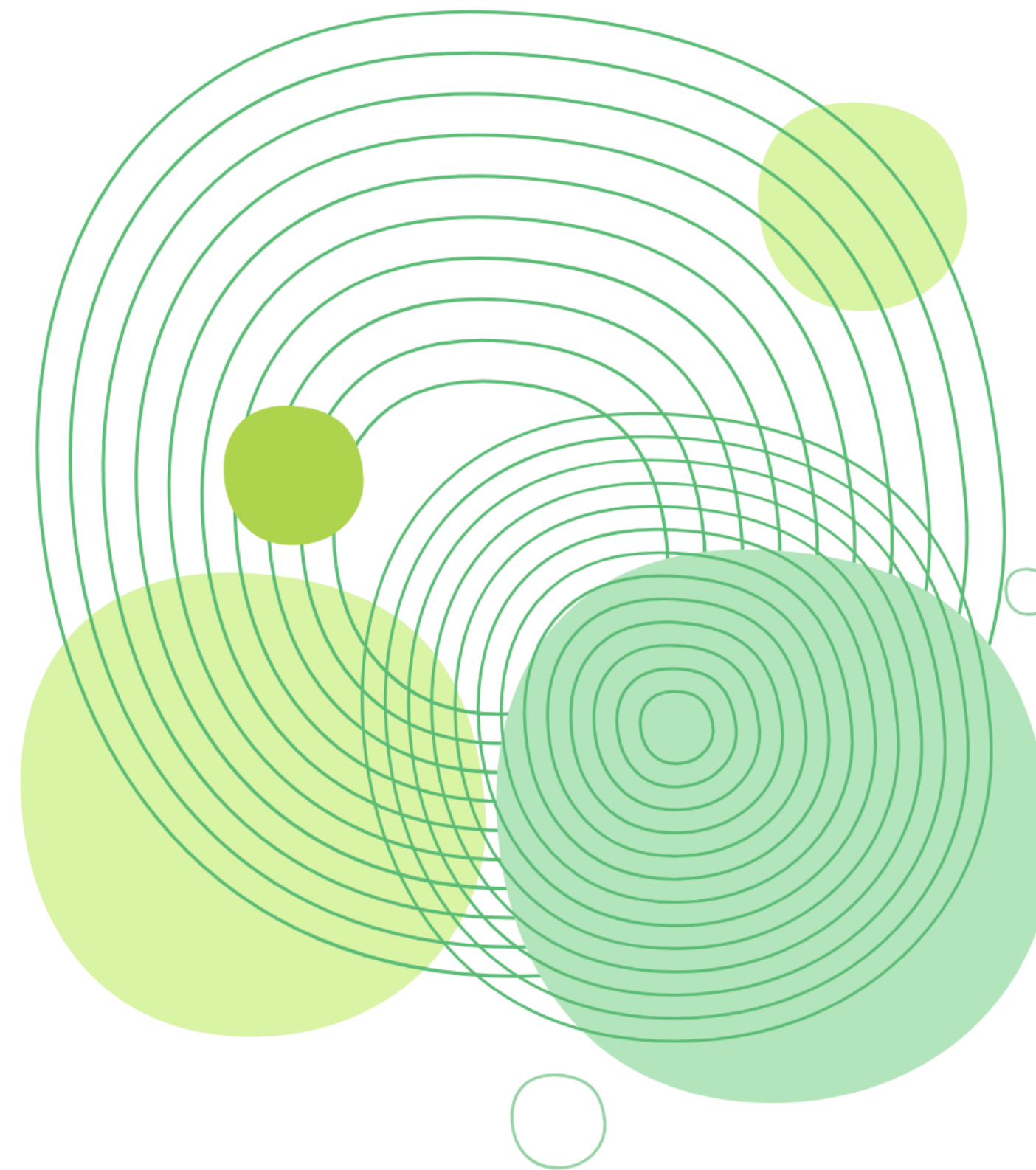




# what you need to know before you hire a designer or an architect

Independent of you project type,  
scale, or professional qualifications  
of the consultant you wish to hire

*dochia* ACADEMY



there is considerable overlap and  
dependency between the **design**  
**services** offered by *interior designers*  
and *architects*

# what is design

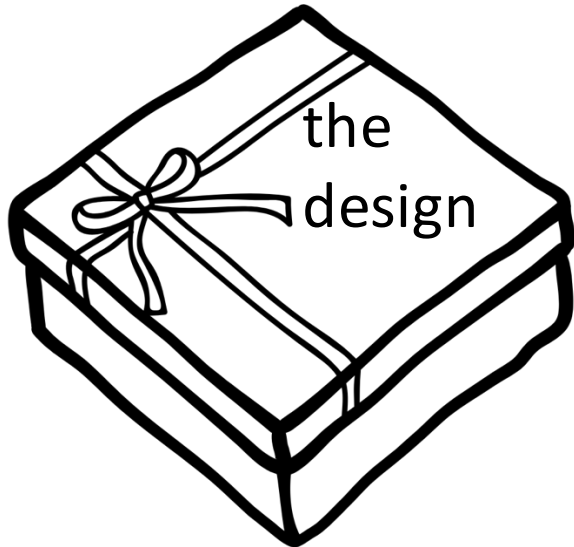
“**Design**” is what the designer and client make together.

The designer then documents it in a specific, suitable way for construction, and the contractor prices the execution of the design and builds it according to those documents.

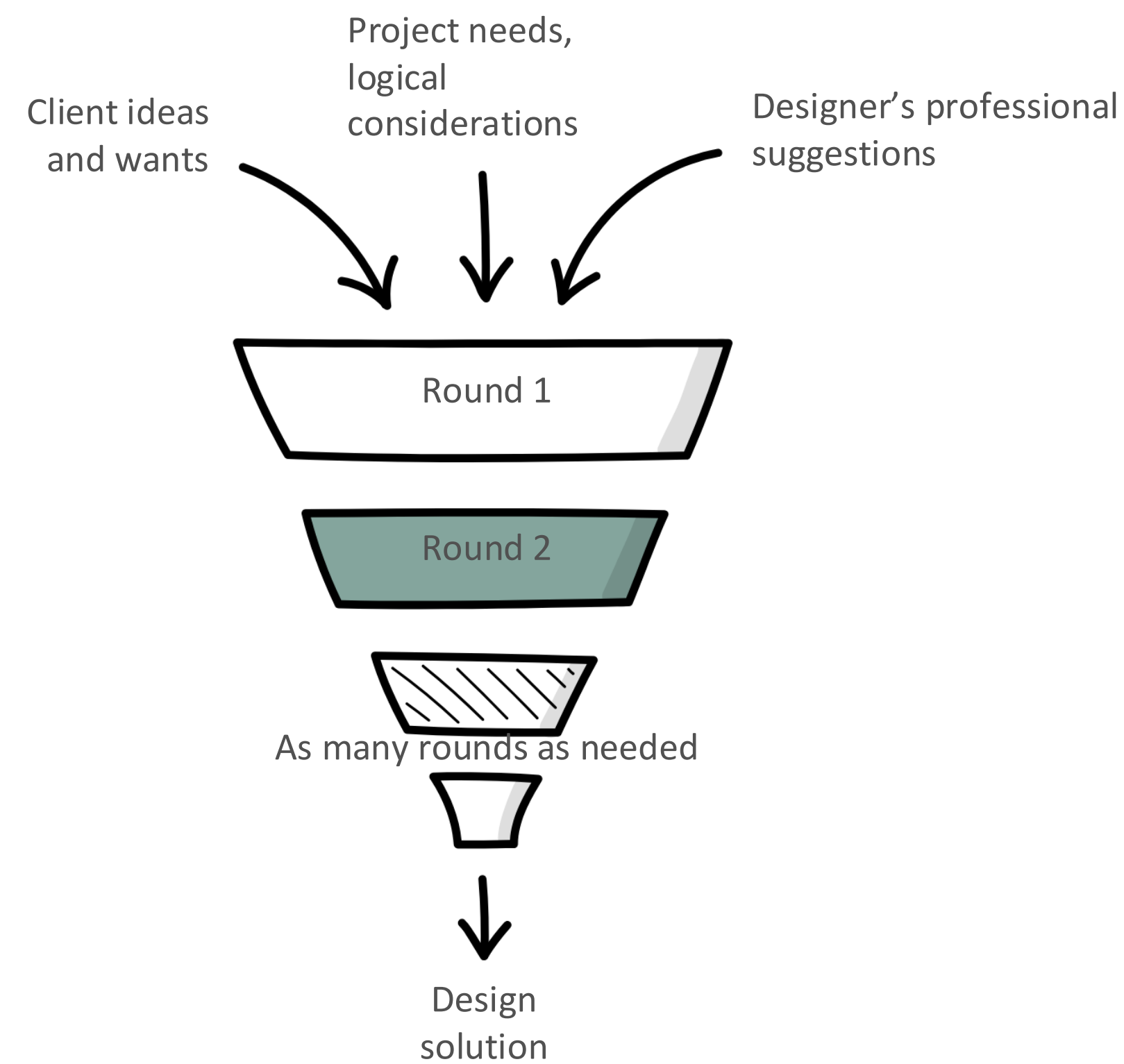
*All design meets this definition, whether it is a standard service, Dochia-microservice or nanoservice, or any other form that any other designer would present you with.*

1

Designers “make and give” the design to the contractor based on the client’s list of needs.



reality popular belief



# what is design 2

**“Design”** is not a product, but *a process*.  
What you are buying when hiring a designer or architect is their process.

The **“Design solution”** is the outcome of that process.

The **“Drawings”** are the documents that explain the solution and are finalized after the design solution is approved.

**“Design”** means the “drawings” that deliver a solution.

reality popular belief

# how long does design take

The design part for residential renovation can take anywhere from 4 weeks to 4 months plus.

The design part for commercial or large buildings renovation can take anywhere from 4 months to 6 months plus.

The design part for any new built that requires permit is a minimum of 5-8 months and can be 2 years plus for large developments.

A few weeks... at most a few months...



reality popular belief

# design vs management

The designer is not the project manager nor the construction manager. These are separate services by separate professionals with distinct roles, tasks, and responsibilities.

Some designers have the capacity to take on part of these roles. When done, it is sometimes a separate service, since some of the tasks are outside the mainstream scope of interior design.



The designer will design as well as deal with the contractor, engineers and everyone. They are the ones that take care of everything.

reality popular belief



# the design process 1

Clients are active members of the design team  
and work together with the designer  
to advance the process.

The design solutions are *always* the result of a  
**structured and guided interaction** of  
vision, ideas, and decisions between the two.

The client is a  
semi-passive observer.

reality popular belief



# the design process 2

Is a structured step by step process with defined milestones needed to be met in order to stay on track (including fees-wise).

However, it allows for adjustments via (1) “additional services” and (2) “extras” to current services in case decisions are not finalized within the process as set out.

Is a browsing and ideation process with meetings to discuss ideas, materials, options that the designer presents, and the client will select from.



reality popular belief





# Standard design/construction process

1

The client's **"wish list"** is *one variable!!* of many that the designer uses to establish the "to do list" of the project.

The **fees & services** are based on the designer's "to do list," not on the client's "wish list."

*Designers only provide part of the services you need to build. Other professionals will be needed.*



*!! Variables are assumed, thus important to be reviewed by client. Example: number of revisions and meetings, how long they are, how many design solutions will be discussed...*

Client's **"wish list"** is what the designer will price and provide design for.

Contractor will then build.

reality popular belief

# Standard design/construction process

Has 8 steps, all critical and indispensable:

- (1) Pre-design, (2) concept design, (3) design development,
- (4) design documentation (drawings and specifications),
- (5) costing, (6) construction, (7) Furniture & decor selections,
- (8) furniture purchases & install.

The designer is highly involved in 2, 3, 4, and 7.  
Their extent of involvement in 1, 5, 6, and 8 varies.

*These steps are independent of the scale of the project.*

*Neither microservices nor standard services will give you a 100% complete package at step 4 because such a package does not exist. The construction packages are only **one information component** required to quote and build.*

2



reality popular belief

# Standard design/construction process

Clients are fully responsible for step (1)  
but often unable to complete it on their own.

The designer guides steps 1 through 3 and presents  
“progress documents” to illustrate proposed solutions.  
But to move forward, the responsibility lies with the client  
to evaluate and make firm progressive decisions.

Changing your mind or adding new avenues to explore generate “extras”.

A comprehensive approval is needed for the designer  
to proceed with (4) the design documents.



reality popular belief

3

The designer is the  
professional, hence does  
all the work.

# Standard design/construction process

While the overall process structure is relatively common, steps 1, 2, 3, and 4 have significant discrepancies between what certain designers provide you with versus others.

The level of “completion” of the documents and information you need to build can also vary greatly.

Good (4) design documents are expected to cover 80% to 85% of the decisions needed for construction.

4

The designers are all following same process.

I will get what I need independent on who I hire.

reality popular belief



# but which way should I go?

if you want

go with...

MINIMAL STANDARD to SOUP TO NUTS

\$\$\$\$

**STANDARD<sup>+</sup>**

Smart and efficient services with the understanding that you are doing some of the leg-work (with my direction)

\$\$

**MICRO**  
Dochia-exclusive

(bestseller)

I want to do it all myself, teach me how and where I can download what's needed

\$

**NANO**  
Dochia-exclusive

(coming soon)

Stay economical, but have the option to expand if needed with the understanding that you are doing some of the leg-work (with my direction)

\$\$\$

**HYBRID**  
Dochia-exclusive

(bestseller)



## quick recap...

*In residential projects designers are not highly involved all the way to the very end unless you want “soup-to-nuts.”*

*A good designer will give you the high-level design-strategy, then guide the process up to a certain point, after which you should expect that some of the decisions, drawings, and detail-work will be done by suppliers and trades – with or without the designer’s review or overseeing of the work.*

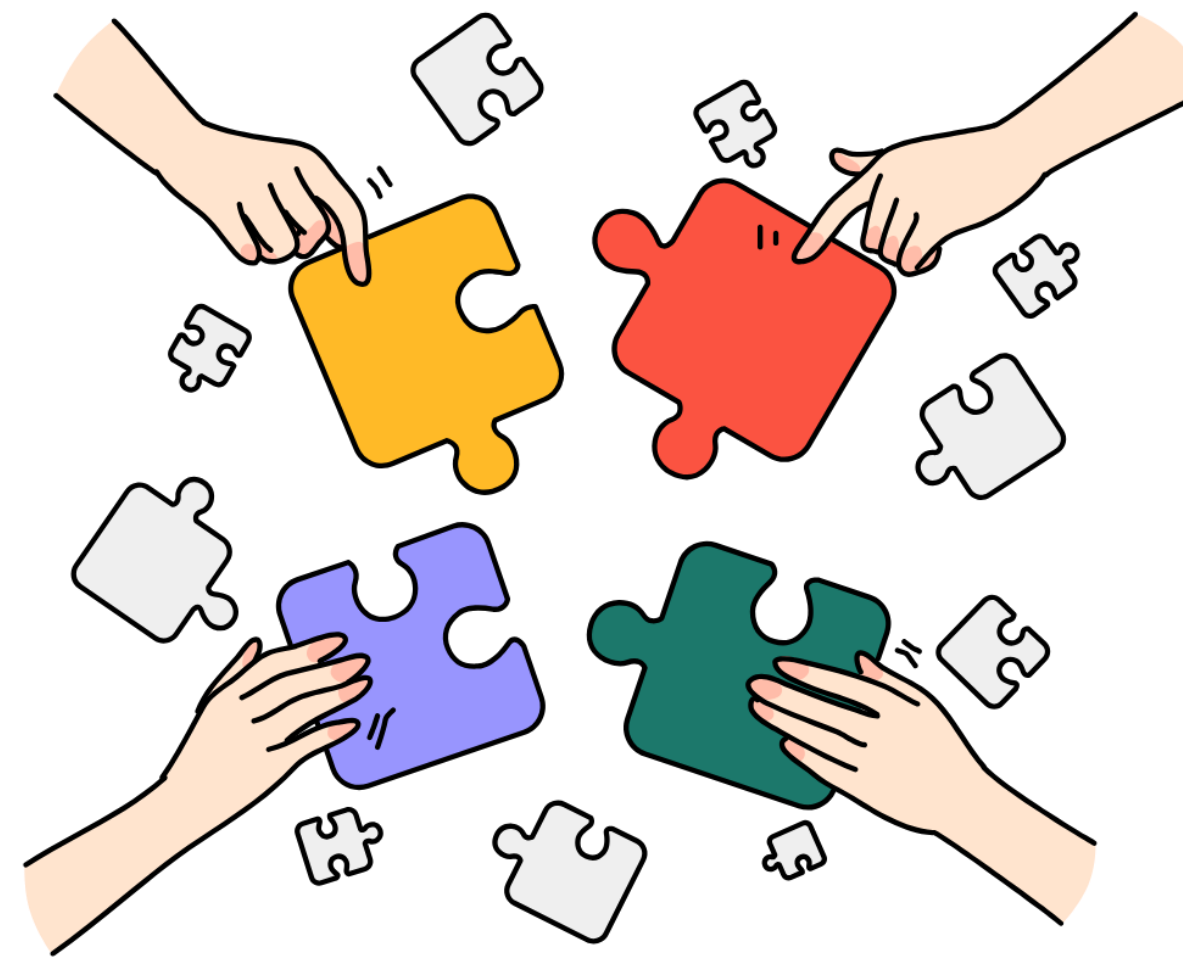
*By using the Co-making business model, Dochia has structured a unique and efficient way to deliver design services without sacrificing quality of design solutions. This is a structured and a more affordable path to ensure you invest your construction budget wisely.*

*With ready-made solutions and professional design tips for various elements of the project, how-to guides, blueprints and templates – you could cover the project or parts of the project yourself. This is a small financial investment to make with large return on value, if used wisely.*

STANDARD  
PROCESS

HYBRID  
SERVICES

NANO  
SERVICES



if unsure, there is always the  
combination of all 3



ready to take it further?

[Get in touch](#)

Read more about [private homes services](#)  
Read more about multi-unit residential and commercial services

The Dochia SHOP coming soon!

[Book](#) a free 20 min phone consult

STANDARD<sup>+</sup>

MICRO

NANO

HYBRID

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.

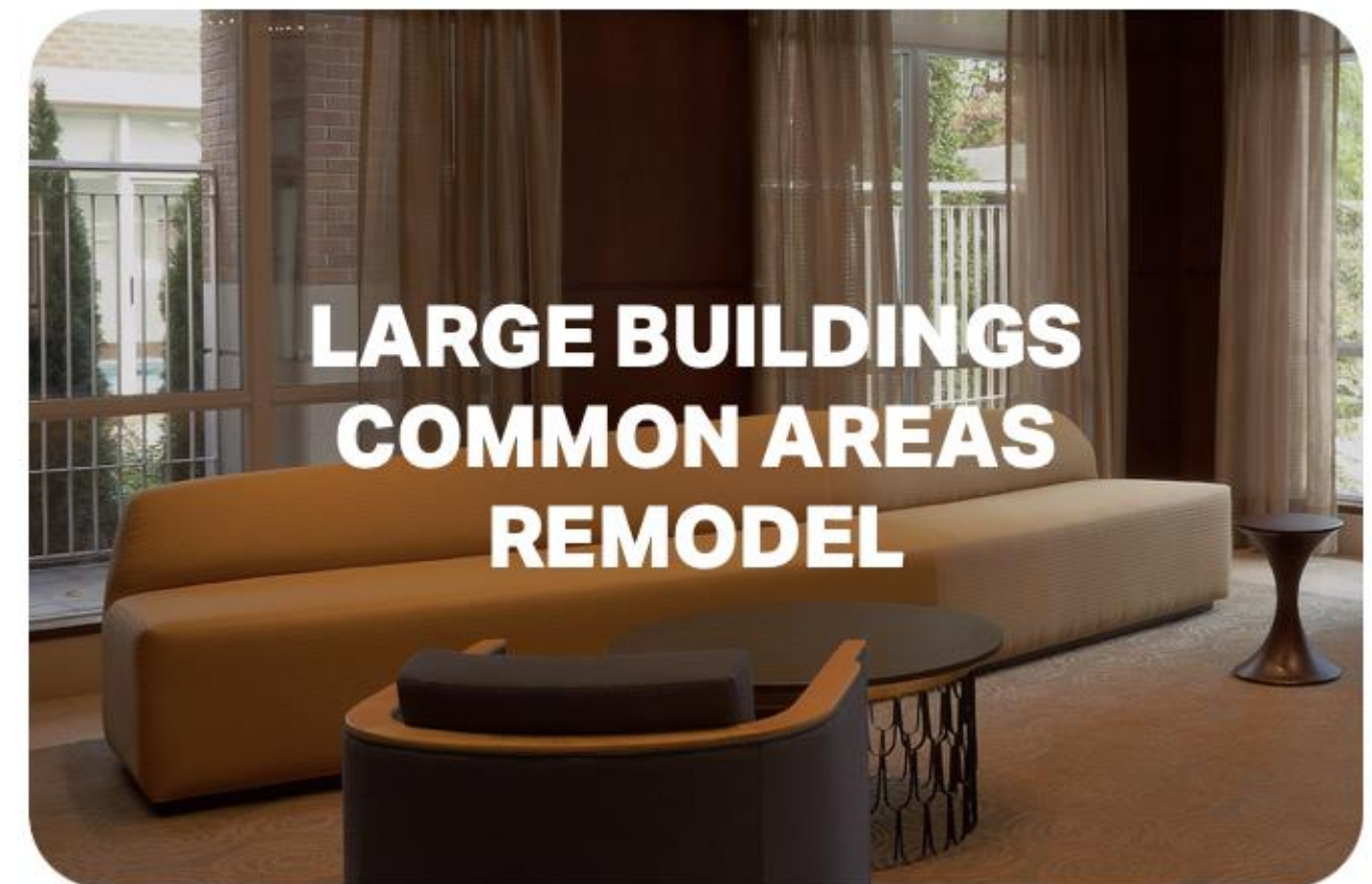
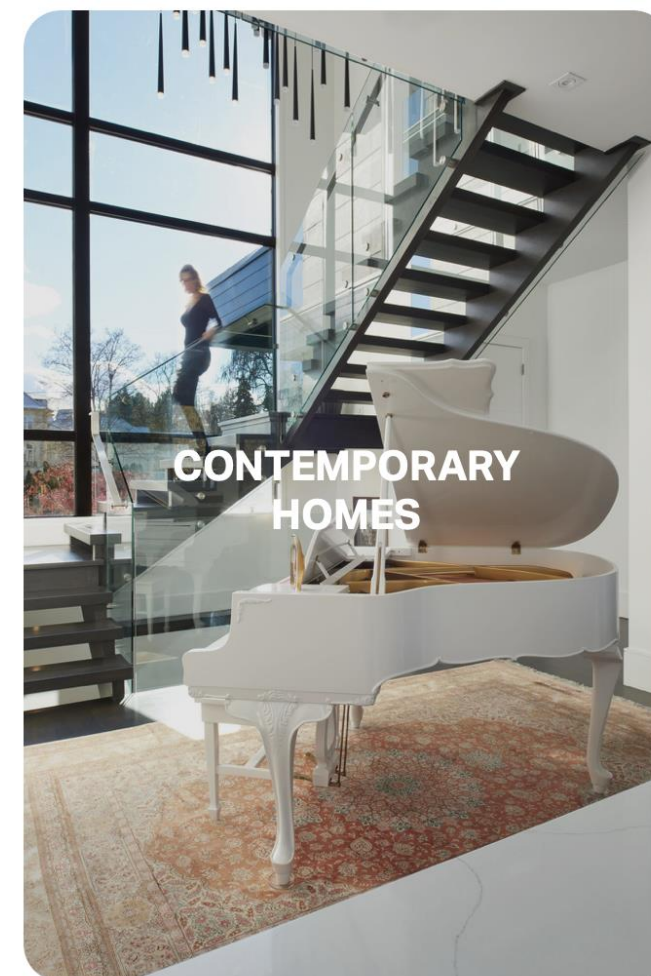
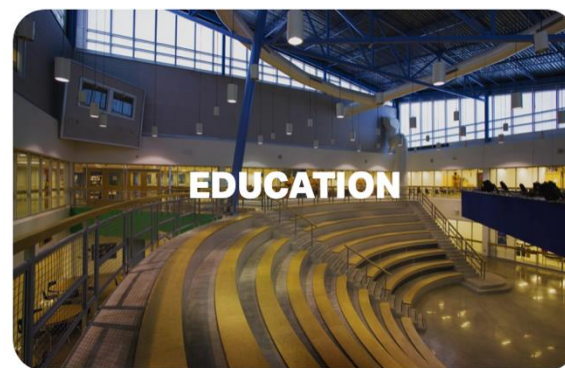
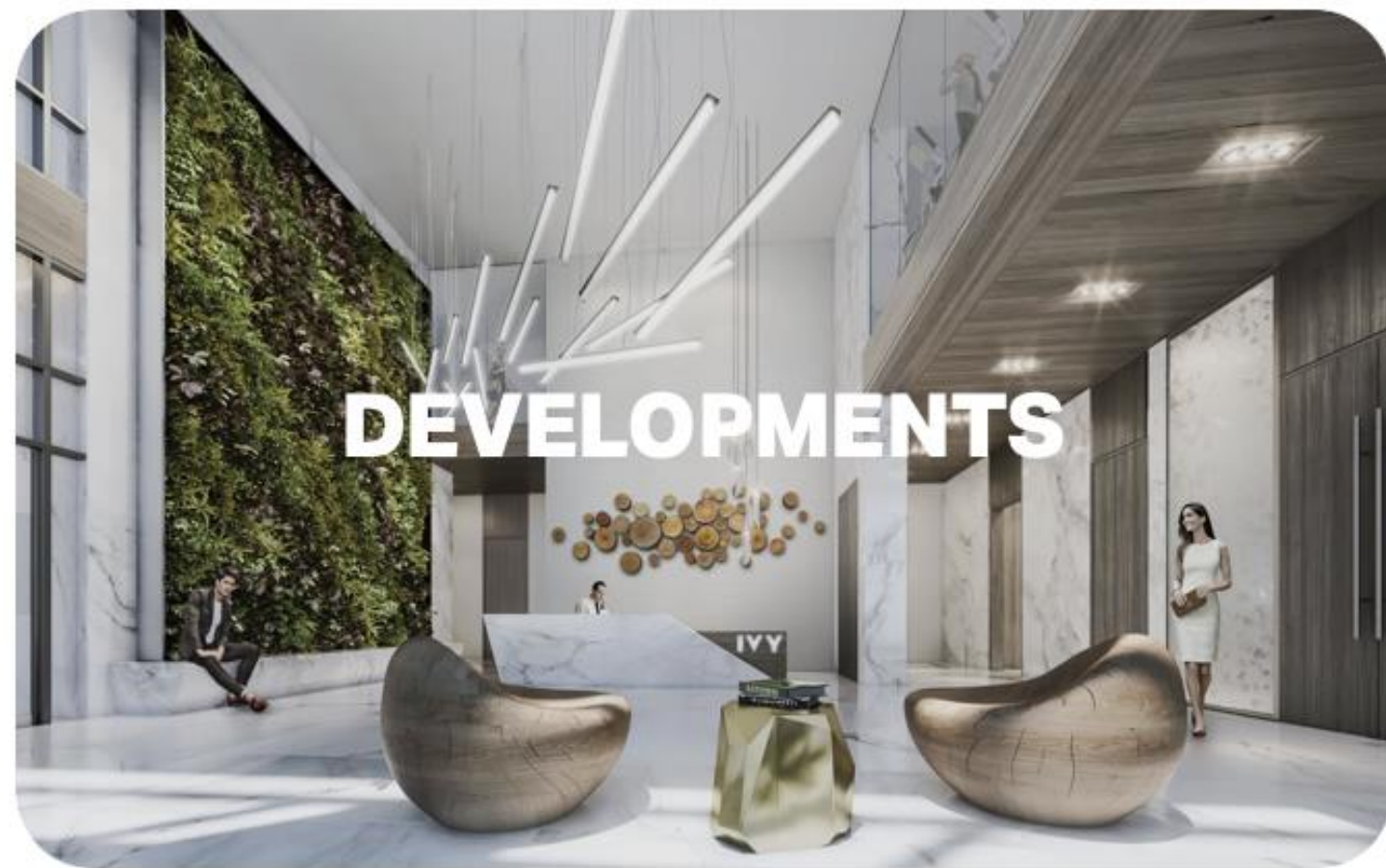
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