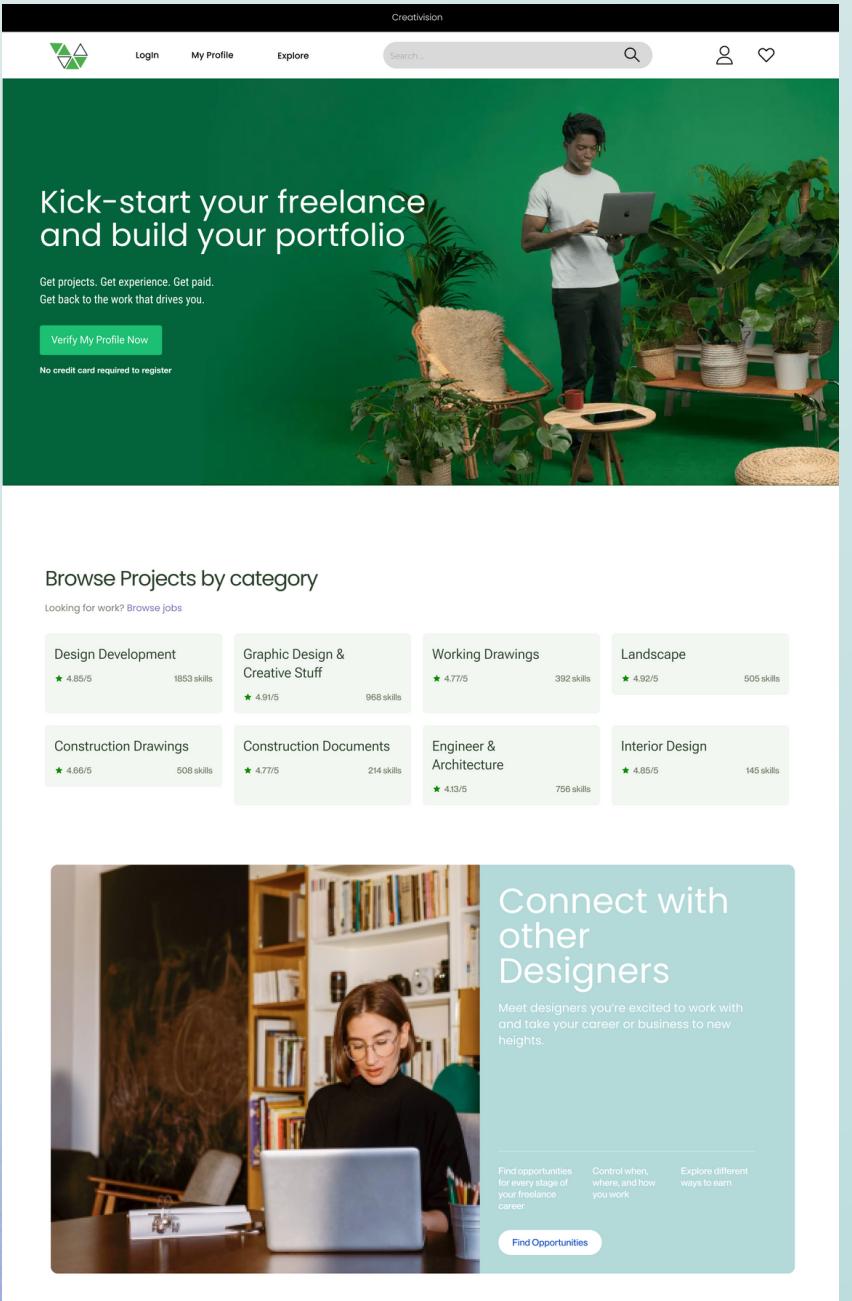
**Pay USD59.28**

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our privacy policy.

## Client Profile

Clients will set up their Profiles that will help them to curate and keep track of the services they avail, Collaborate with designers, and payment transactions.

By filling up their project details and needs, the website uses this information to suggest the best matched Designers Profiles for them to select from.



This screenshot displays three service pages from Creativision. The first page, 'Design Portfolio', shows a grid of project thumbnails for interior design, with a preview of a specific project for 'Interior &amp; Architecture' by 'Designer Name: 2000-2021' and 'Designer Name: Mary Smith'. The second page, 'Portfolio', has a heading 'Work on new projects, earn and add them to your portfolio' and a purple 'ADD' button. The third page, 'Drawing Board', features a 3D architectural rendering of a room with furniture and a computer monitor, with a 'Create' button below it. At the bottom of the page, there's a footer with links for 'SUPPORT' (FAQ), 'SOCIALS' (Facebook, Instagram, Pinterest, Twitter, YouTube), 'PAYMENT' (VISA, Mastercard), and legal links ('Informativa Privacy', 'Informativa Privacy Ordini', 'Privacy Policy', 'Cookies').

# Home Page for Designers Providing Services

Designers can not only claim projects but also build their portfolio with Creativision as well as connect with other professionals in the industry.

This helps Creativision maintain a steady user base .

The screenshot displays a user interface for a 'Designer' profile. At the top, there's a navigation bar with 'Login', 'My Profile', 'Expand', and a search bar. Below the header, the profile section features a large photo of a smiling woman, her name 'Designer', and a rating of '★★★★★ 10 Recensioni'. It also shows her rate '\$49 per hour' and a 'Set Your Rate' button. A sidebar on the right lists 'My Notifications' with three project requests: 'Alpro bevanda alla soia gusto cioccolato lt.', 'Alpro Questo non è Latte - CLASSICO', and 'Alpro bevanda mandorla cocco lt.'. Below this are sections for 'Profile Description', 'Experience', 'Certifications', and 'Summary'. The 'Ratings' section shows a 5.0 rating with 10 reviews and a progress bar. The 'Ongoing Projects' section displays reviews from users Lucilla, Gemma, and Savino. The 'My Projects' section shows four thumbnail images of buildings with their names and ratings: 'Alpro Questo non è latte - CLASSICO' (10 reviews), 'Alpro Questo non è latte - LIGHT' (4 reviews), 'Alpro bevanda alla soia Protein Cioccolato lt.' (18 reviews), and 'Alpro bevanda mandorla cocco lt.' (10 reviews). At the bottom, there are links for 'SUPPORT', 'SOCIALS' (Facebook, Instagram, Pinterest, Twitter, YouTube), and 'PAYMENT' (Visa).

# Designer Profile

Designers will create their Profiles by completing certain steps of verification.

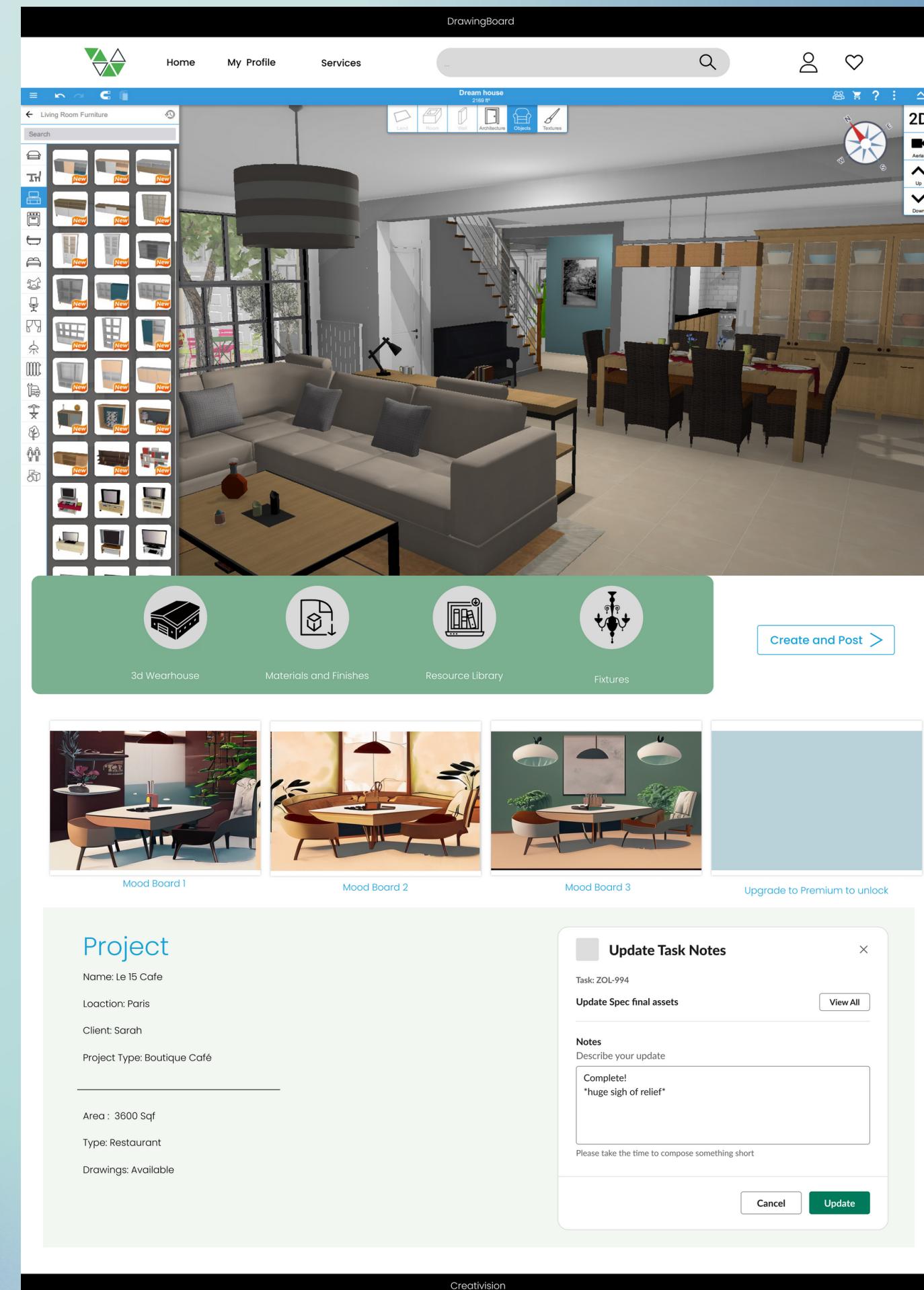
Here they will also be able to customize their profiles, display their works, keep track of projects, and maintain a rating that boosts their visibility to Clients.

# THE DRAWING BOARD

Unlike its potential competitors, Creativision provides users with a “space” to design their “space” and collaborate.

According to the survey, 78% of the users seeking design services showed a need for a canvas that gave them the liberty to create freely and share their visions with Designers.

This led to the creation of The Drawing Board- where both user groups can access a library of materials, fixtures, finishers, etc., and create collaboratively in real-time.



**Let's talk money!**

# Revenue Model

## FREEMIUM MODEL

To draw a sizable user base, the platform can provide a free, basic version with few features. By providing a basic version that is free, the platform is more accessible to new designers and customers.

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## SUBSCRIPTION MODEL

The level of features and services given could determine the cost structure for the subscription model. The premium edition, which grants ongoing access to the advanced features and resources on the platform, is available as a monthly or annual subscription, costing \$15 & \$120 respectively.

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## COMMISSION FEES

The platform may charge a commission fee from the designers based on the overall project cost for successfully facilitating project matches. A proportion of the project's worth could be used as this fee, the platform may charge designers a commission of 10% of the overall project cost.

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## SPONSORED CONTENT AND ADVERTISEMENTS

The platform could partner with sponsors or advertisers with connections to the industry to show users sponsored content or adverts. The best advertisers for this platform might include design software providers, furniture producers, material suppliers, design institutions or colleges, and media that deal with design. These advertisers would gain from accessing a niche group of potential clients and designers who are actively involved in the design process.

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## IN-APP PURCHASES

To give designers and clients even more alternatives for enhancing their creations, the platform may offer more design materials, templates, or tools for purchase within the app.

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# **SMART Goals**

## **Future opportunity**

Increase the number of registered designers on the platform by 30% within the first six months.

KPI: User Acquisition– track number of registered clients and designers

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Within the first year of the platform's debut, facilitate at least 600 successful project matches between designers and clients.

KPI: Project Success– track the number of project deliveries per month, average project duration

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Enhance collaboration between clients and designers by increasing the number of interactions between them by 25% within six months.

KPI: Client-Designer Interaction– number of messages exchanged, number of design iterations per project

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Within the first year of the platform's operation, build alliances with at least three renowned architectural companies or design studios to offer freshmen mentorship and recruitment opportunities.

# Trinity Strategy

## Behavior

- Architects and interior designers seek opportunities to showcase skills and build portfolios while making industry connections.
- They require a user-friendly platform for project discovery, client collaboration, and design visualization.
- Clients aim for active involvement in the design process and improved communication with designers.

## Experience

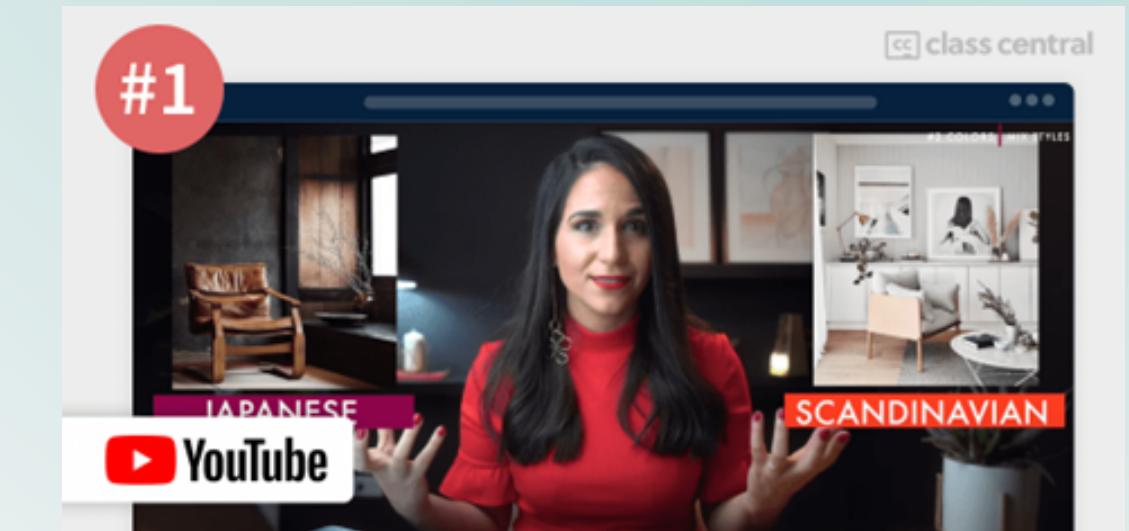
- Design a user-friendly, aesthetically pleasing, collaborative environment that allows designers to work flexibly on design projects.
- Provide a platform that makes it simple for clients to visualize their design concepts, access a large collection of design resources, and interact with designers.

## Outcome

- **Architects and Interior Designers:** Priority on securing initial projects, showcasing talent, networking, and advancing careers.
- **Clients:** Quick access to design services, active design participation, clear concept understanding, effective visualization, and satisfying design outcomes.

# Promotional Tackticks

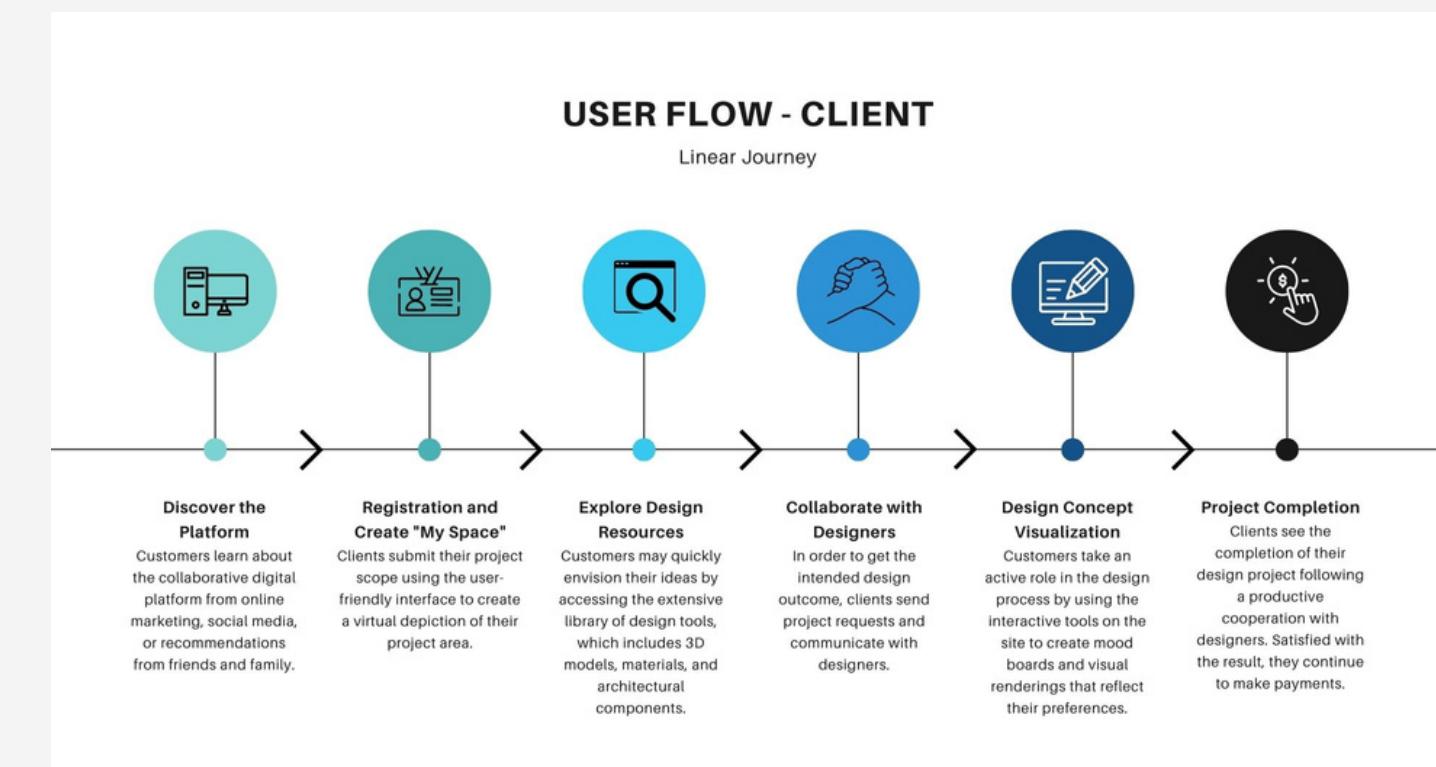
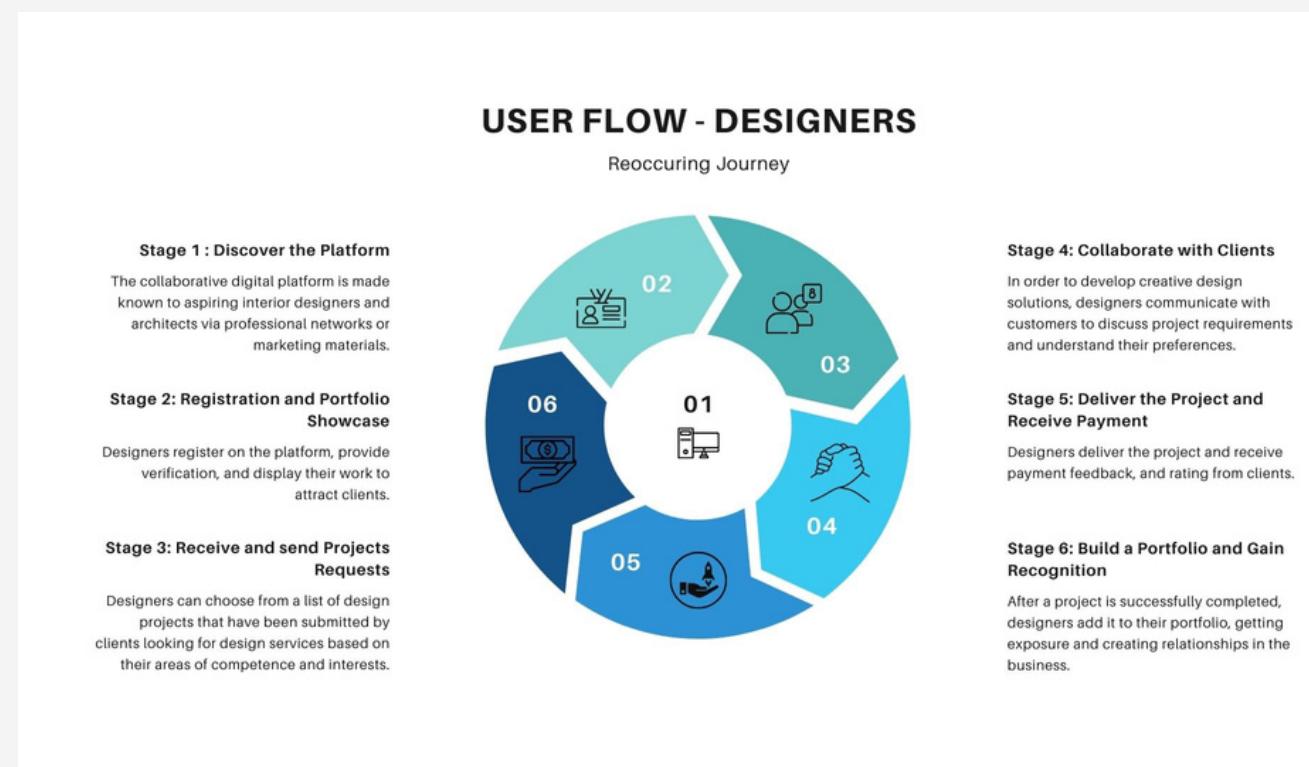
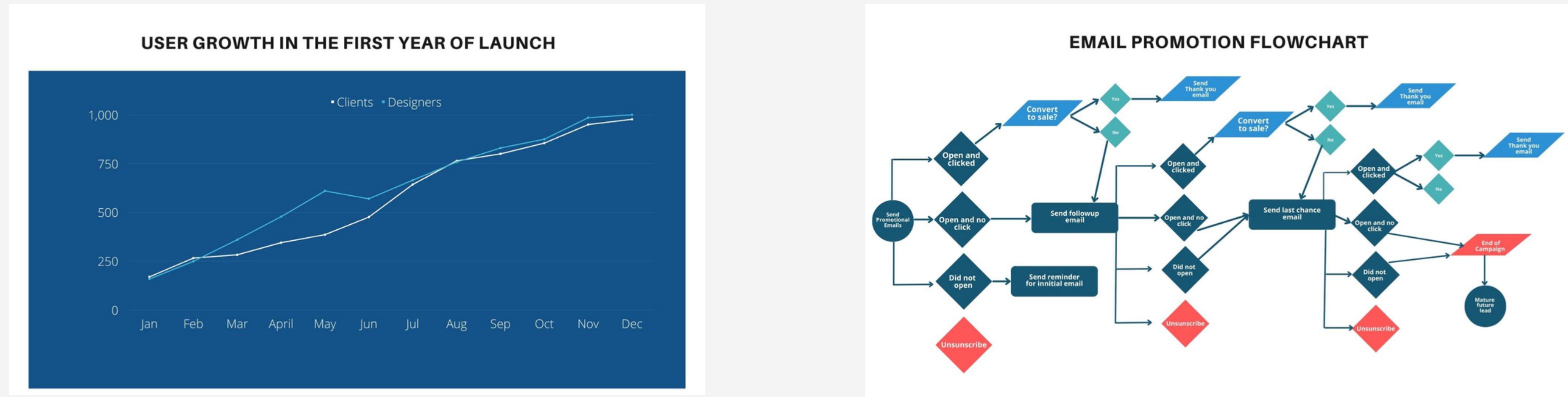
Collaborate with **influencers\*** in the architecture and interior design industry to **promote the platform** and build alliances. Identify influencers with a **significant following** and credibility in the field. They can create sponsored content, share their positive experiences using the platform, and **encourage their followers to join**.



Measurement: The number of sign-ups generated by the influencer's material, the number of sign-ups suggested by that content, and feedback from users.

\*Envato, Balkan Architects, UpStairs, etc

# Dashboard



# Risk Analysis

Risk	Likelihood	Impact	Management	Trigger	Contingency
Low User Adoption	High	High	Mitigate	Low user sign-ups and engagement	Enhance marketing efforts, offer incentives
Technical Glitches	Moderate	Medium	Mitigate	Frequent bug reports	Swift bug resolution, continuous monitoring
Insufficient Resources	Moderate	High	Avoid	Budget constraints	Secure additional funding, prioritize essential tasks
Data Privacy Concerns	Low	High	Mitigate	Data breach reports	Strengthen security measures, comply with regulations
Inadequate User Training	Moderate	Medium	Accept	User confusion and complaints	Provide comprehensive user guides and tutorials

# Phases and Budget Allocation

Phase	Budget Allocation	Fees and Expenses
Discovery and Requirements	\$15,000	User research, surveys
Design and Prototyping	\$25,000	UI/UX design software
Development	\$50,000	Development resources
Testing and QA	\$10,000	Testing tools, QA team
Launch and Deployment	\$15,000	Marketing, launch costs
Post-Launch Optimization	\$10,000	User feedback analysis

# My Takebacks:

## **User-Centric Design Expertise:**

"Creativision" reinforced my ability to create user-centric design solutions and crafted user journeys and interfaces.

**Complex System Design:** The project allowed me to demonstrate my skills in designing complex digital systems. I can showcase how I structured the platform to accommodate various user roles, such as designers and clients, and enabled seamless collaboration between them. This experience illustrates my ability to tackle intricate UX challenges and deliver effective solutions.