

ESSENCEDESIGNS
by dawn simpson

DESIGN GUIDE
OUR PERSONAL
INTERIOR DESIGN PROCESS

WE WELCOME YOU



Essence Designs, based in Ottawa, Ontario, is a boutique design firm specializing in residential interior design and decoration, focusing on kitchens, bathrooms, and renovations.

Our design philosophy centers on creating a personalized experience for each client, extending our support beyond the design process to guide you through your renovation journey.

At Essence Designs, our mission is to help you realize the home of your dreams. We guide you through the design process, understanding your functionality, needs, aesthetics, and overall vision.

The Essence Designs team is dedicated to providing support, assistance, and guidance, ensuring you enjoy the design process and achieve the home you've always dreamed of!

Dawn Simpson

DESIGN PROCESS 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

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*we could not have done
this without you.*



A woman with blonde hair, wearing a black sleeveless top and a grey skirt, is leaning over a desk. She is looking at architectural plans and a laptop. The desk is cluttered with papers, a laptop, and a wooden tray. The background shows a white wall with a framed picture and a chair.

01

DESIGN PHASE

CONCEPT DESIGN & DEVELOPMENT



CONTRACT APPROVAL & PROJECT COMMENCEMENT

Essence Designs provides a detailed estimate for our design services. The estimate covers 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 & Material Selections
- Engineering or Architectural services (additional costs if required)
- Project Management

Upon choosing to work with Essence Designs, you'll sign an approved service agreement and contract. A non-refundable deposit secures your initial design appointment and project slot in our queue.

We take on a limited number of projects monthly, working on a first-come, first-serve basis, typically booking 1-2 months ahead.

Before your initial site visit and design consultation, you'll be asked to complete a design worksheet/questionnaire. We ask you to include a few inspirational images for visual reference that we know you've saved.

INITIAL DESIGN MEETING



Before our initial appointment, we kindly request that you complete the worksheet and gather inspirational images reflecting your vision for the kitchen design.

During our initial onsite design meeting, we will delve deeper into your design requirements and project scope, exploring potential solutions that align with your vision.

Also, we'll make sure that all necessary measurements and photographs are collected.

Your active participation and input at this stage are key to shaping a kitchen that reflects your style and functionality preferences.



DESIGN CONCEPT & DEVELOPMENT

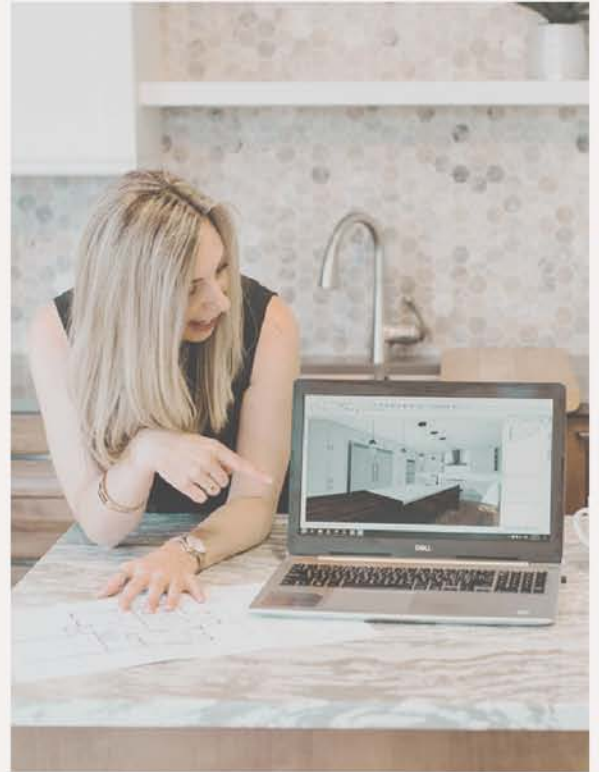
In our design and development phase, Essence Designs employs 3D rendering software to craft your design concepts.

These concepts will be showcased in virtual meetings, allowing for quick revisions that streamline the design process efficiently.

Utilizing 3D design aids in visualizing your selected products and materials. It's a crucial aspect of the design phase, providing you with a preview of your concept before the renovation commences.

All reviews of your design concepts and drawings take place virtually, offering the convenience of participation from the comfort of your home.

How fantastic is that?



SUBSEQUENT VIRTUAL MEETINGS

Additional virtual review sessions for each set of design concepts are typically scheduled around two weeks following our last meeting.

Before proceeding with our check measure, we ensure a comprehensive review by conducting three virtual meetings for each set of design concepts.

CHECK MEASURE

Once a clear design concept is established, an onsite check measure is performed to confirm all measurements.

Everything is double-checked before finalizing and preparing the construction drawings. It's normal to expect a few small adjustments to the design after the check measure.



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

CONCEPT DESIGN APPROVAL

Once the design concept is crafted, and you're thrilled with the result, Essence Designs will send you the final design for approval and sign-off. This step is crucial before preparing the conclusive construction drawings.

FINAL DRAWINGS

The final construction drawings provide detailed information essential for obtaining estimates from contractors and, if necessary, submitting them to the city for permit application. This comprehensive documentation equips you with the necessary details to move forward confidently in the next phases of your project.



A woman with blonde hair, wearing a dark navy blue blazer and blue jeans, is sitting on a white surface. She is using a silver laptop with her right hand on the keyboard and her left hand on a mouse. In front of her are several sheets of paper with design sketches and color swatches. The background is a bright, out-of-focus office space.

02

DESIGN
PHASE

PRODUCT &
MATERIAL
SELECTIONS

02

PRODUCT SELECTIONS

After completing all the drawings, our focus shifts to selecting products and materials. Essence Designs will compile a comprehensive product list detailing the costs for your renovation project. This encompasses cabinetry, countertops, flooring, tiles, plumbing & lighting, paint colors, and furnishings.

Beginning this phase at least six months before your renovation prevents the need for reselection, avoids storing products in your home for an extended period, minimizing the risk of damage, and ensures you don't miss out on new launches in the upcoming year.

Moreover, Essence Designs streamlines the process by ordering designer-selected materials curated for your project. We coordinate with the contractor for efficient onsite delivery, ensuring a seamless integration of these specially chosen elements into your dream renovation.

A woman with long blonde hair, wearing a black sleeveless top and a black leather skirt, is holding an open notebook and a pen. She is standing in front of a large window that looks out onto a city skyline. The scene is brightly lit, suggesting daytime. The overall aesthetic is clean and professional.

03

DESIGN PHASE

PLANNING YOUR
RENOVATION

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*I have to tell you
that every day*

I yell,

*"I love our
bathroom!"*



TRADE DAY | ON-SITE MEETING

Once the construction drawings are finalized, Essence Designs will aid in contractor selection to assess your interior design project scope and furnish you with a comprehensive construction estimate.

If you're in need of a renovator, we can connect you with one of our trusted contractors with over 10-25 years of industry experience.

These contractors, well-versed in our specifications, have forged long-standing relationships with us, ensuring a seamless collaboration. Committed to delivering quality results, our recommended contractors exclusively take on full projects.

RENOVATION

Throughout the construction phase, Essence Designs consistently visits the job site at crucial stages and milestones to monitor the progress of your renovation and address any queries.

- 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

Unforeseen issues and deficiencies are anticipated in any renovation project. Should you encounter any, promptly identify and communicate them to your contractor for timely resolution.



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



PHOTOSHOOT

After your renovation wraps up and all new furnishings are in place, Essence Designs will coordinate a styling and professional photoshoot to capture your stunning new design.

For our client design projects, we usually arrive a few hours ahead of the photographer to meticulously stage and prepare the space. The entire process, from staging to completing the interior photoshoot, typically spans 3-5 hours.

DO YOU PROVIDE ONLY THE DESIGN OR ARE YOU ABLE TO PROVIDE RENOVATION SERVICES?

Essence Designs initiates each renovation with design collaboration. We work together on the concept and drawings, then shift focus to specifying products and materials once the design is final.

Need a renovator? We can provide a list of trusted contractors. Our preferred contractors, with 10-25 years of experience, ensure your project is handled by seasoned professionals.

WHAT ARE THE COSTS OF YOUR SERVICES?

Every client's interior design project has a unique scope and requirements, making Essence Design's fees custom for each project.

To get started with Essence Designs on your design project, simply fill out our project form on the website's contact page. Following this, we'll send you a detailed email outlining our design services, process, and the next steps for scheduling your discovery call. We look forward to learning more about your project!



WHO WILL I BE WORKING WITH?

The owner and principal designer, along with a junior designer, will guide you through the entire design process. The principal designer oversees the design and ensures completion.

At times, Essence Designs may involve industry specialists like Cabinetry Design Specialists, Architects, and Engineers when needed.

I ALREADY HAVE A CONTRACTOR – WILL YOU WORK WITH THEM?

Certainly! We're delighted to collaborate with your contractor. It's advisable to meet during our initial design consultation to align on budget and roles.

When working with a new contractor, there's a learning curve in understanding expectations, necessitating extra communication and onsite visits at an additional fee. That's why our full-service design includes project management—to ensure seamless execution of your vision.





KITCHEN DESIGNS





BATHROOM DESIGNS

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.



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

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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