

Personalized Home Decor Catalog and Interactive Design Platform

Transforming the home furnishing journey with a scalable aggregator that personalizes interior design using interactive tools and expert guidance.

Overview

QBurst created a robust online platform, a single digital roof, consolidating high-end home furnishings from designer brands to handmade goods. We enabled product discovery, expert guidance, and custom design creation using advanced mapping algorithms and interactive utilities.

- **Consolidated Aggregation:** Unified diverse product feeds from advertisers and affiliate networks into a user-friendly interface.
- **Interactive Design Engagement:** Allowed users to visualize products and color schemes with bespoke digital tools before purchase.



Client Profile

Based in Washington, the client is an innovative home decor company. Their mission is to provide homeowners with a rich collection of high-end designer products, top national brands, and handmade artisan goods through a streamlined online experience.

Fragmented Market and Technical Barriers

The client faced significant hurdles in creating a cohesive digital marketplace that stood out in the rapidly evolving e-commerce landscape.

- **Data Dispersal:** Home decor products were scattered across multiple dealers and affiliate networks, making manual aggregation impossible.
- **Lack of Technical Expertise:** The client required a technology partner to turn their vision of a highly interactive, designer-focused platform into a functional reality.

- **Complexity in Discovery:** Standard search methods were too complex for a high-volume catalog involving diverse categories like Bed & Bath, Furniture, and Lighting.

Solution: Scalable Aggregator and Design Ecosystem

We developed a comprehensive web solution using the LAMP stack (Linux, Apache, MySQL, PHP) to ensure a strong, scalable architectural backbone. We utilized Drupal CMS to manage content and foster a community platform for artisans and aficionados.

- **Automated Product Mapping:** Implemented mapping algorithms and the Kettle Tool to aggregate and categorize products from networks like Homeclick and eFaucets into intuitive categories.
- **Community & Knowledge Integration:** Seamlessly integrated discussion forums, groups, and a WordPress-powered blog to provide design guidance and peer-to-peer interaction.
- **Affiliate Synchronization:** Developed a system where listed products automatically direct users to advertiser pages for seamless purchase completion.

Key Features and Technical Highlights

- **Demo Rooms:** Allows users to virtually assemble products and choose colors to preview a room's aesthetic before buying.
- **Color Palette Maker:** A unique algorithm that generates complementary colors based on user selection; available as a shareable widget.
- **Style Maker Quiz:** An interactive diagnostic tool that helps users define their specific interior design style.
- **Community Hub:** A dedicated space for interior designers and artisans to participate in niche interest discussions and share ideas.
- **Idea File Storage:** Enables users to save their customized designs and share them via social networks.

Impact: Streamlined Design and Operations

- **Effortless Catalog Management:** Products from affiliate networks are displayed automatically, requiring zero manual effort for ongoing updates.
- **Superior Searchability:** Users can find high-end goods quickly using filters for brand, store, price, and utility.
- **Market Validation:** The platform received overwhelming positive reviews for its innovative "personalization" concept and interactive room-building features.
- **Scalable Flexibility:** The strong LAMP-based architecture ensures the site can handle growth in both product volume and community engagement.