Enhancing Customer Experience for Home Interiors

Internship at Livspace

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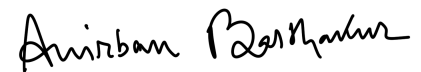The Degree of Master of Technology/ Doctor of Philosophy

భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Department of Design

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Declaration

I declare that this written submission represents my ideas in my own words, and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be a cause for disciplinary action by the Institute and can also evoke penal action from the sources that have thus not been properly cited, or from whom proper permission has not been taken when needed.

Anirban Barthakur

MD20MDES14012

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Thank You Very Much

Approval Sheet

This Thesis entitled " **Enhancing Customer Experience for Home Interiors**" by **Anirban Barthakur** has been approved for the degree of **Master of Design (M.Des)**

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Abstract

I have been working on various self projects related to enhancement of user experience of users while interacting with a product. Although I always felt that there is a need in improving the way of following the processes and the extent to which a task is being carried out. So, I decided to go for an industrial internship and Livspace was the best option to work on because I had a curiosity to know how a product designer helps an interior design company. I also had an idea of its friendly work culture which is key to learning things on a professional platform. With the advancement of Science and Technology people have started getting aware of new technologies through various digital platforms which has increased the expectation levels of the users. In order to satisfy the needs of present users I have tried to meet the present trends of user experience and trying to solve identified problems with the help of new trends and technologies.

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Chapter 1

1.1 Introduction

Livspace is a trusted interior design marketplace that connects interior designers, vendors and customers across India and Singapore. Emphasizing on Quality and Customer Experience it is a one stop shop for *all things home interior* with a long term vision for *all things home.* Livspace provides service for designing an entire home with a specialization in modular setup like kitchen, wardrobe etc. With the help of technology, consumers can avail a personalized experience of having the home designed, renovated from A to Z. In this project, I am focusing mainly on enhancing the customer experience by providing them with new digital features and technologies through which the customer can avail the goals prior to execution of real interior design.

1.2 Problem Statement.

Livspace is currently a one stop shop for all things home interiors. This is but the first step in becoming the dominant platform for all things home. Intern will explore various areas and experiences (that are either present in the market currently or are futuristic) that will be of significant benefit to our end-users (eg. mixed reality or a new media installation at the Experience Center,EC). Intern will additionally gain fair understanding on the current product suite at Livspace serving the home interior and renovation space and pitch ideas on how they can evolve going further and fit in place with our long term vision of 'all things home'.

1.3 Design Thinking Process

Chapter 2

2.1 Understanding

- Going through the LIVSPACE website.
- Getting insight from Snehal, Vicky, Anugeeth.
- How people know about Livspace.
- Learning about the Customer Journey starting from ways of getting into livspace till the handover of design.
- From a user perspective, if there are any flaws or if any enhancement in experience can be made.
- Getting an insight of **EC** not only for Livspace but worldwide to understand the purpose and gather interesting ideas.
- Learning about digital interfaces for Customer, Designer, fulfillment team. *For Eg:* **Canvas** for Designer, **Hub** for Customer.

2.1.1 What does Livspace offer?

Livspace offer two categories of Home interior service

1. **Livspace Select:** Budget below 8 lakhs
2. **Livspace Vesta:** Budget above 8 lakhs (Livspace, n.d.)

Offerings

Kitchen   Wardrobe   Storage

2.1.2 How does it Work?

I had various sessions with the design team to understand how Livspace works and what is the journeys of the stakeholders, mainly customer and designer. After these discussions I prepared a final customer journey after a few iterations.

Initial

Intermediate

Customer in NEED → WEBSITE / AD / SOCIAL MEDIA / REFERRAL / EC → LIVSPACE

PRE-BOOKING

BOOK FOR CONSULTATION
↓
CUSTOMER + SALES TEAM
↓
DESIGN BRIEF
↓
DESIGNER
↓
CANVAS
↓
PREPARING THE QUOTE
↓
QUOTE TO CUSTOMER VIA HUB
↓
CHANGES
↓
10% payment
↓
FINAL QUOTE WITH DETAILS

POST-BOOKING

40% payment
↓
MANUFACTURING
↓
REMAINING 50% PAYMENT
↓
INSTALLATION
↓
DELIVERY
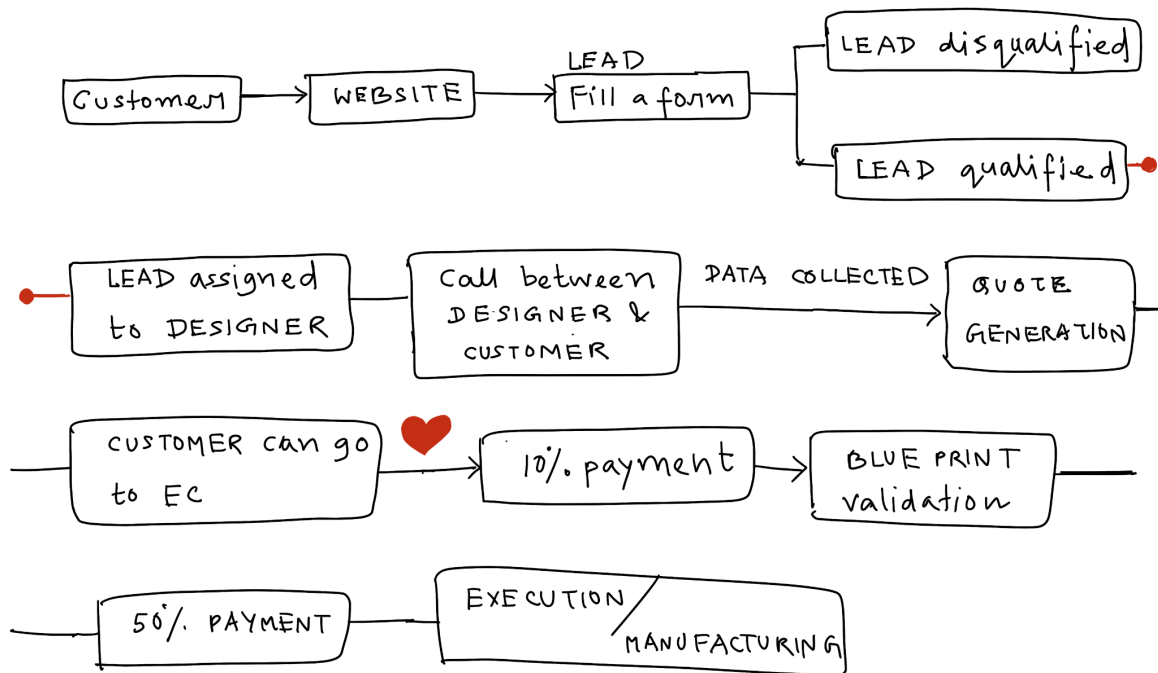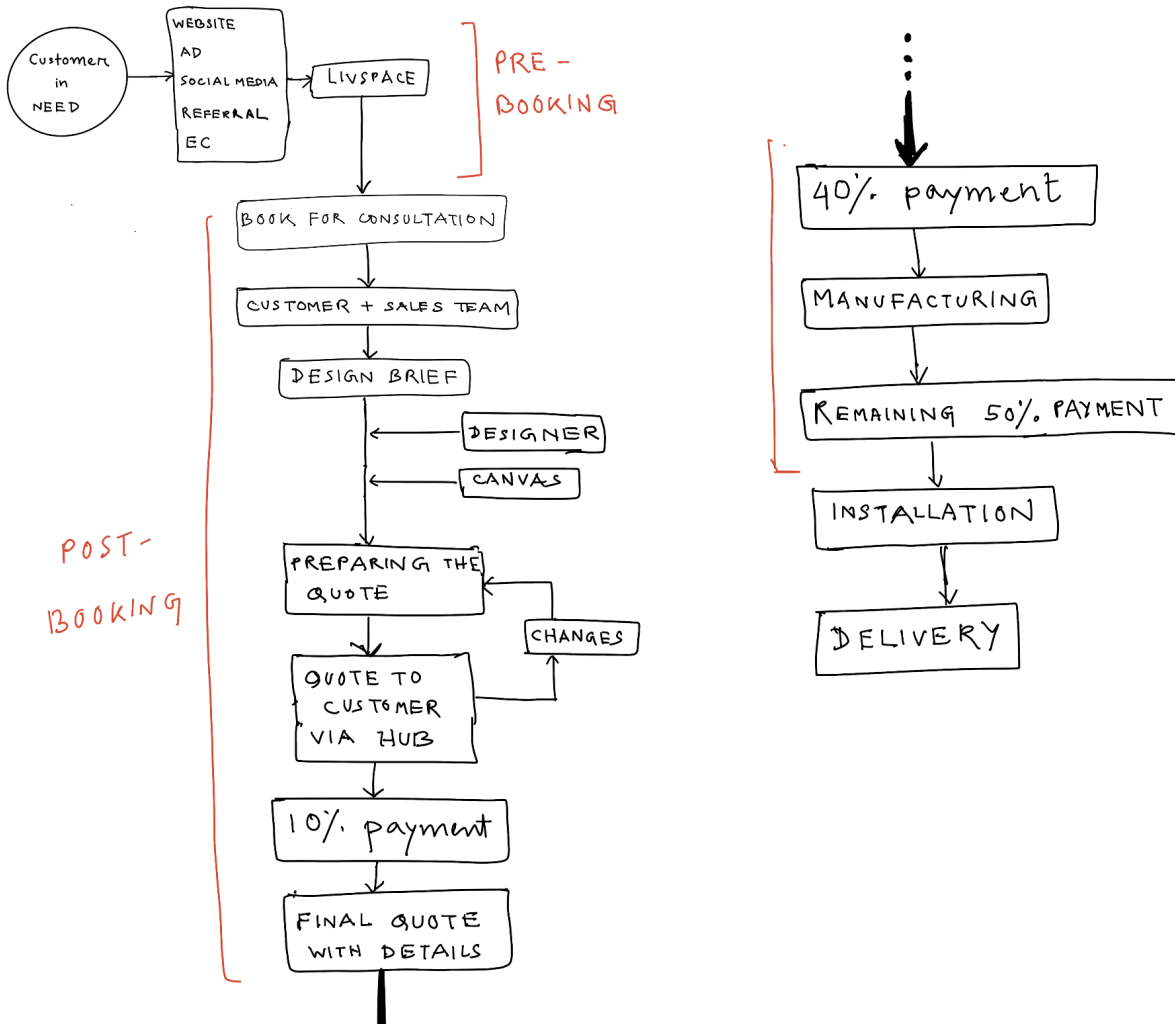
Final
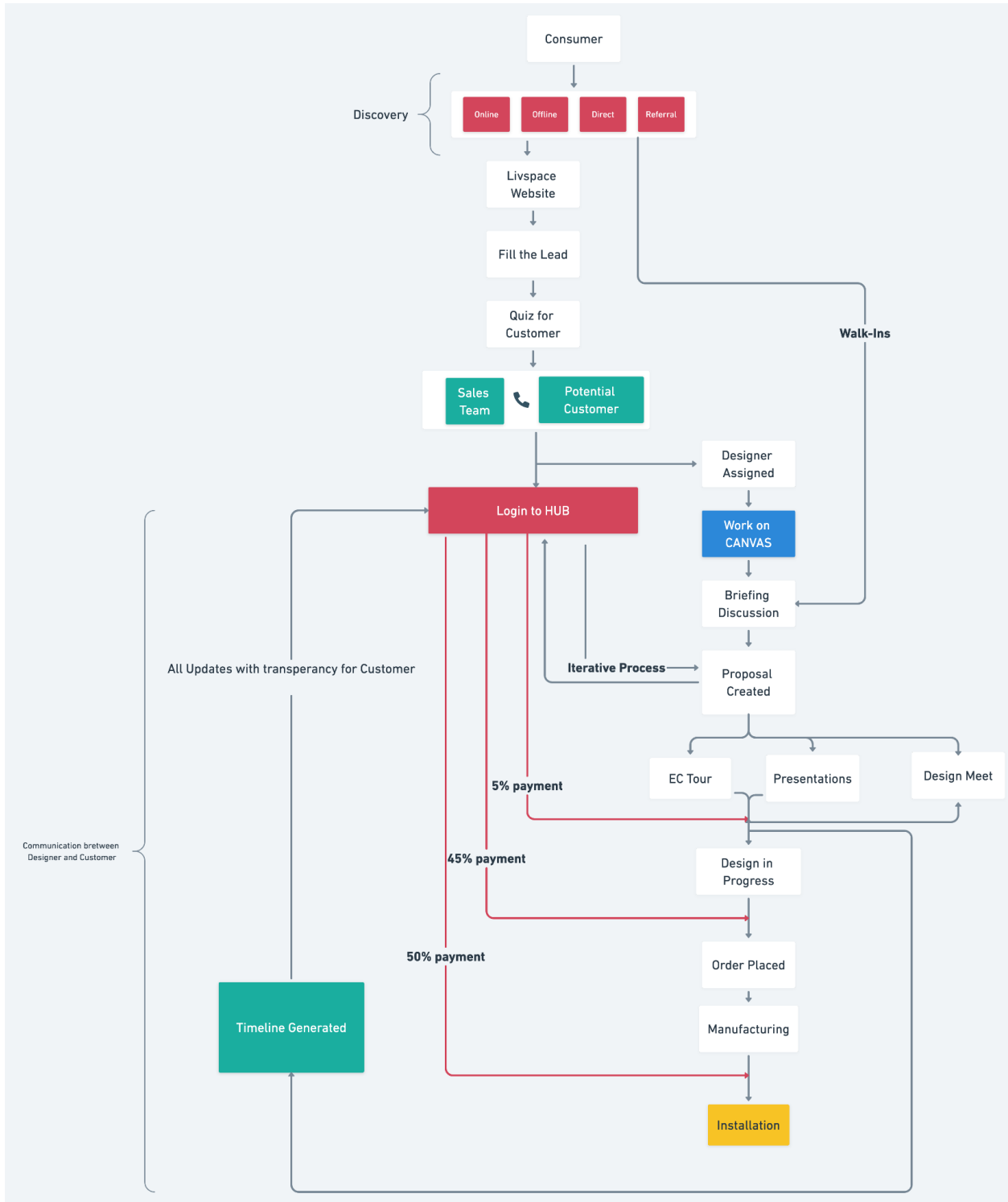
Source: Author

Payments usually happen in three installments i.e. 5%, 45%, 50%. as shown in the flow chart. Before the first installment, customers are encouraged to have an **EC tour** where they have a live experience of the designs, textures, and quality of the products (Livspace, n.d.). After the first installment the timeline for the project gets generated and updated on HUB to provide transparent progress updates to the customer Moreover Designers organize 2 to 3 designs to meet with the customers to confirm satisfaction from the customer end before finalizing the quote.

2.1.3 How does a customer discover Livspace?

Four channels of discovery by consumers

- Online
- Offline
- Direct
- Referral

Source: Author

Current Demand Gen Flow
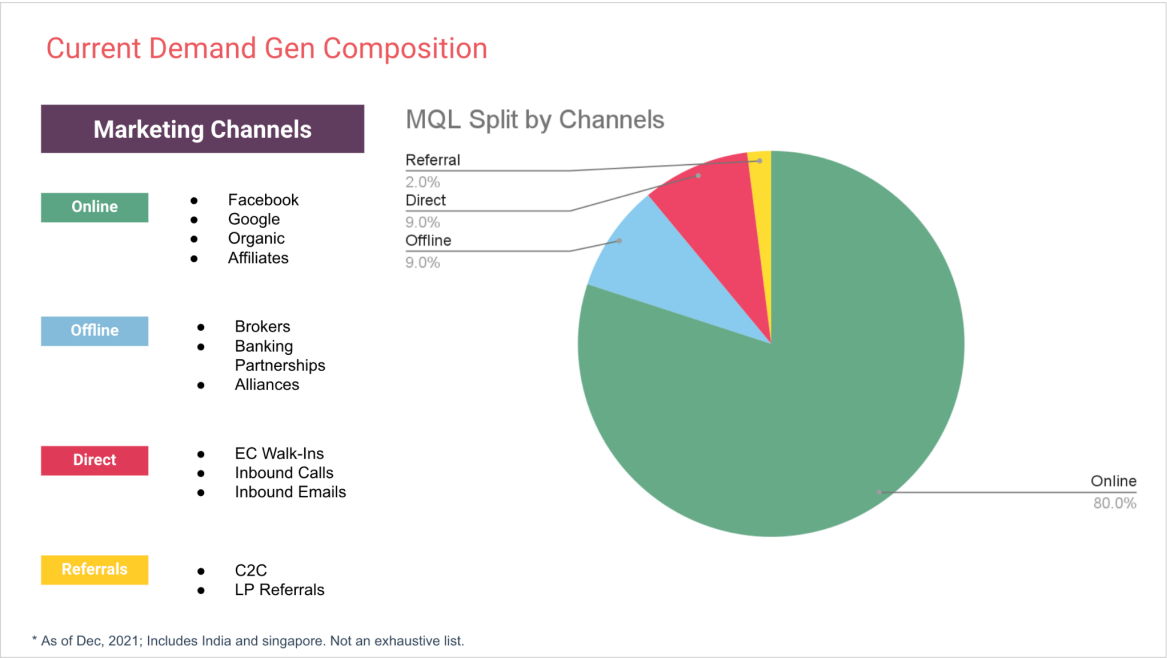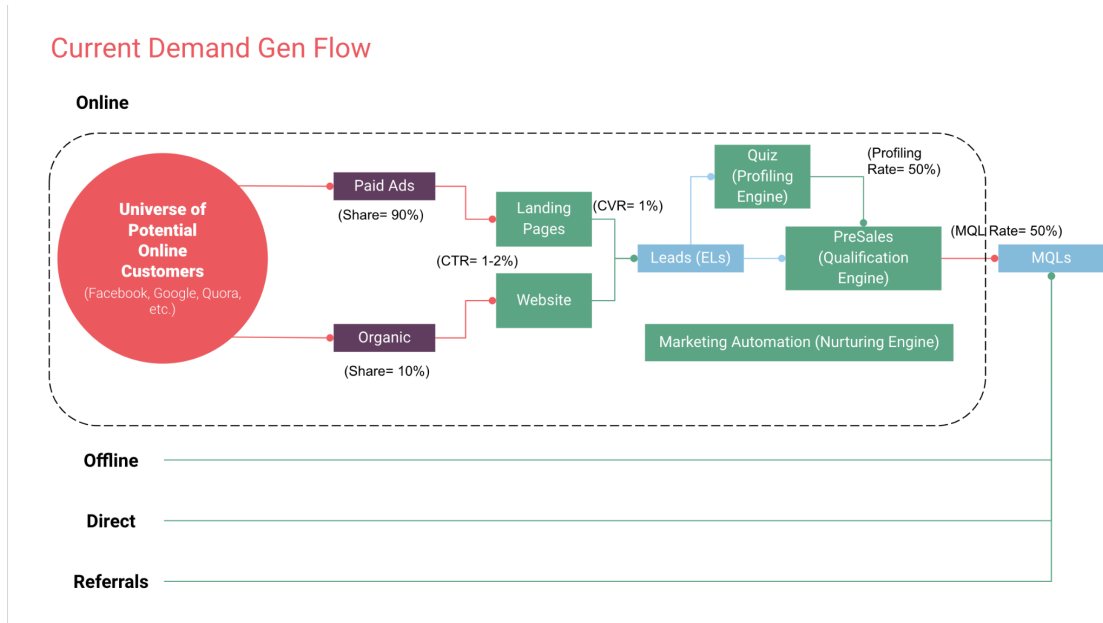
Source: Author

Above is some analytical data of customer attitude and behavior regarding how they discover Livspace and proceed accordingly. Here we can see how digitalization is influencing customers to reach services through online platforms.

2.1.4 Post Customer Discovery

In case of the Online Consumers-

- Entering the Livspace Website/ Landing Page, the potential customer is asked to fill the lead where few contact information are asked in order to get a call from the sales team within 24 to 48 hrs.
- Potential Customers are asked to fill a quiz form and these data are stored as **Customer Preferences** and **Scope of Work**.
- The Quiz Session ends with an assigned designer who does a briefing call with the customer in order to gather data such as customer details, preferences, Scope, family, lifestyle etc which are later used to prepare the **Design Proposal** and **BOQs.** After a designer gets assigned a timeline for briefing call and Project Scope locking automatically gets generated
    - **BOQ**: Bill of Quantity is the quote that is prepared by the designer on the basis of

customer preference, budget, requirement, provision etc. Customer is provided with 2 to 3 BOQs from which customer choses according to the convenience. It can be an iterative process too.

● Designer comes into virtual contact with the customer via two tools, **CANVAS** on the designer end and **HUB** on the customer end. It's through these tools the journey of a designer starts with the share of the design proposal then generating a timeline after fixing the project scope.

(Source: Author)

2.1.5 CANVAS

It is a tool for designers to help them manage a project and acquire milestones at different levels of the project.It allows a designer to store each and every data that is relevant to an ongoing project. It also helps to store data of previous projects as a record. So, Canvas can be considered as a backbone to help a project get accomplished smoothly.

(Source: Author)

2.1.6 HUB

It is the tool for customers with the help of which they remain connected with the designer throughout the project. Hub provides value to the customers and their decisions by making them feel the presence along the whole project and interact with the same like one can do on site.

[Source: Author, (Livspace, n.d.)]

CANVAS

Updates

Share files

Payment

Complain

HUB
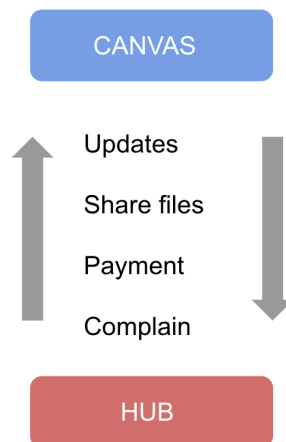
Source: Author

Chapter 3

3.1 Exploring Experience Centre (EC)

3.1.1 Experience Center (EC) of Livspace

To get a better understanding in person, I went to Livspace EC to learn about the interactions between designer and customer while being on a tour of the EC.

EC Tour

Source: Author, Design Meet with Customer

3.1.2 Market & Technology Research

In order to understand the trends and technologies that have been adopted by the market, I did some research on famous brands like IKEA, One Plus etc.

3.1.2.1 IKEA

I had a great experience while exploring the EC and IKEA as a whole. I have come up with some observations that I have pointed out below: (Source: Author)

- Building emotion within a design setup (kitchen, bedroom, living room etc) by adding accessories and items of day to day life that helps consumers to build a relation with the ambience. So, IKEA is trying to build a story through their EC where customers experiencing it feel themselves being a part of that story.

Snaps from IKEA's EC

Source: Author

IKEA provides a self EC Tour to customers where they can have the experience on their own within their own comfort zone and with no time bindings. Each design setup is provided with the price which helps the customer to avoid decision paralysis.

Improvements Needed(consumer's perspective)

- The Customer journey of connecting to the planning manager could have been more seamless, as the customer has to roam around to find the planning area and thereby the manager
- Moreover, there could have been a single planning area with separate cabins for kitchen, living room etc. rather than setting up individual planning rooms for each service.
- EC for kids room, living room, kitchen etc could have been set up with proper order rather than shuffling it, so that consumers can select their destination precisely.

3.1.2.2 One Plus Nizam Palace, Hyderabad

It is one of biggest EC of Oneplus in the world
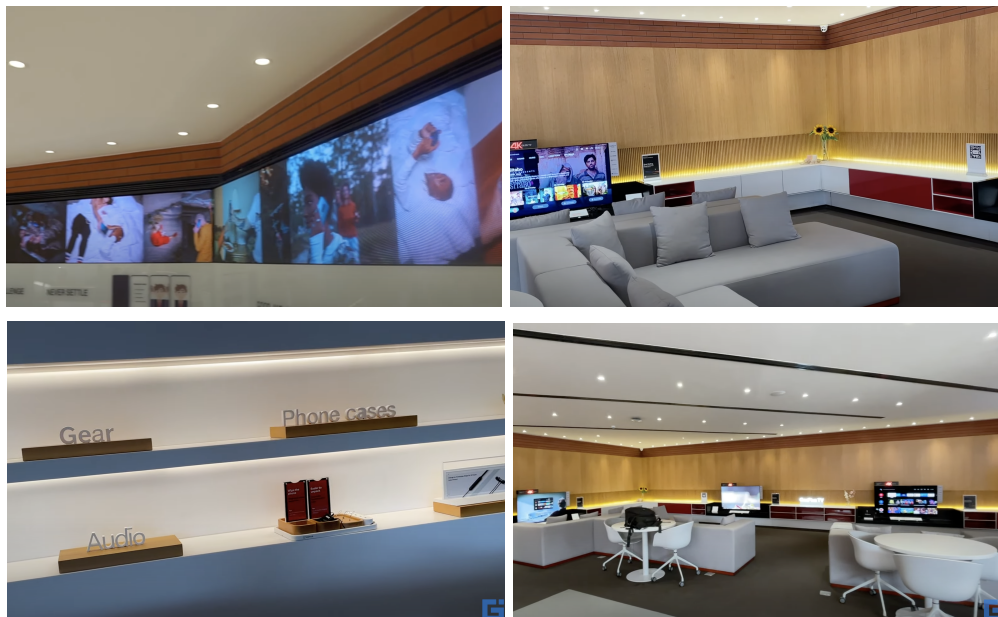
Figure: (One Plus Nizam Palace, n.d.)

One Plus is providing a delightful experience to the customer by providing the followings:

1. Providing Screens to enhance CX, where specification of a particular phone gets displayed when the phone is picked up.
2. Miniature models to experience photography demo of wide angles, macro modes etc
3. Interactive display to make an order of the desired Mobile phone/ accessories but have to pay on the counter itself.
4. One Plus river/ a moving belt of pictures captured by one plus and are displayed here. This can be considered as a customer delight
5. A chilling area where one can sit comfortably and get to know about the phone being purchased with or without the help of employees over there. One can also buy accessories if required.
6. Community meet up area for one plus members

(One Plus Nizam Palace, n.d.)
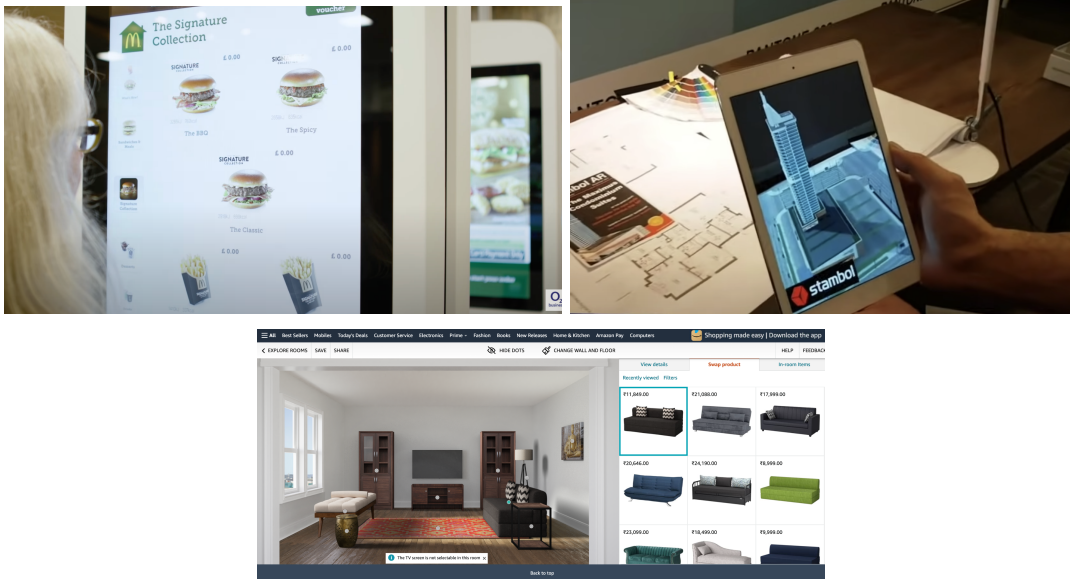
Here we can see how **McDonald** is using personalized screens for self services (McDonald, n.d.)

Stambol, a creative tech agency is using AR to enhance *customer experience (CX)* (Stambol, n.d., 21)

Amazon uses AI showroom for consumers to customize space with various products as shown above. (Amazon Showroom, n.d., 21)

From Market Research I came across new technologies for the real and virtual world which can be experienced through Augmented Reality(AR), Virtual Reality(VR) and that companies are using along with emphasizing on personalized experiences.

There are various other online sites like *Royale Touche*, *Ultrafresh India*, *Amusing Interior*, *Interior Near Me etc* who are working on the same field but don't have any significant value that can be proposed separately.

3.2 Future of Customer Experience(CX) 2022 (Freshworks, n.d.)

Trend 1: The new "Want it now" customer culture dictates the terms.

With the rise of digitalization, about 65% of consumers expects to be faster than it was 5years ago. (Zendesk, n.d.) There are negative workers who acts a virtual reviewer who never remains silent if they face any customer service neglect. Although the brand never gets to hear about it directly.

Solution: Interactive, Engaging and responsive to customers. Reaching a particular Customer in every platform possible. It makes them feel less neglected.

Trend 2: Seamless omnichannel experiences replace physical digital patchwork.

Omnichannel experience is a new type of customer experience where the brand sells its product or service through various multichannel platforms by providing the customers a smooth, frictionless and consistent flow for the goal to achieve irrespective of the platform they choose. This experience increases the engagement of customer which in return gives more conversion

Omnichannel customer experience allows service providers to reach potential consumers in a relevant way at every point in the journey, regardless of the channel they access from. This positively impacts the the way customer interacts with the service with increase in qualitative engagement (Acquire, n.d., 22)

Trend 3: Messaging and Mobile-first conversations redefine customer delight

With the fast growing digitalization, the influence of easily accessible devices i.e mobile is having a significant impact on the modern consumers. About 80% of the consumers prefer online with most of them using mobile for accomplishing the goal. Even mobiles are getting upgraded to such a level that brands and service providers are required to make products and services accessible through mobile screens also.

Trend 4: Agent empowerment drives customer delight.

Great customer experiences are not built in a day. It is crafted with deep planning and delivered mindfully. There is no one for all approach to customer experience. Businesses who have mastered the art of how to delight customers portray great examples for other brands.The unique delightful experience that a brand provides would result in increasing customer retention and

trust. Customers are ready to pay more for a better experience, better quality (Adobe Experience Cloud Blog, n.d.).

Experiencing a **wow moment** can undoubtedly change the mood and perception of the customers and elevate the customer delight experience. This can significantly help to build long term loyalty and trust in your brand.

What is Customer Delight?
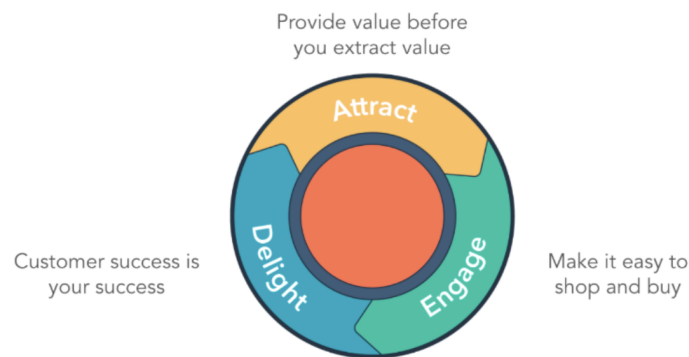
Figure: (Revechat, n.d., 23)

Trend 5: Experience more from automation to prediction.

Businesses that harness the potential of AI to predict customer needs and delight customers at scale will stay ahead of the curve.

Chapter 4

4.1 Discovery

- Talking with users directly, from various demographics and trying to learn their perspectives, wants, needs, desires.
- Finding pain points & opportunities from the interviews.
- Analyzing pain points & opportunities from both phases.

4.1.1 Research Plan for User Interviews
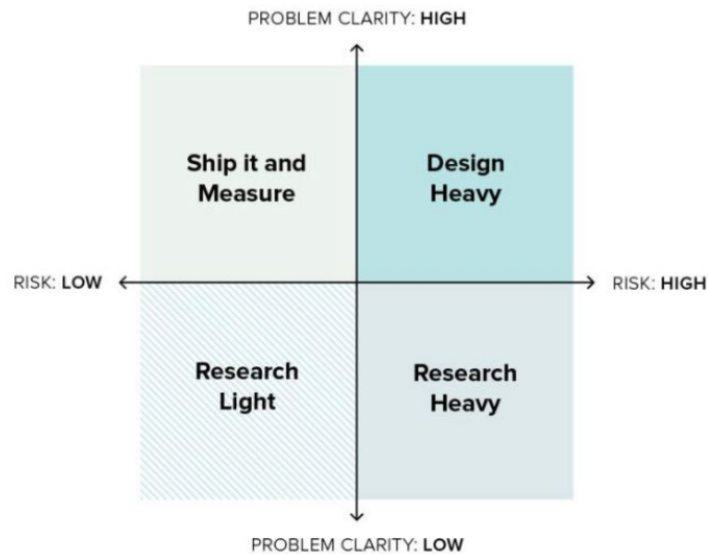
Source: Author

When it comes to enhancing user experience, the risk is expected to be low and in case of this project, the problem clarity is also low which would converge on the later stage of User Research. Therefore my approach -

Light Research——Ship it—— Measure(testing)

4.1.2 Research Objectives

1. Learning End to End User Journey of Customers and Designers

   Customers

   1. Frustrations and Needs during the Journey.
   2. Satisfaction & Delight during the Journey
   3. Desires during the Journey
2. Designers

   1. Empathizing the Customers
   2. Communication with the Customer and other Stakeholders
   3. Ownership of works
3. Usage of Technologies to enhance user experience and how it helps in accomplishing the needs and demands of consumers- *Customer/ Designer*

4. Existing competitors related to home interiors- *Customer*

5. Awareness and Comfort of people regarding present trend and technologies- *Customer*

Methodology

User Interview (Customer)

Brief:

It is always a desire for most people to have a home with elegant interior design which is space efficient, user friendly and budget friendly. This is where LIVSPACE, one of the best interior design one stop shop companies that helps consumers in designing and building their interiors from A to Z. To help users/you efficiently, your feedback is really important for us which brings us to this interview session where you need to provide your opinions and information so that we can make your journey of interior design a much more satisfactory and motivating one.

Basis of the Qs below

Since it's all about finding loopholes within the user journey(if any) and/ or enhancing the current experience of users seamlessly, I am trying to build the questionnaires while visualizing the journey of both customer and designer. Along with that I am also trying to follow the trends of enhancing the conversion rate for the company.

Hi, I am Anirban, working as a designer in Livspace.

Questions for Customers

1. What is your name?
    1. Age, Location, Job
2. Have you ever hired any interior designer
    1. If yes, what was your Experience that you would like to share with another designer like me?
    2. If not, Is it because of the budget, time or you didn't know anything about it?
3. What are the things that you like and dislike about an interior design company, if any?
    1. Are these reasons a point of motivation or demotivation, a reason for dropping off?
    2. Have you desired things from an interior designer/ company and didn't receive as expected.
    3. Would you like to suggest any improvements that you feel need to be checked?
4. How do you prepare yourself before planning to make a beautiful and efficient home interior? Do you make a kind of checklist? (*laughs*)
    1. How do you find designers for the same
5. Any Home interior company that you are familiar with?
    1. Did you like anything about the company?
6. How do you make your project done? May I hear your overall Journey?
    1. Any confusion/ frustration that you have experienced at any point during the journey?
7. How do you communicate with the design team?
    1. Any tool to communicate?
    2. Is it user friendly and intuitive?
8. Have you ever gone to an Experience Center, not necessarily related to home interior?
    1. Would you like to share your experience there?
9. How to do avail home services (eg: plumber, electrician etc)
    1. Any hindrance/ satisfaction while availing the service?

Questions for Designers

1. What is your name btw?

1. Age, Location, Job
2. What is your Experience in Livspace?

    1. What is the part of Livspace service that you own as a designer?
    2. How are you providing value to Livspace?
    3. Do you feel any hindrance while contributing to Livspace, may it be any issue related to technology, communication, updates, transparency etc

  3.   If I ask you to rate the communication between you and other stakeholders what it would be?

   For Eg: Communication with Customer

          Communication with Fulfillment Team

          Communication with Product Manager

3. If there is any Customer Behavioural Analytics that Livspace uses?

    1. Is it accessible to every employee at any time? If yes, is it readily accessible?

The whole exploration of research and interviewing customers helped me learn the process of going for a formal interview with a customer. **Although, I took the leverage of using the recordings and data of customer interviews provided to me that have already been done by the design team.**

4.1.3 Insights from pre-collected data of customer journey

After going through the documents I came across a few frustrations and needs that I feel can be looked into for better customer experience.

Frustrations

1. Loss of Information
2. Gaps in communication resulting in unexpected outcomes

3. Less responsive to customer queries
4. lack of proactiveness regarding updates

Need

1. A platform which helps in communicating visually more than just a set of sentences/ milestones.
2. Easy access to information
3. An interactive tool with which the customer feels being a part of the project.
4. User friendly and simple design as an aid towards proactiveness.

4.2 Define

After finding out the pain points, I found communication between designer and customer along with enhancing the overall experience of the customer throughout the project has a wide scope to work on.

Therefore, I thought

How might we make a tool that allows customers to interact with the designer via the design itself, apart from phone calls and meetings. This tool will also make customers feel like being a significant part of the project throughout.

4.3 Ideation

- Brainstorming ideas
- Describing the ideas with pros, cons and scope
- Further converging to **1 idea** with reasoning and continue with the same

Objectives

1. A platform which helps in communicating visually more than just a set of sentences/ milestones.
2. An interactive tool with which the customer feels being a part of the project.
3. Incorporate new technologies which help customers to experience the final home designed prior to actual execution.
4. User friendly and simple design

Pre Assumptions made

1. Designer has already made the 3D render of the customer's house plan
2. Designer has a similar kind of interface where one can track customer's interactions and have a chat with them regarding queries and escalations

4.3.1 Idea 1

(Customer Centric)

An interactive tool where a customer and a designer can track the happenings in the design and also helping with proper communication and updates
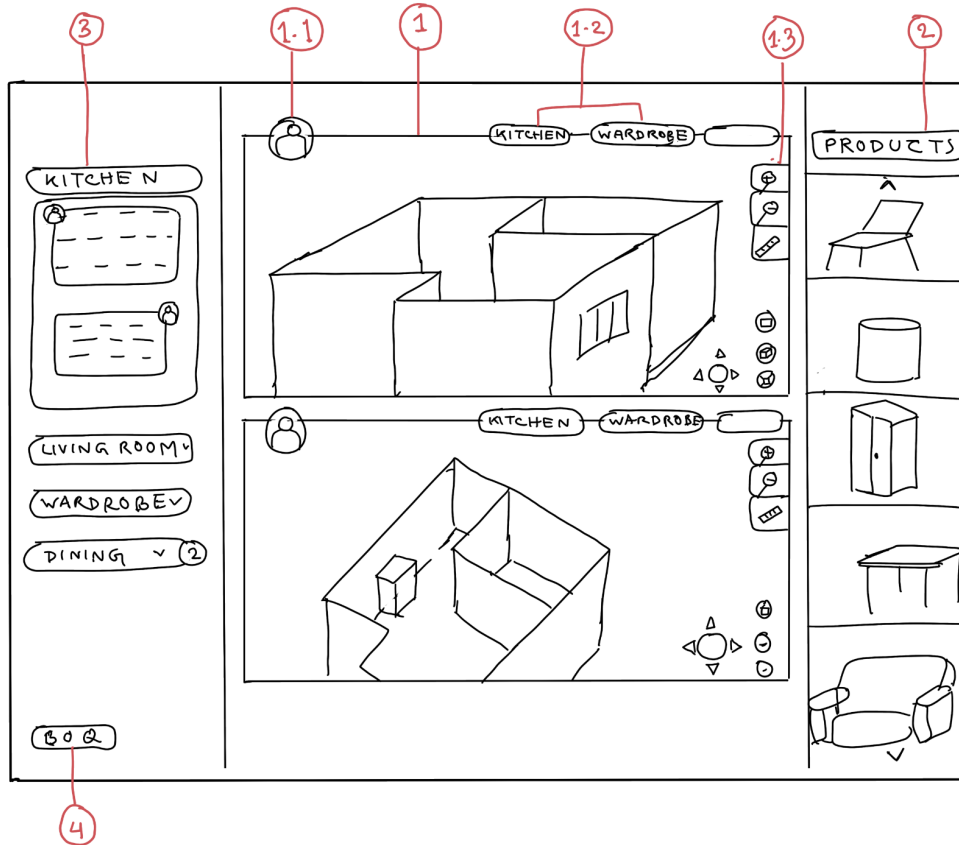
1. Two rendered screens where the customer and the designer can customize the home however they want.

   1. (1.1) Screens will be mentioned for both designers and customers individually
   2. (1.2) Buttons (kitchen, wardrobe etc) when click repositions the rendered house to kitchen, wardrobe area.
   3. (1.3) Various buttons like navigations, zoom, ruler(to measure spaces left) had been added to the screens

2. Products from the Livspace catalogue can be availed on the right side section

3. On the left section there is the communicating space where one can put any queries regarding any section of the house as required and the customer gets notified when the designer replies.

4. A button to view and download the BOQ.
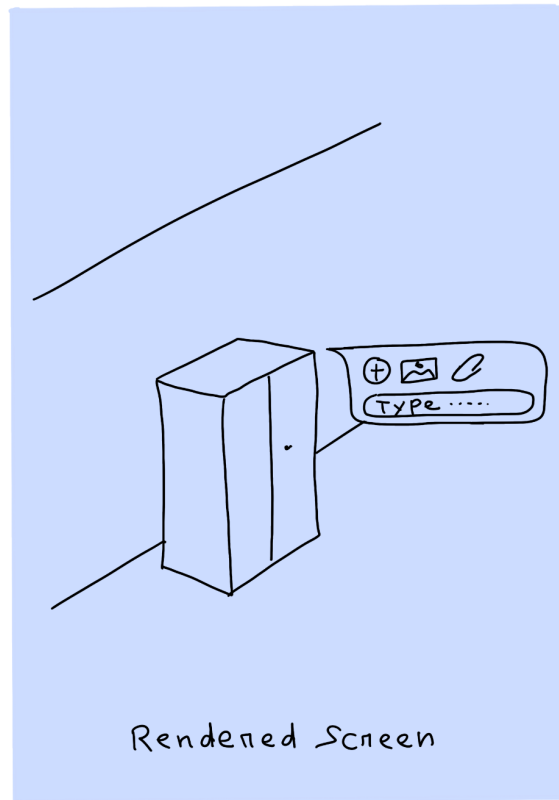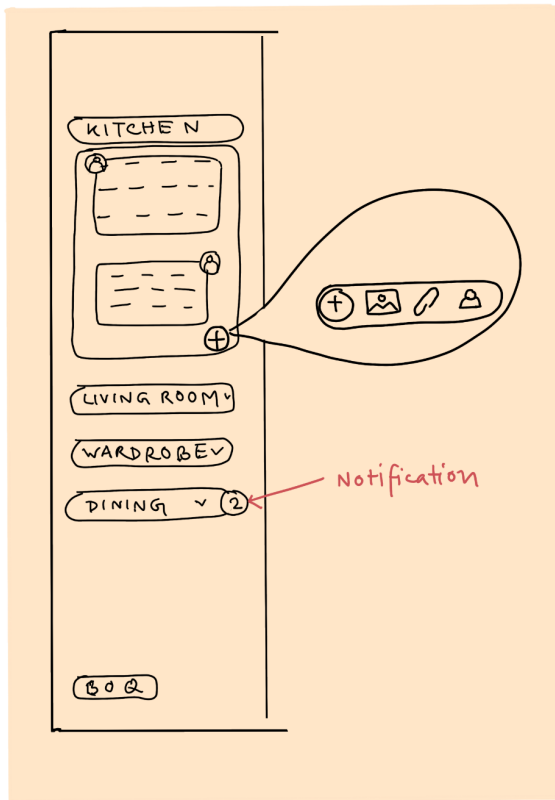
Rendered Screen

(*Yellow*) while chatting customers can add images, links or contacts as a reference of their likes and dislikes when it comes to amendment of BOQ or any changes in the design.

(*Blue*) When long pressed the products in the rendered screen, a screen pops up where one can add images and links for references and also write anything that the customer wants to express regarding the particular product.
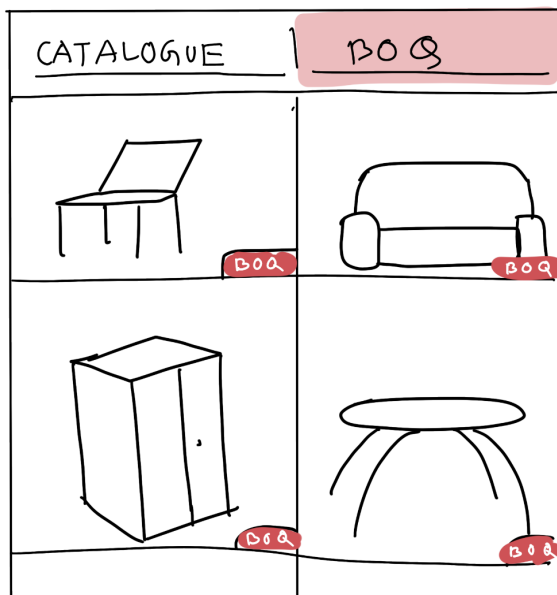
In the product section, customers select a product and drag it to the screen and customize the design. Here there are two more sections Catalog(products from catalog) and BOQ(products from BOQ)

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The Prices of the products can also be added to it with a provision of filtering the price on the basis of BOQ price standard, less or more as desired.

4.3.2 Idea 2

Providing a Gaming experience.
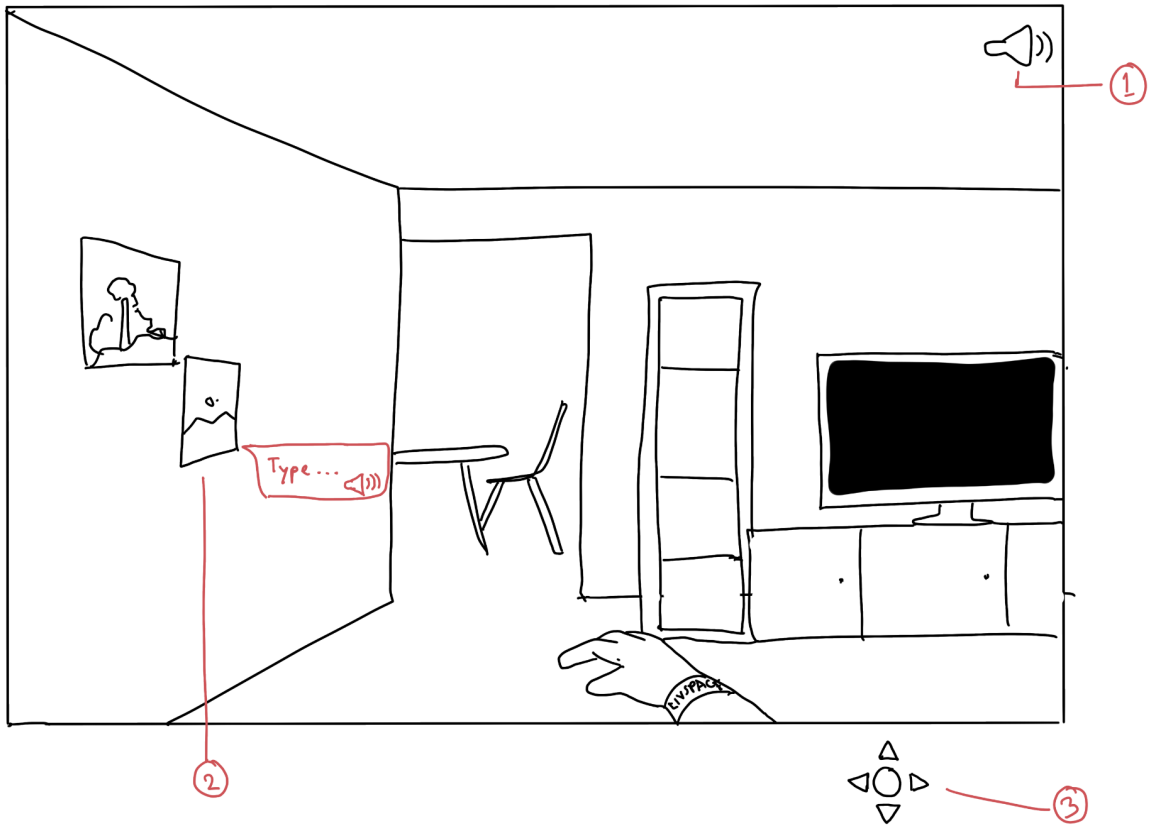
A kind of gaming experience where the customer can navigate around his own virtual home with the help of (3). When long pressed in elements/products like (2) a screen would pop up where one can add comments if required. (1) is the speaker which narrates the whole design plan while the customer hovers over the area. One can also listen to specific product description by long pressing the product and clicking on speaker(2)

4.3.3 Idea 3

Tangible models of the design for customers

BUILDING BLOCKS

CATALOGUE PRODUCTS

HOUSE PLAN

3D PRINTED

etc....

SETUP

MACRO

VIDEO
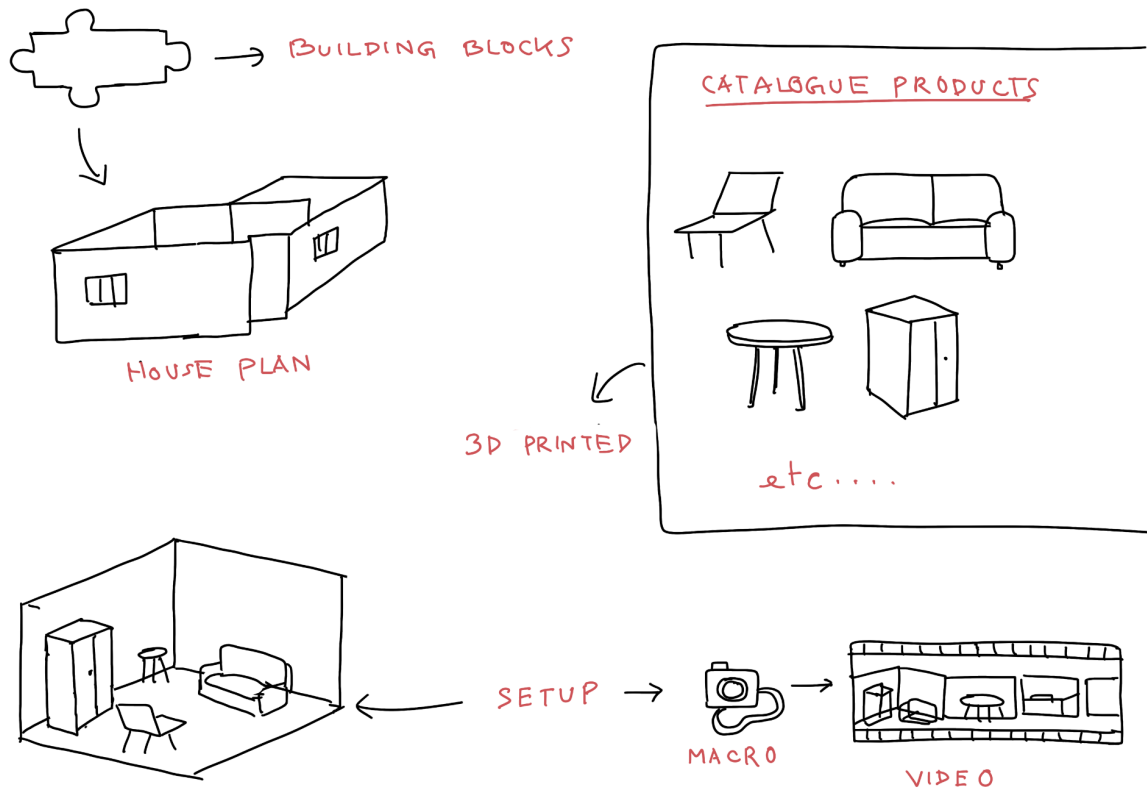
The building blocks or may be pieces of puzzle(hard paper) can be reused for making house contours for future projects (cost efficient)

The 3D prints of the Livspace Catalog products need to be made once and can be used later also. 3D prints do have an option of variety in colors (color might differ at little from the original product, although a proper video with background music would help providing some delight to the customers)

4.3.4 Final Ideation(Merging Idea 1 & 2)

CHAT

KITCHEN

LIVING ROOM

WARDROBE

DINING 2

(A) ROHIT'S   KITCHEN WARDROBE DINING

CATALOGUE

BOQ

RENDERED SCREEN

ZOOM IN/OUT
ROTATE

HOVER

LONG PRESS
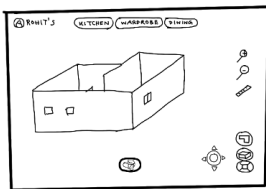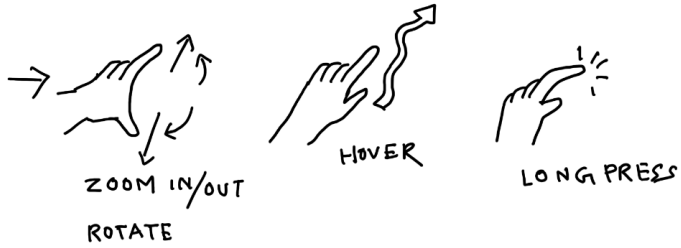
applicable in inner view mode where one can roam around the house virtually with the help of navigation Keys.

→ BUTTON FOR VR EXPERIENCE OF THE HOUSE.

FOR REPLACED ITEMS THE PRODUCTS WOULD LOOK LIKE

(HIDE)

Type · · · · ·

ORIGINAL
(IMAGE)

CHANGE 1
(IMAGE)

CHANGE 2
(IMAGE)
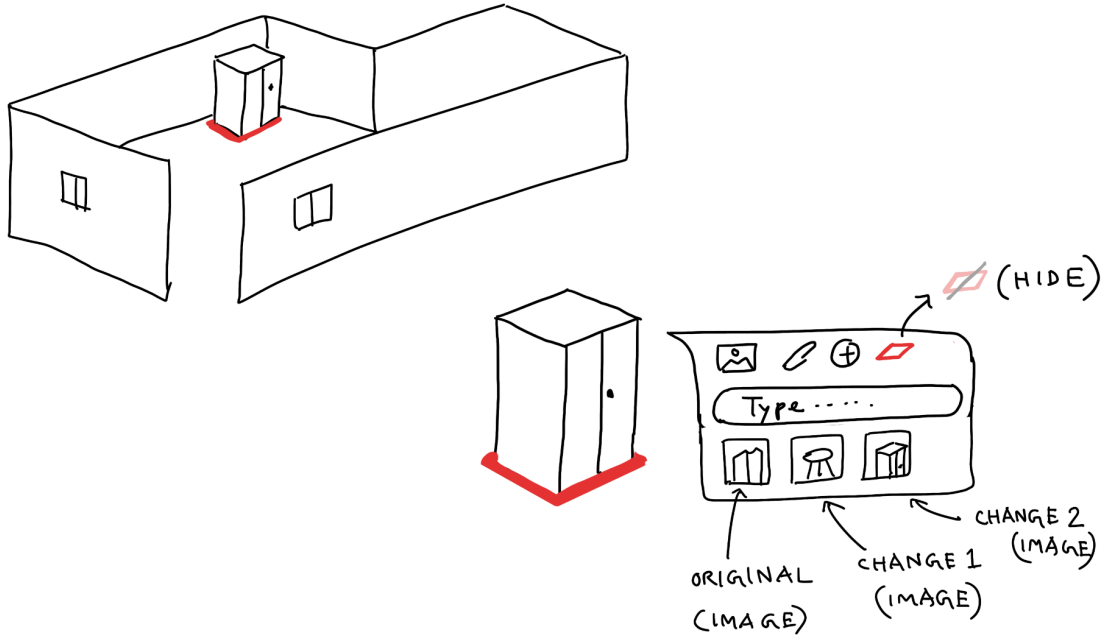
Virtual Reality Experience (VR)

DOOR

DESCRIPTION OF
HINGE . . . .
MATERIAL . . . . . .
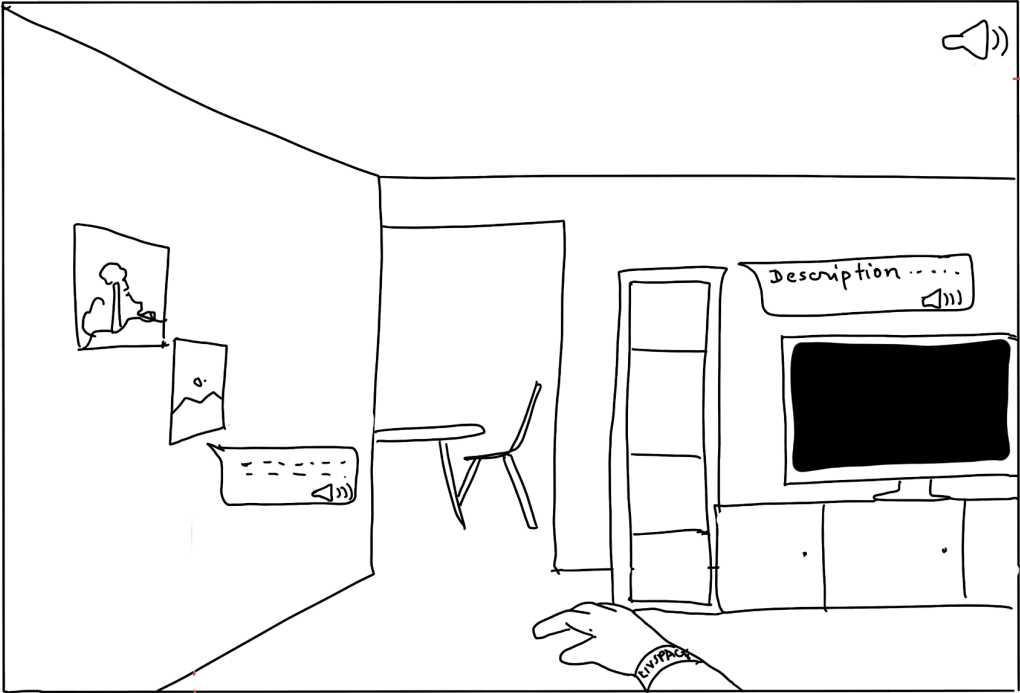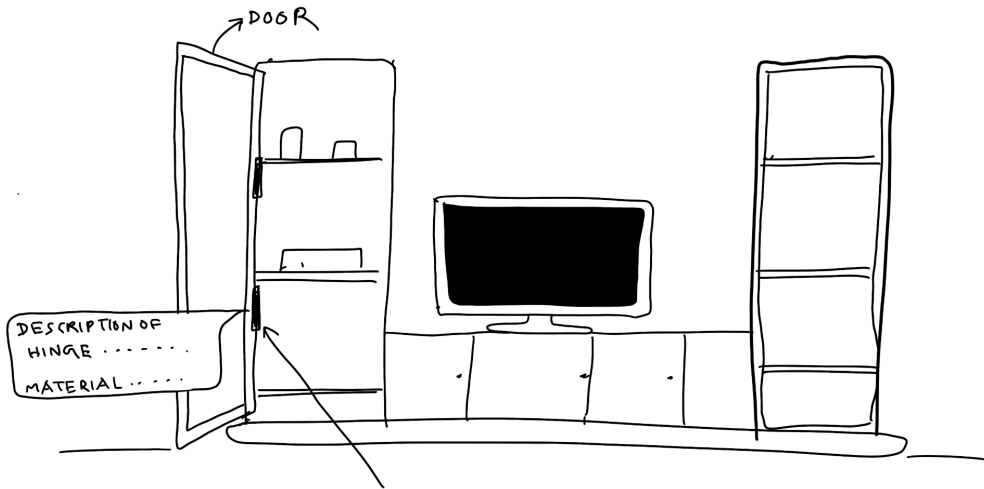
OPENING THE DOOR WILL
LET ONE LEARN THE TECH
BEHIND THE HINGE

HVSPACE

WHILE WALKING THROUGH —

PRAYING
SPACE IN
HOME

$\longrightarrow$ AROMA OF INCENSE

$\longrightarrow$ AROMA OF ODONIL

AND MANY MORE . . . . .

→ CLAP SOUND WHILE CLOSING AND OPENING.
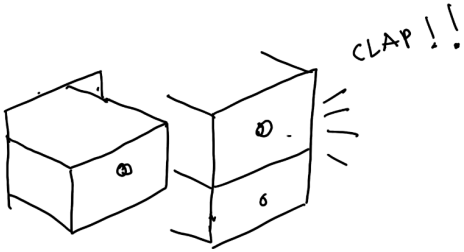
EACH AND EVERY ORIGINAL SOUND WHICH WOULD PROVIDE A REAL LIFE EXPERIENCE WITH THE PRODUCTS.
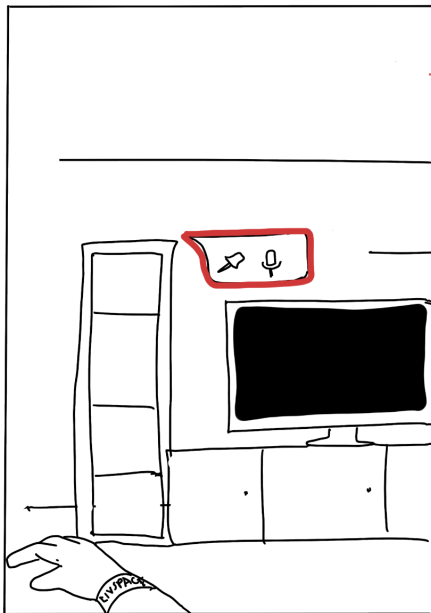
→ MARK THE PRODUCT OR/AND PUT A VOICE RECORDING MENTIONING ABOUT THE QUERY, IF ANY.

THE MARKED PRODUCT WILL ALSO BE SEEN ON THE RENDERED SCREEN ALONG WITH THE VOICE.

VR Experience can be such that two headsets can be paired together and the secondary headset can see as it is seen by the primary headset

Omni One VR platform is a setup where a person can feel moving around a large area by just walking on a less frictional surface. It comprises a VR headset, controller, and a platform to walk on. (VR with Jasmine, n.d. 1)

Figures: (VR with Jasmine, n.d. 2)

The advantages of having this kind of platform are

1. It requires less physical space to provide the optimum VR Experience
2. One doesn't need to worry about accidentally striking/ colliding with real surroundings

Chapter 5

After getting a convergent idea of what can be built to satisfy the needs, I prepared a big picture storyboard which comprises two scenarios and also a user flow diagram for better understanding of the tool I am working on. I named the tool "**Home Simulator**"

5.1 Storyboard

Two scenarios has been considered for using the tool "Home Simulator"

1. When the customer is connecting offline

Designer sents a final Quote(after iterations) to the customer
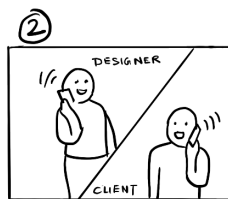
Setting up the first meeting with the customer
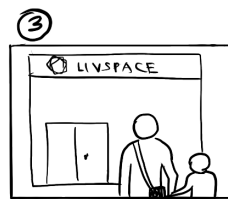
Customer goes to meet the designer in EC

Designer gives an EC tour & presents Livspace offerings and values to the customer
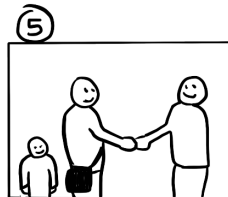
Customer gets convinced and pays the first 5%
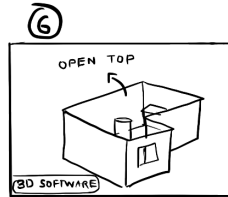
Designer makes the 3D rendered house of the customer and put the 3D products from the quote

After rendering gets complete, customer gets access to Home Simulator where customer can interact with the BOQ/Catalogue products and change products by dragging if required.
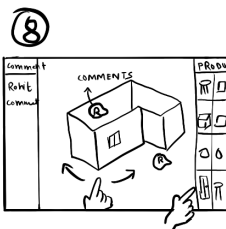
Customer can interact and comment on the area he has queries related to which is directly seen by the designer on the other end

Customer adds his friend to have a look and get the access of the project to interact with it and share feedback

After completion and approval of the design, the customer and family is invited to have a VR experience of their home interior

2. When the customer is connecting online

Designer sents a final Quote(after iterations) to the customer
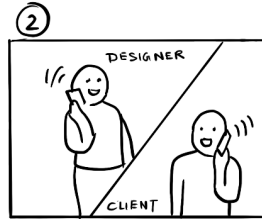
Setting up the first meeting with the customer

Customer having the virtual meet the designer where designer presents "Why Livspace"

Customer has a virtual tour of EC where he can ask queries too. Both manual and automated replies are there as per requirement
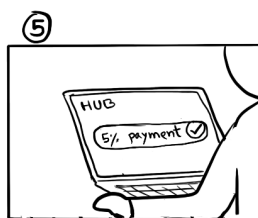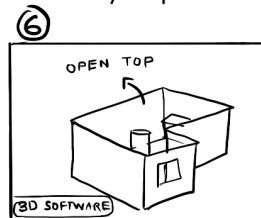
Customer gets convinced and pays the first 5%

Designer makes the 3D rendered house of the customer and put the 3D products from the quote

After rendering gets complete, customer gets access to Home Simulator where customer can interact with the BOQ/Catalogue products and change products by dragging if required.
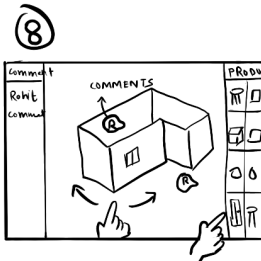
Customer can interact and comment on the area he has queries related to which is directly seen by the designer on the other end

Customer adds his friend to have a look and get the access of the project to interact with it and share feedback
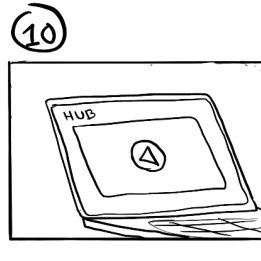
After completion and approval of the design, a video of the virtual house is sent to the customer, which is same as that of the VR experience.

5.2 User Flow Diagram
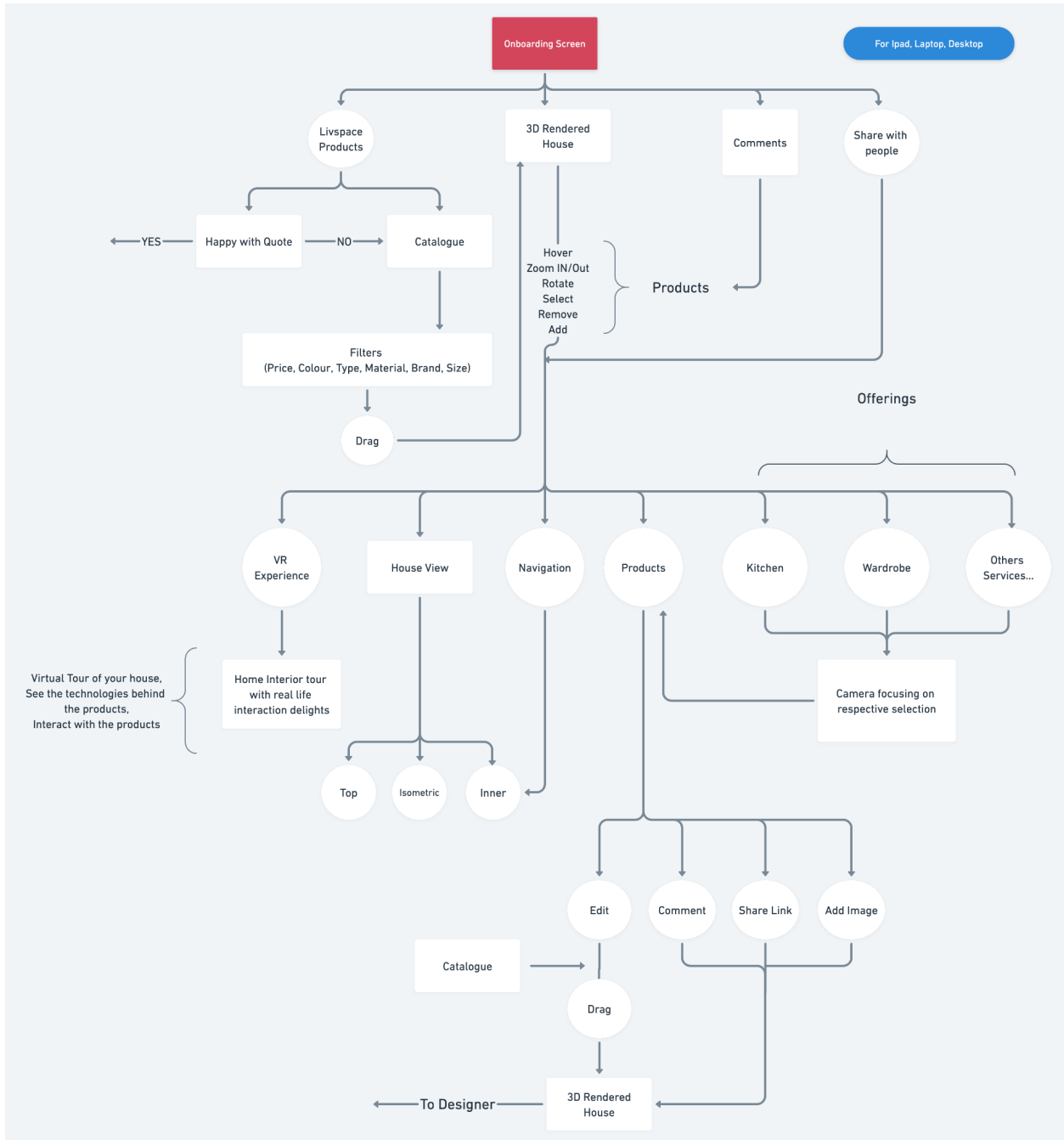
Source: Author
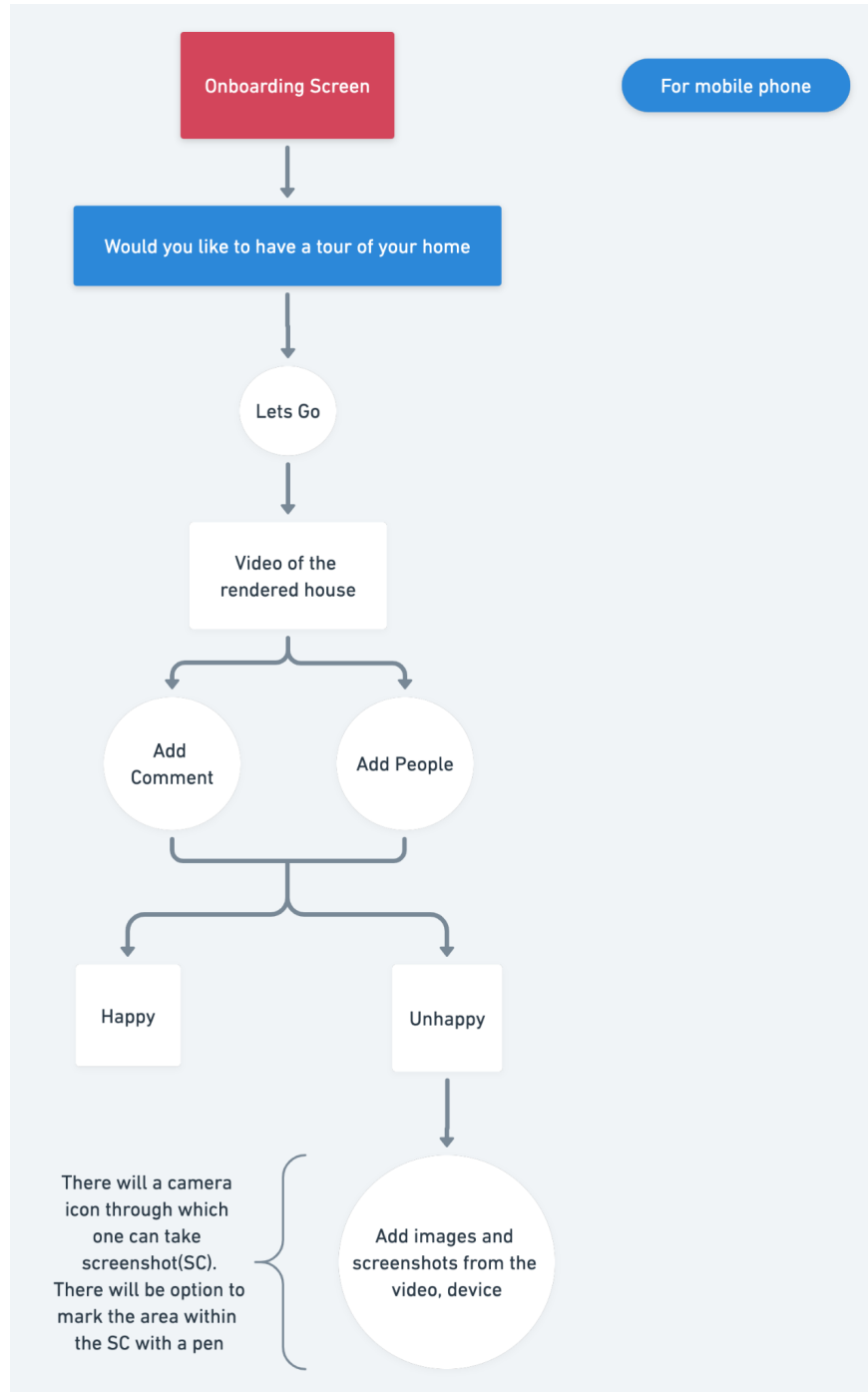
Source: Author

Keeping "*Mobile first*" UX trend in mind I made a user flow for mobile screens too, although at the expense of less features because of the small screen size.
Currently I am working on the tool for Laptop/ Ipad only.

Here are some rough works that I have done prior to working on digital storyboard and User flow.
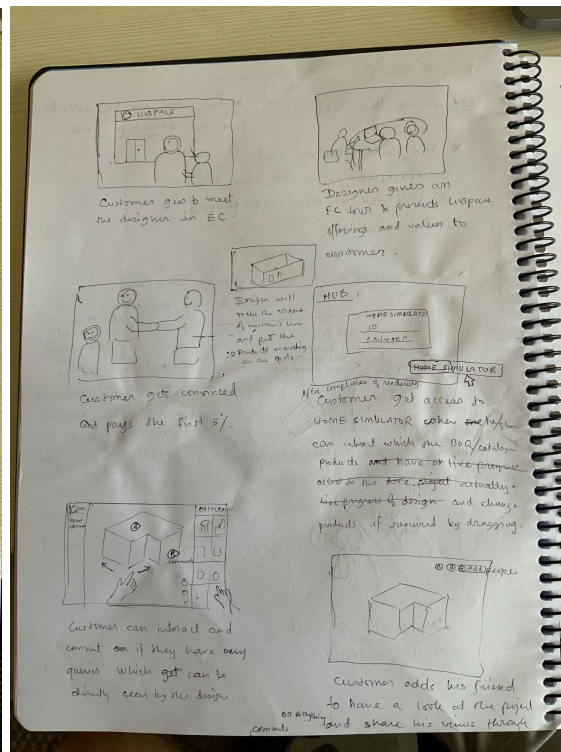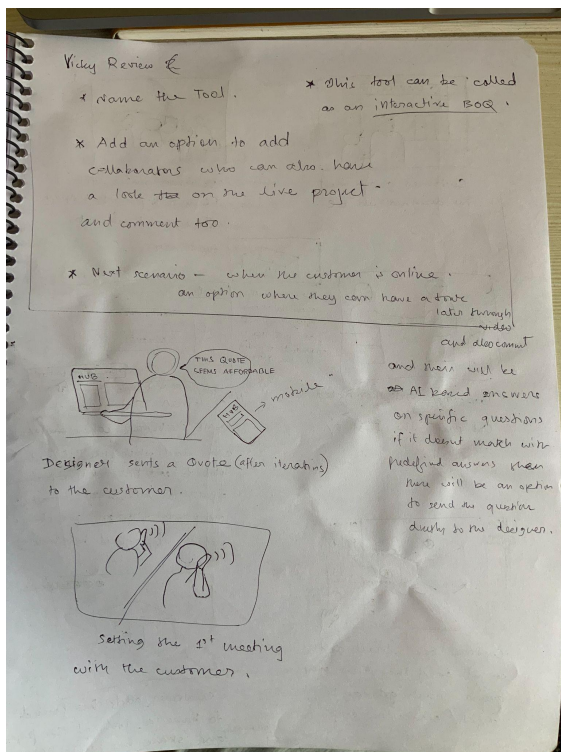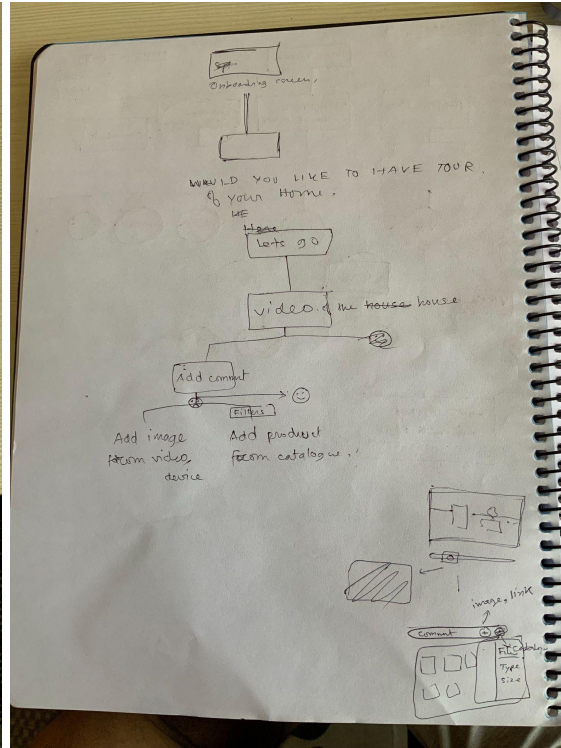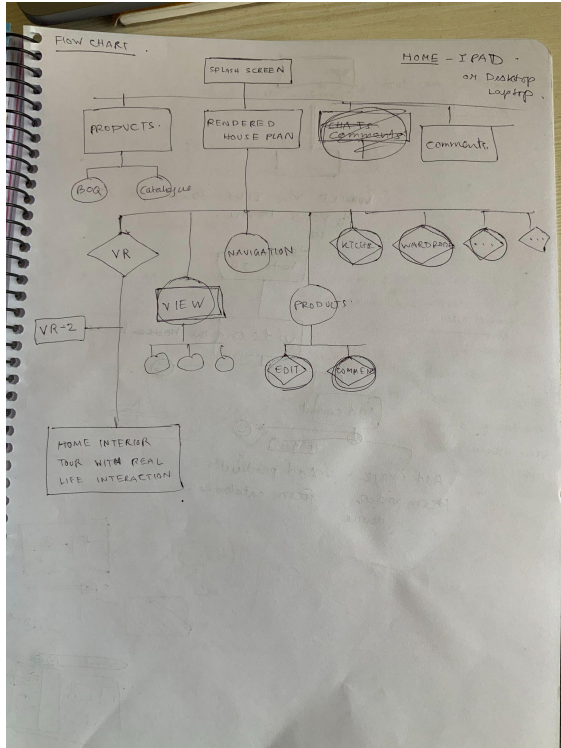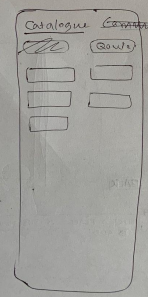
After completion and approval of the design through Home Simulator experience, the customer and family is invited to have a VR experience of their home interior.
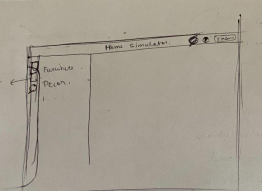
After this ___/- payment → order placed. according to 10%.

Catalogue Comment

HFI UX Confirmatory
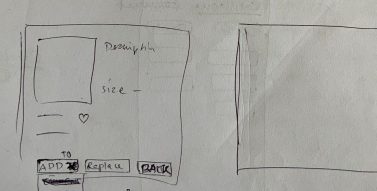
* supporting text is very important for customers to understand the flow of the tool.

* See the 2D tool of livspace

Description

size —

TO ADD   Replace   BACK

MOUSE   →   SELECT A PLACE IN THE MOUSE TO ADD

Source: Author

5.3 Wireframing

After having various feedback sessions with my mentor I had two iterations while working on the wireframes. The color palette used in the screens are taken from the Logo of Livspace.

Initial wireframes

Onboarding Screens

WELCOME TO

HOME SIMULATOR

You may be a better designer
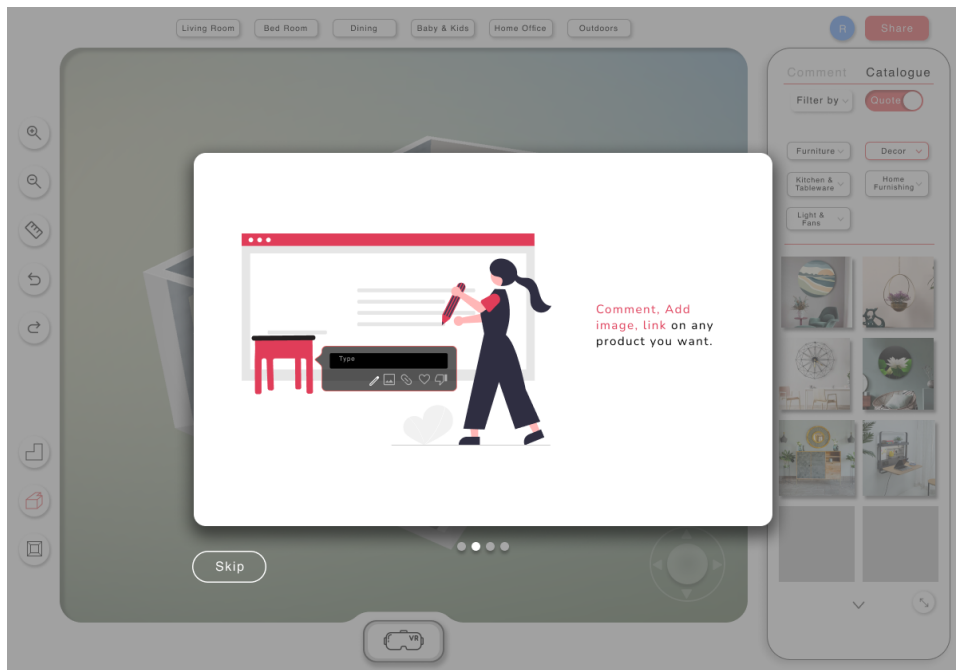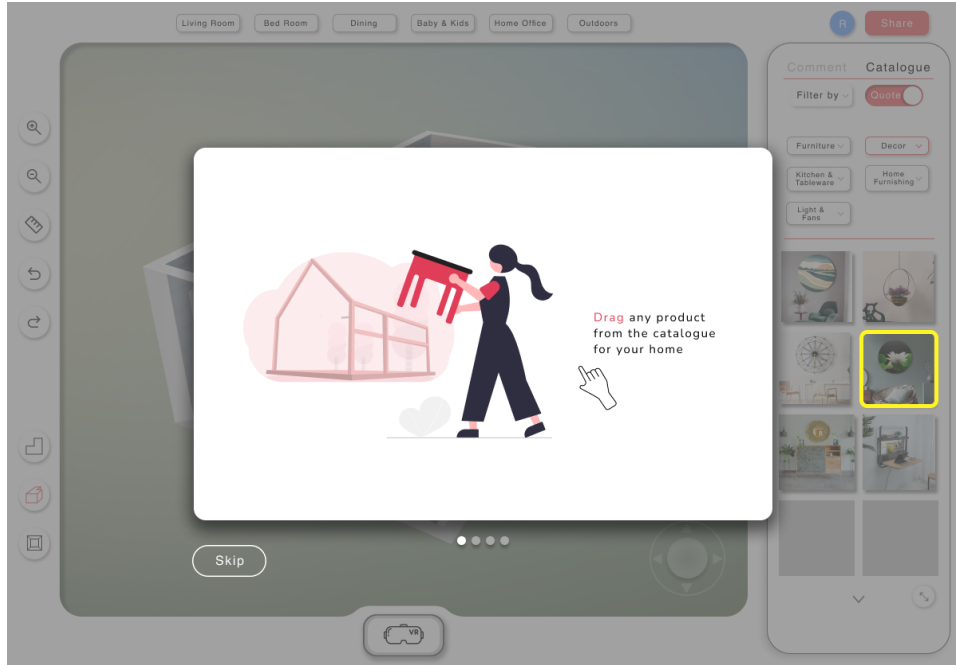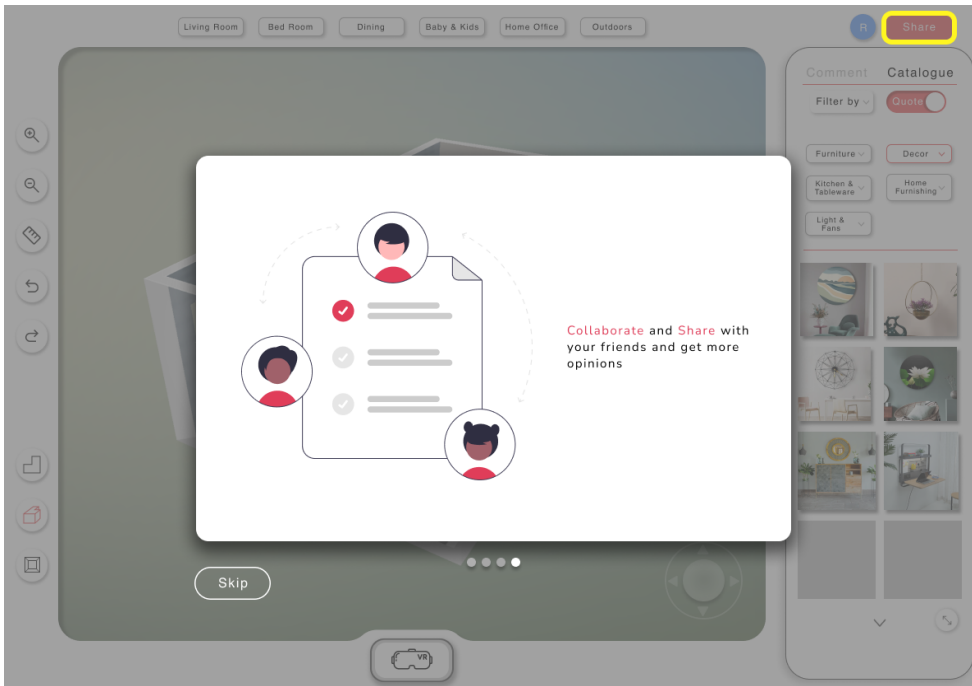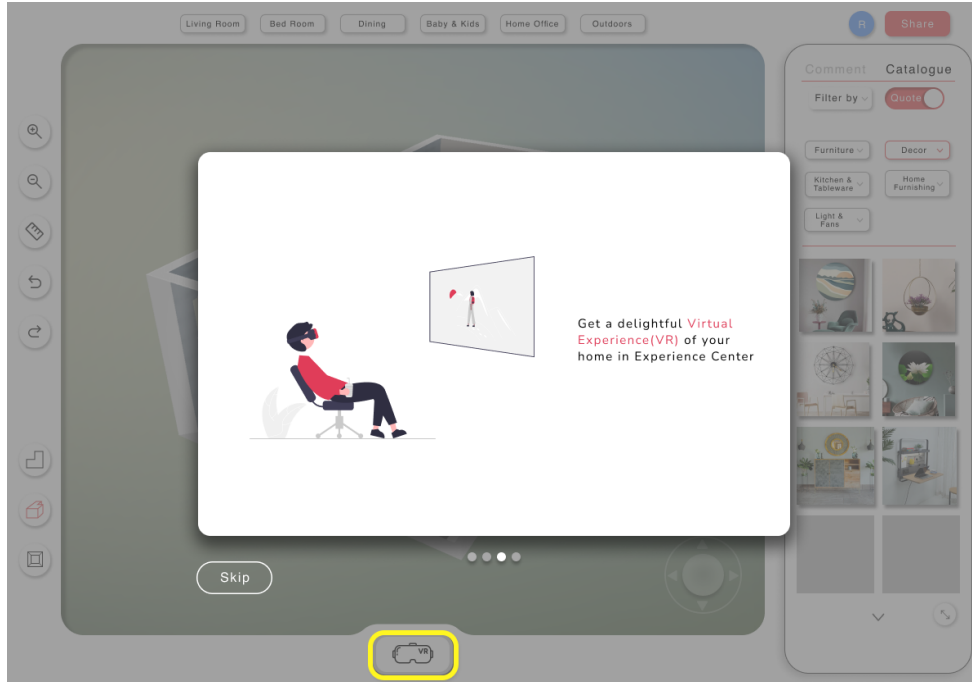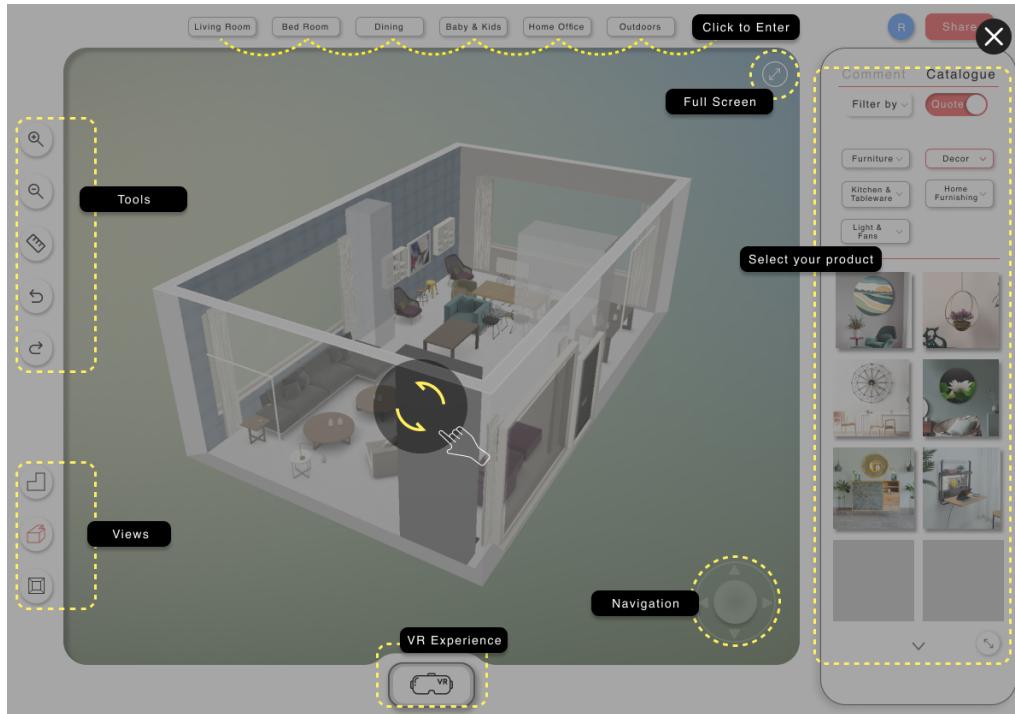
In the Onboarding screens I am allowing the user to learn the important features of the tool along with tools tips at the end.

*Note: The User Flowfor the initial screens has been shown visually only. The visuals along with Headings a Sub-Headings has been shown on the **final iteration**.*

DISCOVERY FLOW- Customer finding products to replace the existing ones

Here all the images are dummy taken from the internet.

After getting the feedback from my mentor few points that I learnt and tried correcting it in the iterated wireframes are

1. Inappropriate use of real estate(negative space)
2. Call to Action(CTA) buttons are not properly designed, some are seemed clickable which is not desired
3. Supporting text for understanding the flow is missing
4. Text size is small
5. Information and CTA section on the right can be designed better for better understanding

First iteration

Onboarding
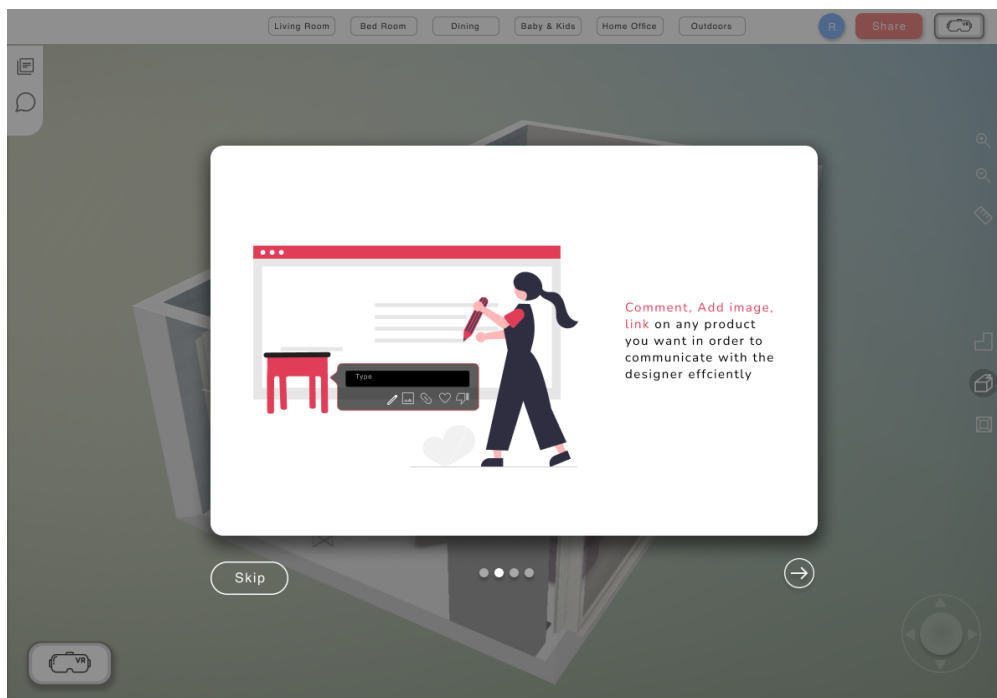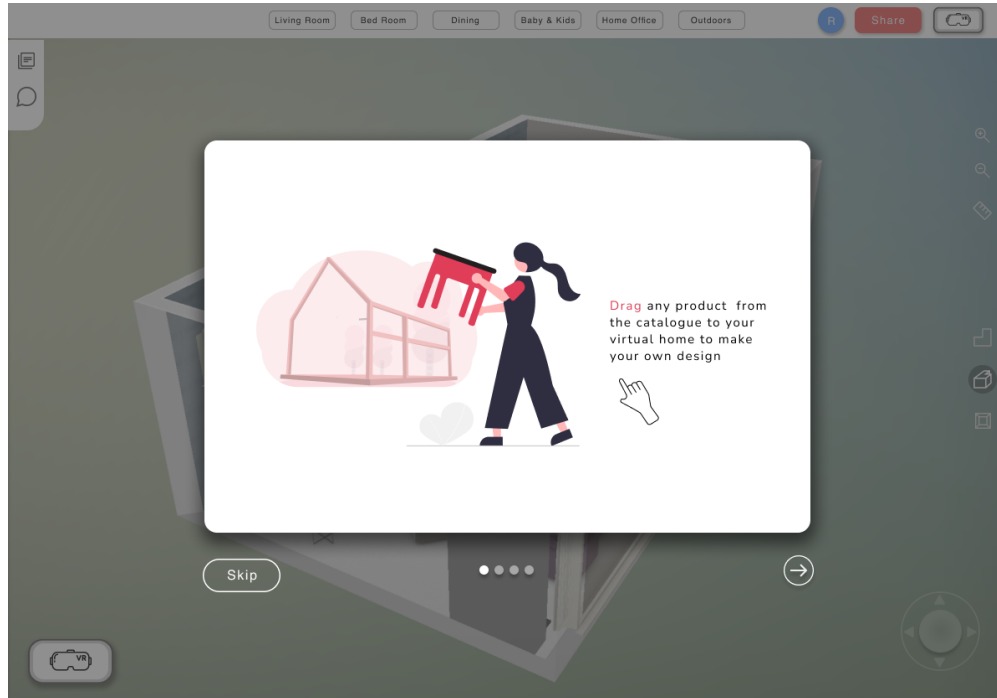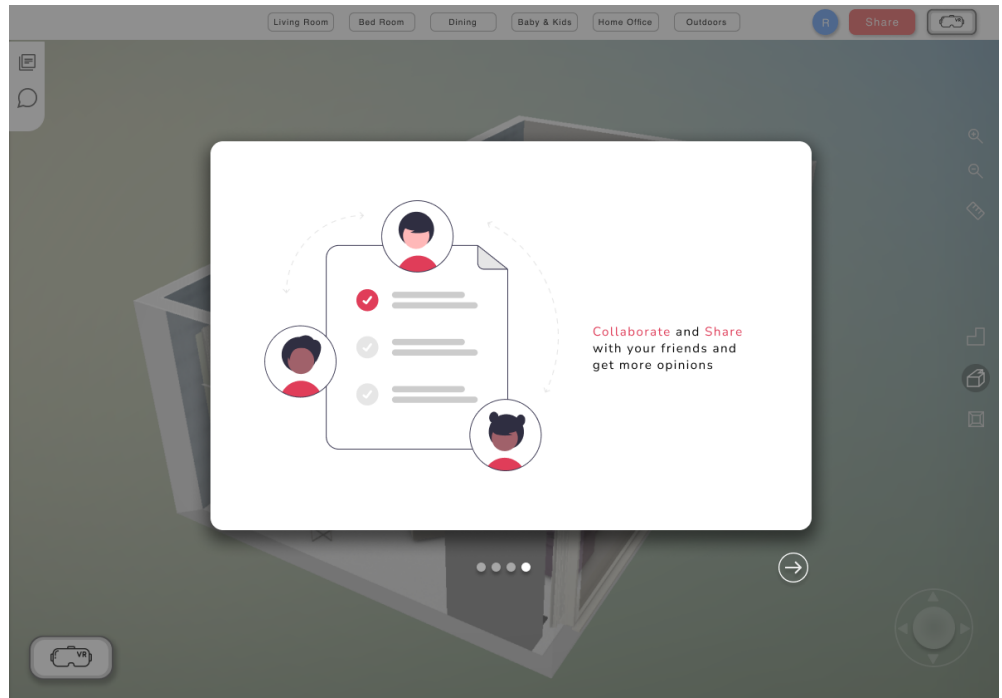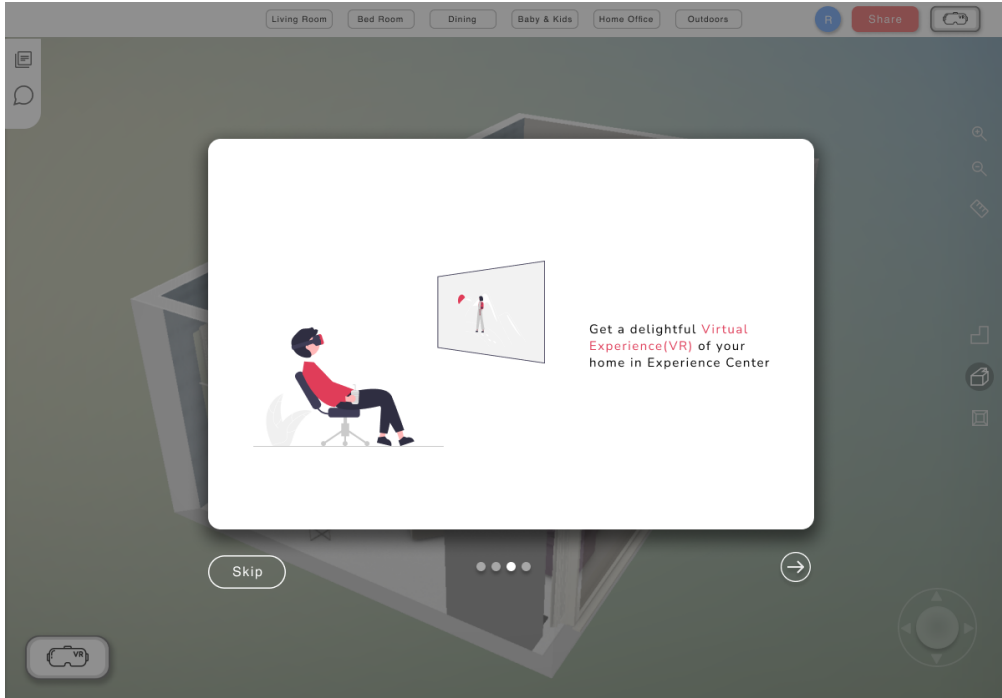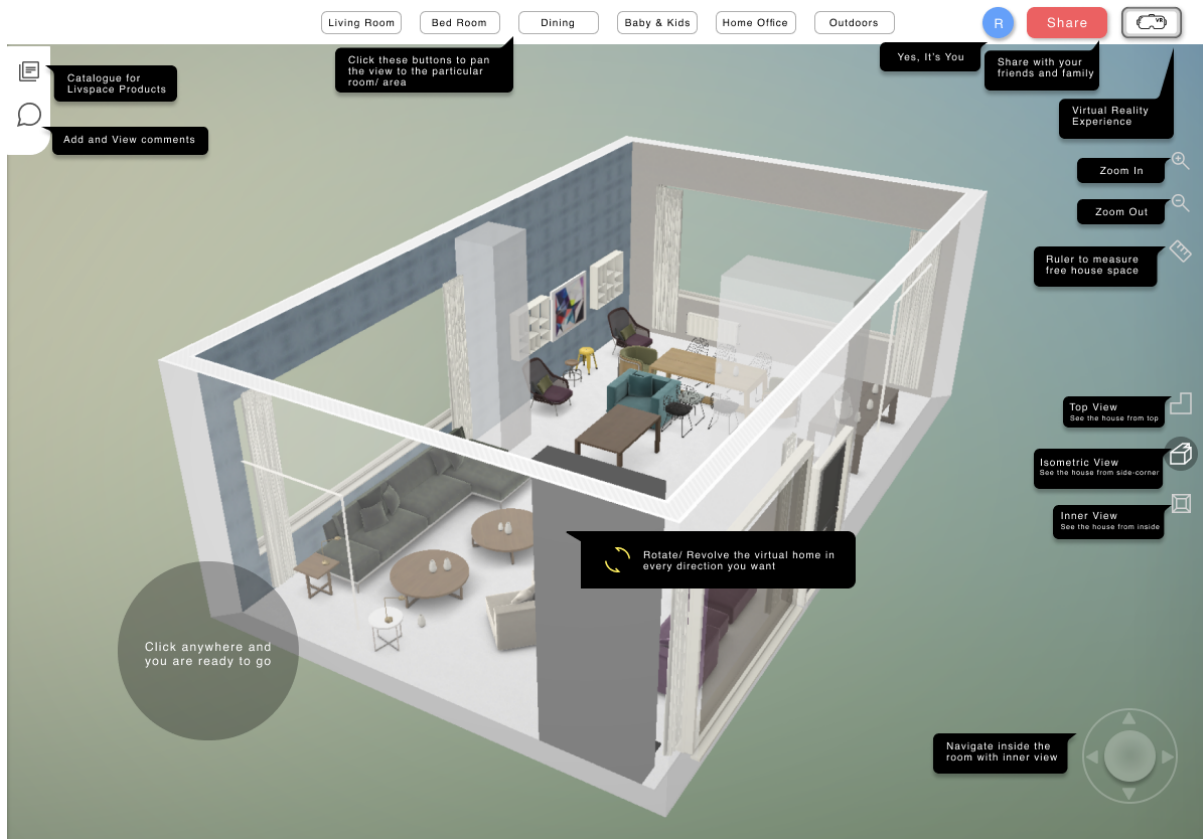
As it can be seen, I have changed the overall instructions with better supporting text so that the user can understand the tool without experiencing much cognitive load

DISCOVERY FLOW- Customer finding products to add/ replace the existing ones

Screens for adding product
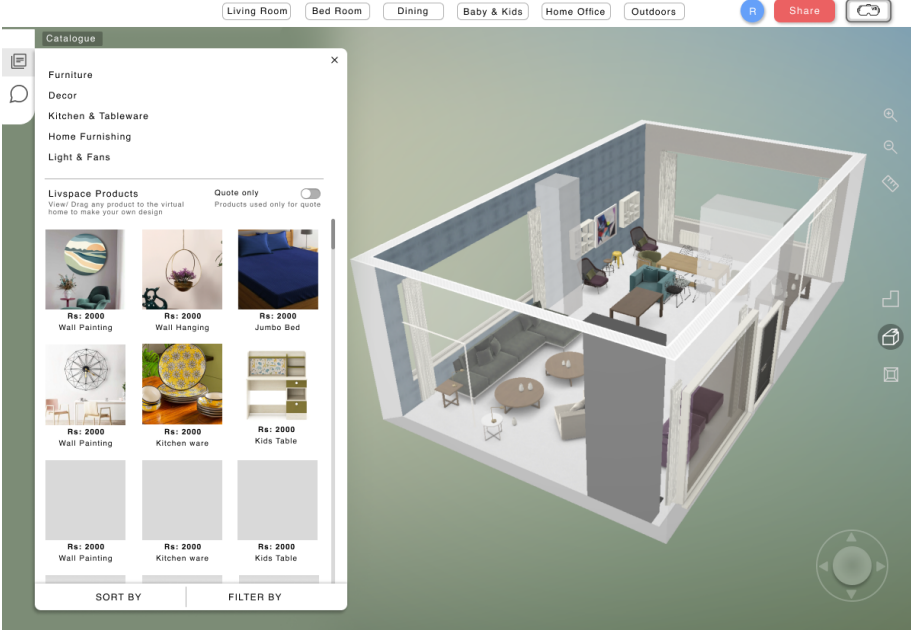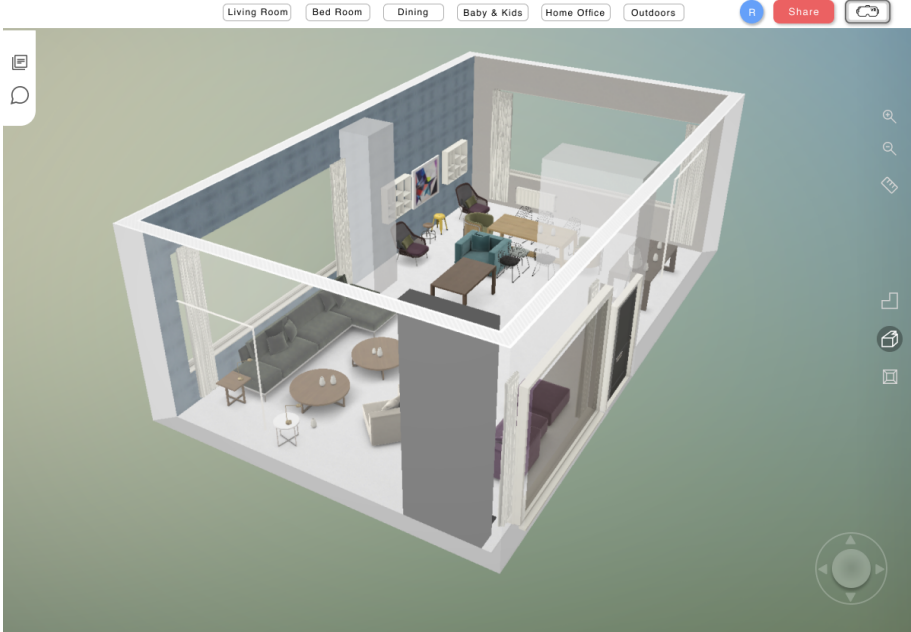
Here user is clicking on the catalog button to view the products
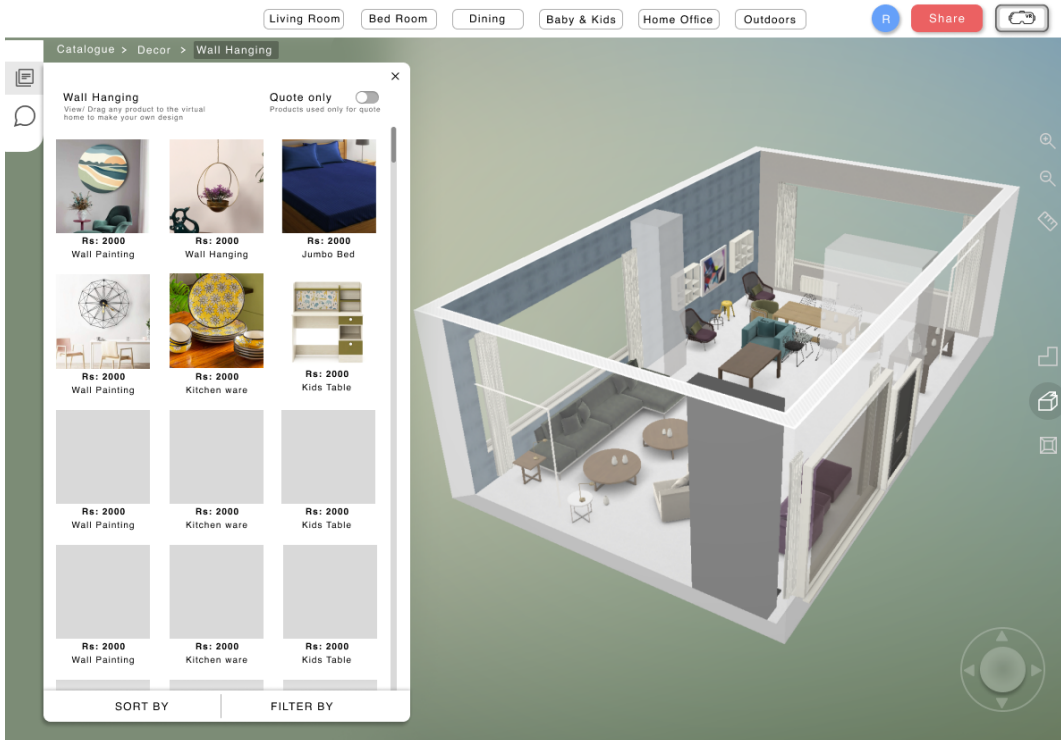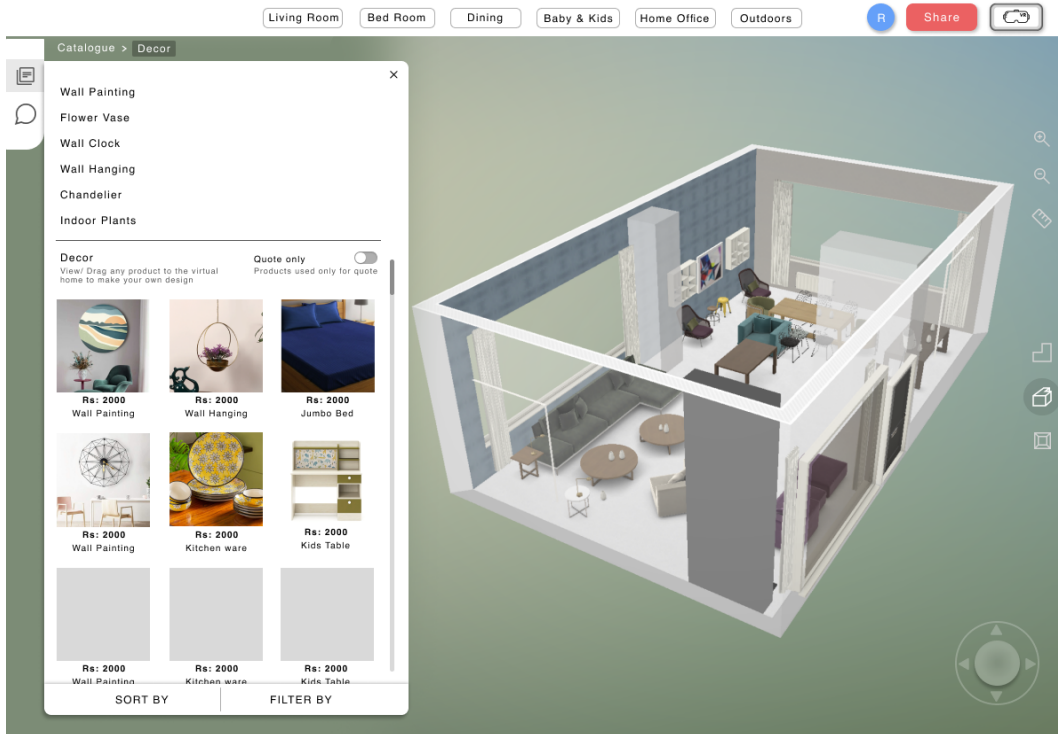
Customer wants to view the products under the wall hanging category. The steps taken by the user have been shown as breadcrumbs on the left top of the screen to make the flow user friendly.
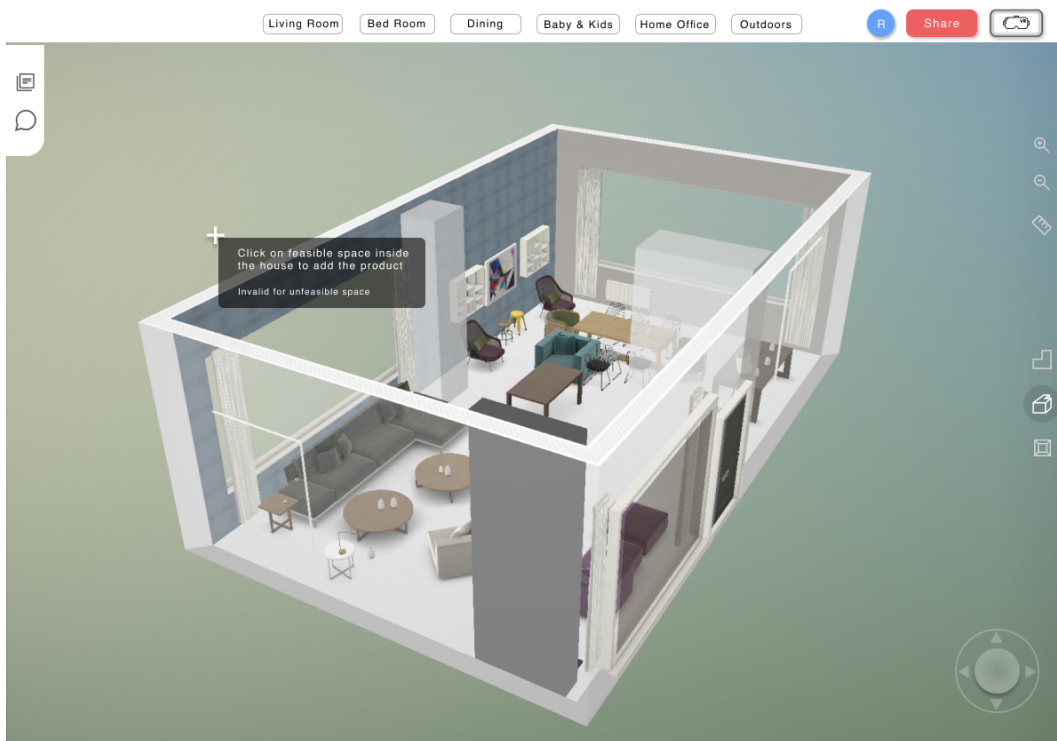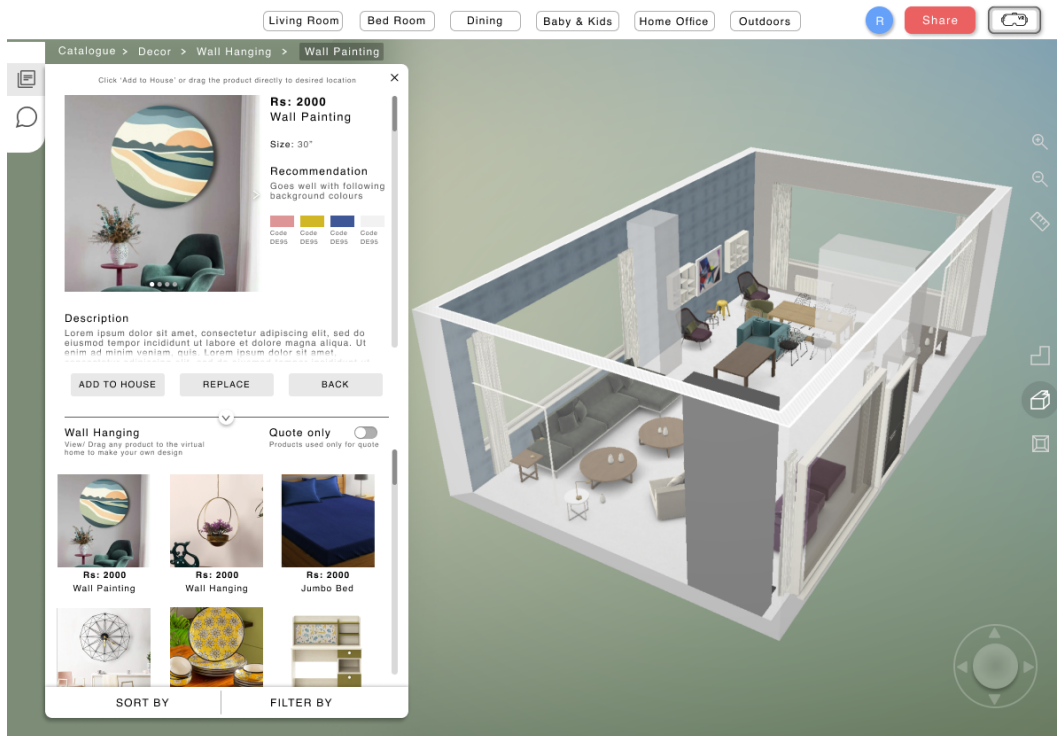
Here it shows how a user clicks on a product and proceeds with "Add to House"
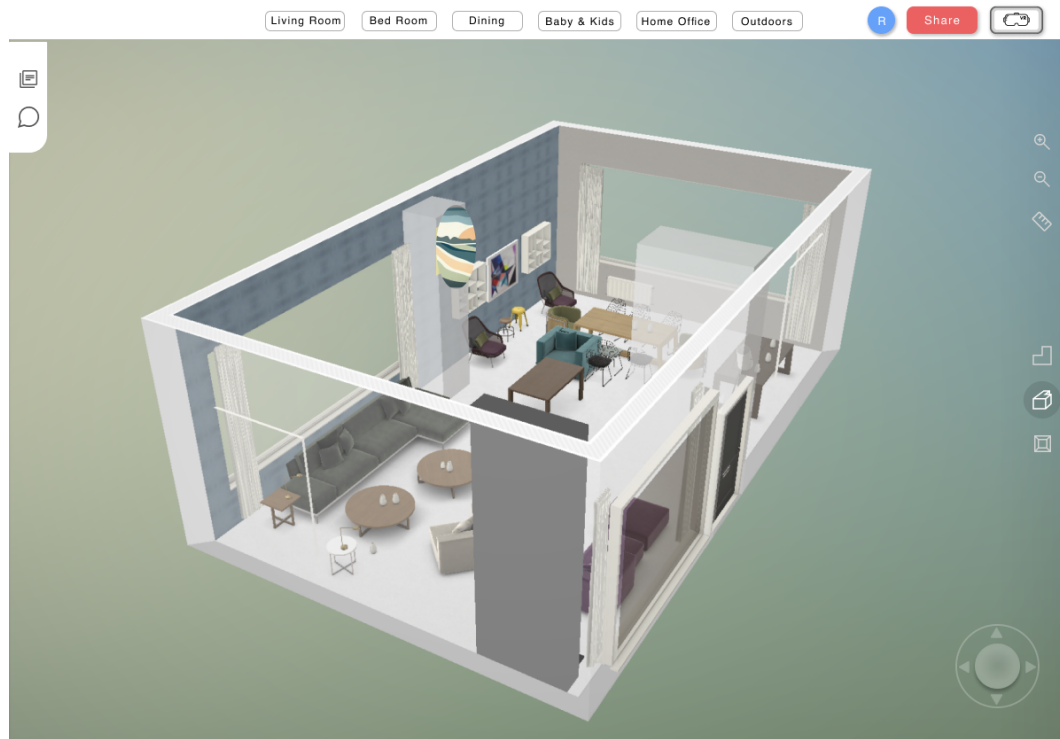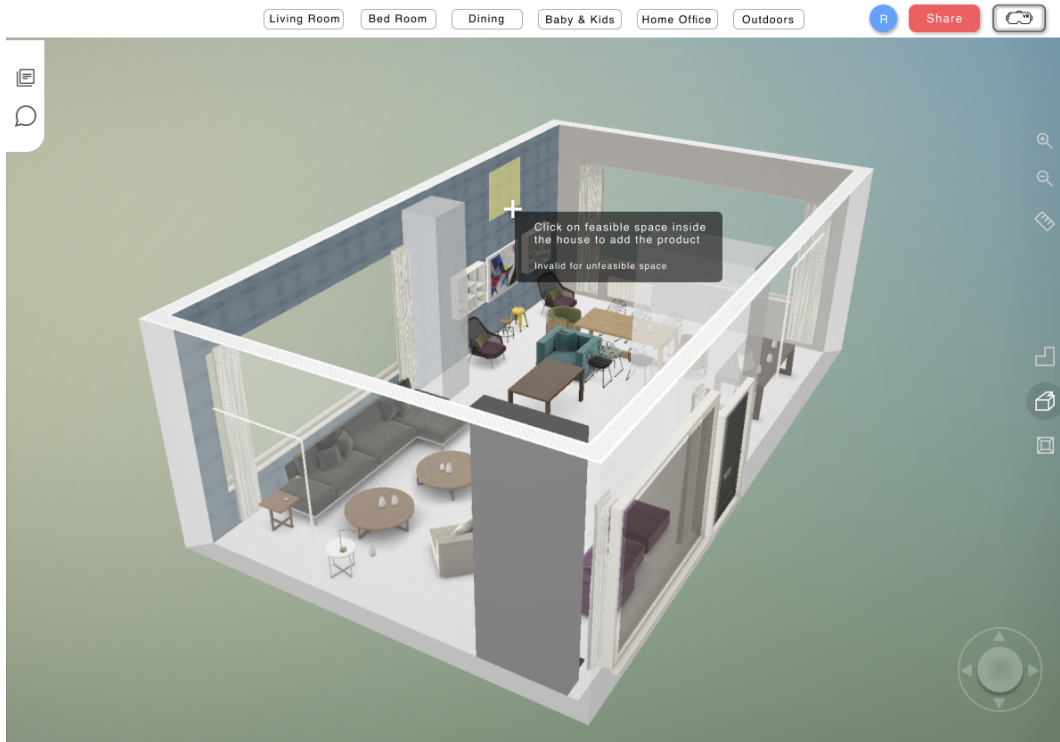
When he cursor is brought to the walls a yellow feedback is seen through which the user can understand where to place the product
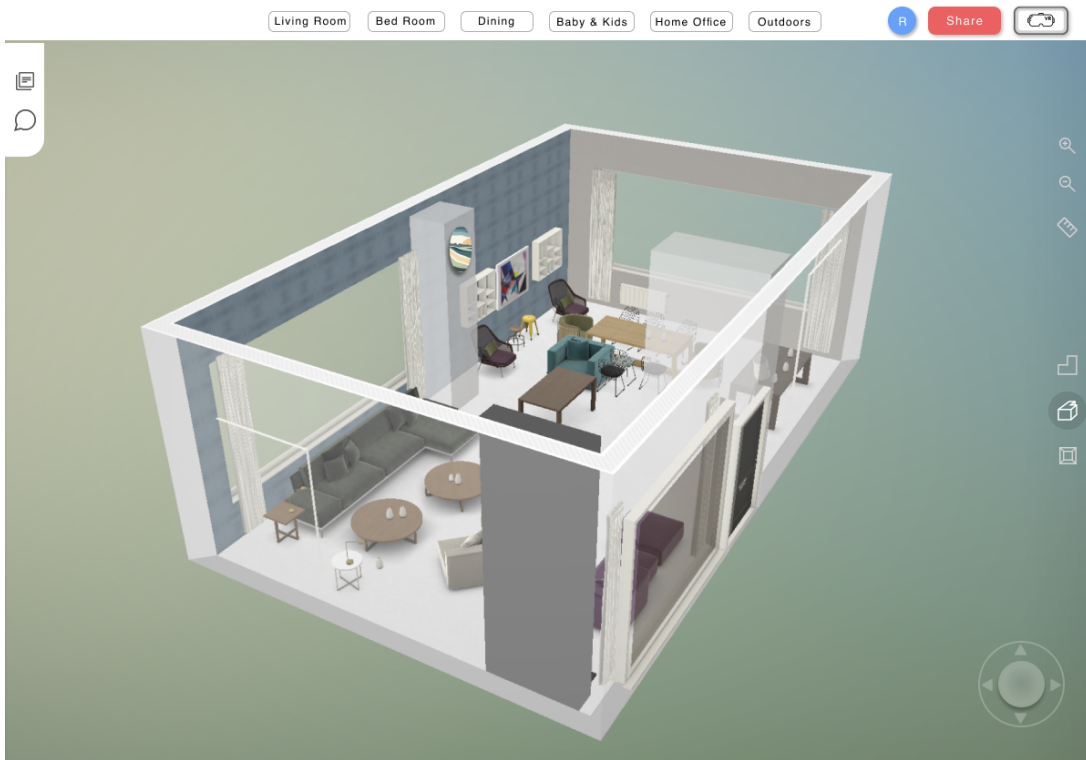
The product has been placed on the pillar as shown on the screen

In these screens, it can be observed that the whole design of the screen has been changed by proper use of real estate. CTA buttons have been newly placed. The information chart has been shifted to the left hand side.

Screens for replacing product
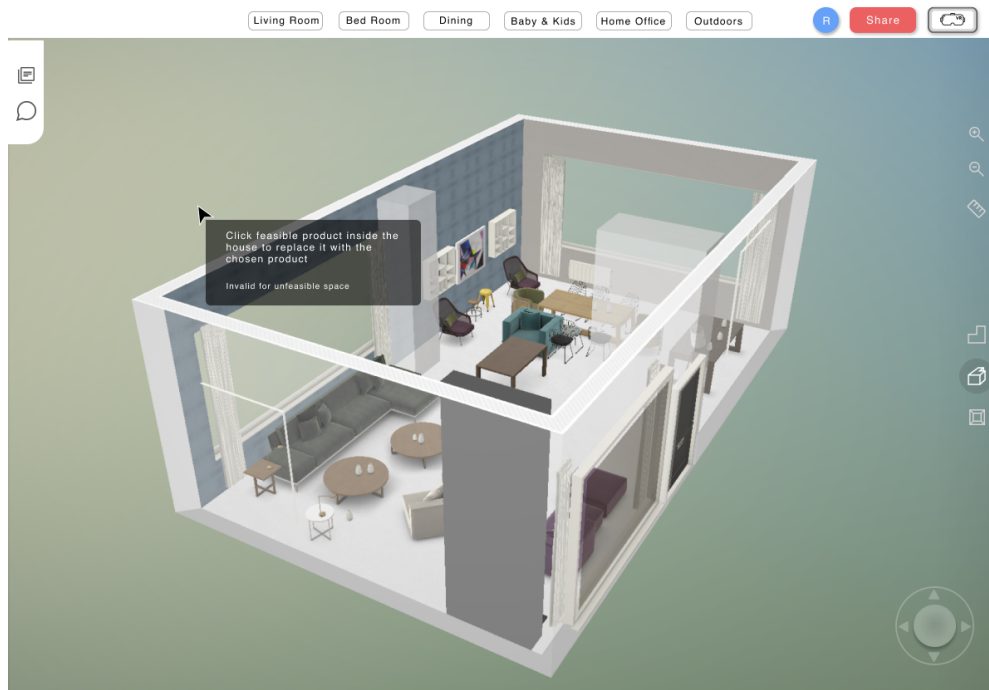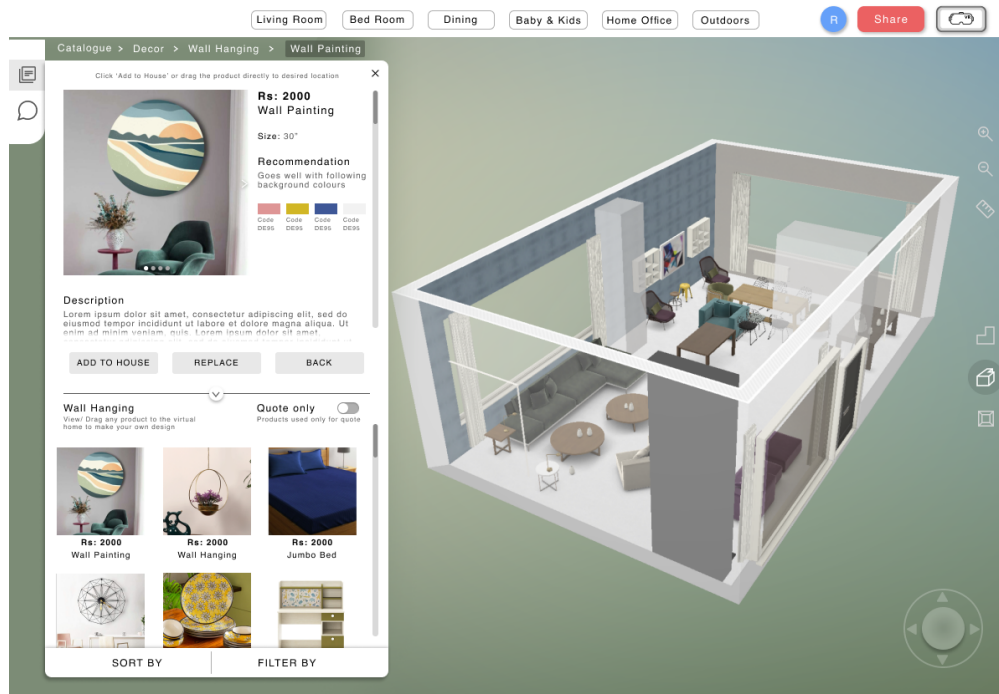
In this flow, the same steps are repeating but the goal is to replace an existing product
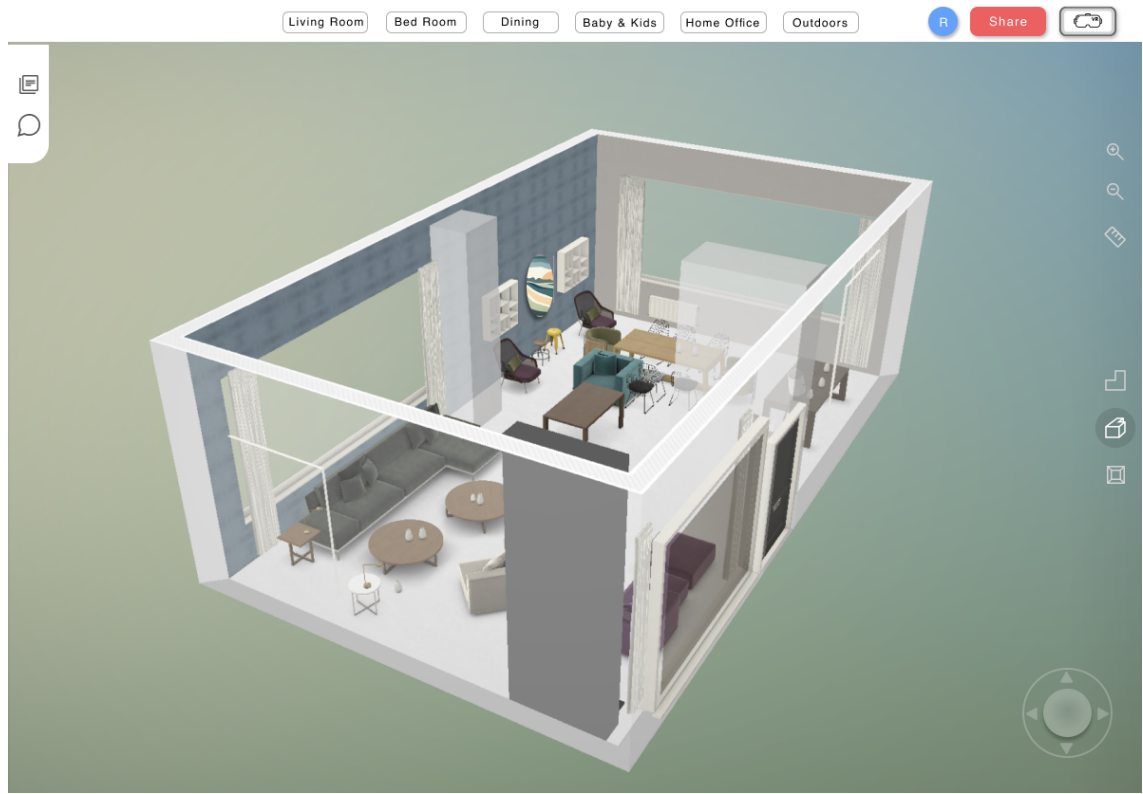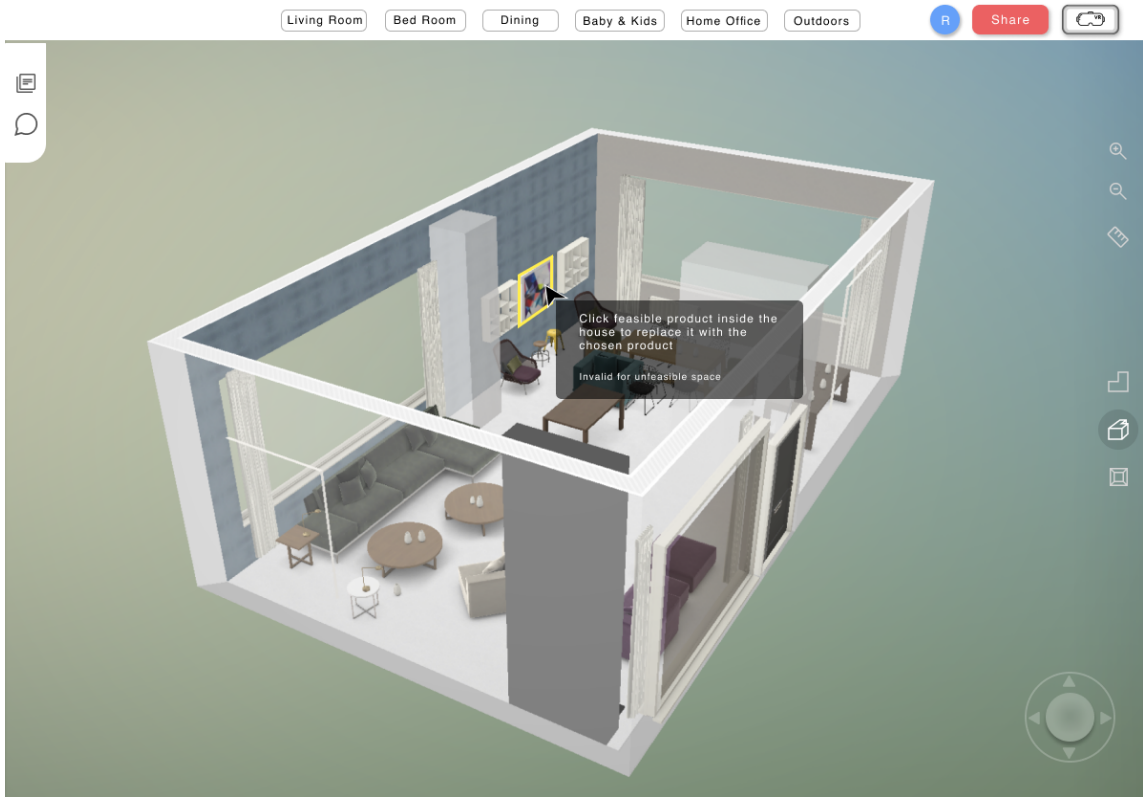
The Product has been replaced with the painting as shown above
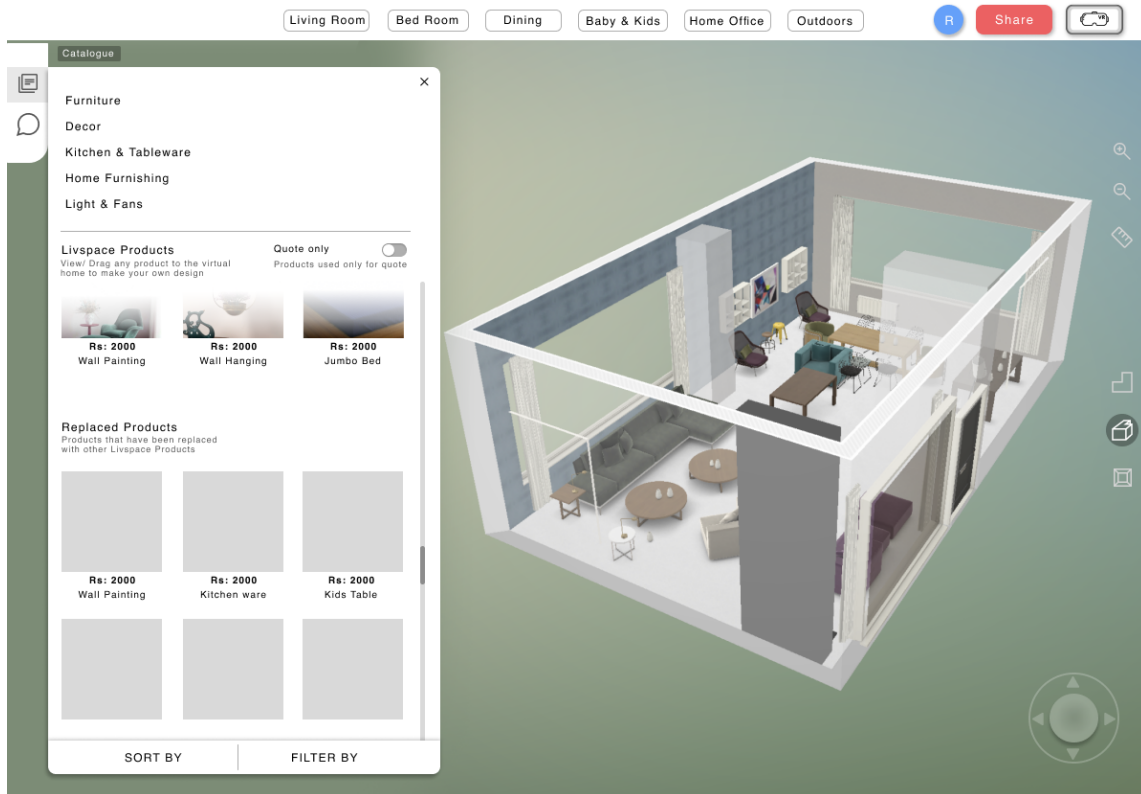
An option to view the replaced products

In the **final iteration** I was asked to change the following things
1. Changing the interaction with catalog
2. Contrast of supporting texts and font size
3. Interaction of filters
4. Alignment of texts
5. Changing color of CTA buttons

Second iteration(final)

DISCOVERY FLOW- Customer finding products to add the existing ones
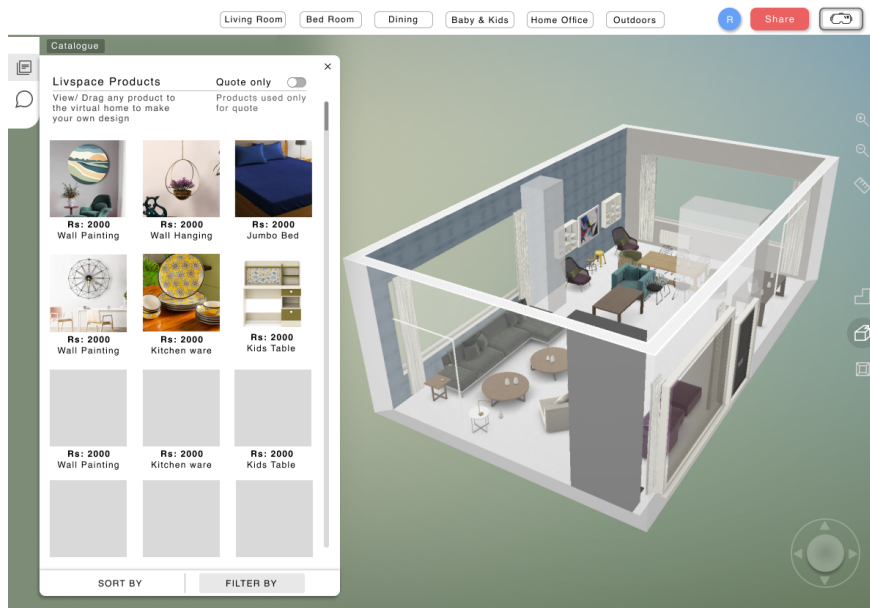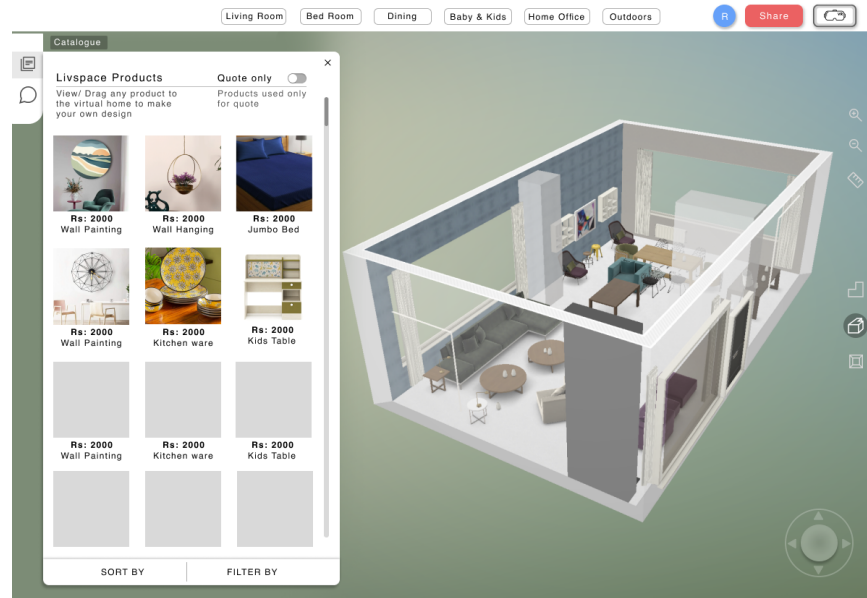
Here the Catalog is added inside the filter option. The user clicks the filter button
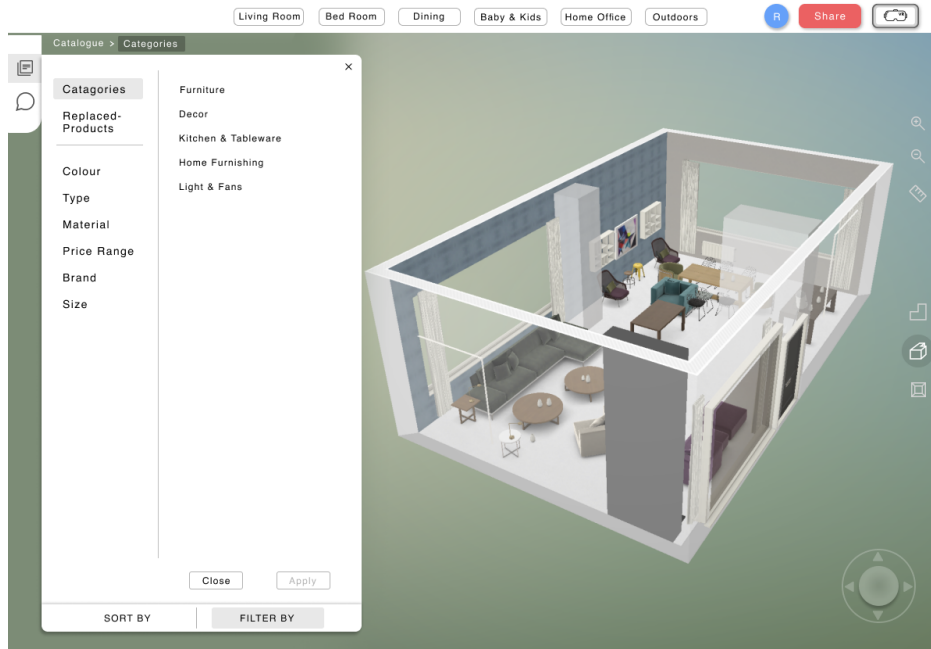
Clicking on Categories
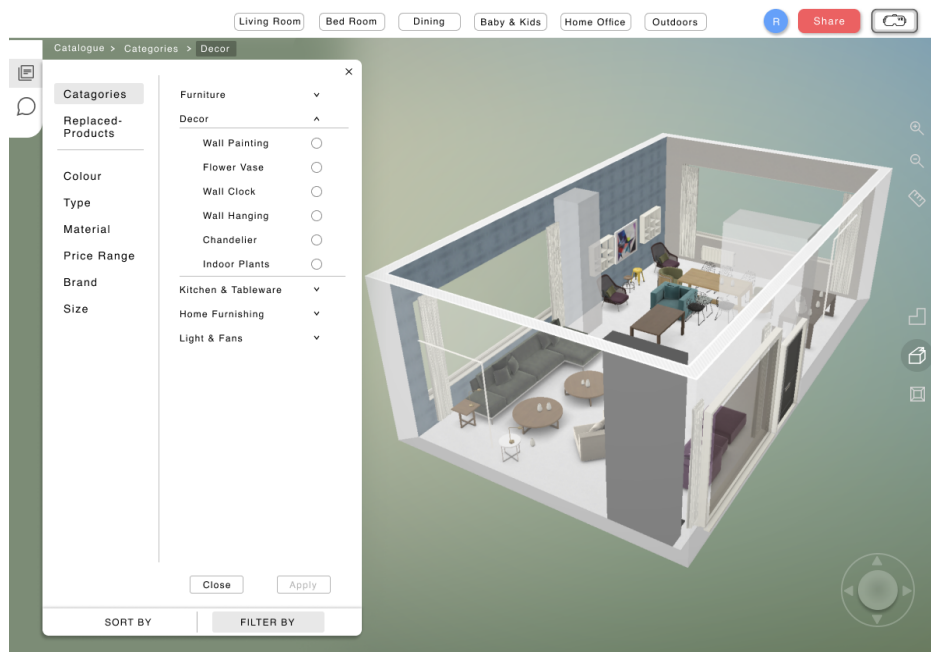
Clicking on Decor

The steps of the user can be seen on the breadcrumbs
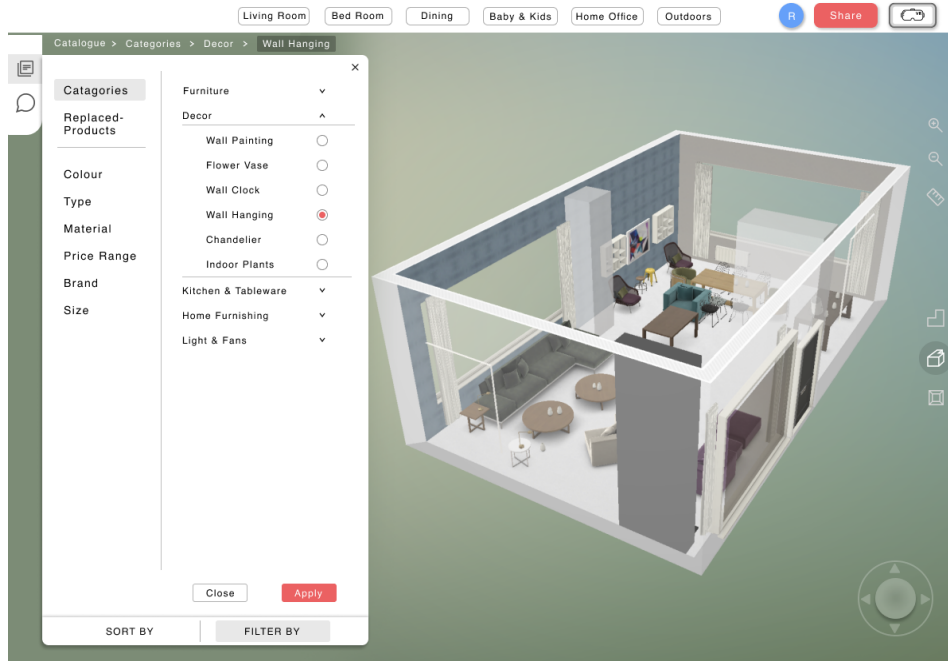
Clicking on Wall Hanging
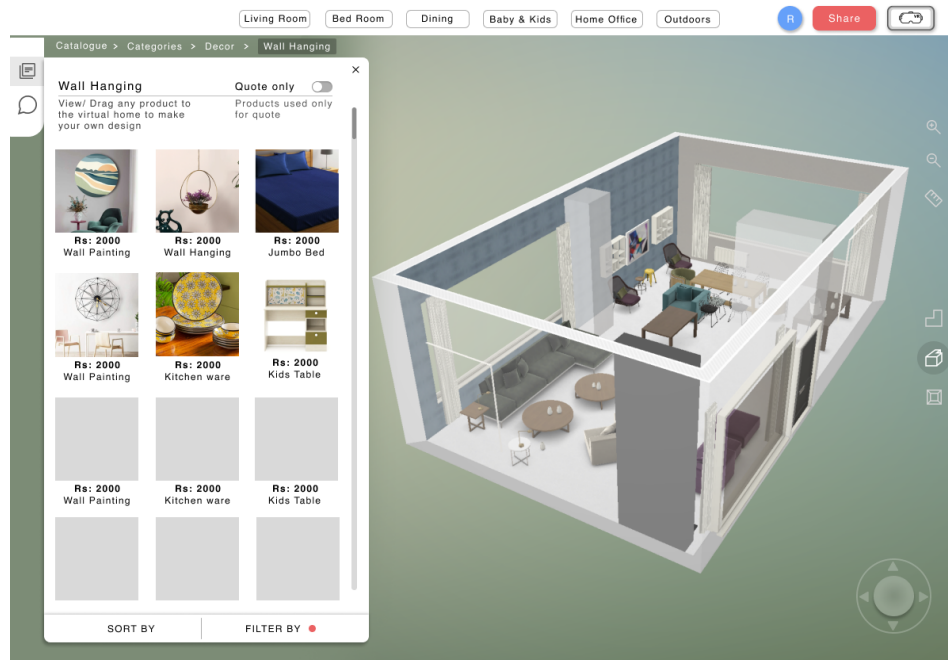
After clicking apply, the desired wall hanging products can be viewed as shown.
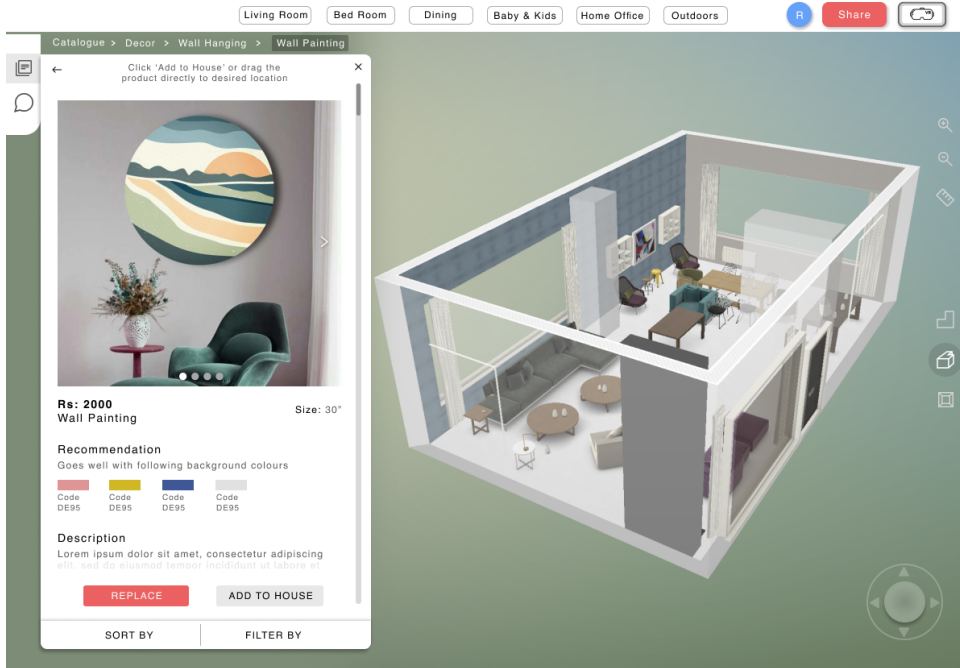
Selecting desired one from the list of products and clicking 'ADD TO HOUSE'
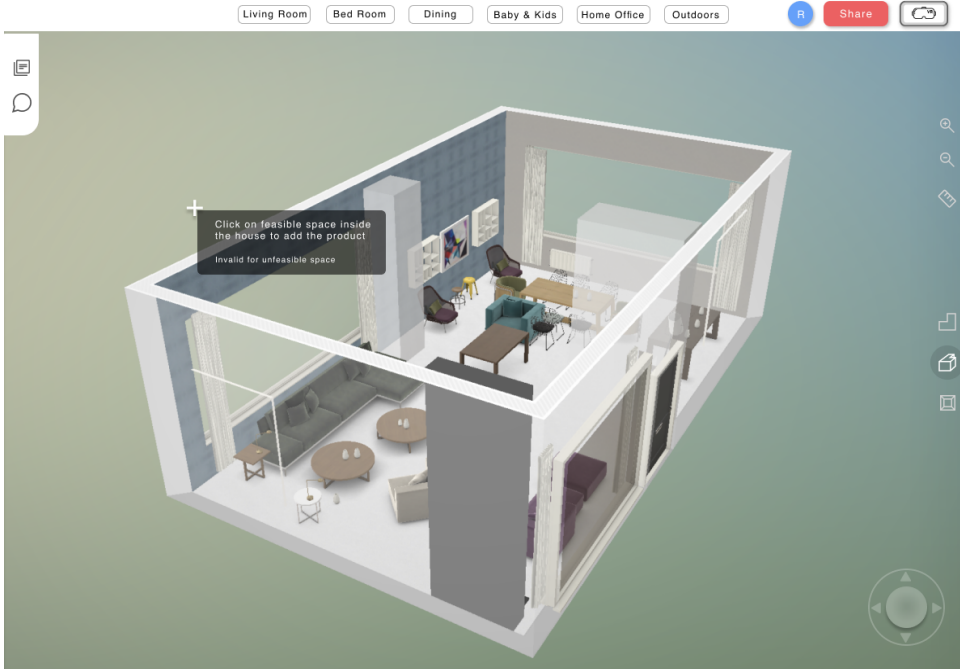
The supporting text for users to understand the next step
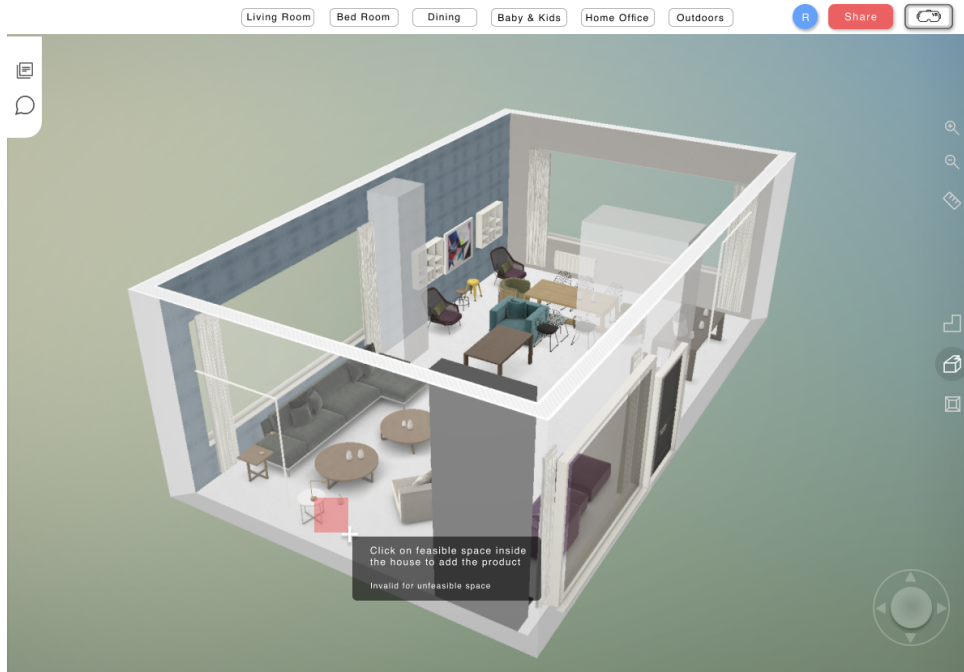
After selecting the product when the cursor is placed in unfeasible space like the floor for wall hanging, then a red square appears as a form of inactive feedback
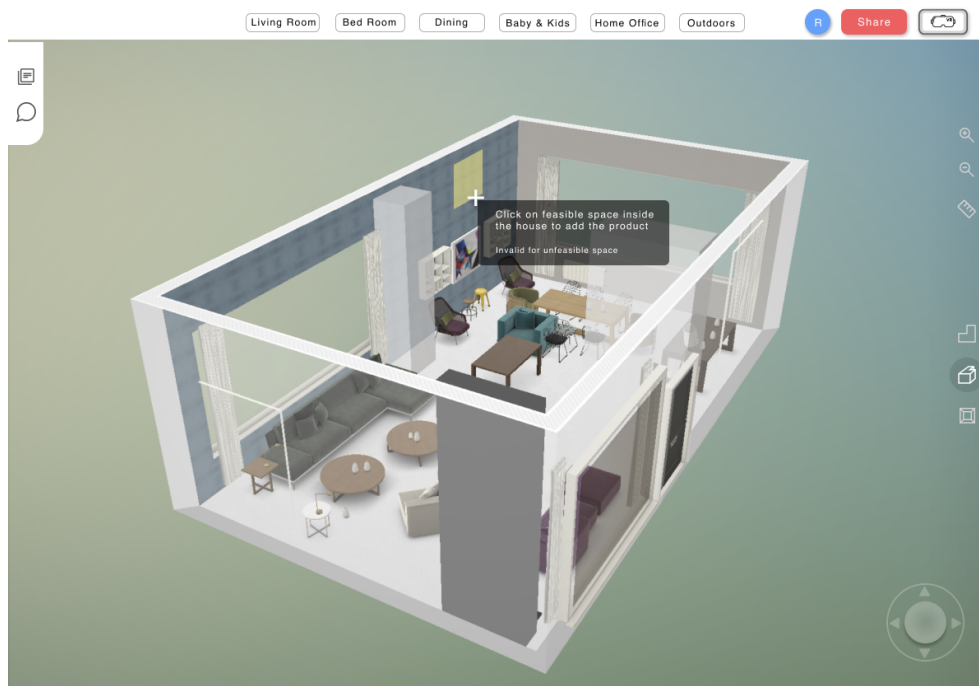
After getting an yellow feedback, the product can be added easily in the feasible space
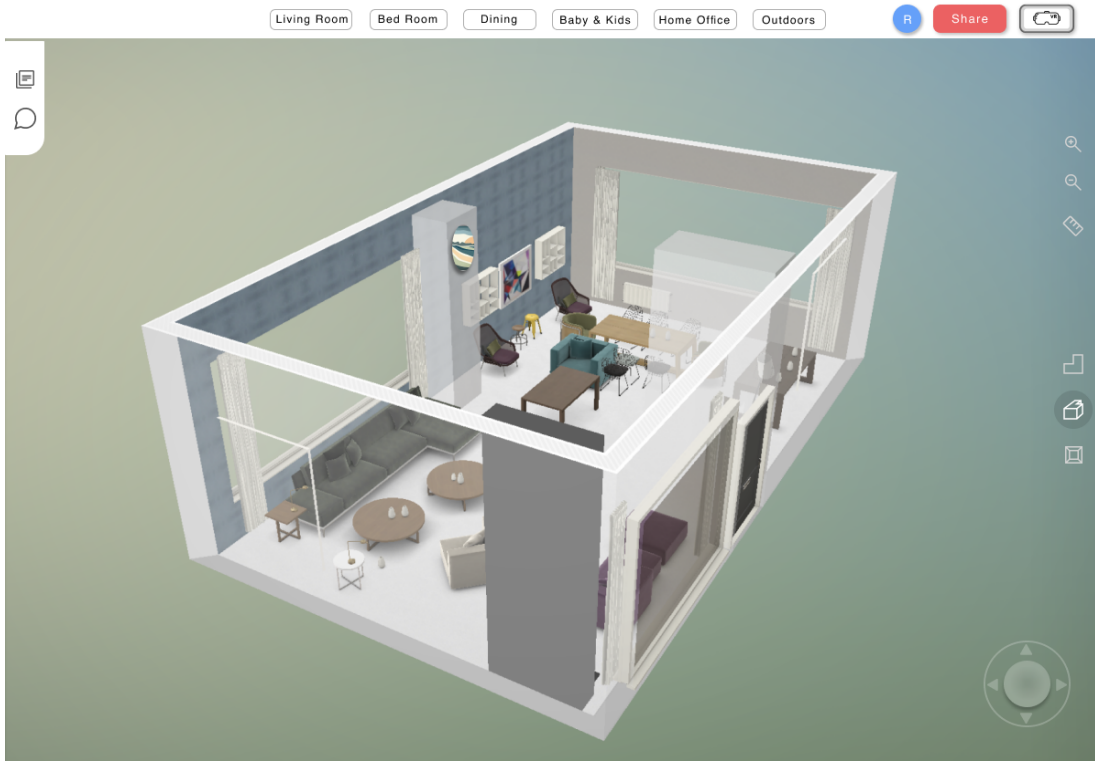
The desired product has been placed in the desired location i.e. on the pillar as shown

DISCOVERY FLOW- Customer finding products to replace the existing ones
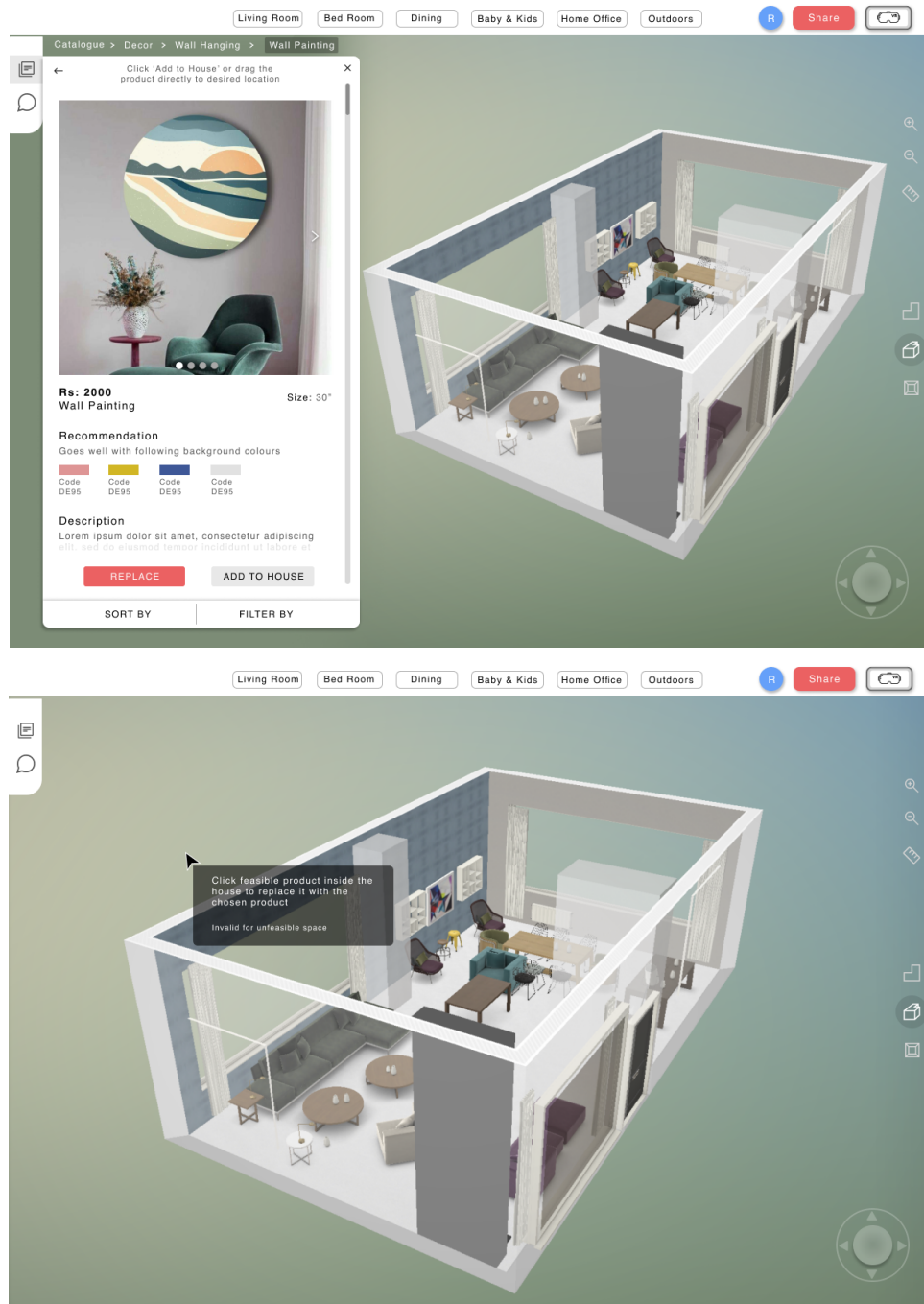
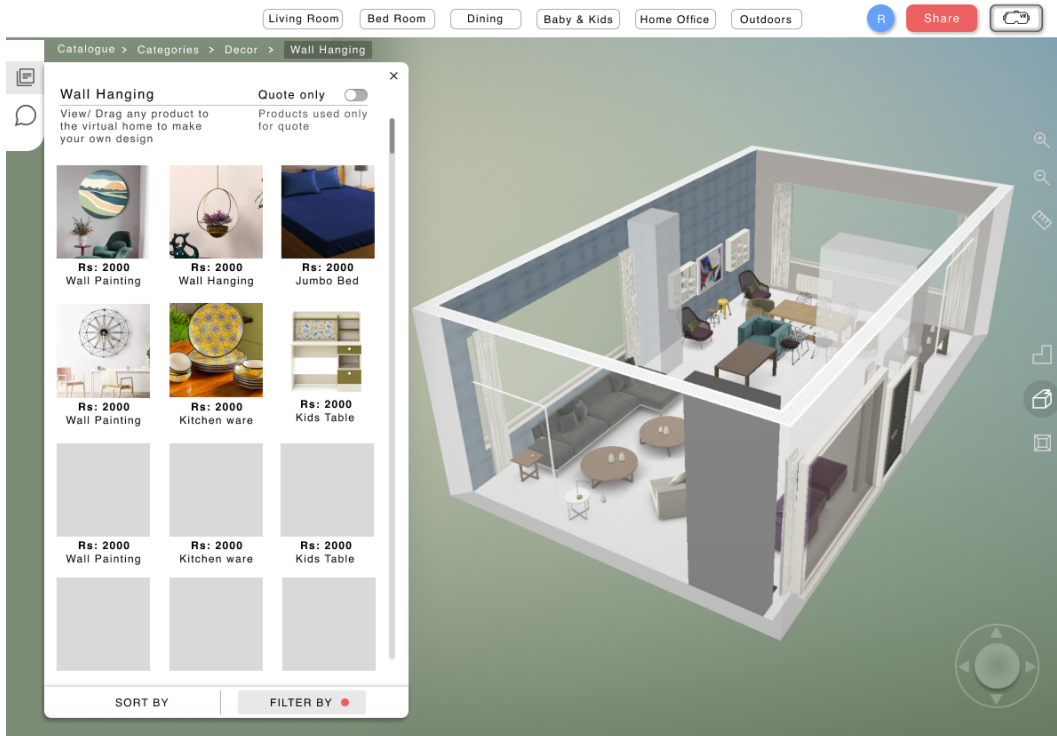

The steps are similar to adding a product but the CTA button is different.
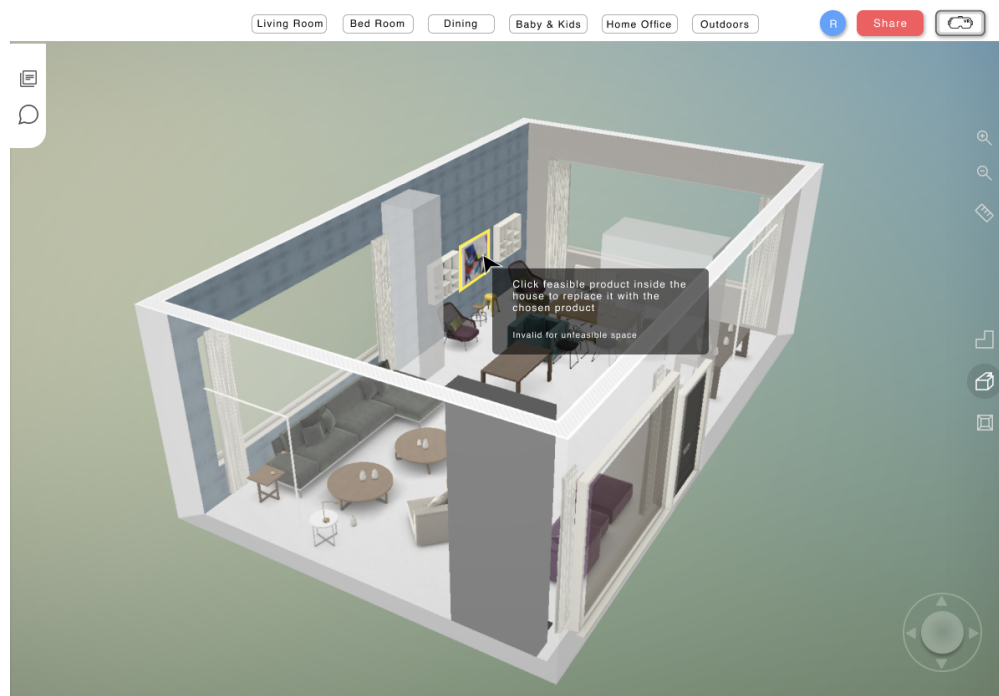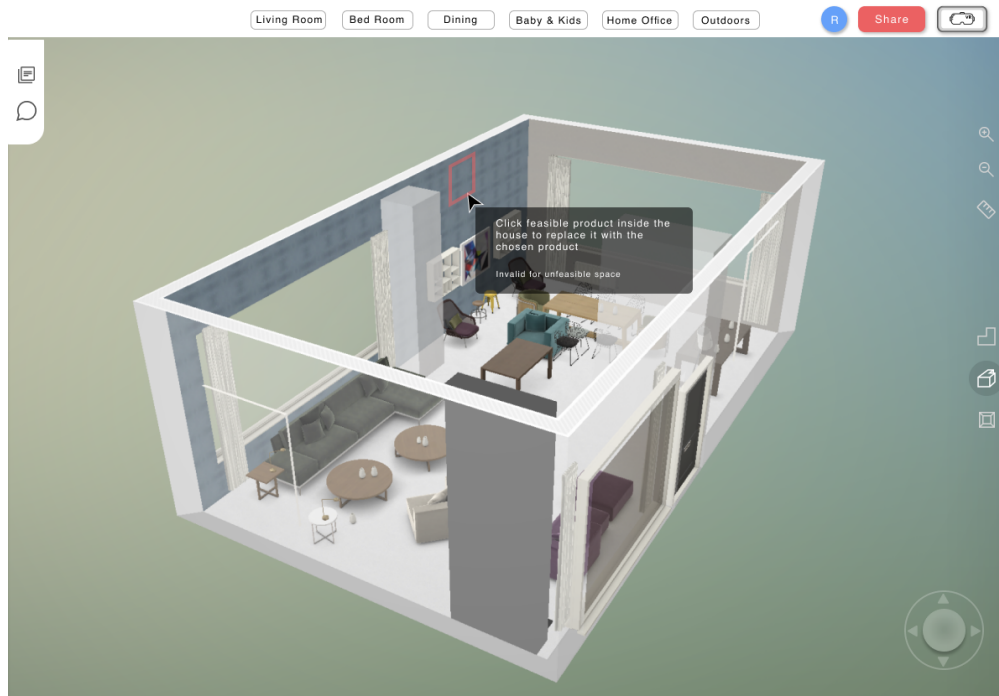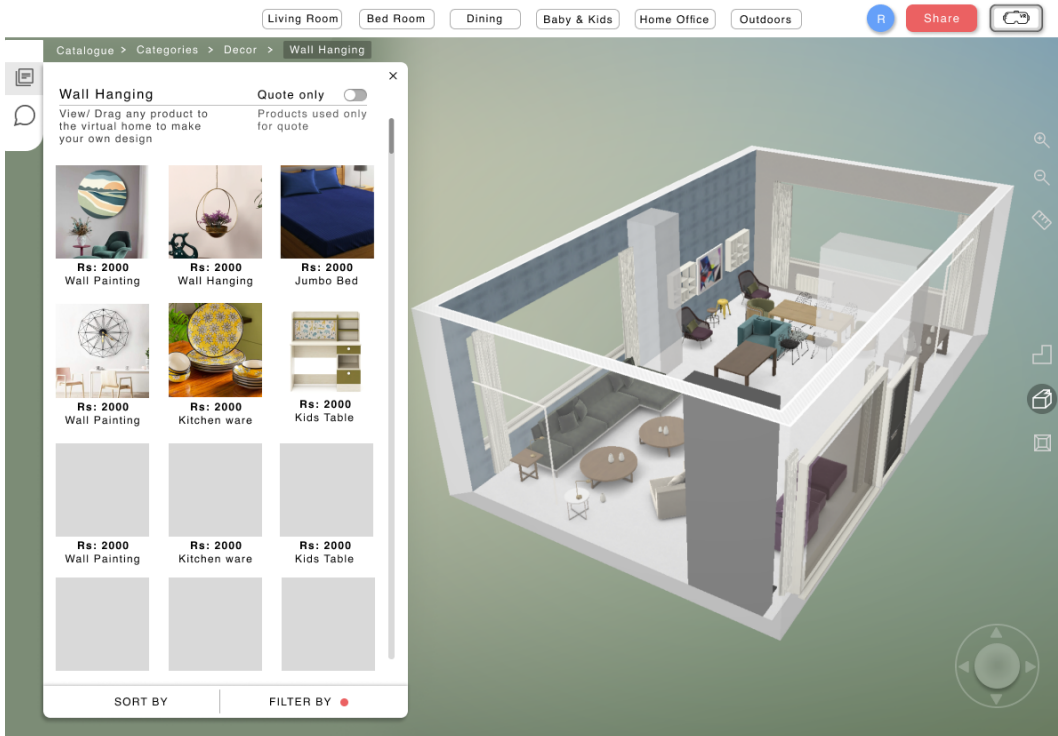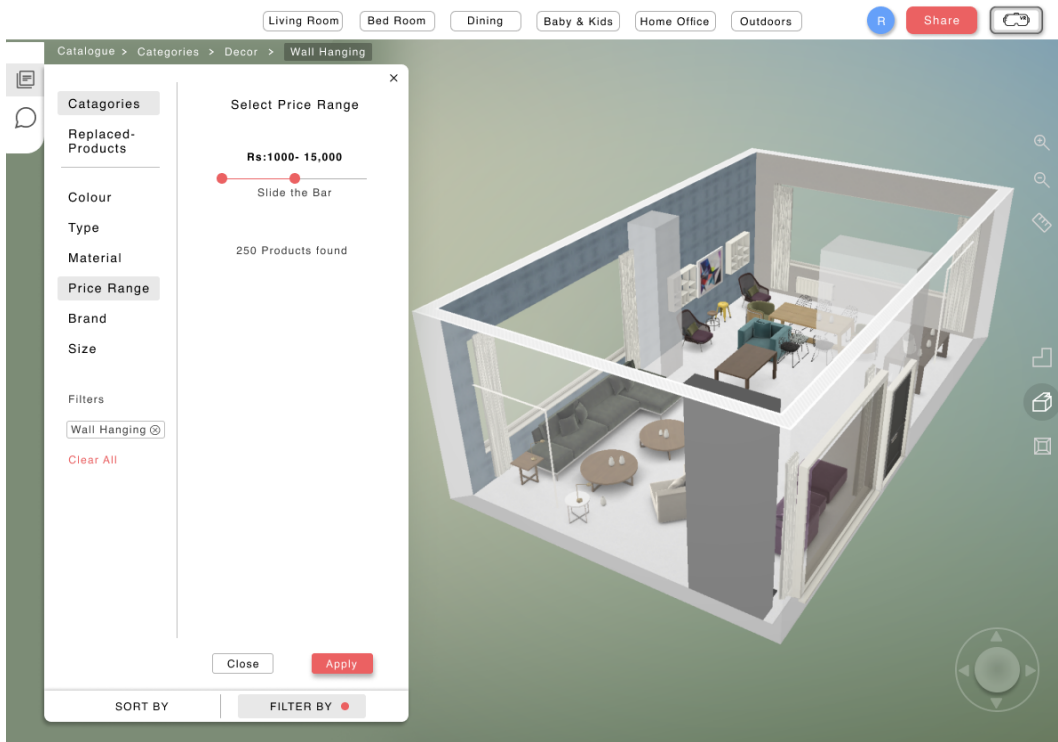
Here for replacement of product the difference between active and inactive feedback can be seen clearly.
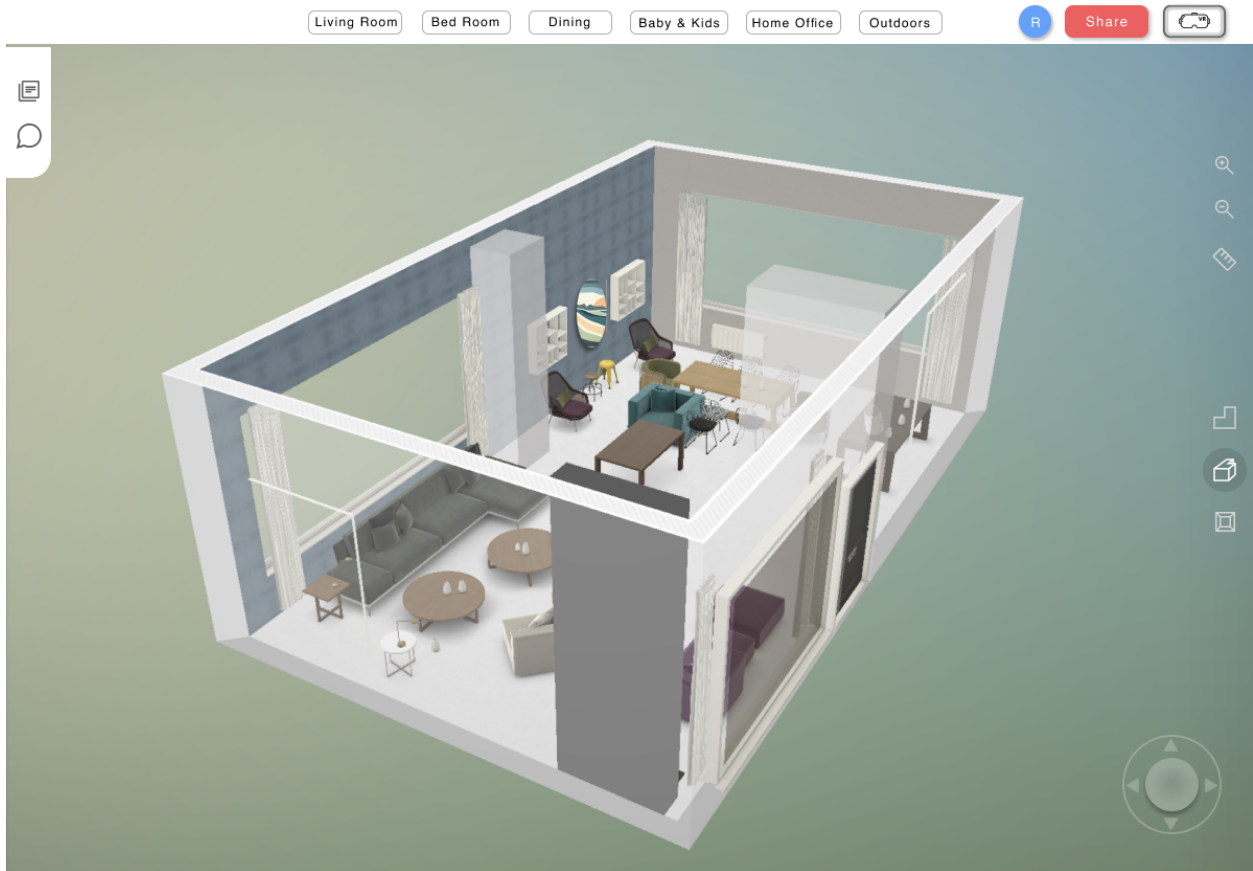
The product has been replaced with the pre existing painting.

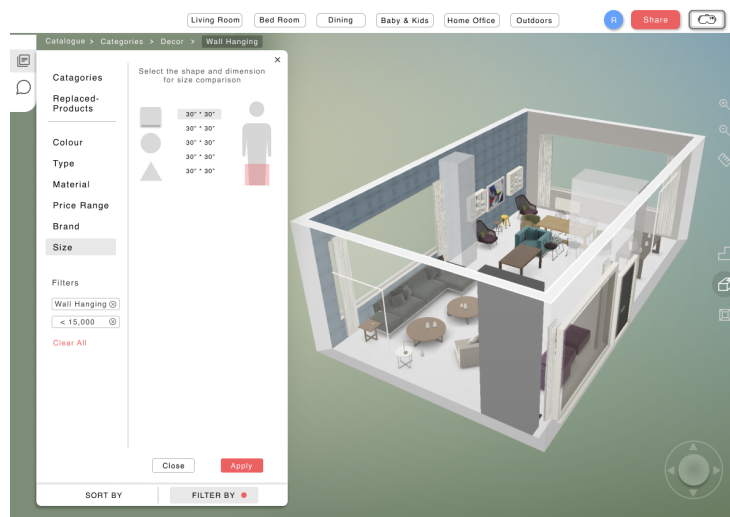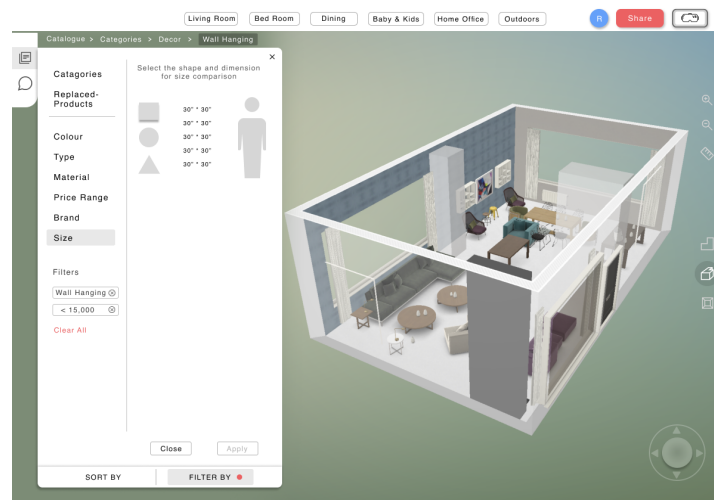Flows for Filters like **Price Range** and **Size Selection** are shown below
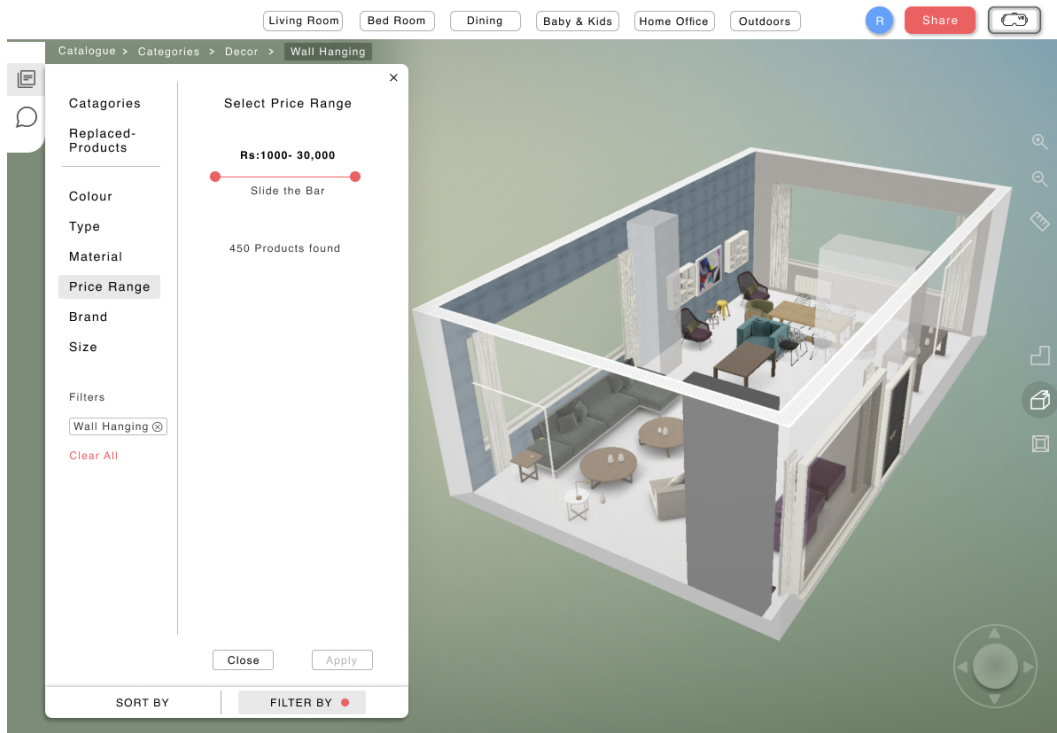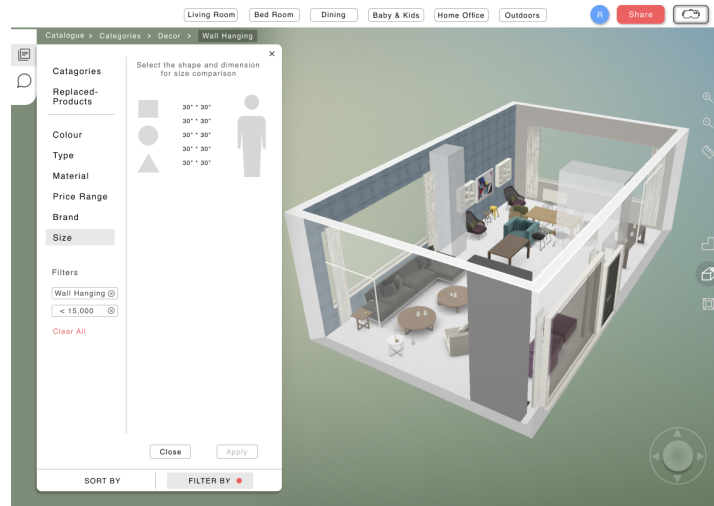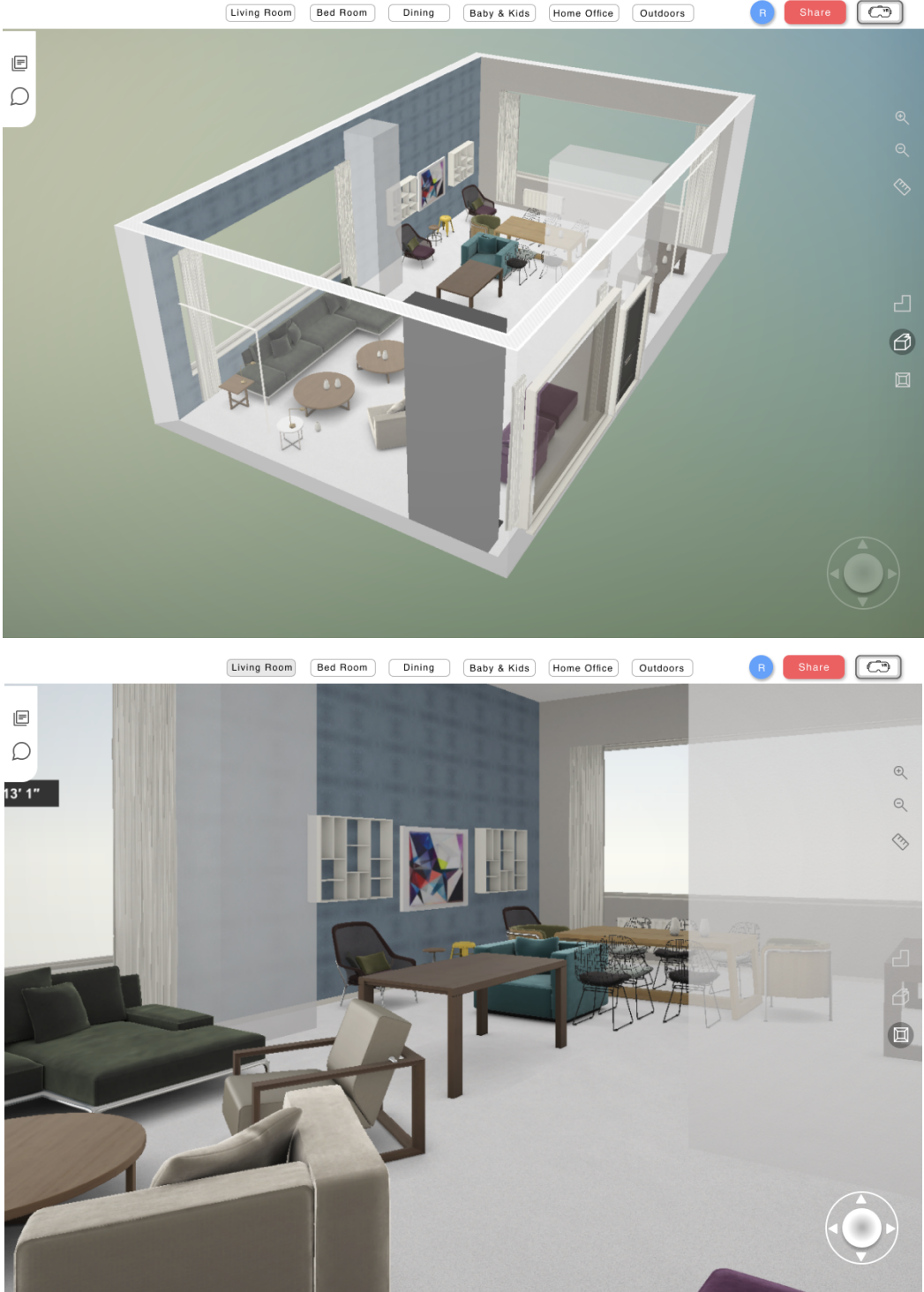
The products shown on the above screen are the results of adding price range and also wall hanging previously.
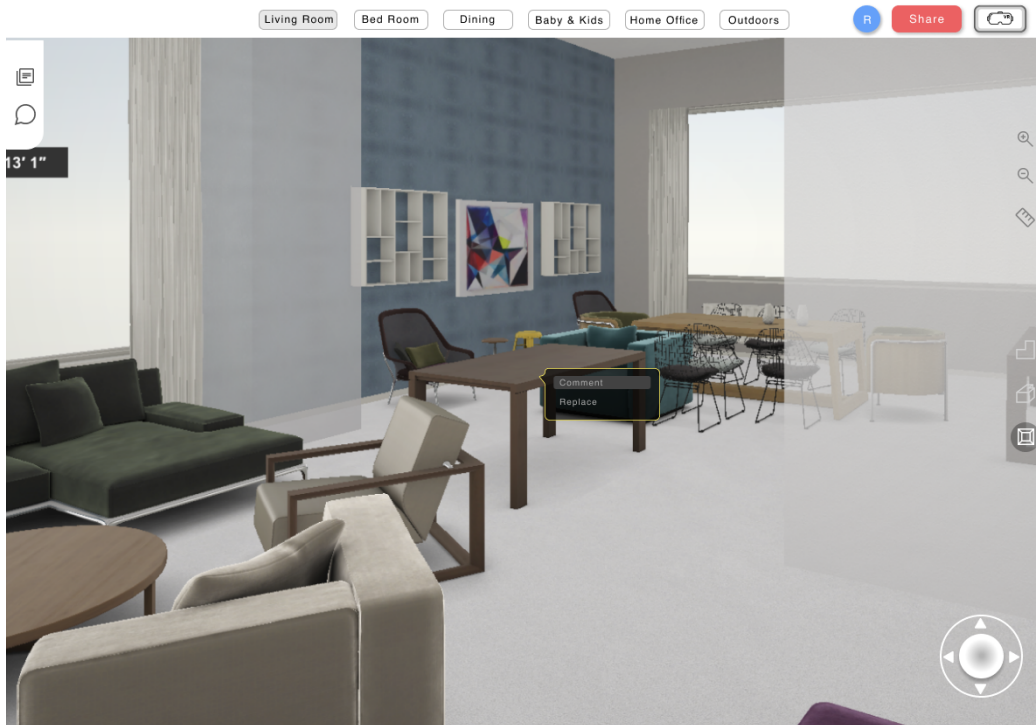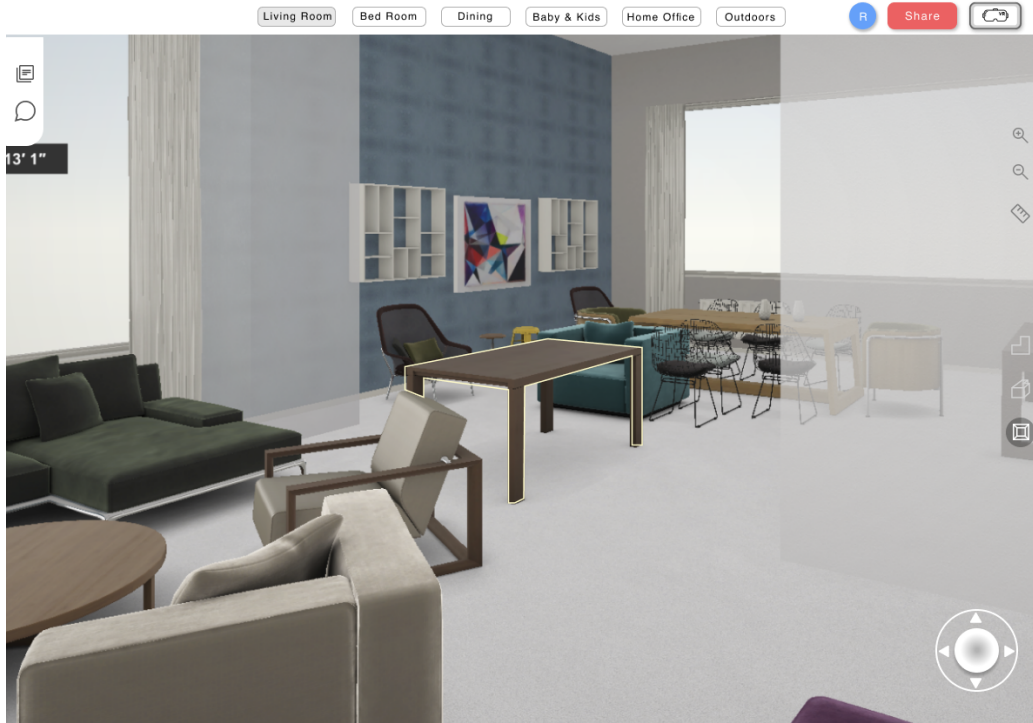
I have also added some basic ideation for the size chart. I have added a mannequin which would help users to estimate the size of a particular product select
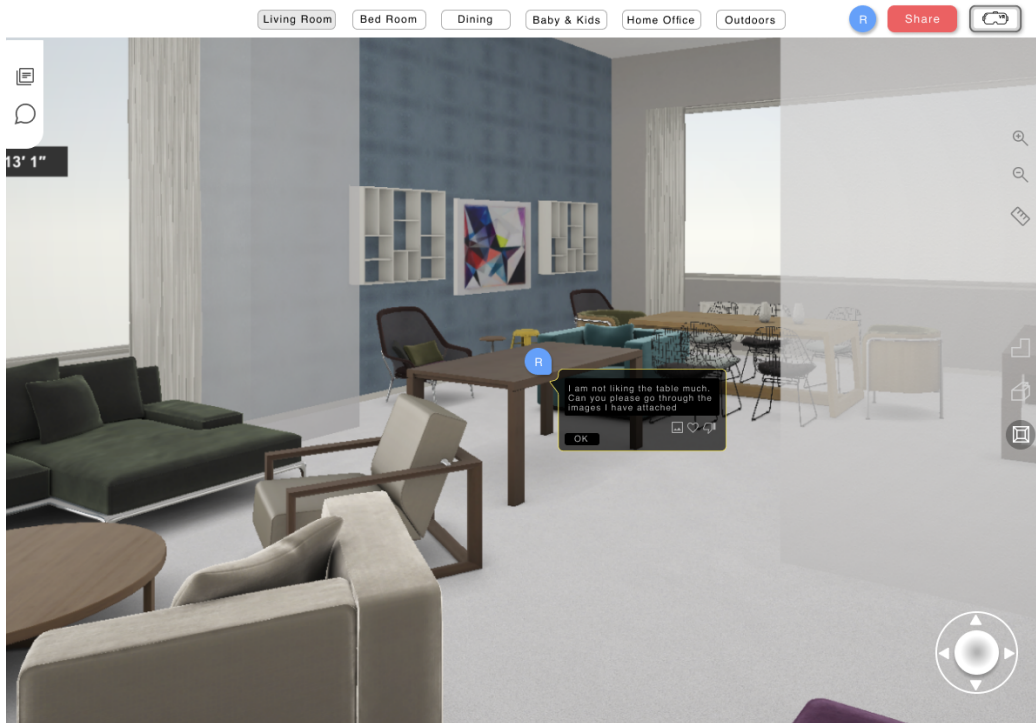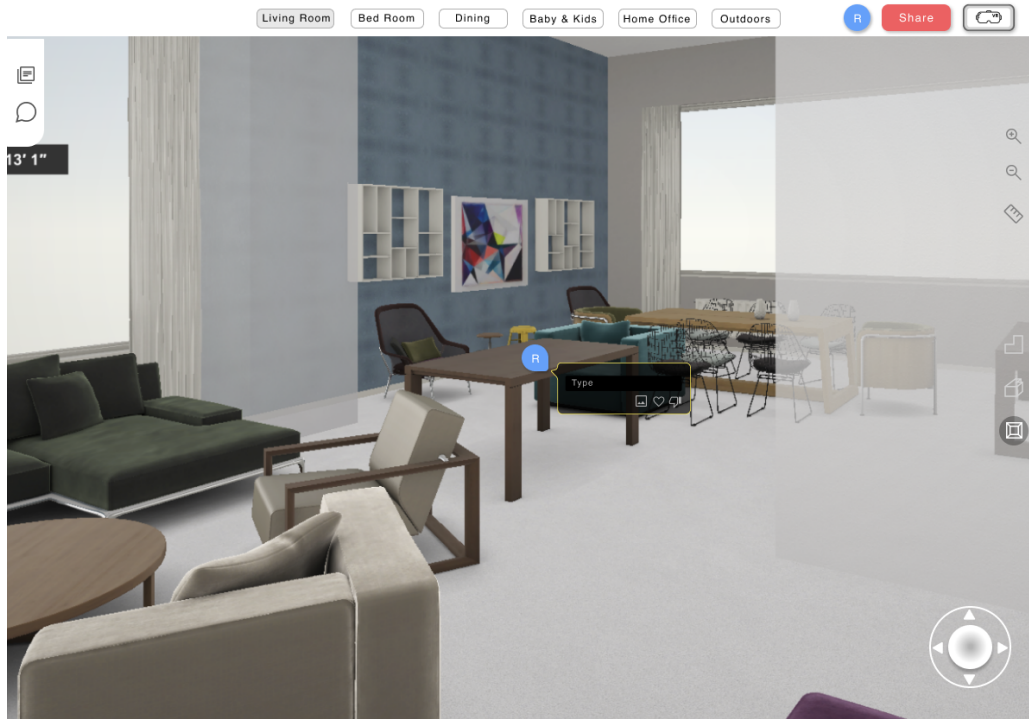
Flow of communicating with the designer

The View has been changed from Isometric to inner view and thus the navigation button on the right bottom gets activated so that the user can hover round the house.

The chosen table has a yellow feedback when hovered over, which results in a pop-up screen(
with two options, Comment & Replace) after clicking on the product.

The user prefers to click on comment after which these screens pops up where one can comment on any product.
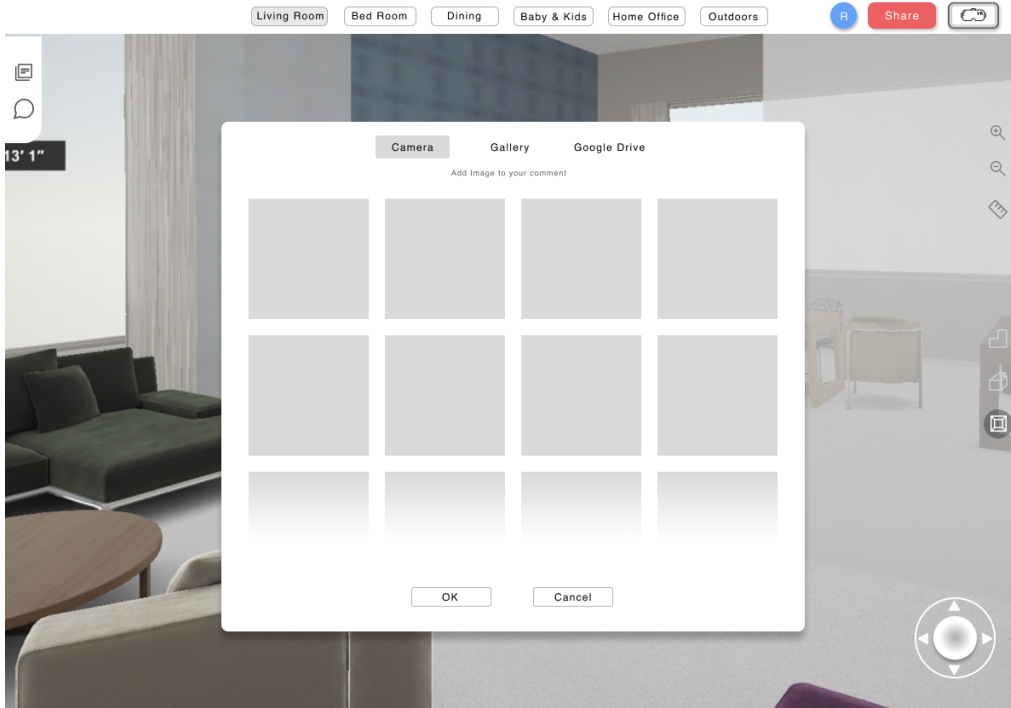
One can also put any reference image if they want to by clicking on the image button on the previous screen.
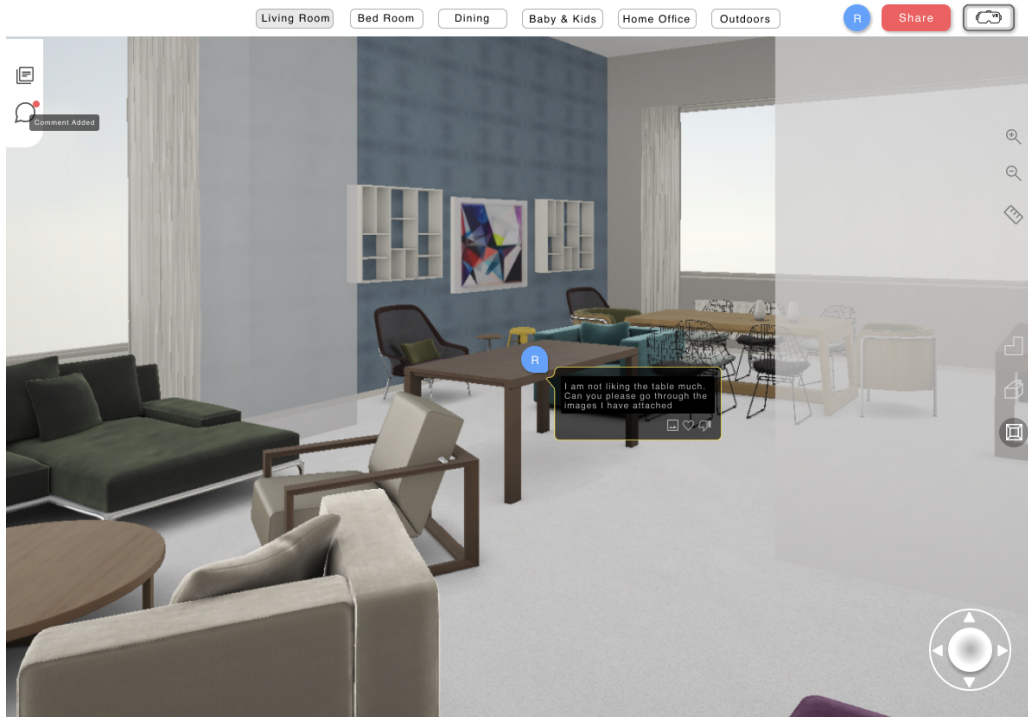
After commenting the feedback and a supporting text can be seen on the left top corner.
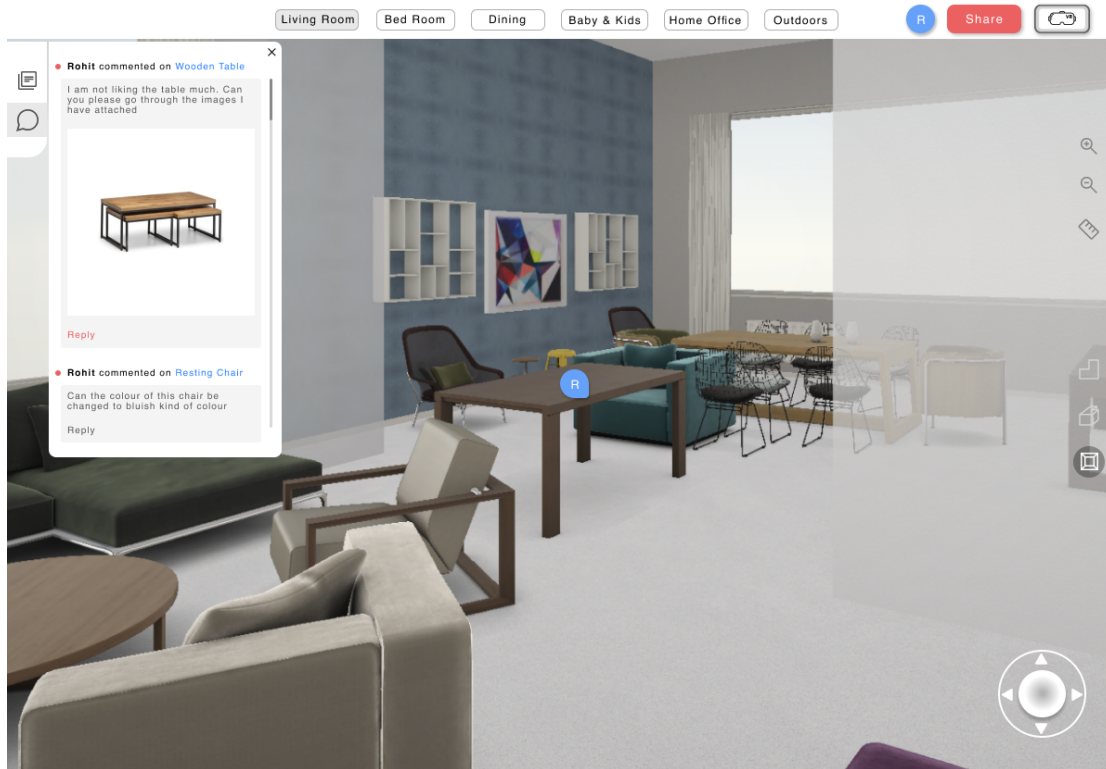
This is how the comments can be viewed and also replied. Since the user attached a reference image, it can be seen on the comment section along with the comment with which the image has been attached.

5.4 Conclusion

The whole project is based on a problem with low clarity but had a low risk too. I started the project with a thorough research on Livspace and market, finding out pain points and comparing it with the insights provided by the design team. Considering technology in mind, I started ideating three solutions of which I was asked to merge two ideas into one. I focused on reducing the loopholes in communications between the customer and the designer by enhancing customer experience and delight. I ended up building a tool with which customer can interact with the designer directly through the 3D rendered house design itself which would indirectly make the customer feel being an important part of the project through better engagement.

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