



Own your space. Make it yours.

MyDen reimagines home decor as a connected, data-driven experience where content, community, and commerce come together to help users design with confidence.

PRODUCT TYPE

B2B2C Lifestyle Platform:
Mobile App & Insight Dashboard (SaaS)

PRODUCT SCOPE

Competitive analysis, user research, user research analysis,
persona, low-fidelity design, high-fidelity design, usability testing

The U.S. home decor market is booming, but the new generation can't fully join.

Gen Z and Millennials make up over 50% of the home decor market potential. However, their lifestyle differs greatly from the assumptions of the traditional home decor market. They rent more, move frequently, and live in smaller spaces. Yet, their spending power and digital influence are what shape how the market evolves today.



Millennials

Late 20s – Early 40s

While many Millennials still rent, they view their homes as long-term living spaces and invest in practical, stylish upgrades that balance comfort, function, and value.

- Functional & value-driven
- Rent but upgrade mindset
- Long-term comfort seekers
- Remote work adaptation
- Family & lifestyle stability
- Practical design investments

Gen Z

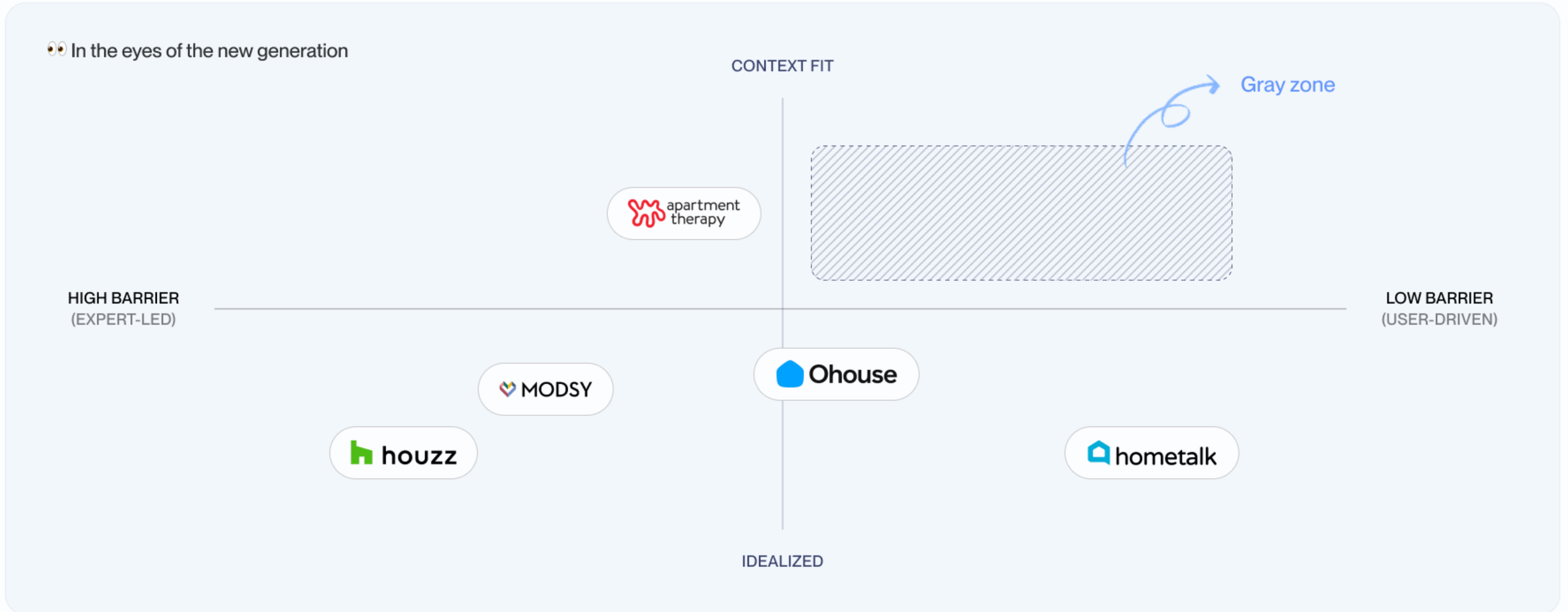
Late teens – Late 20s

While Gen Z own fewer homes, they show the strongest interest in home décor and are poised to become a key consumer group.

- Identity expression
- Content-driven consumers
- Eco-conscious & ethical spending
- Digital decorating adoption
- Small-space focused
- Renter generation

The home industry hasn't caught up with the new generation of living.

Millions of Gen Z and Millennials living in urban areas care deeply about their spaces, but existing platforms still mainly cater to homeowners or professional designers. There is no existing solution that truly meets the needs of rental-friendly, small-space living that values personalization, flexibility, and community, leaving this growing consumer group underserved and overlooked.

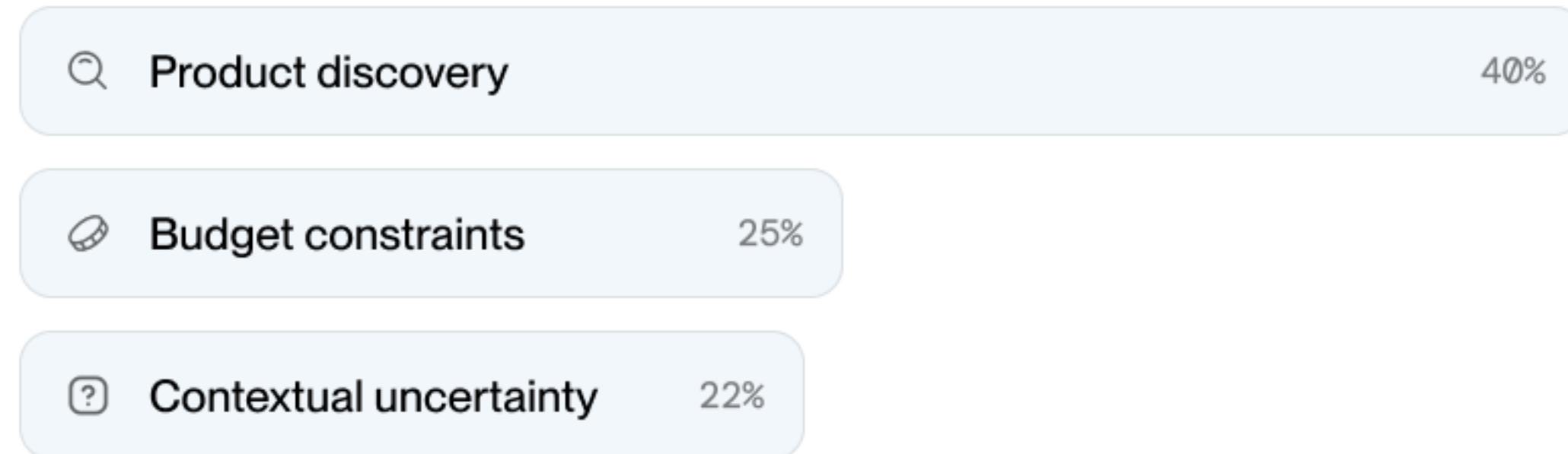


A generation full of taste, stuck in systems that don't adapt.

From 120+ survey responses and 12 in-depth interviews, clear user patterns emerged. The challenge isn't a lack of interest in design, but tools that fail to fit real life use cases. Users know what inspires them, yet struggle to translate that vision into decisions that make sense for their space, budget, and lifestyle.

SURVEY

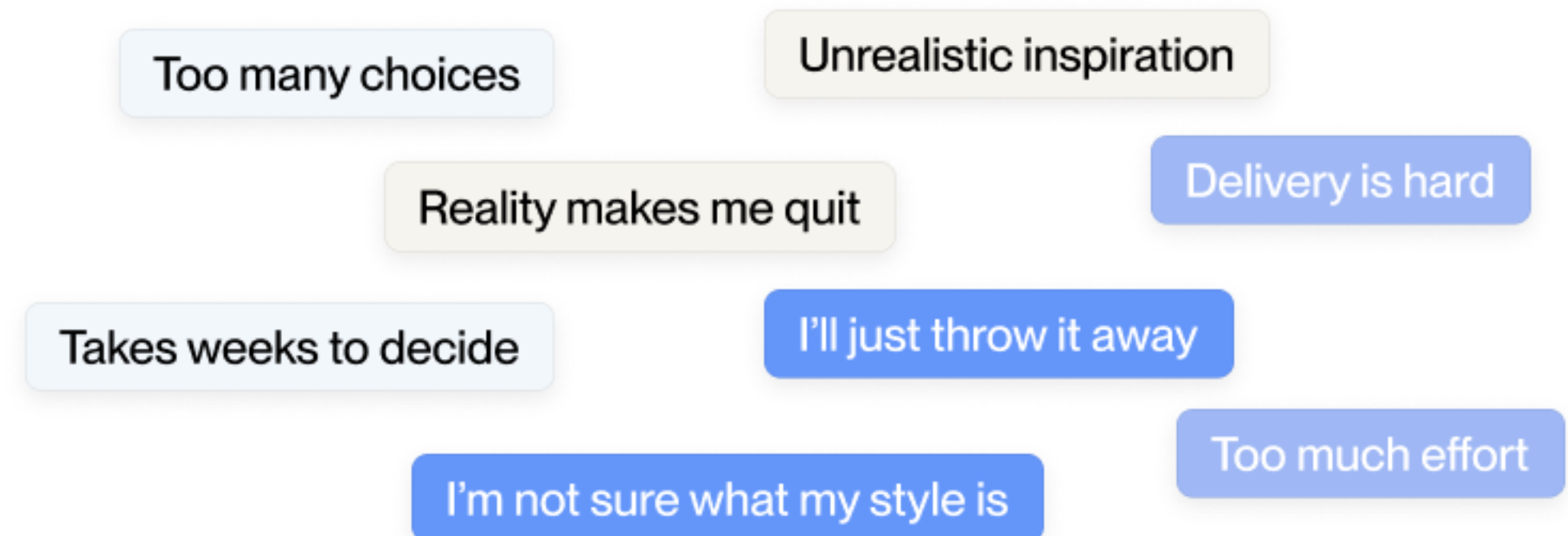
120+ Survey Responses revealed consistent pain points throughout the journey.



While budget influences younger consumers, the real challenge begins much earlier. Users spend significant time trying to find products that align with their taste, space, and lifestyle, often feeling overwhelmed and mentally drained by the process.

12+ IN-DEPTH INTERVIEWS

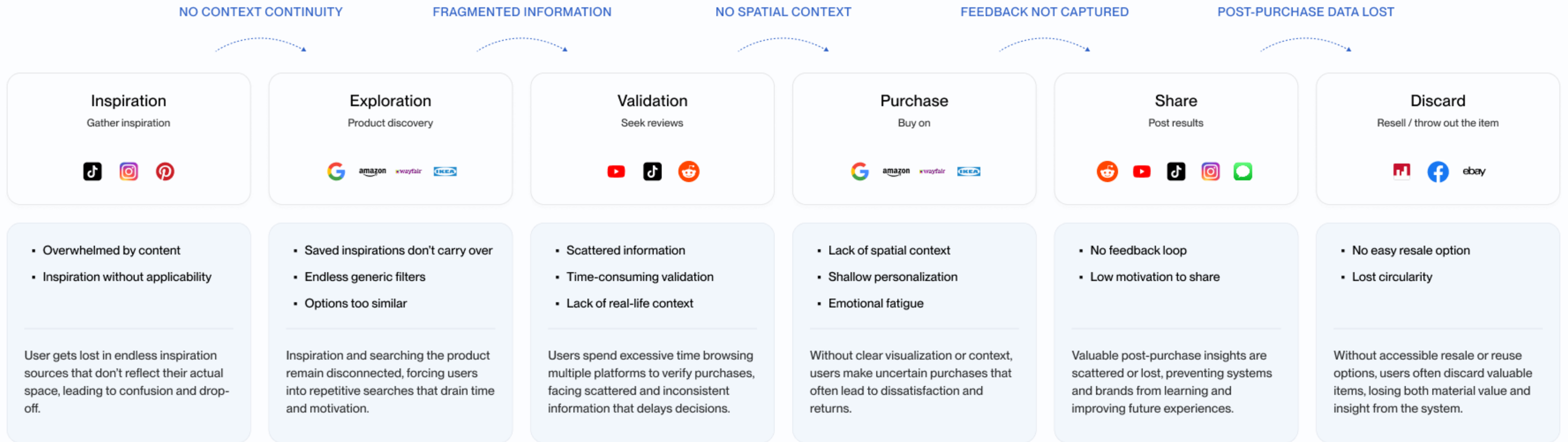
User Interviews uncovered 5 consistent needs



Twelve one-hour long interviews revealed a familiar tension: users buy what looks good online but struggle to define their own style. The search for pieces that feel authentic is time-consuming, and much of today's inspiration feels out of reach for real, lived-in spaces.

Fragmented platforms don't just break user journeys. They leave real-world waste behind.

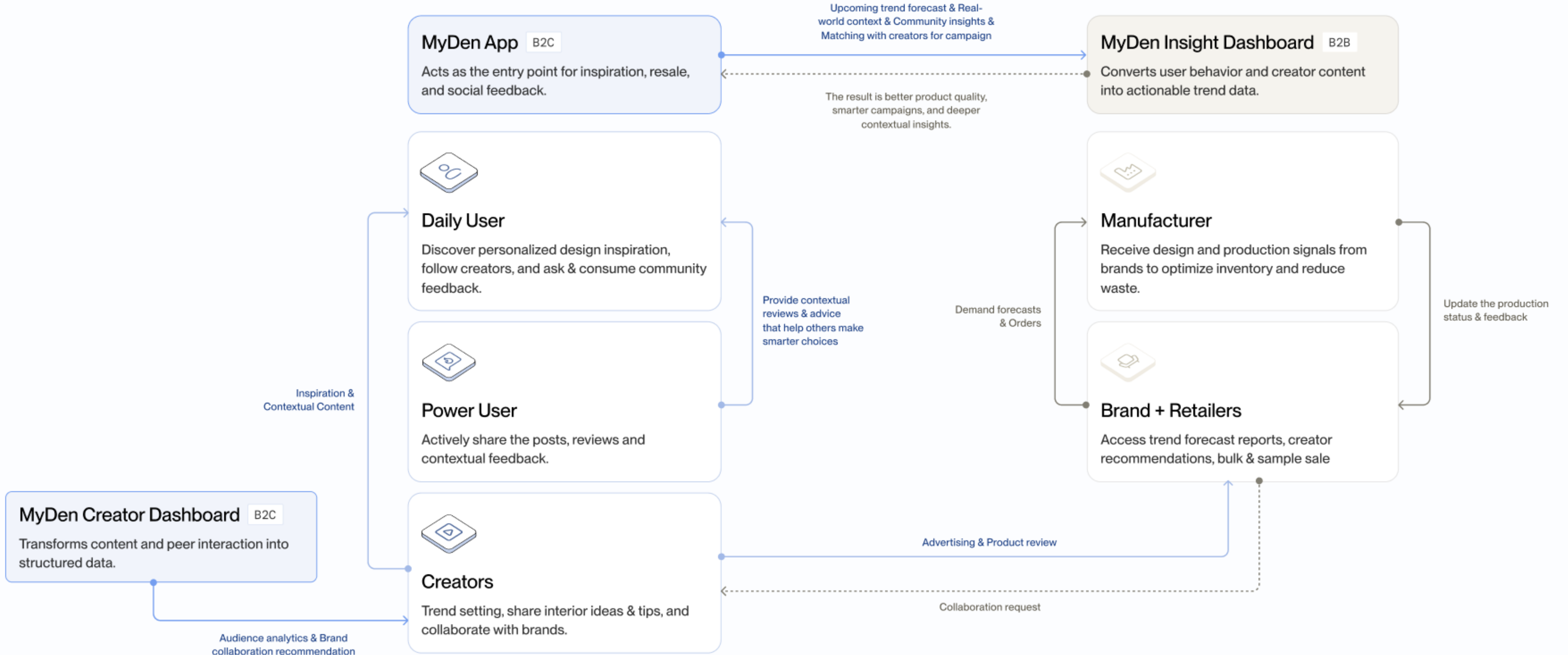
Every gap in the system leaves a trace: tired users, wasted inventory, and a heavier burden on the planet.



9.8M+ Tons
of furniture waste generated annually

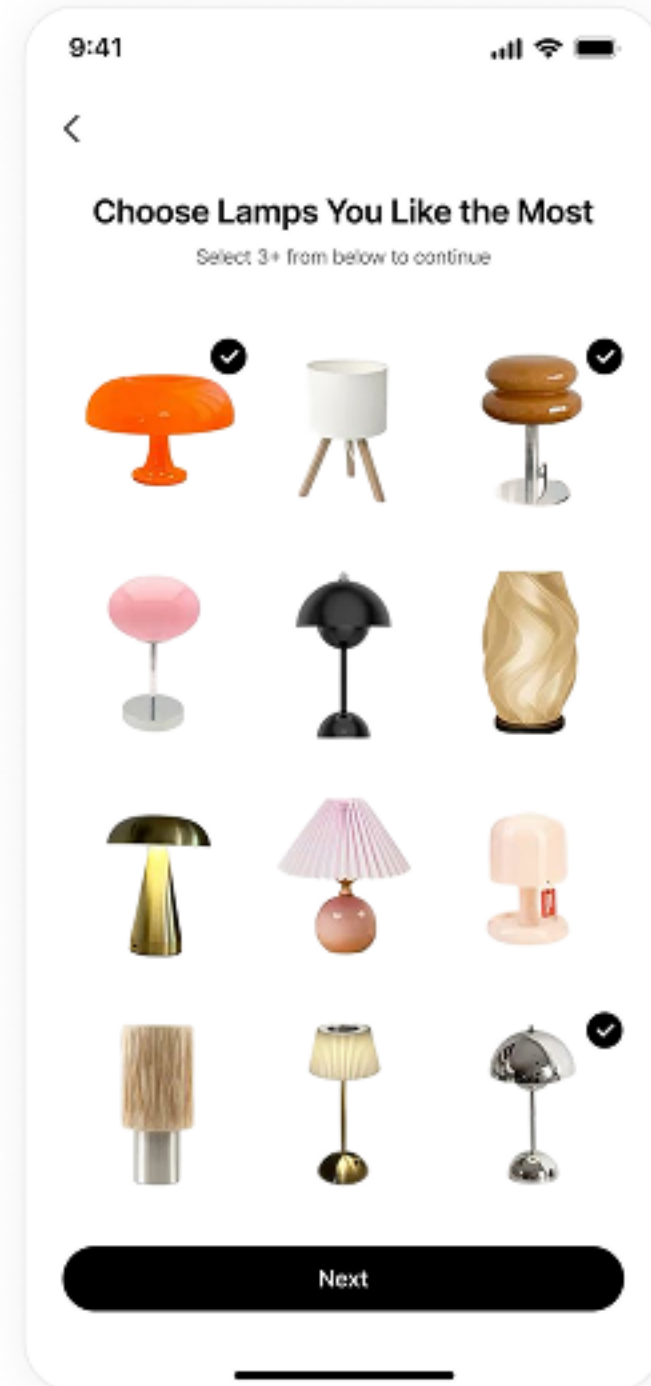
Building a unified ecosystem for smarter, end-to-end experiences

By connecting users, creators, and brands through continuous feedback, MyDen creates a unified ecosystem that learns and improves over time. This system helps users make contextual decisions while providing brands with real behavioral insights to optimize production, reduce waste, and enable a more sustainable market flow.



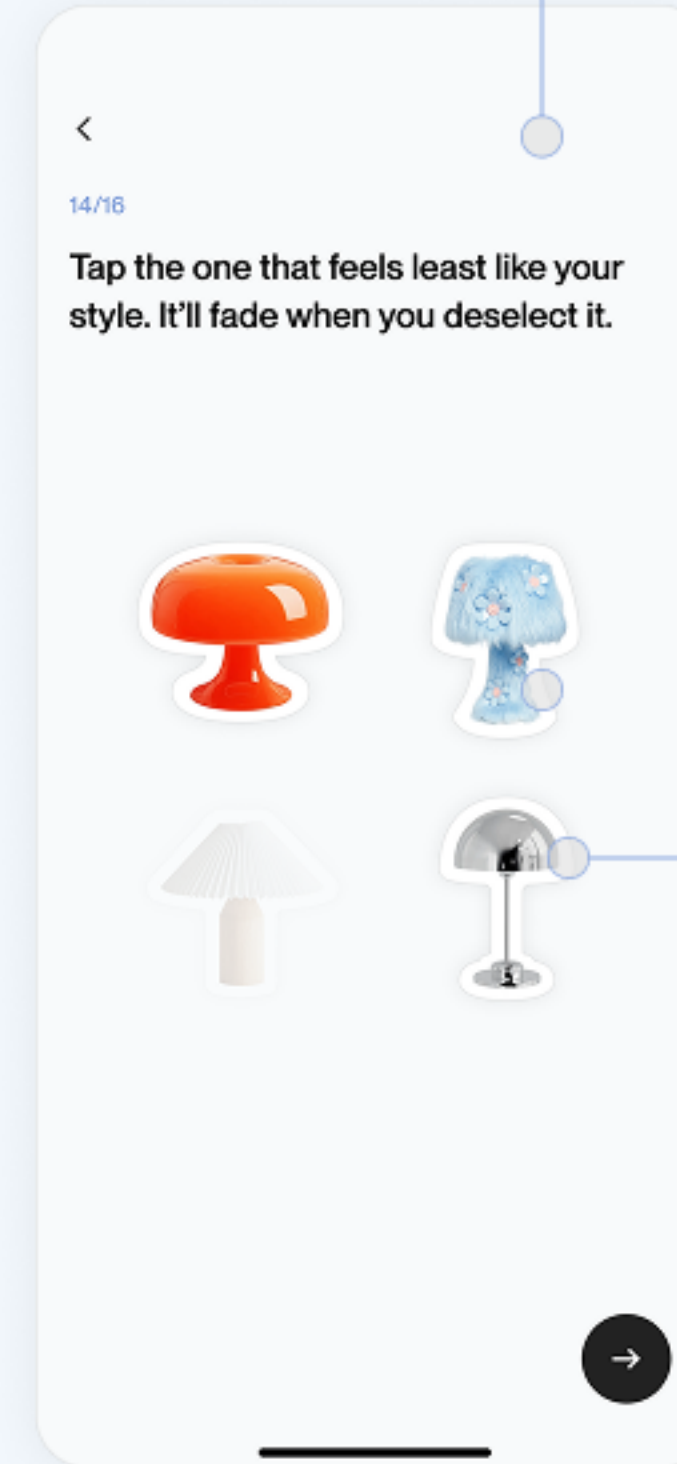
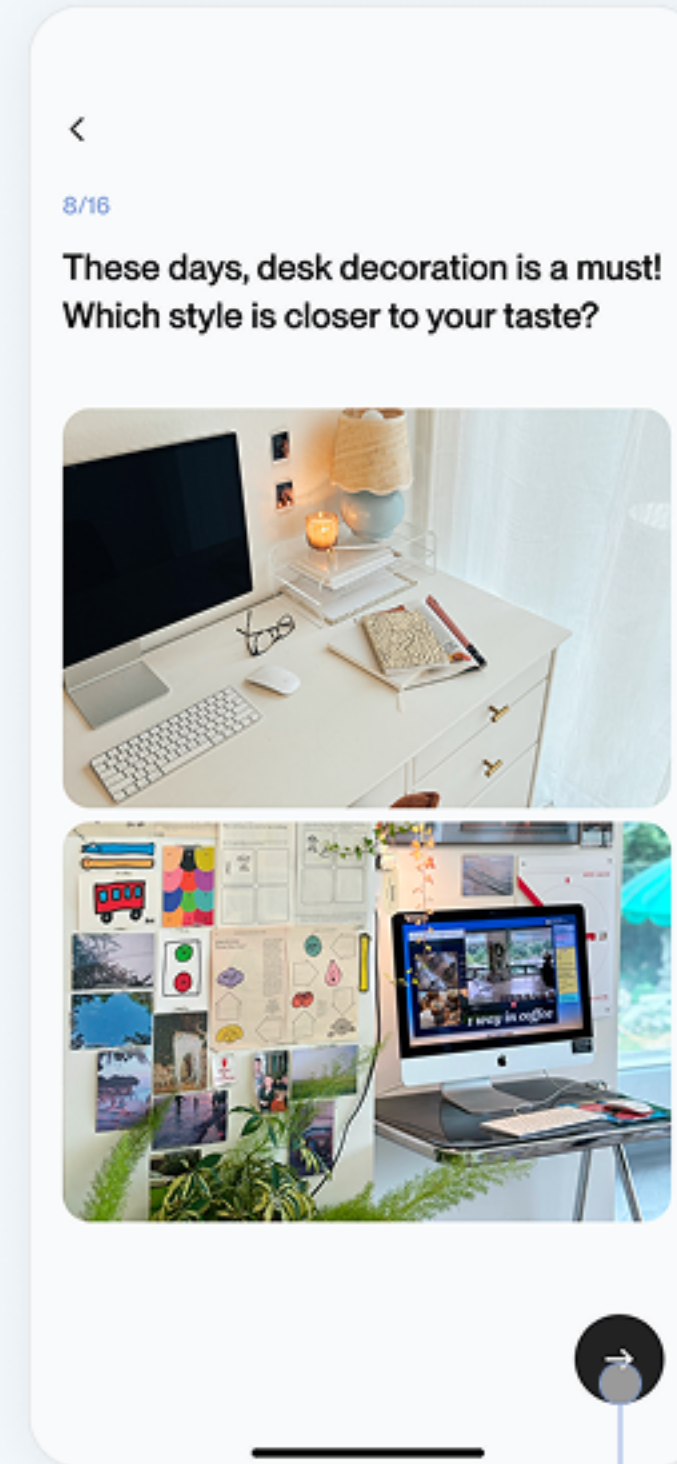
BEFORE

Style discover questionnaire



- ✗ Large fixed buttons disrupt visual flow.
- ✗ Choosing "what you like" triggers ideal-self bias, lowering accuracy.
- ✗ More than six options cause comparison blur and decision fatigue.

AFTER



Avoid Decision Fatigue

Limiting choices to four prevents cognitive overload while maintaining meaningful variation. The 2x2 grid layout ensures balanced finger movement (Fitts's Law) and supports fast, intuitive visual scanning.

More Accurate Preferences

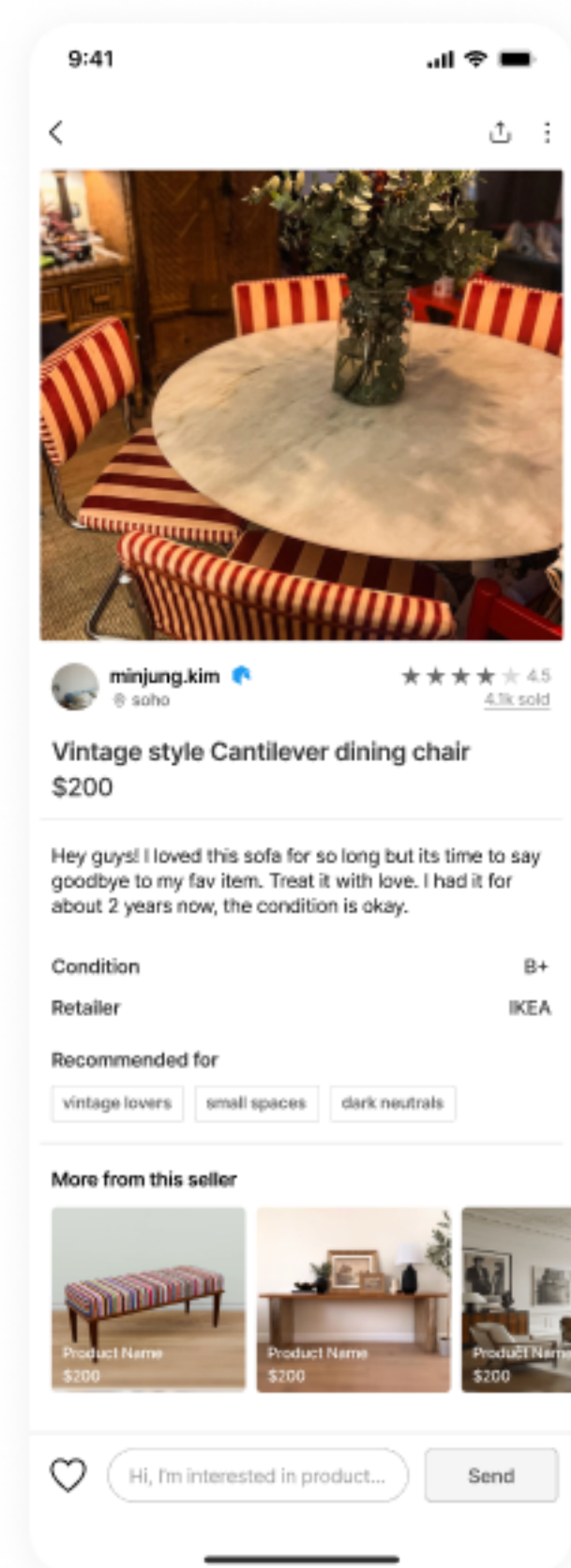
Asking users what they dislike reduces social desirability bias and engages a more instinctive, accurate cognitive response. People are more consistent at eliminating mismatched options than selecting ideal ones.

Focus on the Decision

Moving the button to the side reduces visual distraction and keeps users immersed in the choice process, minimizing cognitive load.

SOLUTION BEFORE

ReDen product details page



- ✗ Photos don't clearly convey the product's actual size or condition.
- ✗ Low trust in individual sellers makes transactions uncertain.
- ✗ Users must manually check original prices and quality for validation.

AFTER

Verified Seller Badge

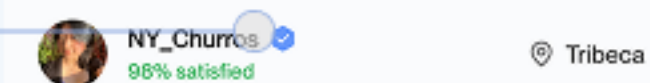
Builds trust by ensuring each seller's identity and transaction history are verified.

Contextual Community Reviews

Past buyers share how the product fits real use cases, helping others understand suitability and make confident decisions.

360° Transparent Listing

Sellers can upload close-up 360° videos to clearly show condition and details, reducing uncertainty before purchase.



Contemporary Black Woody Low Table, like new

\$120

Condition: A+ > Retailer: IKEA > Receipt: No

Got this table a few months ago and barely used it! It's super sturdy and the matte finish looks so good in natural light. Selling only because I'm rearranging my space.

Seller would recommended for...

People who like a clean layout but still want a bit of contrast. Works really well on light wood or beige rugs.

Original product



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Original product



Product in use >



MyDen Community says... >

"Nice soft wood texture"

"That wood texture is actually nicer in person"

"Really solid and stable, no wobble at all"



Send message

Linked Original Product

Direct connection to the original product page lets users instantly check specs, retail price, and reviews without external search.