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Developing a Digital Platform for Interior and Renovation Services Using the Business Model Canvas (BMC) Approach

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ABSTRACT

This research was motivated by the ongoing difficulty of searching for and managing interior design and renovation services, which are typically conducted through personal recommendations and social media. This situation makes it difficult for clients to find suitable service providers, compare service quality and prices, monitor project progress, and obtain guaranteed transaction security and structured work documentation. Furthermore, interior designers and renovation contractors also experience limitations in promoting portfolios, managing projects, and building professional reputations objectively. These impacts include low efficiency in the service search process, lack of project transparency, and limited collaboration opportunities between clients and service providers. To address these issues, the web-based DesignIn platform was developed, integrating interior design and renovation services into one centralized system. Platform development began with a Business Model Canvas (BMC) analysis to generate a business model tailored to user needs. The development results indicate that DesignIn is able to facilitate the search for verified partners, project management, communication, digital contracts, progress monitoring, and an integrated payment system. Thus, this platform can improve the efficiency, transparency, security, and quality of interior design and renovation services.

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1. Introduction

The need for comfortable, functional spaces that reflect the user's identity is increasingly felt by all levels of society. According to data from the Central Statistics Agency [1], the construction sector in Indonesia is growing at 7.2% per year. This growth indirectly indicates a growing need for building planning and design as an integral part of the construction process. Every construction activity requires a design phase before physical implementation. This need can be found in various sectors, such as homeowners seeking more personalized residences, businesses requiring spaces that attract customers, educational institutions requiring a conducive learning environment, and companies seeking workspaces that reflect their organizational values and identity.

In line with the growth of the construction and property sectors, demand for interior design services has also increased significantly. The booming development of the property business has led to a growing

demand for interior design service providers, and the number of them continues to grow [2]. However, the process of finding professional interior designers and renovation contractors is still dominated by conventional methods, such as relying on recommendations from relatives or searching through social media. These methods tend to be inefficient because they are relatively time-consuming and do not guarantee the quality of work, reasonable prices, or the credibility of the chosen professional [3]. Furthermore, there is no platform capable of accommodating all client needs within a single, integrated ecosystem. These needs include finding interior designers to design concepts, contractors to carry out renovations based on existing designs, and service providers capable of handling the entire design and implementation process. This situation becomes even more complex once the required professionals have been identified. Communication between clients and service providers typically takes place outside of a structured system, pricing can change during the project, and there is no formal documentation documenting the agreements between the two parties. As a result, clients struggle to monitor project progress, lack adequate financial protection, and lack a clear dispute resolution mechanism in the event of a dispute. Similar challenges are faced by professionals in the interior design and construction sectors. Most interior designers and contractors still rely on word-of-mouth and social media to secure new projects. This situation leaves them without an adequate platform to professionally showcase their portfolios, systematically manage projects, or build a reputation that can be objectively assessed by potential clients. Consequently, many highly competent professionals lack employment opportunities commensurate with their abilities.

Several previous studies have attempted to develop information technology-based systems to support interior design and construction services. Research conducted by Apriansyah et al. [2] entitled Web-Based Interior Design Service Information System at Modelight Studio Jambi resulted in an information system design that makes it easier for customers to access product and service information and make online orders. In addition, research by Asyhary et al [4] entitled Web-Based Building Services Application Design showed that the implementation of the application at CV Tirto Ardhi was able to support the management of payment services and company profiles more effectively, while also simplifying the service ordering process by customers. Another study used the WASPAS method at PT. Vector 41 Medan which focused on the architect selection process based on the criteria of expertise, creativity, experience, design mastery, and education [5]. In contrast to these studies, this study developed DesignIn, a web-based platform that integrates interior design and renovation services in one system. Previously, an analysis was conducted using the Business Model Canvas which then resulted in the DesignIn business plan. This platform not only helps users find suitable interior designers or contractors, but also provides professional portfolio features, integrated communication, project management, contract documentation, work progress monitoring, and a service provider rating system. The key innovation of this research lies in the development of a multi-vendor platform that connects clients and various service providers within a single, integrated digital ecosystem. Thus, DesignIn not only supports the service provider selection process but also facilitates the entire collaboration and management of interior design and renovation projects more effectively, transparently, and centrally.

DesignIn was developed as an integrated platform that makes it easy for clients to find interior design and renovation professionals through a directory of verified partners that can be customized by service category, design style, and budget. The entire project process, from consultations and price quotes to digital contracts, progress monitoring, and payment, is conducted within a single, centralized system. In addition to enhancing convenience, DesignIn also supports transparency and security through a milestone-based payment system, digitized project documentation, and a dispute resolution mechanism. For professionals, the platform provides a means to showcase portfolios, manage projects, and build a reputation based on service quality and user reviews. Thus, DesignIn is expected to be able to change the process of managing interior design and renovation needs, which was previously done manually, to be more structured, transparent, safe and reliable for all parties involved.

2. Research Method

The method used in this research is prototyping. Once the data is obtained, it is processed and analyzed in-depth to obtain a mature business plan using the Business Model Canvas (BMC) method [6] . The Business Model Canvas (BMC) offers an advantage in business model analysis by providing a simple yet comprehensive overview of a company’s current condition [7]. It covers key components such as market segments, value propositions, channels, customer relationships, revenue streams, key resources, strategic partnerships, and cost structure [8], [9]. This BMC method can be used to analyze a business's strengths and weaknesses [10]. The prototyping stages carried out in this research can be described as follows [11]. The prototyping approach enables users to understand how the system operates and functions effectively. In this study, the prototyping method is employed to provide researchers with a clear representation of the application to be developed by first creating a prototype version, which is then evaluated by users. The

feedback obtained from the user evaluation serves as a reference for refining and developing the final application. The completed application subsequently becomes the final product and the primary outcome of this research [12].

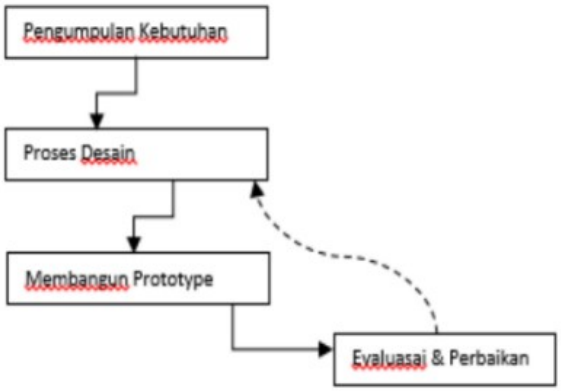

Figure 1. Prototyping Method.

1. Requirements Gathering
   The first stage of the prototyping model is listening to the customer [13]. The requirements gathering stage is conducted to identify business and user needs. The results of this stage are a list of functional and non-functional requirements that form the basis for system development. The methods used are observation and interviews with several interior design business owners and interior design service users.
2. Design Process
   The design stage involves designing a system solution based on the requirements obtained from the BMC analysis. The results of this stage include a system model, process diagrams, database design, and an initial interface prototype.
3. Prototype Development
   This stage aims to develop a system prototype that represents business and user needs. The prototype is built based on the results of the previous design so that users can see an initial overview of the system to be built. Prototype development involves creating a preliminary design that focuses on presenting the system to users, including sample input forms and output formats that can be tested. This process aims to demonstrate how the software will function in general and to ensure that all user requirements have been properly identified and fulfilled [14].

4. Evaluation and Improvement

After the prototype is completed, an evaluation is conducted with users and stakeholders to ensure the system aligns with the business needs identified through the BMC. Users provide feedback regarding ease of use, feature completeness, and the system's suitability for existing business processes. Furthermore, to create DesignIn business ideas, the Business Model Canvas method is used. The Business Model Canvas (BMC) is a description of the strategic planner's thinking framework in developing new business strategies that can be used to determine the company's success in achieving its targets [15]. According to Osterwalder and Pigneur [16], the following are the dimensions contained in the BMC [17] [18] [19].

1. Value Propositions are the values or benefits offered by a company through its products or services. These values take the form of advantages, uniqueness, or qualities that differentiate the company's products and services from competitors, thereby better meeting customer needs.
2. Customer Segments are groups of customers targeted by a company. Although customers have diverse characteristics and behaviors, they share similar needs or problems, enabling the company to offer tailored solutions through the products or services it provides. Within the Business Model Canvas framework, Customer Segments are positioned as the primary element, reflecting the principle that businesses should adopt a customer-centric approach by prioritizing the identification and fulfillment of customer needs and preferences [20].
3. Customer Relationships are a description of the company's strategy for building, maintaining, and enhancing customer relationships. Good relationships aim to build customer loyalty, increase satisfaction, and encourage customers to continue using the company's products or services.

4. Channels are the means or media a company uses to convey information, market, and distribute products and services to customers. These channels serve to ensure that the value offered by the company is effectively received and utilized by customers.
5. Cost Structure is all costs incurred by the company in carrying out its business activities [21].
6. Revenue Streams are the sources of income the company earns from its business activities.
7. Key Activities: A series of essential activities a company must undertake to create, offer, and deliver value to customers. These activities are the primary factors supporting operational continuity and the achievement of the company's business goals.
8. Key Partnerships: These are collaborative relationships a company establishes with external parties, such as suppliers, distributors, and other strategic partners. These partnerships aim to support smooth business operations, reduce risk, and increase efficiency and effectiveness in creating value for customers.
9. Key Resources: These are the primary assets or resources owned and used by a company to carry out its business processes. These resources can include human resources, technology, facilities, capital, or other assets that play a vital role in supporting operations.

3. Result and Discussion

3.1. Identify Needs

The following is a list of requirements for the DesignIn platform, as presented in Table 1. These requirements were identified through an analysis of user needs and business processes within the interior design and renovation service industry. The requirements aim to ensure that the platform can effectively facilitate interactions between clients, interior designers, and renovation contractors while improving service quality, transparency, and overall user satisfaction.

As shown in Table 1, the application must provide a range of features that support customer engagement throughout the project lifecycle. One important requirement is the availability of customer support services, which enable users to obtain assistance, submit inquiries, and resolve technical or service-related issues efficiently. In addition, project progress notification features are required to keep clients informed about ongoing project activities, milestones, and updates in real time. This functionality helps improve transparency and allows clients to monitor project development without the need for frequent manual communication.

To enhance long-term user retention, the system should provide loyalty program features that reward repeat customers through incentives, discounts, or special benefits. Finally, an integrated dispute resolution mechanism is necessary to facilitate fair and transparent handling of conflicts between clients and service providers. By incorporating these requirements, DesignIn aims to create a reliable and user-centered ecosystem that improves service quality, strengthens stakeholder relationships, and supports sustainable business growth in the interior design and renovation sector..

Table 1. System Requirements

No.	Features	Description
1.	Customer Support	The system must provide customer support services throughout the ordering process through project implementation, allowing clients to submit questions, complaints, and requests for assistance directly to the administrator or partner.
2.	Project Progress Notifications	The system must be able to send automatic notifications to clients at every stage of the project, such as order confirmation, the design process, revisions, renovation implementation, and project completion.
3.	Partner Reviews and Ratings	The system must provide a facility for clients to provide reviews, comments, and ratings of designers or contractors after the project is completed to evaluate service quality.
4.	Post-Project Guarantee	The system must provide a mechanism for submitting warranty claims within a specified period after the project is completed. Partners are required to receive and respond to claims submitted by clients through the system.
5.	Loyalty Program	The system must support a customer loyalty program in the form of accumulating points from each transaction and a referral system that provides benefits or rewards to customers who successfully refer new

		users.
6,	Dispute Resolution	The system must provide a reporting and dispute resolution facility in the event of a dispute between a client and a partner. The administrator acts as a mediator to facilitate a transparent and documented dispute resolution process.

Furthermore, the results of the BMC analysis for the DesignIn service can be seen in Figure 2. These BMC results show the components involved to produce the desired features.

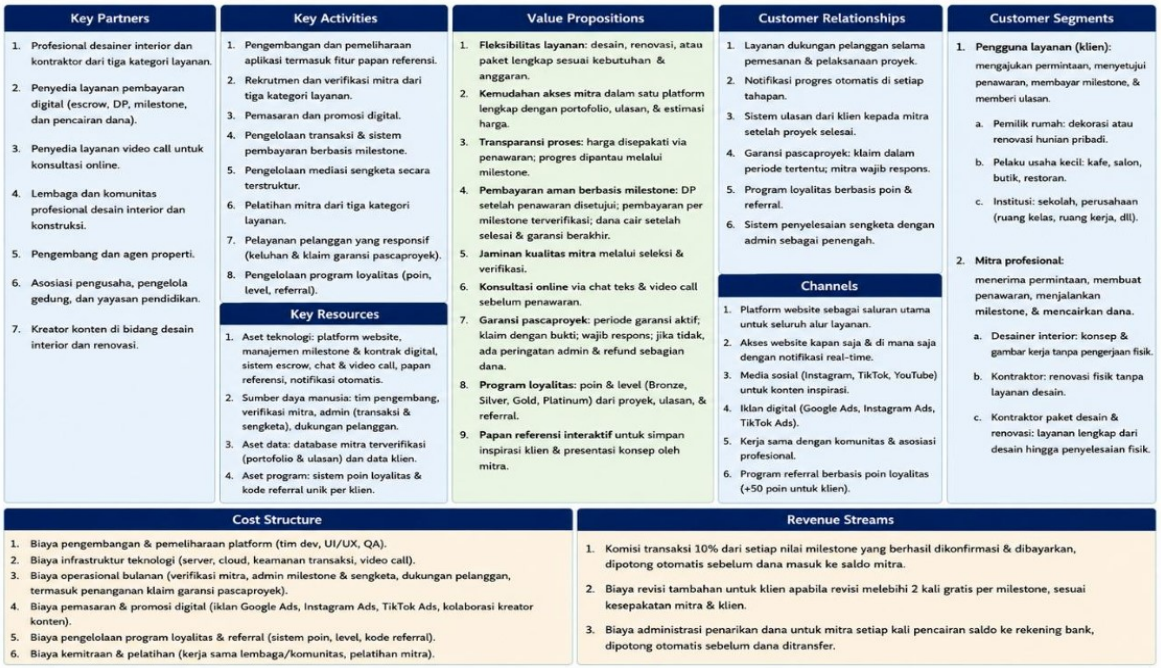

Figure 2. Business Model Canvas Design

1. Customer Segments

DesignIn targets two main user groups: individual users, business owners, and professional partners, such as architects and contractors.

2. Value Propositions

DesignIn is a digital platform that provides integrated interior design and renovation services. This platform offers flexible services tailored to user needs and budgets, easy access to verified professional partners, transparency of pricing and project progress, and a secure payment system. Furthermore, DesignIn supports online consultations, post-project warranties, complaint handling, and a loyalty program to increase customer satisfaction and trust.

3. Channels

The website platform serves as the primary channel that accommodates the entire service flow, from partner search, chat discussions, bidding, digital contract signing, down payment and milestone payments, post-project warranty submission, and partner fund disbursement. In line with research [22], which concluded that the use of technology through a website platform can increase sales [23].

4. Customer Relationships

DesignIn builds relationships with users through customer support, automated project progress notifications, a partner review and rating system, a post-project warranty feature, and a points-based and referral loyalty program. These mechanisms aim to increase user satisfaction, trust, and loyalty during and after the project.

5. Revenue Streams

DesignIn's revenue comes from a 10% transaction commission on each successfully confirmed milestone payment, additional revision fees if the revision request exceeds the specified limit, and withdrawal

administration fees charged to partners when withdrawing funds to their bank accounts. These revenue sources support the ongoing operations of the platform and the services provided to users.

6. Key Activities

DesignIn's primary activities include platform development and maintenance, partner recruitment and verification, digital marketing, milestone-based transaction and payment management, dispute mediation, partner training, customer service, and loyalty program management. All of these activities aim to ensure service quality, transaction security, user satisfaction, and the platform's operational sustainability.

7. Key Resources

DesignIn is supported by key resources in the form of platform technology infrastructure, a milestone-based payment and project management system, communication and collaboration features, a team of developers and administrators, a database of verified partners and clients, and loyalty and referral programs that support service quality, operational efficiency, and user growth.

8. Key Partners

DesignIn partners with interior designers and contractors, digital payment and video call service providers, professional communities and institutions, property developers and agents, business associations and institutions, and content creators. These partnerships support platform operations, maintain service quality, expand the market, and improve marketing effectiveness.

9. Cost Structure

DesignIn's cost structure includes platform development and maintenance, technology infrastructure, customer service and operations, digital marketing, loyalty and referral program management, and partner partnerships and training. These costs support operational continuity, service quality, system security, and the platform's continued growth.

3.2. Design

At this stage, the DesignIn service workflow design is created, as depicted in Figure 3. Based on the process flow diagram, services on the DesignIn platform begin when a client places an order for a service available on the platform. After receiving the request, the partner discusses the project with the client and prepares a project offer, cost, and completion target. The client then reviews the offer. If the offer is not satisfactory, the client can request a revision or cancel the order, requiring the partner to update the proposed offer. If the offer is accepted, the system creates a digital contract containing the agreement between the two parties and is electronically signed by the client. Once the contract is formed, the client makes a down payment (DP) to mark the start of the project. The partner then works according to the agreed-upon milestones. When a milestone is completed, the partner uploads proof of work and submits the milestone completion request through the system.

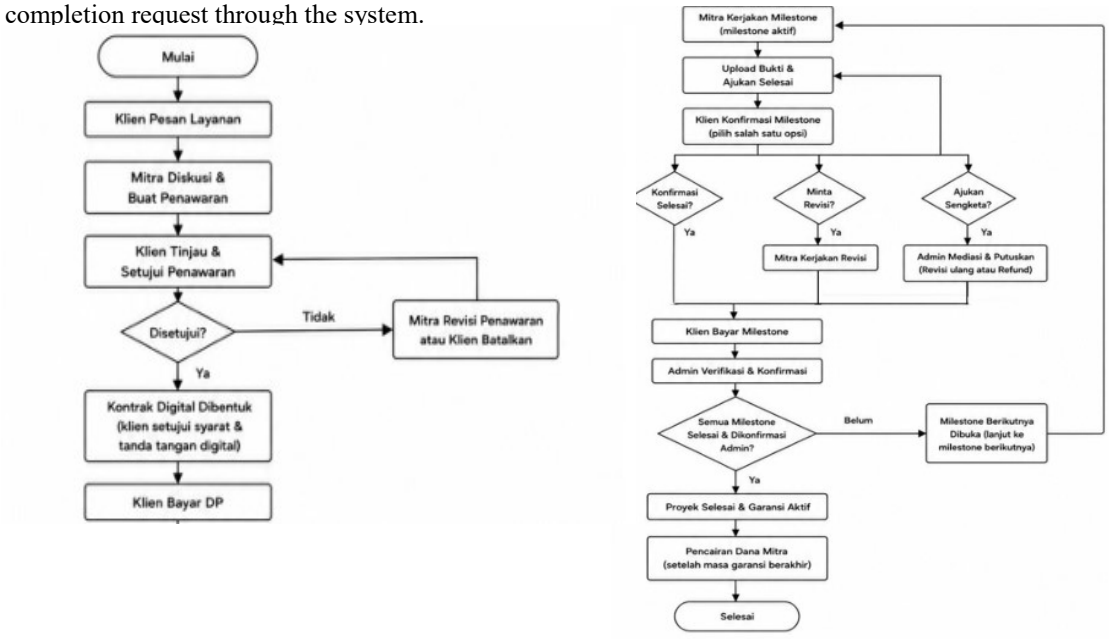

Figure 3. Design Workflow

In the next stage, the client confirms the milestone work results. The client has three options: approve the work results, request revisions, or file a dispute. If the client requests revisions, the partner is required to make improvements based on the input provided and re-upload the revised results. If a dispute arises, the admin acts as a mediator to conduct an inspection and determine whether revisions are necessary or the funds should be returned (refund). Once the work results have been approved, the client makes the milestone payment at the specified value. The admin then verifies and confirms the payment. If there are still additional milestones, the system will open the next work stage and the same process will repeat until all milestones are completed. Once all milestones have been successfully completed and verified by the admin, the project is declared complete and enters the post-project warranty period. During the warranty period, the client can submit a claim if any issues are found with the work results. Once the warranty period ends with no outstanding issues, the system disburses funds to the partner, and the project process is declared fully complete..

3.3. Prototyping Results

The results of the requirements analysis and system design were then implemented in a DesignIn application prototype. This prototype displays key features that support service ordering, project management, payments, communications, and dispute resolution, in accordance with the designed business processes. The results of the developed prototype can be explained as follows..

a. Customer Support Page

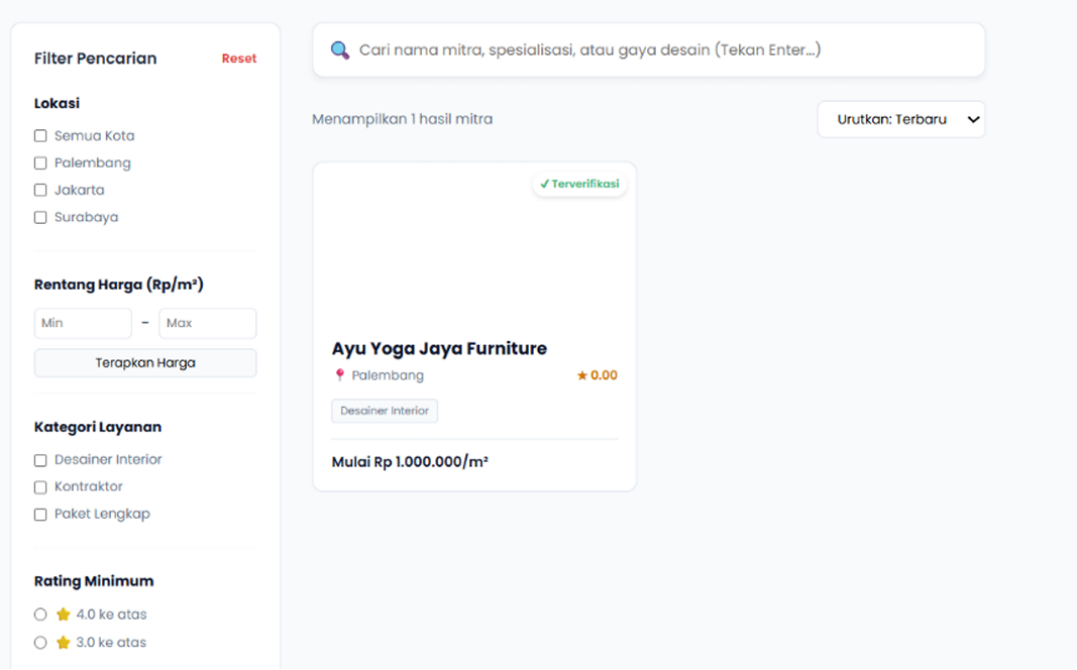

Figure 4. Customer Support Page

The Partner Profile Page is displayed when a client selects a partner card from the Find Partners page. This page serves as a comprehensive information hub that helps clients evaluate and understand a service provider before making a purchasing or collaboration decision. The profile presents essential details about the partner, including their professional background, areas of expertise, experience, portfolio, completed projects, ratings, and customer reviews. By providing detailed and transparent information, the page enables clients to compare different service providers and select the one that best matches their project requirements and preferences. In addition to showcasing qualifications and past work, the Partner Profile Page also supports trust-building between clients and service providers. Features such as verified credentials, project achievements, and customer feedback contribute to greater credibility and confidence in the selection process. Overall, this page plays a critical role in helping clients make informed decisions while improving transparency and user experience within the DesignIn platform. This feature is consistent with the findings of study [24], where a Project List page was developed to present available projects within the application. The page enables users to browse and access project information efficiently through the platform.

b. Order Page

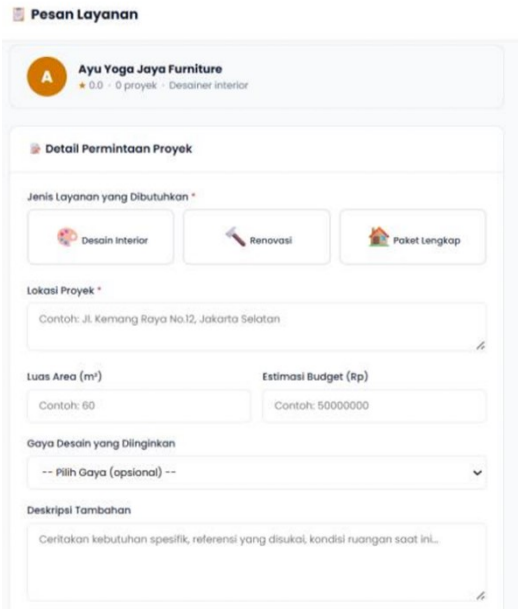

Figure 5. Order Page

The Service Order Form page is a page that clients access after clicking the Order Service button from the Partner Profile page, functioning as a means for clients to convey complete project requirements to partners before formal discussions and offers are made..

c. Contract Page

DesignIn's Digital Contract feature serves as customer support, providing clarity, security, and protection throughout the project. Contracts include information about the parties, scope of work, schedules and milestones, payment terms, revisions, warranties, and dispute resolution. All agreements are documented and signed digitally, reducing the risk of misunderstandings and increasing transparency and trust between clients and partners.

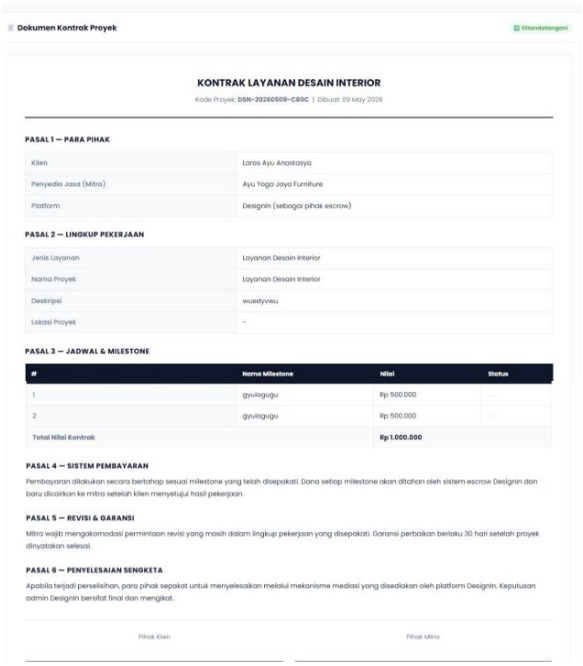

Figure 6. Employment Contract Pages

d. Progress Notification Page

DesignIn automatically provides clients and partners with up-to-date project progress information. Every status change, such as bid approval, down payment, start of work, milestone completion, revision requests, and payment confirmation, is communicated through the system. This feature helps users monitor each project stage in real time, reducing the need for manual communication, and increasing transparency and coordination between clients, partners, and administrators throughout the project process.

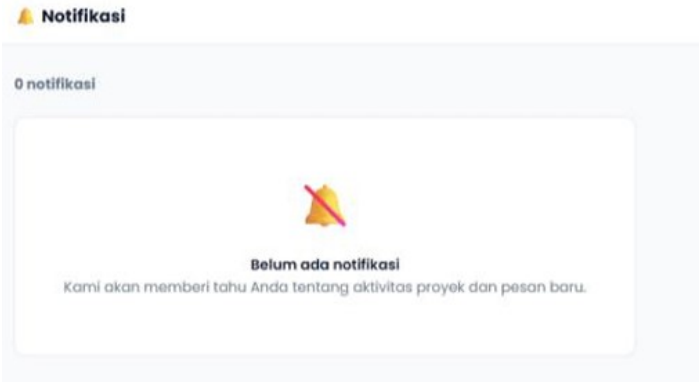

Figure 7. Progress Notification Page

e. Loyalty Page

The Loyalty Program page on the client dashboard serves as a central hub for monitoring a client's points, membership level, and point-earning history on the DesignIn platform. The page provides a summary of the client's current status, including accumulated points, progress toward the next level, and membership benefits across four tiers: Bronze, Silver, Gold, and Platinum. By offering transparent information, clear reward progression, and an engaging membership structure, the system encourages continued customer participation and engagement. This aligns with the view that customer loyalty can be strengthened when businesses implement effective systems that enhance customer satisfaction through quality service and accessible information [25].

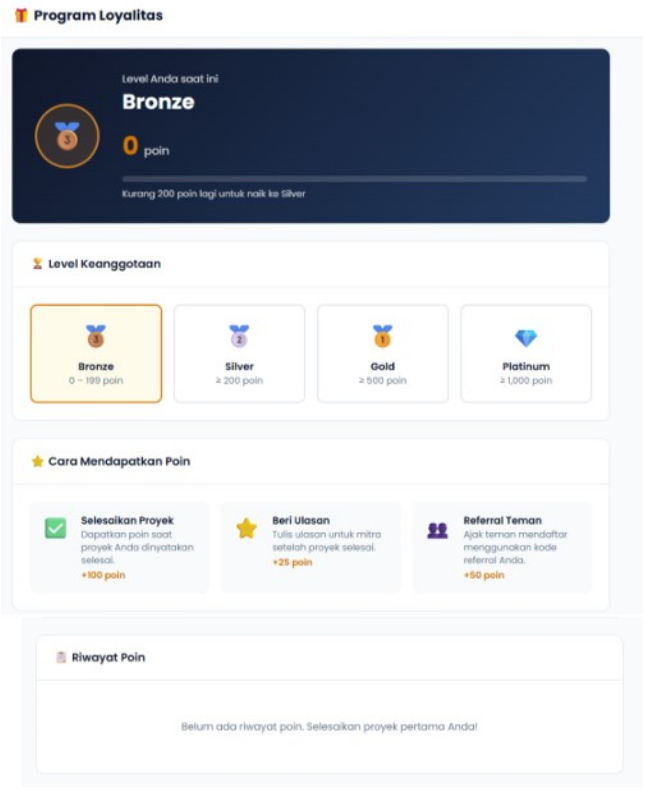

Figure 8. Loyalty Page

f. Manage Dispute Page

The Design admin dashboard page presents a summary of the entire platform in one view as in Figure 8 below.

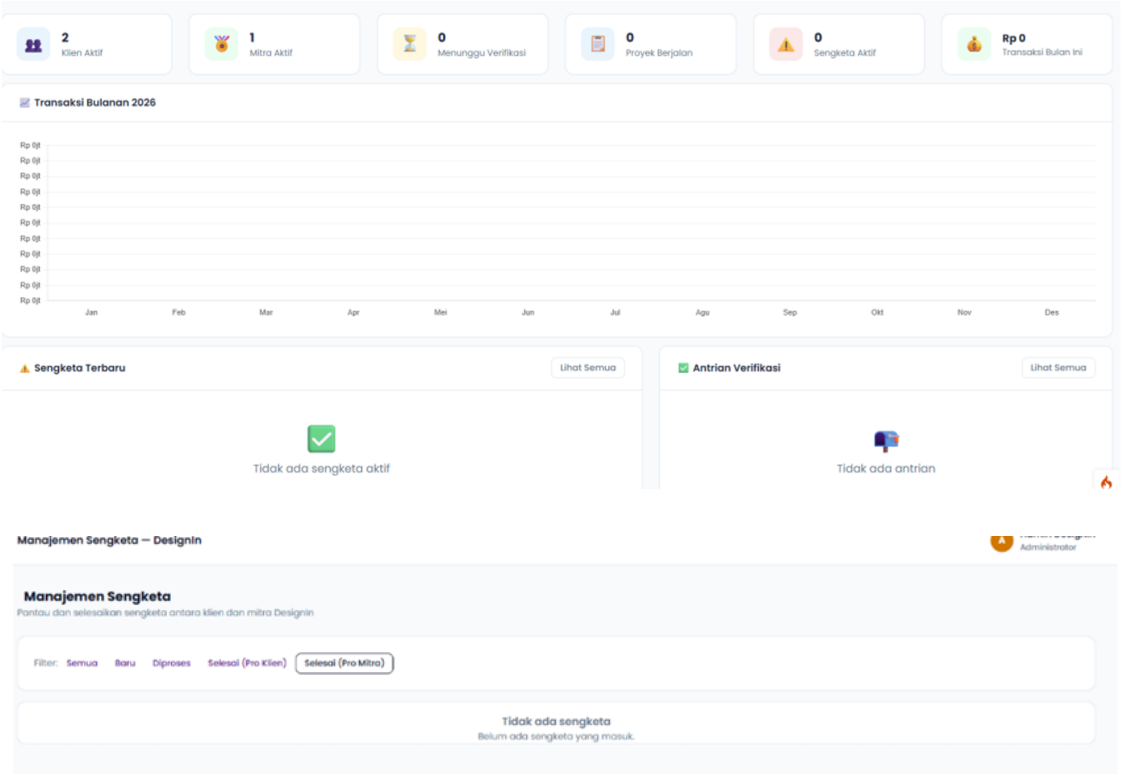

Figure 9. Manage Disputes

The Dispute Management page in the admin panel serves as a central point for monitoring and resolving disputes between clients and partners. Admins can filter disputes by five statuses: All, New, Processing, Completed (Client Pro), and Completed (Partner Pro), making it easier for them to monitor the progress of each case. The Submit Dispute button is used if there are serious issues at this stage that require mediation from the DesignIn team.

4. Conclusion

Based on the results of the business model design and development of the DesignIn application, it can be concluded that the proposed solution has the potential to simplify the process of searching, ordering, and managing interior design and renovation services through a single, integrated digital platform. The Business Model Canvas (BMC) approach produces a business model that offers easy access for professional partners, project transparency, transaction security, and milestone-based project management. Furthermore, the application design includes key features such as consultations, offers, digital contracts, progress notifications, payments, and post-project warranties. Although still in the design and prototype stages, the results of this study can serve as a basis for the development of a more comprehensive system and application implementation in further research.

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