

dochia microservices™

private residences

HOMES | APARTMENTS | CONDO-UNITS

Daytime rooms | Nighttime rooms | backyard rooms |
exterior architecture

dochia interior design

what are the dochia nano and microservices™

They are **building blocks** of a unique, innovative, and
cost-effective *process* of delivering
high-standard *interior design solutions*.

They are the future of affordability of interior design.

nano

micro

standard

\$

versus

\$\$

versus

\$\$\$
\$



context

In the Land of Dochia, *interior design* is a tool for **Spatial Therapy** and Mental Health. To make interior design more economical and available to everyone, the **Dochia Democratizing Design Initiative** was launched in 2020.

Microservices are the first products offered as part of this initiative.



how come it's so cheap

Because it is based on the now widely-present SELF-HELP model – where you save some of the costs by doing some of the design-related work yourself.

While this model exists in most other industries, the architecture and design field are slow in catching up.



how do I know it is for me

Because it is *guaranteed* – given the building blocks structure. If at any point you feel that going the standard route is better for you, or that you've received enough information, there will be no loss of value – since all the material you will gain is usable to move forward through the standard model of design delivery.

At Dochia we value inclusion and equality beyond the political framework that is now part of every-day language.

We value universal access to the benefits of the aesthetic dimension. As many reputable studies now indicate, good design is not only pleasant, but an integral part of **alternative health methods** that in *the Land of Dochia* they are accessible to everyone.



how does it work

Micro-services work in a CO-MAKING project delivery business model called **the Dochia™ Design Funnel**.

In this model:

- the design work is split between tasks **we do** and tasks **you do**
- work is structured on a decision-making difficulty scale from **high-level design** (harder) to **detail design decisions** (easier)
- we guide the important stuff: the high-level design strategy and other professional must-haves
- You guide the easier stuff: leg-work, collecting info etc. under our handouts-guideline
- Our process is part “do” part “educate.” This ensures that the further into the funnel, the more comfortable you become at working independently and without our involvement

We currently have 3 design funnels each specifically suitable for a different microservice.



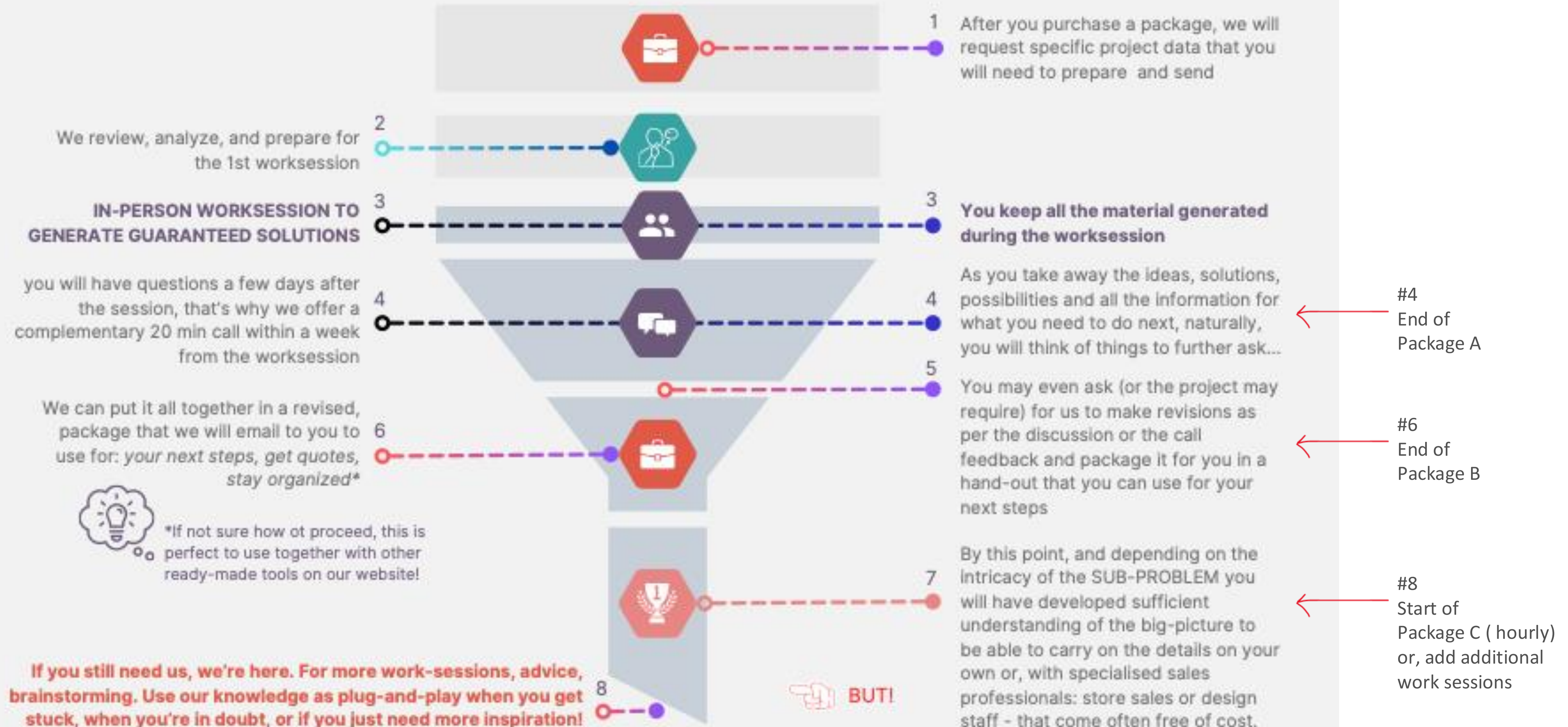
See one funnel below

the co-making

dochia design funnel™

DOCHIA

YOU



nano

micro

standard

\$

versus

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versus

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how do they compare to standard services™

The standard process cost can run you \$\$\$\$ quite high because interior design projects are complex. They require specialized and skilled problem-solving tasks for multiple key parts of the project - but not for all. And this is exactly where microservices come in handy.

Microservices are a great option to deliver interior design services at a **fraction of the cost**. They offer access to top design expertise for the heavy-lifting and the rest for the work – is there to be split with you, to the extent that you feel comfortable with.

It's a win-win situation: you do the simpler, less specialized tasks, we feel great for helping more clients that would've not hired us otherwise.

We are, after all, in the Self-Help era!

And there is more





so... who is this for?

HOMEOWNERS

primary and secondary residences, local or overseas

COTTAGE OWNERS

make your home away from home stress-free and fun-only

RENTERS

from luxury to basic, we have something that will make your rental experience better

CONDO-OWNERS

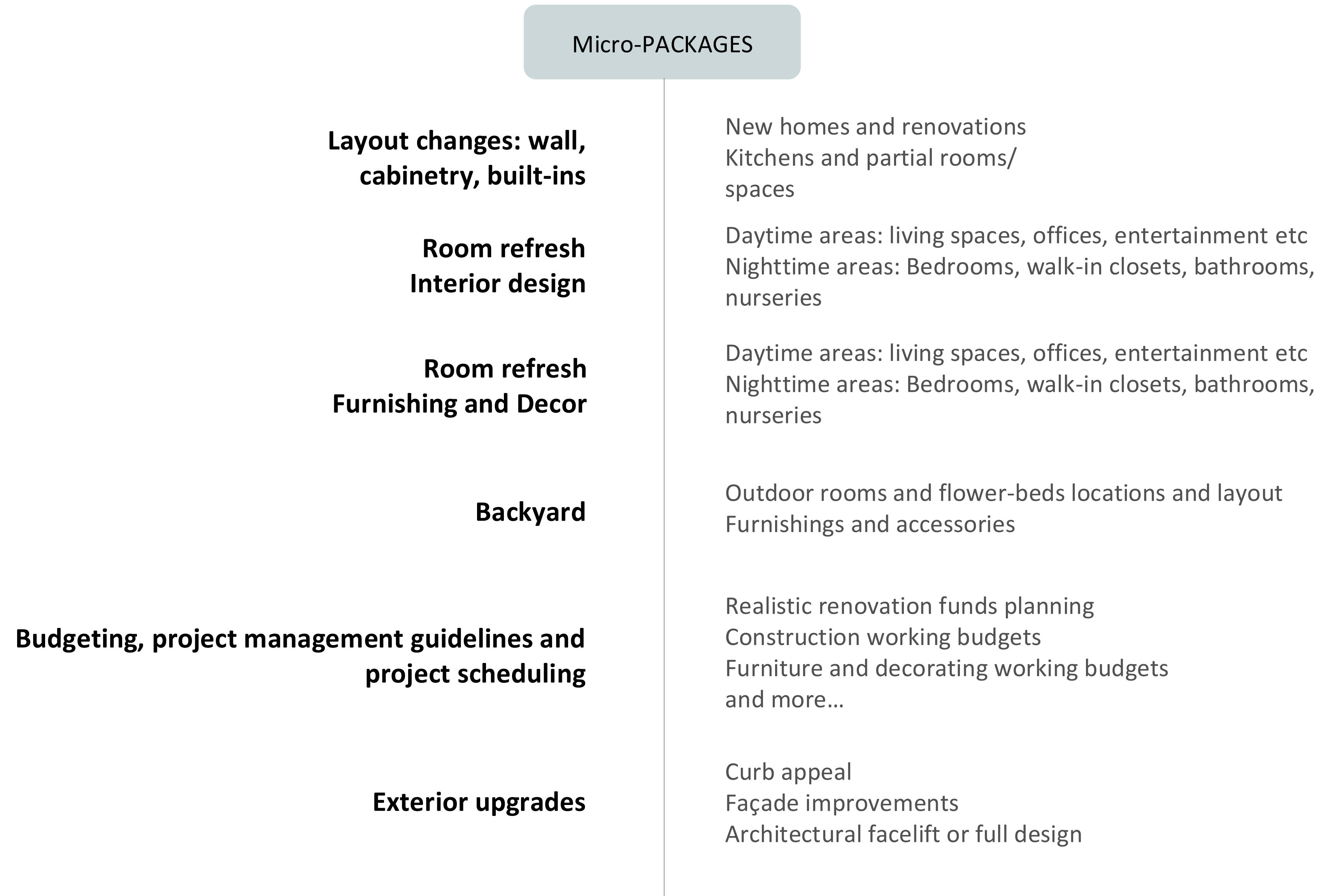
primary and secondary residences, local or overseas

nano



contact us to ask about our most economical design-delivery option:

READY-MADE Nano-design packages



Available for all: OPTIONAL, PRELIMINARY **O.B.C. REVIEW** and TIER 1 trade discounts with min. services purchase value of \$1,500.00

See some examples



WHAT'S INCLUDED

Common elements of each design funnel:

- *Homework for client to prepare*
- *min. one 1.5h work-session*
- *List of resources and next steps for client to follow*

#4
End of Package A

Each specialized design funnel may contain other fixed- fee elements such as:

- *additional work-sessions*
- *additional revision packages*

Or #6
End of Package B

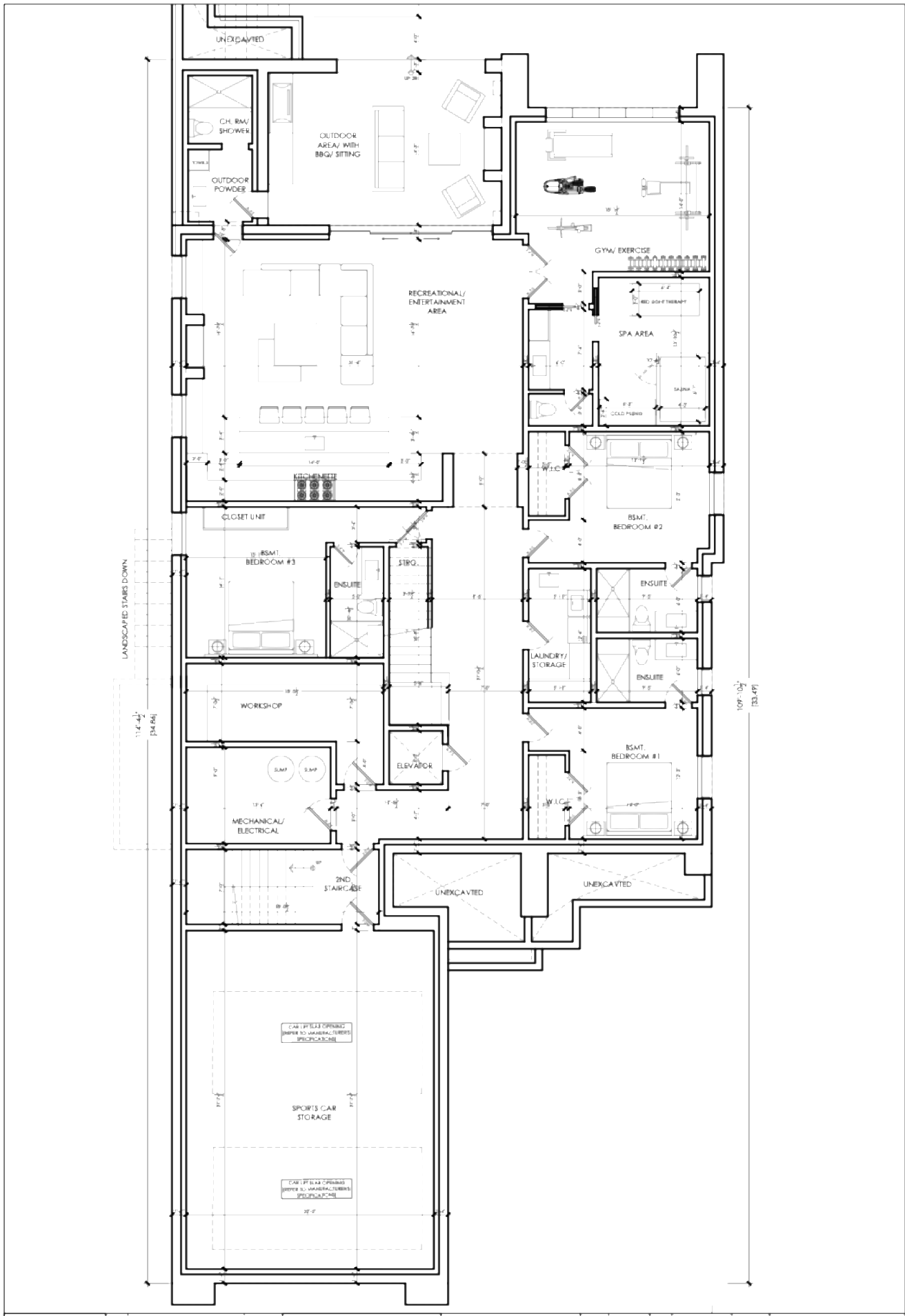
However you proceed with the microservices, you can top-up with curated, consulting services at hourly rates for services such as:

#8
Start of
Package C (hourly)
or, add additional
work sessions

- *sourcing products and fixtures*
- *trips to suppliers*
- *mini-quotation packages*

and much more...

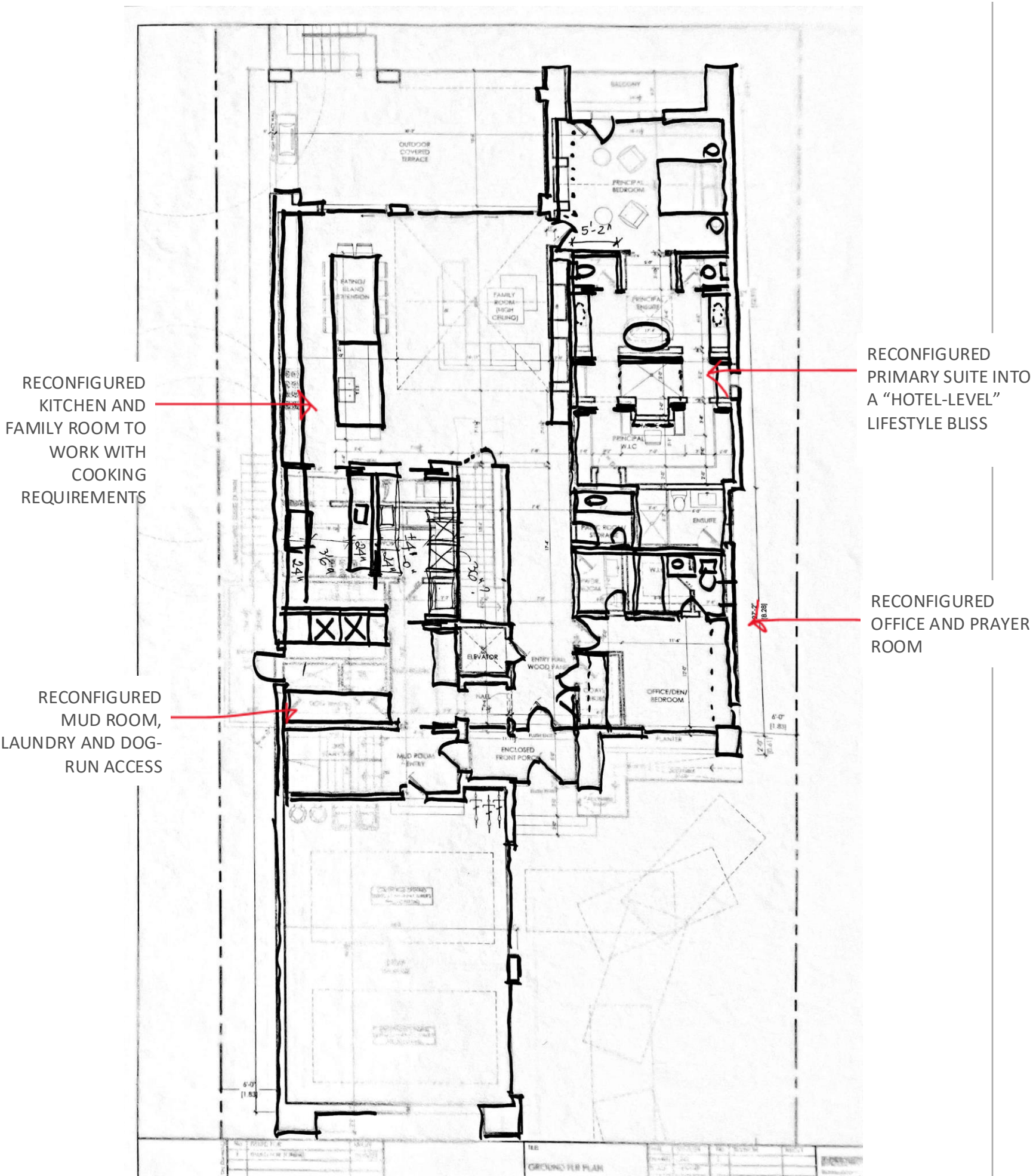
COMING IN....



PROBLEMS

MULTIPLE ISSUES FOR WHICH THIS LAYOUT DOES NOT WORK WITH THE DAY-TO-DAY LIFESTYLE OF CLIENT

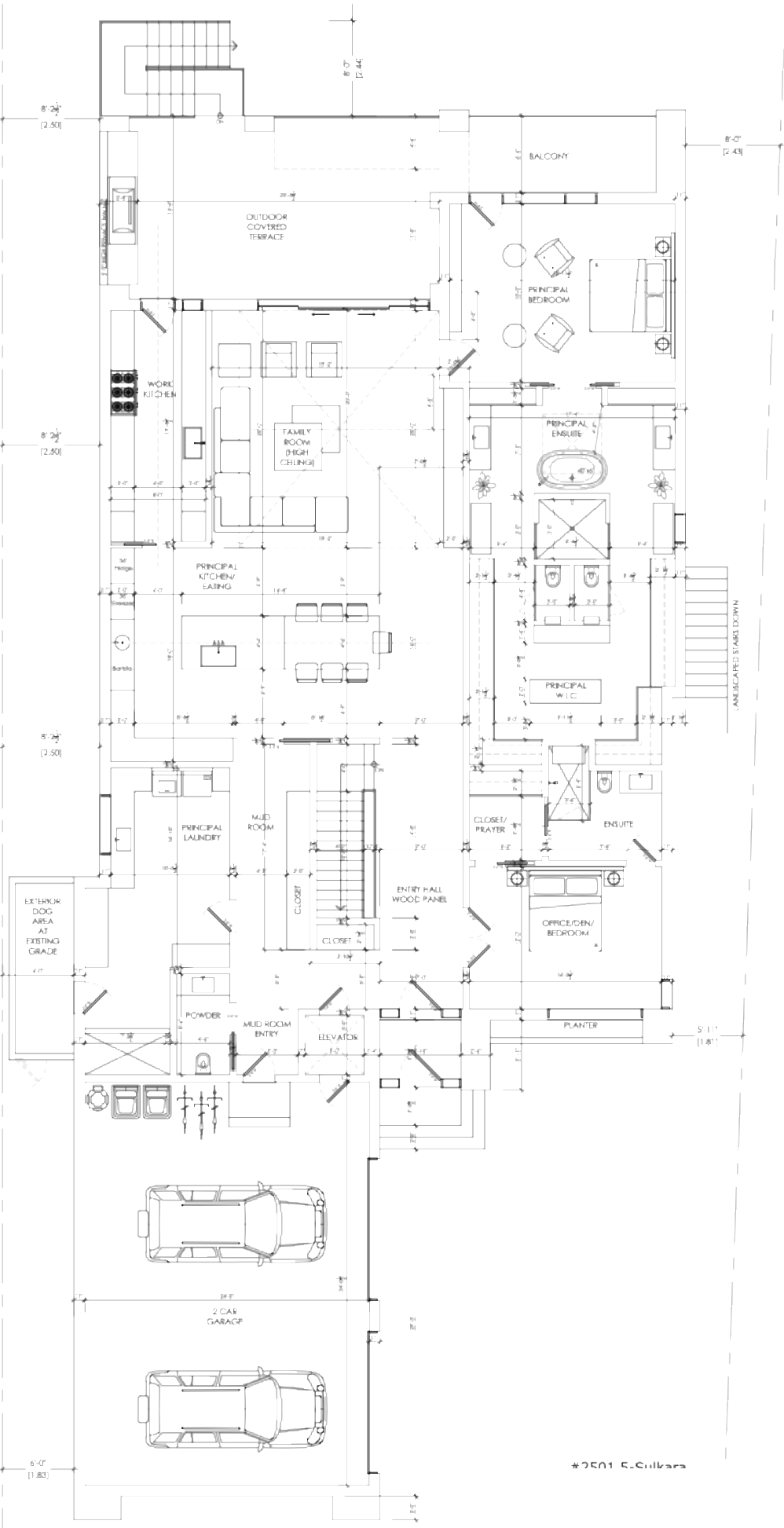
2 hours or so later ...



WORKSESSION SOLUTIONS

MULTIPLE SOLUTIONS WERE PROPOSED AND ADJUSTED BASED ON "LIVE" CLIENT INPUT UNTIL THIS ONE THAT CHECKED MOST "LIFESTYLE" BOXES

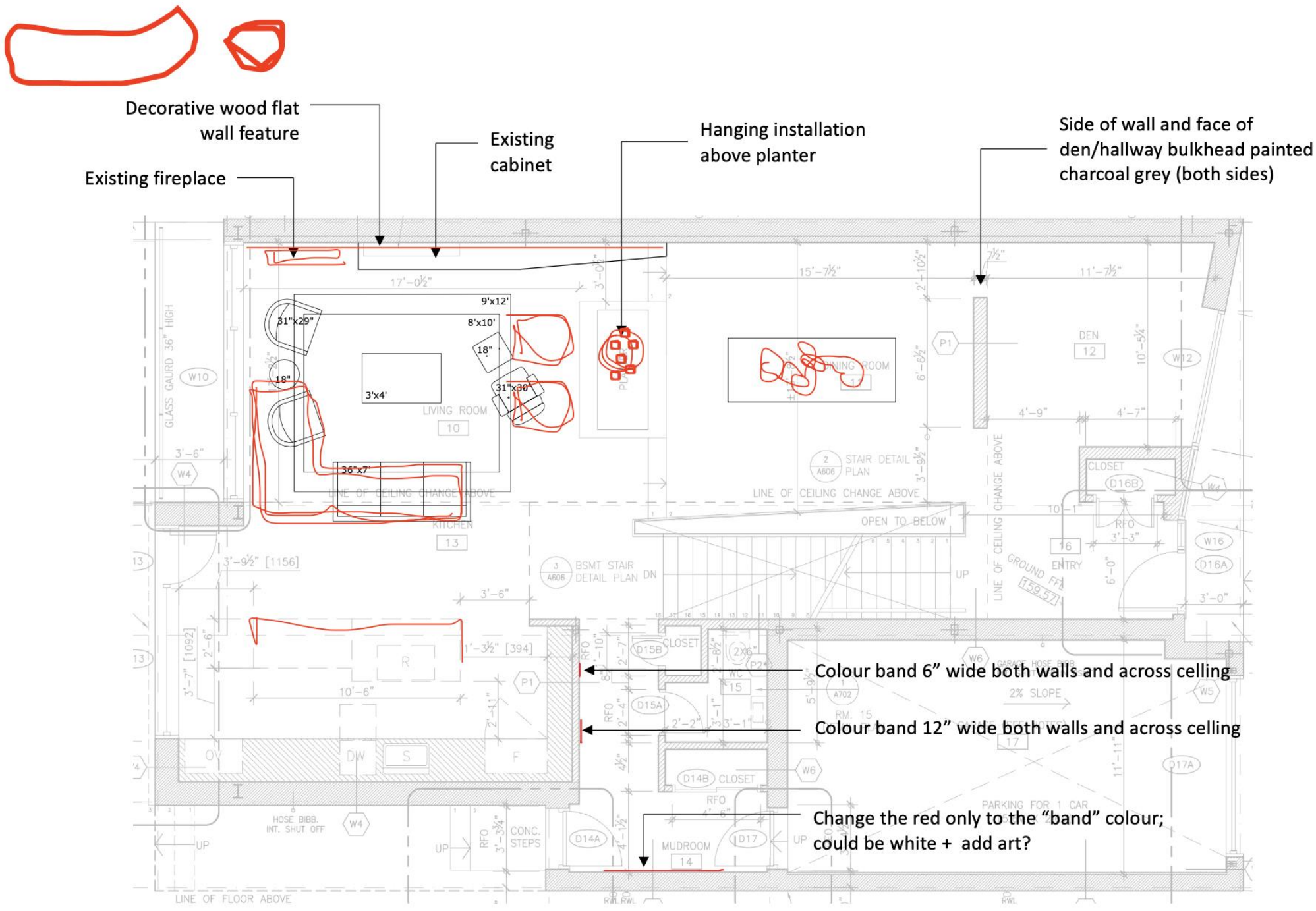
GOING OUT...



FINAL

AFTER ANOTHER WORK-SESSION, DESIGN WAS POLISHED AND DRAFTED IN UTMOST Detail READY FOR PERMIT AND INTERIOR DESIGN IN SAME TIME

LAYOUT



TO DO

- DRAFT FURNITURE LAYOUT
- LIST OF ITEMS AND DRAFT BUDGET
- DISCUSS SOURCES
- PROPOSE KEY FURNITURE ITEMS

SOLUTIONS

ALL THE TO DO WORK WAS COMPLETED WITHIN 1 WORKSESSION

PRODUCT SUGGESTIONS

Armchair
Product: Bernhardt Design, Anne
Size: 25" x 25" x 29"H



Side Table
Product: Avenue Road, Madison
Size: 15"Dia x 18.5"H



Coffee Table
Product: B&B Italia, Colosseo
15" Dia. x 17"H
17" Dia. x 19"H

Area Rug
Product: Weavers Art, strawberry moon
Size: 9'x12' & 8'x10'

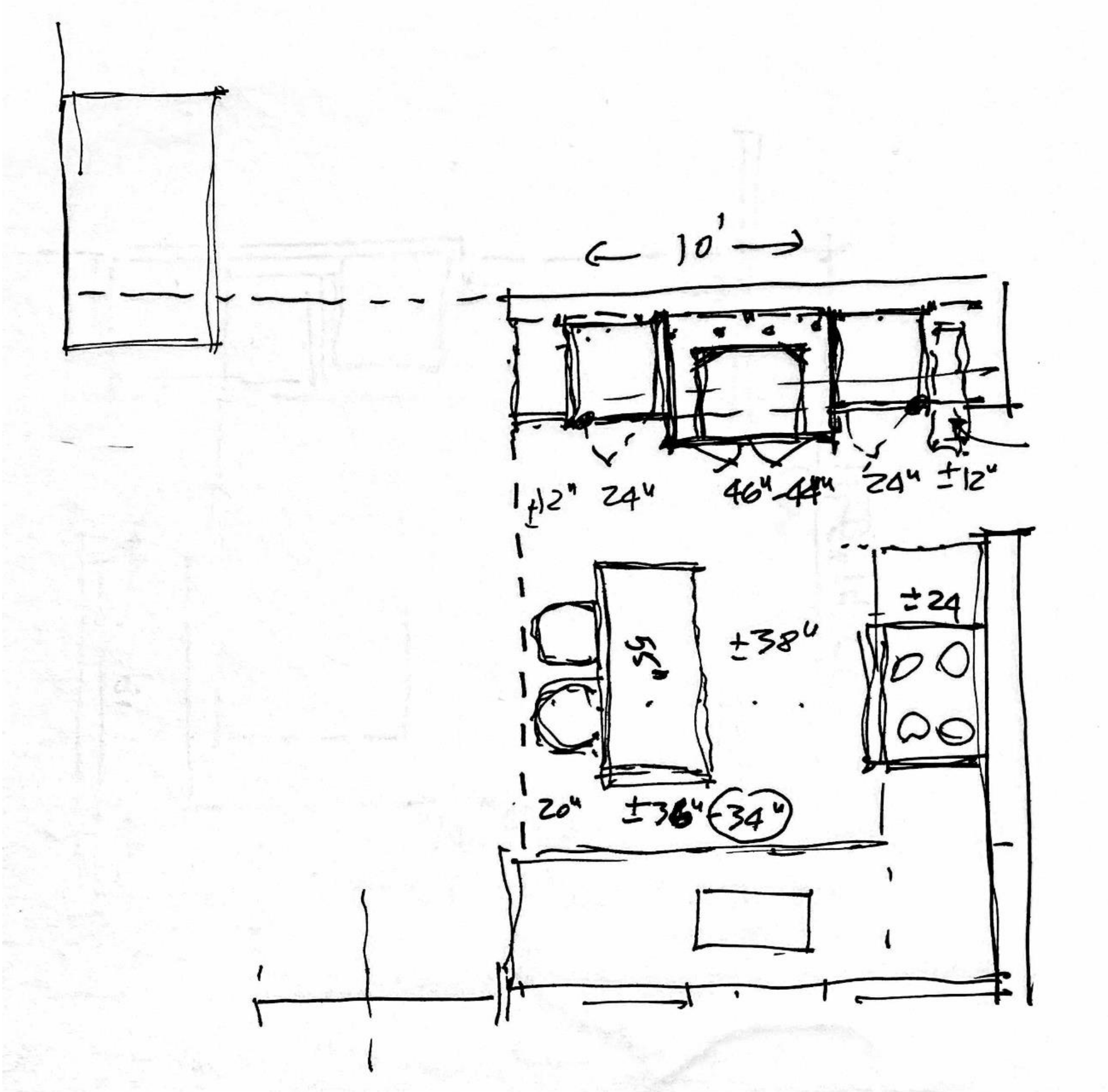
Couch
Product: Arketipo, Auto-reverse
Size: 82"W x 40"D x 29"H

Armchair
Product: Benson, U-turn
Chair: 29" x 31" x 29"H



Ottoman
Product: Bonaldo, Seki
Size: 24"W x 28"D x 16"H

Layout



TO DO

New kitchen layout
Accessories and look
Possibly appliances and fixtures

Style



SOLUTIONS

All layout was completed and a look selected in the working session
PRODUCT SOURCE LIST HANDOUT

Product direction

Kitchen

Countertop style



Backsplash style



Cabinet options



Pendant,
Hudson Valley



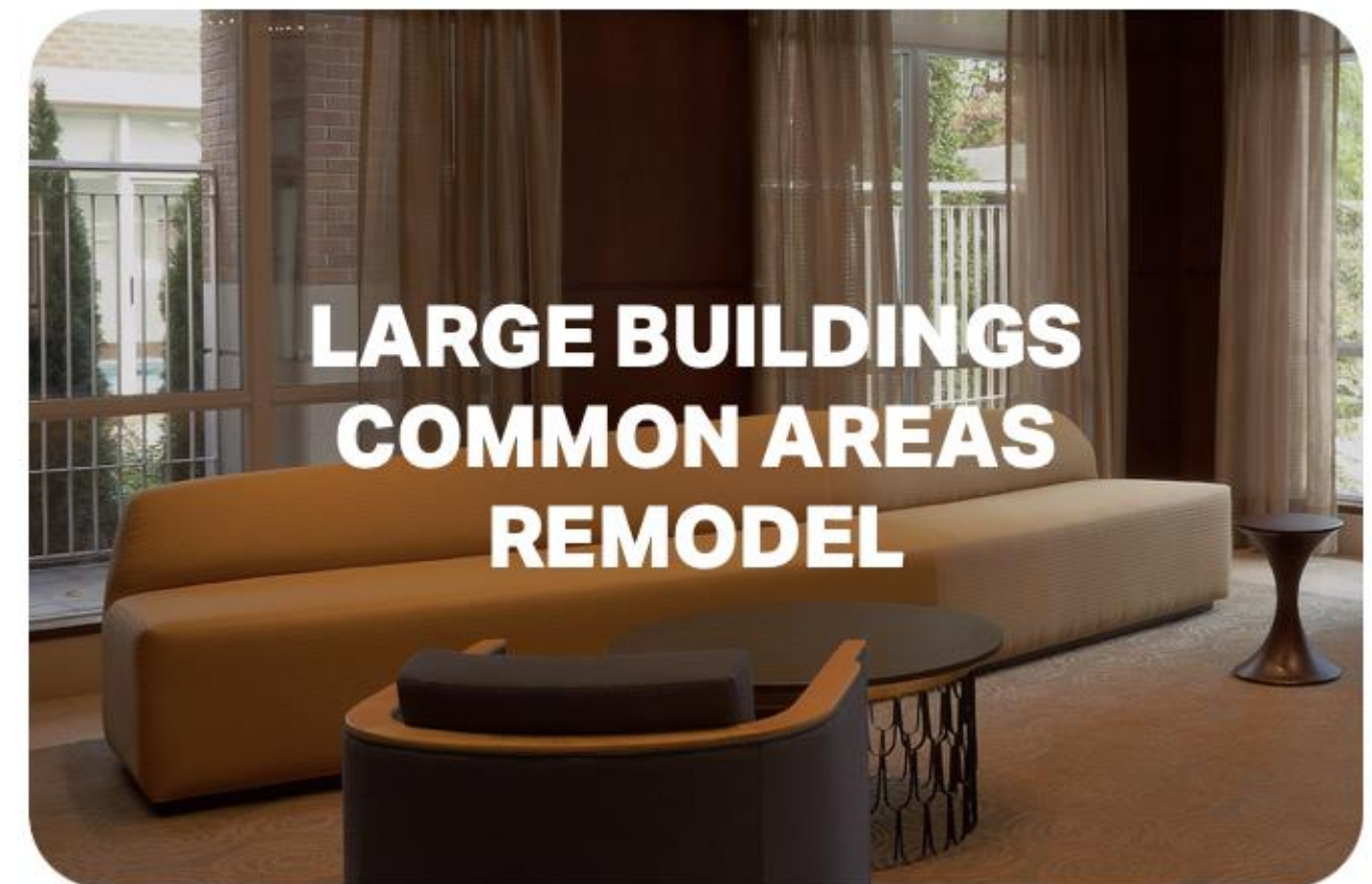
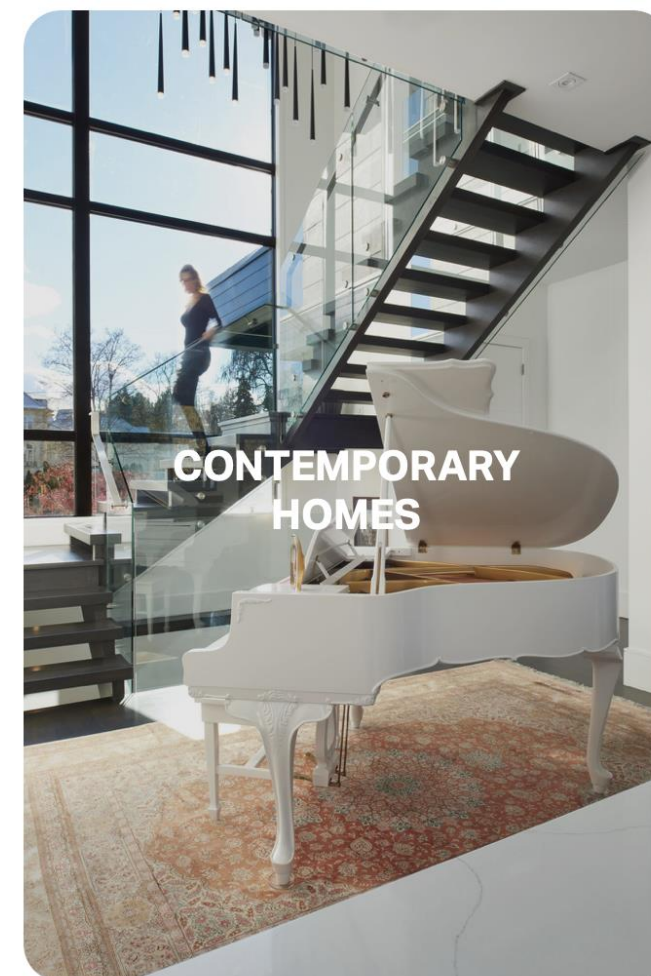
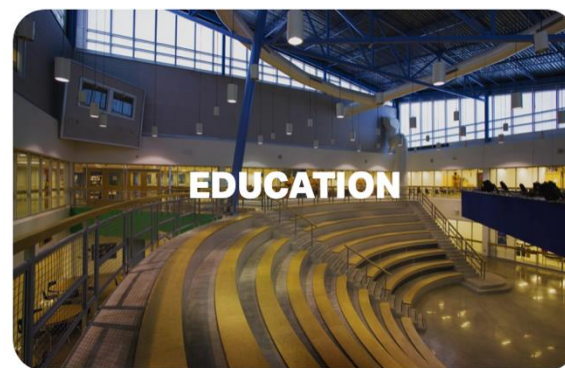
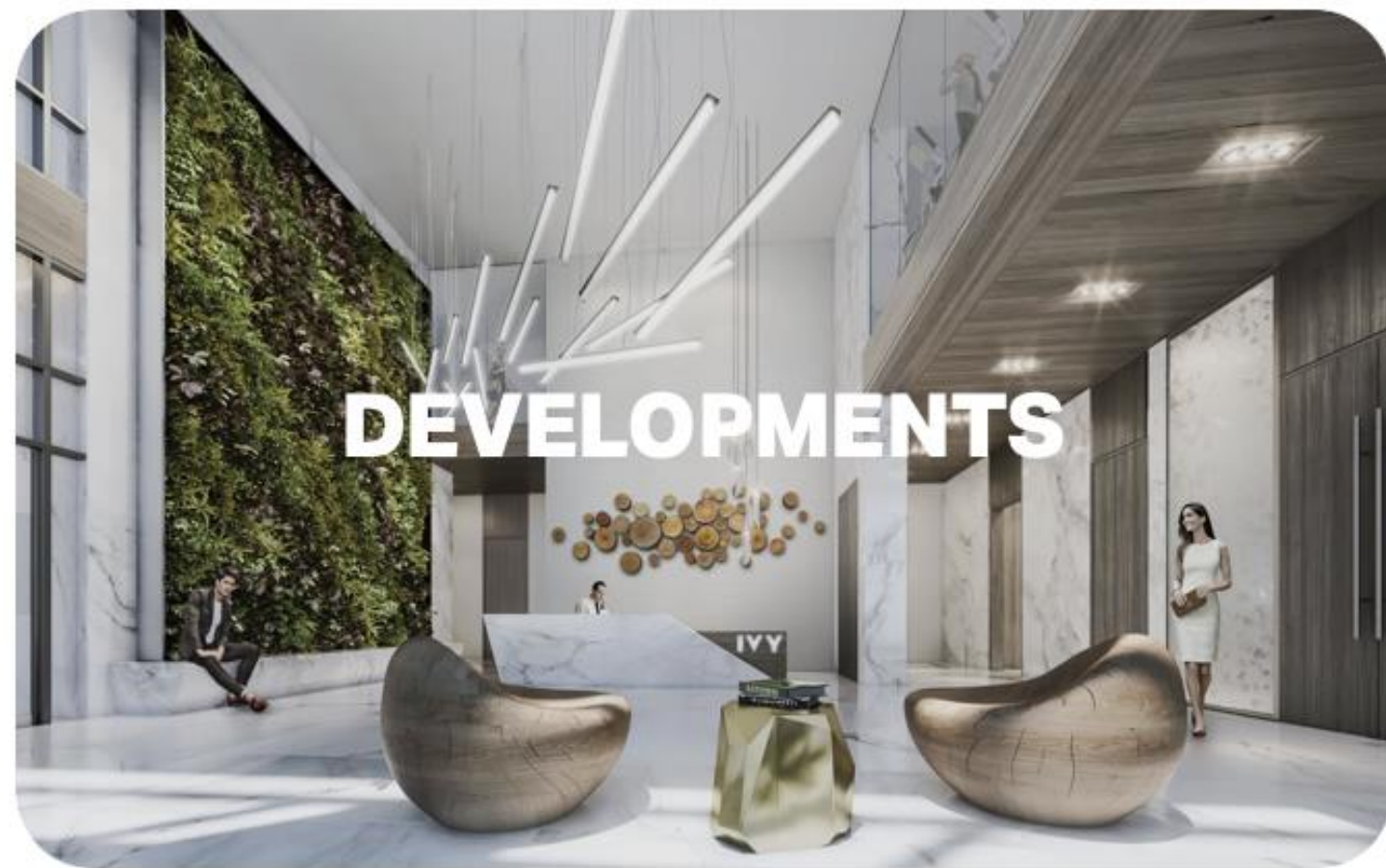
Inspo image
for the blue
for: left right
of stove and
the pantry

Cabinet hardware
This style in
brushed gold

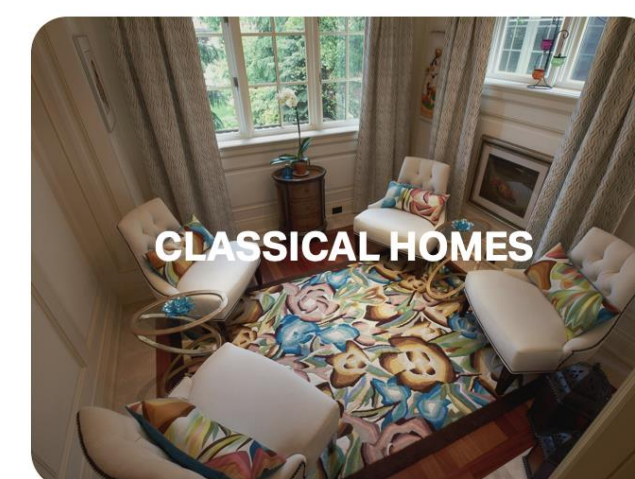
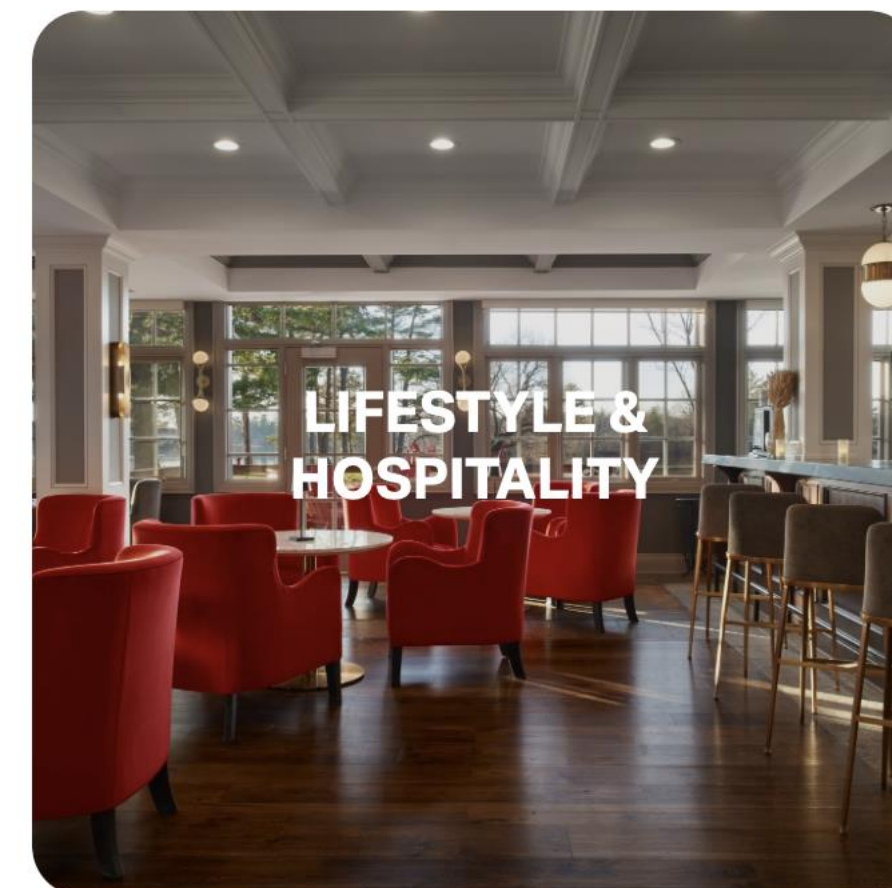
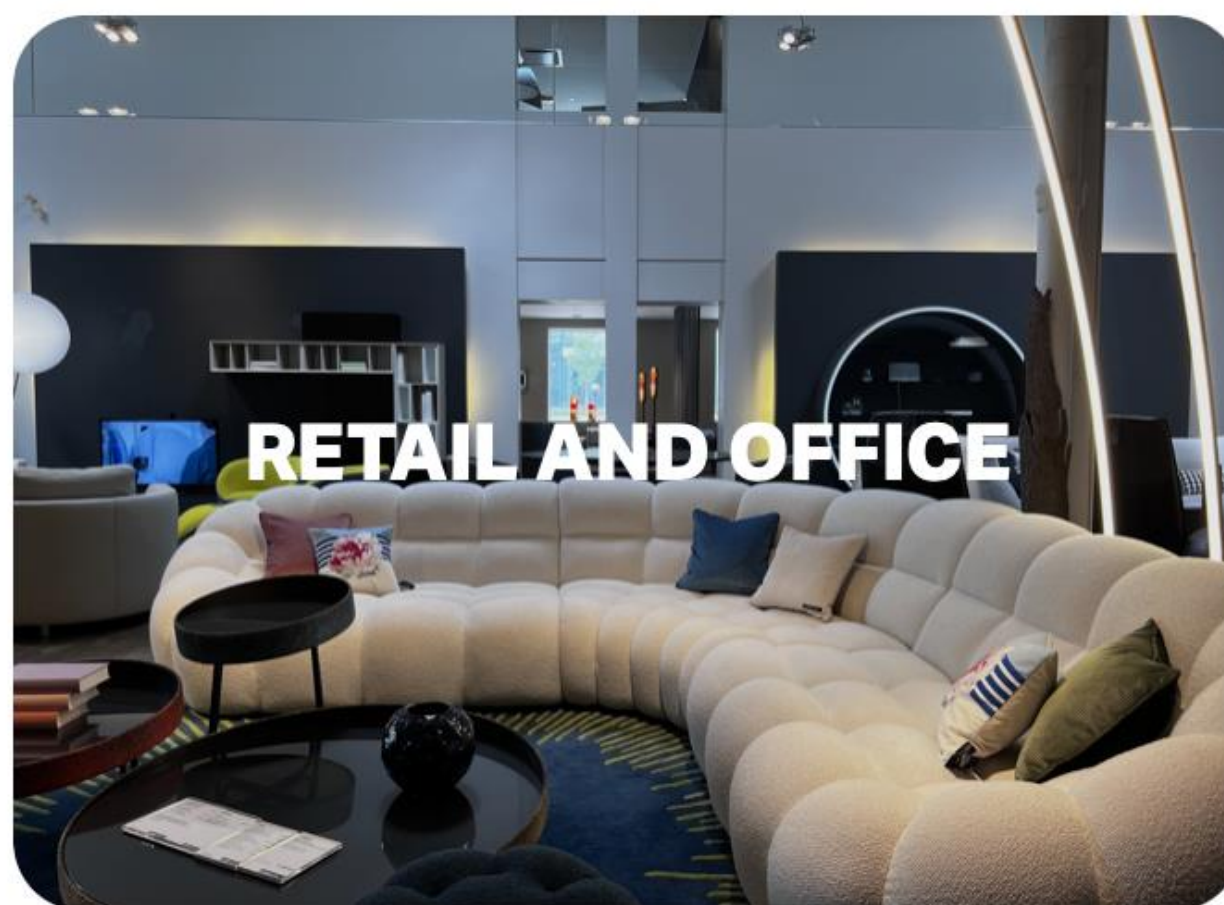


MB5190 Mission Pull
Available in 2 Sizes





dochia interior design





Book your first micro-service



Not sure yet? Subscribe
for free resources



lay of the land

MONTHLY NEWSLETTER
SET TO RESTART APRIL 2025

Join our select community of 1,500 people that get exclusive perks,
freebies, and advanced access to our promotions.

WELLBEING
through
INTERIOR DESIGN
AND CREATIVE LIVING

Get your exclusive dose of DIY hacks and resources for interior
projects that go beyond aesthetics and enrich mental health and
wellness. Learn how to apply Spatial Therapy tools to thrive.

FIRS...

LAS...

EMAIL

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