
Client Journey Detailed Process

VISUAL DRAFT / TIMELINE + DELIVERABLES

A clear, approval-led process showing when each stage happens, what the client sees and what the client receives before the project moves forward.

01

Engage

02

Plan

03

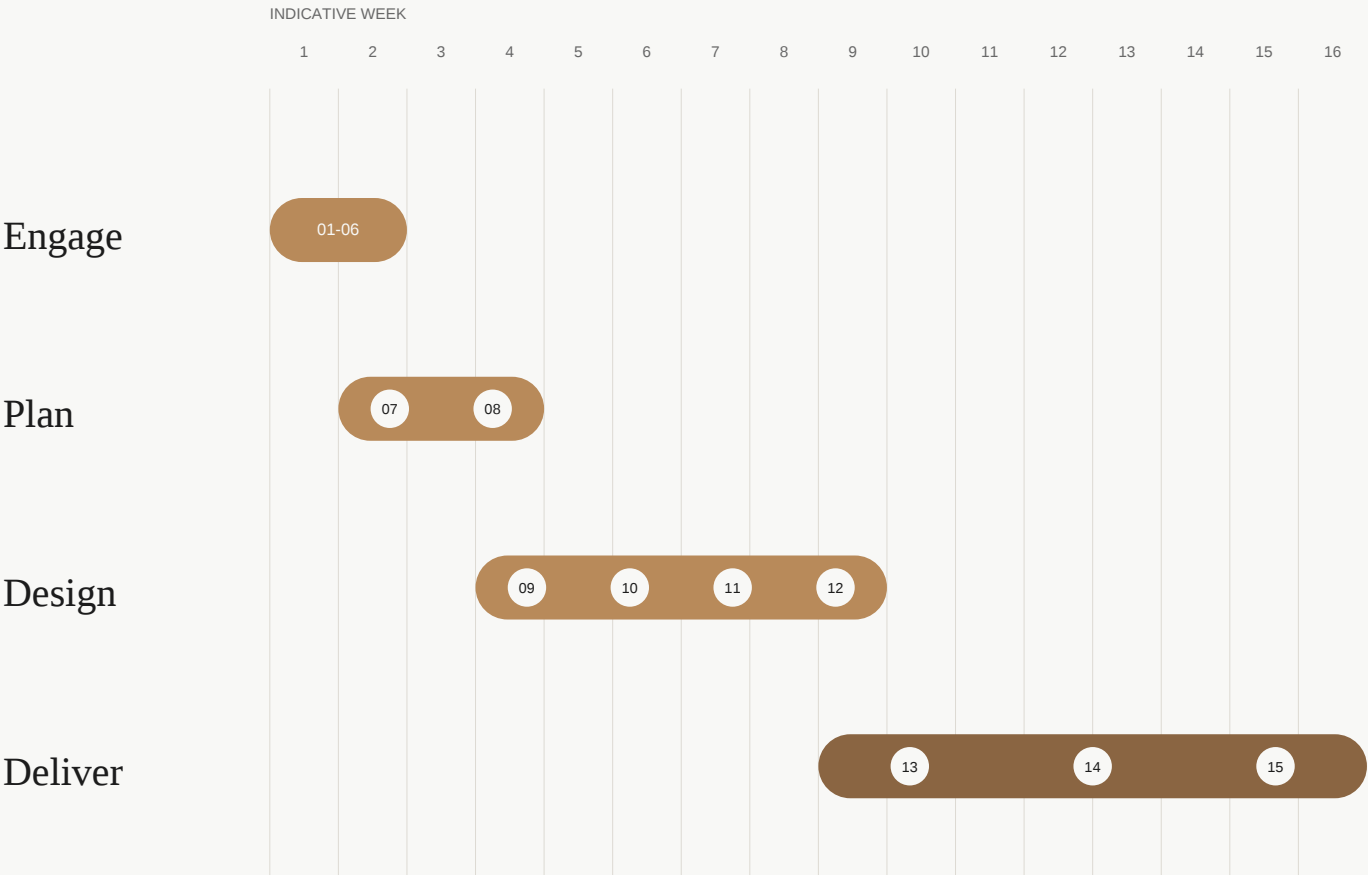
Design

04

Deliver

Indicative project timeline

A typical 16-week pathway from first contact to handover. Final timing is confirmed for each project based on size, approvals, procurement and fit-out scope.



Approval milestones

- W1

Site and workplace brief confirmed
- W2

Proposal, quotation and contract approved
- W4

Preferred 2D layout approved
- W6

Concept direction and 3D views approved
- W9

Technical package issued
- W10

Final pricing and procurement released
- W16

Fit-out complete and workplace handed over

Connect and understand

From the first request through discovery and the site visit.



01 Inquiry and qualification

We receive the client's request, confirm the project type, location, size and target timing.

CLIENT RECEIVES

Response and introductory call

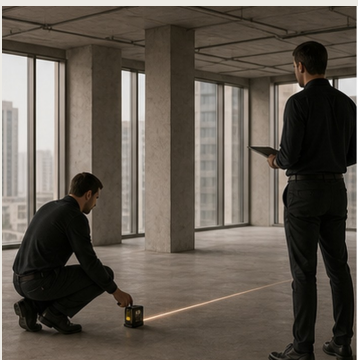


02 Discovery call

We discuss the business, team, workplace challenges, decision process and success criteria.

CLIENT RECEIVES

Initial brief and meeting notes



03 Site visit

We review the existing space, access, services, constraints and available information.

CLIENT RECEIVES

Site observations, photographs and constraints

Define the engagement

From the client questionnaire through quotation, contract and kickoff.



04

Client questionnaire

The client confirms headcount, departments, rooms, operational needs, preferences and priorities.

CLIENT RECEIVES

Completed workplace requirements brief



05

Scope and quotation

We define the design stages, deliverables, schedule, fees, assumptions and exclusions.

CLIENT RECEIVES

Design proposal and quotation



06

Contract and kickoff

After approval, we confirm responsibilities, communication, programme and approval milestones.

CLIENT RECEIVES

Signed agreement and approved programme

Plan and set direction

From the first 2D layout through revisions and the approved concept direction.



07 2D layout - first option

We prepare the first zoning and furniture layout based on the approved brief and site information.

CLIENT RECEIVES

Initial 2D space plan for review



08 2D layout - revised options

We respond to feedback, test alternatives and refine the preferred planning direction.

CLIENT RECEIVES

Second option and selected layout



09 Concept direction

We establish the visual language through references, materials, colors, lighting and key design ideas.

CLIENT RECEIVES

Concept board and material direction

Visualize and document

From photorealistic 3D views through developed design and technical information.



10 3D visualization

We translate the approved layout and concept into realistic perspectives for clear design review.

CLIENT RECEIVES

Photorealistic 3D views



11 Design development

We resolve joinery, finishes, ceilings, lighting, furniture and coordination requirements.

CLIENT RECEIVES

Developed design and coordinated selections



12 Technical documentation

We prepare the information required for accurate pricing, coordination and construction.

CLIENT RECEIVES

Drawings, schedules and specifications

Price, build and hand over

From final pricing and procurement through fit-out coordination and handover.



13 Final pricing and procurement

The approved package is priced, selections are confirmed and procurement timing is coordinated.

CLIENT RECEIVES

Priced package and procurement programme



14 Fit-out and site coordination

We review progress, answer site questions, monitor design intent and record quality observations.

CLIENT RECEIVES

Progress reviews and quality checks



15 Handover

We review completion, close design-related observations and support the final transfer to the client.

CLIENT RECEIVES

Handover record and completed workplace

What we will define next

- 01 Exact number of 2D layout options and revision rounds
- 02 Client approval gates and expected response times
- 03 Deliverables included at concept, 3D and technical stages
- 04 Project schedule, fee milestones and payment terms
- 05 Fit-out responsibility, procurement and site supervision scope
- 06 Handover, snagging, warranties and post-completion support

This visual document is a working draft. The next review will refine ASAS's final durations, service scope, approval rules, payment milestones and client-facing language.