Interior Design terms:

Design Brief Client Interview (demographics & psychographics) demographics & psychographics

Concept Board Client Profile (‘wish list’: most to least important, prioritize a timeline) Design Proposal

I. Creating a Design **BRIEF**

What is a brief? It is a document using quick concept sketches (ideas) for your client A brief “shapes the design process.” There are 3 stages to creating a brief:

Stage 1 – **The Design Process**

* Site analysis (walk around, take measurements, note challenges and opportunities)
* Research
* Compile relevant data

Stage 2 – Focus on your **Client’s Needs + Planning Steps**

* Think of all the practical and impractical wishes your client might have

Stage 3 – **Synthesis Stage** - “Bringing it all together”

* Combine information from Stage 1 and 2 then adjust your design accordingly.
* Integrate practical ad conceptual aims
* Identify what is possible / realistic for the design
* Include all restrictions (e.g. $ financial / physical / legal)

Then you can create a **CONCEPT BOARD** for your client

* Can be general or specific
* Puts the design idea into a framework
* A visual representation of the design project

Keep these notes in mind. Be prepared to explain what each term means.

The Client Interview – Background information

1: Plan a checklist of questions you want to ask your client\* (classmate)

2: Try to find out your client’s DEMOGRAPHICS (personal stats) & PSYCHOGRAPHICS (H.I.L.)

3: Draw conclusions based on information from your above interview

Writing a CLIENT PROFILE

* After you have some basic information from your client, learn to collect the essentials (important things) from your client by creating a client profile
* A profile will identify and target your client’s NEEDS, INTERESTS, and LIFESTYLE
* First you interview your client, then you can write a client profile

STEP 1: List your clients design requirements (ask for their ‘wish list’)

STEP 2: Ask your client to prioritize (list) what is MOST IMPORTANT for them and list what is LEAST IMPORTANT to them.

STEP 3: Prioritize your client’s wish list with a time schedule

> What needs to be done?

> Estimate date (or dates) the project will be completed

* Include the client in the process to increase their confidence
* Prepare them for what is to come (change is difficult)
* Keep a diary of all your meetings and conversations with your client (so you can record all changes and adjustments)
* When things need revising, agree to changes with a signature from your client

Why should you get a signature? This minimizes disputes and shows clear communication

Note:

* “A non-designer can’t make the design happen without you.”
* Remember you will usually have more design background than your client.
* It’s the designers (your) job to interpret and the give the client what they want.
* At first, clients tend to direct the designer
* As the initial excitement fades, clients become conservative and guarded against new ideas
* Often client needs to be persuaded and reassured that new ideas produce new design possibilities
* Be sensitive to the needs of your client
* Keep lines of communication open

Your Client Interview Date: \_\_\_\_\_\_\_\_\_\_

Due: Next Class (Tuesday, May 12th)

Your Client’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Designer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Plan a checklist of questions you want to ask your client\* about their dream bedroom BEFORE you interview them (budget?, changes?, new vs. antique furniture?, time line?)

\* be open to ideas different from your client

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2. Explore your client’s requests / requirements

a) **Demographics**

> Their personal stats: e.g., age, gender, occupation, economic status, income level / budget)

Age \_\_\_\_\_ Gender \_\_\_\_\_\_\_\_\_\_\_ Occupation \_\_\_\_\_\_\_\_\_\_\_\_\_ Budget \_\_\_\_\_\_\_\_\_\_\_(min./max)

(Extra info. for our class interviews: # siblings \_\_\_\_\_\_ Birth order: (eldest/middle/ youngest/only child)

b) **Psychographics** (H.I.L.)

Hobbies (e.g. piano, babysitting, swimming, reading, cycling)

Interests (e.g. music, kids, hanging out with friends, shopping, travel)

Lifestyle (relaxed vs fast-paced, casual vs. elite…, single vs. married, married with/without kids)

> Hobbies: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

> Interests: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

> Lifestyle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. **Draw some conclusions** from your client’s profile

e.g. Sandra is the eldest child of three kids; she needs a quiet space to get away from all the noise and distractions in her family. She loves sports and reading and wants a peaceful retreat that her friends can hangout after school and on weekends.

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c) Ask your client for a **‘Wish List’** for their dream bedroom

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d) Ask your client what is MOST IMPORTANT to them and what is LEAST IMPORTANT to them.

e.g.#1. Not going over budget

#2. Getting NEW furniture (headboard, bedside table, chair)

#3. NEW paint

#4. Accessories: NEW lighting fixture (e.g. horse lamp), new pillows, new comforter cover

#5. Closet organizers

#6. NEW flooring

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4. Prioritize your client’s wish list with a **time schedule**  Est. date of

completion

> What needs to be done? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_

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5. Any other special requests from your client?

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