

CREATION OF PORTFOLIO WEBSITE FOR INTERIOR DESIGN

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Abstract-

The Portfolio website for Interior Design would showcase the designer's unique aesthetic and design philosophy, highlighting their past projects and successful collaborations with clients. The portfolio website would include a carefully curated selection of high-quality images and videos, showcasing the designer's past work. It would describe the website's purpose, design style, and featured projects. This also aims at designer's strengths. The creativity meets functionality. In this portfolio website the customers can view the designer's ideas and works. Once after the view of the portfolio the customers can also take the contact form to contact the designer directly. The customers are also given choice to get quote for upon their selection of the catalogue.

I. Introduction

As a result of the development of Internet technology, web development has become an effective complement to traditional way. It is a common knowledge that customers are extremely prone to get cheated under the traditional method, which could affect the fairness of any way. The face to face method of getting interacted, which has been ongoing for decades, may not be pleasing for use because of the problems usually associated including payments venue capacity constraints, lack of comfort for interior designs, delay in the building process, cost implication of printing designs, materials and human fault. Creation of Portfolio website for Interior Design, is an application that allows an customer contact designer via the web application. Various companies, institutions and organizations have opted for this method for getting quotation for Interior Designs, because it is quicker, easier and convenient. This system makes it easier for customers to contact designer and collate results.

In terms of design, you may want to use a minimalist approach with a focus on high-quality images. Use a color scheme that reflects the designer's brand and aesthetic, and make sure the website is easy to navigate. Consider hiring a professional web designer or using a website that looks professional and is easy to

update. Having a portfolio website particularly for Interior Decoration can be essential tool for professional looking to showcase their work and attract new clients or job opportunities. It allows potential clients or employers to view the individual's work samples, learn more about their skills and experience, and get a sense of their overall style and approach to their work. Clients are now looking for designers who have strong knowledge and background in research methodologies for testing design outcomes. They also developed the so-called performance-based contracting where the architect/designer is not paid in full until after post-occupancy assessment. What clients wanted from an interior designer fifteen or twenty years ago is different from what they are looking for today.

At present, clients look first at the designer's experience with their type of project, then at firm's experience. They next evaluate the ability to complete the project on time and within a set budget, and the accuracy in making estimates and specifications. Also down the list of their considerations is the kind of design work the firm does, the firm's quality of management, the size of the firm, and the in-house capabilities. Today in Europe, the interior design profession focuses on Knowledge and the capacity of managing this Knowledge is increasingly important in the activity and the team-based office, it is considered so important to the point that it can make or break a company. Therefore, the knowledge of employees in a design firm becomes an active part of the evaluation process involved. So, the first reason for research in interior design basically relies on the client's attitude to know who the firm is, what the firm does, how long it has been in business, where is the office located, what kind of services is the firm able to provide, and what types of consultants and other professionals would be brought to the project. They will want to know about recent jobs done that are similar to their project and how those projects were particularly successful. Finally, there is an urge to demonstrate the existing link between the design profession and the strategic goals of business organizations. Evidently since facilities are closely linked to business issues, designers are constantly challenged to show they are successful both from a strategic perspective as well as from an aesthetic dimension.

II. Literature Review

III. Design Research Methodology:

Every design is a hypothesis but unlike scientific researches the design hypothesis are rarely expressed in projects. Instead, they remain imbedded in the designer's mind. There are assumptions that design hypothesis can be made more explicit and for that at least two routes can be identified in the design research:

1-Design evaluation: oriented towards real settings in assessing what works and what does not.

2-Theory development: focused on understanding of basic relationships and concepts.

The design evaluation reiterates the numerous techniques for the existing post-occupancy evaluations ranging from sophisticated methodologies to simulations that provide a feedback of the design process and implementations. The design theory or concept development is based on reviews of scholarly researches that can be used to generate new ideas and approaches to design problems. However, the design researcher needs to know where to look, what question to ask and how to interpret data from other fields in light of particular design context. But, what if research became an integral part of the design practice? The assumptions are that the benefits would be far reaching on the following:

- The increased ability to diagnose client context and needs.
- The improvement of the design solutions.
- The development of a design-centered knowledge base as a foundation for any decision-making process.
- The ability to provide clients with valid data from previous projects.
- The constant improvement of measuring criteria to decide on how data will be used.
- The planning to control pre and post design phases and the readiness to respond to possible design changes.

The Objectives of a Portfolio website for the Interior Decoration are the Specific goals and outcomes that an investor seeks to achieve through the allocation and management of their investment assets. These objectives can vary depending on the investor's individual goals, risk tolerance, and investment time horizon. This Portfolio website for Interior Decoration provides the objectives of an Interior design website are to provide a platform for Interior Designers and enthusiasts to showcase their work, educate visitors on design principles and trends, and attract potential clients. Some specific objectives of this Interior Design Portfolio website include:

- 1. Portfolio display:** One of the main objectives of this interior design portfolio website is to showcase the designer's portfolio of completed projects. This website will provide an easy-to-use interface for displaying high-quality images of the designer's work, along with descriptions of each project.
- 2. Information and education:** This interior design portfolio website can serve as a resource for visitors who are interested in learning more about design principles, trends, and techniques. This website will feature informative posts that provide valuable information on topics such as colour theory, space planning and material selection.
- 3. Contact and communication:** Another Objective of this Interior design portfolio website is to make it easy for potential clients to contact the designers and initiate a conversation. The website will also include a contact form that visitors can use to get in touch with the designer, as well as links to the designer's social media profiles.
- 4. Branding and marketing:** This Interior Design Portfolio website can be an important tool for branding and marketing the designer's business. This website will feature a clean and visually appealing design that reflects the designer's brand and aesthetic, along with calls-to-action that encourage visitors to engage with the designer's services.

IV. Followed Techniques

1. Subjective technique vs. Objective

can be based on assessment and communication methods like: Questionnaires, Interviews, Focus groups*, etc. The subjective* techniques assess feelings, thoughts, perceptions, attitude and state of mind. While the objective* techniques by contrast exist mainly in the physical features and characteristics of objects.

2. Qualitative techniques vs. quantitative:

Qualitative techniques are based on methods used to assess subjective qualities of experience such as: Interviews and observations. Its outcome is a verbal analysis such as: identifications of themes, concepts and issues. While quantitative techniques are based on methods directed to assign numbers to something being measured also meant to provide rating scales and categories. But, quantitative data can include both subjective and objective measures.

Communication Based Methods and Techniques in interior design:

Communication is a critical element of the entire design process especially in the schematic design phase or the so-called comprehensive phase. Since the design concept relates to the initial client's interview that states the quantitative and qualitative goals, therefore, the success of the project directly relates to the designer's ability to listen and to respond to the established goals. Suggested communication methods:

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Programming and Planning Phase.

The Programming phase could also be called Info Gathering. The designer's duty is then to describe all the services required to obtain the data, documents, and information needed to

determine if the project is actually feasible and also to be able to begin preliminary conceptual planning and specification. The Planning of a project is when one defines what must be done, who will do it, how long it will take, and how much it will cost.

The Planning phase is also called a responsibility-center management that acts towards setting the goals, objectives and strategies. It is also advisable to set the location of the initial interview on the job site if possible so that the designer can see some of the particulars and assess them and gathering all the visual clues possible. Planning technically *what to wear* to the interview is also critical; clients may find it difficult to relate to the designer if he looks from a different world.

1-Presentation methods and techniques.

It is important for a client to understand something about the design business and the scope of services available. Presentation methods required:

- Present a preliminary schematic.
- Prepare a comprehensive file.
- Discuss client's function, vision and budget.
- Use of images and words.
- Explain diagrams, organizational charts and visual concepts.
- Recommend preliminary layout solutions, construction methods and material and finally recommend furniture.
- Use of models and present perspectives.

The interior designer's duty also at this point is to develop adequate techniques for helping his client's perception of the space and guide him through the transition period.

Designer may use different probing techniques like the use state-of-mind probes, echo probes, i.e., to repeat what the client says to encourage him expand on a theme, to return to an issue already discussed and ask a reflective question, aiming for simplicity and clarity in everything said. Many clients do not understand the design vocabulary, when discussing sizes; the designer can always relate them to any item familiar that they can visualize.

When making a presentation, clients don't want to hear only talks about the designer's old projects; they are interested in their own. They want to hear the designer say: *"Here is your problem, and this is our solution."* They also like a designer who shows understanding for their

viewpoint, they need encouragement from their designer and often need to know how products work and will fit into their lifestyle. For example, when using new technology in a project, there is a need to reduce the complexity of technical data in the presentation so that it is easier for the clients to understand. The smartest designers can explain things in the simplest terms.

Here below are some tips that some designers may consider useful to improve their presentation techniques:

- Making sure that the presentation is completely thorough, well organized, and exciting demonstrating proof of faith, intelligence, aggressiveness, and talent.
- During the presentation, the designer can describe the expertise and knowledge of his staff and explain how they will interact on the project.
- Can provide references to previous clients who have used the same services for similar jobs.
- Can explain how his design firm is different from its competitors. Revealing the strong points the firm can offer that others cannot.
- Can rehearse the presentation and try it out before the actual one takes place.
- Can prepare an analysis, a built model, some sketches, or take some photographs. Some designers often completely design a space before even being awarded the job. Clients like to feel that time has been spent on their project.
- Can dress in businesslike clothing. Generally it is better to be a bit on the professionally neutral side than to seem too artistic. The way the designer looks is part of his presentation; his appearance usually fits his personality and design tastes.

Budget estimate and Schedule

The budget is often the responsibility of more than one person. Because interior projects usually involve construction, design and furniture, general contractors can estimate the specified construction works. Also because interior designers should not and cannot get directly involved in structural load-bearing constructions, they can still budget wall and ceiling treatments, floor and window coverings, lighting fixtures, furniture and other movable items.

Scheduling is a control function whereby it is necessary to assign various activities in a practice and ensure that the appropriate work is being done, to see where and when each person is in the course of the work plan and moreover ensure that the project deadline is met.

Budget and Schedule requirements:

- Design concept reflected in the budget and schedule.
- Project budget presented as a preliminary estimate according to phases. Construction cost, Furniture cost and Incidental expenses.

There are many decisions that must be made for any project to stay within the construction time frame and budget. Clients expect from the interior designer to advise them on the trade in discerning values of aesthetics cost and time. Even though there are always certain limitations based on the budget, there is no right way to design except to consider what is right for the client. Clients always request well-made, beautiful, long-lasting furniture and fair prices. But designers could also be aware that complex finishes and special finishing techniques are more in demand, and that the cost of raw materials and labor to produce quality goods is always rising. Sometimes the investment a client makes to create an outstanding interior could go over budget. Many consumers, and specially those who have not purchased goods for sometime, may be astonished at the current prices, not to mention that there are more and more products available, varying in quality and price, which makes the role of the designer more essential.

Interior designers can also be well aware of the reputation and quality of the products they recommend. Most clients only purchase furniture two or three times during their lifetime. And they know that there are many methods available, other than traditional retail sales, for individuals to purchase goods. Some products are even available to end-user, via different means, in an attempt to avoid the retailer or designer, and to pass savings onto the consumer directly.

When a client concentrates only on price, he may not realize what he could be giving up and in long run spend more, much more than anticipated. In this context several questions could be raised: Why is there such difference in price? Is the discount based on the buying power of a firm, or is it of inferior quality? Will the client get the service he expected? Is he getting the best quality for his money? If problems of shipping arise, such as damage by a freight line, who will handle this matter and replace the damaged goods? How long does the client expect his furniture to last? And does the piece achieve the desired results in terms of scale, performance and durability?

If a client seems only interested in the bottom line, he will be talking to the designer only because he wants his services at another price. It is the designer's responsibility to determine if his client is sacrificing quality, and it is also his duty to inform him of what he may be giving up and how these services are worth the difference in price. But when a client purchases well-made items which he adores, he will end up loving them for many years to come, and every time he looks at them he will be reminded of how the designer helped making his dream come true.

Methods used for establishing a schedule:

There are hundreds of scheduling systems to control all kind of projects. To name some:

The Milestone Charts, the Bar Charts, the CCPM (Computerized Critical Path Method), etc... All have advantages and disadvantages but each project may be scheduled using the most suitable method according to its complexity. However, all types of projects must be sharing a minimum of characteristics:

- Scope of services.
- Number of activities.
- List of labor performance.
- Fees and Costs.
- Time estimation.

A progressive assessment is then required in order to control and monitor accurately the project status all through the established schedule. One of the best methods in accomplishing this task was developed by David Burnstein and is called the IBSM (Integrated budget and schedule monitoring), this method is meant to:

- Estimate each task and progress.
- Compute progress.
- Control expenditures.
- Determine each and overall task and budget status.

This latter method offers all means to control and monitor various points throughout the project if closely adopted. This approach also helps in overcoming possible schedule and budget problems while still observing the project objectives.

The “Design-built” Method.

At last, interior designers often enter projects at the framing stage, only to discover major problems affecting the interior, problems that should have been easily remedied or corrected had interior design considerations been included from the beginning. One-way to avoid these problems exists relatively in a new trend within the building industry called the “design-built”. The design-built method is the means to address the issues of integrating a job from beginning to end. This approach has been developed in an effort to reduce expenses and construction costs, while providing realistic budgets and continuity throughout the project. In any design-built situation, it is advisable that clients be considered as design team members or partners and may be provided with a list of recommendations and options so they could participate in the decision making process. When an end-of-phase is reached, clients may grant the designer their approval in a sign-off form that is to acknowledge the completed phases according to schedule and allowing the project to move forwards with the remaining phases.

When implemented, the design built method facilitates a smooth progression during a project by integrating architecture, engineering, construction, interiors and landscaping. The design-build team is formed for the benefit of the client. The expertise and experience of qualified individuals in this team are available to tackle every aspect of the project in uniformity, rather than independently. This method acts as a balance system avoiding surprises along the way. It allows the time necessary to investigate solutions to problems in advance rather than under pressure in the midst of construction. Most importantly, these specialists will be working from the start to provide the client with a fully designed, totally integrated project.

V. Conclusion

The portfolio created for the designing of the websites nowadays all the business were run under the websites only. So, portfolio website used for the website purpose of designing their templates and it should be impress with the customers and they are attract with the designs of image, video etc. Creation of Portfolio website for Interior Design, is an application that allows an customer contact designer via the web application.

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