2O2O Ideal Spaces

Inspire. Define. Collaborate.

2020 Ideal Spaces is a cloud-based 3D space planning solution that provides an industry platform enabling omnichannel retail for consumers, home centers, retailers and manufacturers. 2020 Ideal Spaces makes it easy and fun for users to create design projects from start to finish, wherever they are—on any connected mobile or desktop device. It increases the efficiency of guiding new customers at every stage of the purchase, from incentives to qualifications to space planning and purchases.

2020spaces.com/2020IdealSpaces
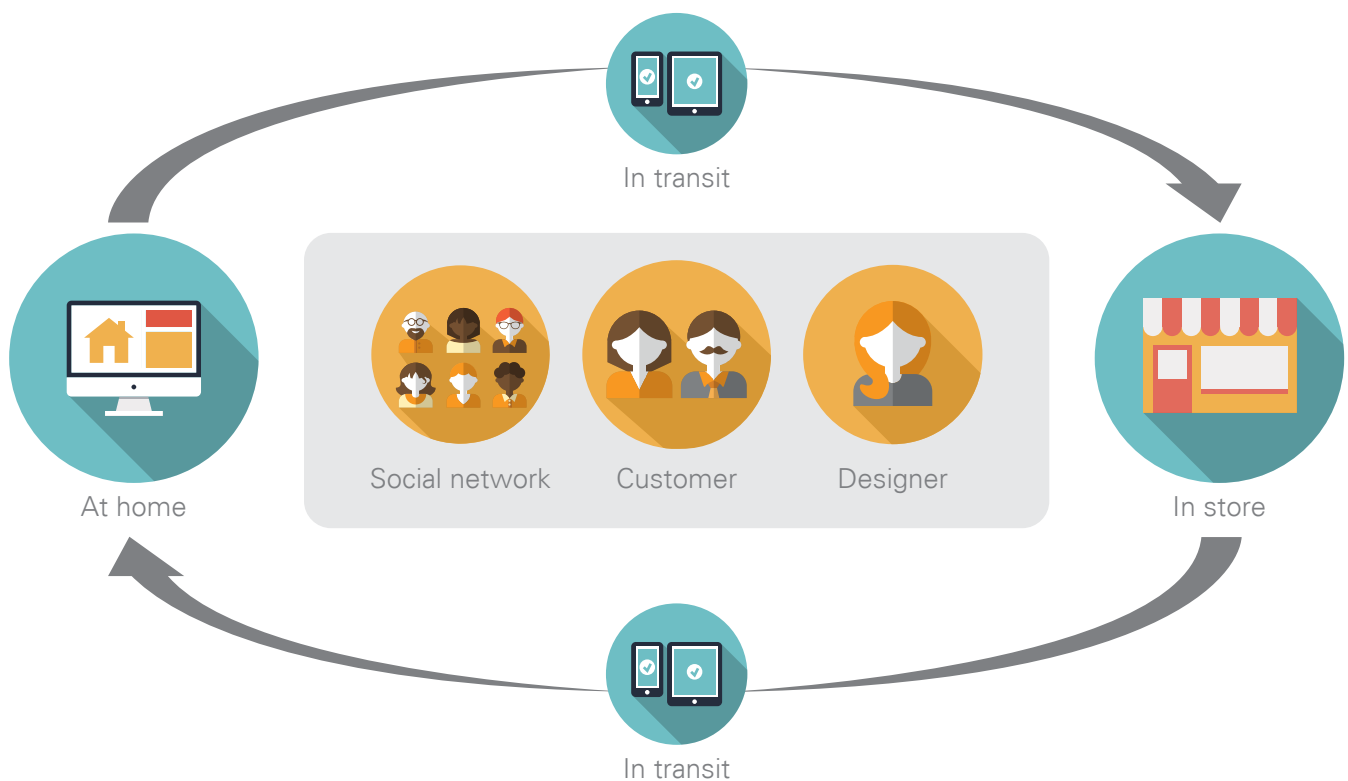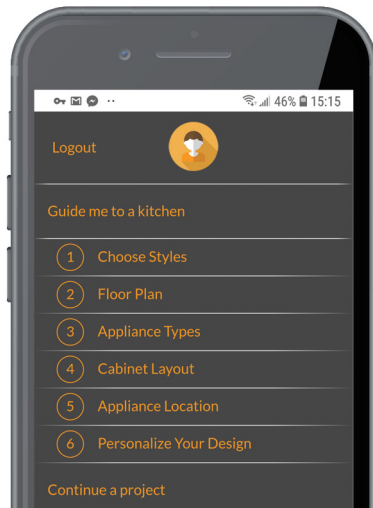
2020 Ideal Spaces

The Challenge

Today's consumers are overwhelmed with choice. They are exposed to countless retail offerings via digital media, each competing for valuable yet diminishing customer attention. The buying journey, even for the most complex remodelling projects, now takes place in part without human interaction, either from the initial inquiry or anywhere in between, right up until the final purchase. The various retailer touchpoints that the average visitor encounters along the way occur across a multitude of channels, whether in kiosks, on mobile, on social media and/or on the web, each intended to fulfill the specific needs of customer's requirements.

Retailers faced with this reality need to efficiently present their products and services as compelling design ideas with tailored product selections that are adapted to each visitor's budget, style and preferred digital experience. Moreover, they must capture visitor attention through a series of intermittent engagements that convert a qualified lead to a satisfied customer.

The Solution

The 2020 Ideal Spaces software allows users to find new ideas, browse product catalogs, create projects at home, at work or on the road, and then share them with colleagues. It provides a gallery of interactive images to engage your visitors early in the exploration phase, allowing them to discover and experiment with your product offerings. It offers a simple set of 3D manual design tools for space planning to bring your customer's vision to life. With Auto-Design features, visitors can design a kitchen in a matter of minutes with little design knowledge. Design revisions, photos and discussions can be shared with friends or designers and referenced anytime, anywhere, with fast and uninterrupted access to move the project along through every step of the retail cycle.

In transit

At home

Social network   Customer   Designer

In store

In transit

Benefits

2020 Ideal Spaces improves the consumer onboarding experience through every step of the buying journey, from inspiration to qualification to space planning to purchasing—resulting in higher qualified leads and conversions.

Retailer Benefits:
- Expand the reach of your digital and physical marketing content to cater to more audiences.
- Set up cross-sell and upsell opportunities.
- Qualify your leads and profile your audiences with valuable metrics.
- Access customer projects when they contact you or come into the store.

Consumer Benefits:
- Plan kitchen layout with resizable cabinet zones and moveable appliance icons.
- Preview design in 3D and make quick layout or manual design changes.
- Invite friends to collaborate on design or connect with store staff for help to complete project.
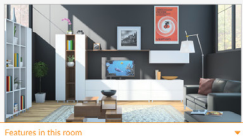- Easy to use and accessed from anywhere, anytime.
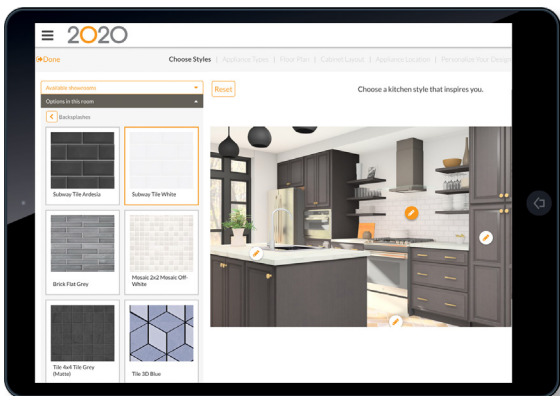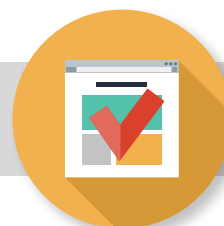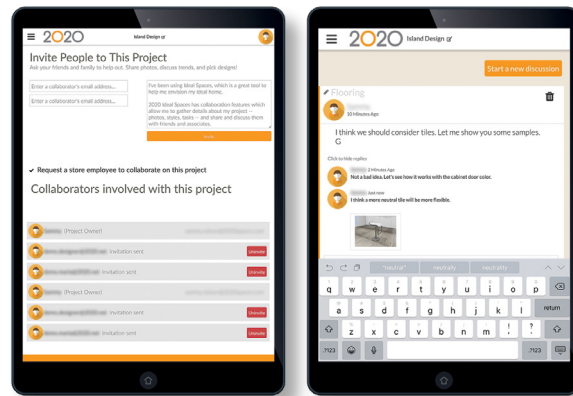
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Users can collect ideas, identify preferences, select products and save design iterations. They can easily collaborate with their friends and have fun designing rooms.

Collaborators can log in 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, on any device. When they come into the store, staff can access the product to continue from where the user left off.

Retailers can make 2020 Ideal Spaces accessible in the store, making it easy for visitors to engage and ensure no one is left unattended. 2020 Ideal Spaces helps qualify more prospects and reduce the time to convert them into customers.

Designers can offer suggestions, additional solutions and provide project-related support such as design trends, best practices or suggestions on additional services.
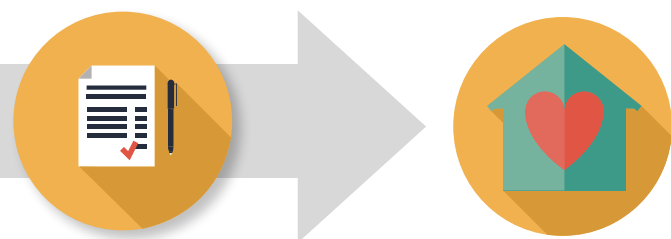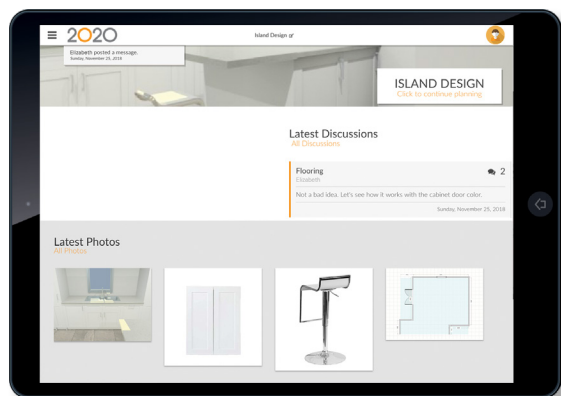
With 2020 Ideal Spaces, retailers engage with visitors across all channels to stay connected with consumers throughout the entire buying journey. 2020 Ideal Spaces helps build buyer confidence, increase customer satisfaction and improve the probability of sale.

Who uses 2020 Ideal Spaces?

Who uses 2020 Ideal Spaces? 2020 Ideal Spaces can be used by consumers, retail employees, designers, sales consultants, lead takers, trades professionals, surveyors, installers, merchandisers, or site administrators.

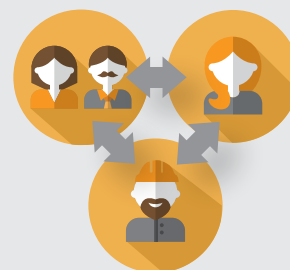2020 Ideal Spaces supports the following retail processes:

Do-it-yourself (DIY)

Preparation, planning and purchasing completed by the consumer without assistance.
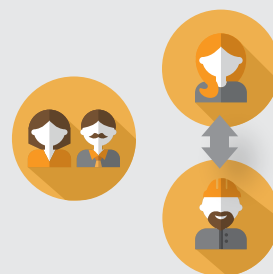

Do-it-with-me (DIWM)

Preparation and planning completed by the consumer with the assistance of a designer/salesperson.

Do-it-for-me (DIFM)

Preparation and planning completed entirely by a designer/salesperson for the consumer.

2020 Ideal Spaces

In addition to 2020 Ideal Spaces base modules, add-on modules and licensing options are available that fit the short and long-term growth and improvement goals of your organization, whatever your size.

Inspire Module

Provides a gallery of interactive showrooms where visitors can mix and match retail offerings in order to quickly discover their preferences.
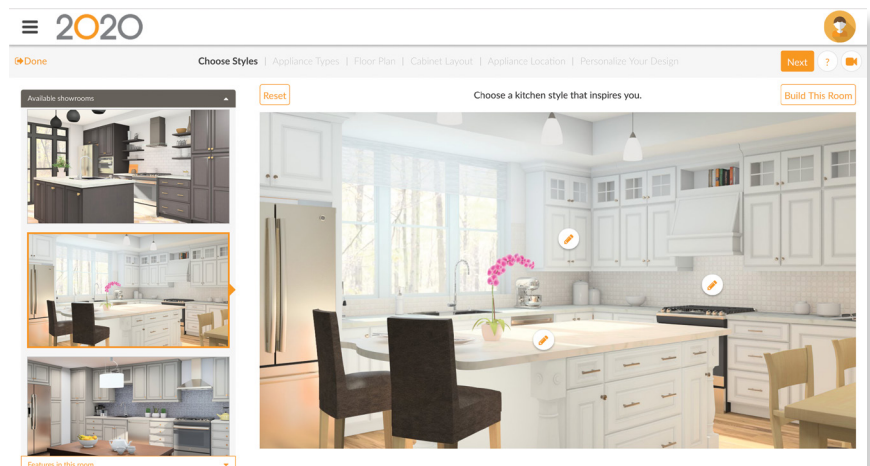
Define Module

Provides a fun and easy-to-use 3D space planning tool for designing kitchens, bathrooms, living rooms, bedrooms and more. Every aspect of the room including the shape, dimension, lighting and decor can be specified within the design to create a personalized space.
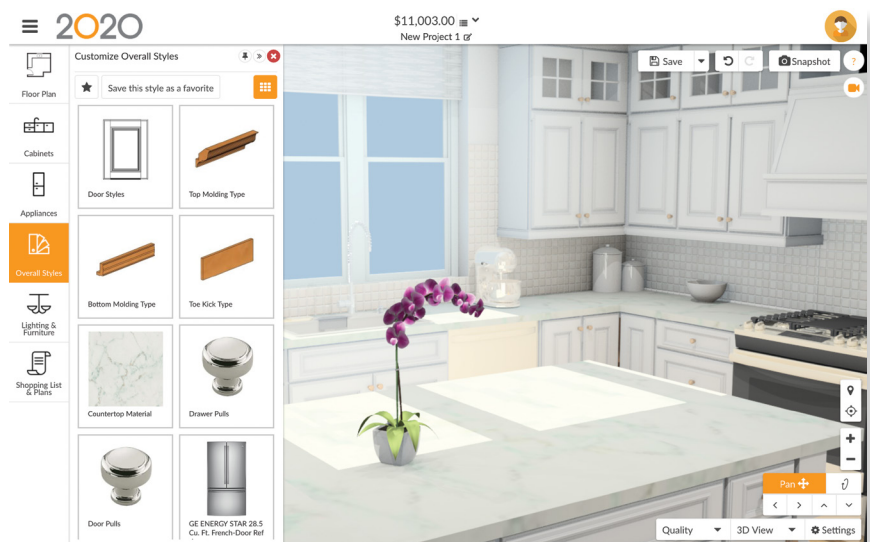
Collaborate Module

Provides a personal project space for visitors to gather all project information starting with photos, designs, and discussions with friends and retailer staff.
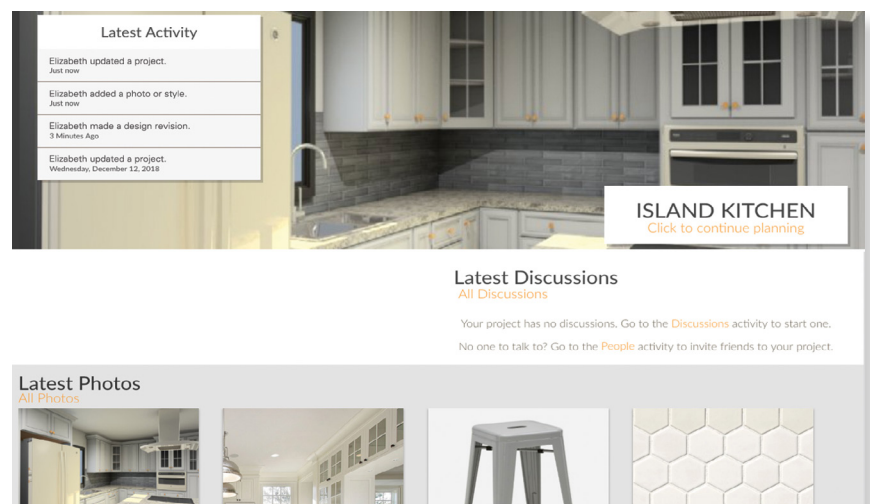
For Retailers

Inspire	Define
Browse virtual showroom designs featured by room type, style, price range or design characteristics.	Search projects submitted by customers using different criteria.
Pick and choose preferred products and materials in an interactive viewer.	Join and open a customer's project to assist the consumer.
Provide indicative or accurate pricing information to guide in the product selection.	Use the same tool to propose design revisions that customers can explore on their own time.
Capture valuable analytics and user information about consumer choices.	Add recommended products and services to complete the design and product list.

Kitchen Auto-Design	Collaborate	Integrate
Configure Auto-Design rules according to preferred design and recommended safety guidelines.	Share additional project and product information.	Expose the same commercial information and retail services found in other retail channels.

For Consumers & Retailers

Inspire	Define
Start a design in 3D from the selected list of products and features.	Draw room floor plan with accurate measurements.
Change cabinet door styles together with materials and colors for countertops, backsplashes and flooring.	Manually place cabinets, appliances, furniture and accessories in a room. Refer to warnings to improve the design.
Swap appliances, sinks and bathroom fixtures to match the décor.	Change product materials and colors on an existing design per product or for the entire room at once.
Save and apply various features & options (colors, materials, finishes, products) as favorites.	Consult product list for the design recommended products and/or services.
Use selected showroom as starting point for a new design.	Submit a design to a store employee or buy online whenever applicable.

Kitchen Auto-Design	Collaborate	Integrate
Choose preferred appliance types based on functional needs.	Invite other collaborators to contribute to your design project.	Benefit from a connected and unified retail experience across applications.
Resize or move functional cabinet zones and determine the location of different appliances.	Upload photos of your home that are useful to your project.	
Preview a kitchen design created automatically by the tool.	Discuss and share additional projects as well as product information.	

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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: 2 GHz Dual Core or faster
    – for SQ/HQ rendering

Graphics Card: Support for OpenGL 2.0+

System Memory: 4 GB or higher

Internet Connection: 4 Mbps or higher

Windows Browsers: Edge 41+, Firefox 52+, Chrome 61+

MAC DESKTOP:

Operating System: Mac OSX Yosemite 10.10 or higher

Processor: 2 GHz Dual Core or faster (Intel Processors only)
    – for SQ/HQ rendering

Graphics Card: Support for OpenGL 2.0+

System Memory: 4 GB or higher

Internet Connection: 4 Mbps or higher

Mac Browsers: Safari 11+, Firefox 52+, Chrome 61+

TF: +1.866.698.2020 **T:** +1.514.332.4110 **F:** +1.514.334.6043 **E:** sales@2020spaces.com   **2020spaces.com**

2020 Headquarters

20-20 Technologies, Inc.
400 Armand-Frappier Blvd.
Suite 2020
Laval, QC Canada H7V 4B4

Worldwide Offices

Americas
Laval, QC, Canada
Cary, NC, USA
Foxboro, MA, USA
Grand Rapids, MI, USA

Europe
Wiener Neustadt, Austria
Mouans-Sartoux, France
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