

Essence Designs

BY DAWN SIMPSON



INTERIOR DESIGN PROCESS

BY ESSENCE DESIGNS



Essence Designs is a small design company located in Ottawa, Ontario offering residential interior design and decorating services specializing in kitchen, bathrooms, interior designs, and renovations.

Our design approach and philosophy are to create a personal design experience with each client. We take care of you not just during the design process, but we help you to navigate through your renovation.

Essence Designs' mission is to help you design the home of your dreams! Guiding you through the design process to understand your specific functionality, needs, aesthetics, and the overall vision of your dream home.

We want to make sure that you feel well taken care of during the entire design process and renovation.

The Essence Designs team is here to provide support, assistance, and guidance for our clients so that you can enjoy the design process and achieve the home of your dreams!

Dawn Simpson

DESIGN PROCESSES STEPS

01

DISCOVERY MEETING

15 to 30-minute virtual meeting to discuss your interior design project

02

CONTRACT SIGNING

Essence Designs will provide you with a detailed estimate that outlines our design services

03

INITIAL DESIGN MEETING

Discuss your design requirements, project scope and obtain all necessary measurements

04

CONCEPT & DEVELOPMENT

Design concepts are prepared in our 3D rendering software program

05

VIRTUAL DESIGN MEETINGS

Design concepts and renderings to be reviewed during virtual meetings

06 CHECK MEASURE

Conduct a check measure onsite to confirm all measurements

07 DESIGN APPROVAL

Design concept to be approved and signed off in order to prepare the final construction drawings

08 FINAL DRAWINGS

Final construction drawings prepared

09 PRODUCT SELECTION

Product list of the selected materials including the cost for your renovation project

10 TRADE DAY | ON-SITE MEETING

Essence Designs will assist in selecting a contractor to provide you with an estimate



11

RENOVATION

Site Visits during key stages and milestones to check on the progress of your renovation.

12

DEFICIENCIES | IDENTIFY & RESOLVE

Identify and communicate deficiencies to your contractor and design be resolved in a timely manner

13

STYLING & PHOTOSHOOT

Essence Designs will schedule a styling and professional photoshoot to showcase your amazing new design

”

*we could not have done
this without you.*





DESIGN PHASE

CONCEPT DESIGN & DEVELOPMENT

01

CONTRACT APPROVAL & PROJECT COMMENCEMENT

Essence Designs will provide you with a detailed estimate that outlines our design services. Design estimates are prepared based on the scope of work required for the following phases:

- Initial Site Measure
- Design Concept and Development
- Virtual meetings to review each design concept
- Final Construction Drawings
- Product Selections
- Engineering or Architectural services (additional costs if required)
- Project Management

If you would like to proceed with Essence Designs, you will be asked to sign the approved service agreement and contract. A non-refundable deposit will be required to book your initial design appointment and guarantee your project in our cue.

Essence Designs only takes on a certain number of projects per month and books on a first come first serve basis. We typically book 1-2 months in advance.

You will be asked to complete a design worksheet/questionnaire that you can complete prior to your initial site visit. Including a few inspirational images that we know you have saved for visual reference.



INITIAL DESIGN MEETING

During our initial onsite design meeting, we will discuss your design requirements, project scope, and possible solutions in more detail, as well as review your design worksheet. All necessary measurements & photographs will be collected. At this stage a progress payment is due.

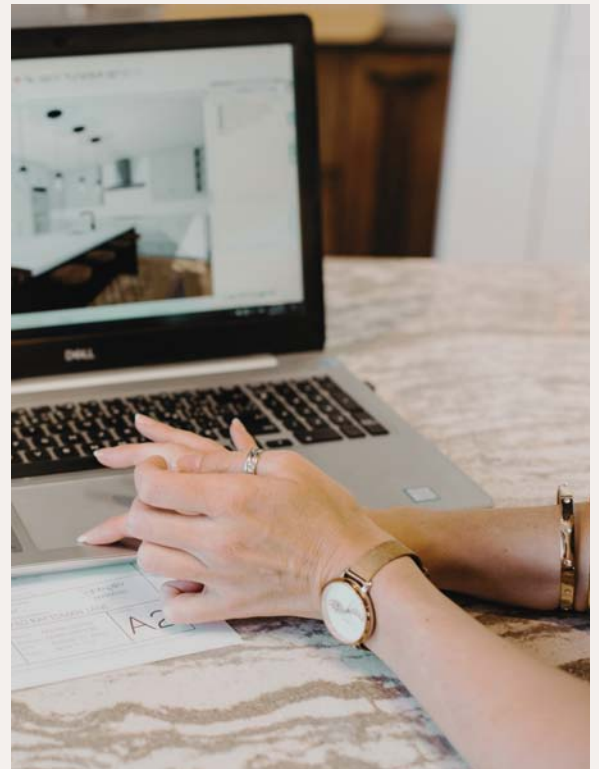
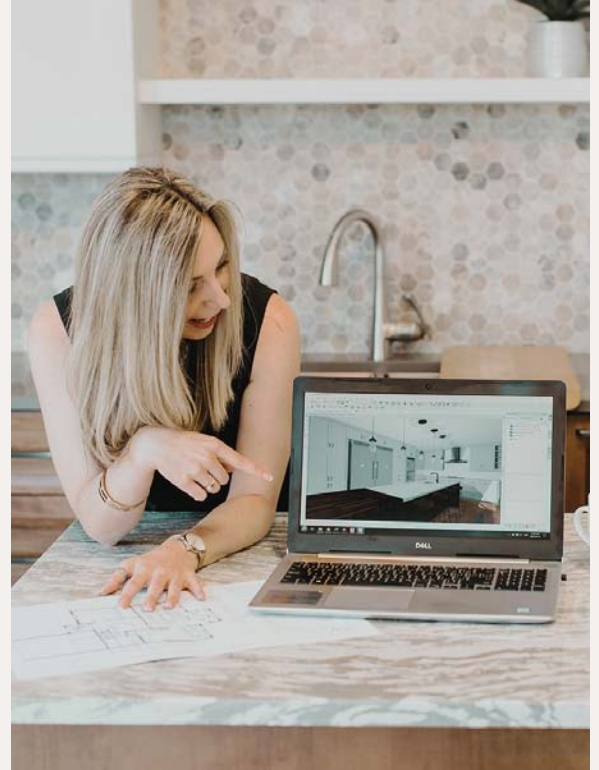


DESIGN CONCEPT & DEVELOPMENT

During our design and development phase, Essence Designs will prepare your design concepts in our 3D rendering software program that will be reviewed during our virtual meetings. This allows Essence Designs to present your concepts in the software program. We are able to make quick revisions during our presentations which helps the design process to progress efficiently.

Creating 3D design concepts helps our clients visualize their designs with the selected products and materials. It is an important part of the design and development phase to be able to see your design concept come to fruition before the renovation even starts.

All meetings to review your design concepts and drawings are completed virtually from the comfort of your home! How fantastic is that?



SUBSEQUENT VIRTUAL MEETINGS

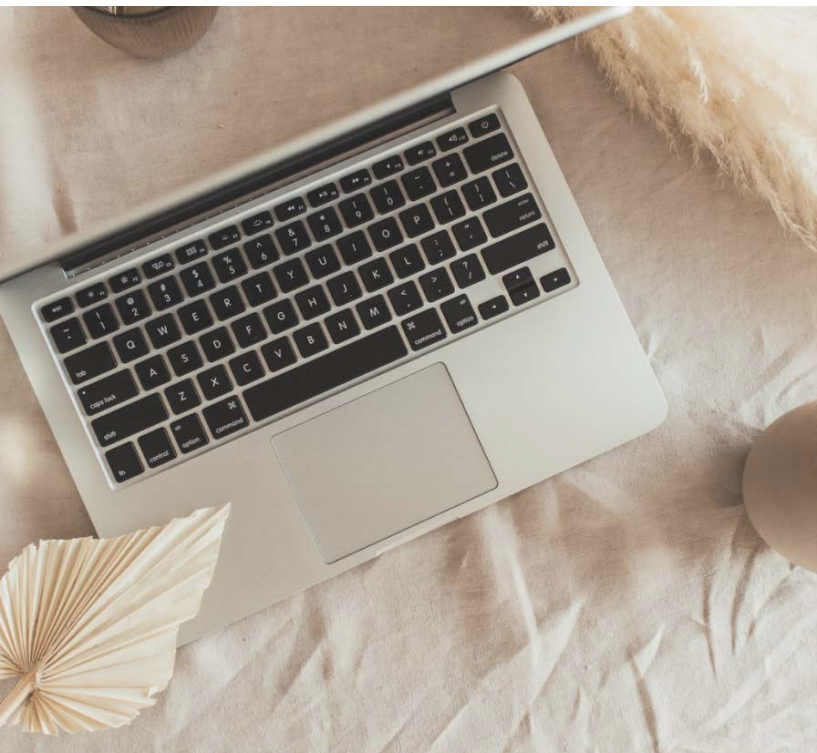
All additional virtual meetings to review each set of design concepts are booked approximately two weeks after our previous meeting.

We schedule three virtual meetings to review each set of design concepts before conducting our check measure.

CHECK MEASURE

Once we have a clear design concept, we conduct a check measure onsite to confirm all measurements. We double-check everything before we finalize and prepare the final construction drawings.

There may be a few small adjustments to the design that will need to be prepared once the check measure has been conducted. That is to be expected.



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*We are super happy and
excited with all the
wonderful choices and
suggestions.*

CONCEPT DESIGN APPROVAL

Once the design concept has been developed and you are ecstatic with the design, Essence Designs will send you the final design to be approved and signed off in order to prepare the final construction drawings.

At this stage a progress payment is due.

FINAL DRAWINGS

The final construction drawings will provide you with detailed information you will need in order to provide to contractors to obtain estimates, as well as submit to the city for permit application (if required).

At this stage a progress payment is due.



02

DESIGN
PHASE

PRODUCT &
MATERIAL
SELECTIONS



02

PRODUCT SELECTIONS

Once all the drawings are complete; we can start focusing on selecting the products and materials.

Essence Designs will prepare a product list of the selected materials including the cost for your renovation project. This includes cabinetry, countertops, flooring, tiles, plumbing & lighting, paint colours, and any furnishings.

This phase of the design process commences at least six months prior to your renovation. This avoids having to reselect products, storing products in your home for over a year where they can be damaged, or missing out on new products that will be launched next year.

At this stage a final payment is due.



03

DESIGN
PHASE

PLANNING YOUR
RENOVATION



TRADE DAY | ON-SITE MEETING

Once the construction drawings are complete, Essence Designs will assist in selecting a contractor to review your interior design project scope and provide you with a detailed construction estimate. If you are looking for a renovator, we are more than happy to put you in touch with one of the reputable contractors that we work with regularly. Our preferred contractors have over 10-25 years of experience in this industry.

Our preferred contractors understand our specifications and have worked with us for many years. We have dedicated years of work to streamline our process and built an incredible team relationship over time. Our recommended contractors take on full projects only.

RENOVATION

During the construction phase, Essence Designs always stops by the job site during key stages and milestones to check on the progress of your renovation and to answer any questions.

- Completion of demolition and electrical/plumbing rough-ins
- Cabinetry installation and countertop template
- Dry fit and installation of tiles and finishing materials

DEFICIENCIES | IDENTIFY & RESOLVE

There will always be unforeseen issues and deficiencies in any renovation project. It's expected. If you do happen to come across any issues, you should identify and communicate them to your contractor so that they can be resolved in a timely manner.



STYLING & PHOTOSHOOT

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*Still loving our
bathroom, one
year later!
Can't wait to work
with you again!*



Once your renovation project is complete and all new furnishings have arrived, Essence Designs will schedule a styling and professional photoshoot to showcase your amazing new design!

When we schedule our professional photo shoot for client design projects, we typically arrive a few hours prior to the photographer to stage and prepare the space for the photo shoot.

The time required to stage and complete the interior photo shoot takes approximately 3-5 hours.



KITCHEN DESIGNS





BATHROOM DESIGNS

TESTIMONIALS

WE REALLY APPRECIATE YOUR HELP

Thank you so much for all of your hard work!
You have really gone above and beyond with helping us get organized and keep us moving along with our kitchen design.

We are so excited to have our dream kitchen!

Kylie C.

THANK YOU DAWN!

Dawn is a real pleasure to work with.

She is professional, organized, detail-oriented, and reassuring to her clients.

She made our dreams come true!

We will definitely use her services again for any further reno work.

Monica L.

AMAZING EXPERIENCE

!We can't say enough good things about Dawn. She helped us with our kitchen design and the process was seamless. She is a talented professional who will save you hours of time.

Lisa G.

TESTIMONIALS

"AMAZING COURSE"

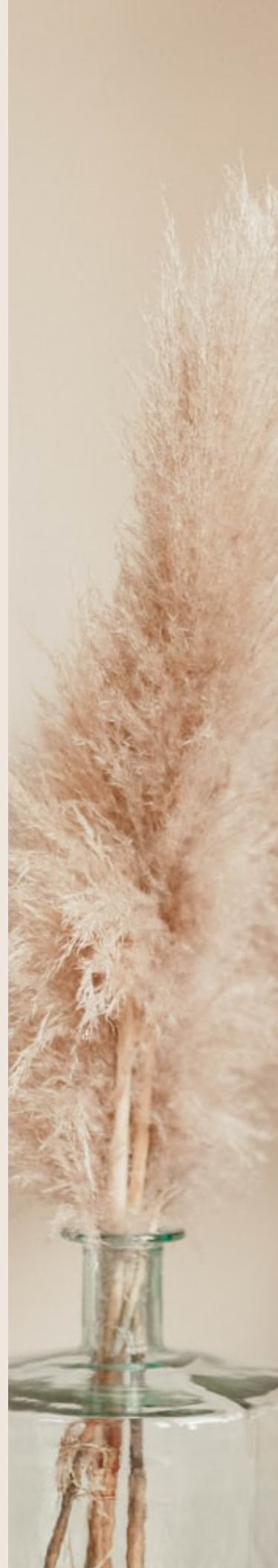
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Customer name

"AMAZING COURSE"

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Customer name





CHECKLIST

- ☐ PROJECT BUDGET
- ☐ PROJECT TIMEFRAME
- ☐ ESTABLISH KEY DECISION MAKER
- ☐ WHAT IS YOUR VISION
- ☐ RESEARCH STYLES & IDEAS
- ☐ GIVE YOURSELF TIME TO PLAN
- ☐ WILL YOU NEED A CONTRACTOR
- ☐ DO YOU NEED TO MAKE LIVING ARRANGEMENTS DURING THE RENOVATION
- ☐ DETERMINE NEEDS & REQUIREMENTS
- ☐ BOOK A DISCOVERY CALL WITH ESSENCE DESIGNS TODAY

OUR DESIGN APPROACH & PHILOSOPHY

To create a personal experience with each client. We take care of you not just during the design process, but help you to navigate throughout your renovation. Guiding you through the design process to understand your specific functionality, needs, aesthetic and the overall vision of your dream home.

CONTACT US

CONTACT INFORMATION

www.essencedesigns.ca

info@essencedesigns.ca

613-558-7206

@essence_designs



THANK YOU

Every client and design project is unique, however, our design services and process required for each client project remain the same. This is why Essence Designs has created our personalized step-by-step design process