Inside Guide

Interior Design Help App
Proof of Concept

Sofia Gyger
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Concept Statement

Inside Guide is an app designed to help you create your ideal home, the easy way. Catalogue your existing furniture, look for more furniture that fits your aesthetic. It takes color, style, and size of items into account, as well as past furniture items you've bought. All this helps what items are suggested.

As a young adult, I've noticed it's especially hard to find furniture that really matches my vision and price range. I've talked to others, and it seems this is a really common problem, even outside of my age group. My app would make sourcing furniture much easier, for everyone.

Mind Map
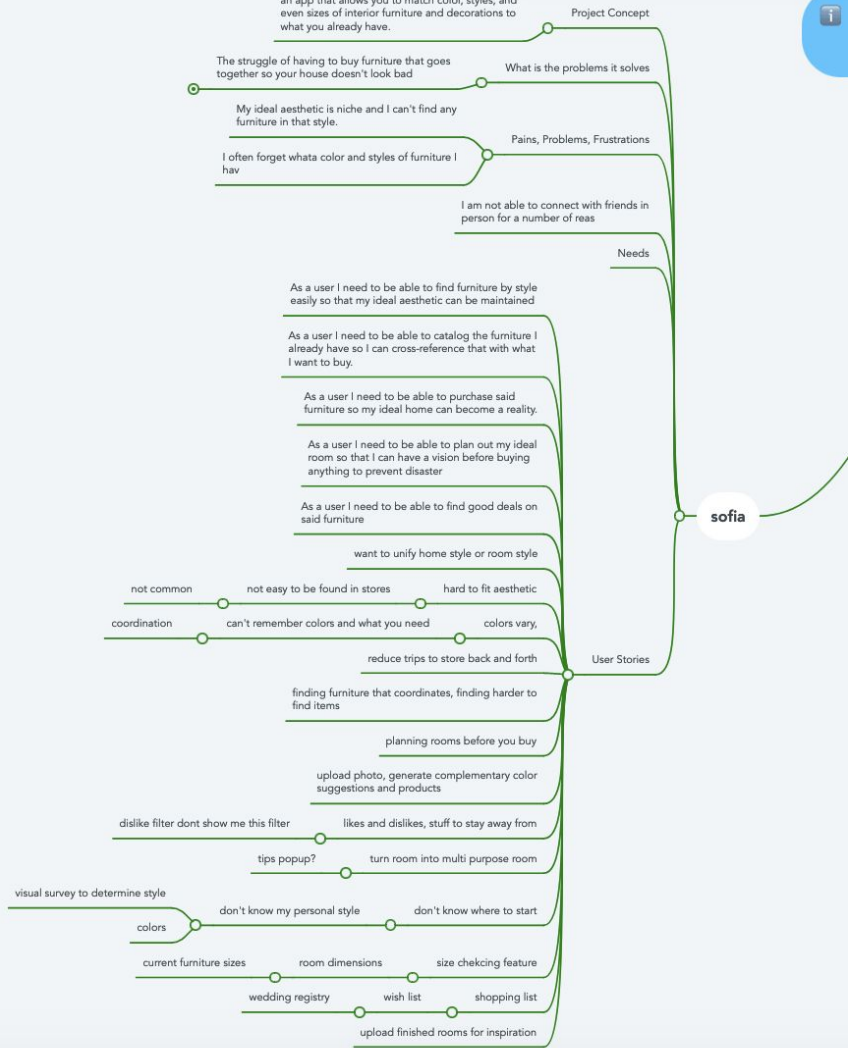
Personas

Savvy Planner

Home Perfectionist

Design Dunce

Busy Bee

iStock
Credit: martinedoucet

Age: 18
Job: Student

User Narrative and Scenario

The Savvy Planner is really excited to move into their dorm, but hasn't ever furnished a place of their own before. What are they supposed to buy? They don't know!

School doesn't start for a few months, but the Dorm Decorator wants to get a headstart. They want color coordination, financial planning, spacial planning, the whole nine yards- before they even move in!

Pains, Problems, and Frustrations

1. The Savvy Planner doesn't know much about buy furniture or decorating.

User Needs

1. Helpful decoration guides, specialized for students
2. Color coordination and spacial features
3. Purchase options and comparison

Agile User Stories (Forms and Shapes USER FEATURE)

1. As a newcomer to interior design, I want to be able to learn how to decorate a place of my own.
2. As a newcomer to interior design, I want to be able to access helpful guides that can help inform my buying decision.
3. As a financially savvy individual, I want to be able to compare prices on furniture items and buy the one best suited to my situation.

Age: 40
Job: SAHM
Gender: Female

User Narrative and Scenario

The Home Perfectionist has owned her home for 4 years, but still has trouble finding ideal decorations for the furniture she has. She has a unique Bohemian taste that is hard to find, even online.

As a stay-at-home mom with one young child, she has some free time to search for furniture, but not as much as she'd like; she is also limited to online shopping.

Pains, Problems, and Frustrations

1. The Home Perfectionist isn't as tech-savvy as some of her friends and likes redundancy in systems.
2. She has limited time to search for items.
3. She is looking for items in a specific style.

User Needs

1. User-friendly system
2. Item suggestions based on past likes/dislikes
3. Specific style tags on pieces of furniture

Agile User Stories (Forms and Shapes)

1. As a user I want to be able to find items that meet the style parameters of what I'm looking for easily.
2. As a user I want to be able to reap the benefits of the app without having to invest time in learning how to use it.

Persona 3: Design Dunce

Age: 33
Job: Accountant
Gender: Male

User Narrative and Scenario

The Design Dunce has been told repeatedly by his mother and girlfriends that his home needs the touch of a designer and is finally desperate enough to look into it. It's so bad that his dates take one look at his apartment and leave.

Although he's not very artistic, the Design Dunce has expendable income he's willing to invest in his domicile, and plenty of space around his Nintendo Switch setup. He just needs a helping hand to guide him.

Pains, Problems, and Frustrations

1. The Dunce doesn't know anything about building an inviting room.

User Needs

1. User-friendly guide to design
2. Survey to help users choose what style they are going for
3. Suggestions based on the design survey, to help users get started.

Agile User Stories (Forms and Shapes)

1. As a beginner to interior design, I want to be able to purchase items that look good from the point of view of others.
2. As a user I want to be able to find my own style that appeals to me and buy items fitting that style.
3. As a beginner to interior design, I want to learn how to build a space that feels inviting.

Persona 4: Busy Bee

Age: 30
Job: Graphic Designer
Gender: Female

User Narrative and Scenario

The Busy Bee has a lot on her plate with her job, social life, and home life. She often can't keep track of what she's already bought for her home, or remember what she needs once she steps in a store. She's too busy for that!

What's worse, she will forget the exact colors of things she's already bought. This is a problem, because when she brings new purchases home, they hardly ever match!

Pains, Problems, and Frustrations

1. The Busy Bee doesn't have a lot of time to spend on any apps.
2. The Busy Bee frequently forgets what she's looking for.

User Needs

1. Easy-to-use ability to catalogue current furniture items
2. Color-matching feature
3. List feature to help keep track of items the user still needs

Agile User Stories (Forms and Shapes)

1. As a busy person, I want to be able to use the app quickly and intuitively.
2. As a forgetful person, I want an easy-to-access reminder of what I set out to do in the first place.
3. As a forgetful person, I want to be able to catalogue items I already have, so that I can color-match them in stores.
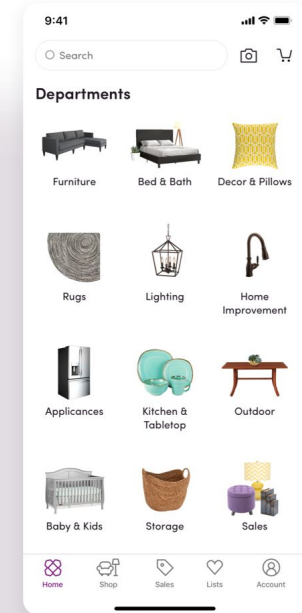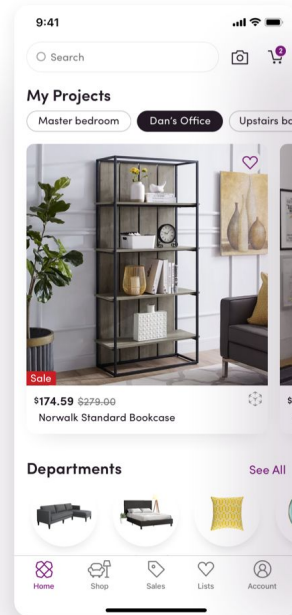
Competitive Research

Wayfair

Online Marketplace for furniture

Intuitive, covers many different brands, styles, and price ranges

Ability to create "projects" that you can choose furniture for?

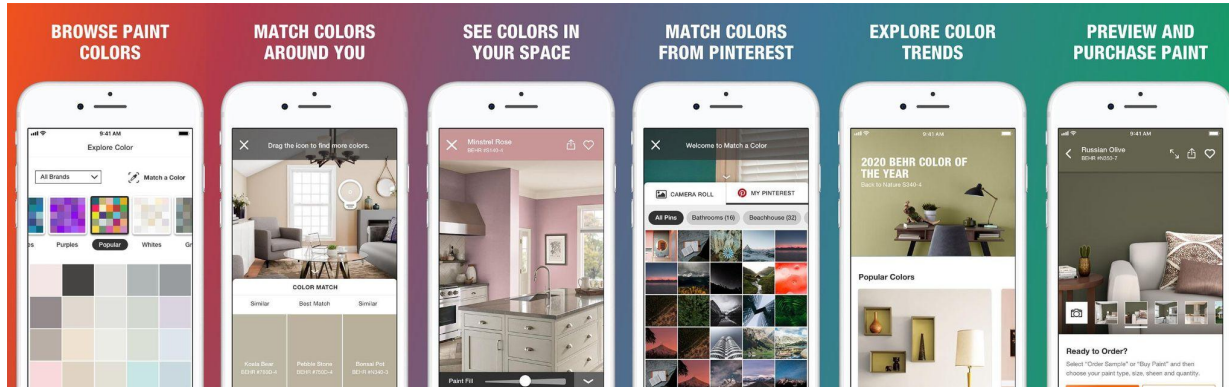Extremely popular as a furniture sourcing site

APP REIMAGINE

Competitive Research

Project Color by the Home Depot

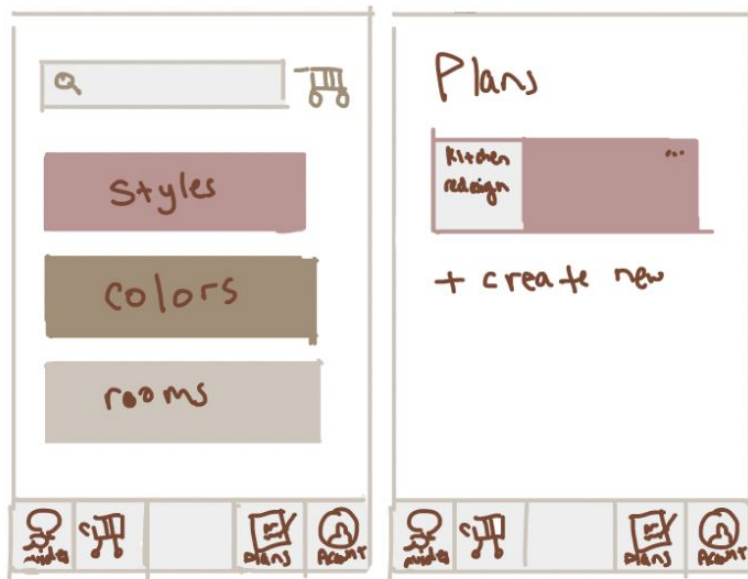Allows users to take their own pictures and analyzes the color, finding paints that match

This solves the problem of not knowing what color of item you have.

Site Map

Landing Page

Marketplace
- Search
- Cart — Check Out
- Sort by Style — Item Pages
- Sort by Room — Item Pages
- Sort by Color — Item Pages
- Sort by Price — Item Pages

My Plans
- Edit List
- Create New List — Upload furniture

Account Info — Sign in
- Create Account
- Account Info

Style Guides
- Style Surveys
- Helpful Articles

Design Comps

Screen 1 — Product Detail

Classic Barnwood Sofa
BRAND

$100.00

O color   O color
size ⌄
quantity ✓

Add to Cart   Add to List

Details ...

Reviews ... ★★★★★

Tags ...

More LIKE This

Screen 2 — Search / Filter

Filters ←

Name data
Price

Screen 3 — Sign Up

Sign Up

Username

Password

Confirm Password

email

go

Screen 4 — Guides

guides

Surveys

Is Wood the New Metal?

Sign In

Username

Password

go

Don't have an account?

My Account

Information
email:
name:
payment:
address:

Settings

Orders

← Cart

Name   100$
Quantity:
color:

Name   100$
Quantity:
color:

Name   100$
Quantity:
color:

Check out

← Kitchen Redesign

Taas ▾   Hotbar ⋯

Name ⋯   Name ⋯

+

Notes ✕

User Flow

Wireframe Screenshots

https://c0uc37.axshare.com/?g14=

Screen 1 — Product Detail
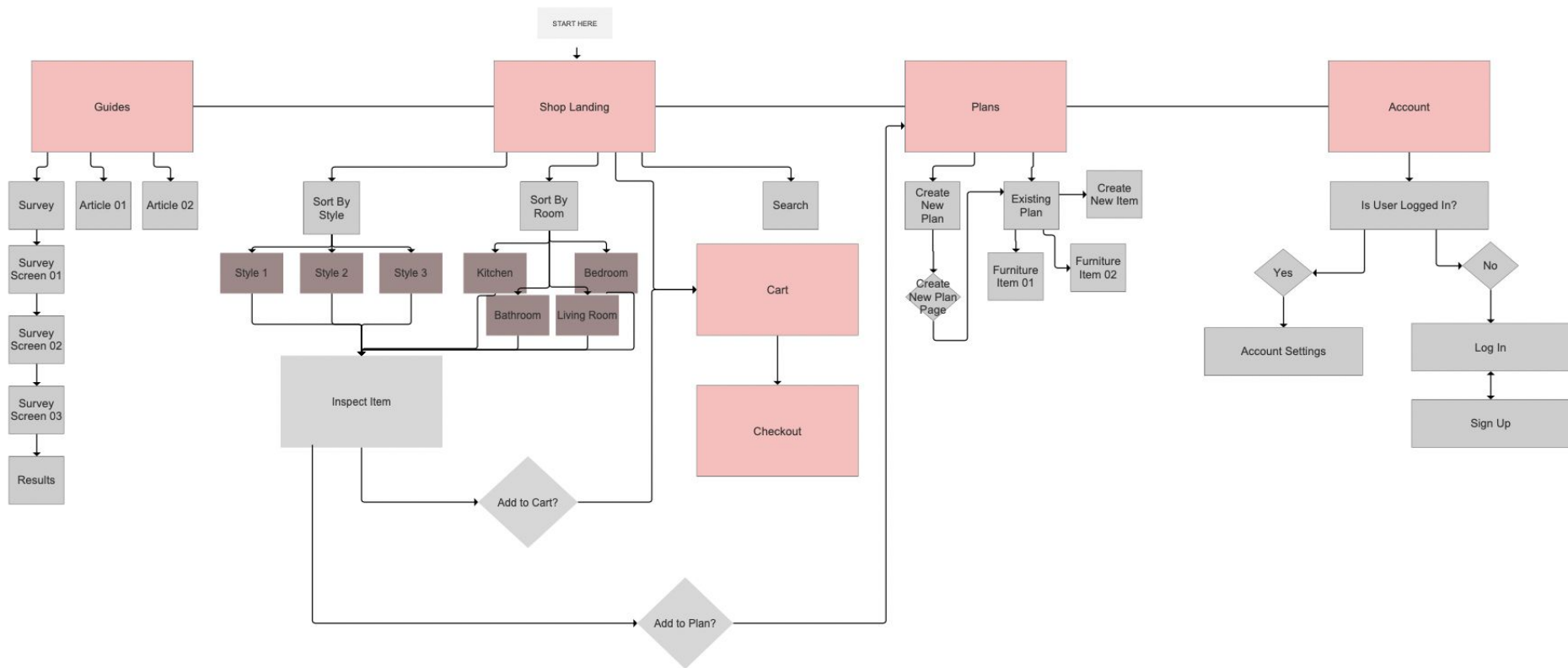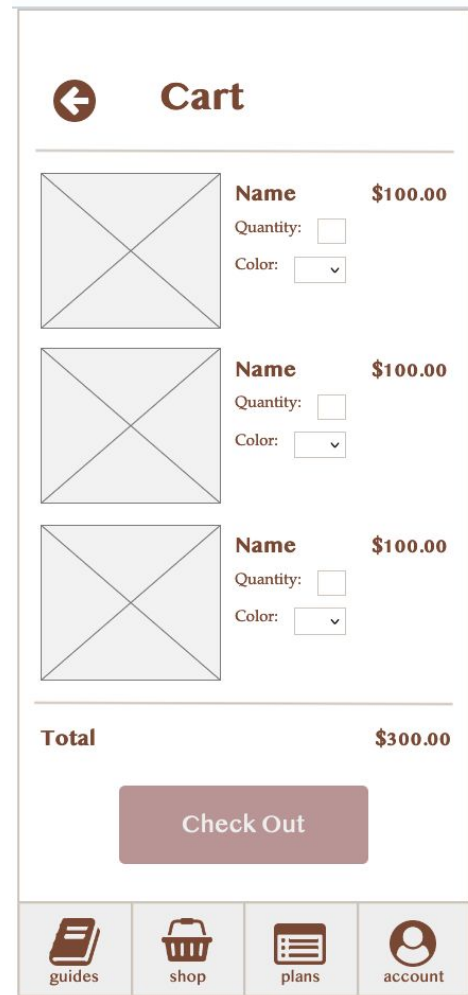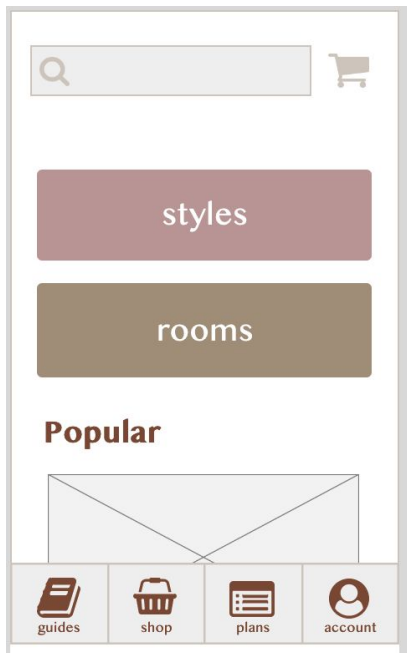
Classic Barnwood Sofa
BRAND

$100.00

- color 01
- color 02
- color 03

size

quantity

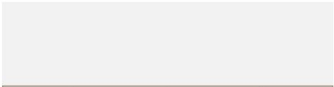add to cart | add to plan

Details ...
Reviews ★★★☆☆ ...
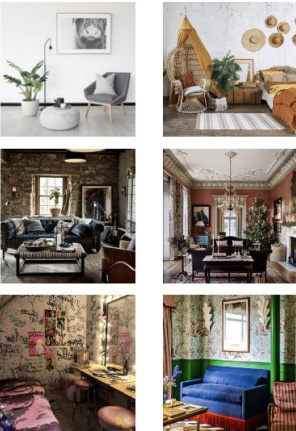Tags ...

More Like This

guides | shop | plans | account

Screen 2 — Guides

Guides

Style Survey

Is Wood the New Metal?

guides | shop | plans | account

Screen 3 — Choose at least one:

guides | shop | plans | account

Screen 4 — Your Style is:

Minimalist

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus pronin sapien nunc accuan eget.

guides | shop | plans | account

Screen 5 — Article

Is Wood the New Metal?

Rhonda Carter
August 02, 2021

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus pronin sapien nunc accuan eget.

guides | shop | plans | account

Plans

Kitchen
Redesign

+ create new

guides | shop | plans | account

---

x

New Plan

Related Rooms:

Related Styles:

Create Plan

guides | shop | plans | account

Kitchen Redesign

My tag 1 ⌄   Notes

+

guides | shop | plans | account

Kitchen Redesign

x
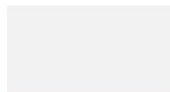
size: by

style: ⌄

color: ⌄

+ find color

add

guides | shop | plans | account

Log In

username:

password:

Go!

Don't Have an Account?

guides　shop　plans　account

Sign Up

username:

password:

confirm password:

email:

Go!

guides　shop　plans　account

My Account

Information

email:

username:

payment methods:

shipping address:

Settings

Orders

guides　shop　plans　account

Design Treatment Reflections

To neutralize the style of the app, I was advised to change my typefaces to more universal, less stylized fonts. As an interior design app, it's important for the platform to be neutral.

I also got advice to add differentiation between already purchased and wishlist items to the planning section of the app.
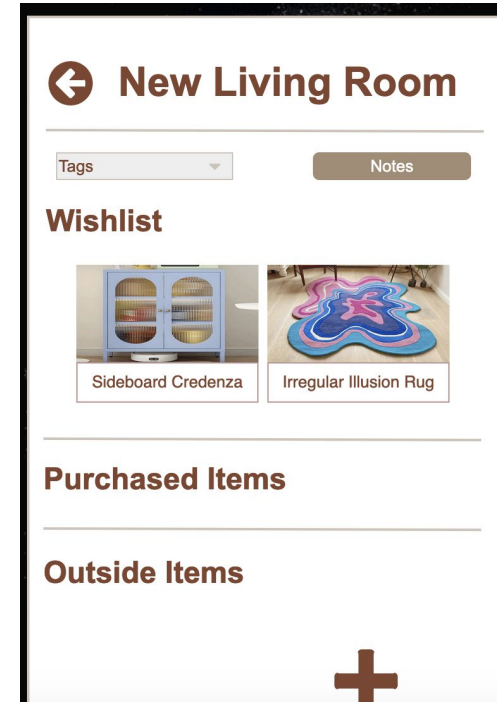
There were some concerns that I didn't have a homescreen nor a button for a home, and I've decided that this app doesn't necessarily need that to be successful. Instead, I want to focus on the functionality of the app. Landing on the shopping screen is intuitive enough, I believe, for most people to understand the layout.
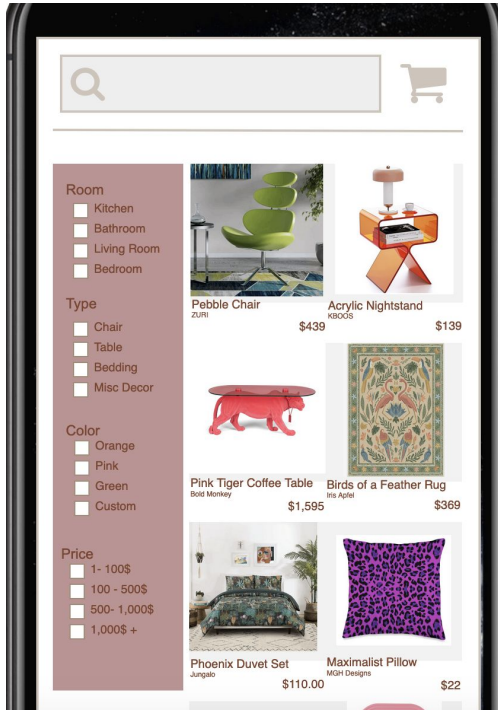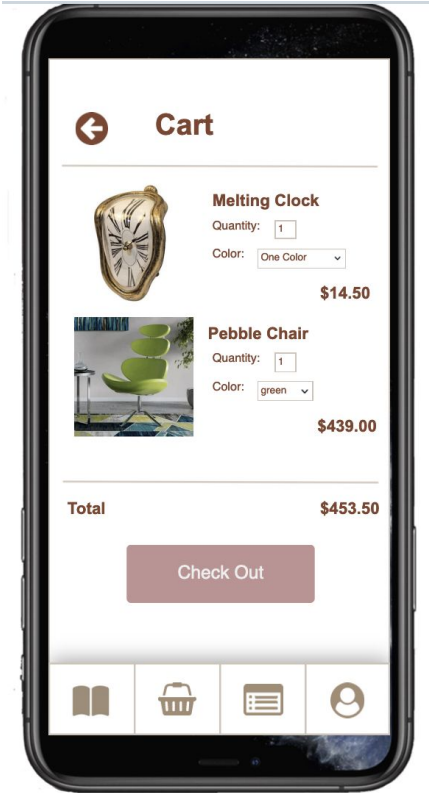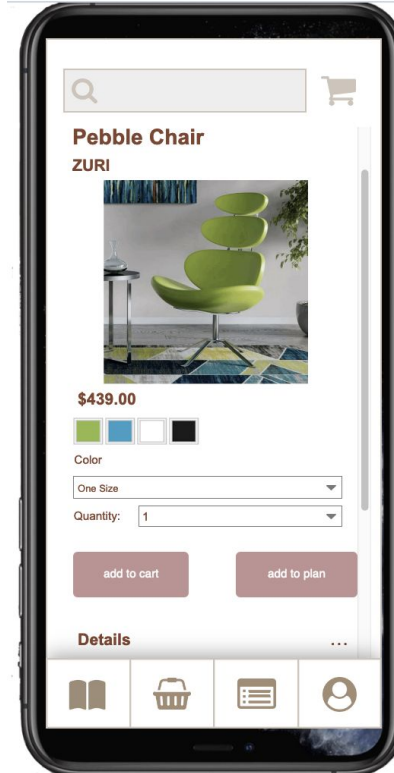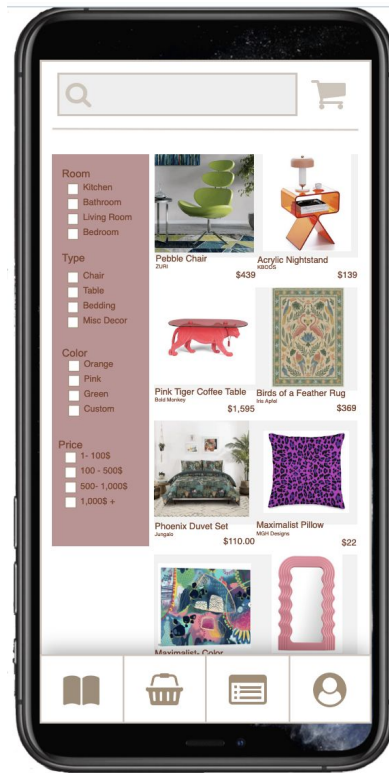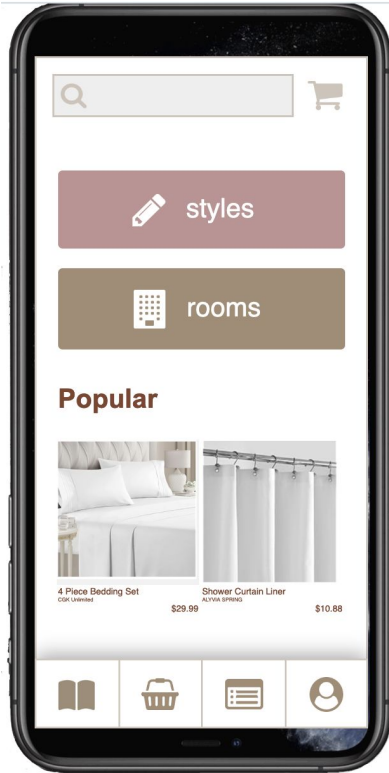
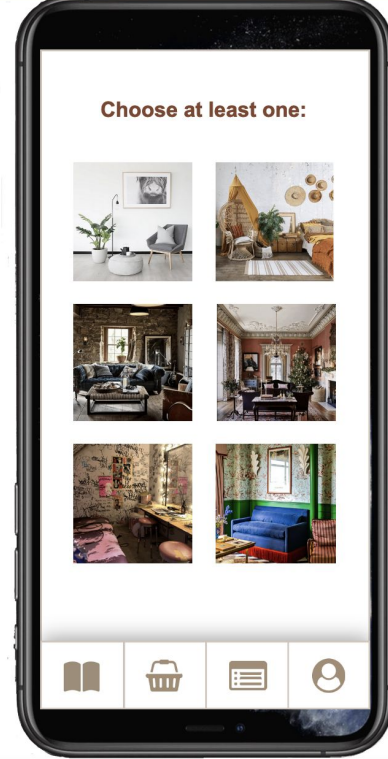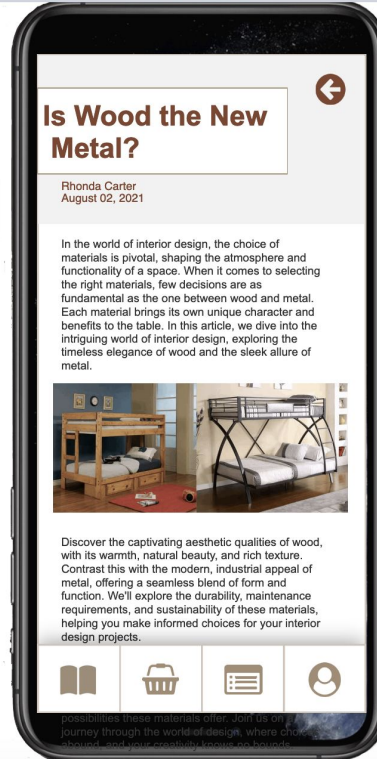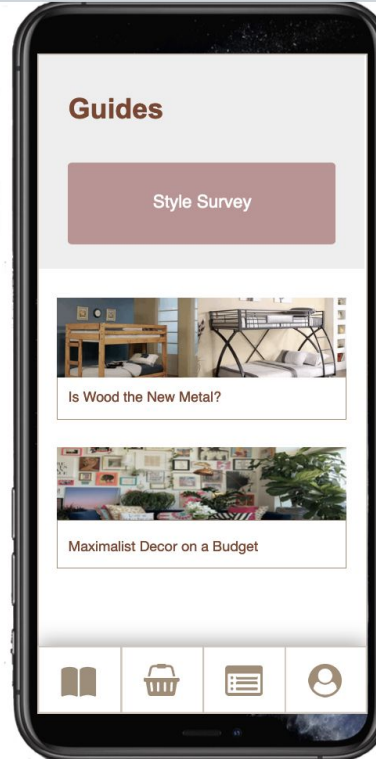Examples of the new typefaces- Arial for headers, and Helvetica for body text. The color palette hasn't changed.
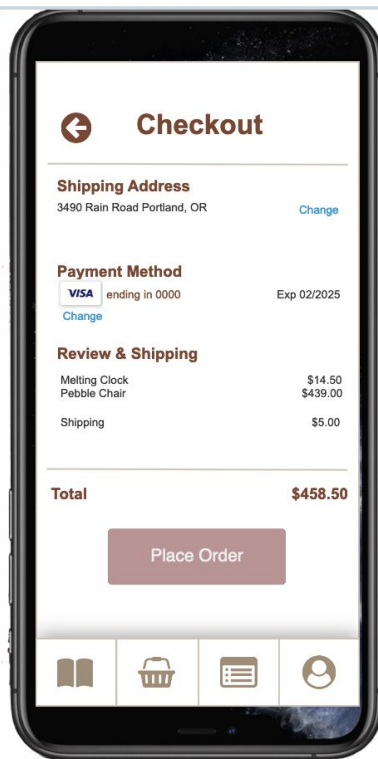
Updated Wireframe:

https://c0uc37.axshare.com

Final Wireframes

Phone 1 — Checkout

Checkout

Shipping Address
3490 Rain Road Portland, OR — Change

Payment Method
VISA ending in 0000   Exp 02/2025
Change

Review & Shipping
Melting Clock $14.50
Pebble Chair $439.00
Shipping $5.00

Total $458.50

Place Order

Phone 2 — Guides

Guides

Style Survey

Is Wood the New Metal?

Maximalist Decor on a Budget

Phone 3 — Article

Is Wood the New Metal?

Rhonda Carter
August 02, 2021

In the world of interior design, the choice of materials is pivotal, shaping the atmosphere and functionality of a space. When it comes to selecting the right materials, few decisions are as fundamental as the one between wood and metal. Each material brings its own unique character and benefits to the table. In this article, we dive into the intriguing world of interior design, exploring the timeless elegance of wood and the sleek allure of metal.

Discover the captivating aesthetic qualities of wood, with its warmth, natural beauty, and rich texture. Contrast this with the modern, industrial appeal of metal, offering a seamless blend of form and function. We'll explore the durability, maintenance requirements, and sustainability of these materials, helping you make informed choices for your interior design projects.

possibilities these materials offer. Join us on journey through the world of design, where choi abound, and your creativity knows no bounds.

Phone 4 — Choose

Choose at least one:

Plans

New Living Room

+ create new

← **New Living Room**

Tags ▾   Notes

Wishlist

Sideboard Credenza   Irregular Illusion Rug

Purchased Items

Outside Items

+

← **New Plan**

x

New Chair

size: ___ by ___ by ___

style: Maximalist ▾

color: Red ▾

HEX #5C1A16

add

Log In

username:

password:

Go!

Don't Have an
Account?

Sign Up

username:

password:

confirm password:

email:

Go!

My Account

Information

email: interiordesigner@gmail.com

username: interiordesigner01

payment methods: **VISA** ending in 0000 +

shipping address: 3490 Rain Road Portland, OR
Change

Settings

Orders

Thank You!