

Project: My Dream Home  
Date: 28 January 2022

**Project name:**  
**My Dream Home**

## Project description:

**My Dream Home** is an online platform for home remodeling and interior/exterior services. Its goal is to give advice and hints to clients about the design or redesign of their homes.

## Project structure:

### Sitemap:

1. Home page
  - 1.1. About us
    - 1.1.1. Company
    - 1.1.2. Our team
  - 1.2. Services
    - 1.2.1. Design Interior advices
    - 1.2.2. Design exterior advices
    - 1.2.3. Tips and tricks
  - 1.3. Portfolio
    - 1.3.1. Interior projects
    - 1.3.2. Exterior projects
    - 1.3.3. Renovation projects
  - 1.4. Online Figurators
    - 1.4.1. Online Architectural Figurator
    - 1.4.2. Online Color Figurator
  - 1.5. Contact us
  - 1.6. Sign up

### User Flows:

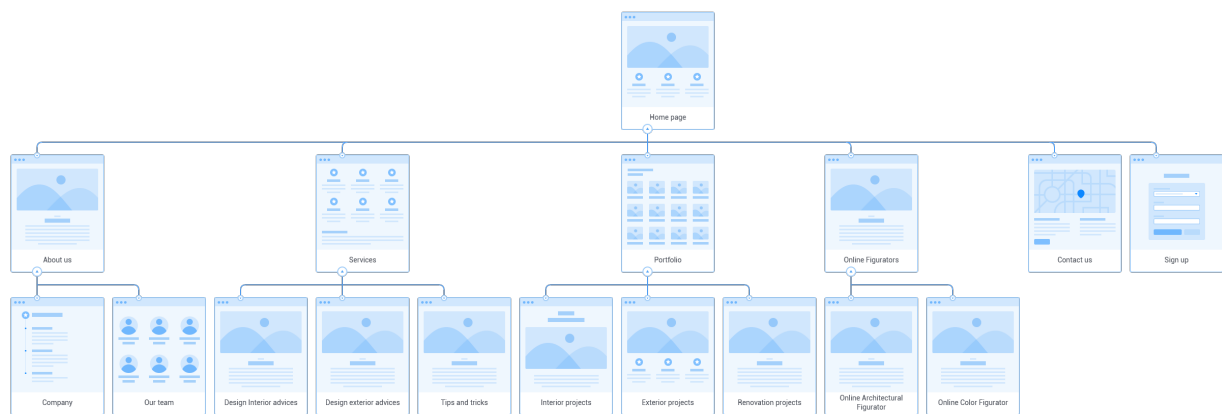
2. DecorateRoom

### Personas:

3. Female-profile-01

### Customer journey maps:

4. Decorate a room



# 1. Home page

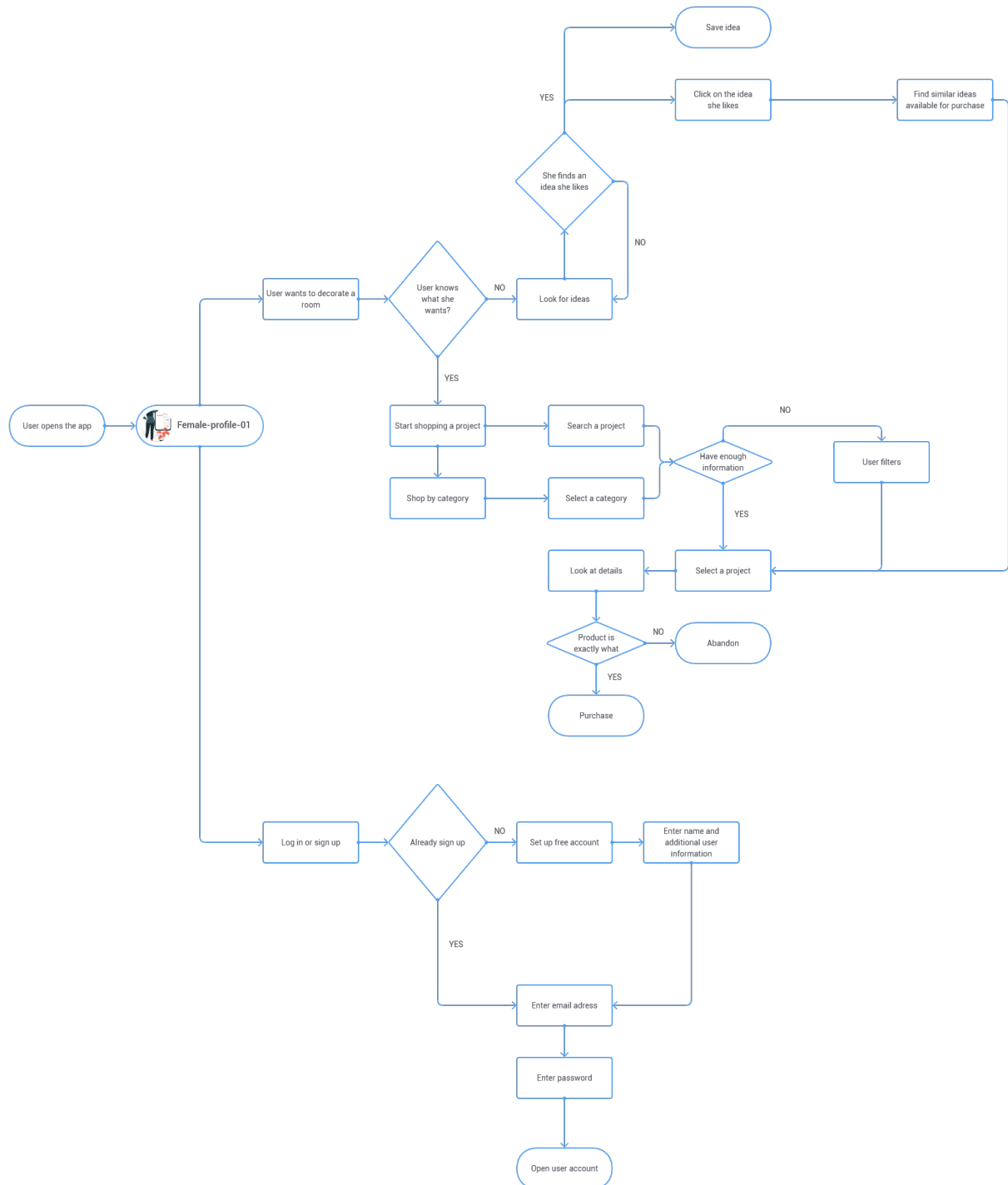
## Page description

Main information about our Platform service

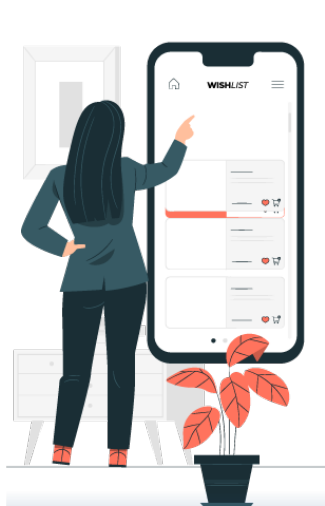
## Page structure

### 1. New Section

## 2. DecorateRoom



### 3. Female-profile-01



**Bio**

Lilly is 56 years old. She works as a project manager in a marketing agency and has a daughter, who is planning to get married soon. So, she needs to refresh her home, to be prepared for a nice life event.

**Goals · Interest**

- Find advice on how to design her old home.
- Organize marriage for her daughter.
- Cooking.
- Dating.
- Fitness.
- Traveling.

**Motivations**

Loneliness	19%
Entertainment	56%
Indipendent	23%
Relationship	93%

**Pain Points · Concerns**

- Missing Online figurator.
- Slow loading.
- Not enough information about Company portfolio.
- Missing enough reviews from clients.

**Technology**

Icons representing various devices and operating systems: Android, Apple, Windows, and a generic device icon.

**Personality**

Introvert	😊 😐 😞 😡 😢
Analytical	😊 😐 😞 😡 😢
Sensing	😊 😐 😞 😡 😢

**Lilly Ivanov**  
56, Project manager  
Plovdiv, Bulgaria

BOOKS TRAVEL COOKING

Facebook Instagram WhatsApp LinkedIn Google+ SoundCloud

“Fresh and modern advice about last trends for the current year. Tips and blogs.”

## 4. Decorate a room

Female-profile-01					
	Awareness / Discovery	Consideration / Research	Decision / Purchase	Post-Experience	Advocacy
User Actions	<ul style="list-style-type: none"> <li>Ask friends and coworkers</li> <li>Search for decorating ideas in Google</li> <li>Click ads</li> </ul>	<ul style="list-style-type: none"> <li>Browse different competitions</li> <li>Chose My Dream Home App</li> </ul>	<ul style="list-style-type: none"> <li>Select concrete decoration ideas</li> <li>Select Paid Project</li> <li>Input payment information for the paid one</li> </ul>	<ul style="list-style-type: none"> <li>Try selected ideas</li> <li>Apply purchased project</li> <li>Decide to use it</li> </ul>	<ul style="list-style-type: none"> <li>Recommend the platform to friends</li> <li>Give rating online</li> </ul>
Touch Points	<ul style="list-style-type: none"> <li>Friend's recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Landing page</li> <li>Promotions</li> <li>Search bar</li> <li>Category page</li> <li>Decoration ideas</li> <li>Idea detailed page</li> <li>Project page</li> </ul>	<ul style="list-style-type: none"> <li>Card information</li> <li>Log in/Sign up page</li> <li>Checkout page</li> <li>Payment page</li> <li>Shipping page</li> <li>Order information</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Talk with friends</li> <li>Customer review page</li> </ul>
Customer experience	Neutral	Sad	Hospitable	Happy	Happy
Pain points	x	x Too many steps to find decoration ideas page	x	x	x
Ideas to improve	1.	1. Build more effective landing page based on banner add for specific advice; improve navigation through the building of clearer navigation and search options	1.	1.	1.