2020 Ideal Spaces

Inspire. Define. Collaborate.

2020 Ideal Spaces is an innovative and powerful web-based solution for interior design. Retailers can host 2020 Ideal Spaces on their websites to provide customers with a cutting-edge portal to plan and purchase their next interior design project. 2020 Ideal Spaces makes it easy and fun for end users to create their design projects, from start to finish, wherever they are—using actual in-store products.
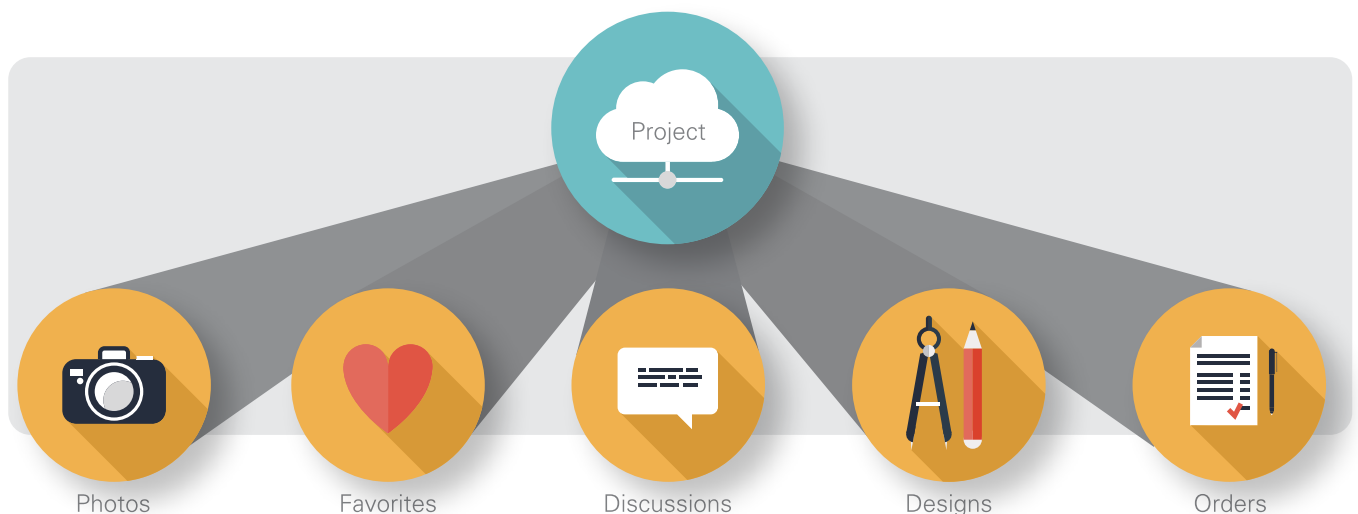
2020spaces.com/2020IdealSpaces

2020 Ideal Spaces

The Challenge

In today's marketplace, customers are more involved in the design process than ever before, accessing retail products and establishing their design preferences from a variety of places—including home computers, in-store, and on mobile devices. They want to consider multiple options, measure how it will fit in their room, get feedback from friends and family and try to envision what their new space will look like. Retailers need to align with customer behavior and engage with them on every step of their interior design journey.

The Solution

2020 Ideal Spaces is much more than a 3D web-based design tool—it provides project-based retailing. The solution has all of the components needed to help a customer visualize their room and complete their project from start to finish. Users can save photos, favorite design concepts and have discussions with friends and family within their project. They can stay in constant contact with the designer and see the progression of their design in 3D. They can make iterations to the design and see the visual impact and cost adjustments. When they are ready to order their new kitchen concept, everything is conveniently stored electronically for the store staff to process. 2020 Ideal Spaces is a design project collaboration tool for both retail employees and consumers, helping them get to that perfect design more easily and quickly than ever.

Project

Photos Favorites Discussions Designs Orders

Benefits

2020 Ideal Spaces provides a more efficient and enjoyable experience throughout all phases of the buying process. Tap into the growing mobile commerce trend, drive more customers to the store and increase the chances they buy when they get there.
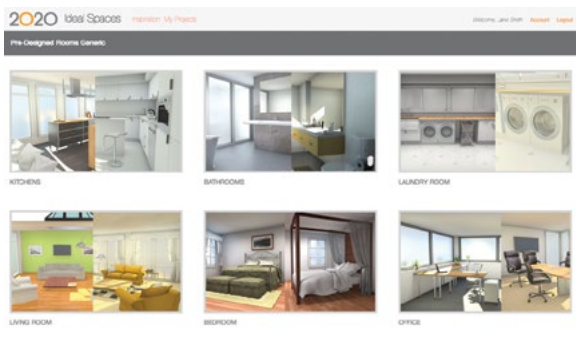
Retailer Benefits:

- Adapt and integrate the solution according to business processes and branding differences.

- Reduce the enquiry to sales lead time by educating consumers as to their choices.

- Connect with consumers earlier in the marketing phase to generate better qualified leads.

- Support consumers in the context of their own projects to increase up-selling and cross-selling opportunities.

- Remain in contact with consumers after a purchase to facilitate repeat sales.
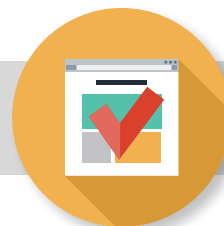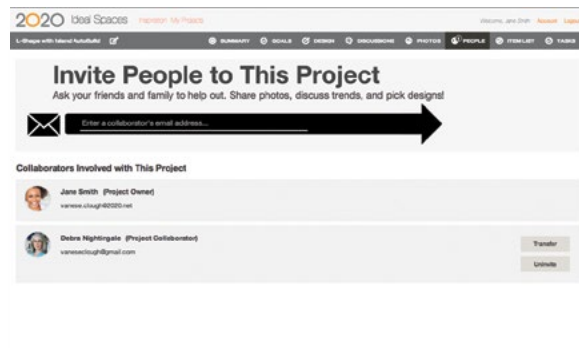
Consumer Benefits:

- Engaging experience in-tune with how customers shop.

- Easy to use and accessed from anywhere, anytime.

- Personal project space to store ideas, collaborate and visualize designs.

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Users can collect ideas, identify preferences, select products and save design iterations. They can collaborate with people in their private social networks and have fun designing rooms.

Collaborators can login to a customer project and use built-in collaboration tools to stay informed about preferences, discussions, style choices and layouts.
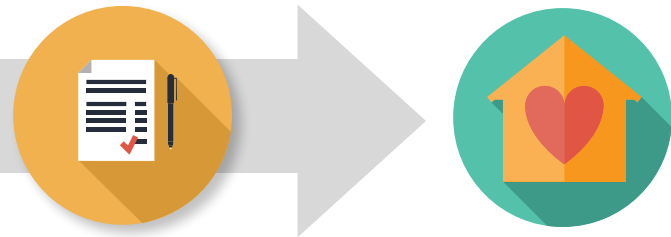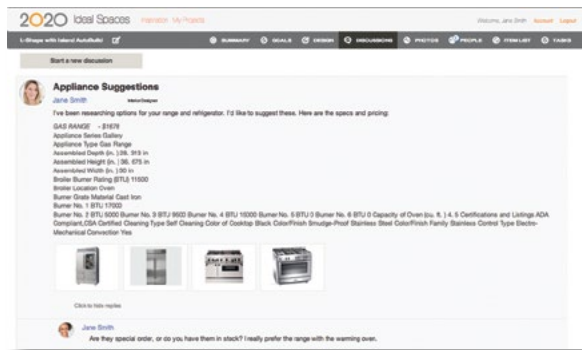
Customers can access projects from anywhere. When they come into the store, store staff and contractors can pick up from where the user left off.

Retailers can feature 2020 Ideal Spaces in the store, making it easy to connect more people with existing staff and ensures no one is left unattended. 2020 Ideal Spaces helps shorten the sales cycle and makes store staff more effective—saving operating costs.

Designers can offer suggestions, additional solutions and provide project related support like design trends, best practices or suggestions on additional services.

With 2020 Ideal Spaces, retailers stay 100% connected to homeowners, and homeowners can really understand what their project will look like. 2020 Ideal Spaces helps sellers to build buyer confidence early on, ensure customer satisfaction with the selection process, and improve the probability of sale.

Who uses 2020 Ideal Spaces?

2020 Ideal Spaces can be used by consumers, retail employees, designers, sales consultants, store managers, trades professionals, surveyors, installers, merchandisers, or site administrators.

2020 Ideal Spaces supports the following retail processes:

Do-it-yourself (DIY)
Preparation, planning and purchasing completed by the consumer without assistance.

Do-it-with-me (DIWM)
Preparation and planning completed by the consumer with the assistance of a designer/sales person using the same online tool.

Do-it-for-me (DIFM)
Preparation and planning completed entirely by a designer/sales person for the consumer using the same online tool.
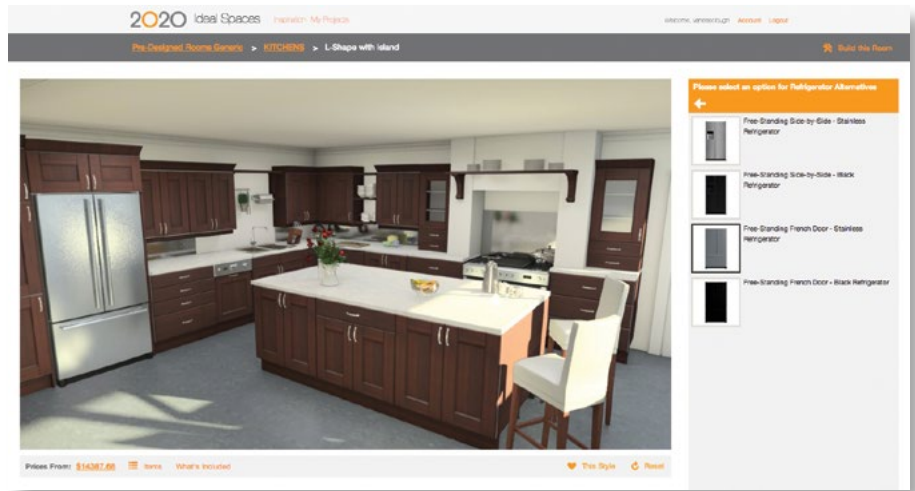
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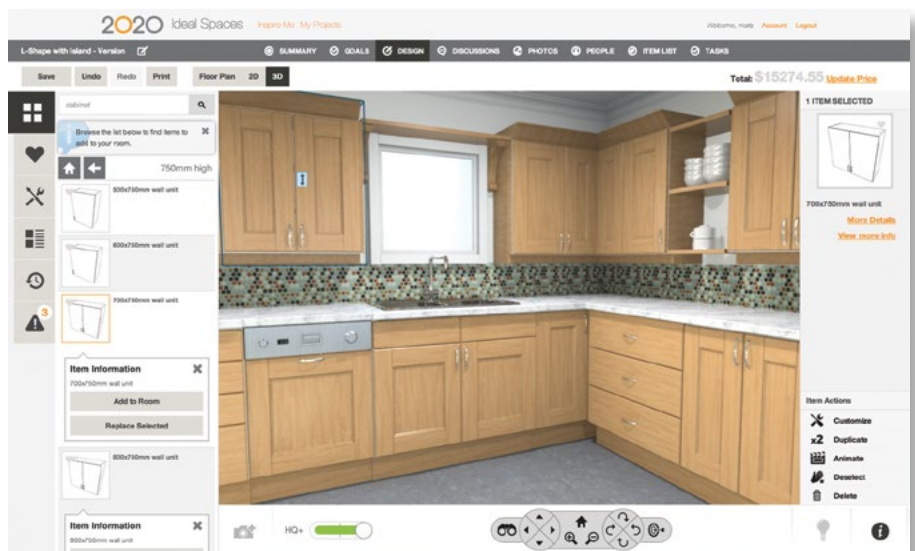2020 Ideal Spaces is made up of three modules that can be deployed stand-alone or together.

Inspire Module

Provides an interactive image gallery for capturing visitor interest and qualifying leads.

Define Module

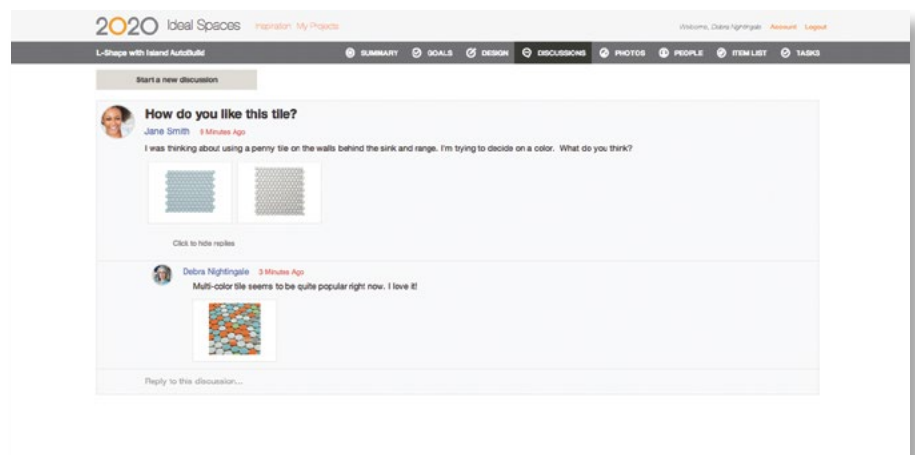Provides an immersive 3D tool for planning spaces, creating personalized interiors and configuring products. Define re-uses all of the user's preferences created in the Inspire Module so that it can be used in a design.

Collaborate Module

Provides a personal project space and the ability to collaborate on a project with friends and family. Project-based retailing is greatly enhanced with this package.

Retail Marketer Features:

- Prepare sample interactive showrooms
- Select and modify all of the elements in the showroom, including appliances, bathroom fixtures, item materials and colors in order to showcase different store offerings and promotions

Consumer Features:

- Explore different styles and preferences
- Change colors, styles and designs easily with a single click
- Budget scoping
- Ease-of-use
- Apply and add styles, colors, preferences and products from the Inspire Module to the Define Module room layout

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Retail Marketer Features:

- Retrieve the customer's design and/or project (if Collaborate Module is also used)
- Assist the consumer with design recommendations by creating different design revisions which the consumer can view on their own time
- Add specialized products and services to complete the design and bill of materials

Consumer Features:

- Create a dream room using 3D or 2D views
- Create room layouts with exact shape and measurements of a room
- Automatically generate a kitchen design based on choices made
- Place objects like appliances, furniture and cabinetry in the layout
- Easily pair items and personalize designs

- Apply styles and preferences from the Inspire Module to an actual room layout
- Configure products and visualize the effect of changes
- View the bill of materials for a design, with the exact product prices
- Finalize the transaction—buy online or in store through integration with retailer systems

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Retail Marketer Features:

- Search and retrieve a consumer's project
- Become a collaborator and assist the user
- Take part in consumers' discussions
- Send notifications and reminders to the consumer

Consumer Features:

- Access the project from home
- Invite close friends and advisors
- Discuss design ideas and share the photos

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About 2020

2020 helps professional designers, retailers and manufacturers in the interior design and furniture industries capture ideas, inspire innovation and streamline processes. By providing end-to-end solutions and the world's largest collection of manufacturers' catalogs, 2020 provides businesses with the software and content to be more efficient, integrated and productive.

Professional

Enabling professional designers to create kitchens, bathrooms, closets and commercial offices which look as stunning on the screen as they will in reality.

Manufacturing

Providing furniture and cabinet manufacturers a complete manufacturing operations management capability developed to meet their needs.

Retail

Empowering interior home improvement retailers to inspire the imagination of their customers and accelerate decision making.

System Recommendations

WINDOWS DESKTOP:

Operating System: Windows 7 or higher

Processor: 1 GHz Dual Core or faster for SQ rendering
2 GHz Quad Core or faster for HQ/HQ+ rendering

Graphics Card: Support for Direct X 9.0c or higher

Graphics Card Memory: 2 GB or higher for SQ rendering
4 GB or higher for HQ/HQ+ rendering

Internet Connection: 2 Mbps or higher

Windows Browsers: Internet Explorer 11, Firefox 40+, Chrome 44+, Edge 25+

MAC DESKTOP:

Operating System: Mac OS X Mavericks 10.9 or higher

Processor: 1 GHz Dual Core or faster for SQ rendering
2 GHz Quad Core or faster for HQ/HQ+ rendering

Graphics Card: Support for OpenGL 2.0+

Graphics Card Memory: 2 GB or higher for SQ rendering
4 GB or higher for HQ/HQ+ rendering

Internet Connection: 2 Mbps or higher

Mac Browsers: Safari 7.0, Firefox 40+, Chrome 44+

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