

Group 1: Young Remote Professional in Small Apartment

Number of Spaces: 1 space (multi-functional studio)

Project Scope + Space Details

- Studio apartment (total: 500 sq ft)
- Main living/sleep/work area: 350 sq ft
- Kitchen + bathroom (excluded from project)

Design Focus: One cohesive space with clearly defined zones

Core Design Problem: Client says they love *minimalism* but also keeps buying décor and collectibles—space feels cluttered and visually inconsistent.

1. Client Profile

- 28, single, UX designer working from home
- Location: urban apartment in Seattle
- Aesthetic preferences: loves Scandinavian + minimalism, light woods, neutral palettes, and subtle texture; dislikes heavy, dark furniture and anything overly ornate, dislikes cluttered/maximalist spaces
- Daily routine revolves around work, fitness, and hosting 1–2 friends occasionally
- Values simplicity, sustainability, and organization
- Lifestyle + hobbies: yoga, journaling, digital art
- Wants the space to feel calm, focused, and airy

2. Needs + Problems

- Studio feels cramped and visually cluttered
- Needs separation between work and relaxation
- Lacks sufficient storage
- Poor lighting for video calls

3. Constraints

- Budget: \$5,000
- Rental—no structural changes allowed
- Must keep existing sofa
- Limited square footage and natural light

4. Goals + Success Criteria

- Create defined zones (work/sleep/lounge)
- Improve lighting and storage
- Must-haves: desk setup, storage solutions
- Success = a clean, functional space that supports productivity without feeling crowded

Group 2: Family with Young Children

Number of Spaces: 3 spaces

Project Scope + Space Details

- Living room: 300 sq ft
- Dining area: 180 sq ft
- Entry/mudroom: 100 sq ft

Design Focus: Connected family zones that function together

Core Design Problem: Parents disagree on style direction—one wants cozy/rustic, the other wants sleek/modern.

1. Client Profile

- Couple in late 30s with two kids (ages 4 and 7)
- Location: suburban home in Dallas
- Home type: single-family house
- Aesthetic preferences: one prefers modern farmhouse (light, rustic), the other prefers contemporary (clean, minimal); both dislike “messy” spaces
- Lifestyle + hobbies: kids’ activities, movie nights, casual entertaining
- Busy household with playtime, homework, and family movie nights
- Value durability, comfort, and family connection
- Want the home to feel warm, welcoming, and organized

2. Needs + Problems

- Living room is cluttered with toys
- Not enough seating for family gatherings
- Safety concerns (sharp edges, fragile items)
- Poor organization

3. Constraints

- Budget: \$12,000
- Must incorporate existing dining table
- Needs kid-friendly materials
- Medium-sized suburban home

4. Goals + Success Criteria

- Improve storage and seating
- Create zones for play and relaxation
- Must-haves: toy storage, durable furniture
- Success = a functional family space that stays tidy and safe, blend styles into a cohesive look, so both adults feel represented and space functions for kids.

Group 3: Retired Couple Downsizing

Project Scope + Space Details

- Living room: 250 sq ft
- Dining area: 150 sq ft
- Primary bedroom: 220 sq ft

Design Focus: Accessibility, circulation, and comfort across key living areas

Core Design Problem: They want to keep *too many* large heirloom pieces that overwhelm the smaller space.

1. Client Profile

- Late 60s couple, recently retired
- Income: fixed retirement income (~\$65,000/year)
- Location: Phoenix
- Home type: downsized condo
- Aesthetic preferences: traditional (wife) vs. transitional/lightened classic (husband); many sentimental heirlooms
- Lifestyle + hobbies: reading, gardening, hosting small dinner
- Value comfort, accessibility, and sentimental items
- Want a cozy, peaceful, and elegant space

2. Needs + Problems

- Difficulty navigating tight spaces
- Too much furniture from previous home
- Need better lighting for aging eyes

3. Constraints

- Budget: \$15,000
- Must keep heirloom furniture pieces
- Accessibility considerations (mobility concerns)
- Smaller condo layout

4. Goals + Success Criteria

- Improve flow and accessibility
- Edit and curate without losing emotional value
- Highlight meaningful items without clutter
- Must-haves: comfortable seating, good lighting
- Success = a safe, elegant home that feels manageable and personal

Group 4: Trend-Focused Social Influencer

Project Scope + Space Details

- Living room/content space: 280 sq ft
- Bedroom (partial styling focus): 200 sq ft

Design Focus: Visually impactful, flexible spaces for filming + photography

Core Design Problem: Client loves *too many trending styles at once* and wants all of them included

1. Client Profile

- 24, content creator/social media influencer
- Loves bold, eclectic, Instagram-worthy design
- Location: Los Angeles
- Home type: rental apartment
- Daily routine includes content creation and hosting friends
- Aesthetic preferences: loves bold trends—dopamine décor, retro, glam, eclectic; frequently changes preferences; dislikes anything “boring”
- Lifestyle + hobbies: filming content, photography, hosting friends
- Values uniqueness, and trendiness
- Wants the space to feel vibrant, creative, and photogenic

2. Needs + Problems

- Current space lacks personality
- Poor lighting for photos/videos
- No designated content creation area

3. Constraints

- Budget: \$8,000
- Rental restrictions
- Limited space
- Needs flexible layout

4. Goals + Success Criteria

- Create visually striking focal points
- Must-haves: good lighting, styled backdrops
- Nice-to-have: statement furniture pieces
- Success = a highly photogenic, flexible space for content creation
- Create a strong visual identity while allowing flexibility
- Success = cohesive but still dynamic and camera-ready

Group 5: Busy Professional Couple

Project Scope + Space Details

- Living room: 320 sq ft
- Primary bedroom: 260 sq ft
- Home office nook: 120 sq ft

Design Focus: Elevated comfort and refined atmosphere

Core Design Problem: Their shared “modern” preference actually means *very different things*:

- **Client A thinks “modern” means warm and comfortable**
 - Soft, inviting, cozy, lived-in
- **Client B thinks “modern” means clean and minimal**
 - Simple, structured, no excess, very controlled

1. Client Profile

- Early 40s couple, both lawyers
- Prefer modern luxury/minimalist aesthetic
- Long work hours, value relaxation at home
- Value quality, efficiency, and sophistication
- Want the space to feel calm, refined, and restorative
- Location: townhouse in Chicago
- Home type: urban townhouse
- Aesthetic preferences: both say “modern luxury,” but one leans warm/organic (woods, textures) while the other prefers ultra-minimal, monochrome spaces
- Lifestyle + hobbies: travel, fine dining, reading

2. Needs + Problems

- Space feels cold and impersonal
- Lack of comfortable seating
- Poor lighting ambiance

3. Constraints

- Budget: \$25,000
- Limited time for renovations
- Must maintain a professional look-high expectations for quality

4. Goals + Success Criteria

- Add warmth and comfort without clutter
- Must-haves: high-quality seating, layered lighting
- Success = a luxurious yet inviting retreat from work stress

Group 6: College Roommates Sharing Apartment

Project Scope + Space Details

- Shared living room: 280 sq ft
- Dining nook: 120 sq ft

Design Focus: Cohesive shared space with flexible seating + storage

Core Design Problem: Three completely different styles competing in one shared space

1. Client Profile

- Three college students (ages 19–21)
- Mixed style preferences (boho, modern, eclectic)
- Location: apartment near campus in Boulder, Colorado
- Home type: rental apartment
- Aesthetic preferences: one likes boho, one likes modern, one likes sporty/gaming aesthetic
- Lifestyle + hobbies: gaming, studying, socializing
- Value affordability, flexibility, and personalization
- Want the space to feel fun, expressive, and comfortable

2. Needs + Problems

- Clashing style preferences
- Lack of seating and storage
- Disorganized shared spaces

3. Constraints

- Tight budget: \$3,000 total
- Rental limitations
- Small shared living area

4. Goals + Success Criteria

- Balance different styles cohesively so everyone feels represented
- Must-haves: seating, storage
- Nice-to-have: decorative elements reflecting personalities
- Success = a cohesive, functional shared space everyone enjoys

Group 7: Empty Nester Turning Room into Hobby Space

Project Scope + Space Details

- Spare bedroom/art studio: 240 sq ft
- Closet storage area: 60 sq ft

Design Focus: Creative workspace with strong organization + lighting

Core Design Problem: Client wants a *highly creative, messy art space* but also wants it to look “clean and Instagram-worthy” at all times

1. Client Profile

- 55-year-old individual, recently an empty nester
- Loves transitional style with artistic elements
- Location: suburban home in Portland
- Home type: single-family home
- Aesthetic preferences: loves transitional base with artistic, colorful accents; inspired by creative studios; dislikes overly sterile spaces
- Lifestyle + hobbies: painting, crafting, DIY projects
- Values creativity, organization, and self-expression
- Wants the space to feel inspiring and peaceful/creative energy

2. Needs + Problems

- Spare room is underutilized
- Lack of storage for supplies
- Poor lighting for detailed work

3. Constraints

- Budget: \$7,500
- Must use existing room footprint
- Needs durable, easy-to-clean materials

4. Goals + Success Criteria

- Create a functional art studio
- Must-haves: worktable, storage, lighting
- Balance creativity with organization
- Success = functional studio that can also be visually appealing