

Project Proposal

Reano

reano.pages.dev

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Project Overview

01

Abstract

Reano is a mobile application in the home decor space that empowers everyone to turn their design inspiration into real room transformations. The app uses AI-powered Style Board analysis to organize inspiration photos from users' daily lives—whether from social media, magazines, or real-world encounters—extracting colour palettes, recognizing design styles, and generating personalized furniture recommendations. Users can then visualize these recommendations in their actual space through Augmented Reality (AR) Room Visualization with real-world scaling and positioning, combining furniture from multiple brands to enable confident design decisions, prevent costly purchasing mistakes, and eliminate time-consuming cross-retailer browsing and manual measuring.



Opportunities

Consumers collecting interior design inspiration from platforms like Instagram, TikTok and physical stores struggle to organize scattered ideas, visualize products in their actual space, and make confident purchasing decisions. Browsing multiple retailers, measuring for fit, and combining pieces from different brands is time-consuming — and products often look different than expected upon arrival.

Yet the interior design and home furnishing market is experiencing significant growth. This persistent friction between inspiration and action represents a clear opportunity for Reano; unlocking a substantial market of consumers eager to design beautiful spaces but held back by today's fragmented process.

Inspiration

- Instagram
- TikTok
- Pinterest
- Showrooms
- Home stores

Friction

- Scattered Ideas
- Difficult Visualization
- Measuring Uncertainty
- Cross-retailer Browsing
- Purchase Hesitation

Potential

- Growing home décor market
- Mobile-first consumers
- AR & AI adoption
- Confident Purchasing Demand

Target Market

The online home decor market is projected to double from USD 120.65 billion (2025) to USD 255.27 billion by 2032, according to Coherent Market Insights. Mobile devices account for over 65% of purchases with platforms like Wayfair seeing 70% mobile traffic, showing a clear demand for mobile-first solutions that help consumers discover and confidently purchase home decor.

Reano targets digitally native Millennials (30–45) and older Gen Z (18–29), who collectively spend over 1,200 USD annually on furniture. According to the Home Furnishing Association, Gen Z's purchasing is driven by Instagram and TikTok, while Millennials conduct research across retailers, with nearly half buying online and showing increasing adoption of emerging technologies like AR and AI. Despite digital engagement, both groups face purchasing uncertainty—with reports of financial losses from unwanted purchases. This mobile-first shift highlights the opportunity for digital solutions that bridge inspiration and confident purchasing.



Main Features



Smart Style Board

An AI-powered inspiration hub that transforms scattered design ideas into structured, actionable design direction. Users simply select multiple inspiration images from their photo library and tap “Create Style Board” — then AI automatically extracts a dominant colour palette, identifies recurring furniture styles and design themes, and generates a title and keywords that represent the board’s overall aesthetic. Users can manually fine-tune colours, keywords, and layout to match their personal vision.



Room Visualizer

This core AR-powered feature bridges the gap between inspiration and reality, allowing users to see exactly how furniture will look in their actual space before buying. Users simply point their device camera at their room, select furniture from an AI-powered recommendation list based on their Style Board, and instantly place, move, and rotate 3D models in their real environment through touch gesture controls. Users can compare pieces side-by-side, save their arrangements, and capture screenshots or video recordings of their designed space.



Wall and Floor Image Recoloring

An AI-powered colour visualization tool that lets users experiment with wall and floor colours on their own photos before committing to real changes. Users select a photo — either captured directly from the AR Room Visualizer or uploaded from their device gallery — then select a surface to recolor, and instantly preview how different colours would transform their space. Colour suggestions can be drawn from their Style Board palette, ensuring colour alignment with their design vision. Users can save colour codes and names for easy shopping reference.

Competitive Analysis



<https://planner5d.com/>

Planner 5D is an iOS and Android app for creating 2D/3D floor plans with drag-and-drop furniture, AR visualization, and AI floor-plan conversion. It includes a catalog of partner-brand items and cross-platform sync. However, users must first build detailed floor plans, and the catalog-based system limits exploration to pre-selected items rather than real-world inspiration.

How Reano is different:

Unlike Planner 5D's floor-plan-first workflow, which requires detailed layouts before AR access, Reano begins with real-world inspiration. It uses AI style extraction, photo recolouring, and instant AR furniture placement to move users quickly from scattered ideas to confident purchasing.



<https://homeinterior.ai/>

Home-AI uses AI to generate redesigned room concepts from uploaded photos based on user-selected styles. It provides fast visual inspiration without design skills but lacks AR placement, layout control, and purchasing integration.

How Reano is different:

Reano goes beyond inspiration by offering AR visualization. It connects designs to real, purchasable products, increasing confidence in decisions. Users are guided step-by-step from inspiration images to actionable room layouts, rather than receiving static AI outputs.



<https://www.homeplannerapp.com/>

Home Planner offers AR room scanning, precise measurements, and 2D/3D layout creation with catalog furniture placement and web product search integration. While effective for detailed renovation planning, it requires manual design decisions without guidance, making the interface complex for beginners and emphasizing technical planning over creative inspiration.

How Reano is different:

Unlike Home Planner's technical, measurement-focused approach requiring manual design expertise, Reano offers AI-guided style curation, automated colour extraction, and recommendations.



www.houzz.com

Houzz is a comprehensive platform combining inspiration browsing (70+ million photos), product marketplace, and professional services. Users save ideas in Ideabooks, shop from millions of products, and use "View in My Room 3D" AR to preview individual items. While powerful for browsing and hiring professionals, its marketplace-driven approach lacks personalized AI guidance and integrated design workflows for DIY users.

How Reano is different:

Houzz connects consumers with professional designers and services, while Reano empowers everyday users to go from inspiration to confident furniture purchases entirely on their own, through AR, AI, and smart recommendations.

Feature Comparison Table

Features	 Reano	 Planner 5D	 Home AI	 Home Planner	 Houzz
AR Furniture Placement	✓	✓	1	✓	✓
Image Recolouring	✓	✓	✓	2	✗
Smart Style Board (Colour Palette Extraction and Style Recognition)	✓	✗	✗	✗	✗

1 2D Placement only 2 Render only

Project Timeline



Design Overview

02

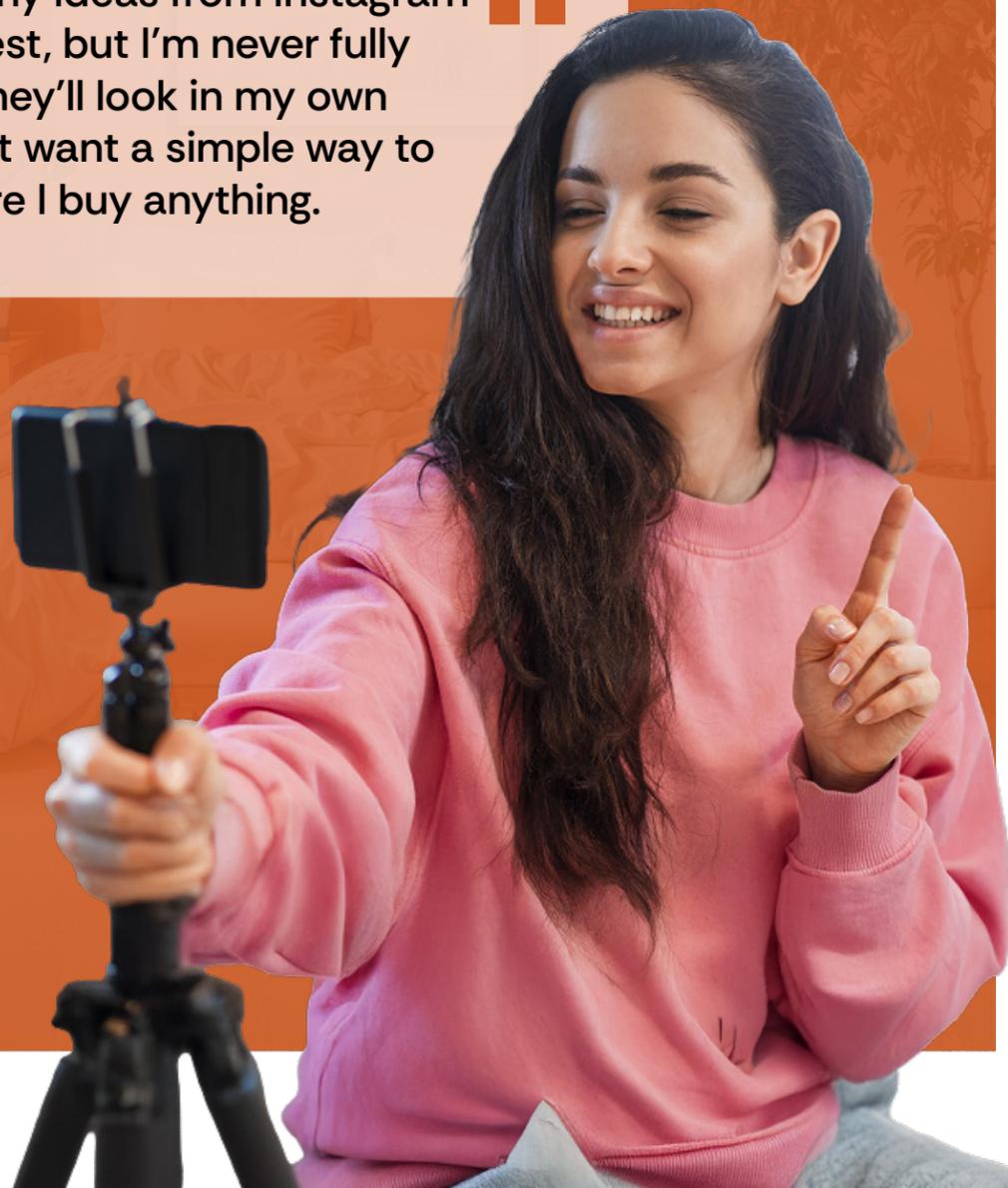
The Home Styling Content Creator

Living in an urban 2-bedroom apartment

Working as a Content Creator

27 years old

I get so many ideas from Instagram and Pinterest, but I'm never fully sure how they'll look in my own space. I just want a simple way to see it before I buy anything.



Bio

An interior styling content creator who shares home decor ideas and room makeovers online. She is not a certified interior designer but has strong visual taste and practical experience from working with home styling platforms and personal projects. She helps friends and followers improve their spaces using affordable and accessible solutions.

Tech Use

Daily use of iPhone 16 Pro for browsing, shopping, creating content
Heavy use of laptop for work
Basic knowledge of design software

Personality Type

Creative
Visually-driven
Trend-aware

Motivations

Save time merging ideas into one workflow
Visualize items in real spaces
Reduce costly styling mistakes
Produce high-quality styling content using simple mobile tools

Purchasing Habits

Shops at Local decor and second-hand stores, Bouclair, Article, IKEA
Checks FB Marketplace for budget items
Prefers viewing large items in-store before buying
Sometimes asks store staff or online creators for advice

Social Media Usage

📷 Main platform (Reels, Stories, posts)
📌 Mood boards and references
🎵 Short styling videos and trends
🏠 Uses for design inspiration, product ideas and professional-style layout

The Careful Home Planner

Living in a suburban family home for 10 years

Work as a hybrid working professional

32 years old



“ I spend so much time checking sizes and saving ideas, but I’m still scared it won’t look right in my room.

Bio

A professional who lives with her family. She works from her bedroom, which doubles as her home office. She researches carefully before buying furniture, using platforms like Pinterest and IKEA, though her process often feels fragmented. Despite her experience, she struggles to visualize scale and colours in real life and wants a simple, realistic tool to help her make confident decisions.

Tech Use

Daily use of iPhone 12 for browsing and shopping

Occasional laptop use for research

No knowledge of design software

Personality Type

Practical

Thoughtful

Functionality over aesthetics

Motivations

Motivations

Access to affordable and beginner-friendly tools

Track and compare potential purchases

Visualize realistically before purchasing

Organize fragmented inspiration

Purchasing Habits

Shops at Amazon, Wayfair, IKEA, HomeSense, Structube

Occasionally visits physical stores to check size and quality

Does not usually consult professionals

Relies on reviews, photos, and return policies

Social Media Usage

📷 Follows home décor creators and saves posts

📌 Main source for room ideas and layouts

🎵 Watches short room makeover videos

📺 Watches videos related to home setup or decor

User Flow

Style Board

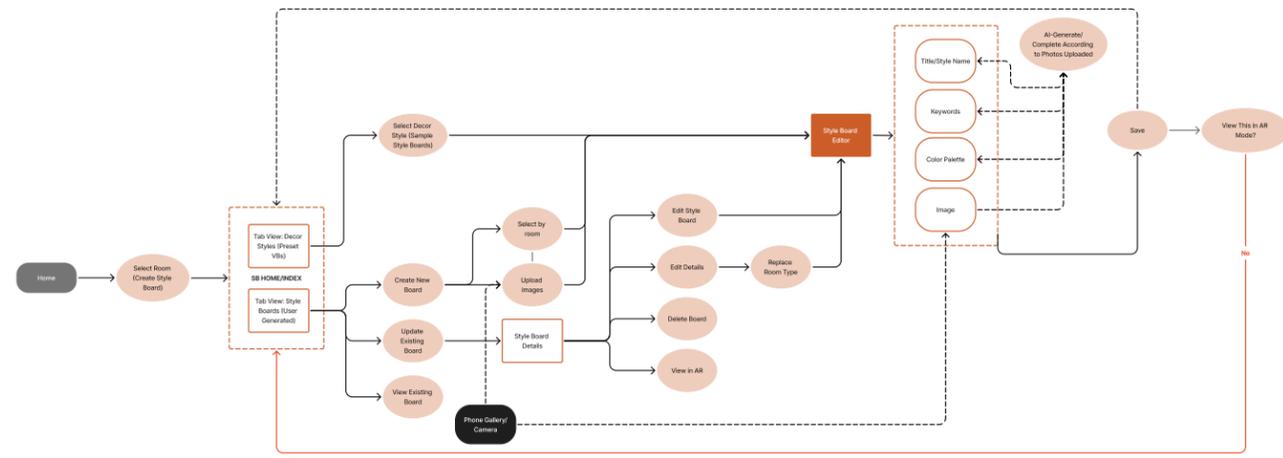
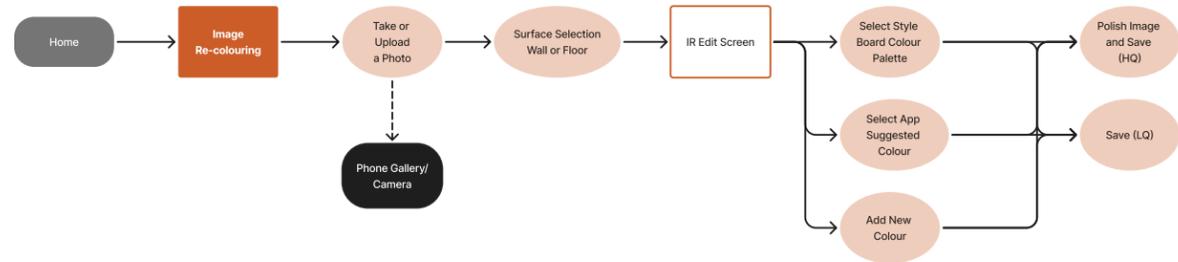
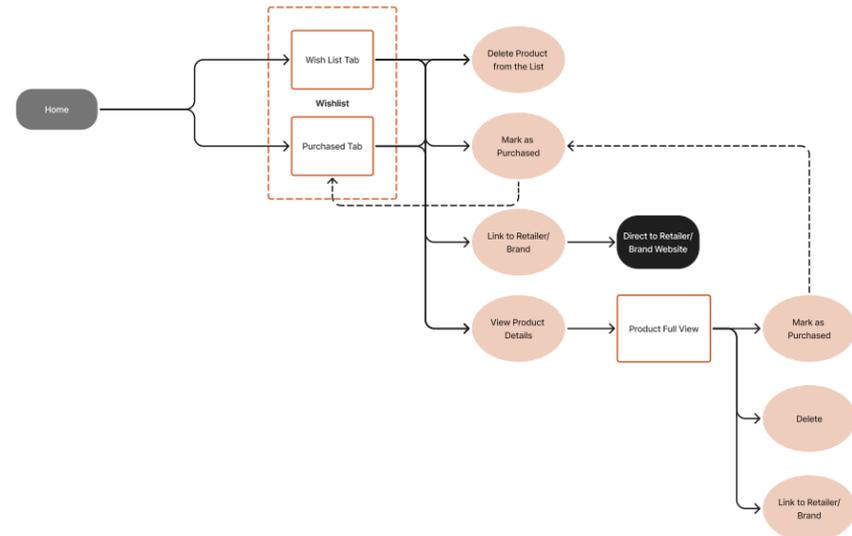


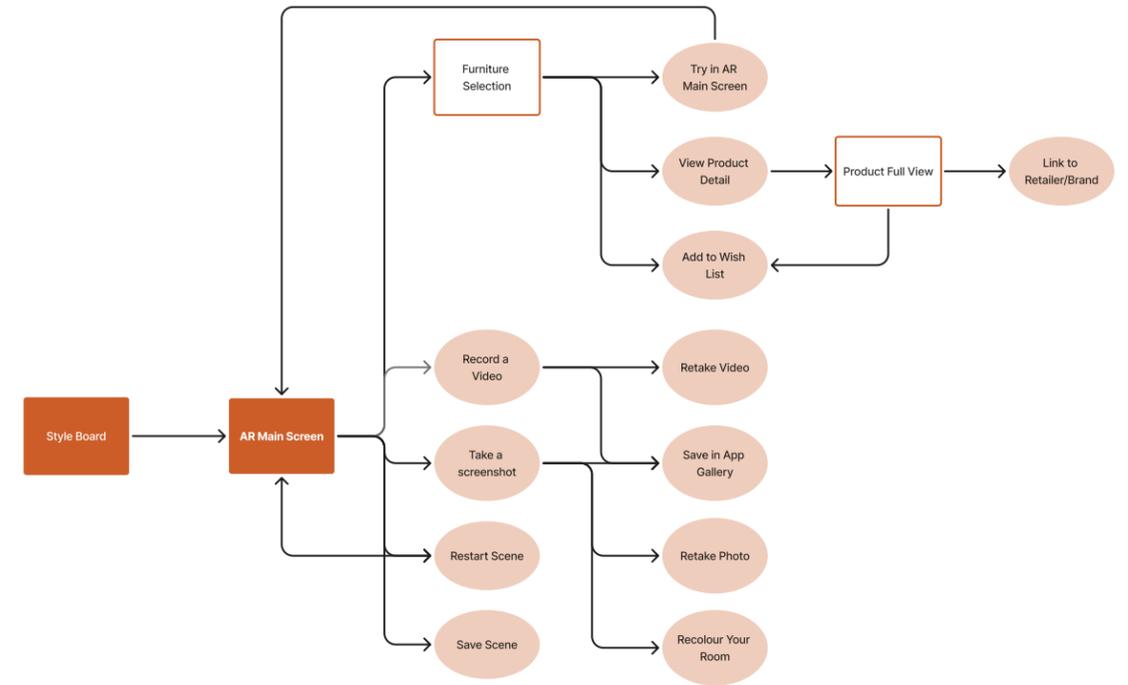
Image Recolouring



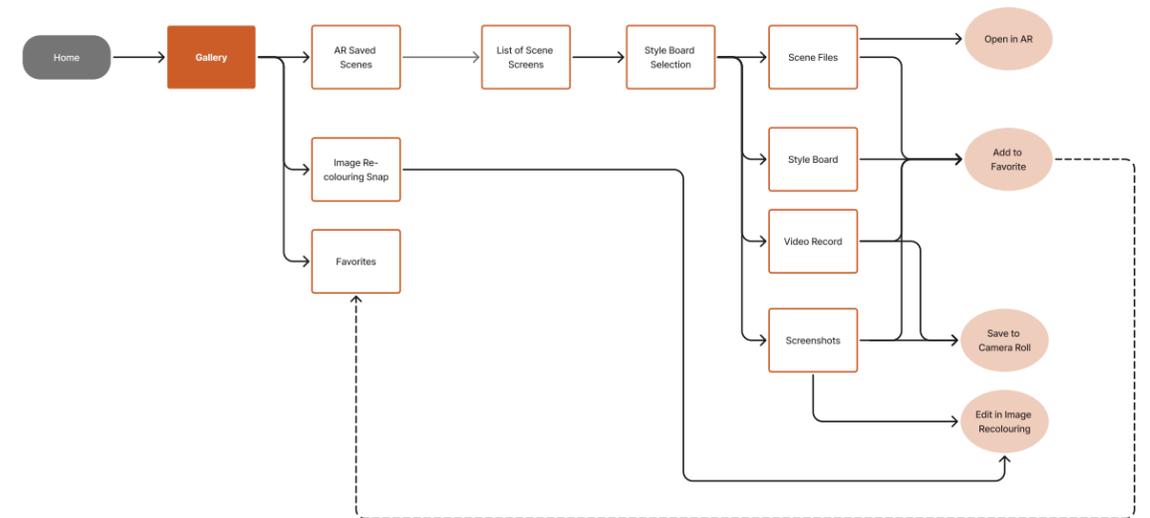
Wishlist



Style Board to AR Screens



Gallery

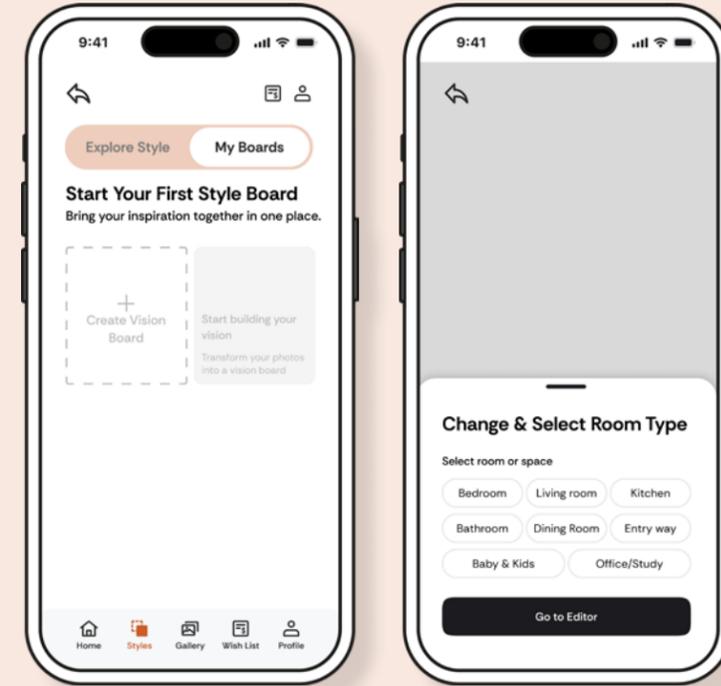
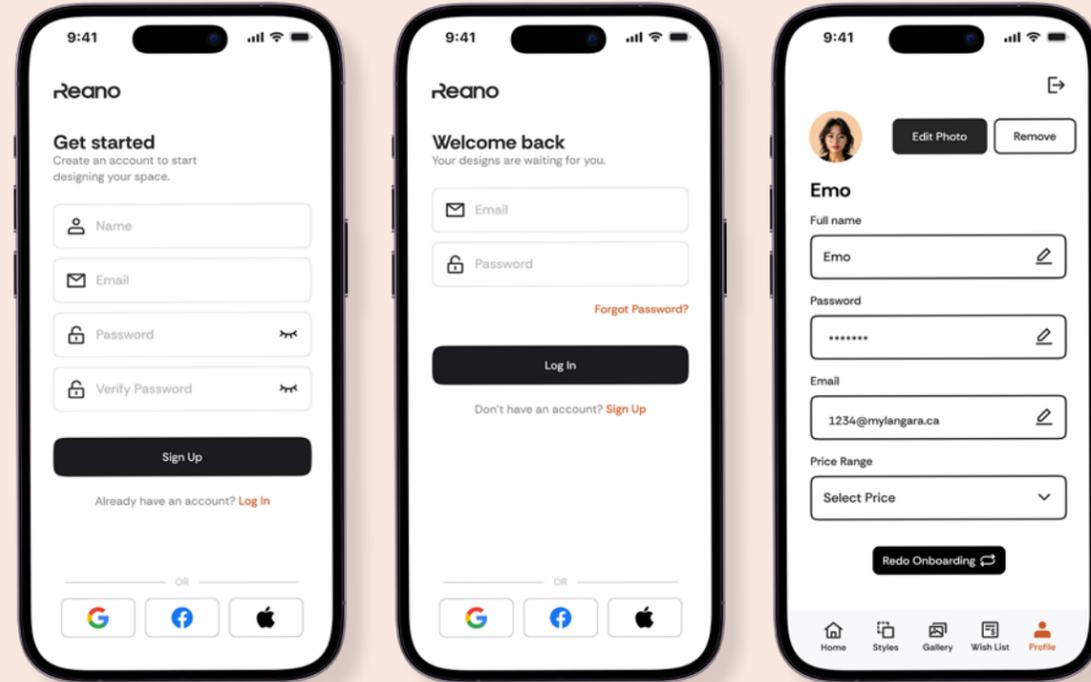


Legend

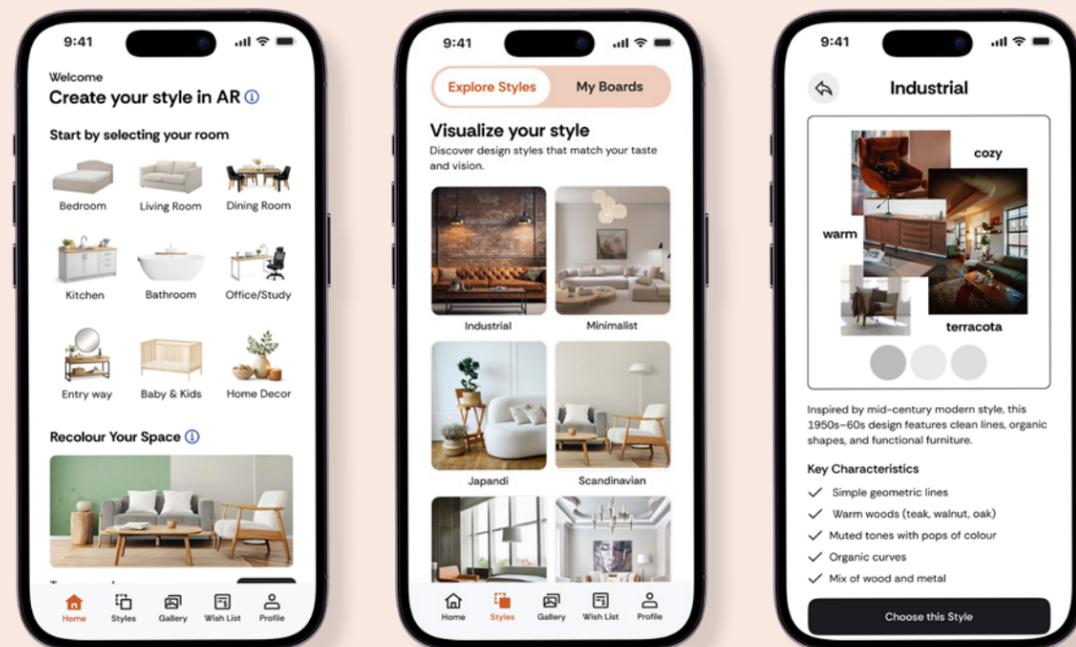


Wireframes

Login/Sign up and Profile



Home Screen



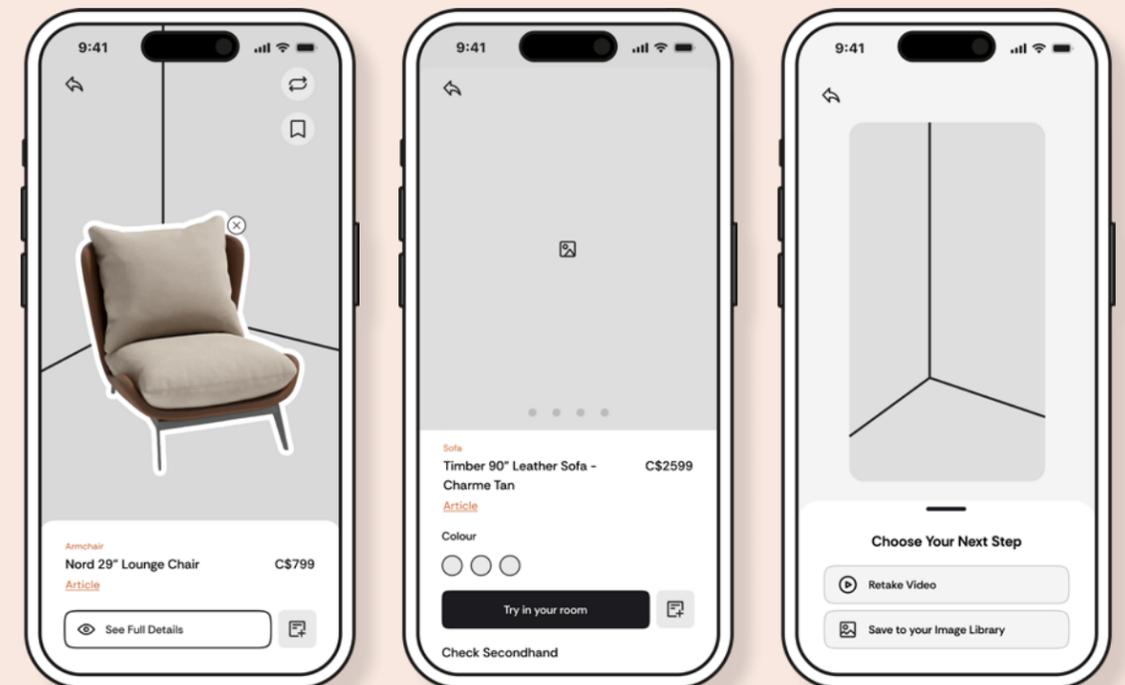
Style Board



Wireframes



AR Screens



Wireframes

Gallery

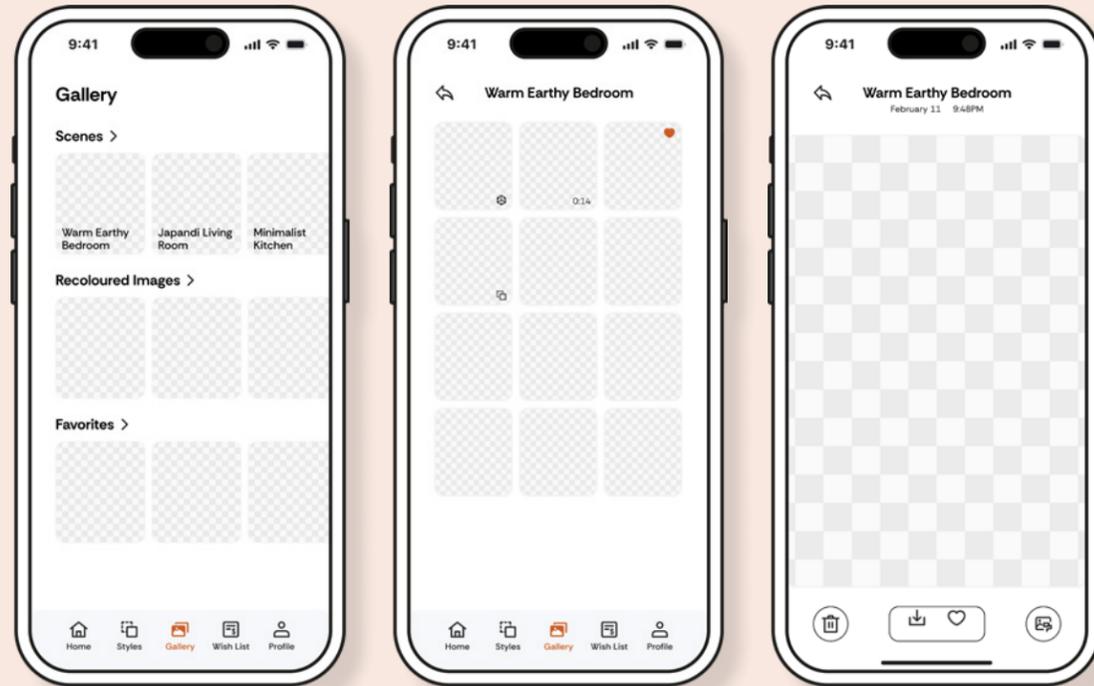
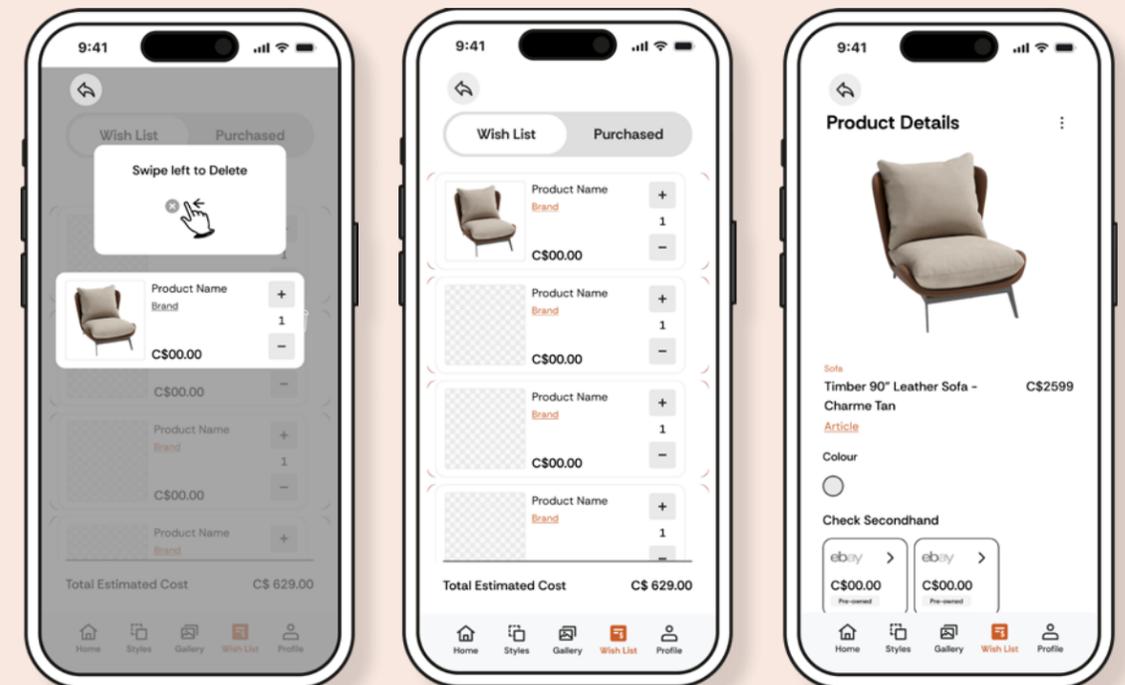


Image Recolouring

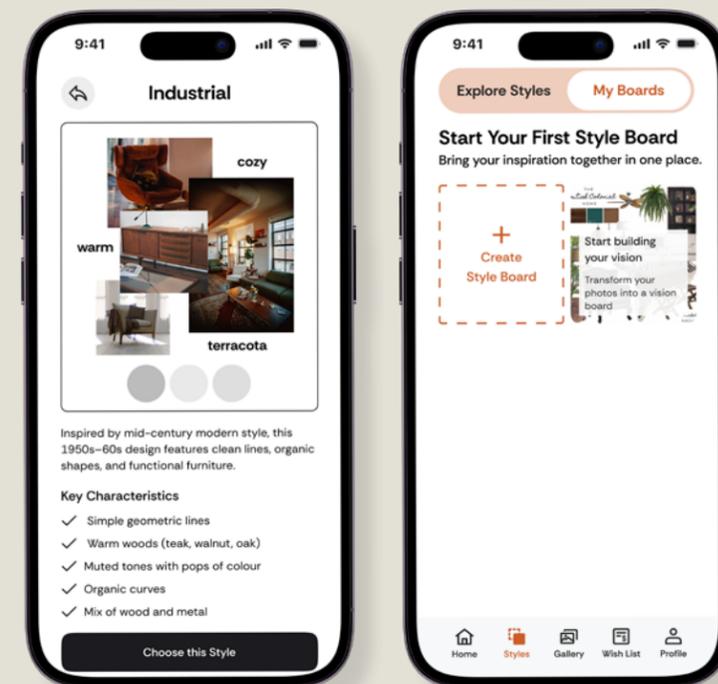
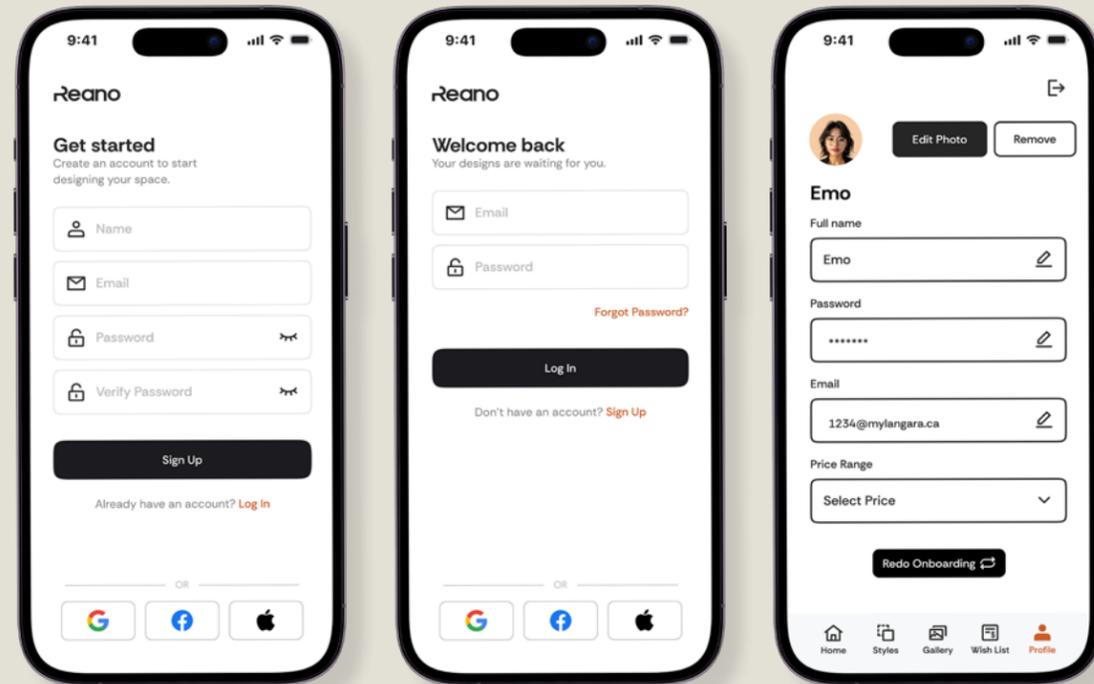


Wish List

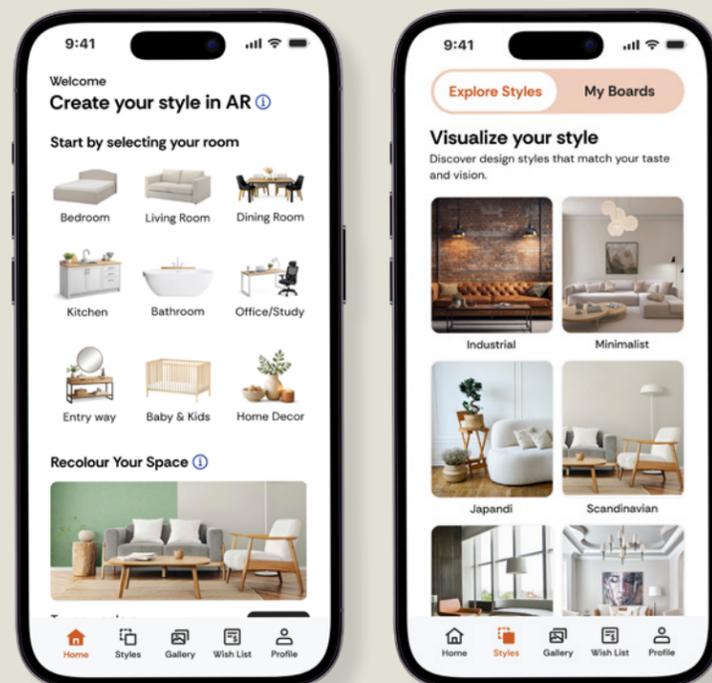


Mock Ups

Login/Sign Up and Profile



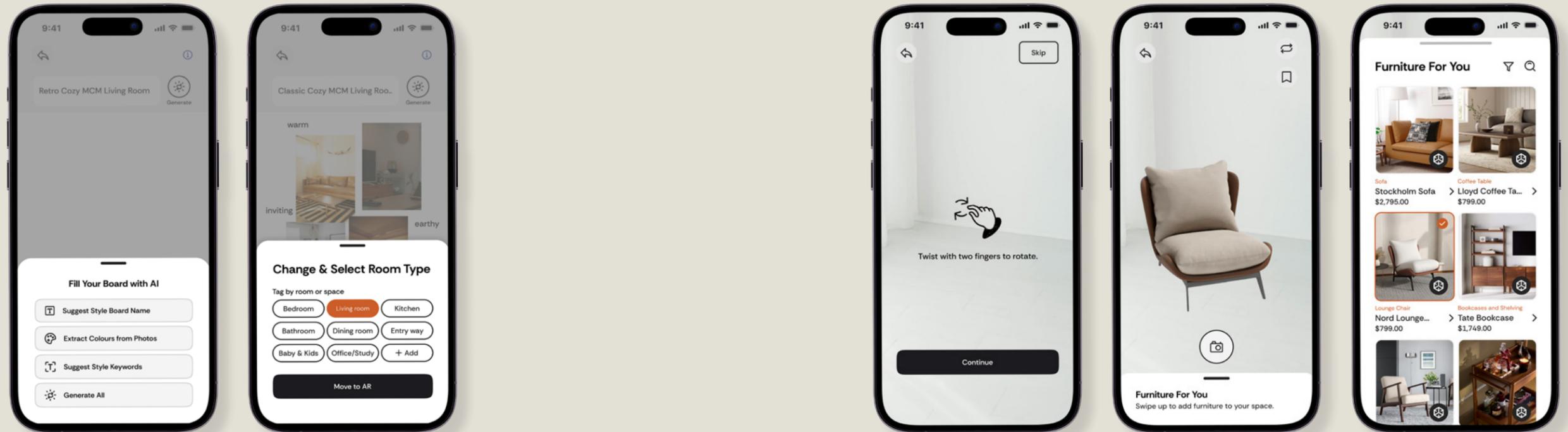
Home Screen



Style Board



Mock Ups



AR Screens



Mock Ups

Gallery

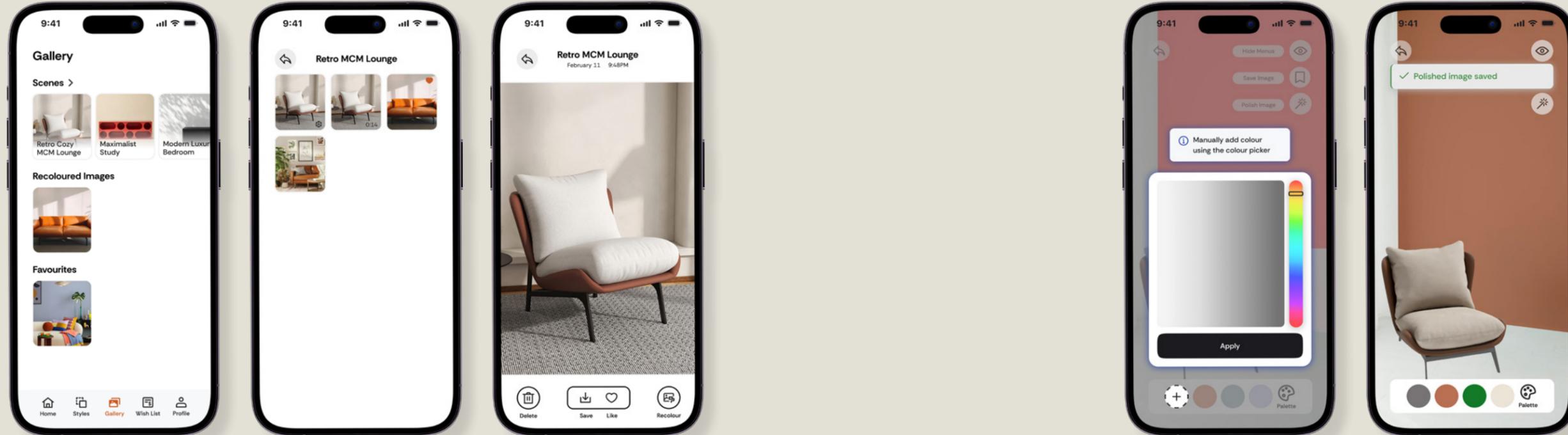
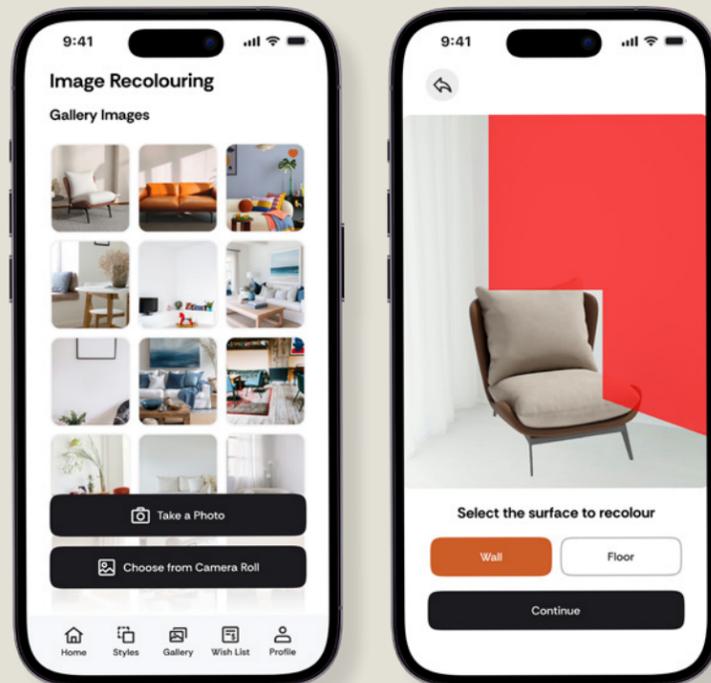
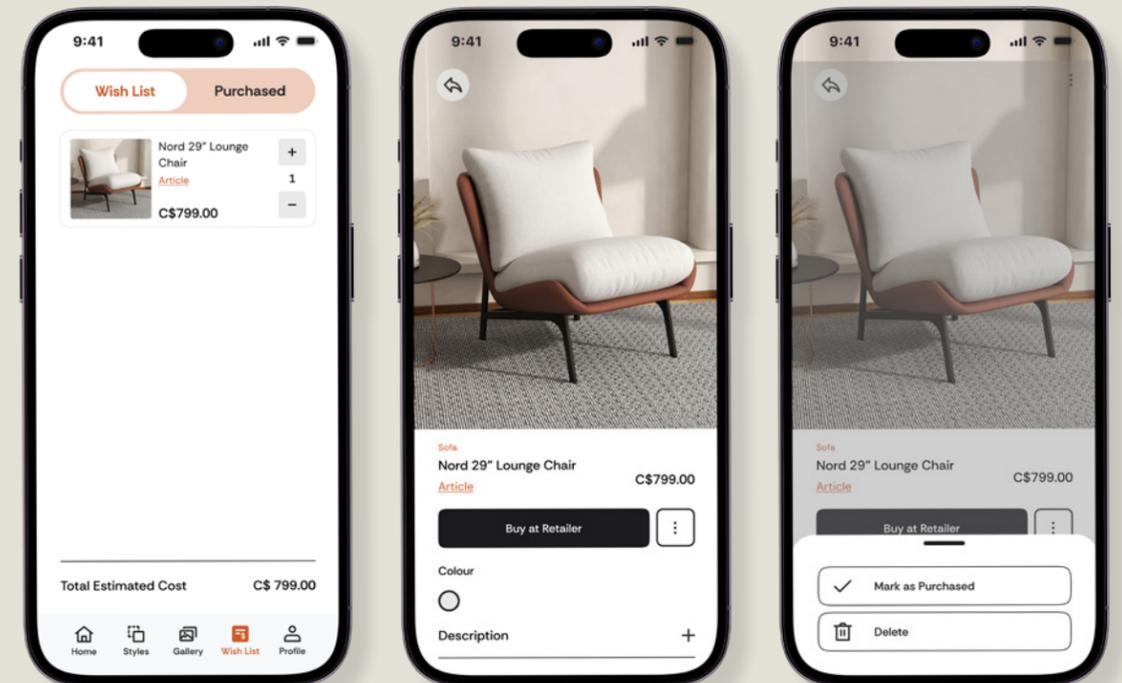


Image Recolouring



Wish List



Branding

Logo Concept

Reano draws from the words "re" and "anew," reflecting the idea of giving your space a fresh start. The name represents a design experience that feels exciting rather than overwhelming, helping users make confident choices for their homes.

The logomark is built from the letter R, with a subtle cut on the top left that transforms it into the silhouette of a chair, quietly connecting the brand to furniture and interior design while keeping the mark simple and memorable.



Logo Structure

LOGOMARK

WORDMARK



CLEARSPACE



Typography

Rethink Sans by Hans Thiessen

Display/Hero

Display Large

36, bold

Use: onboarding hero text / big value statement.

Headings

H1

24, bold

Use: screen titles

H2

18, bold

Use: section titles

Body Primary

16, medium

Use: product names/primary labels

Body Secondary Regular

14, regular

Use: product details, inout field text, etc

Body UI

Body Secondary Medium

14, medium

Use: field names

Body Tertiary Regular

12, regular

Use: card / button description

Micro UI

Caption/Nav

12, medium

Use: chips, tags, filters, etc, main nav

Helper

11, regular

Use: text field hints, disclaimers, guides, etc

UI Specific

Price

16, semibold

Use: chips, tags, filter labels, etc

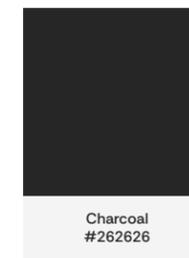
Button Text

14, bold

Use: button

Colour Palette

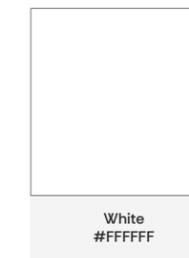
Neutrals



Charcoal
#262626



Base
#F4F4F4



White
#FFFFFF

Accent

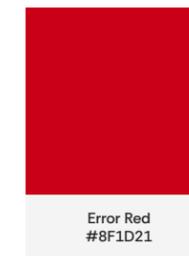


Terracotta
#CC5D28

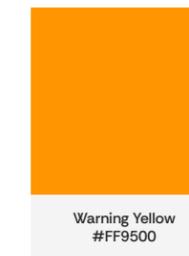
UI States



Success Green
#2D5128



Error Red
#8F1D21



Warning Yellow
#FF9500



Information Blue
#334EAC

UI Kit

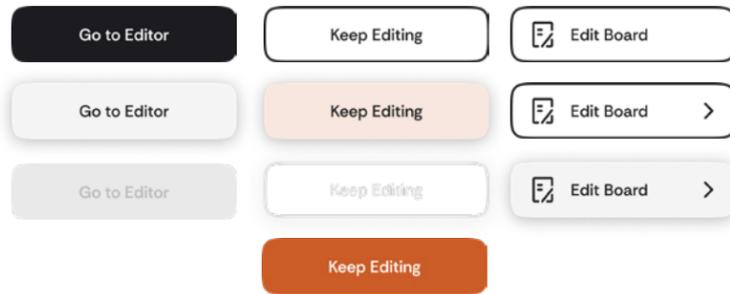
Iconography



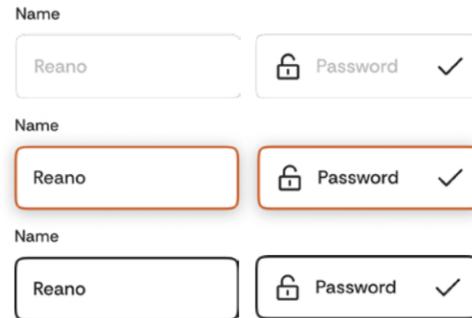
Gesture Guides Illustration



Buttons



Input Fields



Icon Buttons



Chips



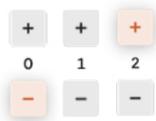
Checkbox



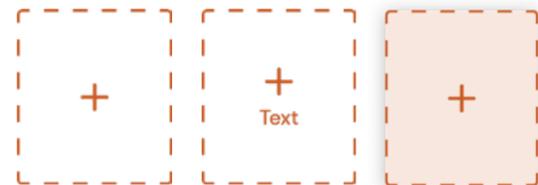
Tab



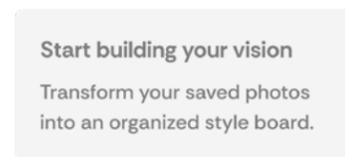
Stepper



Add Board Card



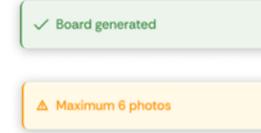
Empty State



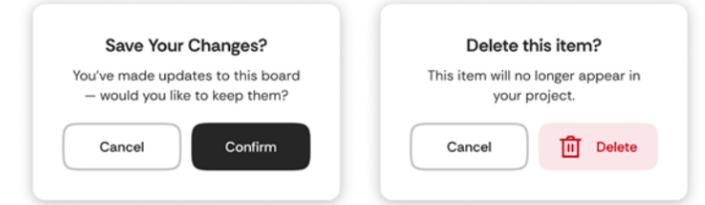
Tooltips



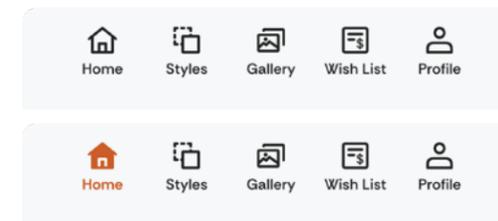
Toasts



Confirmation Modal



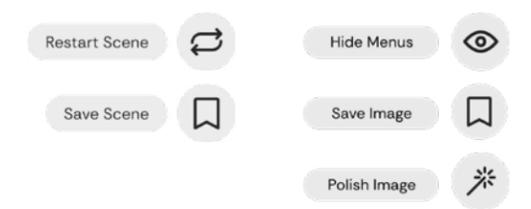
Bottom Navigation Bar



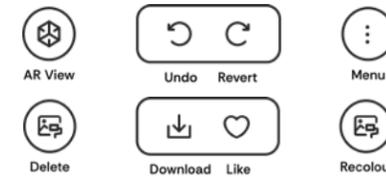
Back Navigation



AR & IR Action Side Menus



Toolbar



Overflow Menu



Palette



Regeneration Modal



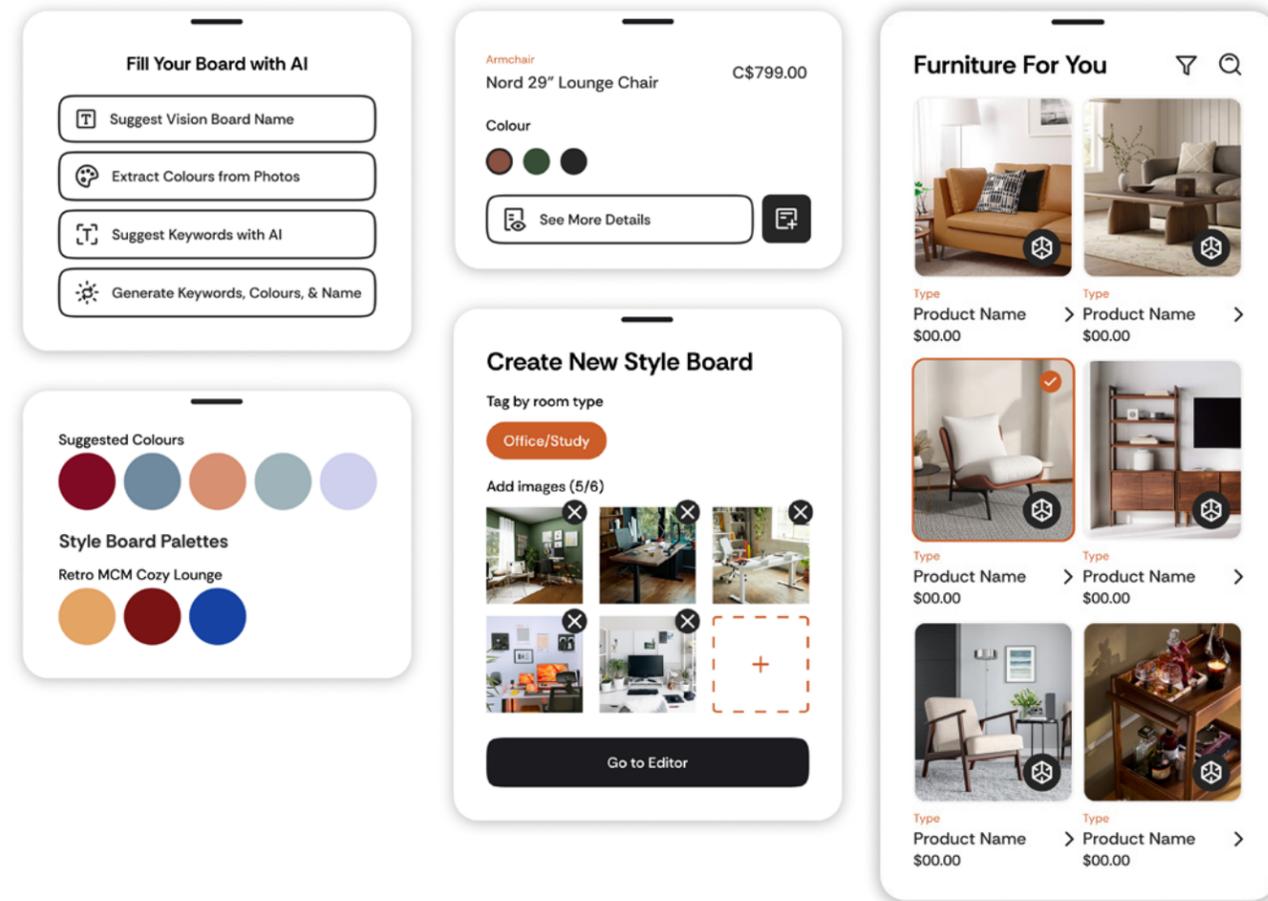
Accordion



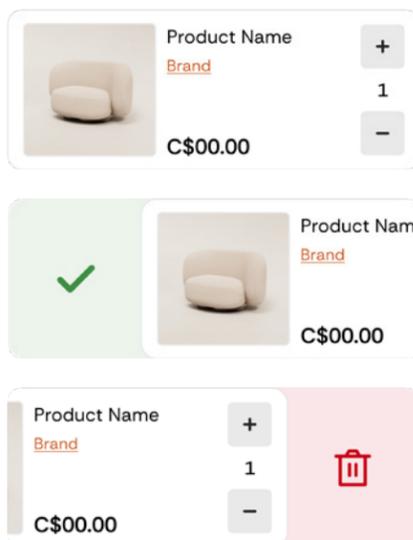
Media Thumbnail



Bottom Sheet



Shopping Card



Colour Code Card



Colour Palette Modal



Design Process

We began with research through surveys, interviews, and competitive analysis to understand user needs and pain points. Insights were organized into personas that guided the project. During ideation, we explored concepts through moodboards, user stories, and task flows while developing the core branding elements. We then translated these ideas into low-fidelity wireframes and high-fidelity UI designs in Figma, building a consistent UI kit and interactive prototypes. Finally, usability testing through Maze helped identify improvements, allowing us to refine flows and enhance the overall user experience.

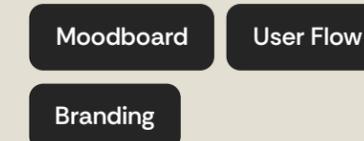
01

Research Generation



02

Ideation



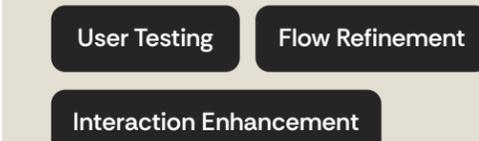
03

Interface Design



04

Testing and Refinement



Technical Overview

03

Tech Stack

For 12 weeks we utilized the following applications and technologies to help make Reano a reality.

Design

Figma was used for design ideation and production through wireframes, prototypes, and user flows; **Illustrator** for logo & marketing materials; **Maze** for user testing; **InDesign** for proposal layout; **After Effects** for motion animations and splash screen; and **Premiere Pro** for promotional video production.



Project Management

For efficient and organized workflow throughout the project, **ClickUp** served as the primary project management tool; **Slack** for main daily communication; **Microsoft OneDrive** for centralized storage solution for sharing and managing project files and assets across the team.



Development

Client



Server



Code Management



AR



Storage



LLM

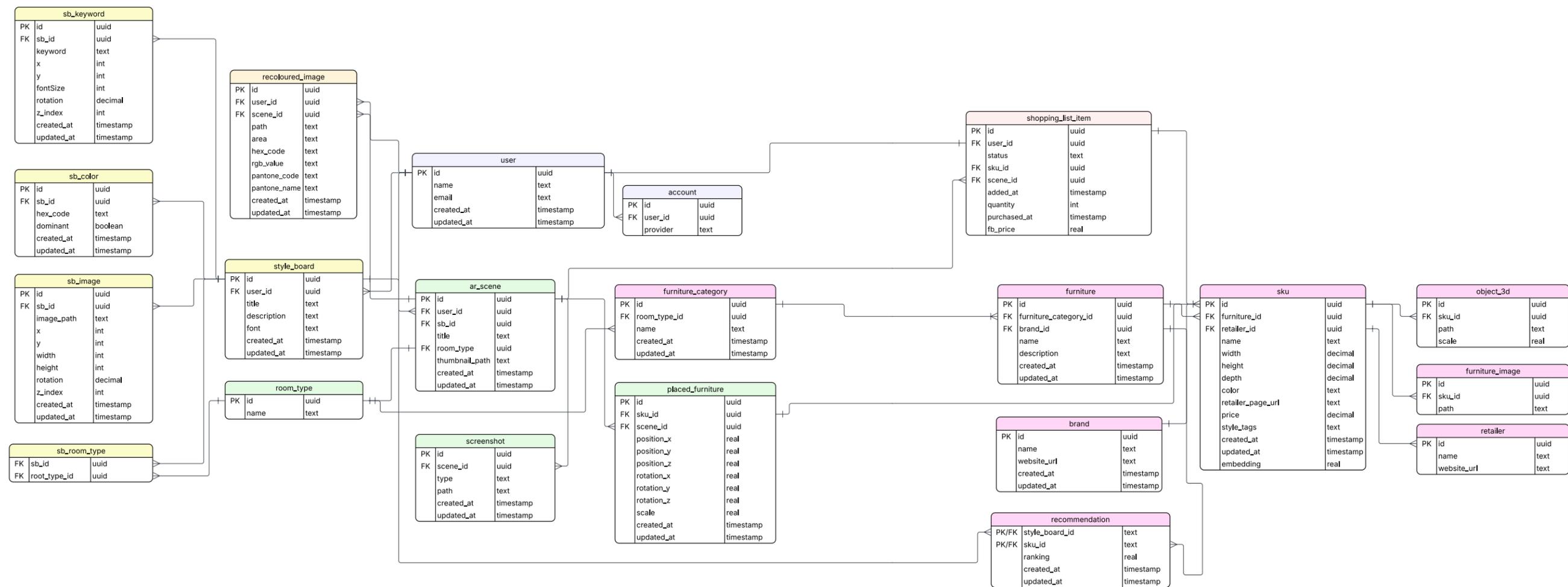


Deployment



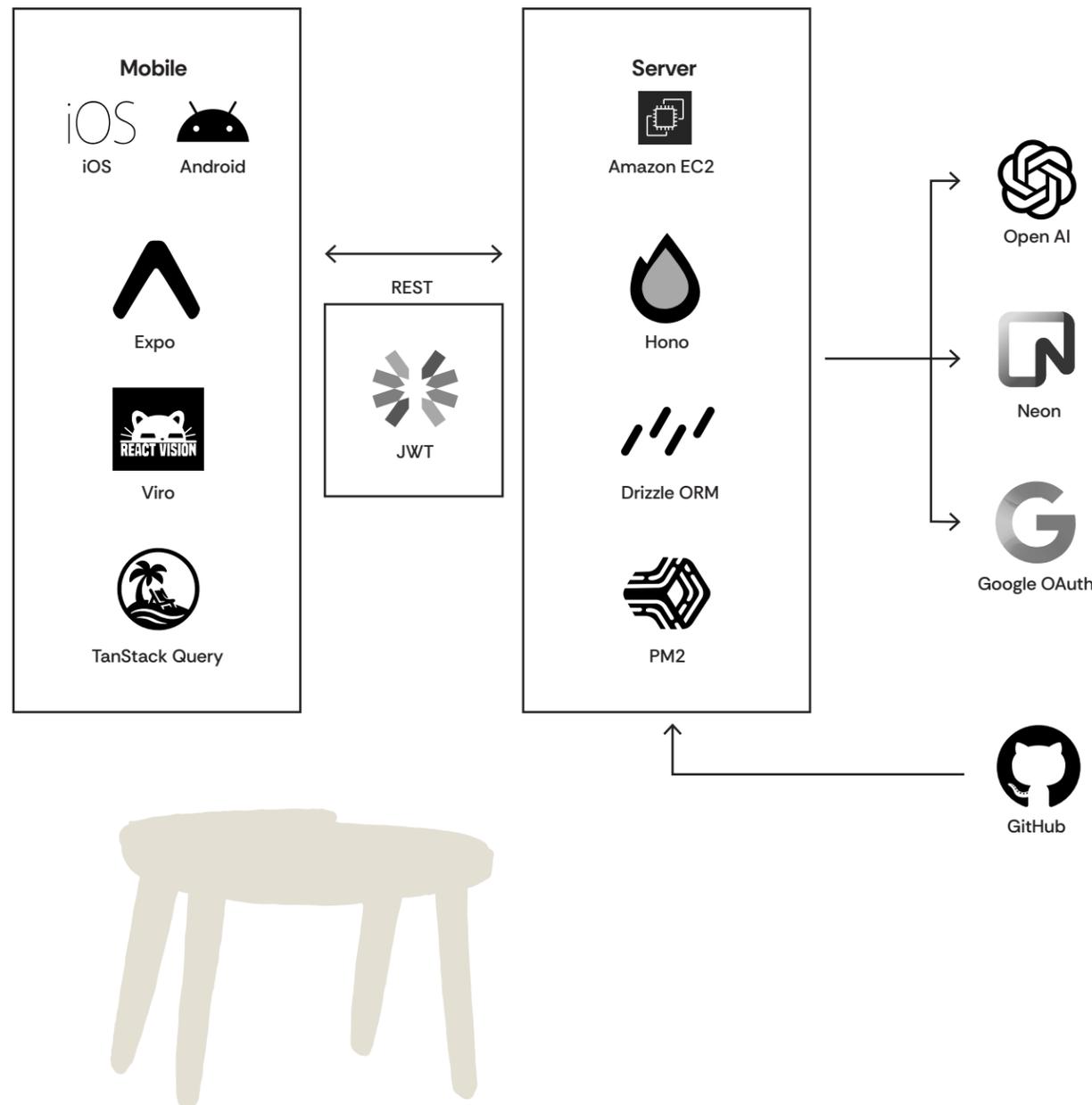
Database Model

The application's data model centers on a **PostgreSQL** database managed through **Drizzle ORM**, connecting users to their personalized interior design experiences. Style boards anchor the creative workflow, storing AI-analyzed colors, keywords, and room preferences that power vector-embedding-based furniture recommendations. The furniture catalog hierarchy — categories, items, SKUs, brands, and retailers — feeds directly into AR scenes where placements, recolouring results, screenshots, and videos are recorded. Shopping lists and favourites bridge discovery to purchase intent, while all binary assets are offloaded to **S3** with signed URL access, keeping the schema lean and relational.



System Design

The application leverages a cloud native approach to deliver a high-performance cross-platform mobile experience for iOS and Android. By utilizing **React Native** and **Expo** for the frontend alongside with **Hono** and **Amazon EC2** for the backend, the system ensures rapid development and consistent performance. Advanced features such as AR are integrated through **Viro** and **Open AI** for smart data processing. Security is ensured through **JWT**-based authentication and **Google OAuth** providing scalable and secure foundation.



Feature Architecture and Implementation

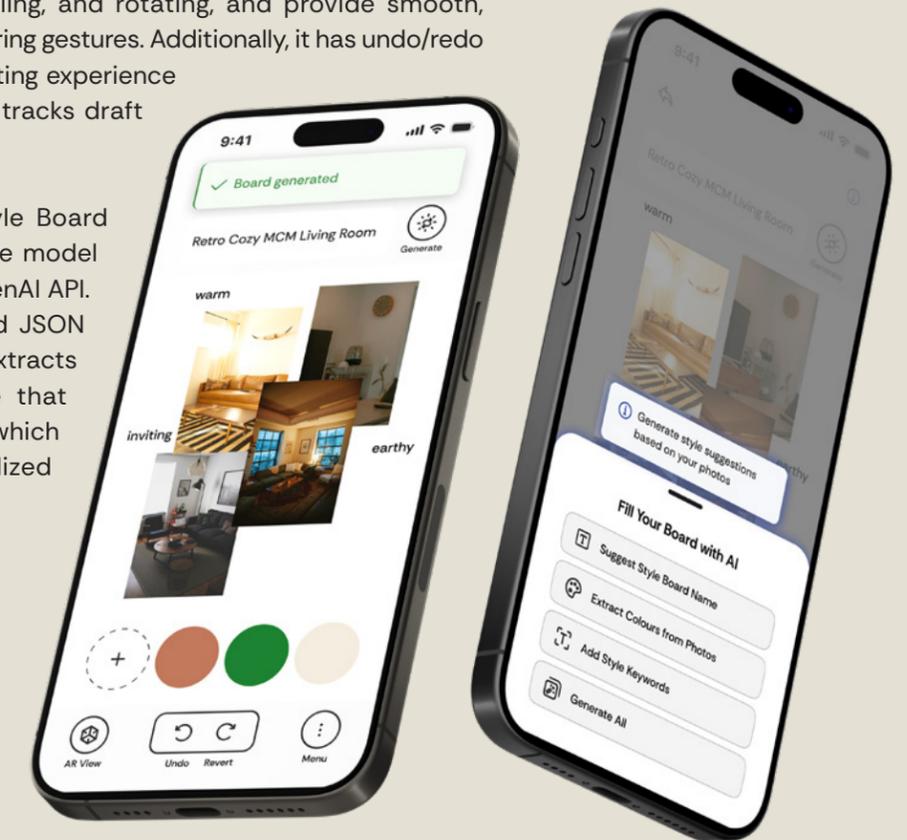
This section outlines the technical architecture supporting the platform's core features. Each feature describes the high-level implementation approach, including how the interface, backend services, and data handling processes work together to deliver the intended functionality. The focus is on key technical decisions, system interactions, and how the architecture supports a responsive and scalable user experience.

Style Board

The Smart Style Board feature analyses a collage of inspiration photos that users freely placed on a style board and generates meta data based on it.

On the frontend, it is built with React Native and Expo, using React Native Gesture Handler and React Native Reanimated to handle multi-touch gestures such as dragging, scaling, and rotating, and provide smooth, high-performance animations during gestures. Additionally, it has undo/redo functionality to enhance the editing experience using state management which tracks draft boards and layout changes.

On the backend, uploaded Style Board screenshot is analysed using the model OpenAI GPT-4.1 Mini via the OpenAI API. Using structured prompting and JSON schema validation, the system extracts colours, keywords, and a title that are represent the Style Board, which are used to generate personalized furniture recommendations.



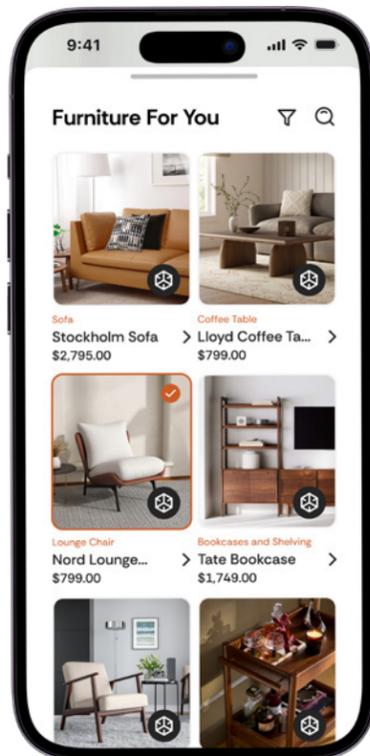
AR Furniture Placement

The AR Furniture Placement system is built with Viro to bridge native mobile AR capabilities (ARKit for iOS and ARCore for Android) into a cross-platform environment. The AR Scene renders the model as interactive 3D objects within a camera. To ensure the smooth user interactions, the app utilizes gesture controls for the users to move around the object and rotate them just by using fingers. State management facilitates the dynamic swapping of models, enabling users to visualize different furniture pieces without restarting the AR session.

The data handling is optimized for high performance asset delivery through hybrid storage strategy. 3D models are stored in Amazon S3 and accessed via signed URLs, which offloads large data transfers from the backend server to AWS. To minimize the redundant downloads and reduce latency, the system utilizes its local filesystem through Expo FileSystem to implement the local caching layer.



AR Furniture Recommendation



The furniture recommendation system uses OpenAI's text-embedding-3-small model to match furniture to a user's Style Board through semantic similarity. Each furniture item in the catalogue is described in natural language — combining its brand, style tags, colour, and product description — then converted into a numerical vector (an "embedding") that captures its semantic meaning. These vectors are stored in the database alongside the furniture records. Style Board creation or updates trigger a non-blocking background job that generates an equivalent embedding from the board's title, keywords, dominant colours, and description. It then ranks the catalogue using cosine similarity and saves the top 10 items to a recommendations table to be served on request.

On the frontend, a custom hook fetches the pre-computed recommendations for the selected Style Board and polls every four seconds while the list is empty — giving the background job time to complete before anything is shown. Once loaded, the full furniture catalogue is sorted by similarity score, so the most relevant items appear first. The hook withholds rendering until recommendations are ready to prevent items from visibly reordering mid-load.

A future efficiency gain would be replacing the in-memory similarity scan with pgvector, pushing ranking into the database and eliminating the need to load the full catalogue into memory.

Image Recolouring

The Image Recolouring feature lets users virtually repaint walls and floors in a photo with real-time colour preview and optional AI-enhanced output. On the frontend, the editing experience is built around React Native Skia, which provides a GPU-accelerated canvas for rendering live colour overlays. A ColourMatrix filter is applied to the pre-generated segmentation mask, giving instant visual feedback. React Native Gesture Handler and Reanimated enable interactions with the canvas such as panning and zooming for an intentional editing experience. Client state management handles the editing session — tracking masks, selected colour, and polish cache across navigation.

On the backend, the feature is driven by a two-stage AI pipeline. Replicate's SegFormer-B5 finetuned on ADE20K and OpenAI's GPT-4 Vision run in parallel — the former performing semantic segmentation to return grayscale wall and floor masks, the latter analysing the room and suggesting five contextually appropriate hex colours via a structured prompt that constrains hue diversity. The optional "Polish" step uses OpenAI's GPT Image 1.5 for photorealistic colour refinement. On save, an approximate paint colour lookup is performed, and the result is stored to S3, viewable in the gallery.



Future Features

AI Performance Optimization	Wall & Floor Material Simulation	AR Furniture Material Simulation
Personalized User Preferences	Notification and Trend Updates	Facebook Marketplace Integration
Furniture Recolouring	Floor Planning Tool	Room Scanning and Measurement
Custom 3D Model Upload	3D Floor Plan Conversion	Team Collaboration
CAD Export		

Business Model

Client	Price	Features
Free	\$0	Basic features Limited Style Board and AR Scene saves
Entry	\$9.99/mo or \$99/yr	Unlimited Style Board and AR Scene saves Room Measurement and Scanning Floor Planner
Business	\$29.99/mo or \$299/yr	All Entry 3D Floor converter Custom models Team Collaboration CAD export

Affiliate Commission Estimated:
\$2-15 per click-through purchase

Furniture brands 4-8% per sale

Home decor brands 5-10% per sale



Meet the Team



Keita Otsuka

[in/keita-otsuka](#)

Lead, Full-stack Developer

Full-stack Developer with years of experience in large-scale web application projects mainly in public sectors. Specializes in problem solving and building robust software while challenging new and unique ideas. Offers technical support for the team as Developer Lead. Key contributions include designing the system, establishing foundational architecture, and developing AR Furniture Placement and Gallery features.



Kanako Taga

[in/kanako-tagataga](#)

Co-Project Manager / Full-stack Developer

Full Stack Developer with 9 years of experience as an Account Manager in the IT industry, proficient in business and technology to efficiently solve customer challenges. Led overall project drive, product planning, and feature design as a Project Lead. As a developer, made key contributions to implementing styling recommendations and furniture listing features.

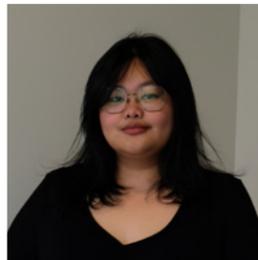


Pinkaew Nawanukool

[in/pinkaewn](#)

Co-Project Manager, UX / UI Designer

UX/UI Designer with hands-on project experience rooted in 6 years of customer support and operations. Took on a dual role as co-PM, coordinating sprint timelines and deliverables alongside the design work, gaining valuable experience in cross-team collaboration. Focused on applying UX/UI principles to screen design and overall flow, while collaborating with the lead designer to build components and deliver simple, user-centred solutions.



Jan Kristine Oducayen

[in/jankristine](#)

Co-Lead, UX / UI Designer

UX/UI Designer with a background in graphic design and advertising, experienced in creating clear and compelling visual communication. Led the project's design direction and developed the full branding system, shaping the visual identity while conducting UX research and guiding key creative decisions to ensure a cohesive user experience.



Unna Regino

[in/unna-regino](#)

Co-Lead, UX / UI Designer

UX/UI Designer with graphic, brand and web experience for clients in civic, culture, and tech, leading design work from concept to launch. Provided design direction and facilitated alignment across the team. Guided UX research, UI design, while building a scalable component library to support consistent implementation.

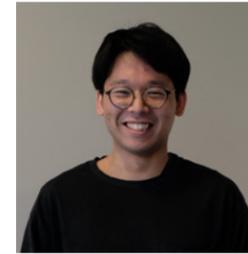


Anne Calija

[in/annecalija](#)

Full-stack Developer

Full-stack Developer with QA test automation experience in embedded systems and web applications. Persistent and quality-driven, tackles complex problems with a thoughtful approach. Advocates for development best practices that drive efficient collaboration within the team. Responsible for the Image Recolouring and Wishlist features.

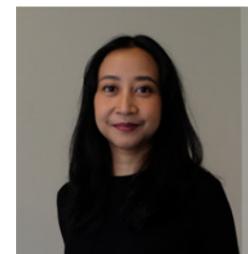


Kanta Nagai

[in/kanta-nagai](#)

Full-stack Developer

Full-stack developer with experience in web and mobile apps, including wireless device protocols testing. Implemented the Style Board feature in a mobile app using React Native, enabling users to freely arrange images and keywords, customize colours, and perform undo/redo with smooth gesture-based interactions.



Kausalya Narendraswari

[in/kausalya-narendraswari](#)

UX / UI Designer

UX/UI Designer and Visual Designer with a background in digital marketing and graphic design, holding a degree in Visual Communication Design. Brings a creative and structured approach to designing interfaces and user experiences, contributing end-to-end support from early UX research and wireframing to UI design, visual refinement, and designing a clean, functional landing page design.



Jaskirat Singh

[in/jaskirat-singh05](#)

UX / UI Designer

UI/UX design student who enjoys turning ideas into simple, easy-to-use designs. I like working on layouts, visuals, and user flows, and I'm always trying to improve how people experience digital products. I enjoy learning through projects and collaborating with others to bring designs together.



Vaishnavi Yelai

[in/vaishnavi-yelai](#)

UX / UI Designer

UX/UI Designer with a foundation in user-centered design and visual communication. I contributed to the project by creating mockups, wireframes, and user flows, helping shape clear and intuitive interactions. I'm proud of designing clean, functional layouts that improve the overall experience and support smooth navigation.



Karanveer Singh

[in/karanveer-singh-saini](#)

UX / UI Designer

UX/UI Designer hold a Computer Science engineering degree and 4 years of experience in public and private sector. To create interactive, user-friendly designs using Figma and UX tools that meet user needs and business goals. Study the fundamentals of flexible and adaptable design. Prioritizing user feedback and research to inform design decisions and create truly user-centred products.

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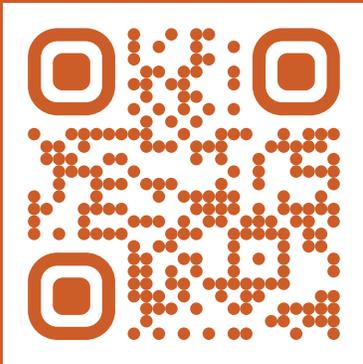
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Langara.

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