



Odorno is derived from the Latin word **orno** meaning to *equip, furnish, supply, decorate, adorn*.

The Problem

Furniture buyers have for decades lived with the fact that furniture shopping is a long and arduous process, requiring time consuming travel and endless decisions with a degree of uncertainty. The uncertainty arises because customers have to assume what a particular product will look like when it is moved into their home. Inconvenience and compromise afflict the furniture buying process, making the entire experience intimidating, counter-intuitive, and unsatisfactory. Odorno aims to eliminate these problems.

As of 2007, furniture manufacturers make up a \$40.17 billion¹ market. However, these numbers are misleading, as the market share is not evenly distributed. Ashley Furniture Industry, the leading U.S. furniture manufacturer, earned \$3.21 billion² in 2007. The top twenty large firms account for \$32.38 billion³ of the combined revenue. Without even considering the top fifty furniture manufacturers, we have already accounted for 80.6% of the market.

These figures are manufacturer revenue and do not represent retailer revenue, which can be incremented by up to 100%. Clearly, the small furniture outlets are not benefitting from such a large market.

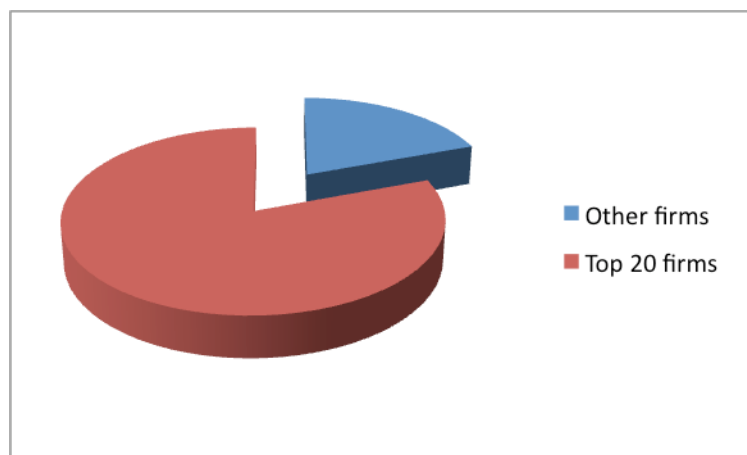


Fig 1: Graph of distribution of furniture revenues¹

¹ TurkofAmerica http://www.turkofamerica.com/index.php?option=com_content&task=view&id=459

² Forbes http://www.forbes.com/lists/2006/21/biz_06privates_Ashley-Furniture-Industries_2WP0.html

³ Dexioner http://www.dexioner.com/design_news/2180.html

The lesser-known firms are unable to compete with the marketing power of the large firms and as a result are unable to sell to a larger audience. Odorno provides these fledgling furnishing firms with an outlet to reach out to the masses. The first step to increasing sales for a firm is to increase their potential customer base.

The Solution

Our goal is to establish a community of furniture retailers and decorators that complements an online personalized catalog system customized for each individual customer.

Odorno is all about enhancing the experience of furnishing one's living space. By saving a customer time, Odorno allows individuals to pursue more productive work or get more creative with their purchases. We envision a simplified shopping experience that is both enjoyable and beneficial.

The Experience

A customer will first provide a model of the room that needs to be furnished. We will provide a modeling device to the customer that consists of a specialized camera and laser tape measure. This device is designed to create a panoramic view of the entire room. At the same time, the attached laser tape measure will provide proper dimensions for all aspects of the room, allowing designers to find the perfect furniture for the room.

Once this panoramic model is uploaded, the customer can select an area that they would like to furnish, or select the entire room. It is as simple as selecting files on a desktop with drag and drop.

Design students and established interior designers will then vie to design the selected space. The customer has a choice of either selecting a designer's layout or designing everything themselves for maximum customization.

Once the design is selected, the customer places a tentative order and visits an existing brick and mortar institution to assess the quality and feel of the product and to finalize the purchase.

Who is involved?

Home Furnishers - Odorno will cater to small furniture retailers looking for exposure. The retailers will list their catalog of furniture in our service. In return, they will receive a larger audience and a lower barrier of entry into online marketing. By displaying their products to the world, instead of a limited local audience, the furniture retailers increase foot traffic to their stores due to increased visibility. The visitors are also more likely to make a purchase as they have already browsed through the store's catalog or are visiting to finalize a purchase. We do not sell furniture ourselves; we connect existing retailers with potential customers.

Designers - In addition, Odorno will attract independent interior designers and design students looking for practice or to build a portfolio. Being a new interior designer is tough. Some firms are reluctant to hire novice designers with no experience. These designers can use the catalog of furniture to design a customer's home. In addition to practice, the designers get paid if a customer selects their design.

Customers - In today's economy, every dollar counts. By using Odorno, customers can compare and contrast pricing from different outlets, all while buying aesthetically pleasing furnishings without any of the dreaded compromise and inconvenience of the traditional furniture sales model. Apart from the obvious monetary benefits, an Odorno customer also saves time. They no longer have to travel to distant locations to view eclectic collections of furnishings. Instead, they can decorate their home from the comfort of their home.

On average, a typical couple spends three to four hours in a store depending on its size, and an additional hour or so is spent in transit. Most couples choose to visit a few stores and shortlist the items from the selection provided. It may seem natural, but it is actually a compromise between convenience and variety. With Odorno, the customer gets a wider range of goods and they are able to mix and match different brands as they see fit. Odorno will streamline the onerous process, evolving it from a scavenger hunt to an à-la-carte experience.

The Technology

As mentioned earlier, the technology required for such a service already exists. All that is needed is a modified camera and laser tape measure. The camera would function much like the large cameras used by Google Street View to create panoramic views of intersections, but on a much smaller scale to capture individual rooms. The attached laser tape measure would provide the necessary dimensions. While the individual technological components are nothing unique, their integration is an innovation.

What makes Odorno unique?

In Odorno, the technology is user friendly and as such requires minimal effort or interaction. The customer only needs to plug in the device and step aside.

Current retailers seem to expect the user to manually take a tape measure and record all the dimensions of the room, including windows and doors. Some firms even go as far as to suggest making paper cutouts to help a customer decide.

By using a panoramic view of the room, instead of black and white computer generated models, we take the onus of work away from the customers. However, the real benefits lie in the application of this model. Customers can narrow their search to furniture that matches their exact needs

Let's Measure!

Quick tips for making sure the furniture you want works where you want it.

1

Will it **fit** my space?

Check the standard dimensions listed for the piece you are considering. Note all the numbers for width x depth x height (e.g., 87.5" W x 38" D x 36.5" H).

Make it fun. Beyond taking measurements, make paper cutouts to help you decide. Designers recommend taping together sheets of newspaper that match the width and depth and placing the pieces on the floor.

Sounds like fun; give it a try.



2

Will it **make it** into my place?

Chances are your place has been built with entryways, doorways and hallways that your new furniture will have to clear. So, let's check the dimensions of those, too.

Exterior Entryways	Interior Doorways
Interior Hallways	Stairways
Height Clearance	



Bonus points for taking note of any obstacles such as lights, railings and small pets.

3

Can we **navigate** with grace?

Let's bring it all together by comparing your furniture measurements with those pesky entry/doorway/hallway measurements. If the numbers look good, you're ready to order! Stop in and we'll get started.

Quick Tip: Remember to consider the diagonal dimensions of your furniture. Measure diagonal height at the widest point and depth.

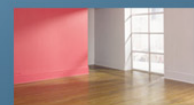


Figure 2: La-Z-Boy Room Measurement Guide⁴

⁴ La-Z-Boy <http://www.la-z-boy.com/designcenter/RoomMeasurements.aspx>

based on dimensions, color, and style. The remaining options can then be virtually placed in the room to observe lighting conditions and layout.

Think of it as playing dress up with your room.

Future Applications

Odorno's technology and framework has been applied to facilitate interaction between consumers and small home furnishing firms. However, the idea can easily be expanded to other fields and needs, including corporate purchases, individual resellers, painters, architects, and others. One promising future application is in the field of real estate. Purchasing a new home in another city can be drastically simplified if customers can browse the interiors of hundreds of potential homes and virtually decorate them with their existing or new furniture to their liking without ever stepping foot anywhere near the home.

Summary

By bringing all these key elements together, we are hoping to create an online exhibition of independent and relatively unknown retailers of furniture and interior designers. It will be the destination for furniture seeking individuals who want to make well-informed decisions.

Odorno is here to streamline the process of furniture shopping and enhance the experience. We do not expect customers to take measurements all day, nor do we expect them to travel store to store all day. Instead, we utilize technology to accomplish these mundane tasks. In addition, we use the same technology to facilitate the experience by taking everything a step farther to recreate the customer's living space virtually and then dynamically modify it.