Houzlook Website Status

This document summarizes the current progress of `luxine-working`, which is the active Houzlook website built on the Luxine template reference:

- Template reference: https://html.awaikenthemes.com/luxine/
- Active website codebase: `luxine-working`
- Separate app not included here: `client-portal`

Project Goal

The website is intended to:

- attract users
- engage them with visuals, SEO pages, and trust signals
- guide them toward enquiry and consultation
- support conversion through forms, WhatsApp, calls, calculators, and location pages

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User Flow Summary

1. User lands on homepage
2. Explores services, portfolio, blogs, locations, calculators, and trust pages
3. Engages through project visuals, video testimonials, guides, and service pages
4. Converts through contact forms, WhatsApp, calls, showroom visit pages, or consultation CTAs
5. Lead is submitted to the Houzlook backend API
6. Lead notification is sent to `houzlookinterior@gmail.com` through Brevo SMTP
7. Lead record is stored in DynamoDB for tracking and follow-up

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Current Website Status

Done

- Main Luxine-based static Houzlook website is structured and running
- Homepage adapted for branding, trust signals, services, testimonials, and locations
- Project Gallery added
- Video Testimonials added (homepage + testimonials page)
- Locations section added
- YouTube video UX improved (thumbnail-first loading, playlist, scroll, mobile responsive)
- Client portal separated
- 3 blog articles created/updated with long-form content
- Blog pages enriched with gallery, testimonials, locations
- 196 footer/sub-footer pages improved
- Technical SEO cleanup completed
- Security headers added (vercel.json)
- Live lead backend active on EC2
- Brevo SMTP working
- DynamoDB (`houzlook-leads`) active
- Booking bar submits leads (no Calendly)
- Hyderabad form connected to backend

Live Lead System Status

Current Stack

- API: `luxine-working/server/src/server.js`
- Service: `houzlook-leads.service`
- SMTP: Brevo
- Email: `houzlookinterior@gmail.com`

- From: `hello@houzlook.com`
- Database: DynamoDB (`houzlook-leads`)
- Health endpoint: `/api/health`

Active Forms

- Contact form
- Team enquiry form
- Cost calculator form
- Newsletter (multiple locations)
- Hyderabad interest form
- Floating booking widget

Rules

- No Calendly usage
- All forms → `/api/leads/*`
- Emails → houzlookinterior@gmail.com
- Validate email + DB storage

Technical SEO Work

- Canonical cleanup
- Redirects for `.html` duplicates
- Fixed robots.txt
- Clean sitemap.xml
- Removed duplicate schema
- Applied noindex where needed
- Added VideoObject schema

Security Work

Headers added:

- Strict-Transport-Security
- X-Content-Type-Options
- Referrer-Policy
- X-Frame-Options
- Permissions-Policy
- Cross-Origin-Opener-Policy

Note:
Live site runs on AWS EC2 + Nginx (not Vercel). CSP still pending.

Visual Content Status

Done

- Homepage visuals
- Testimonials videos
- Blog enrichment
- Footer pages improved

Skipped Pages

- Privacy Policy
- Terms
- About
- Services
- Projects
- Blog listing
- Contact
- Careers

- Vendor Portal

Content Status

Done

- Messaging aligned to Houzlook
- Homepage + services improved
- Blog posts upgraded

Needs Work

- More long-form blogs
- Better galleries per category
- Stronger locality pages

Conversion Elements

- CTAs across pages
- WhatsApp integration
- Consultation pages
- Cost calculator
- Showroom/visit pages
- Backend lead capture
- Email notifications working
- Booking widget fixed

Planned Features (Pending)

- AI estimator
- OTP verification
- Zoho CRM sync
- Lead routing
- Brevo automation
- Live chat (Crisp)
- Support/ticket system
- Microsoft Clarity
- Meta Pixel
- Pinterest Pixel
- Google remarketing
- Push notifications
- 360 media
- Before/after storytelling
- Uptime monitoring
- CloudWatch alerts

Now Completed (Previously Planned)

- Lead backend
- SMTP system
- DynamoDB storage
- Form routing
- Calendly removal

Website Structure

- Homepage
- Services
- Portfolio/projects

- Testimonials
- Blog
- Contact
- Service landing pages
- Property pages
- Kitchen/wardrobe pages
- Room design pages
- Cost/calculator pages
- Material comparison pages
- City/locality pages
- Brand/trust pages
- Experience center pages
- Partnership pages

Management Summary

Strengths

- Strong Luxine adaptation
- Visual improvements across pages
- SEO foundation improved
- Security basics ready
- Lead system fully working
- No leakage to Calendly

Priorities Next

- CRM + routing
- Tracking pixels
- Continuous form validation
- Content improvement
- Visual refinement
- Uptime monitoring

Recommended Execution Order

1. CloudWatch + alerts
2. Zoho CRM + routing
3. Tracking + remarketing
4. Form validation
5. Visual refinement
6. Content expansion

Checklist

Website Core

- Homepage
- Projects
- Services
- Location pages
- Blog
- Media blocks
- Conversion pages

Backend

- DynamoDB
- Email via Brevo
- (Pending) OTP
- (Pending) CRM sync
- (Pending) routing
- (Pending) alerts

Marketing

- Clarity (pending)
- Meta Pixel (pending)
- Pinterest Pixel (pending)
- Remarketing (pending)
- Push notifications (pending)

Trust / Media

- Video testimonials
- Awards messaging
- Experience centers
- (Pending) 360 tours
- (Pending) before/after system

Last updated: May 3, 2026

Based on current `luxine-working` implementation and live Houzlook lead system.

Manoranjan sir’s requirements

- - Customer's can login with there HZID and password
- - Can check the stage of the project
- - Can check % of work completed with automatic photos

Project Drive link

Amlan

https://drive.google.com/drive/folders/1YoCoG513nJDin1pH3c_Ch-JfBZYlhCGK?usp=drive_link

Sameer

https://drive.google.com/drive/folders/1BEowAHVPRTq9J1zM2NLmM55Fx0sG_NHb?usp=drive_link

Tribhuban

https://drive.google.com/drive/folders/13Jty1tQ_ptB2W_BOG-FdSPwqhiz_de28?usp=drive_link

Akshit

https://drive.google.com/drive/folders/1HltPm_svglxQeZXAFxpPdTublBtaB4xb?usp=drive_link

Apoorva

https://drive.google.com/drive/folders/1nm9wiZJ5GQzXXgBkeE5YvqY7dnkLfmax?usp=drive_link

Prashant Rastogi

https://drive.google.com/drive/folders/1w5qWPUDR1Dt0pqsWo0oMLCHznqnG64u3?usp=drive_link

Bharat

https://drive.google.com/drive/folders/1489x9dD_zYMh_--_CA8BcxyuLX20yaJ_?usp=drive_link

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1. Sameer Residence

- Property type: Villa
- Property name: Nvt Stopping By Wood
- Location:
- Sq. ft: 3000
- E2E interior
- Duration: 3-4 months
- Project value - around 47 L

2. Amalan Residence
    - Property type: Villa
    - Property name:
    - Location: Bangalore
    - Sq. ft: 2000
    - E2E interior
    - Duration: 3-4 months
    - Project value - around 36 L

3. Apoorva Residence
    - Property type: 3BHK
    - Property name:
    - Location: Bangalore
    - Sq. ft: 1500
    - E2E interior
    - Duration: 2-3 months
    - Project value - around 18 L

4. Prashant Rastogi Residence
    - Property type: 3.5 BHK
    - Property name: Prestige City Avalon
    - Location: Bangalore
    - Sq. ft: 2200
    - E2E interior
    - Duration: 2 months
    - Project value - around 10 L

1. Email Id :

   Use These mail id to add in the website

   To : houzlookinterior@gmail.com
   CC: Manasb@houzlook.com, nibedita@houzlook.com, manoranjan@houzlook.com

2. Calendly Account

   Login Link : https://calendly.com/
   Email : houzlookinterior@gmail.com
   Password : Houzlook@2026#

3. Crips Chats

   Login Link : https://app.crisp.chat/
   Email : houzlookinterior@gmail.com
   Password : Houzlook@2026#

4. Brevo Sms

   Login Link : https://app.brevo.com/
   Email : houzlookinterior@gmail.com
   Password : Houzlook@2026#

5. Microsoft Clarity

   Copy and paste the Clarity code into the <head> element of your site or app.

   Code :
   ```
   <script type="text/javascript">
     (function(c,l,a,r,i,t,y){
       c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
       t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
       y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
     })(window, document, "clarity", "script", "whq7yqa21m");
   </script>
   ```

   Note: Login using Google Mail Id: houzlookinterior@gmail.com

- Website: https://www.houzlook.com/
- Linkedin : https://www.linkedin.com/company/houzlook-interior-solution/
- Tumblr : https://houzlookinterior.tumblr.com/
- Facebook : https://www.facebook.com/houzlook/
- X: https://twitter.com/houzlook/
- Pinterest : https://in.pinterest.com/houzlook/
- Instagram : https://www.instagram.com/houzlook/
- Houzz : https://www.houzz.in/pro/bangaloreinterior
- Youtube : https://www.youtube.com/@houzlookinteriors/

How to Design a Living Room That Feels Expensive on a Mid-Range Budget

By Houzlook Interior Design Experts

Reading time: 7 minutes | Category: Living Room Design, Interior Tips, Budget Interiors

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That "Wow" Feeling Doesn't Have to Cost a Fortune

You walk into someone's living room and your jaw drops. The lighting is warm and layered. The sofa looks like it belongs in a hotel lobby. The walls are clean, bold, and intentional. And then comes the question you're almost afraid to ask: *"How much did all of this cost?"*

Here's the truth most interior designers won't say out loud - **that expensive look is rarely about the price tag. It's about the decisions.**

If you're working with a mid-range budget (think ₹2–6 lakhs for a complete living room transformation in India), you don't have to settle for a space that feels "just fine." With the right choices, smart layering, and a little strategic splurging, your living room can feel like a designer did a six-figure job on it.

This guide breaks down exactly how.

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1. Start With a Neutral, High-Quality Base - Then Layer

The number one mistake budget decorators make? Skipping the foundation and jumping straight to accessories.

What expensive rooms have in common: A calm, cohesive base palette - usually neutrals like warm whites, greiges, deep charcoals, or soft sage greens - that lets every other element breathe and stand out.

What to do:

- Choose a wall color that isn't stark white. Warm whites (think Birchwood or Ivory Sand tones) instantly add depth without renovation costs.

- If you're repainting, invest in a finish that matters - eggshell or satin over flat paint creates a subtle richness walls crave.
- Keep 70% of your palette neutral. Let your remaining 30% be where personality lives.

> **Pro Tip from Houzlook:** A single accent wall in a deep tone - navy, forest green, or terracotta - creates a dramatic focal point that makes the entire room feel curated, not assembled.

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2. Invest Where People Look First - and Save Where They Don't

Expensive-looking rooms are strategic, not expensive across the board. There's always a hierarchy of investment.

Spend more on:

- The sofa (it anchors everything and gets touched daily)
- Curtains and window treatments (nothing elevates a room faster)
- Lighting fixtures (a statement pendant or floor lamp changes the energy of a space immediately)

Save on:

- Side tables and accent furniture (thrift stores, local carpenters, and factory-direct vendors are goldmines)
- Decorative trays, vases, and books (these are easy to source affordably and swap seasonally)
- Rugs (mid-range rugs, layered thoughtfully, look far more expensive than a single cheap one)

> **The Houzlook Rule:** Allocate roughly 40% of your budget to the sofa and seating, 20% to window treatments and curtains, 20% to lighting, and the remaining 20% to everything else. This ratio consistently produces rooms that punch above their weight.

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3. Curtains Are the Underrated Secret Weapon

If there's one single upgrade that transforms a room from "basic" to "beautiful" - it's full-length curtains that pool slightly at the floor.

Here's the cheat code: **Hang your curtain rod 4–6 inches above the window frame, not at the top of the frame.** This simple trick makes ceilings look taller, windows look larger, and the entire room feel grander - without spending a rupee more on renovation.

Fabric choices that look expensive without breaking the bank:

- Linen blends: Airy, textured, and effortlessly luxurious
- Velvet panels in jewel tones: Dramatic, cozy, and deeply rich in appearance
- White or ivory sheers layered behind heavier drapes: Adds depth and a hotel-like finish

Avoid synthetic, sheer-only curtains in bright colors. They are the single biggest thing that makes a room look budget-furnished.

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4. Lighting is Not Optional - It's Architecture

The difference between a room that looks flat and one that looks dynamic? Layers of light.

Expensive homes never rely on a single overhead bulb. They build light in three layers:

- **Ambient lighting:** The main source (ceiling lights, recessed lighting, or a central pendant)
- **Task lighting:** Floor lamps near reading corners, table lamps flanking the sofa
- **Accent lighting:** LED strips behind TV units, spotlights on artwork, or backlit shelving

Budget-friendly tip: Swap your standard white LED bulbs for warm white bulbs (2700K–3000K range). This single change adds instant warmth and makes your space feel intentionally styled.

A well-placed floor lamp alone can cost ₹3,000–8,000 and make your room look like it came straight out of an interior magazine.

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5. The Furniture Arrangement Matters More Than the Furniture Itself

You could have gorgeous furniture arranged badly - and the room will still feel chaotic and small.

Rules of high-end arrangement:

- **Float your furniture away from walls.** Expensive rooms rarely have sofas pushed flat against walls. A gap of even 6–12 inches creates breathing room and makes the layout feel intentional.

- **Create conversation zones.** Two chairs angled toward the sofa with a coffee table in between instantly feels curated.
- **Define the space with a rug.** The rug should be large enough that at least the front legs of every major furniture piece sit on it. An undersized rug is the #1 thing that makes a room feel amateur.

Quick Win: Rearranging your current furniture with these principles costs nothing and can make a dramatic difference - often before buying a single new piece.

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6. Texture Over Pattern: The Quiet Luxury Formula

Here's a design secret the luxury segment quietly uses everywhere: **texture-on-texture layering with a limited palette.**

Instead of mixing bold prints, try mixing textures - a linen sofa, a chunky knit throw, a jute rug, a smooth marble coffee table, and a rough wooden side table. The result is rich, layered, and cohesive.

This approach:

- Looks more expensive than bold prints
- Is harder to get "wrong"
- Ages beautifully and stays timeless

Textures to layer in a mid-budget living room:

- Jute or wool rugs
- Woven or rattan baskets
- Velvet or bouclé cushions
- Matte ceramic or stone vases
- Wood-grain furniture with metal accents

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7. Curate Art and Accessories - Don't Collect Them

Nothing gives away a budget interior faster than overcrowded shelves and mismatched accessories. Expensive rooms feel edited.

The Rule of Three: Group objects in odd numbers - sets of 3 or 5 - at varying heights. This creates visual balance without looking like a shelf at a gift shop.

Art on a budget:

- A single large canvas (even a simple abstract print) looks far more sophisticated than a wall of small frames
- Frame pages from design books, large botanical prints, or maps - the frame often matters more than what's inside it
- Black or dark-wood frames consistently look more high-end than gold or silver

Houzlook Tip: Don't fill every wall. Negative space is a design choice, not an oversight. A single well-chosen art piece on a feature wall says "interior designer was here."

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8. Greenery is the Cheapest Luxury

Live plants add something no product, no matter how expensive, can replicate: organic life and scale.

Best statement plants for living rooms:

- **Fiddle Leaf Fig** – Architectural, dramatic, and wildly popular in high-end interiors
- **Bird of Paradise** – Large, bold, and tropical without being fussy
- **Pothos or Monstera** – Fast-growing, low-maintenance, and visually lush

A ₹300–800 plant in a beautiful ceramic or terracotta pot can look like a ₹5,000 decorative piece.

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9. Don't Skip the Small Details That Signal "Finished"

The difference between a room that looks decorated and one that looks designed is in the finish details:

- **Cable management:** Exposed TV cables immediately cheapen a room. A ₹200 cable cover changes everything.
- **Door handles and switch plates:** Upgrading to matte black or brushed gold hardware is a small investment with an outsized visual impact.
- **Cushion inserts:** Never use flat, cheap inserts. Overstuffed cushions look lavish. Always size up your insert by one size from your cover.
- **Coffee table styling:** A tray with a candle, one stack of books, and a single decorative object. That's it. That's the whole formula.

The Houzlook Bottom Line

Designing a living room that looks expensive on a mid-range budget is absolutely possible - and it happens every day in the homes Houzlook designs across India.

The secret isn't luck or a bigger budget. It's **making deliberate choices**: knowing where to invest, understanding the visual hierarchy of a space, and layering thoughtfully rather than buying impulsively.

Whether you're starting from scratch or refreshing an existing living room, these principles apply whether you're working with ₹2 lakhs or ₹6 lakhs.

Ready to Transform Your Living Room?

At **Houzlook**, we specialize in delivering designer-quality interiors within real-world budgets. From concept to completion, our team handles everything - 3D visualization, material selection, execution, and handover.

Let's design something that makes people ask, "who did your interiors?"

📞 Book a Free Consultation | 🖥️ Explore Our Portfolio | 📩 Get a Custom Quote

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Tags: living room design, budget interior design, affordable luxury interiors, living room makeover, interior design tips India, how to make a room look expensive, Houzlook, home interiors, mid-range budget design

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About Houzlook: Houzlook is an end-to-end interior design company delivering modular kitchens, wardrobes, living rooms, and full-home interiors with 3D visualization and turnkey execution. We make beautiful homes accessible - not just aspirational.

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Blog - 2

How to Maximise Wardrobe Storage Without Expanding Your Room

By Houzlook Interior Design Experts

Reading time: 6–7 minutes | Category: Wardrobe Design, Bedroom Storage, Smart Interiors

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Your Wardrobe Is Full. Your Room Isn't Getting Bigger. Now What?

You open your wardrobe and something falls on your foot. Every shelf is a negotiation. The hanging section is so packed, half your clothes come out looking like they've survived a wrestling match. You've thought about buying a second wardrobe, but there's simply no space. And knocking down a wall? Not in this lifetime - or this budget.

Here's what most people don't realise: **the problem isn't your room size. It's your wardrobe design.**

The average Indian bedroom wardrobe is built with a one-size-fits-all approach - a few shelves, a single hanging rod, maybe two drawers at the bottom, and a mirror on the door. It looks like a wardrobe. It just doesn't *work* like one.

The good news? You don't need more square footage. You need smarter square footage. And that's exactly what this guide is about.

Why Most Wardrobes Waste Up to 40% of Their Own Space

Before we get into solutions, let's talk about the problem - because understanding it changes everything.

Most standard wardrobes are designed to look full-sized, not to *function* full-sized. Here's where the space actually disappears:

- **Dead vertical space above shelves:** Most shelves are placed at uniform heights, leaving large, unused gaps above folded clothes.
- **Single hanging rods for everything:** One long rod for all clothes means short items like shirts and jackets leave an entire half-length of empty space below them.
- **No internal organisation system:** Without dividers, hooks, pull-outs, or inserts, everything collapses into chaos and takes up far more space than it should.
- **Wasted door backs:** The inside of wardrobe doors is prime real estate that almost nobody uses.
- **Bottom floors left empty:** The floor of a wardrobe is rarely designed to hold anything useful, when it could house shoe racks, drawers, or pull-out baskets.

Reclaiming these zones alone can increase your wardrobe's effective storage capacity by 30–40% - without touching a single wall.

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1. Double Your Hanging Space With a Two-Rod System

This is the single most impactful change you can make inside any wardrobe - and it costs almost nothing to implement.

Most wardrobes have one full-length hanging rod that runs the entire width. This works brilliantly for long clothes like sarees, gowns, or formal trousers on hangers. But for shirts, kurtas, blazers, and folded trousers? You're wasting everything below the hem.

The fix: Divide your hanging section into a top rod and a bottom rod. The top rod handles your shorter items - shirts, kurtas, jackets, folded trousers. The bottom rod (or a shelf below) holds shoes, folded clothes, or accessories. You've effectively doubled your hanging capacity in the same horizontal space.

When Houzlook designs modular wardrobes, this double-hang configuration is one of the first things we plan into the layout - because it delivers the most dramatic storage increase with the least structural change.

> **Houzlook Tip:** Reserve one section of your wardrobe for full-length hanging only (ethnic wear, suits, maxi dresses). Split the rest into double-hang zones. This way, nothing gets compromised.

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2. Go Floor-to-Ceiling - Literally

If your wardrobe doesn't reach the ceiling, you're leaving storage on the table. That gap between the top of your wardrobe and the ceiling isn't "breathing room." It's wasted space dressed up as an aesthetic choice.

Floor-to-ceiling wardrobes do three things at once:

- Dramatically increase storage volume (the top section is perfect for seasonal items, suitcases, extra linen, and rarely-used things)
- Make the room feel taller and more expansive - not cramped
- Eliminate the dreaded "dust shelf" that collects on top of short wardrobes

If you're doing a fresh wardrobe installation, always go ceiling height. If you have an existing wardrobe, consider adding a custom overhead cabinet above it with shutter doors - built to match - that creates seamless additional storage.

This is one of the most cost-effective upgrades in the Houzlook wardrobe design process: the material cost is minimal, but the storage gain is substantial.

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3. Customise Shelf Heights for What You Actually Own

Here's a question most people never think to ask when designing a wardrobe: **What exactly am I storing in here?**

Standard wardrobes are built with fixed shelves at uniform heights - typically suited for nobody in particular. A shelf designed for folded sarees is too tall for folded t-shirts, wasting 8–10 inches of vertical space per shelf. Multiply that across 5–6 shelves and you've lost an entire additional shelf worth of storage.

The solution is custom shelf heights calibrated to your actual wardrobe contents:

- **Folded t-shirts and innerwear:** 10–12 inches of vertical clearance is enough
- **Folded jeans and trousers:** 14–16 inches
- **Folded sarees and heavy ethnic wear:** 18–20 inches
- **Shoes:** 14–16 inches per row (more for heeled footwear)
- **Handbags standing upright:** 14–18 inches depending on size

When Houzlook conducts a wardrobe briefing, we ask clients to catalogue what they own before we design a single shelf. That conversation alone routinely reveals that a standard 3-shelf wardrobe section could fit 5 shelves - more than doubling the folded storage capacity.

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4. Unlock the Power of the Door Back

The inside of your wardrobe doors is one of the most consistently underused surfaces in any bedroom. It's flat, it's accessible, and it faces you every time you open the wardrobe. Yet most wardrobes use it for nothing more than a mirror.

What the door back can hold:

- **Over-door organisers** for scarves, belts, and accessories
- **Hooks and pegs** for bags, jewellery, or tomorrow's outfit
- **Slim pocket panels** for sunglasses, perfumes, and daily essentials
- **A full-length mirror** with built-in hooks on the sides - functional *and* reflective
- **Tie and belt racks** that pull out when needed and tuck away when not

In a 3-door wardrobe, the combined surface area of the door backs is roughly equal to a full additional shelf section. Treat it like real estate, and it performs like it.

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5. Pull-Outs, Baskets, and Drawer Inserts: The Internal Revolution

The inside of a wardrobe should work like a well-designed kitchen - every zone has a purpose, every item has a home, and nothing is stacked randomly hoping for the best.

Internal storage additions that genuinely change daily life:

- **Pull-out trouser ladders:** Hanging trousers over a rod causes creases. Pull-out trouser racks hold 10–12 pairs flat, crease-free, and fully visible at a glance.
- **Velvet-lined jewellery drawers:** These keep pieces separated, prevent tangling, and eliminate the "jewellery pile" that every wardrobe accumulates over time.
- **Pull-out shoe racks:** Far more efficient than static shelves - shoes are visible, accessible, and kept in shape.
- **Soft-close drawers with internal dividers:** For innerwear, socks, and accessories - these are the backbone of an organised wardrobe interior.
- **Wicker or wire pull-out baskets:** For seasonal items, gym wear, or anything that doesn't need a rigid shelf but does need a designated home.

The goal is **zero ambiguity** inside your wardrobe. When every item has a specific, logical place, you stop using the "pile it and deal with it later" approach - which is what creates the storage crisis in the first place.

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6. The Walk-In Wardrobe Illusion: More Storage, Same Footprint

You don't need a separate walk-in room to get walk-in wardrobe functionality. With the right configuration, a standard 7–8 foot wardrobe can be redesigned to perform like a dressing room.

How it works:

- Replace solid central sections with open shelving flanked by hanging on both sides
- Use pull-out mirrors instead of door-mounted ones to free up door-back storage
- Introduce a slim island unit (essentially a chest of drawers) in front of a wide wardrobe, creating a dressing zone without consuming additional floor space
- Use consistent lighting inside the wardrobe - LED strips along shelves and hanging sections make everything visible, eliminating the "I can't find anything in here" problem

This approach works particularly well in master bedrooms where the wardrobe is the focal wall. Houzlook frequently transforms 8-foot wardrobe walls into fully functional dressing spaces within the same footprint - just with dramatically smarter internal architecture.

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7. Colour, Finish, and Lighting: The Storage Multipliers Nobody Talks About

Storage isn't purely physical. The *perceived* experience of your wardrobe - how easy it is to find things, how calm it feels to open - is just as important as the number of shelves.

Three quick wins:

- **Light interiors:** Wardrobe interiors in white or light wood tones reflect light and make contents easier to see. Dark interiors swallow items and make the space feel smaller than it is.
- **Internal LED lighting:** Strip lights inside shelves and hanging sections are a game-changer. Suddenly, even the deepest corner is visible. This isn't a luxury - it's a functionality upgrade.
- **Consistent hangers:** Switching to slim velvet hangers from a mix of plastic, wood, and wire ones can increase hanging capacity by 20–30% and makes the hanging section look intentional and clean. It sounds trivial. It isn't.

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8. The Wardrobe Audit: The Free Step Most People Skip

Before spending a single rupee on new storage solutions, do this: **empty your wardrobe completely and do a full audit.**

Studies consistently show that the average person uses about 20% of their wardrobe 80% of the time. The remaining 80% - clothes that don't fit, that you don't wear, that you're keeping "just in case" - is silently consuming your storage and creating the chaos you're trying to organise your way out of.

A ruthless wardrobe edit is the single most effective storage strategy, and it's entirely free.

The Houzlook Three-Pile Rule:

- **Keep:** Worn in the last 12 months, fits well, actively wanted
- **Store:** Seasonal or occasional items (pack into vacuum bags and move to overhead storage)
- **Release:** Donate, sell, or discard - and do it the same week, not "eventually"

After a proper audit, most people discover their existing wardrobe can comfortably hold everything they own - it just needed the right internal structure to do so.

The Houzlook Approach: Wardrobe Design That Thinks Ahead

At Houzlook, wardrobe design begins with a conversation - not a catalogue. We ask about your daily routine, your clothing mix, your storage pain points, and your lifestyle before we draw a single line.

The result is a wardrobe that's built around *you* - not around a standard template that worked for someone else's bedroom and someone else's wardrobe needs.

Whether you need a full modular wardrobe installation, a redesign of your existing one, or a complete bedroom transformation, our team delivers 3D visualisations before a single component is manufactured, so you can see exactly what you're getting before it goes in.

No guesswork. No surprises. No wasted space.

Your Wardrobe Deserves a Redesign - Not Just a Reorganisation

The problem was never your room size. The clothes you own aren't the problem either. The problem was a wardrobe that was never designed to work hard for you.

That changes now.

Let Houzlook design a wardrobe that gives you back your mornings, your sanity, and more storage than you thought was possible - in the exact same space you already have.

📞 Book a Free Wardrobe Consultation 🖥️ View Our Wardrobe Portfolio 📐 Get a Custom 3D Wardrobe Design Quote

---

Tags: wardrobe storage ideas, maximise wardrobe space, modular wardrobe design India, small bedroom storage solutions, wardrobe organisation tips, custom wardrobe design, Houzlook wardrobes, bedroom interior design, smart storage solutions, floor-to-ceiling wardrobe

---

About Houzlook: Houzlook is an end-to-end interior design company delivering modular kitchens, wardrobes, living rooms, and full-home interiors across India - with 3D visualization, precision manufacturing, and complete turnkey execution.

—

Blog - 3

Houzlook Client Portal SOP

Objective

The client portal uses:

- `Houzlook ID + 10-digit mobile number` as the unique access pair
- Zoho CRM as the source of truth for client validation and live dashboard content
- The portal database as the source of truth for passwords and portal user accounts

End-to-End Flow

1. Lead created in Zoho

Create or update the lead inside Zoho `Leads`.

These two fields must uniquely identify the client:

- `Houzlook_ID`
- `Mobile`

The portal normalizes them as:

- Houzlook ID: uppercase alphanumeric, e.g. `HZ16938`
- Mobile: digits only, last 10 digits only

2. Client signup

On `/signup`, the client enters:

- `Houzlook ID`
- `Mobile`

Rules:

- Mobile must be exactly `10 digits`
- Frontend blocks entry after the 10th digit

- Backend also validates exactly 10 digits

The backend then:

1. Looks up the Zoho `Leads` module by `Houzlook_ID`
2. Verifies that the Zoho lead mobile matches the entered 10-digit mobile
3. Reads the client email from Zoho
4. Sends a setup token to that Zoho email
5. Stores the signup token in the portal database

3. Password creation

On step 2 of signup, the client enters:

- Verification token
- New password

The backend then:

1. Re-validates the same `Houzlook ID + Mobile` against Zoho
2. Consumes the stored signup token
3. Hashes the password
4. Stores or updates the portal user in the database

Passwords are not stored in Zoho.

4. Login

On `/login`, the client enters:

- `Houzlook ID`
- `Mobile`
- `Password`

The backend:

1. Finds the portal user by `houzlook_id + mobile`
2. Compares the stored password hash
3. Creates auth cookies

Uniqueness Rules

The intended uniqueness rule is:

- One portal account per `Houzlook ID + Mobile`

Current database constraints in `portal_users`:

- `houzlook_id` is unique
- `email` is unique
- `mobile` is unique

This means one mobile number cannot be reused across multiple portal accounts unless the schema is adjusted.

Zoho Field Map

Existing-Fields-Only Mode

If you cannot add custom Zoho fields, the portal can still work with your current layout.

Use these existing fields only:

- `Houzlook ID`
- `First Name`
- `Last Name`
- `Email`
- `Mobile`
- `Phone`
- `Property Name`
- `City`
- `Raw Lead Status`
- `Follow Up Date/Time`
- `Follow Up Date`
- `Meeting Date/Time`
- `Description`

What this gives you:

- Signup works

- Password setup works
- Login works
- Profile works
- Dashboard works with basic mapped data

What you will not get precisely without extra fields:

- Assigned designer name/email/phone
- Structured multi-step progress
- Structured latest updates
- Gallery items
- Exact project timeline fields

Best Use Of Your Existing CRM Fields

If you must stay within the current Zoho layout, this is the smartest mapping strategy.

Best current mapping

- `Houzlook ID`

Used for client identity and login

- `Mobile`

Used with Houzlook ID as the unique access pair

- `Email`

Used for OTP/password setup token delivery

- `First Name` + `Last Name`

Used as client name in the portal

- `Property Name`

Used as the project name shown in the dashboard

- `City`

Used in profile/project location context

- `Raw Lead Status`

Use this as the main portal status

Example values: `New`, `Design Phase`, `Execution Phase`, `Installation`, `Completed`

- `Calling Status`

Use this as the current working step or sub-status

Example values: `Yet To Call`, `Site Visit Done`, `Design Shared`, `Material Finalized`

- `Meeting Type`

Use this as the milestone label

Example values: `Consultation`, `Site Visit`, `Design Review`, `Handover`

- `Meeting Date/Time`

Use this as timeline start or milestone date

- `Follow Up Date/Time`

Use this as next action date or expected next progress date

- `Description`

Use this as your main progress and notes area

- `Attachments`

Use this for gallery images

- `Notes`

Use this for update log/history

Safest fields to repurpose if absolutely needed

If a field is truly unused operationally, these are the least risky to repurpose:

- `Skype ID`

Can be reused for an internal project label, designer name, or simple milestone label

- `Meeting Assigned To`

Best existing field to represent assigned designer/responsible person

- `Calling Status`

Good for showing progress stage

- `Meeting Type`

Good for showing milestone type

Fields I recommend NOT repurposing

These are either system-sensitive or likely to matter later:

- `Social Lead ID`
- `Email Opt Out`
- `Created By`
- `Modified By`
- `Raw Lead Source`
- `Phone`

Keep this as actual phone if possible

- `Mobile`

Must stay as the real client mobile for portal access

Best No-Custom-Field Strategy

If you want better portal output without adding custom fields, use this pattern:

1. Main status

Store the top-level project stage in `Raw Lead Status`.

Examples:

- `New`

- `Consultation`
- `Design Phase`
- `Execution Phase`
- `Installation`
- `Completed`

2. Current progress step

Store the current actionable step in `Calling Status`.

Examples:

- `Yet To Call`
- `Site Visit Scheduled`
- `Site Visit Completed`
- `Design Shared`
- `3D Approved`
- `Production Started`
- `Installation Started`

3. Milestone label

Store the milestone type in `Meeting Type`.

Examples:

- `Consultation`
- `Site Visit`
- `Design Review`
- `Material Selection`
- `Final Handover`

4. Date handling

- `Meeting Date/Time` = important milestone date
- `Follow Up Date/Time` = next expected action date

5. Rich notes in Description

Use `Description` as structured plain text.

Recommended format:

```
Current status: Execution Phase

Current step: Site measurement completed

Next step: Modular production starts next week

ETA: 20 June 2026

Notes:

- Client approved kitchen layout

- Wardrobe finish pending confirmation
```

This works even without JSON fields because the portal can still read and display the text meaningfully.

6. Images

Use the Zoho `Attachments` section for project images.

Recommended upload types:

- before photos
- work-in-progress photos
- final reveal photos
- approved renders

7. Updates history

Use Zoho `Notes` for chronological updates.

Recommended note format:

```
2026-05-02: Site measurement completed.

2026-05-05: Kitchen design shared with client.

2026-05-09: Client approved wardrobe layout.
```

Practical Recommendation

If you want the best result with your current CRM and no new custom fields:

1. Keep `Houzlook ID`, `Mobile`, and `Email` clean for access
2. Use `Raw Lead Status` as the top portal status
3. Use `Calling Status` as the current progress step
4. Use `Meeting Type` as milestone type
5. Use `Meeting Date/Time` and `Follow Up Date/Time` for timeline
6. Use `Description` for human-readable progress notes
7. Use `Attachments` for images
8. Use `Notes` as the update feed

Current Code Scope vs Next Upgrade

Current code already supports well:

- access validation
- profile fields
- project name from `Property Name`
- top-level status
- description-driven notes

Next best upgrade within your current CRM scope would be:

- fetch Zoho `Attachments` into the portal gallery
- fetch Zoho `Notes` into latest updates
- derive better progress cards from `Raw Lead Status`, `Calling Status`, and `Meeting Type`

This is now the recommended operating mode for your current CRM layout.

Required for access validation

These fields are required in Zoho `Leads`:

- `Houzlook_ID`
- `Mobile`
- `Email`

Required for basic profile/dashboard identity

- `First_Name`

- `Last_Name`
- `Email`
- `Mobile`
- `City`
- `Project_ID`

Dashboard field map

The live portal dashboard currently maps from Zoho `Leads` using these API names.

Current-field-only mapping

If you only use the fields visible in your current layout, the portal uses:

- `Houzlook ID` for client access
- `First Name` + `Last Name` for client name
- `Email` for OTP destination and profile email
- `Mobile` for access validation
- `Property Name` for project name
- `City` for profile city
- `Raw Lead Status` for dashboard status
- `Description` for progress detail and notes
- `Follow Up Date/Time` or `Follow Up Date` for estimated completion fallback
- `Meeting Date/Time` for timeline start fallback

The richer mappings below are optional and only apply if those fields exist.

Optional richer mapping

- `Project_Name`
- `Property_Name`
- `Project_ID`
- `Project_Status`
- `Raw_Lead_Status`
- `Lead_Status`
- `Stage`
- `Assigned_Designer_Name`
- `Assigned_Designer_Email`
- `Assigned_Designer_Phone`
- `Timeline_Start_Date`
- `Project_Start_Date`

- Timeline_Estimated_Completion
- Estimated_Completion_Date
- Timeline_Handover_Date
- Handover_Date
- Current_Milestone
- Current_Milestone_Detail
- Description

JSON-backed portal sections

These fields should be created as Zoho custom multi-line text / long text fields storing JSON strings:

- Portal_Progress_JSON
- Portal_Updates_JSON
- Portal_Notes_JSON
- Portal_Gallery_JSON

JSON Shapes

Portal_Progress_JSON

```
[
{
"id": "step_1",
"title": "Design Consultation",
"status": "completed",
"detail": "Requirement discovery and site measurements completed.",
"completedAt": "2026-05-01"
},
{
"id": "step_2",
```

```
"title": "Factory Production",

"status": "active",

"detail": "Modular units are under production."

}

]
```

Allowed `status` values:

- `completed`
- `active`
- `upcoming`

Portal_Updates_JSON

```
[

{

"id": "update_1",

"title": "Kitchen units completed",

"body": "Kitchen carcass units have moved into QC.",

"createdAt": "2026-05-02T10:30:00.000Z"

}

]
```

Portal_Notes_JSON

```
[

"Timeline is on track.",

"Any post-approval design changes may affect schedule."

]
```

`Portal_Gallery_JSON`

```
[
{
"id": "asset_1",
"title": "Living room progress",
"category": "work-in-progress",
"imageUrl": "https://example.com/image-1.jpg",
"takenAt": "2026-05-02"
}
]
```

Allowed `category` values:

- `before`
- `work-in-progress`
- `after`

Database Requirements

The portal expects the schema in:

- `backend/schema/postgres.sql`

Tables used by the current flow:

- `portal_users`
- `portal_signup_tokens`

The backend expects:

- `DATABASE_URL` in `client-portal/.env`
- local `psql` available on the machine

Local Setup Checklist

1. Start PostgreSQL
2. Create database `houzlook_portal`
3. Run the SQL in `backend/schema/postgres.sql`
4. Confirm `DATABASE_URL` is valid in `client-portal/.env`
5. Confirm Zoho env values are set:

- `ZOHO_CLIENT_ID`
- `ZOHO_CLIENT_SECRET`
- `ZOHO_REFRESH_TOKEN`
- `ZOHO_ACCOUNTS_URL`
- `ZOHO_API_BASE_URL`
- `ZOHO_CLIENTS_MODULE=Leads`

6. Start backend and confirm it logs `live mode`
7. Start frontend

Current Runtime Behavior

- If Zoho env is configured, the backend runs in `live mode`
- Signup validation is live against Zoho `Leads`
- Dashboard/profile/gallery attempt to read live Zoho lead-backed fields
- Passwords remain on the portal side, not in Zoho

Recommended Zoho SOP For New Client

For a new client like `HZ16938`, fill at minimum:

- `Houzlook_ID = HZ16938`
- `Mobile = 10-digit client mobile`
- `Email = client email`
- `First_Name`
- `Last_Name`
- `Property_Name`
- `City`
- `Raw_Lead_Status`

- `Description`

Minimum Working Setup With Your Current Fields

If you cannot add any custom fields, create the lead like this:

- `Houzlook ID`: `HZ16950`
- `First Name`: `Ravi`
- `Last Name`: `Sharma`
- `Email`: `ravi@example.com`
- `Mobile`: `9876543210`
- `Property Name`: `3 BHK Prestige Apartment`
- `City`: `Bangalore`
- `Raw Lead Status`: `Execution Phase`
- `Description`:

```
Kitchen design approved. Site measurement completed. Factory work to begin next week.
```

This will produce:

- client name from first + last name
- project name from property name
- dashboard status from raw lead status
- progress detail and notes from description
- profile from email/mobile/city

If `Mobile` is empty but `Phone` exists, the backend can still use `Phone` as a fallback for validation, but you should prefer `Mobile`.

Minimum Lead Template For Sathish S

Create the new Zoho lead with these minimum values:

- `Houzlook ID`: `HZ16951`

Use your next available Houzlook ID

- First Name: Sathish
- Last Name: S
- Email: sathish@houzlook.com
- Mobile: 8883456821
- Phone: 8883456821

Optional but recommended to keep both synced

- Property Name: 2 BHK Houzlook Residence
- City: Bangalore
- Raw Lead Source: choose the real source

Recommended options:

- Meta Ads
- Google Ads
- Website
- Referral
- Walk-in
- Raw Lead Status: choose the current main stage

Recommended options:

- New
- Consultation
- Site Visit
- Design Phase
- Execution Phase
- Installation
- Completed
- Calling Status: choose the current working step

Recommended options:

- Yet To Call
- Contacted
- Site Visit Scheduled
- Site Visit Done
- Design Shared
- Design Approved
- Production Started

- `Installation Started`
- `Meeting Type`: choose milestone type when relevant

Recommended options:

- `Consultation`
- `Site Visit`
- `Design Review`
- `Material Selection`
- `Final Handover`
- `Meeting Date/Time`

Use when a milestone date is known

- `Follow Up Date/Time`

Use for the next expected action

- `Description`

Use this as the main progress summary

Recommended `Description` format:

```
Current status: Design Phase

Current step: Initial consultation completed

Next step: Site visit scheduled

ETA: 25 May 2026

Notes:

- Client prefers modern theme

- Kitchen layout discussion pending
```

You can also include assigned designer details in the same `Description` block and the portal will pull them:

```
Assigned Designer: Avinash

Designer Email: avinash@houzlook.com
```

```
Designer Phone: 8888111111

Current status: Design Phase

Current step: Initial consultation completed

Next step: Site visit scheduled

ETA: 25 May 2026

Notes:

- Client prefers modern theme

- Kitchen layout discussion pending
```

When written in this format, the portal uses:

- `Assigned Designer` for dashboard contact name
- `Designer Email` for dashboard contact email
- `Designer Phone` for dashboard contact phone
- `Current status` for the main project status
- `Current step` for active progress detail
- `Next step` for upcoming progress detail
- `ETA` for estimated completion
- `Notes` items for portal notes

How Images And Updates Work Now

Without custom fields, the portal now uses:

- `Attachments`

for gallery images

- `Notes`

for latest updates

Recommended attachment upload naming:

- `before-living-room-01.jpg`
- `wip-kitchen-01.jpg`

- `after-master-bedroom-01.jpg`
- `final-render-tv-unit.jpg`

Recommended note format:

```
Site measurement completed. Kitchen layout sent to client for approval.
```

or

```
2026-05-10: Site measurement completed.

2026-05-12: Kitchen layout sent to client.
```

- `City`
- `Project_ID`

Then add dashboard content fields as needed:

- `Project_Name`
- `Project_Status`
- `Assigned_Designer_Name`
- `Assigned_Designer_Email`
- `Assigned_Designer_Phone`
- `Timeline_Start_Date`
- `Timeline_Estimated_Completion`
- `Timeline_Handover_Date`
- `Portal_Progress_JSON`
- `Portal_Updates_JSON`
- `Portal_Notes_JSON`
- `Portal_Gallery_JSON`

What Is Simple vs What Is Not

Simple:

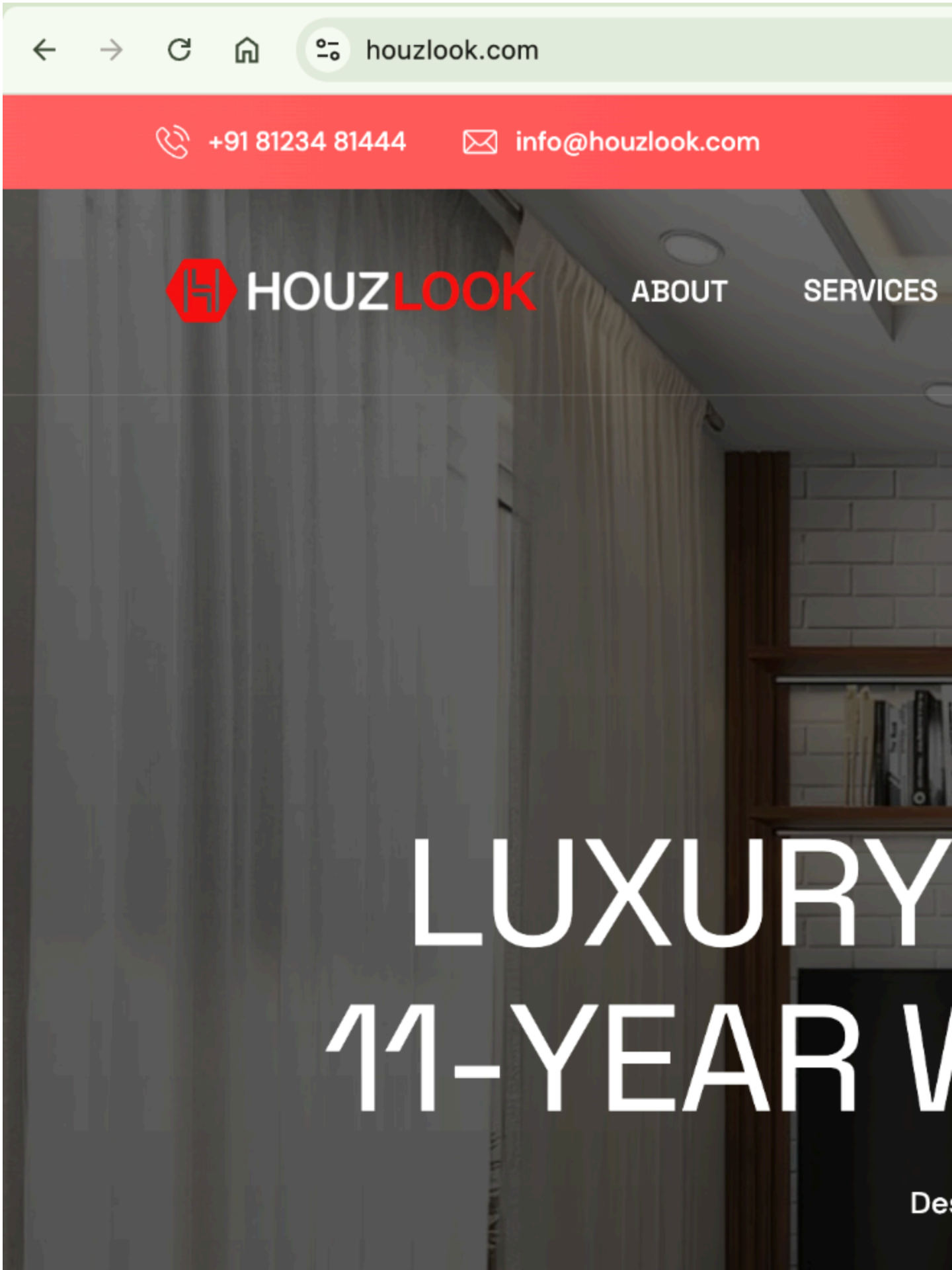
- Validating `HZ ID + mobile` against Zoho
- Enforcing a strict 10-digit mobile
- Storing passwords on the portal side

Needs operational discipline:

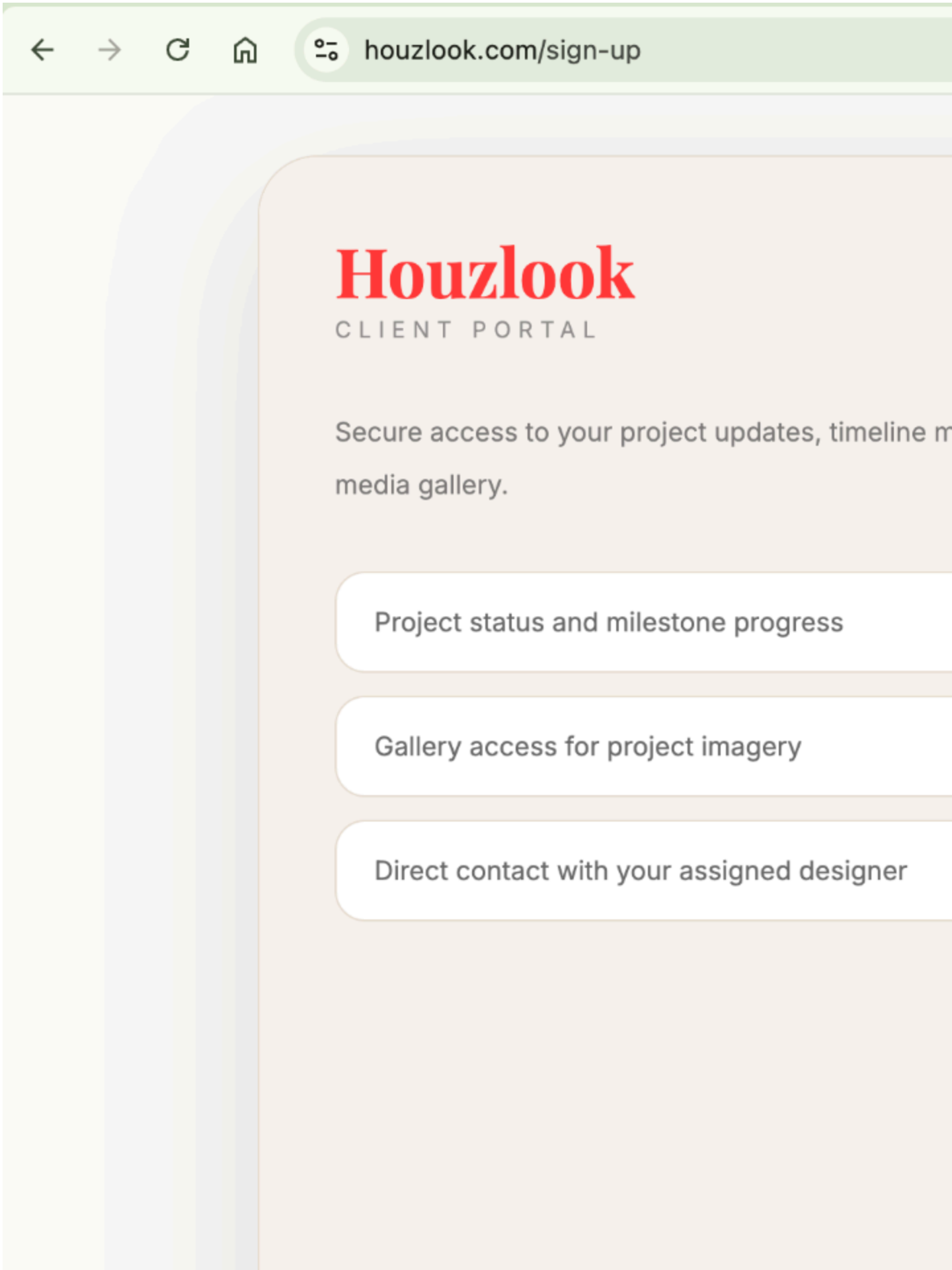
- Keeping Zoho field API names exact
- Making sure required lead fields are populated
- Keeping JSON fields valid for progress, updates, notes, and gallery

Webapp

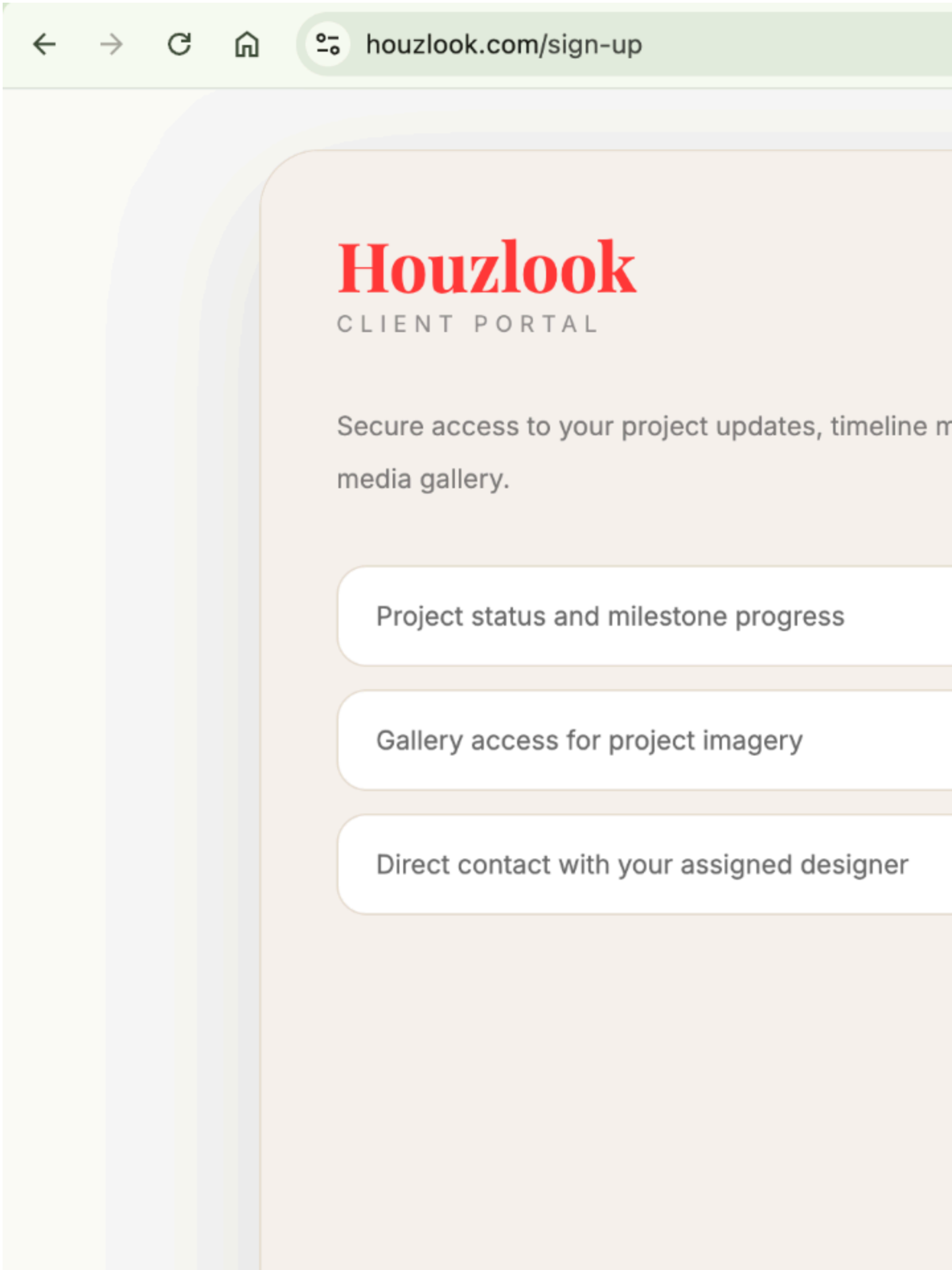
1. Visit either https://www.houzlook.com/login or https://www.houzlook.com/sign-up or visit our website and navigate


houzlook.com
+91 81234 81444
info@houzlook.com
HOUZLOOK
ABOUT
SERVICES
LUXURY
11-YEAR W
Des

2. Sign up page - https://www.houzlook.com/sign-up


houzlook.com/sign-up
Houzlook
CLIENT PORTAL
Secure access to your project updates, timeline m
media gallery.
Project status and milestone progress
Gallery access for project imagery
Direct contact with your assigned designer

3. We will share their Houzlook ID alias Customer ID to the clients


houzlook.com/sign-up
Houzlook
CLIENT PORTAL
Secure access to your project updates, timeline m
media gallery.
Project status and milestone progress
Gallery access for project imagery
Direct contact with your assigned designer

4. It will detect the respective user’s email ID and send OTP to that email ID

Houzlook

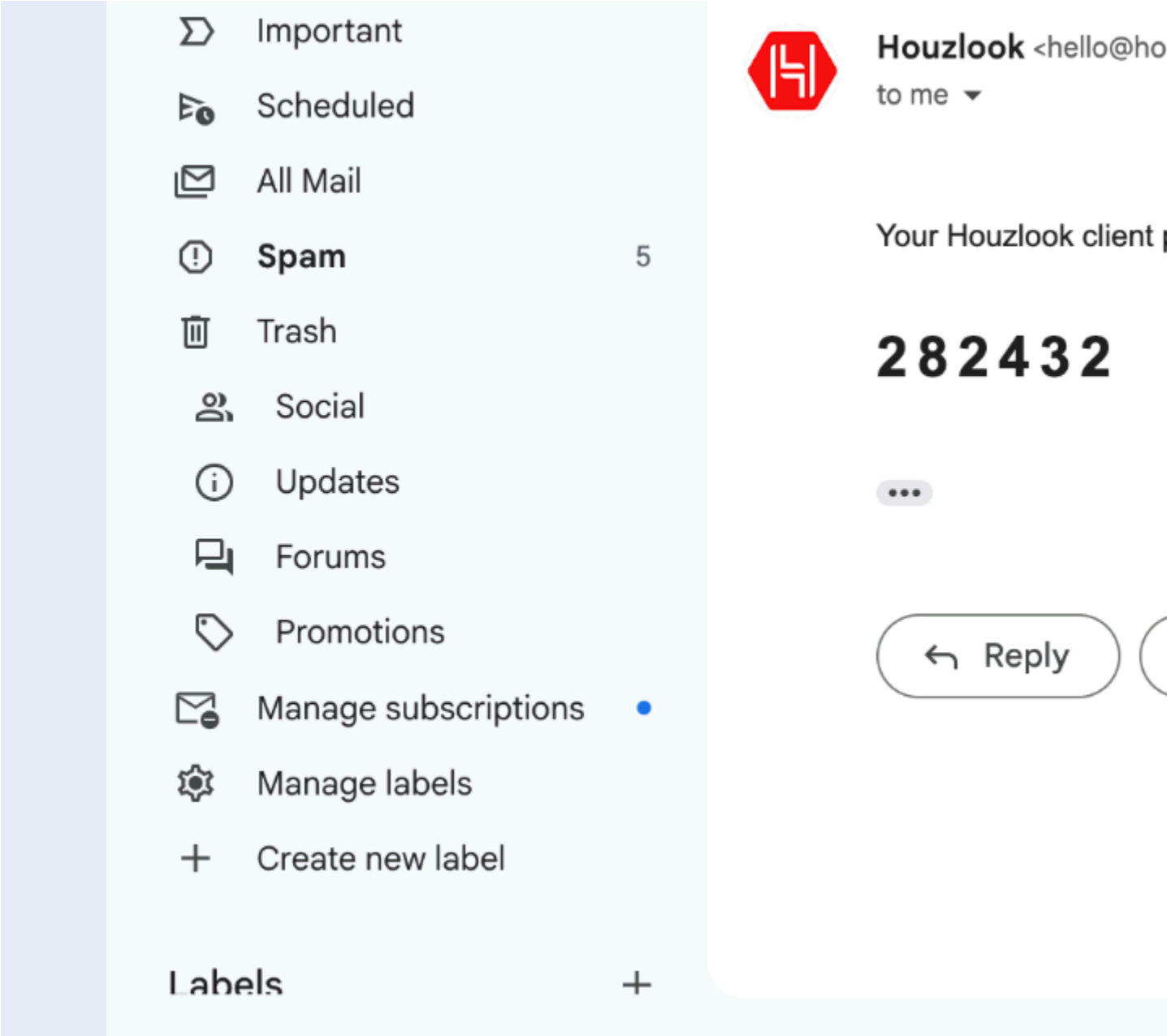
CLIENT PORTAL

Secure access to your project updates, timeline m

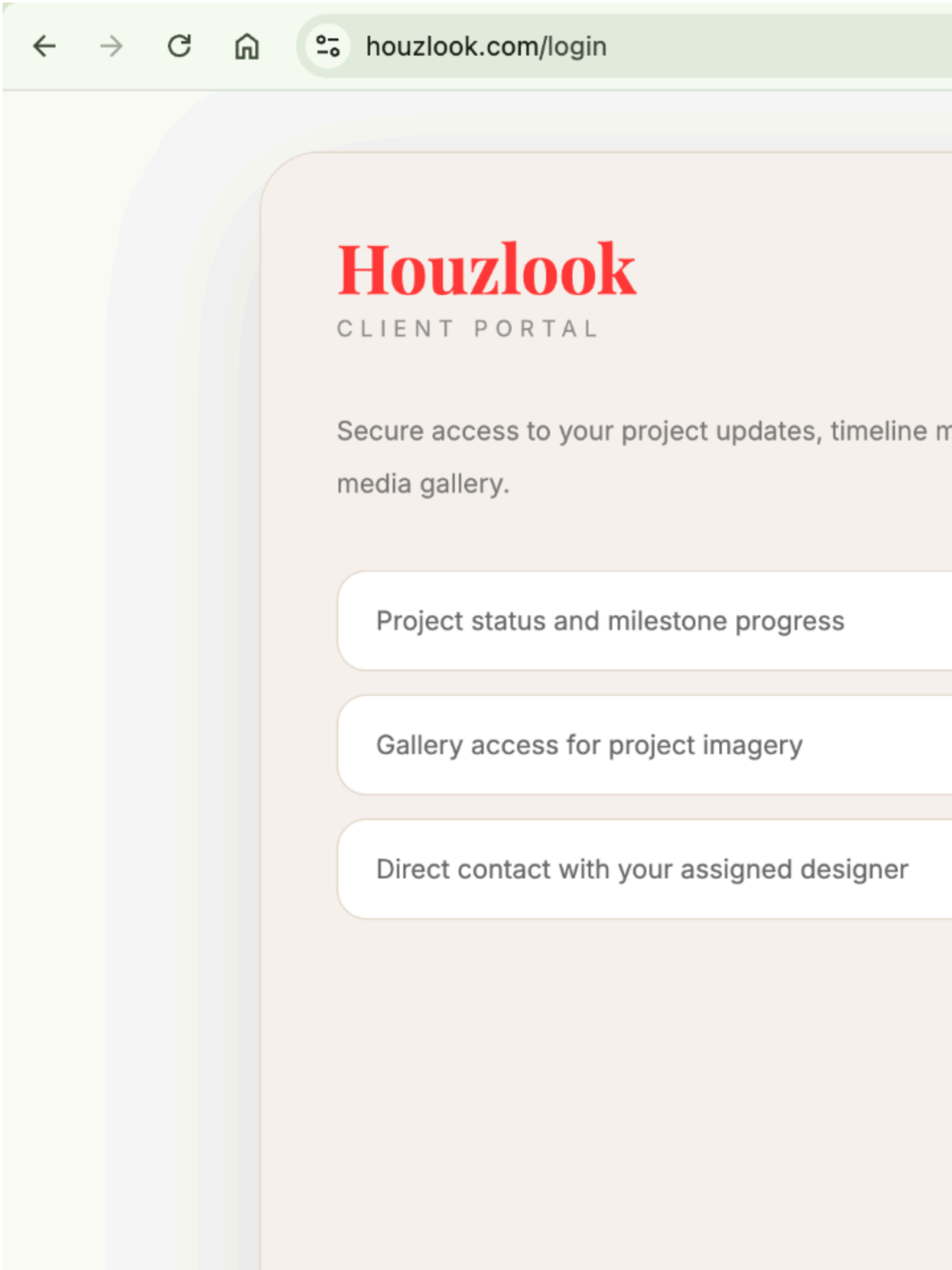
media gallery.

- Project status and milestone progress
- Gallery access for project imagery
- Direct contact with your assigned designer

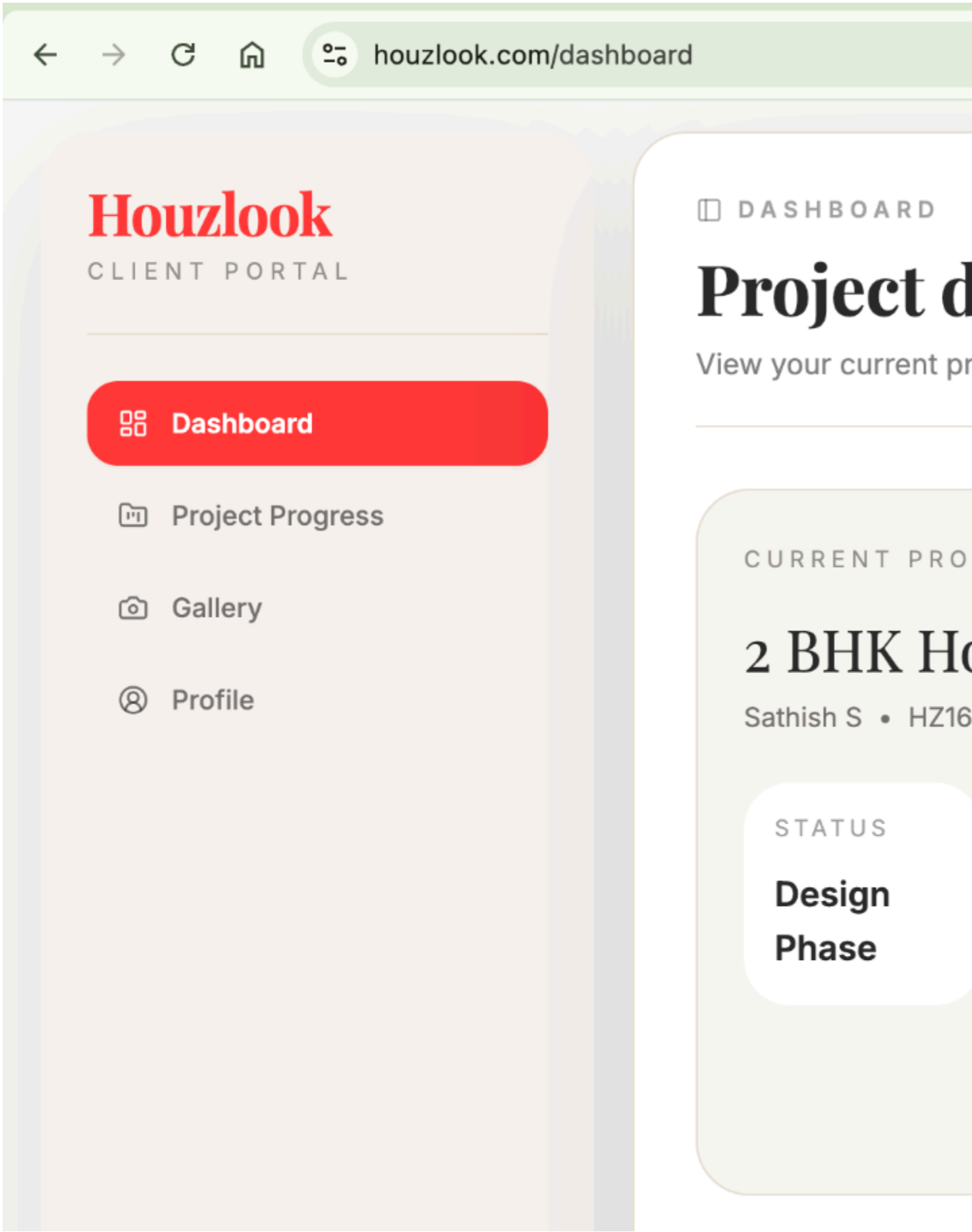
5. OTP received



6. Account created successfully & you can login - https://www.houzlook.com/login


houzlook.com/login
Houzlook
CLIENT PORTAL
Secure access to your project updates, timeline m
media gallery.
Project status and milestone progress
Gallery access for project imagery
Direct contact with your assigned designer

7. Main dashboard screen


houzlook.com/dashboard
Houzlook
CLIENT PORTAL
Dashboard
Project Progress
Gallery
Profile
DASHBOARD
Project d
View your current pr
CURRENT PRO
2 BHK Ho
Sathish S • HZ16
STATUS
Design
Phase

PROGRESS TRA

Milestones

Design Pha

Initial consultat

Latest upda

5/2/2026

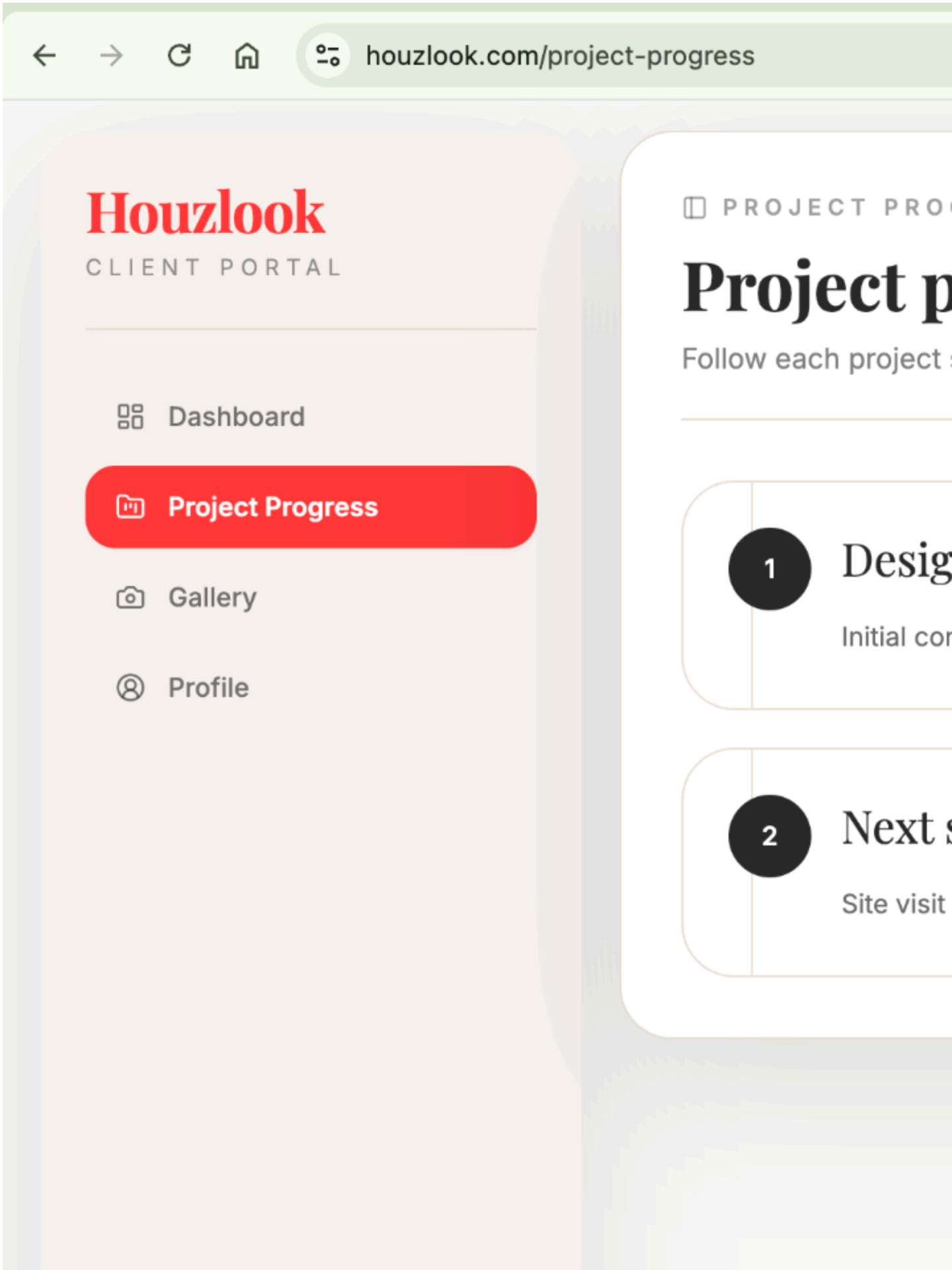
2026-05-1(

2026-05-10: Si

2026-05-12: Ki

Sign out

8. Project progress dashboard


houzlook.com/project-progress
Houzlook
CLIENT PORTAL
Dashboard
Project Progress
Gallery
Profile
PROJECT PRO
Project p
Follow each project
1
Desig
Initial co
2
Next
Site visit

9. Project gallery, we can have before, after, in progress category

houzlook.com/gallery

Houzlook

CLIENT PORTAL

- Dashboard
- Project Progress
- Gallery
- Profile

GALLERY

Project g

Secure media acces
Houzlook's project r

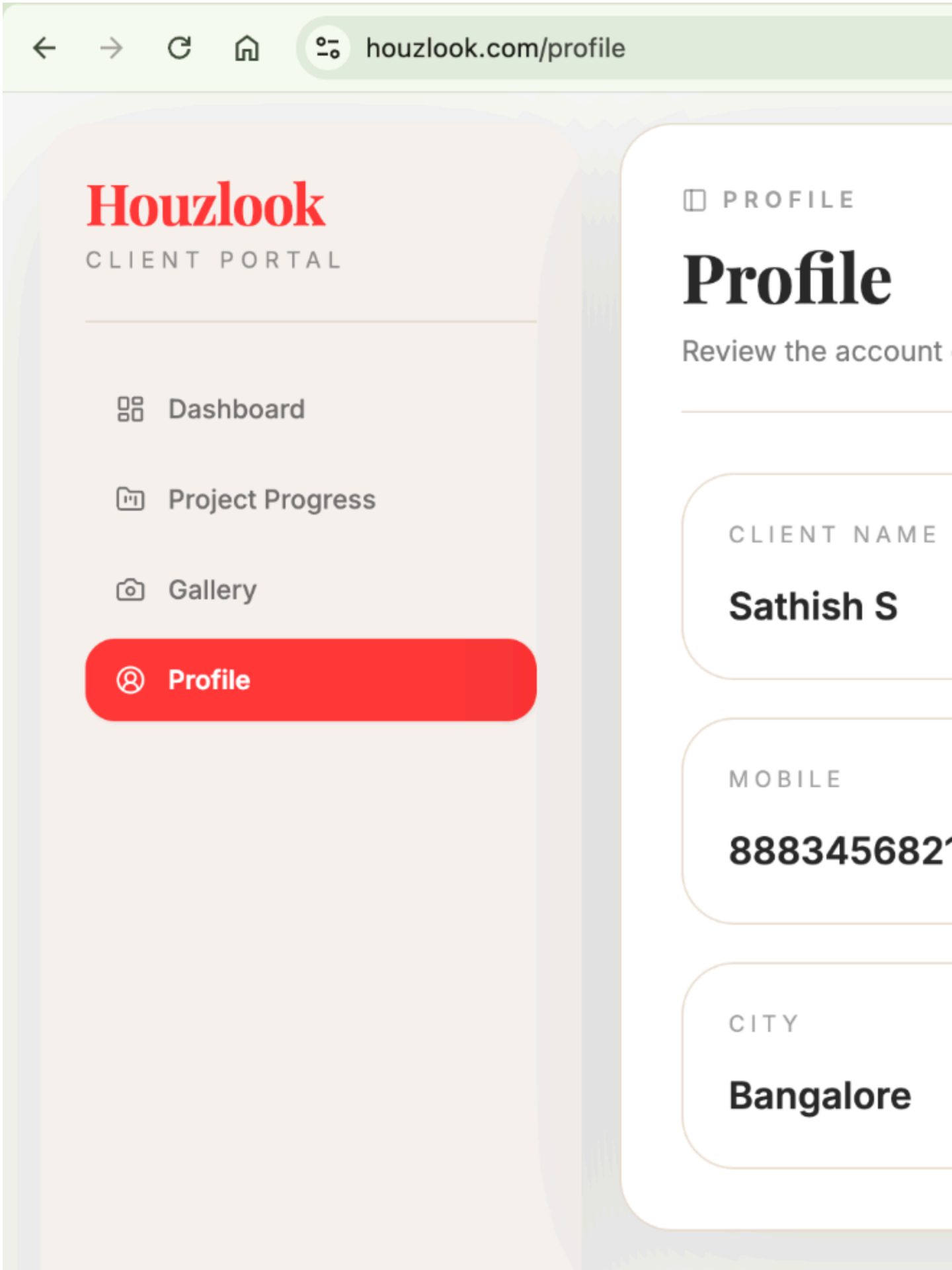
all | before



IN PROGRESS

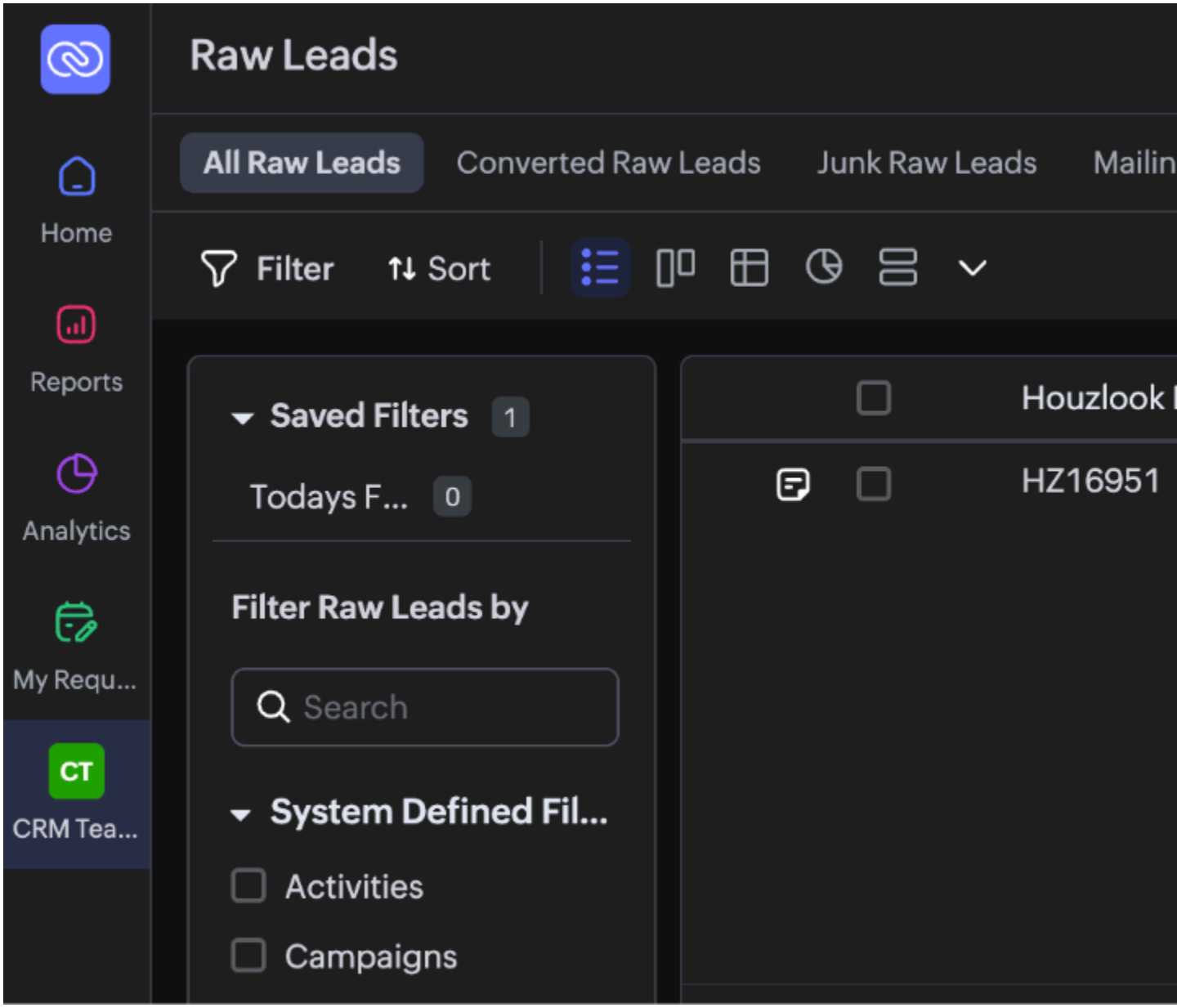
1.png

10. Client profile page


houzlook.com/profile
Houzlook
CLIENT PORTAL
Dashboard
Project Progress
Gallery
Profile
PROFILE
Profile
Review the account
CLIENT NAME
Sathish S
MOBILE
888345682
CITY
Bangalore

Zoho CRM

1. This is the lead ID, HZ16951



2. In the Description section, use the below template for status and progress

Assigned Designer: Avinash
Designer Email: avinash@houzlook.com
Designer Phone: 8888111111
Current status: Design Phase
Current step: Initial consultation completed
Next step: Site visit scheduled
ETA: 25 May 2026
Notes:
- Client prefers modern theme
- Kitchen layout discussion pending

Overview | Timeline

Residence

Country —

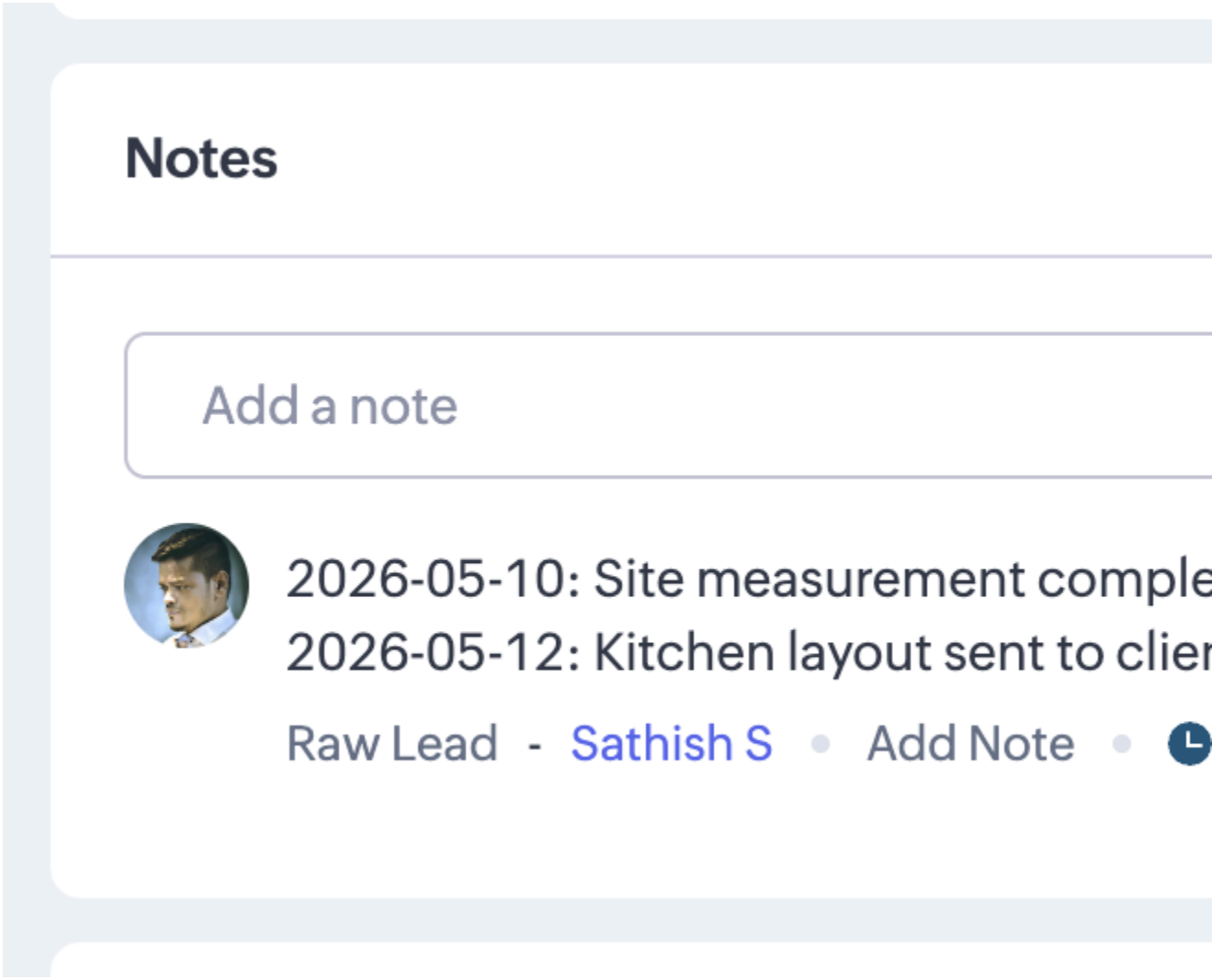
State —

Remarks

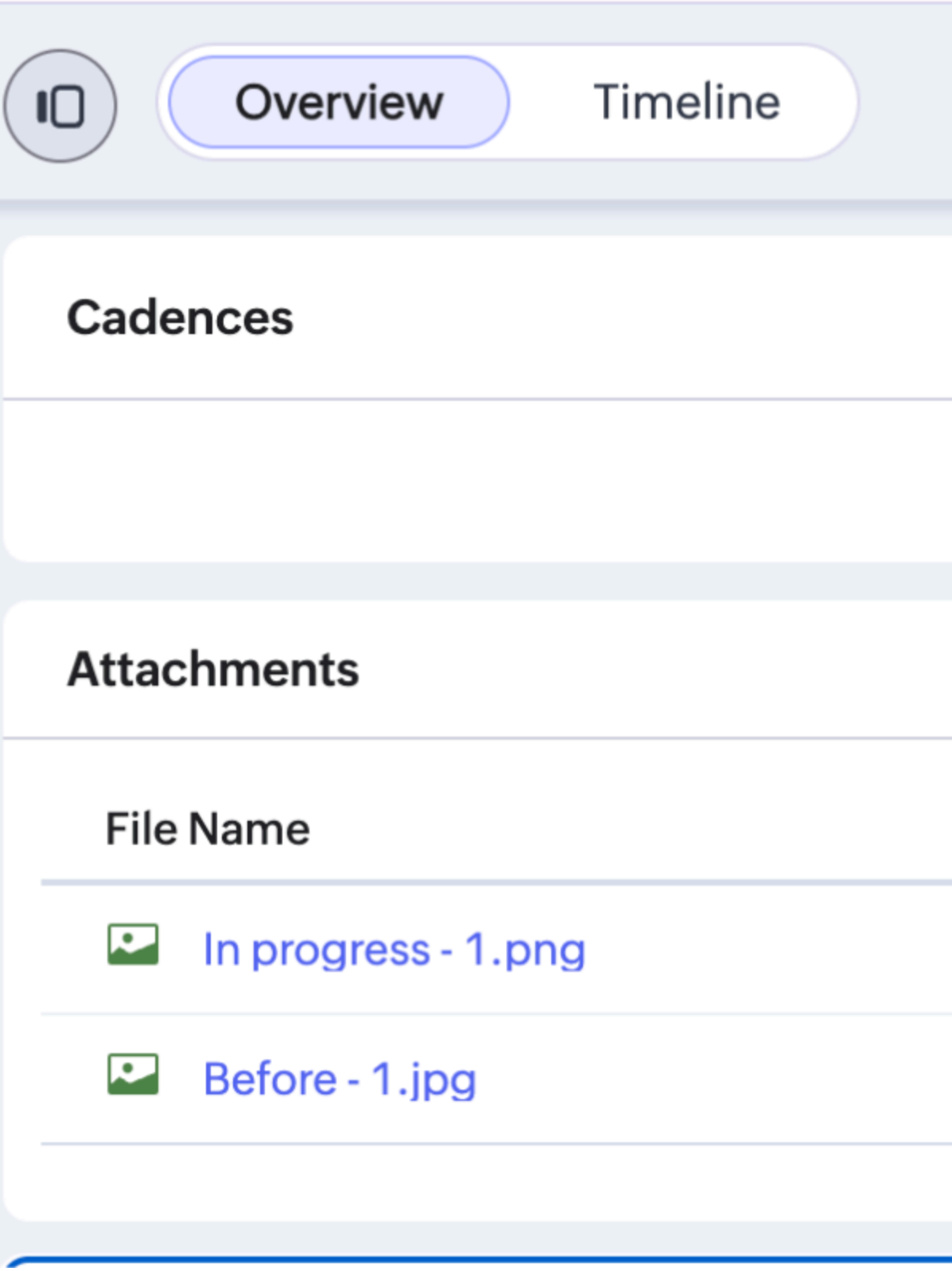
Description

Assigned Designer: A
Designer Email: avina
Designer Phone: 888
Current status: Desig
Current step: Initial c
Next step: Site visit sc
ETA: 25 May 2026
Notes:
- Client prefers moder
- Kitchen layout discu

3. Notes section with timestamp



4. Upload images with these prefix - In progress, Before or After


Overview
Timeline
Cadences
Attachments
File Name
In progress - 1.png
Before - 1.jpg