
Communication Blockades between Interior Designers and Teenage Clients: An Analytical Study***Sucheta Nigam, Research Scholar, Department of Design Banasthali Vidyapeeth****** Dr. Vibha Kapoor, Department of Design Banasthali Vidyapeeth**

Abstract: This study examines the communication blockades between interior designers and teenage clients, with a particular focus on the limitations of traditional 2D design approaches. It identifies key challenges such as perceptual differences, lack of technical understanding, and the strong influence of social media on teenage expectations. The research highlights that teenagers often struggle to interpret 2D drawings, leading to ineffective communication and unsatisfactory design outcomes. A significant gap is found in integrating teenage psychology, interior design communication, and the Indian socio-cultural context. To address this, the study proposes an interactive, technology driven approach using advanced visualization and technology based tools. The findings suggest that such methods significantly improve understanding, engagement, and overall communication effectiveness in interior design.

Key Words: Client & Designer Collaboration, Communication Gap, Interior Design Process & Digital Design Tools

1. Introduction

Interior design is a multidisciplinary field that integrates aesthetics, functionality, and human behavior to create spaces that meet users' needs and preferences. Beyond visual appeal, successful interior design relies heavily on effective communication between designers and clients. The process involves understanding client expectations, translating abstract ideas into tangible designs, and ensuring that the final outcome aligns with the user's lifestyle and identity. Communication, therefore, acts as the foundation of the entire design process and directly influences project success. In recent years, the nature of client designer interaction has evolved significantly due to changing social dynamics and technological advancements. One of the emerging challenges in this field is working with teenage clients, who represent a unique user group with distinct psychological, social, and behavioral characteristics. Teenagers are a transitional phase marked by identity formation, emotional variability, and a strong desire for independence. These factors influence how teenagers perceive, interpret, and communicate their design preferences. As a result, interior designers often encounter difficulties in understanding and convincing teenage clients, leading to communication Blockades and conflicts during project execution. Communication Blockades in interior design can arise from multiple sources, including differences in language, perception, expectations, and communication styles. Designers typically use technical terminology and professional frameworks, while teenagers rely more on visual inspiration, social media trends, and personal expression. This mismatch creates a gap in understanding, making it difficult for designers to accurately interpret client needs. Studies suggest that effective communication in design is not limited to verbal interaction but also involves visual tools, emotional intelligence, and contextual understanding of user behavior *Abbas et al., 2024*. When these elements are lacking, miscommunication can lead to dissatisfaction with the final design outcome. Another important factor contributing to communication Blockades is the increasing influence of digital platforms such as Instagram and Pinterest. Teenagers are highly exposed to global design trends and often develop specific preferences based on curated online content. While this exposure enhances creativity, it can also lead to unrealistic expectations and frequent changes in choices. Designers may find it challenging to balance professional feasibility with trend-driven demands. Research indicates that social media significantly shapes user expectations and decision making processes, especially among younger populations, *Shorewala, 2021*. This dynamic further complicates the communication process, as designers must not only understand the client's vision but also manage external influences. Psychological aspects also play a crucial role in shaping communication between interior designers and teenage clients. Teenagers may struggle to articulate their ideas clearly due to limited experience and evolving self-identity. Additionally, they may resist authority or professional advice as part of their developmental stage. According to behavioral studies, adolescents often exhibit fluctuating preferences and emotional responses, which can hinder consistent communication and decision making *Benavent Vallès et al., 2021*. For designers, this creates a challenge in maintaining clarity and continuity throughout the project.

Moreover, the involvement of multiple stakeholders such as parents, designers, and contractors adds another layer of complexity to communication. In many cases, parents act as decision-makers, while teenagers are the primary users of the space. This can lead to conflicting expectations and priorities, further widening the communication gap. Effective collaboration among all stakeholders is essential to ensure that the final design satisfies both functional and emotional requirements. To address these challenges, designers increasingly rely on digital tools such as 3D modeling, mood boards, and mobile applications to enhance communication. These tools help bridge the gap by providing visual representations of design concepts, making it easier for teenage clients to understand and express their preferences. Research highlights that the use of visual and interactive communication methods can significantly improve client engagement and reduces misunderstandings *Miwa, 2006*. However, the effectiveness of these tools depends on how well they are integrated into the communication process.

This paper aims to analyze the communication Blockades between interior designers and teenage clients, focusing on psychological, social, and technological factors. It seeks to identify the key challenges faced by both parties and evaluate their impact on project outcomes. Furthermore, the study explores strategies to improve communication, including the use of digital tools, adaptive communication techniques, and stakeholder collaboration. By understanding these dynamics, the research contributes to enhancing the effectiveness of interior design practices and improving client satisfaction. In conclusion, communication is a critical component of interior design, particularly when working with teenage clients. The presence of psychological differences, social influences, and technological factors creates significant Blockades that can affect the design process. Addressing these Blockades requires a comprehensive approach that combines professional expertise with an understanding of user behavior. This study provides valuable insights into these challenges and offers practical solutions to improve communication and collaboration in interior design projects.

2. Literature Reviews

The literature review for the present study is structured by considering different thematic types to provide a comprehensive understanding of communication Blockades between interior designers and teenage clients. Communication in interior design is a multidimensional process influenced by technical, psychological, social, and technological factors. Existing studies indicate that Blockades in communication do not arise from a single source but are the result of multiple interconnected elements such as differences in perception, lack of clarity, emotional behavior, and external influences. In the Indian context, these challenges are further intensified by diverse stakeholder involvement, cultural variations, and evolving consumer expectations, *Panchal, 2025; Pedgaokar et al., 2023*. To analyze the issue systematically, the review is divided into eight key types: communication process in interior design, types of communication Blockades, psychological factors of teenage clients, perception gap between designers and clients, influence of social media, role of stakeholders, use of technology in communication, and

impact of communication Blockades on project outcomes. Each of these themes highlights a specific dimension of the problem, allowing for a deeper and more structured analysis. This thematic classification not only helps in identifying the root causes of communication gaps but also provides a framework for developing effective strategies to improve interaction between interior designers and teenage clients.

2.1 Communication Process in Interior Design: Communication is the backbone of interior design, involving the exchange of ideas, expectations, and design concepts between designers and clients. It includes **verbal discussions, visual presentations drawings, mood boards, and digital tools** work as a core element in interior design, as it connects the designer's expertise with the client's expectations. Interior designers rely on verbal, visual, and written communication to convey ideas effectively. However, studies indicate that communication skills are often underdeveloped or not sufficiently emphasized in design education, which can affect professional practice.

In this paper also highlights that *communication and relationship management* are as important as technical skills in interior design. Designers frequently focus on technical aspects while underestimating the importance of client interaction, leading to misunderstandings during project execution. According to *Pedgaokar et al.2023*, effective communication ensures clarity in understanding client requirements and reduces errors during execution. However, designers often emphasize technical aspects more than communication, leading to misunderstandings. In the Indian context, communication is further complicated by **cultural diversity, language differences, and varying levels of client awareness**, Panchal, **2025**. Poor communication at the initial stage can negatively impact the entire project lifecycle.

2.1.1 Types of Communication Blockades: Communication Blockades in interior design arise due to differences in knowledge, perception, emotional behavior, and environmental conditions. These Blockades become more significant when dealing with teenage clients, as their communication patterns and expectations differ from those of adults. The major types of communication Blockades are discussed below:

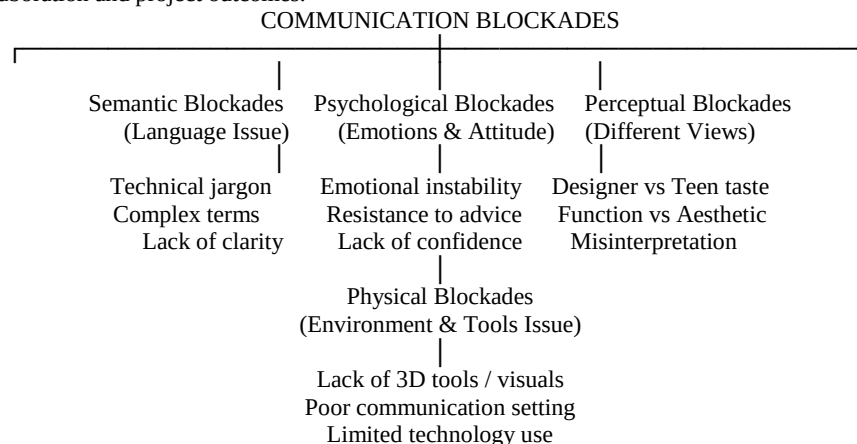
2.1.1.1 Semantic Blockades (Language and Technical Jargon) Semantic Blockades occur when there is a gap in understanding due to the use of complex or technical language. Interior designers often use professional terminology such as layout planning, spatial zoning, ergonomics, and material specifications, which may not be easily understood by teenage clients. This creates confusion and misinterpretation of design concepts. Research indicates that ineffective communication in design often arises when clients lack technical knowledge and designers fail to simplify their explanations (Abbas et al., 2024). As a result, teenagers may feel disconnected from the design process, leading to dissatisfaction with outcomes. To overcome semantic Blockades, designers should adopt **simplified language and visual tools such as mood boards and 3D models**, which enhance understanding and clarity (Miwa, 2006).

2.1.1.2 Psychological Blockades (Emotions, Attitudes, and Resistance) Psychological Blockades arise from emotional and behavioral factors that influence communication. Teenagers are in a developmental stage characterized by emotional instability, identity formation, and a strong desire for independence. These factors often lead to resistance toward authority, including professional advice from designers. Studies on adolescent behavior highlight that teenagers may struggle with emotional clarity and effective expression, which creates communication difficulties (Benavent-Vallès et al., 2021). Additionally, they may reject ideas that do not align with their personal identity or peer influence. Designers must therefore adopt **empathetic communication, active listening, and patience** to build trust and improve interaction with teenage clients (Shorewala, 2021).

2.1.1.3 Perceptual Blockades (Differences in Interpretation) Perceptual Blockades occur when designers and clients interpret the same design concept differently. Designers usually focus on functionality, feasibility, and long-term usability, whereas teenage clients prioritize aesthetics, trends, and personal expression. Research suggests that differences in perception between users and designers are a major cause of dissatisfaction in design outcomes (Abbas et al., 2024). Teenagers, influenced by social media and peer trends, may visualize spaces differently from designers, leading to conflicts in decision-making. To address perceptual Blockades, continuous interaction and the use of **visual communication tools** are essential to align expectations (Miwa, 2006).

2.1.1.4 Physical Blockades (Communication Tools) Physical Blockades refer to external factors such as lack of proper communication tools, unsuitable environments, and limited access to technology. In interior design, communication relies heavily on visualization tools. Without proper tools like 3D models or digital presentations, clients may struggle to understand design concepts. Research shows that the physical environment and communication setting significantly influence interaction and openness. *Miwa, 2006*. A non-interactive or uncomfortable environment can reduce participation, especially among teenagers.

Furthermore, the absence of digital tools can limit engagement, as teenagers are more accustomed to interactive and visual platforms *Shorewala, 2021*. Therefore, the use of **modern technology and comfortable communication settings** is essential to overcome physical Blockades. These Blockades semantic, psychological, perceptual, and physical are interconnected and collectively affect communication effectiveness in interior design. Addressing them through **simplified language, empathy, visual tools, and appropriate environments** can significantly improve collaboration and project outcomes.



2.2 Psychological Factors Influencing Teenage Clients: Teenagers represent a complex user group because they are in a stage of rapid physical, emotional, and social development. Their communication behavior is influenced by factors such as identity formation, emotional instability, desire for independence, and peer influence. They often try to express their individuality through their personal space, but at the same time, their preferences may change frequently. This makes it difficult for interior designers to clearly understand and interpret their expectations.

According to **Sharma and Dhanwantri, 2017**, interior design must consider user psychology to create meaningful and user centered spaces. Teenagers may also resist authority, including designers' professional advice, as they seek independence and control over decisions. This can lead to inconsistent communication, misunderstandings, and challenges in reaching mutually acceptable design solutions.

2.3 Perception Gap between Designers and Teenage Clients

One of the most critical issues in interior design communication is the difference in perception between designers and teenage clients. Designers usually focus on functionality, safety, and feasibility, ensuring that the space is practical and sustainable. In contrast, teenagers tend to focus more on aesthetics, current trends, and personal identity, often influenced by their social environment and preferences.

This difference in perception can lead to conflicts during decision-making. Studies show that designers often prioritize technical and functional aspects, while clients give more importance to emotional satisfaction and visual appeal **Deshpande & Thakkar, 2023**. For teenagers, their personal space is closely connected to their identity, making them more sensitive and selective about design choices.

2.4 Influence of Social Media and Digital Exposure

Social media platforms such as Instagram and Pinterest play a major role in shaping teenage preferences in interior design. Teenagers are constantly exposed to global trends, creative ideas, and visually appealing spaces, which influence their expectations and choices. This exposure helps them develop a sense of style but also creates challenges in communication. Research highlights that social media can create high and sometimes unrealistic expectations, as many designs seen online may not be practical or affordable. Preferences may also change frequently due to continuous exposure to new trends. According to **Marwah 2026**, digital exposure is a key factor influencing changing consumer behavior in India. While social media enhances creativity, it can also lead to confusion and dissatisfaction if expectations are not properly managed.

2.5 Role of Stakeholders in Communication

Interior design projects involve multiple stakeholders, including teenage clients, parents, designers and contractors. In the Indian context, parents often act as decision-makers, while teenagers are the primary users of the space. This creates a situation where different stakeholders have different expectations and priorities, leading to communication gaps. According to **Panchal 2025**, lack of coordination among stakeholders can result in project delays, increased costs, and reduced satisfaction. Effective communication and collaboration among all parties are essential to balance functional requirements and user preferences. Clear discussions and mutual understanding can help in minimizing conflicts and ensuring successful project execution.

2.6 Role of Technology in Reducing Communication Blockades

Technology has become an important tool in improving communication in interior design. Tools such as 3D visualization, virtual reality (VR), mobile applications, and digital mood boards help designers present ideas in a more clear and interactive manner. These tools make it easier for clients, especially teenagers, to understand and visualize design concepts. Studies show that visual communication tools significantly enhance understanding and reduce misinterpretation, particularly for clients who lack technical knowledge, **Panchal, 2025**. Since teenagers are highly familiar with digital platforms, these tools also increase their engagement and participation in the design process, thereby reducing communication Blockades.

2.7 Impact of Communication Blockades on Project Outcomes

Communication blockades have a direct impact on the success of interior design projects. Poor communication can lead to design dissatisfaction, frequent changes, project delays, increased costs, and weak relationships between designers and clients. Even well-planned designs may fail if client expectations are not properly understood.

According to **Logesh and Rose 2022**, understanding customer expectations is essential for achieving satisfaction in interior design projects. When communication is ineffective, it affects both the process and the final outcome. Therefore, overcoming communication Blockades is crucial for ensuring smooth project execution and achieving desired results.

3. Research Methodology

The study followed a stepwise and problem oriented approach to systematically address communication Blockades in interior design. Study divide in different phases as mention below.

In the first phase, problem identification was carried out, where issues faced by interior designers in communicating design concepts were recognized, along with the challenges experienced by teenage clients, particularly in understanding design concepts, interpreting 2D drawings, and expressing their preferences clearly.

In the second phase, secondary data analysis was conducted through a review of existing literature and practices, which helped identify significant gaps in traditional design tools such as AutoCAD, which is limited to 2D representation, and 3ds Max, which is often complex for non-professionals. This phase also highlighted missing factors in the traditional approach, including lack of interactivity, absence of real time visualization, and limited user participation.

In the third phase, a new approach was developed by incorporating these missing elements into an improved communication model, introducing features such as interactive visualization, a user friendly interface, and real time design modification. **The fourth phase focused on technology integration**, where the enhanced approach was implemented within a gaming engine based environment to improve understanding, provide an immersive experience, and allow teenage users to explore and interact with design concepts independently. Finally, in the **fifth phase, feedback was collected again from teenage users**, which revealed that they continued to face difficulty in understanding 2D designs and showed a strong preference for interactive, self-usable software, confirming the effectiveness and necessity of the newly proposed approach.

3.1 Research Design

The present study adopts a **descriptive research design**, as it aims to describe and analyze the communication Blockades between interior designers and teenage clients. This design is appropriate because it helps in understanding the existing situation, identifying patterns, and interpreting relationships between variables such as communication, behavior, and design expectations.

Research Design

A descriptive research design was adopted in the present study to analyze communication Blockades between interior designers and teenage clients. This design helped in identifying behavioral and perceptual gaps and understanding the relationship between variables such as communication patterns, social media influence, and design expectations. It also enabled a detailed interpretation of existing conditions without manipulating any variables.

3.3 Locale of the Study

The study was conducted across Tier-2 and Tier-3 cities of Madhya Pradesh, including Ratlam, Indore, Ujjain, and Bhopal. A random sampling method was used to select respondents, and data was collected through online platforms, which allowed for a diverse and inclusive sample.

3.4 Respondents

The respondents of the study included a total of 100 participants, comprising 50 teenage clients who have been involved in interior design decisions and 50 interior designers who have experience working with teenage clients. This combination provided a balanced perspective from both user and professional viewpoints.

3.5 Tools for Data Collection

The study utilized a structured questionnaire developed using Google Forms along with formal interviews to collect data. The questionnaire covered key areas such as ease of communication, influence of social media, perception differences between designers and clients, and the use of design tools and software.

3.6 Validity of Tool

To ensure the validity of the research tool, the questionnaire was reviewed by subject experts from relevant fields. Only those items that achieved a minimum of 80% agreement among the experts were retained. This process ensured that the tool was accurate, relevant, and aligned with the objectives of the study.

3.7 Data Collection Technique

Data was collected through online distribution of the questionnaire via email and social media platforms. Before collecting responses, the purpose of the study was clearly explained to the participants to ensure transparency and to obtain honest and reliable responses.

3.8 Data Analysis Techniques

The collected data was analyzed using both descriptive and inferential statistical techniques. Descriptive statistics such as frequency, mean, and percentage were used to summarize the data, while graphical representations like bar charts and pie charts were used for better visualization. Inferential statistical methods, including correlation, chi-square test, and regression analysis, were applied to examine relationships between variables and to draw meaningful conclusions from the data.

3.9 Result & Analysis

The findings revealed that a majority of respondents approximately 70% reported that communication with teenage clients is **difficult or very difficult**, indicating the presence of strong communication Blockades. This finding is consistent with earlier studies, which suggest that ineffective communication in interior design arises due to differences in knowledge levels and inability to clearly express design concepts Abbas et al., 2024. The mean score Mean = 3.10 further supports that communication tends toward the difficult level.

Inferential statistical methods were also applied to examine relationships between variables. A **correlation analysis** showed a moderate positive relationship ($r = 0.62$) between **social media influence** and **communication difficulty**, indicating that higher exposure to social media leads to greater communication challenges. This finding aligns with the study by Marwah (2026), which highlights that digital exposure significantly shapes consumer expectations and complicates designer client interactions.

Further, **regression analysis** revealed that social media influence explains approximately **38% of the variation in communication Blockades ($R^2 = 0.38$)**. This indicates that while social media is a major contributing factor, other elements such as psychological behavior and perception differences also play a role. Research supports that teenage clients are influenced by emotional and social factors, which affect their communication patterns and decision making.

The analysis also indicated that interior designers frequently experience challenges while working with teenage clients, mainly due to **perceptual differences and emotional variability**. As suggested by Logesh and Rose 2022, understanding client expectations is essential for achieving satisfaction in interior design projects. When communication gaps exist, even well-designed solutions may fail to meet client expectations.

Overall, the statistical analysis confirms that communication Blockades between interior designers and teenage clients are **significant, multi-dimensional, and influenced by psychological, social, and technological factors like 2D**. These findings emphasize the need for improved communication strategies, including the use of visual tools, empathetic interaction, and effective stakeholder coordination.

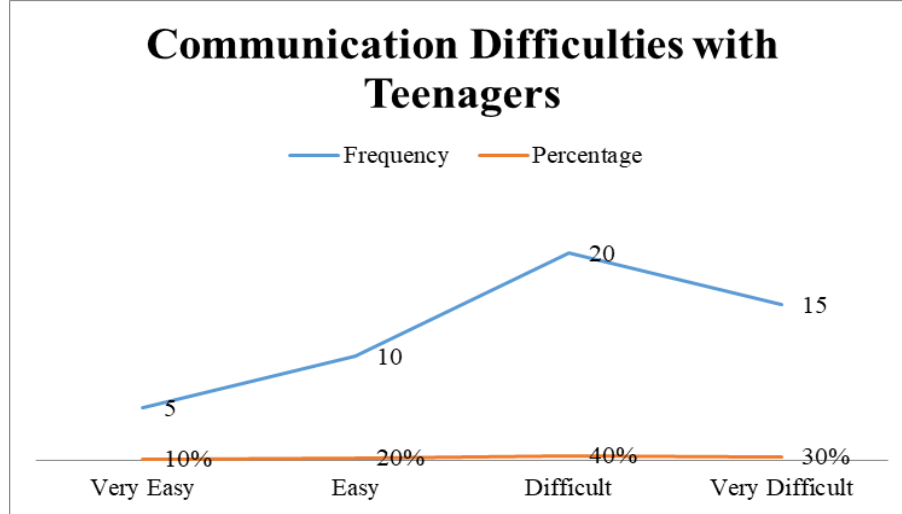
3.9.1 Descriptive Statistics

Variable	N	Mean	Std. Deviation
Ease of Communication	50	3.10	0.98
Social Media Influence	50	3.24	0.91
Designers Facing Difficulty	35	2.37	0.88
Communication Gap 2D Technology	50	3.42	0.76

Table1: Rating Scale:1 = Very Easy ,2 = Easy ,3 = Difficult ,4 = Very Difficulty

The interpretation of the data indicates that communication between interior designers and teenage clients is generally perceived as difficult, as reflected by the mean value of 3.10, which falls within the “difficult” range of the scale. Additionally, the mean score of 3.24 for social media influence suggests that social media plays a significant role in shaping the expectations and perceptions of teenage clients. Furthermore, the highest mean value of 3.42 for the impact of communication gaps highlights that ineffective communication strongly affects the final 2D design understanding. Overall, these findings suggest that communication Blockades are substantial and are further intensified by external influences like social media, ultimately impacting the success of interior design projects.

3.9.2 Frequency Distribution: *communication Blockades between interior designers and teenage clients.*



Graph 1: communication Blockades between interior designers and teenage clients.

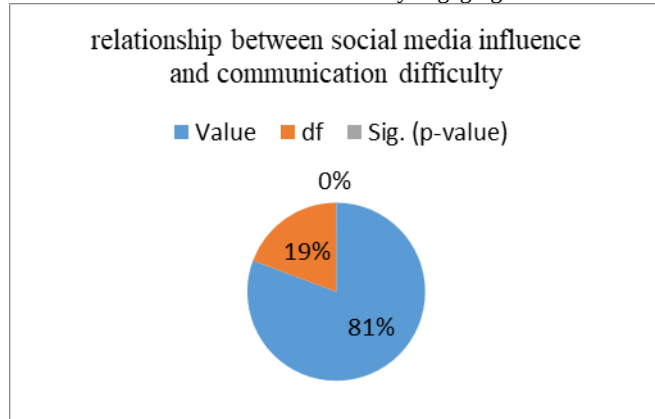
The frequency distribution shows that only a small proportion of respondents found communication easy, with 10% reporting it as very easy and 20% as easy. In contrast, a majority of respondents experienced difficulty, as 40% rated communication as difficult and 30% as very difficult. This indicates that nearly 70% of the respondents face challenges in communication, highlighting the presence of significant communication Blockades between interior designers and teenage clients.

3.9.3 Correlation Analysis for 2D Design Blockades

Variables	Communication Difficulty 2D	Social Media Influence
Communication Difficulty 2D	1.000	0.62**
Social Media Influence	0.62**	1.000

Table 2: correlation analysis between 2D design and social media influence

The correlation analysis indicates a moderate positive relationship between communication difficulty in 2D design representation and social media influence, with a correlation coefficient of $r = 0.62$, which is statistically significant at $p < 0.01$. This suggests that as the influence of social media increases, the level of difficulty in understanding and communicating through 2D design formats also increases. In other words, teenage clients who are more exposed to visually rich and interactive content on social media tend to find traditional 2D drawings more difficult to interpret. This highlights that 2D design communication is comparatively less effective and creates greater challenges, reinforcing the need for more interactive and visually engaging tools in interior design communication.



The Chi-square test was conducted to examine the relationship between social media influence and communication difficulty among respondents. The formulated hypotheses were: H_0 (null hypothesis), stating that there is no relationship between social media influence and communication difficulty, and H_1 (alternative hypothesis), stating that a significant relationship exists between the two variables. The results of the test showed a Chi-square value of 12.56 with 3 degrees of freedom and a p-value of 0.006. Since the p-value is less than the significance

level of 0.05, the null hypothesis is rejected. This indicates that there is a statistically significant relationship between social media influence and communication Blockades. Therefore, it can be concluded that social media plays an important role in influencing communication difficulty, particularly by shaping expectations and increasing challenges in understanding design concepts.

Regression Summary: Difficulty in 2D communication

Component	Value	Interpretation
R	0.62	Moderate positive relationship
R ²	0.38	38% variation explained
Adjusted R ²	0.36	Model reliability confirmed
F-value	9.84	Model fit is good
Sig. (p-value)	0.003	Statistically significant
Beta Coefficient	0.62	Strong positive impact

The regression analysis was conducted to examine the impact of social media influence on communication difficulty between interior designers and teenage clients. The model summary shows a correlation value (R) of 0.62, indicating a moderate positive relationship between the variables. The coefficient of determination ($R^2 = 0.38$) suggests that approximately 38% of the variation in communication difficulty is explained by social media influence, while the remaining variation may be attributed to other factors such as perception differences, emotional behavior, and technical understanding. The ANOVA results further confirm that the regression model is statistically significant, as the p-value (0.003) is less than 0.05. This indicates that the model is reliable and the relationship observed is not due to chance. Additionally, the beta coefficient value of 0.62 shows a strong positive impact of social media influence on communication Blockades. This means that as social media exposure increases, the level of communication difficulty also increases. The graphical representation (above) clearly illustrates a positive trend line, where communication difficulty rises consistently with an increase in social media influence. This finding supports the argument that teenagers, being highly influenced by visually rich and idealized content on social media, develop expectations that are difficult to communicate and interpret through traditional design methods. Therefore, the regression analysis confirms that social media is a significant contributing factor to communication Blockades in interior design.

Conclusion: The review of literature clearly establishes that communication is a fundamental component of the interior design process, yet it continues to be one of the most significant challenges in practice, particularly when dealing with teenage clients. Various studies highlight that differences in perception, lack of technical understanding, and the inability to interpret design representations especially 2D drawings create substantial Blockades between designers and clients. These challenges are further intensified in the case of teenagers, who are highly influenced by visual media, emotional preferences, and rapidly changing trends, making effective communication even more complex. The literature also reveals that traditional communication methods in interior design, such as technical drawings and static visualizations, are not sufficient to meet the expectations of modern users. While existing research has explored communication gaps in design practice, it often lacks an integrated perspective that considers the unique behavioral and cognitive characteristics of teenage clients. Moreover, there is limited focus on how these communication issues manifest within the Indian socio-cultural context, where diversity in lifestyle, exposure, and digital influence plays a crucial role in shaping user expectations. A significant research gap is identified in the intersection of three key areas: teenage psychology, interior design communication (particularly 2D representation), and the Indian socio-cultural environment. Existing studies tend to address these aspects in isolation rather than as an interconnected system. As a result, there is a lack of comprehensive frameworks or models that can effectively bridge the communication gap between designers and teenage clients. This study attempts to address this gap by providing a detailed analysis of communication blockades in interior design, with a specific focus on teenage users. It not only identifies the core issues but also proposes practical, technology driven solutions, such as interactive and immersive design tools, to enhance understanding and engagement. By integrating behavioral insights with design communication strategies, the study contributes toward developing a more inclusive, user centered approach that aligns with contemporary needs and expectations.

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