



HOW TO BREAKDOWN THE CLIENT FRAME STEP BY STEP

ARCHDESIGN STUDIO DREAM CLIENT ACQUISITION FRAMEWORK - FRAME BREAKDOWN (FOCUSED STAGE 3)

This is where you translate a qualified enquiry into a clear, compelling solution.
Most ArchDesign Studios lose projects here — not because they lack capability, but because they fail to structure and present their thinking strategically.

01 OPEN → Set Context

Start by setting expectations for the conversation.

Define what is covered-

- Establish your process
- Position yourself as someone who leads, not follows

“Let me first understand your requirement, then I’ll share how we typically approach such projects, and we can see if it aligns.”

Outcome: You take control of the flow instead of reacting

02 EXPLORE → Ask Questions

Go beyond the basic set of questions to really engage.

Understand in depth -

- Space, scope, and functional needs
- Lifestyle/business goals
- Past experiences and expectations

This is where most only “collect data”, we shall share how we build the insights.

Outcome: Rich context, not surface-level brief

03 IDENTIFY → Intent they seek

Reflect back on what you got from the interactions.

Share what you understood -

- Hidden priorities
- Emotional drivers (status, comfort, ease)
- Real problem vs stated requirement

“Seems your focus is not just design, but creating a space that reflects your brand and improves customer experience...”

Outcome: Client feels deeply understood

04 ALIGN → Vision Expectations

Now is the time to share your vision and reality.

Shape the direction -

- Define how the project should move forward
- Clarify expectations on design, timelines, and involvement
- Set standards of working

This is where you frame the rules of engagement

Outcome: No confusion, no assumption mismatch later

05 EVALUATE → Resonation

Don’t just let them evaluate you.

You evaluate them too—

- Are they serious?
- Do they value design?
- Are they aligned with your way of working?

Subtle qualification continues even here

Outcome: You protect your time and positioning