



Design Process

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Dear Customer,

Design is a deeply collaborative and detailed effort that combines your aspirations and budgets with our creativity and resourcefulness and, thus, is the single most important phase when we work on your project

This document provides an overview of our design process to help you have an informed and smooth experience through the entirety of the design phase

As is said: a job well begun is half done!

There are 5 steps in the design process

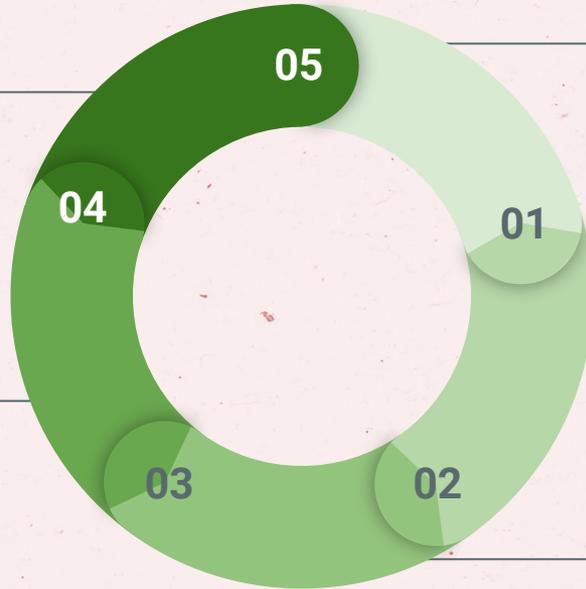


Working Drawings

Detailed specifications containing low level details for project managers, designers and contractors to deliver the approved designs

Renders

High fidelity images that are close to 90-95% precision illustrating all the design choices approved by customers during the previous steps



Furniture Layout

We collaborate to outline how different furniture elements will fit into your vision, our ideas, and the property's measurement

3D Designs

Help customers visualise the furniture layout through a more lifelike representation of the property and spaces

Material Selection

Use the 3D designs to discuss and decide on different materials like ply, laminate, colours, lighting, etc.

* Estimated time mentioned in this doc are at the higher end of the scale and varies based on actual requirements

Our happiest customers have:

- Considered each step in the design process important, and not short circuited it, as that can introduce delays and budget creep later in the project
- Have spent **between 6 to 12 weeks (post sign-up)** in the design phase; depending on scope/size of the project, number/scope of iterations, and unforeseen events
- Thoughtfully approved the output at each step in the process knowing that it is input for the next step; modifications to the output of a previous step naturally extends the design phase due to rework

Step 1: Furniture Layout



Furniture layout is a crucial step in the interior design process because it directly impacts the functionality, aesthetics, and flow of a space. A well-planned furniture layout can transform a room into a cohesive, practical, and visually pleasing environment, while a poor layout can lead to a cluttered, inefficient, and uncomfortable space.

Time Estimate: ~2 weeks

Initial layout: ~2 days +

Customer Review & Feedback: ~1 week +

Revisions & Final Approval: ~2 days

Customer Involvement: Medium to High

Benefits

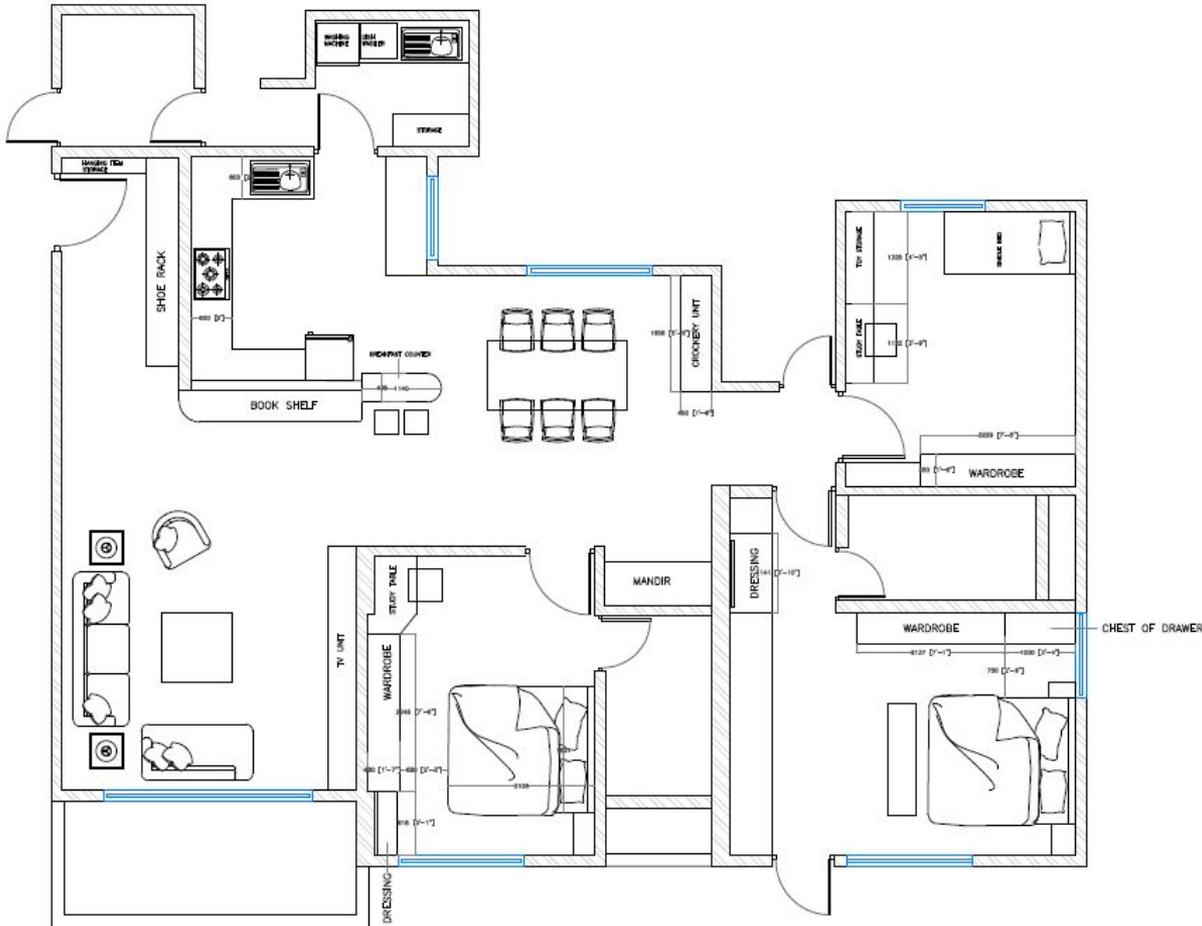
Maximizes Space Utilization: Efficient furniture layouts ensure optimal use of available space.

Enhances Functionality: Proper placement of furniture enhances the functionality of a room, making it more practical for everyday use.

Improves Flow: A good layout promotes better traffic flow, preventing congestion and creating an open, inviting space.

Aesthetic Appeal: Thoughtful arrangement of furniture contributes to the overall aesthetic and harmony of the design.

Personalization: Custom layouts can be tailored to the client's specific needs and lifestyle.



Customers receive an artefact like this that helps them visualise the placement of different furniture elements around the entire property

Step 2: 3D Designs



Creating 3D designs is an essential step in the interior design process because it provides a **realistic visualization** of the proposed design, helping clients and designers to better understand the spatial relationships, aesthetics, and functionality of the design. **Customers are encouraged to share reference images**, if any, indicating their vision.

Time Estimate: ~5 weeks

Initial Model Creation: ~2 weeks +
Customer Review & Feedback: ~2 weeks +
Revisions & Final Approval: ~1 week

Customer Involvement: High, multiple meetings

A revised estimate is presented based on changes made during this step.

Benefits

Better Understanding of Scale and Proportion: Helps in understanding the spatial relationships and proportions of different elements within the room.

Enhanced Communication: Improves communication between designers and clients by providing a clear and detailed visual representation.

Identifying Issues Early: Allows for the identification of potential design issues or spatial conflicts before the actual implementation.

Informed Decision-Making: Clients can make more informed decisions about design choices, materials, and furnishings.



Customers receive an artefact like this for each space that helps them visualise a more life-like appearance of the furniture layout

Step 3: Material Selection



Material selection is a critical step in the interior design process because it directly affects the aesthetics, functionality, and durability of the design. The choice of materials influences the overall look and feel of a space, as well as its maintenance requirements and longevity.

Time Estimate: ~2 weeks

Initial Research: ~4 days +

Customer Review & Feedback: ~1 week +

Final Selection & Approval: ~2 days

Customer Involvement: High

Benefits

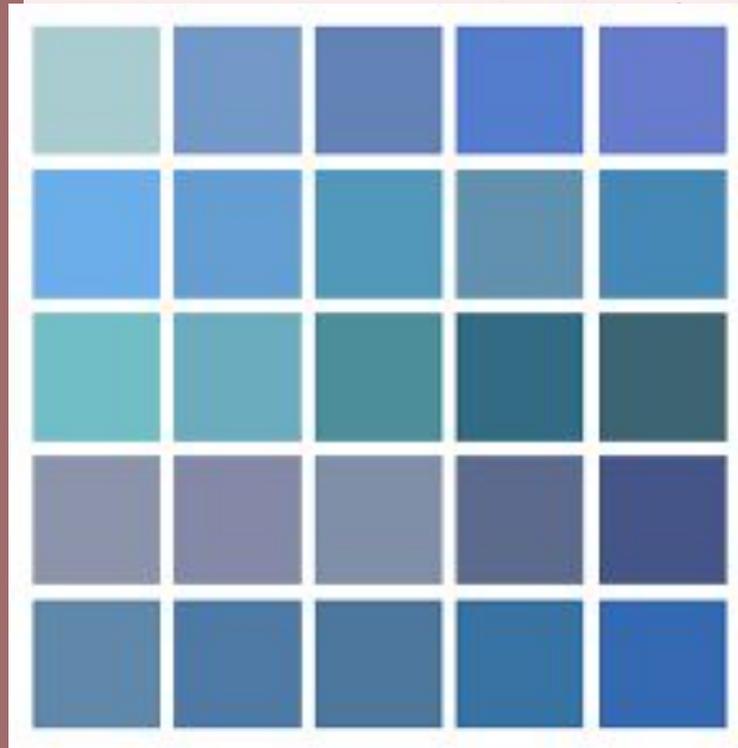
Aesthetic Appeal: Carefully selected materials enhance the visual appeal and create the desired ambiance.

Functionality: Appropriate materials ensure that the space meets functional requirements, such as durability and maintenance needs.

Quality Assurance: High-quality materials contribute to the longevity and resilience of the design.

Customization: Allows for customization to reflect the client's personal style and preferences.

Sustainability: Sustainable material choices can reduce the environmental impact of the project.



This stage involves material selection for the approved 3D design (Ex: Laminates, Veneer, Acrylic, Wall colours, etc.) using physical catalogues and/or soft copy of the same

Step 4: Renders

Creating renders (photorealistic images of the proposed design) is an important but time-consuming step in the process because it provides a detailed and accurate visualization of the design concept. Renders help both the designer and the client to understand how the final space will look, facilitating better decision-making and ensuring alignment with the client's vision.

Time Estimate: ~3 weeks

Initial Render Creation: ~1.5 weeks +
Customer Review & Feedback: ~3 days +
Revisions & Final Approval: ~1 week

Customer Involvement: High

Benefits

Realistic Visualization: Renders offer a lifelike representation of the space, making it easier for clients to visualize the final outcome.

Improved Communication: Enhances communication between the designer and the client by providing a clear, detailed image of the proposed design.

Early Problem Identification: Allows for the identification and resolution of potential design issues before implementation.

Informed Decision-Making: Clients can make more informed decisions about design choices, materials, and furnishings.

Presentation: High-quality renders can be used to present the design concept to stakeholders.



Customers receive 3D images with the selected material, colours, lighting & design

These resemble the end project with a 90-95% precision



Out-of-scope elements may be added to renders to provide a complete, aesthetic finish

*Images included above are for representation purpose only

Step 5: Working Drawings



Creating working drawings is a crucial step in the interior design process because they provide precise instructions for contractors and craftsmen to execute the design. They are a blueprint for the construction and installation phases, ensuring that the project is completed accurately and to the designer's specifications.

Time Estimate: ~4.5 weeks

Initial Drafting: ~3 weeks +

Customer Review & Feedback: ~1 week +

Revisions & Final Approval: ~3 days

Customer Involvement: Medium to High

Execution and delivery happens strictly according to the final drawings and cost estimate approved at this step.

Benefits

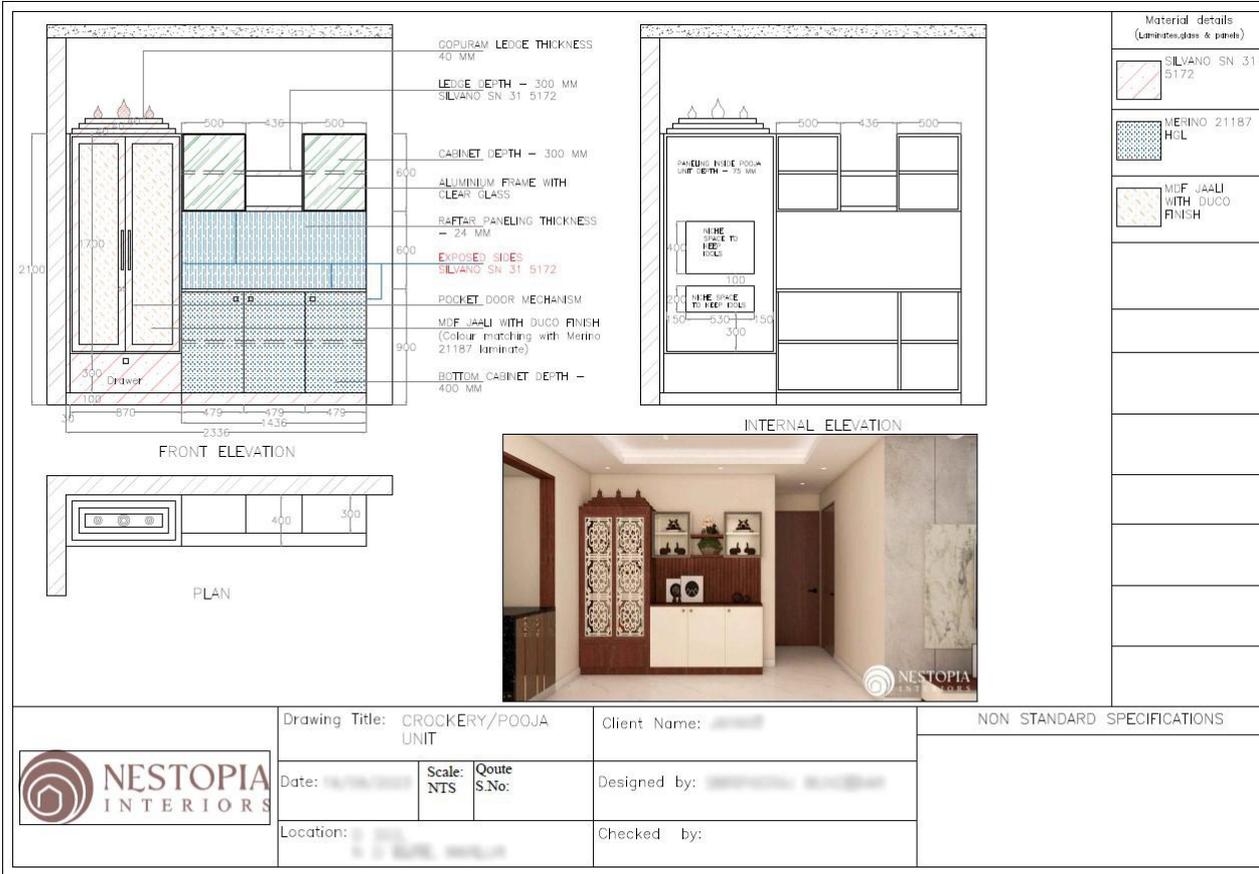
Precision: Working drawings provide exact measurements, materials, and construction details, reducing the risk of errors during implementation.

Clear Instructions: They offer clear and detailed instructions for contractors, ensuring that the design is executed correctly.

Coordination: Facilitates coordination between different trades and professionals involved in the project.

Final Cost Estimate: Helps in accurate cost estimation and prevents budget overruns by detailing all elements of the design.

Compliance: Ensures compliance with building codes, regulations, and standards.



This is a detailed output of the design that is primarily meant for designers, contractors and project managers to plan and execute the approved designs

Elevate your space with our bespoke designs

Design-to-delivery Ownership | Transparent process & pricing | Timely Delivery

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