

Fall 2025

Haven: *Design your spaces with familiar faces.*

# Concept Video

# AGENDA

- 01 The Mission
- 02 Problem + Solution
- 03 Our Market Research
- 04 Values in Our Design
- 05 User Tasks
- 06 Concept Video + Storyboard

**Haven:** Design your spaces with familiar faces.

Pivot from A2: Distilling Our Interviews

Go back through interviews, *take out novel insights*, redefine tasks

Interviewees:

- Alex (aspiring interior designer, design-forward artistic student)
- Picasso (curator for a children's art biennale, in charge of layouts, walkthroughs, and interior design)

## The Problem

- Gen Z and digital natives want beautiful spaces but lack the tools or budget for professional design help.
- Sharing ideas with friends is fragmented and unstructured when shared through images or over groupchats



Pivot from A2: Defining Our Solution

*Solution:* An app that friends and collaborators can use to design indoor spaces together

"An interior designer was too expensive, so I got my friends to give me feedback"

"I'm constantly coordinating between multiple stakeholders."

# User Tasks: Picasso (P) and Alex (A)

## Plan a layout (A + P) *simple task*

- Alex and Picasso both have the need to understand how fixings/furniture/art look in the space they are designing
- users have some beginning inspiration + space to consider,
- now they move forward

## Get design feedback (A + P) *moderate task*

- A, though living in a single, had people come in and give feedback
- as design is a collaborative process, A + P are not the only one with a stake in the spaces she is designing.

## Answer: *what can I design my space with?* (A) *simple task*

- frustrated by switching between multiple apps/tabs to find inspiration, possibilities
- finding inspiration, tools not a requires a lot of movement between platforms

## Organize feedback from multiple people across time (P) *mode/comp task*

- organizing multiple channels of feedback information is a headache for picasso
- over the span of weeks to months, includes collaborators across countries and workplaces

# Competitive Landscape

# Houzz Pro

A home design and renovation platform that connects homeowners with professionals and design tools.

## Strengths

- User-friendly 3D tools
- Strong client collaboration
- Built-in business features
- Growing AI capabilities.

## Weaknesses

- Limited custom modeling depth

## Overall

Best balance of ease, collaboration, and smart automation for broad users.

# SketchUp For Interior Designers

A leading 3D modeling software widely used by architects and designers to visualize spaces.

## Strengths

- Powerful modeling ecosystem
- Widely used in design.

## Weaknesses

- Not built for real-time collaboration
- Steeper learning curve for amateurs
- Limited generative AI.

## Overall

Deep features, moderate usability.

# ID Collab

A digital workspace that connects designers and clients for seamless design feedback and collaboration.

## Strengths

- Real-time client collaboration and feedback tools
- Easy to use for both sides.

## Weaknesses

- Fewer modeling features
- No AI automation.

## Overall

Great for teamwork, light on design depth.

# Adobe 3D Design

Adobe's creative platform for building and rendering realistic 3D scenes and visual assets.

## Strengths

- Pro-level rendering and materials
- Creative cloud collaboration

## Weaknesses

- High learning curve
- Not tailored to interiors.

## Overall

Advanced but complex and not interior design-specific.

# Competitive Analysis

	Haven	Houzz Pro	ID Collab	Sketchup For Interior Designers	Adobe 3D Design
Collaboration	✓	✓	✓		
Ease of Use	✓		✓	✓	
# of Features		✓		✓	✓
Friendly for Amateurs	✓	✓	✓		
Generative AI	✓	✓		✓	✓

## Direct Stakeholders

- Users designing their own rooms (homeowners, renters, students)
- Friends or collaborators giving feedback
- Amateur interior designers using the app for projects

## Indirect Stakeholders

- Furniture and décor brands integrated into the platform
- Professional interior designers (potential competitors or partners)
- Real estate agents or landlords benefiting from improved space presentation

# Tarot Cards of Tech

## THE FORGOTTEN



When you picture your user base, who is excluded? If they used your product, what would their experience be like?

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?



## THE SMASH HIT



What happens when 100 million people use your product?

What would mass scale usage of your product reveal or cause?

How might a community change if 80% of residents used your product?

How could habits and norms change?



## THE SUPERFAN



How would a community of your most passionate users behave?

What "rules of engagement" does your product rely on, and how might these be subverted?

In what ways might the community be an asset? In what ways might it become a liability?

If your product involves discourse, what does positive and negative communication look like?



## THE BACKSTABBER



What could cause people to lose trust in your product?

What could make people feel unsafe or exposed?

What mechanisms are in place for listening to your users?

How will you recognize larger patterns in feedback so that action can be taken?



# Tarot Cards of Tech

## THE FORGOTTEN

- Renters, older, less-connected users that don't have access to smart devices or internet connection.
  - Alienated: too aspirational or tech-heavy.
  - Non-owners, accessibility users, low-bandwidth users.
  - Need simple, offline, low-pressure design flow.
- **Design cue:** Lite / accessible mode + inclusive onboarding.

## THE SMASH HIT

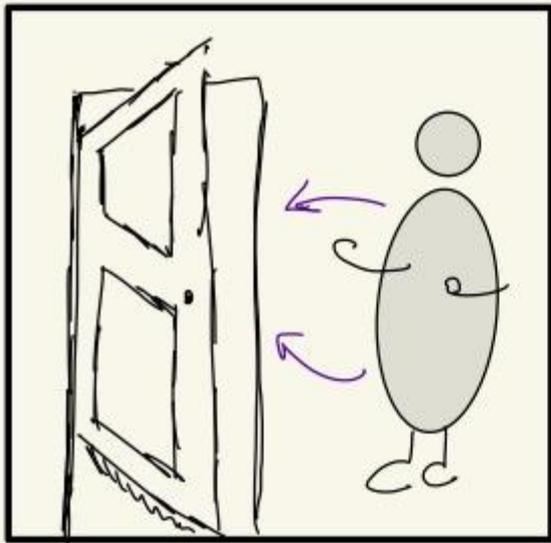
- Home design becomes a social ritual.
  - Desire for shared validation + trend copying.
  - Friends, neighbors co-decorate and share resources.
  - From "decorate alone" → "design together."
  - Risk: performative, less authentic homes.
- **Design cue:** Private / reflection mode to keep spaces personal.

## THE SUPERFAN

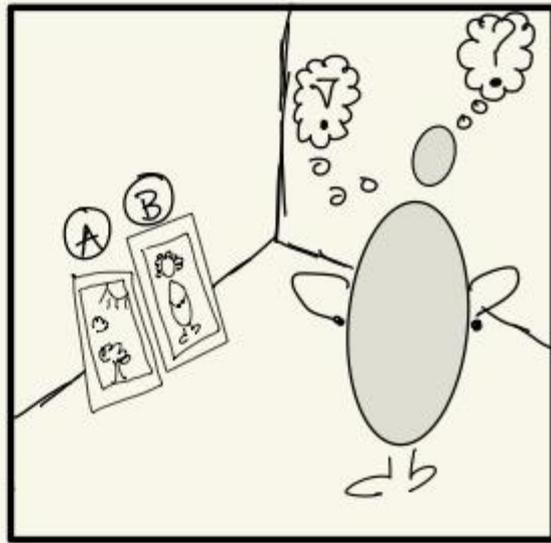
- Form design circles, challenges, sharing hubs.
  - Kindness & respect can flip into judgment or ranking.
  - Inspiring community / or taste elitism.
  - Supportive vs comparative comments.
- **Design cue:** Kind-feedback prompts + empathy-based reactions.

## THE BACKSTABBER

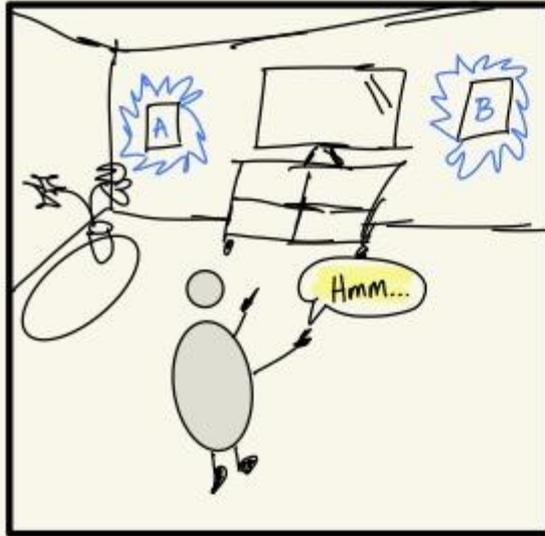
- Overshared or mocked room photos.
  - Judgment, leaks, or critical friends.
  - Reports, surveys, trust dashboard.
  - Track flagged comments + comfort feedback.
- **Design cue:** Consent-based sharing + "undo share" controls.



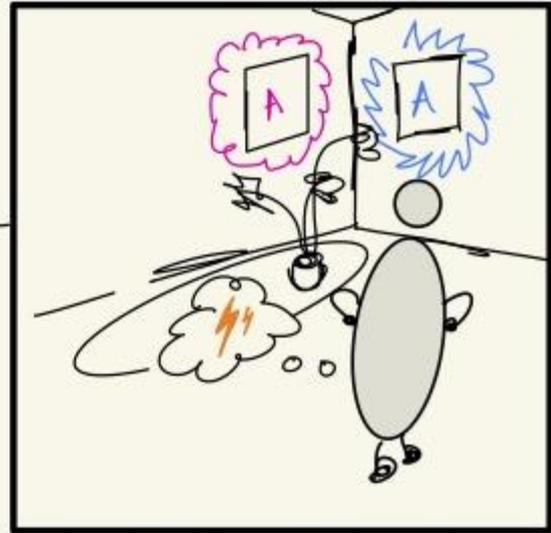
1: USER COMES HOME.



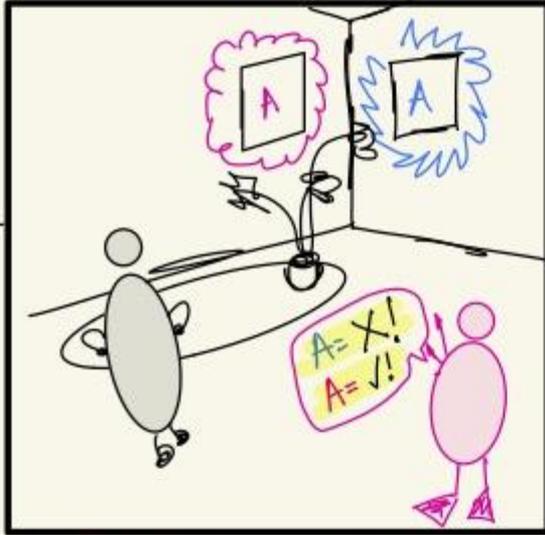
2: USER FINDS DESIGN ITEMS, PHOTOS A & B.



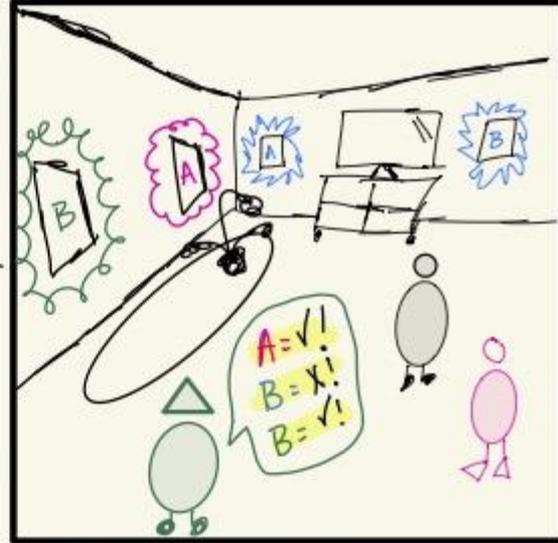
3: USER IDEATES WHERE TO PLACE  $A+B$ .



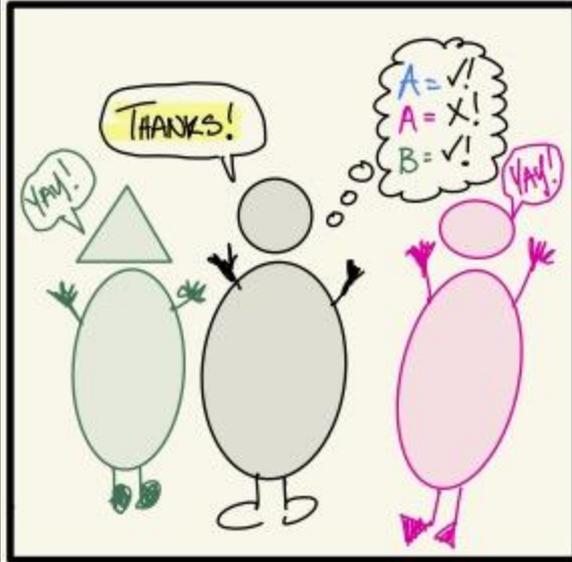
4: USER INITIALLY PLACES  $A+B$ , EXPRESSES DISSATISFACTION.



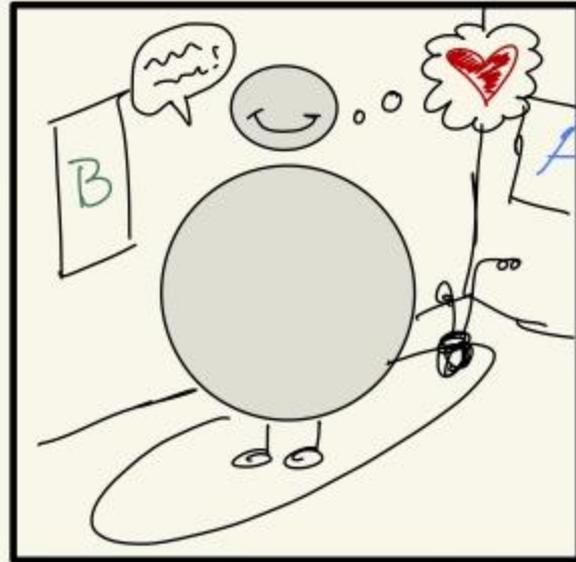
5: FRIEND EXPRESSES CONCERN w/ A, SUGGESTS ALTERNATE A.



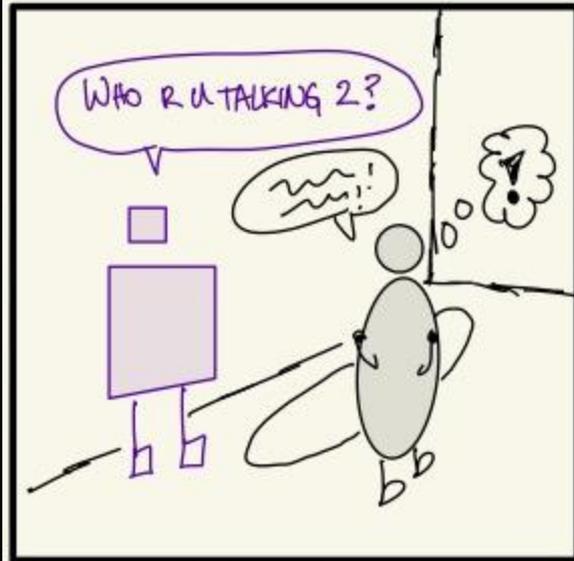
6: FRIEND AGREES w/ FRIEND'S A, GIVES FEEDBACK FOR THEIR OWN B.



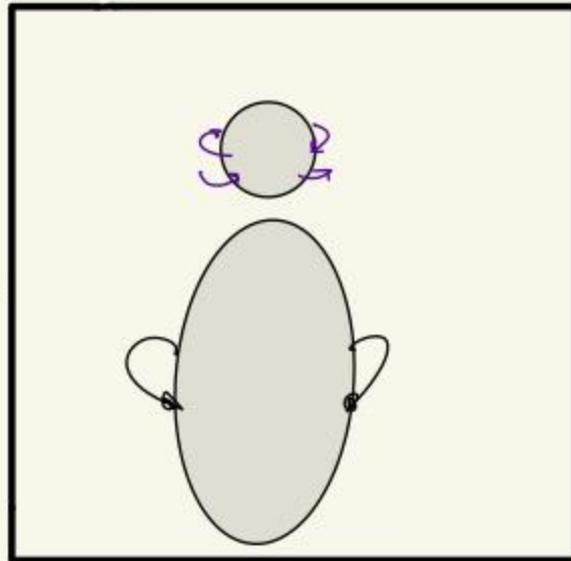
7: USER APPRECIATES  
FEEDBACK!



8: USER IS HAPPY, CONT.  
TALKING TO FRIENDS, BUT  
THEY'VE DISAPPEARED.



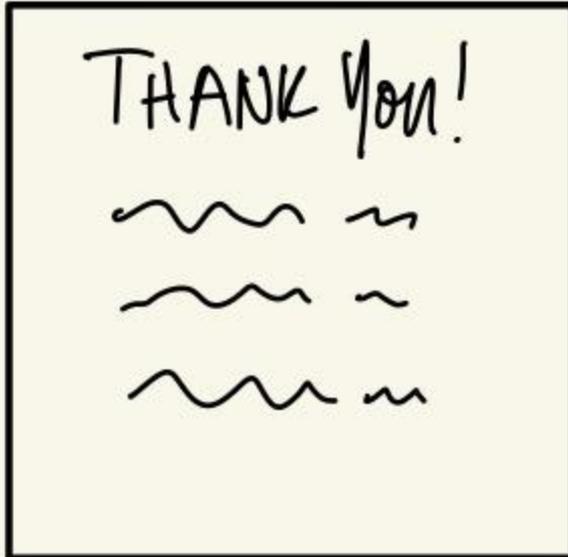
9: FRIEND COMES INTO ROOM, SEES NO ONE, ASKS USER WHO THEY'RE TALKING TO.



10: USER SWIVELS HEAD, REALIZES NO ONE IS THERE.



11: PRODUCT NAME  
+ VALUE PROP.



12: THANK YOU +  
CREDITS.



# THANK YOU

Any questions?