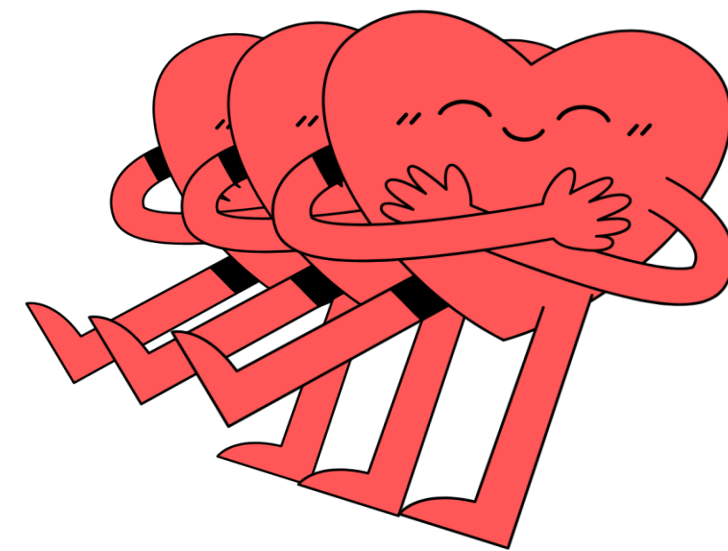


DOCHIA HYBRID DESIGN METHOD™

The happier path to a great design solution



Where your team and my team are
collaborating at the intersection of
professional expertise and self-help

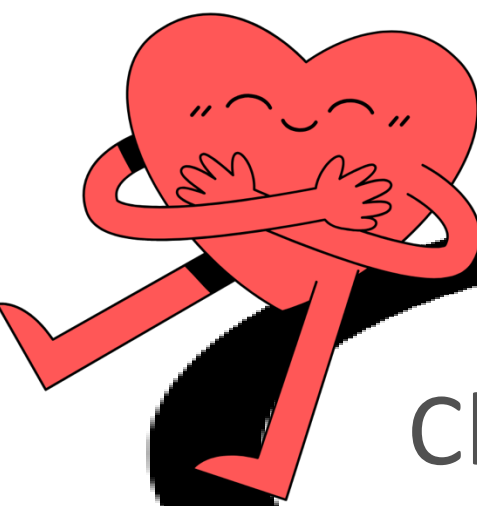
Land of dochia



Standard design/construction process

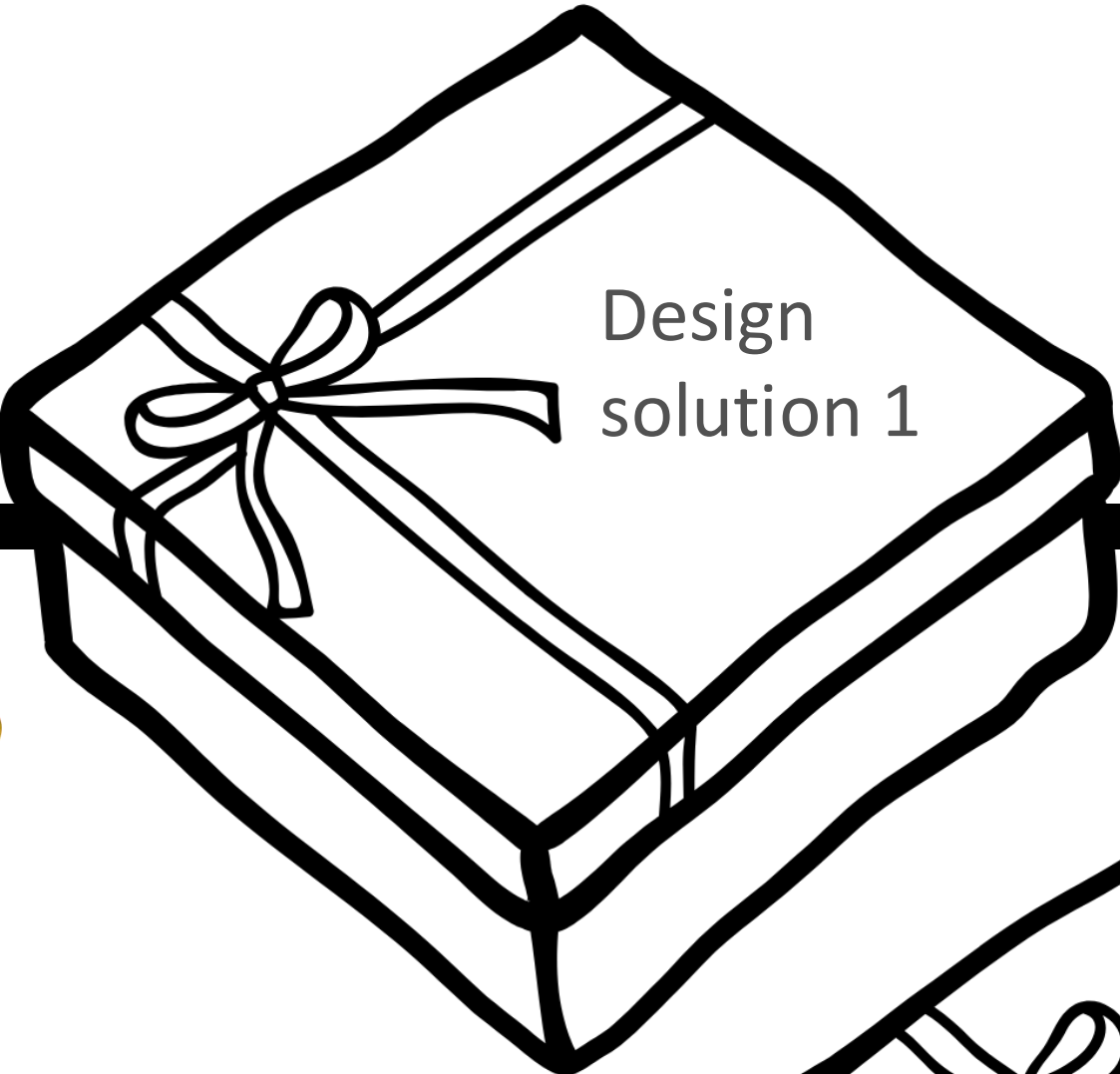
More often than not,
clients do not know what
they embark on when
starting a renovation or
construction project.

The standard design method tries to look something like this....



Client wish list

The designer
hard at work



Design
solution 1



Here is the bill



Complete design
package

Client: thank you so
much you're the
greatest!

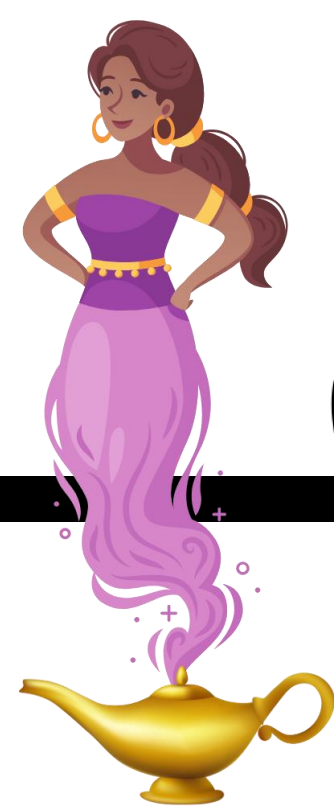


But in reality, it looks more like this...



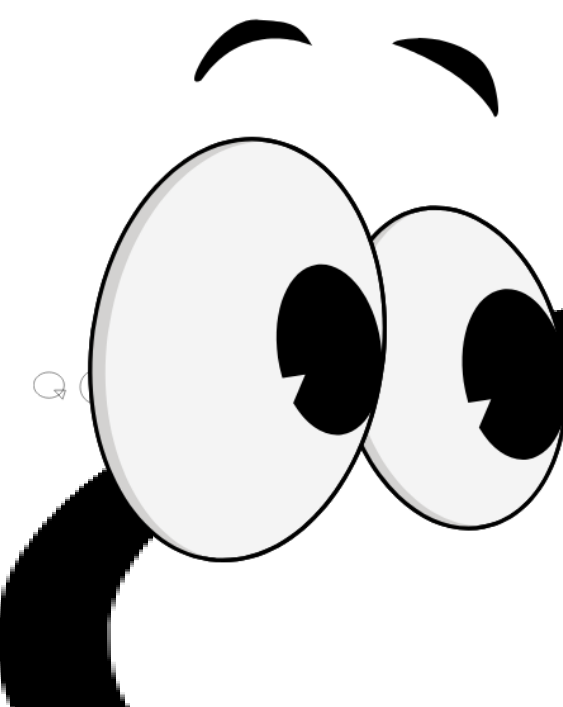
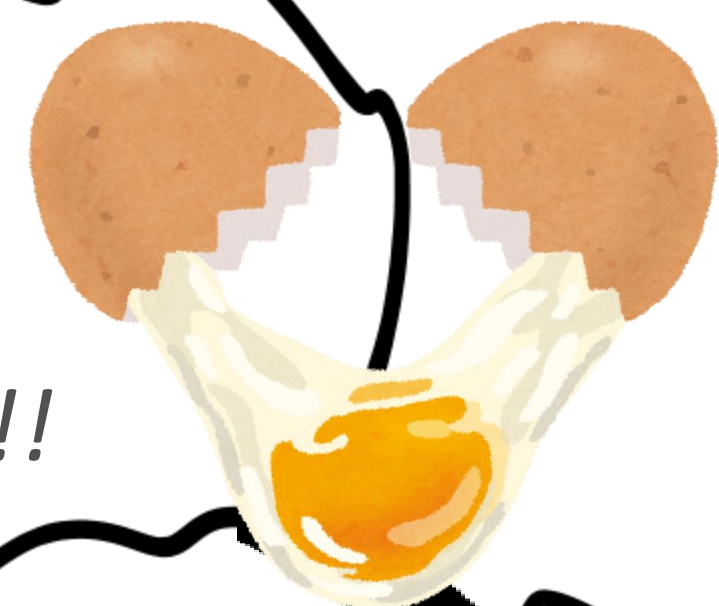
Client wish list

The designer
hard at work



Design
solution 1

Client:
OOPS! *I forgot to
tell you... So sorry!!*



Here is the bill
including the
additional design



Design
solution 2

Designer:
Hmmm.
*I Didn't include for
so many changes...*

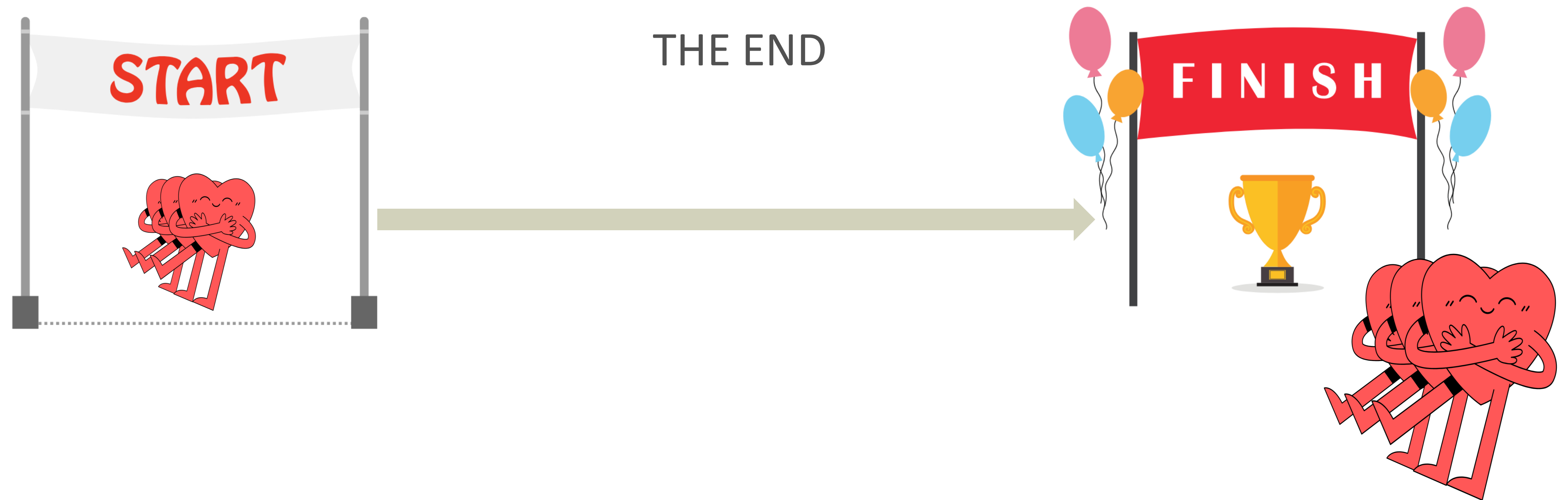
Client: Wait!
WHAT!!!?!

But the contract...



The **BIG**
conundrum!

The Dochia Hybrid Design Method™ fixes things and maintains happiness



How?

Well...

first by understanding where things are doomed
in the the standard method, and second,
by targeting those key problems and fixing them.

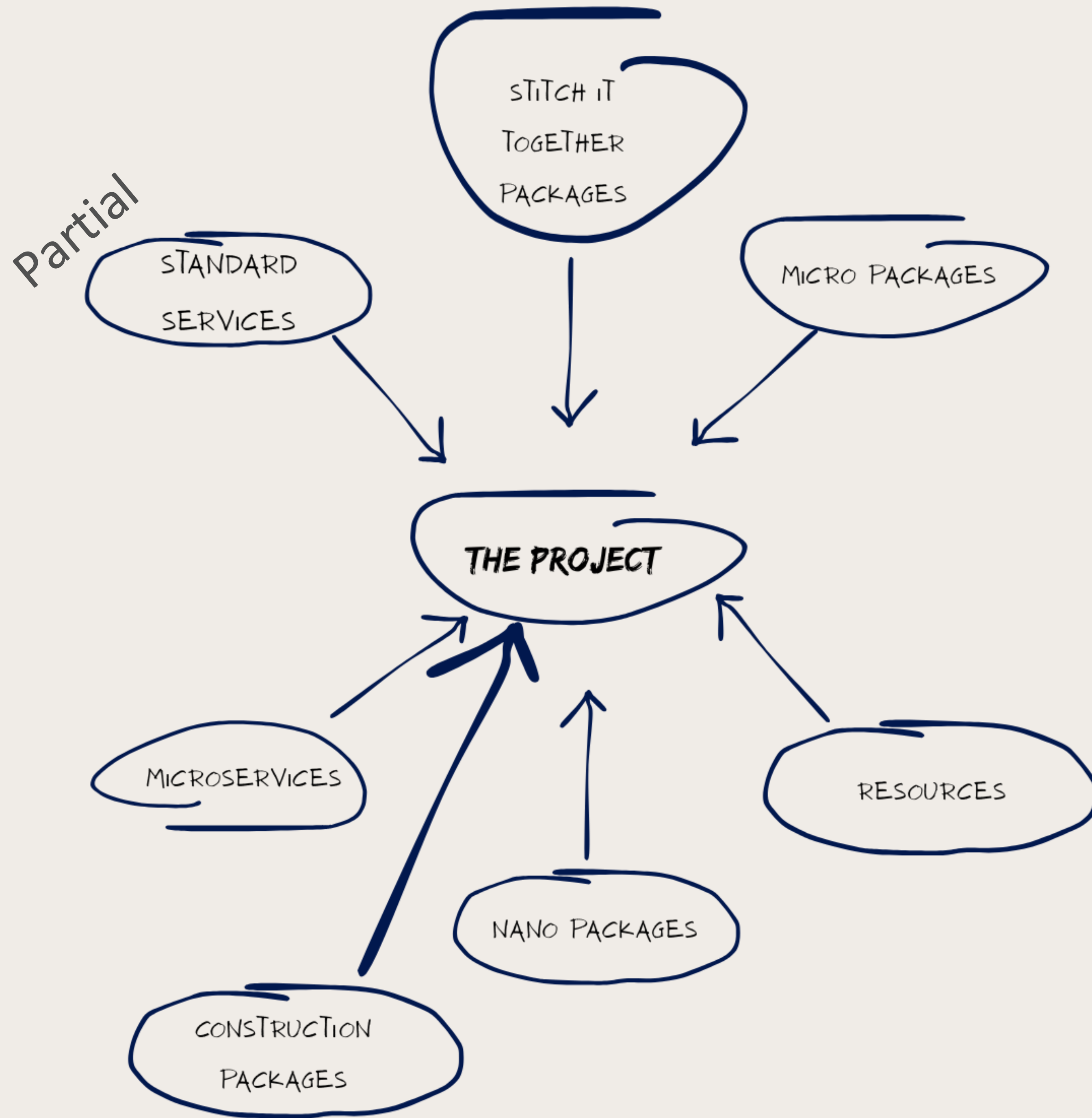
Here are some examples...

PROBLEM 1

Two of the biggest problems are the request for changes or additional options, and new design parameters. Both these disrupt the linear path of the standard services by adding new services and costs

SOLUTION

In the hybrid method, each service is a BUILDING BLOCK that can be paused, restarted, adjusted with minimal revisions to the other building blocks, resulting in little or no additional time, thus little or no additional fees



KEY
Building blocks

PROBLEM 2

Another problem is lack of cost control until too late in the game, when at tender, if changes are to be made, redesign will trigger extras



SOLUTION

In the hybrid method, the micro-packages and the stitch-it-together packages can be sent out for preliminary pricing much faster



PROBLEM 3

Another problem is *loose communication*. In the standard method nobody pays much attention to it and emails and calls fire everywhere with the expectation that the designer somehow remembers every single one-liner email they receive

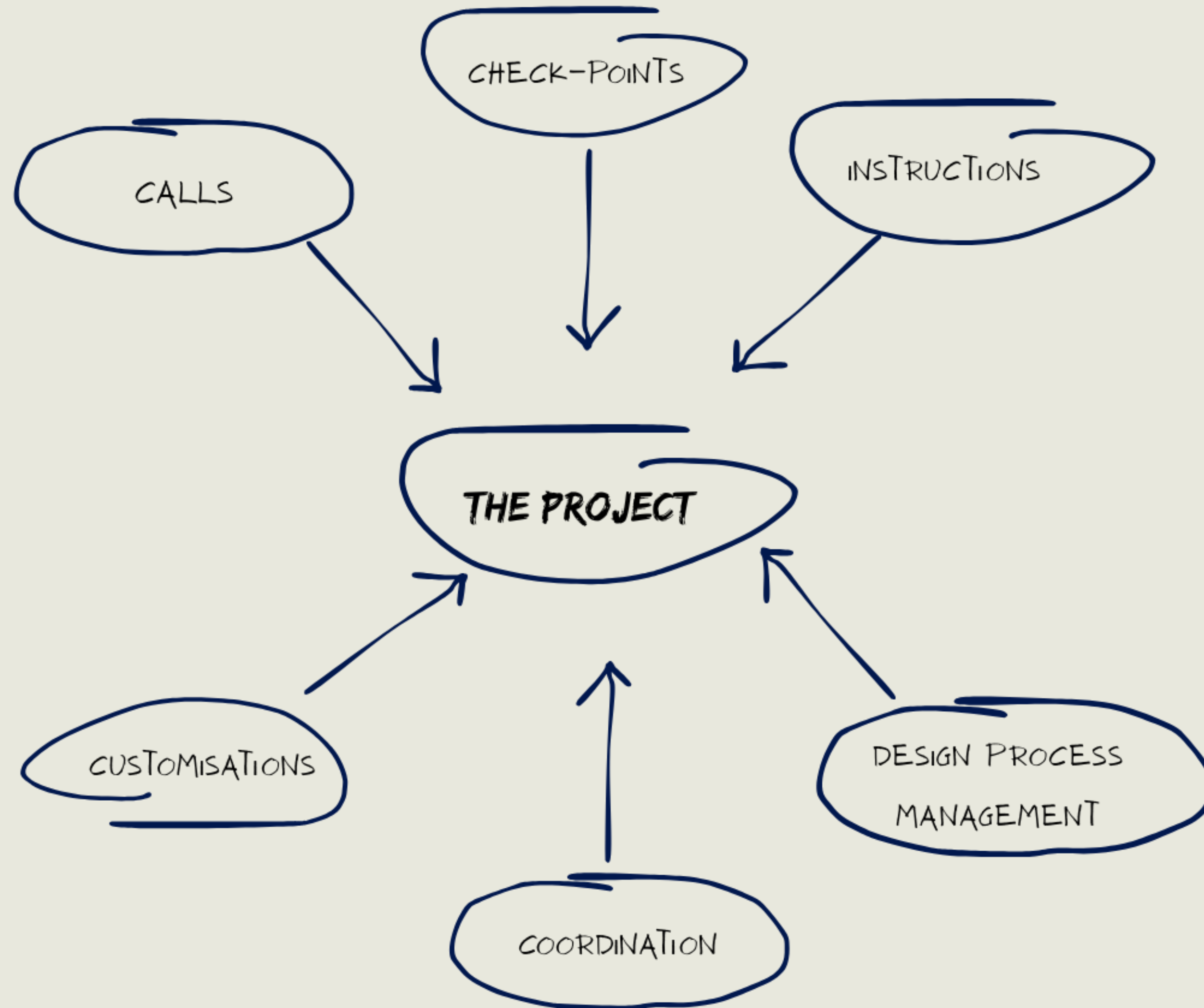


SOLUTION

In the hybrid method the *loose communication* is an integral part of the foundational structure, and it is recorded, remembered, and used.

TIME-BLOCKS MAGIC!





KEY
Time blocks

Not convinced yet?

Take a peak at the biggest
issue with the standard design
process...





Standard design/construction process

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.

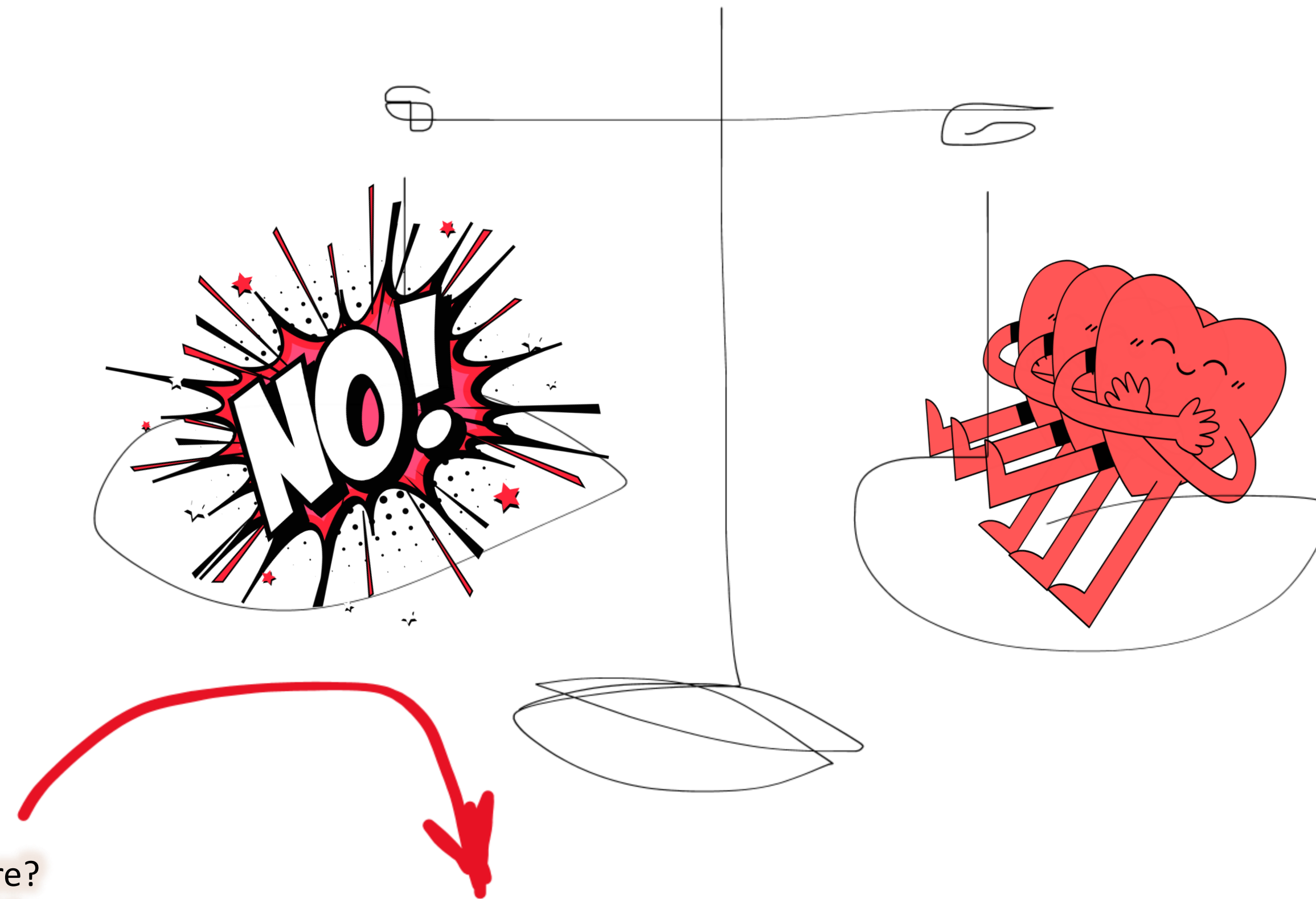


!! Variables are assumed, thus important to be reviewed by client. Example: number of revisions and meetings, how long they are, how many design solutions will be discussed...

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

Contractor will then build.

reality popular belief



Interested in more?
Then check out this:

Tip the balance
and learn what you need to know
before you hire a designer or an architect