

**UNIVERSITI TEKNOLOGI MARA**

**FRAMEWORK FOR  
INTERIOR DESIGN WORK  
DEVELOPMENT PLAN (IDWDP)  
IN MALAYSIAN CONTEXT**

**ARNIATUL AIZA BINTI MUSTAPHA**

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Built Environment)**

**Faculty of Architecture, Planning and Surveying**

**FEBRUARY 2019**

## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Arniatul Aiza Binti Mustapha

Student I.D. No. : 2010561463

Programme : Doctor of Philosophy in Built Environment - AP990

Faculty : Architecture, Planning and Surveying

Thesis Title : Framework for Interior Design Work Development Plan (IDWDP) in Malaysian Context

Signature of Student : .....

Date : February 2019

## **ABSTRACT**

The works of an interior designer in managing interior design projects have been recognized as similar as an architect, as well as the work processes. The interior designer takes part on theme an ideal space, and the architect addressing the theme for the buildings as well as general spatial layout. Particularly, the scope and process in interior project delivery conducted by interior designer has frequently been argued on lacking of standard of scope of work, which was raised disputes amongst the team players, on the work coordination, process and flow. Initially, in searching to address this issue, this research was undertaken to confirm the arguments and to develop a management framework for interior designer in managing interior design projects. The argument was on to what extent is the existence of standard work development plan, and what are the definite needs of scope of work for interior design project delivery, the processes, flow, gaps, and work elements of each work stages. A qualitative research methodology was employing for the research. A preliminary investigation has been executed amongst the interior design project team players including the interior designers themselves. A scrupulous content analysis from a written documents collected was executed verbatim, to set up for a data base. Sets of interviews amongst twelve key respondents for twenty current ongoing and completed projects to record the work flow, processes and scopes. The interior design framework was employed and tested to a selected interior design work development process framework to identify the gaps of the work flow and process of interior design project delivery. The findings found significant gaps in the current interior design project delivery practices which this is closely related to the issue stated, the non existence of appropriate written standard documents of plan of work for interior design project delivery practice. Significant of new knowledge related to the interior design projects delivery was identified through this research, where with this framework, the interior projects delivery process can be improvised.

# TABLE OF CONTENT

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENT</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>xiv</b>
<b>LIST OF ABBREVIATION</b>	<b>xviii</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement of Research	3
1.4 Research Questions	8
1.5 Aim and Objectives of the Research	8
1.6 Scopes and Limitations of the Research	9
1.7 Research Methodology	9
1.8 Significant of the Research	11
1.9 Research Design	13
1.10 Structure of the Thesis	14
<b>CHAPTER: TWO LITERATURE REVIEW</b>	<b>16</b>
2.1 Introduction	16
2.2 The Architecture, Engineering and Construction Industry (AEC)	19
2.3 The Malaysian Construction Industry	20
2.4 The Growth of Interior Design Industry	22
2.4.1 Definition of Interior Design	23
2.4.2 Interior Design Industry	25
2.4.3 Problems and Challenges in Interior Design Industry	49
2.5 Interior Design Project	55
2.5.1 Project Management for Interior Designer	55
2.5.2 The Body of Knowledge for Interior Designer	65
2.6 Interior Design Process and Project Delivery	90
2.6.1 The Importance of Work Development Plan (WDP) and	

Scope of Work (SOW)	97
2.6.2 Work Development Process (WDP) for Interior Design Project	98
2.6.3 Scope of Work (SOW) for Interior Design Project	100
2.7 Theoretical Framework	106
2.8 Summary of Chapter	107
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	<b>109</b>
3.1 Introduction	109
3.2 Qualitative Research Design	109
3.3 Research Philosophy and Paradigm	114
3.4 The Research Process	125
3.5 Literature Review and Research Statement	126
3.6 Research Methodology	127
3.6.1 Qualitative Method	129
3.7 Preliminary Investigation	129
3.8 Conceptualization the Theoretical Framework	132
3.9 Operational the Research	136
3.9.1 Preliminary Investigation	136
3.9.2 Research Questions	138
3.9.3 Additional Cross Analysis Investigation on Interior Design Syllabus Content	148
3.10 Data Collections	150
3.10.1 Qualitative Method	150
3.10.2 The Research Instrument and Data Processing	156
3.10.3 Validity and Reliability	169
3.11 Research Model	171
3.12 Summary of the Chapter	172
<b>CHAPTER FOUR: ANALYSIS AND FINDINGS</b>	<b>174</b>
4.1 Introduction	174
4.2 Structuring the Qualitative Enquiry,	176
4.2.1 Reaffirmation the Concepts	176
4.2.2 Preliminary Investigation, Analysis and Findings	179
4.2.3 The Research Questions	194
4.3 Analysis and Findings	195
4.3.1 Analysis Factor for Work Process	195
4.3.2 Contextualizing the Analysis	195
4.4 Interpreting Data and Findings	268
4.4.1 Research Question 1	268
4.4.2 Research Question 2 and 3	270
4.4.3 Research Question 4	272
4.4.4 Summary of Result Interpretations	275