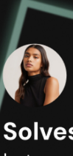
# Your Design Your Space

It's the perfect balance of creativity and commerce—great for users, and even better for business.

## About ArchDzyn

ArchDzyn is a smart interior design app that simplifies home styling. It lets users create moodboards, scan and design their space in 3D, match and purchase furniture, access local services like installation or cleaning, and manage budgets with real-time cost tracking.



Selene Dami
★★★★★ 5.0

**Solves all the problems other apps missed!**
I struggled to visualize my space, match real products, and stay on budget—until I found ArchDzyn. It brings together 3D design, real furniture, budget tracking, and service booking in one seamless experience. A total game-changer!

**Project Overview**
Name: ArchDzyn
Role: Product Designer
Duration: 12 Weeks
Focus: 3D planning, visualization, and budgeting

**About ArchDzyn**
ArchDzyn is a smart interior design app to plan, visualize, and budget spaces in 3D—featuring moodboards, real furniture, local services, and cost tracking.

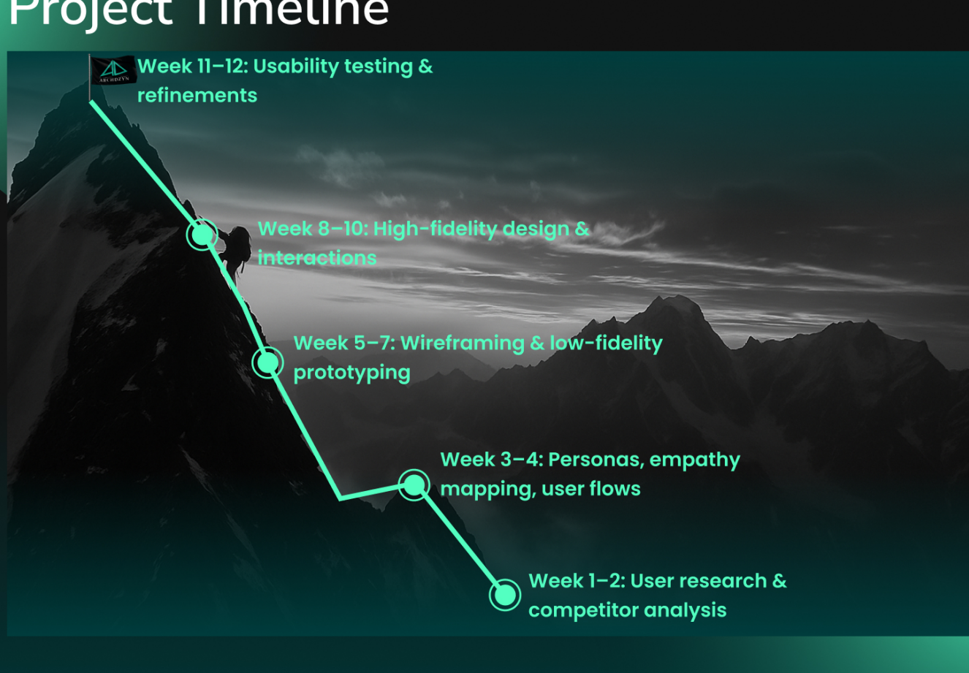
**Tools Used**

## Vision Behind ArchDzyn

ArchDzyn was born from a simple yet important question:
**"How can I easily visualize and plan my space?"**

While exploring existing tools, we noticed a frustrating gap—users had to juggle multiple platforms to create floorplans, visualize designs, estimate costs, and find services. A short user survey validated these pain points and revealed a clear opportunity: the need for a seamless, all-in-one solution that turns inspiration into action.

## Project Timeline


Week 11–12: Usability testing & refinements
Week 8–10: High-fidelity design & interactions
Week 5–7: Wireframing & low-fidelity prototyping
Week 3–4: Personas, empathy mapping, user flows
Week 1–2: User research & competitor analysis

## Executive Intent

ArchDzyn is a next-gen interior design platform built to bridge the gap between inspiration and execution. It delivers a seamless, shoppable experience that drives product sales, service bookings, and long-term user engagement—all while creating real business value.

**Strategic Business Goals**
- Revenue: affiliates, service commissions, subscriptions; plus SaaS licensing to real estate, retail, hospitality.
- Positioning: all-in-one design + execution + shopping; bridges DIY tools and full-service studios.
- Model: modular for B2C and B2B scale.
- Ecosystem: boosts post-sale via bundles/move-in kits; connects users ↔ brands ↔ providers.
- Impact: ethical, sustainable, cost-smart; measurable ROI.
- ArchDzyn: Smart design meets smart business.

## What We Learned (and Why It Matters)

From our research, several themes emerged:
Visualization gap — "I just want to see how my room will look." → Add real-time 2D↔3D previews and sample rooms.
Disconnected tools — "I need five tabs open." → Unite inspiration, shopping, and spend tracking in one flow.
Budget uncertainty — "I lose track of what I'm spending." → Live budgets, BOM, and over-budget alerts.
Execution frustration — "How do I make it happen?" → Setup checklists, vendor handoff, and scheduling.

### → User Personas

B2C persona: what they want, what gets in the way, and what "good" looks like.

### Hi! I'm Emily Hugh :)

Emily, a 28-year-old graphic designer living by herself in Toronto, works in a hybrid setting and often finds it challenging to carve out time to redesign her living space. She wants her home to reflect her creative personality and inspire her work but balancing the redesign with her budget and limited time proves to be difficult. She wants to manage her time effectively and redesign parts of her space to match her desired aesthetic, all while staying within her budget.

"I love creating an environment that inspires my work"

| | |
|---|---|
| Age | 28 |
| Education | PGWD (Graphic Design) |
| Hometown | Toronto, ON |
| Family | Single |
| Occupation | Graphic Designer |
| Pronoun | She/ Her |
| Liked Apps | Bē |

**GOALS**
- **Create an Inspiring and Functional Space**: Emily wants her workspace to fuel her creativity and productivity, blending both aesthetic appeal and functionality.
- **Budget-Friendly Design**: While she values high-quality design, Emily is conscious of her budget and wants to source materials and furniture within financial limits.
- **Convenience in Sourcing**: She desires an all-in-one platform where she can plan, budget, and source materials without having to use multiple apps or websites.
- **Design Flexibility**: Emily wants to experiment with different colors, materials, and layouts to reflect her personality and work needs.

**FRUSTRATIONS**
- **Overwhelming Choices**: The vast number of design options, from colors to furniture, makes it difficult for Emily to narrow down her choices and settle on the best options.
- **Budget Constraints**: Emily struggles to find quality design solutions within her budget, often having to compromise on her vision.
- **Time-Consuming Sourcing**: She finds it time-consuming to research, source, and compare design elements from various platforms.
- **Difficulty Balancing Functionality with Aesthetics**: Emily sometimes finds it challenging to create a space that is both visually inspiring and practically suitable for her work.

### I'm Mark Doe :)

Mark, a 45-year-old real estate agent in Whitby, sees redesigning as a strategic way to maximize ROI. He often hires professionals to enhance his clients' spaces, favoring a polished, high-end aesthetic that adds value. Understanding the impact of design on both personal satisfaction and property appeal, he prioritizes data-backed decisions that align with market trends and future buyer preferences. A tool that provides insights into how different design styles influence resale value would be a powerful asset for him.

" A well-designed space can significantly enhance its market value, and I want my home to reflect that."

| | |
|---|---|
| Age | 45 |
| Education | B.Com |
| Hometown | Whitby, ON |
| Family | Married, 1 Child |
| Occupation | Real Estate Agent |
| Pronoun | He/Him |
| Liked Apps | Bē |

**GOALS**
- **Maximize Property Value**: Mark wants to ensure that design choices will add value to the property, making it appealing to future buyers.
- **Stay Current with Trends**: He aims to stay updated on the latest design trends and buyer preferences to make informed decisions.
- **Efficient Project Management**: Mark seeks efficient processes for managing renovations, ensuring they are completed on time and on budget.
- **Cost-Effectiveness**: He looks for designs that provide the best return on investment, balancing aesthetics, functionality, and cost.

**FRUSTRATIONS**
- **Stressful Decision-Making**: The pressure to make the right design choices that will appeal to buyers and increase resale value creates stress.
- **Lack of Expertise in Design**: While knowledgeable about real estate, Mark lacks design expertise and relies heavily on professionals for decision-making.
- **Uncertainty About Trends**: Mark often feels uncertain about whether the current design trends will stay relevant or become outdated quickly, leading to concerns about long-term value.
- **Time Pressure**: Managing multiple properties and renovations at once leads to a time crunch and added stress.

### I'm Sarah Benett :)

Sarah is a busy working mother of two young kids. She's always had an eye for design and enjoys making small improvements around the house. However, balancing her career, family, and a house that's starting to feel cramped and outdated has left her feeling overwhelmed. She's been thinking about larger renovations for months but struggles to find the time and confidence to take them on.

"Redesigning gives me a chance to create spaces that work for our family's needs."

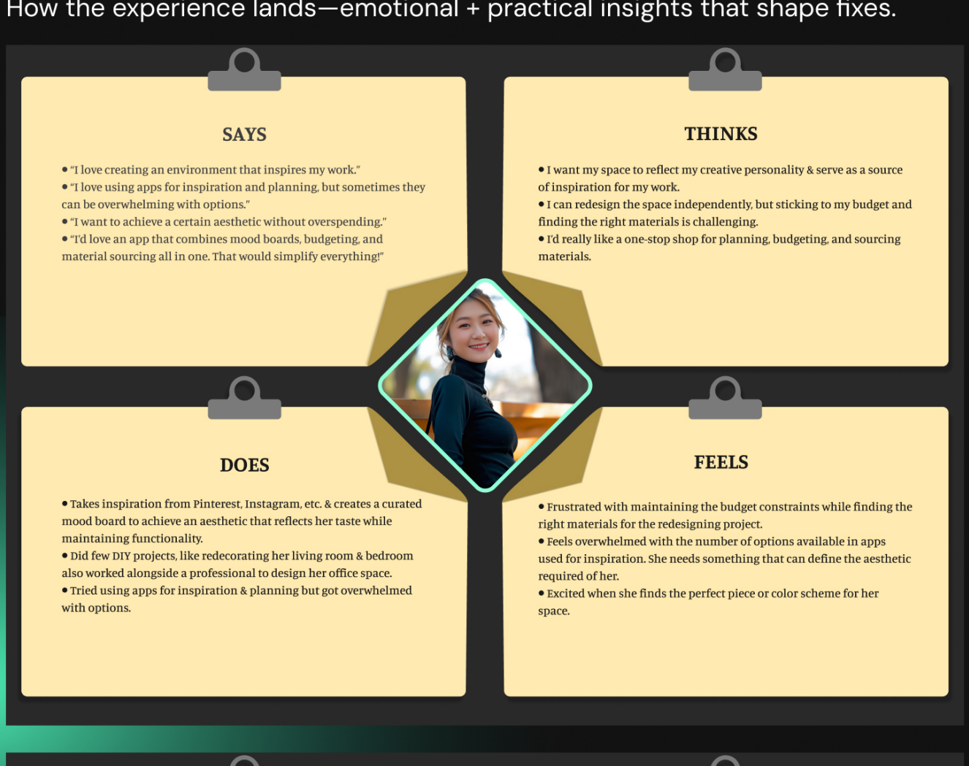
| | |
|---|---|
| Age | 32 |
| Education | Professional Engineer |
| Hometown | Guelph, ON |
| Family | Married, 2 Children |
| Occupation | Stay-at-home Mom |
| Pronoun | She/ Her |
| Liked Apps | |

**GOALS**
- **Simplify the Design Process**: Sarah wants to create a functional and aesthetically pleasing home but needs a clear, easy-to-follow guide to make it manageable.
- **DIY Friendly Projects**: Focus on smaller, manageable DIY tasks that she can do in her spare time without feeling overwhelmed.
- **Create a Family-Friendly Home**: Design a safe and practical space for her children without compromising on style.
- **Affordable Solutions**: Find cost-effective solutions for home redesign without exceeding her limited budget.

**FRUSTRATIONS**
- **Overwhelmed by Choices**: Sarah is frustrated by the sheer number of design options available, making it hard to make decisions.
- **Time Constraints**: Juggling family responsibilities leaves her with limited time to focus on home redesign, making it hard to commit to larger projects.
- **Lack of Expert Guidance**: She lacks confidence in tackling big projects like kitchen or bathroom renovations without professional help and needs an easy-to-follow plan with straightforward guidance.
- **Fear of Mistakes**: Concerned about making the wrong choices and regretting them later.

### → Empathy Mapping

How the experience lands—emotional + practical insights that shape fixes.

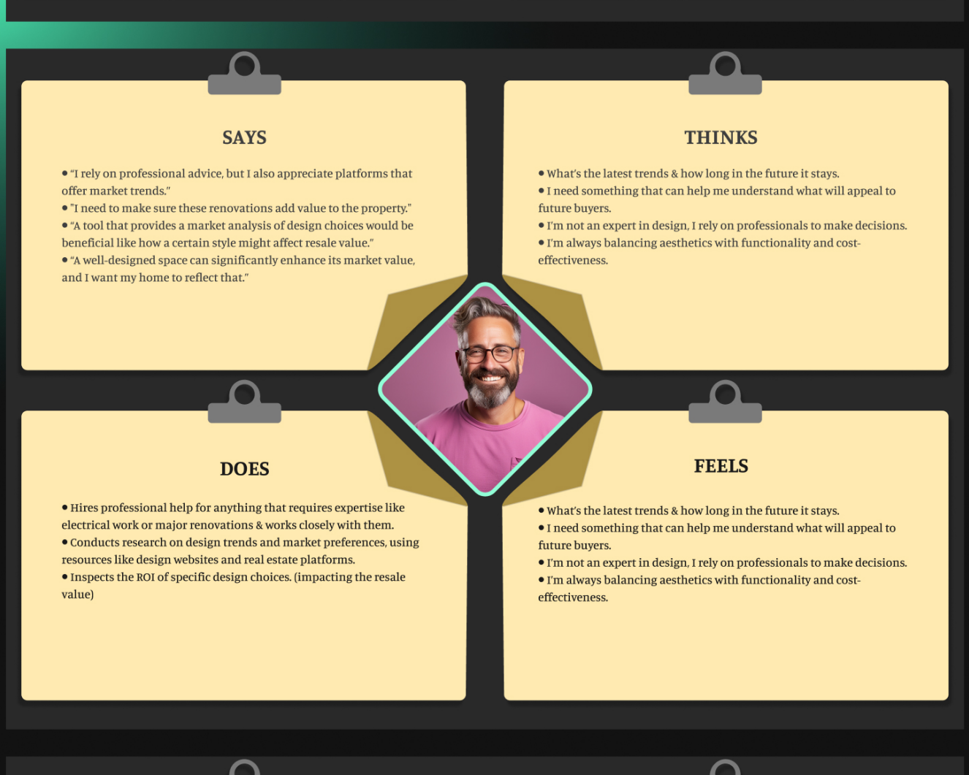


**SAYS**
- "I love creating an environment that inspires my work."
- "I love using apps for inspiration and planning, but sometimes they can be overwhelming with options."
- "I want to achieve a certain aesthetic without overspending."
- "I'd love an app that combines mood boards, budgeting, and material sourcing all in one. That would simplify everything!"

**THINKS**
- I want my space to reflect my creative personality & serve as a source of inspiration for my work.
- I can redesign the space independently, but sticking to my budget and finding the right materials is challenging.
- I'd really like a one-stop shop for planning, budgeting, and sourcing materials.

**DOES**
- Takes inspiration from Pinterest, Instagram, etc. & creates a curated mood board to achieve an aesthetic that reflects her taste while maintaining functionality.
- Did few DIY projects, like redecorating her living room & bedroom also worked alongside a professional to design her office space.
- Tried using apps for inspiration & planning but got overwhelmed with options.

**FEELS**
- Frustrated with maintaining the budget constraints while finding the right materials for the redesigning project.
- Feels overwhelmed with the number of options available in apps used for inspiration. She needs something that can define the aesthetic required of her.
- Excited when she finds the perfect piece or color scheme for her space.

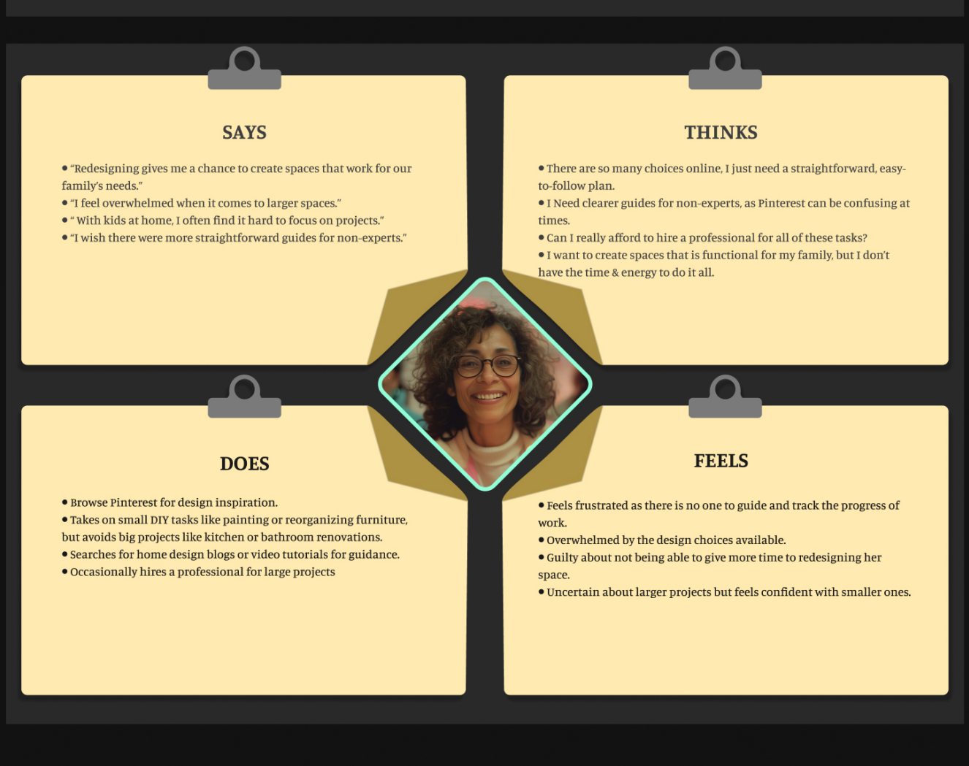


**SAYS**
- "I rely on professional advice, but I also appreciate platforms that offer market trends."
- "I need to make sure these renovations add value to the property."
- "A tool that provides a market analysis of design choices would be beneficial like how a certain style might affect resale value."
- "A well-designed space can significantly enhance its market value, and I want my home to reflect that."

**THINKS**
- What's the latest trends & how long in the future it stays.
- I need something that can help me understand what will appeal to future buyers.
- I'm not an expert in design, I rely on professionals to make decisions.
- I'm always balancing aesthetics with functionality and cost-effectiveness.

**DOES**
- Hires professional help for anything that requires expertise like electrical work or major renovations & works closely with them.
- Conducts research on design trends and market preferences, using resources like design websites and real estate platforms.
- Inspects the ROI of specific design choices. (impacting the resale value)

**FEELS**
- What's the latest trends & how long in the future it stays.
- I need something that can help me understand what will appeal to future buyers.
- I'm not an expert in design, I rely on professionals to make decisions.
- I'm always balancing aesthetics with functionality and cost-effectiveness.



**SAYS**
- "Redesigning gives me a chance to create spaces that work for our family's needs."
- "I feel overwhelmed when it comes to larger spaces."
- "With kids at home, I often find it hard to focus on projects."
- "I wish there were more straightforward guides for non-experts."

**THINKS**
- There are so many choices online, I just need a straightforward, easy-to-follow plan.
- I Need clearer guides for non-experts, as Pinterest can be confusing at times.
- Can I really afford to hire a professional for all of these tasks?
- I want to create spaces that is functional for my family, but I don't have the time & energy to do it all.

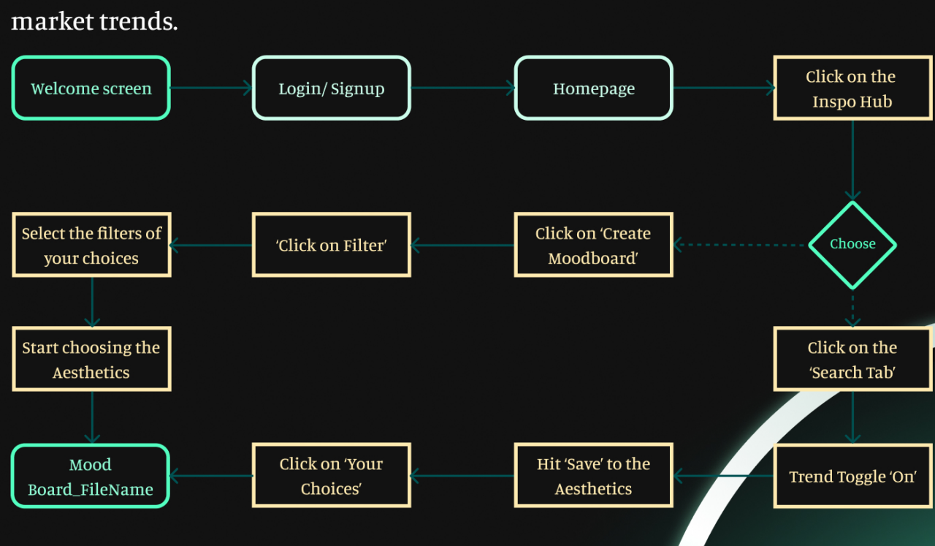
**DOES**
- Browse Pinterest for design inspiration.
- Takes on small DIY tasks like painting or reorganizing furniture, but avoids big projects like kitchen or bathroom renovations.
- Searches for home design blogs or video tutorials for guidance.
- Occasionally hires a professional for large projects

**FEELS**
- Feels frustrated as there is no one to guide and track the progress of work.
- Overwhelmed by the design choices available.
- Guilty about not being able to give more time to redesigning her space.
- Uncertain about larger projects but feels confident with smaller ones.

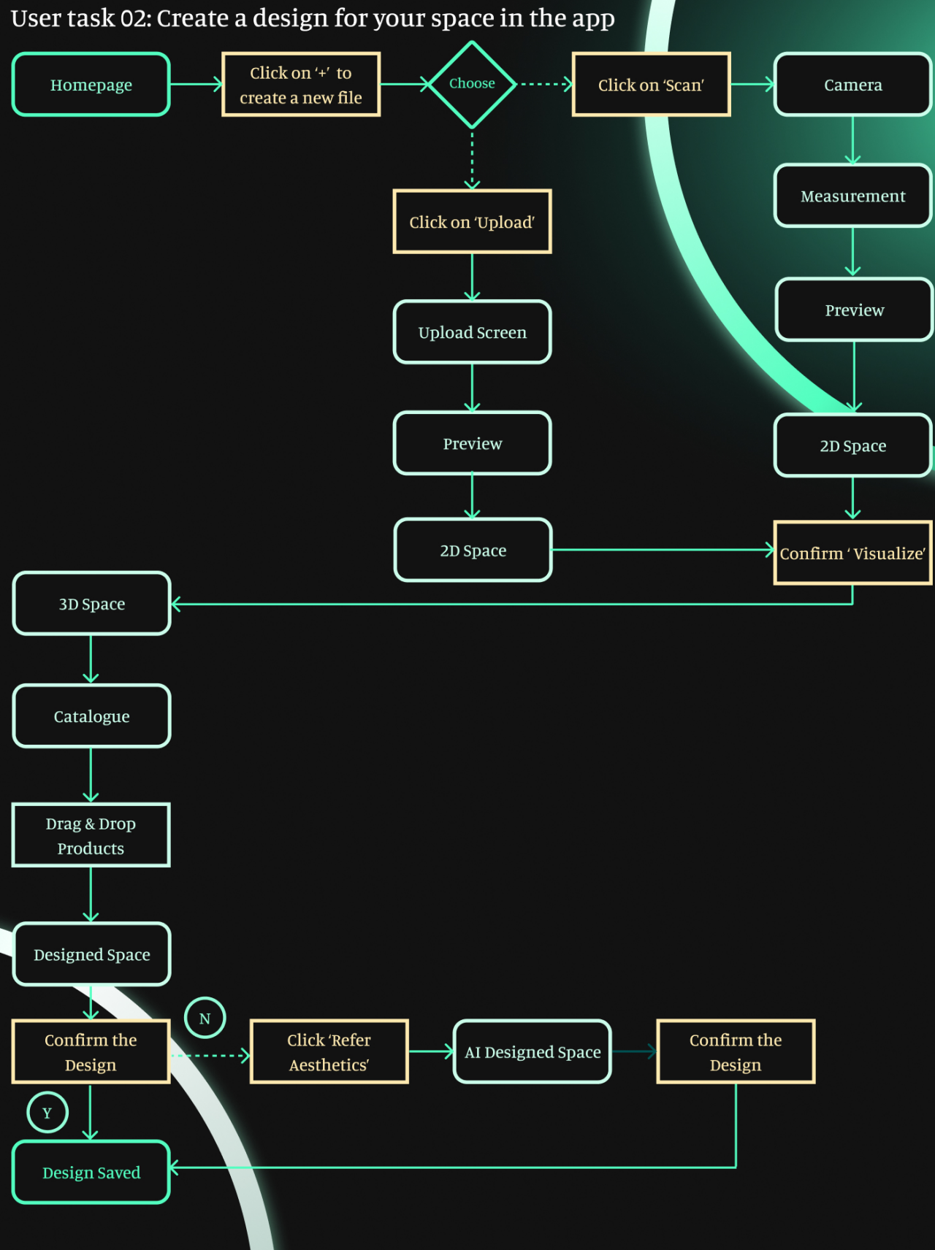
### → User Flow

How users move: landing → discover → decide → checkout, with fewer taps.

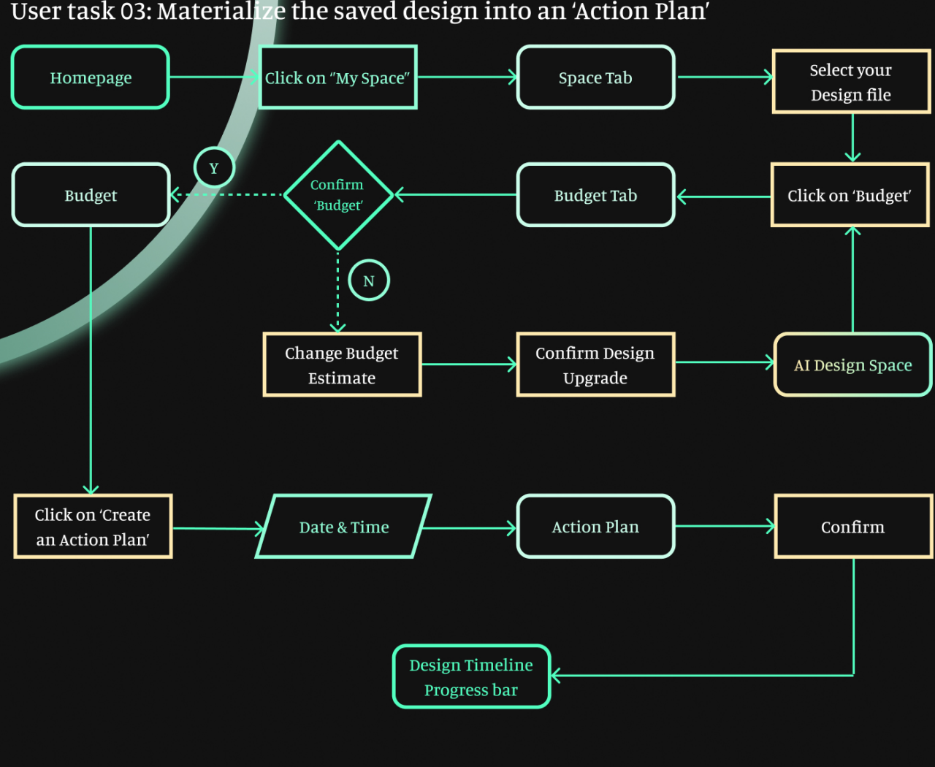
User task 01: Create a mood board in "Inspo Hub" and align it with current market trends.


Welcome screen
Login/ Signup
Homepage
Click on the Inspo Hub
Choose
Click on 'Create Moodboard'
'Click on Filter'
Select the filters of your choices
Start choosing the Aesthetics
Click on the 'Search Tab'
Trend Toggle 'On'
Hit 'Save' to the Aesthetics
Click on 'Your Choices'
Mood Board_FileName

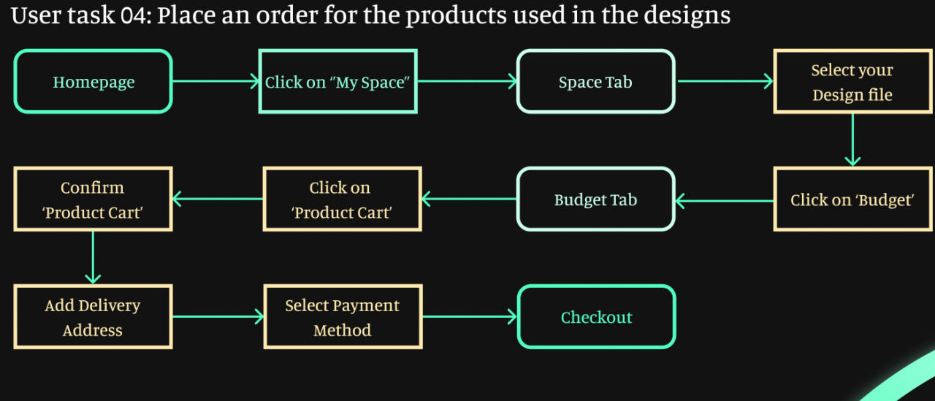
User task 02: Create a design for your space in the app



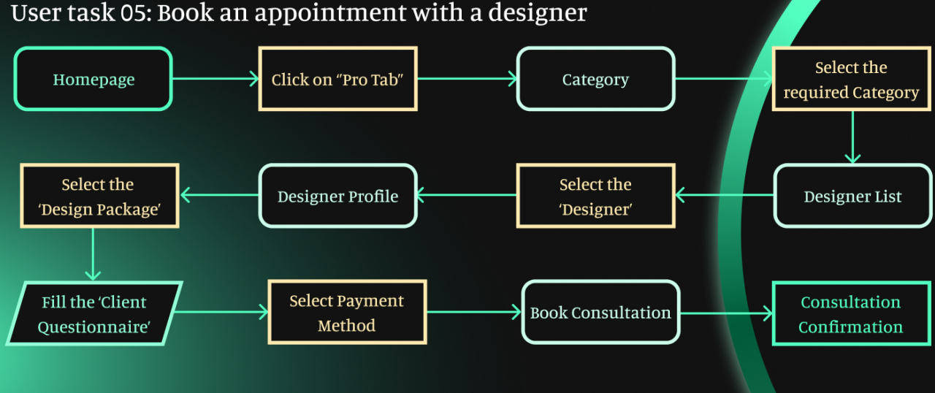
User task 03: Materialize the saved design into an 'Action Plan'



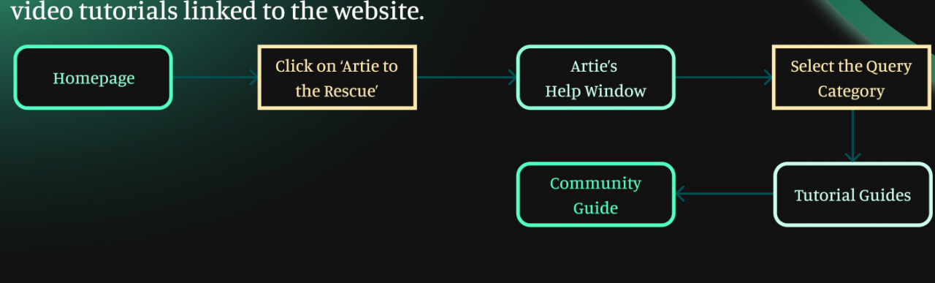
User task 04: Place an order for the products used in the designs



User task 05: Book an appointment with a designer

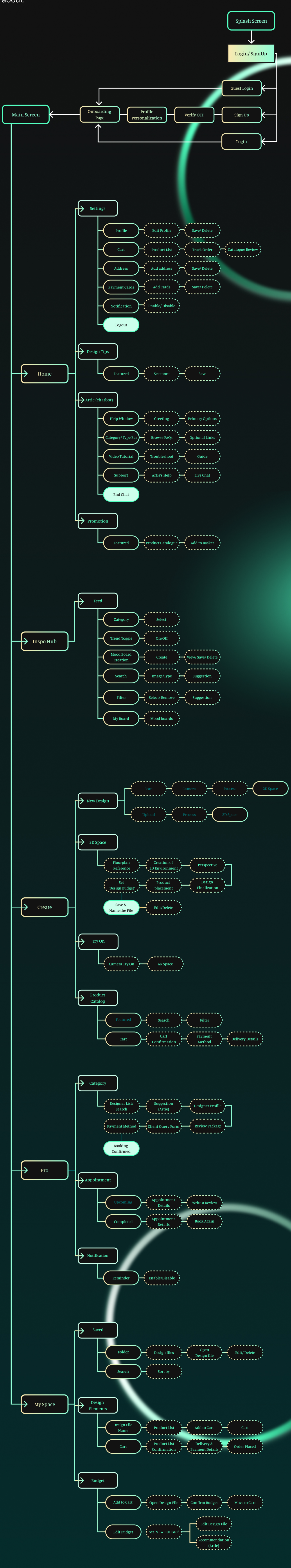


User task 06: Get assistance with your DIY project by using a chatbot that offers video tutorials linked to the website.



### → Information Architecture

Clear structure, scalable labels, and navigation that users don't have to think about.



### → Competitor's Audit

Patterns, pricing, and UX trade-offs across top competitors—our edge identified.

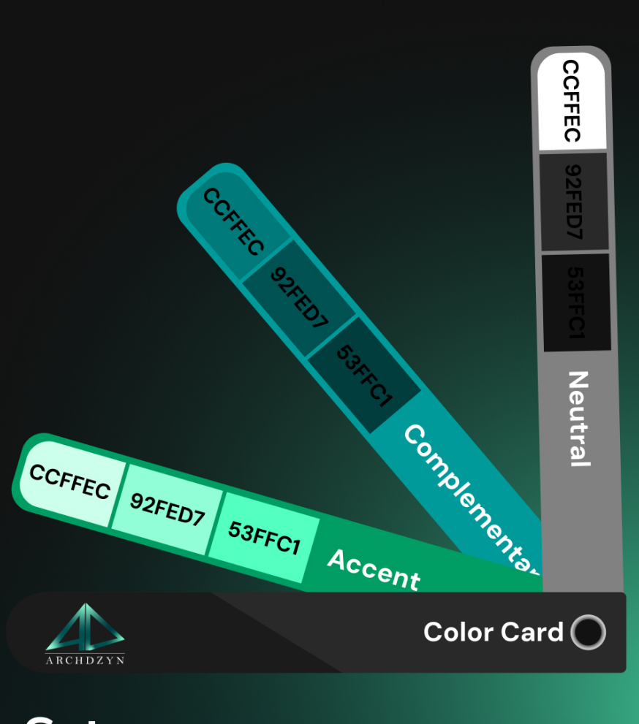
| Company | IKEA | SketchUp | floorplanner | Sweet Home 3D |
|---|---|---|---|---|
| Profile | • IKEA is a global retailer offering ready-to-assemble furniture. Its Home Planner lets users design and visualize spaces using IKEA products. | • SketchUp is a 3D modeling tool by Trimble, widely used in architecture and interior design for creating detailed, user-friendly models. | • Floorplanner is an online tool for creating 2D and 3D floor plans, featuring virtual tours and drag-and-drop tools for easy space planning. | • Sweet Home 3D is a free, open-source tool for creating 2D floor plans and 3D visualizations, popular with hobbyists. |
| Strengths | • Beginner-friendly with an intuitive interface.<br>• Access to IKEA's product library with accurate dimensions. | • Advanced tool with flexible, detailed modelling.<br>• Enables precise designs using real-world data. | • User-friendly interface for all skill levels.<br>• Supports residential and commercial floor plans. | • Free to use with a wide furniture library.<br>• Ideal for both interior and exterior design. |
| Weakness | • Limited customization and basic design features.<br>• Lacks real-time collaboration and sharing tools. | • Steep learning curve and not interior design-focused.<br>• Advanced features require a paid subscription. | • Limited customization and lower rendering quality.<br>• Key features like exporting require a premium upgrade. | • Slower rendering and outdated interface.<br>• Limited collaboration and sharing options. |
| Target Audience | • Homeowners and renters looking for simple design solutions with IKEA products. | • Professional designers, architects, and advanced DIY enthusiasts. | • Individuals and businesses seeking simple and fast room planning and layout tools. | • Professionals in construction, real estate, and interior design needing on-the-go floor planning. |
| CTAs | • "Start Planning" prominently displayed on the homepage for easy access. | • "Start Modeling" is highlighted on the website, urging users to dive into the design process. | • "Create a New Plan" is visible as the main call to action on the homepage. | • "Download Sweet Home 3D" is front and center on the homepage for quick access. |
| Compatability | • Works on desktop browsers, optimized for both Mac and Windows. | • Available on desktop (Mac and Windows) with cloud-based options for easy sharing and collaboration. | • Works on all modern browsers, optimized for both desktops and tablets. | • Available for Windows, Mac, and Linux with a browser-based option. |
| Marketing Strategy | • IKEA markets the tool via in-store displays and online ads, using its global reach. | • SketchUp uses tutorials, webinars, and a free version to attract professionals and hobbyists. | • Floorplanner focuses on SEO and targeting both residential and commercial design professionals. | • Sweet Home 3D uses its open-source model and word-of-mouth marketing to attract users. |
| Usability | • Easy-to-use for beginners with a simple drag-and-drop interface but limited customization for non-IKEA products. | • Highly customizable and powerful for professionals but has a steep learning curve for beginners. | • Simple, intuitive interface suitable for both beginners and advanced users, though some features require a paid version. | • Free and easy to use but with slower rendering and a somewhat outdated user interface. |

## Typography

The visual style of ArchDzyn is designed to be sleek, modern, and easy to navigate. Headings use Poppins for a bold, structured presence, while DM Sans is used for subtext to ensure readability and softness.

## Color Card

The color palette combines vibrant mint tones with deep complementary greens over a dark, neutral background—creating a striking yet calming interface that balances creativity with clarity.



## Custom Icon Set

Hand-sketched first, then vector-refined—every icon was designed from scratch or materially modified from our originals to fit ArchDesigner. Built on an 8-pt grid with 2px rounded strokes and balanced negative space, the set uses a monochrome base with #92FED7 as the sole accent for active/ selection states. Optimized for 16–24px clarity, accessible in light/dark themes, and available in outline/filled variants for clear status and interaction cues.