

Embracing The Future: How IoT Integration Can Revolutionise Interior Design Industry

In this article Expert Mr Rajamohan Jabbala, Chief Technology Officer, Bonito Designs has shared how IoT integration will revolutionise design industry in the near future.

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In an ever-evolving world, where **technology** shapes our daily lives, it is imperative for businesses in the interior design industry to adapt and embrace innovation. The integration of Internet of Things (IoT) has emerged as a transformative force with the potential to revolutionise the industry and drive positive change by reinventing customer experiences, improving operational efficiency, and fostering sustainability.

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A report by IoT Analytics State of IoT—Spring 2023, shows that the number of global IoT connections grew by 18 per cent in 2022 to 14.3 billion active IoT endpoints. This year in 2023, experts expect the global number of connected IoT devices to grow by 16 per cent, to 16.7 billion active endpoints. By 2027, predictions suggest that there will likely be more than 29 billion IoT connections.

Enhanced Customer Experience

Imagine walking into a home where everything is seamlessly connected and tailored to your preferences. IoT integration can make this vision a reality. According to a recent survey by Statista, 75 per cent of consumers believe that smart home devices enhance their quality of life. By incorporating IoT devices and sensors, interior design brands can offer customers personalised and intelligent home solutions.

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A study by PwC highlights that 90 per cent of consumers find personalized experiences appealing. With IoT integration, interior design brands can provide tailored solutions that align with individual preferences, elevating customer satisfaction and fostering stronger brand loyalty.



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A survey conducted by Deloitte reveals that 73 per cent of consumers prioritize convenience as the main reason for adopting IoT devices. By offering IoT-powered home solutions, interior design brands can tap into this preference and cater to tech-savvy customers seeking seamless connectivity and control over their living spaces.

Efficiency and Cost Savings

Energy consumption is a growing concern, both for homeowners and the environment. IoT integration offers a solution to address this challenge. By leveraging IoT technologies, interior design brands can create energy-efficient designs that optimize resource utilization and reduce environmental impact. Smart thermostats, lighting systems, and energy management tools can significantly lower energy consumption.

According to a study by the American Lighting Association, IoT-connected lighting systems can reduce energy consumption by up to 40 per cent. Smart lighting solutions, such as LED bulbs with automated dimming and motion sensors, optimize energy usage by adjusting brightness based on occupancy and natural light levels.

Research conducted by McKinsey estimates that IoT-powered automation in homes can result in energy savings of up to 15 per cent. This not only benefits homeowners through reduced utility bills but also positions interior design brands as environmentally responsible entities committed to sustainable practices.

According to a study by the International Energy Agency (IEA), IoT-enabled energy management systems that provide real-time feedback to homeowners on their energy consumption can result in energy savings of up to 20 per cent. This data-driven approach encourages behaviour changes and prompts users to adopt more energy-efficient practices.

Data-Driven Insights and Remote Monitoring

Data has become an asset in the digital age, and IoT integration enables interior design brands to gather actionable insights. According to Gartner, by 2025, more than 65 per cent of households will own at least one IoT device. By integrating IoT devices, brands can capture data on customer preferences, usage patterns, and behaviour. This wealth of information allows brands to tailor their designs and offerings to better meet customer needs, resulting in improved customer satisfaction and increased sales.

Additionally, IoT-enabled systems enable remote monitoring and maintenance, allowing brands to provide proactive services, detect issues remotely, and ensure a seamless customer experience. A report by IoT Analytics estimates that remote monitoring and predictive maintenance can reduce maintenance costs by up to 30 per cent and increase asset uptime by 25 per cent.

The interior design industry has a unique opportunity to embrace the future through IoT integration. It has the potential to revolutionize the way we design and interact with our living spaces, creating homes that are seamlessly connected, intelligently designed, and sustainable. Brands that successfully make this strategic move can position themselves at the forefront of innovation and attract tech-savvy customers who value convenience, customization, and automation in their living spaces.

Written By: Mr Rajamohan Jabbala, Chief Technology Officer, Bonito Designs

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