

## E-Design Surges During the COVID-19 Era

By NKBA Staff

“We are completely at the mercy of the tech,” said John Starck, ACSD, PKBP, president & CEO of [Showcase Kitchens](#). “The server goes down or the internet is slow, it can really throw a monkey wrench in the process.”

While there are many advantages to E-design, the KBMI stated one in five designers emphasize that the inability to be physically in the space they’re designing is an obstacle that has hampered their progress. Technology issues are cited as another disadvantage.



Photography courtesy of Showcase Kitchens and by Creepwalk Media.

For K&B professionals who are new to the E-design world, Bellizaire and Starck advise mapping out a clear design process listing all deliverables and deadlines; educating oneself on the various technology platforms available and what works best for all involved, and thoroughly learning the business model and structure being serviced to ensure its priced appropriately for its value and profitability.=