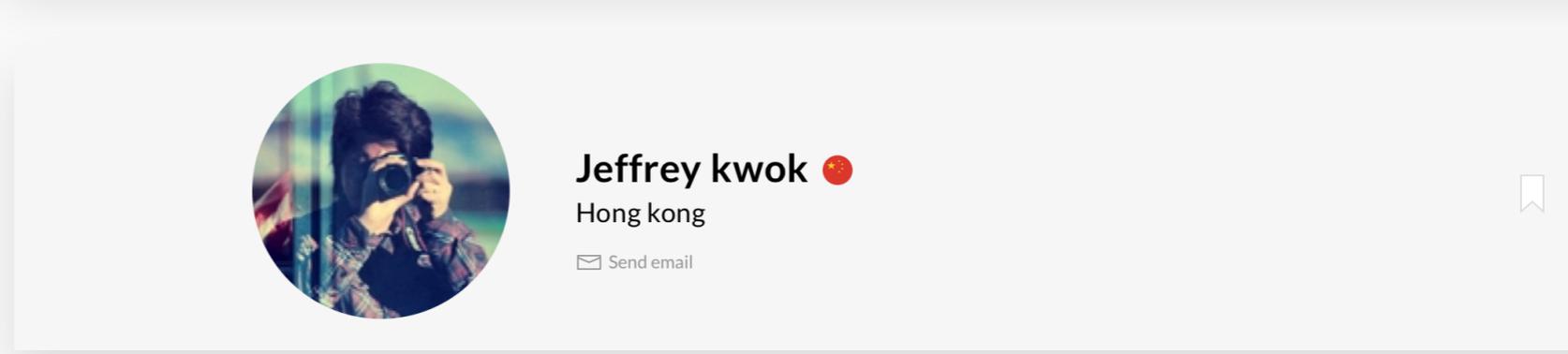
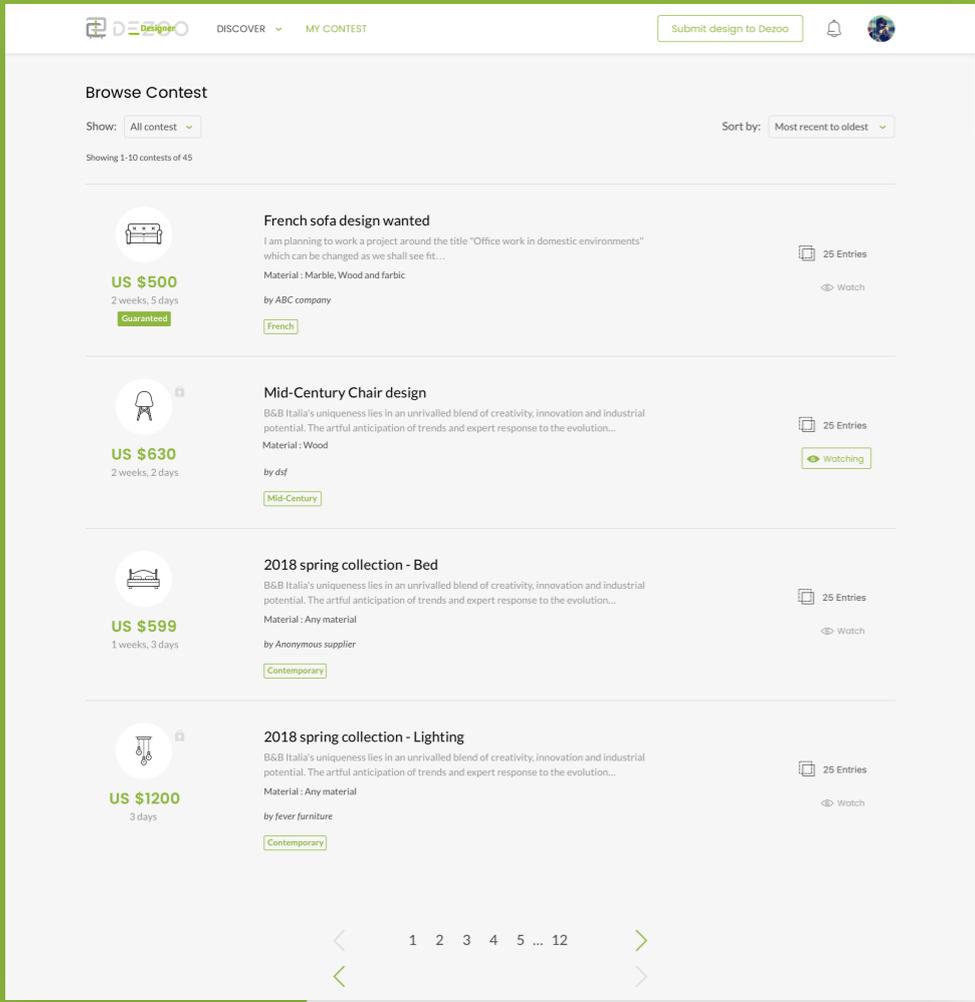
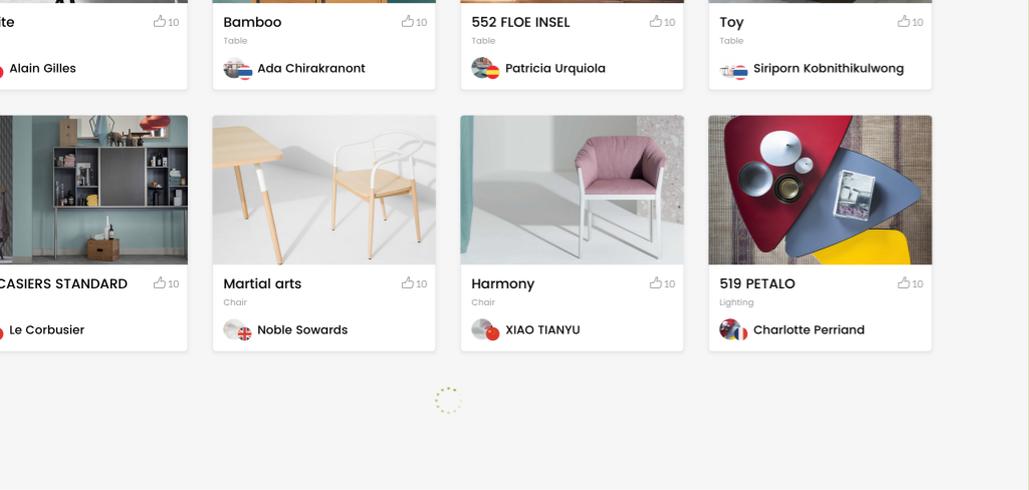


# Clarity



# Case Study - Dezoo (Designer Site)

A Web Platform to Host and Join Furniture Design Contests

# Project Background

Dezoo is an online platform connecting furniture buyers, suppliers, and designers. On their designer site, it lets furniture suppliers host design contests and lets furniture designers join and submit their designs.

Clarity helped Dezoo build their design contest platform in the following areas:

- Designed the flow of the contest
- Designed the UI & UX of the contest platform
- Integrated the competition platform to the existing Dezoo website



# Different User Types For the Design Competition

## Suppliers (Contest Hosts)

Suppliers are the furniture manufacturers. They can host contests on Dezoo to gather furniture designs from designers. They can also choose the winners of the contests that they hosted.

## Designers (Contest Participants)

Furniture designers can participate in the contests. They can see the contest list and submit their designs. They can also set up their portfolio on the platform.

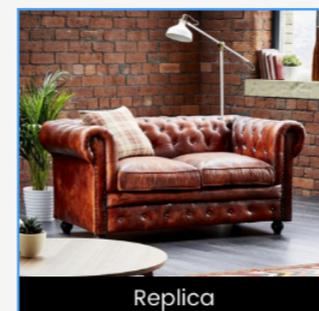
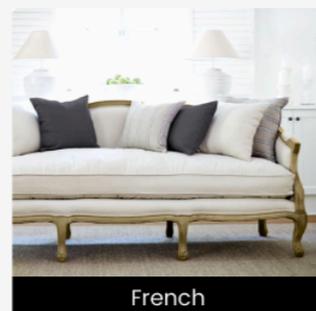
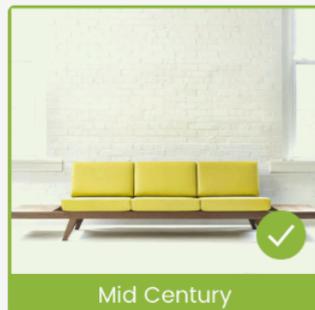
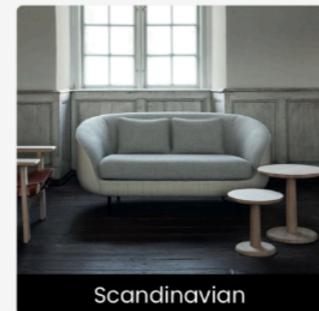
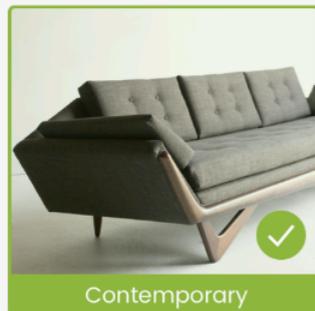


# Unify The Perception of Different Styles

As everyone has different definitions of furniture styles, we wanted to unify their perceptions to make sure the end design match their expectation. We let the admin (Dezoo) upload photos and define the names of the styles as a benchmark.

## Styles

Select one or more styles for designer to start explore with.



# Protect The Rights of Suppliers & Designers

For designers, they don't want their design to be used by suppliers without getting rewards; and suppliers don't want designers to send the designs to their competitors.

Hence, the platform has to protect both parties during the contest. Before designers can upload their final deliverables, they have to sign and upload a Copyright Agreement to the platform. Same for the suppliers, they also have to sign an agreement before downloading the deliverables.

Congratulations! Jeffery kwok  
Your entry has been selected as winning design



Please sign the copyright agreement and upload the final deliverable below.

View [Copyright agreement](#)

I agree to the copyright agreement

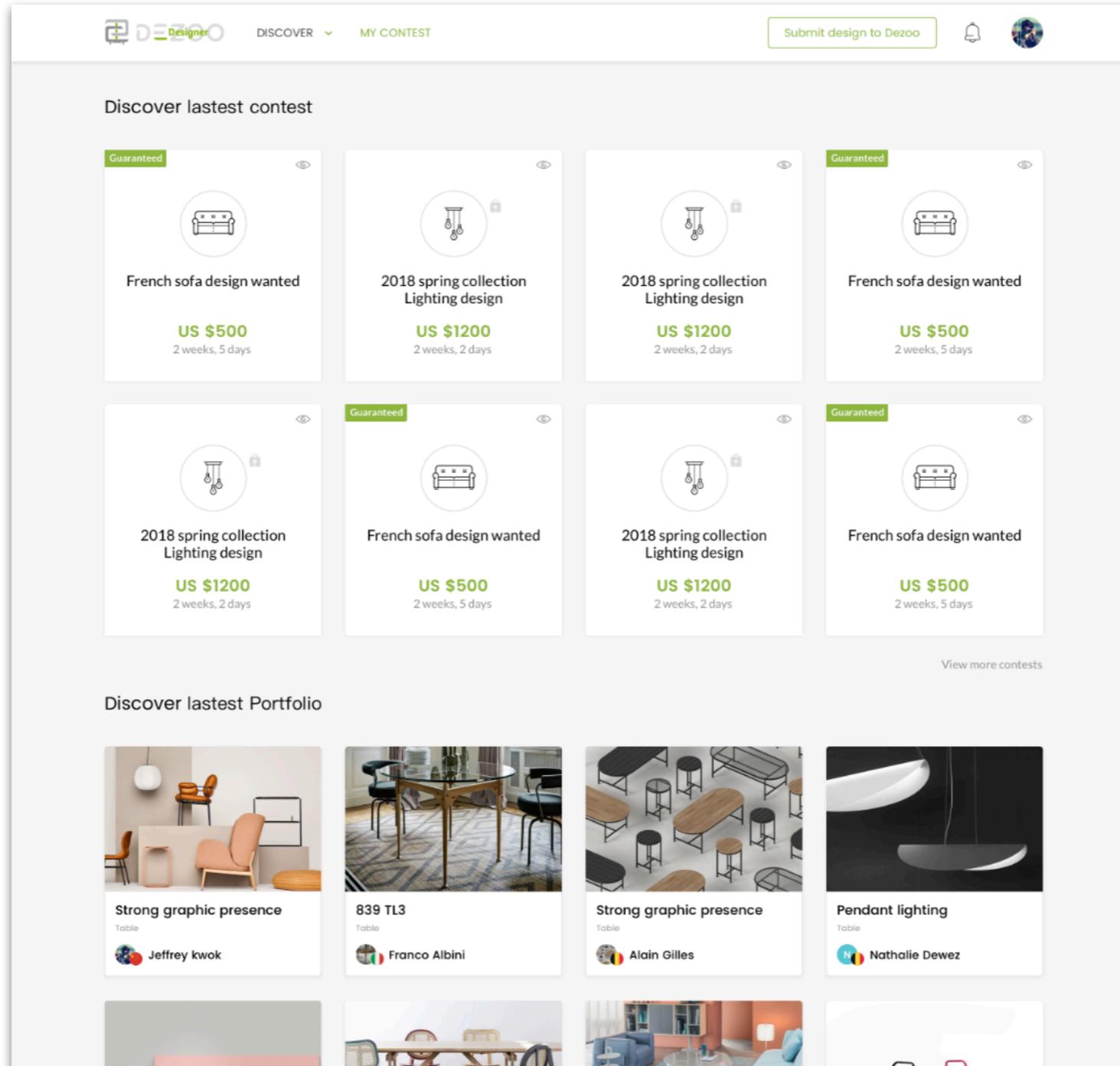
 ABC company hasn't signed the [copyright agreement](#)

Sign copyright agreement

Final deliverables

Upload final deliverable

# Designer Landing Page



# Designer Profile Page



**Jeffrey kwok** 🇨🇳  
Hong kong  
[Send email](#)

[Invite to join contest](#)

**Your contest**

Minimalist Sofa Bed	<a href="#">Invite</a>
Modern dining table	<a href="#">Invite</a>

### Spoken Languages

Mandarin (國語)  
English (English)

### Experience

Professional ( 10 years+)

### Skills

Sofas ★★★★★  
Tables ★★★★★  
Chairs ★★★★★

### Technical Skills

AutoCAD, Prototype Models

### Website / social links

Online portfolio  
[www.jk.com](http://www.jk.com)

### Biography

Jeffrey kwok upholds the same belief within his studio and personal vision in life that the creative journey is a life long pursuit of knowledge spurred by a strong curiosity to learn. To understand the culture of a city, one has to live like the locals. Thus, he has travelled extensively in Europe and resided in Lausanne, Berlin and London for some time where he apprenticed for masters such as Tomoko Azumi and Masayo Awe. Standing on the shoulders of giants, his design philosophy is the sum of these experiences and his experiments with nature and craft. His works have been exhibited in Milan, Stockholm, Copenhagen, Tokyo and Beijing.

### Portfolio



# Choose Clarity As Your Software Developer



**Strong Project Management**



**Quality Products**



**Clear Communication**



**Experienced Team**

# Next Steps / Working Together



**Andrea Livotto**  
andrea@clarityhk.com  
(852) 6500 5798

We look forward to helping you reach your goals with our technology expertise.  
Please contact us with any additional questions.

<http://www.clarityhk.com/>

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