



Lifestyle ROI Journal
20 Questions

Does your home bring you happiness and enjoyment?

This Lifestyle Return on Investment Journal is not all about your home, most of it is about...YOU (and the others living with you). It asks you to consider how you want your home to feel and how you want to live in your home, rather than just what you want it to look like. At Studio Brunstrum, we feel the best design starts with the "why" instead of the "what". Finding solutions to problems (sometimes unknown), instead basing decisions purely on aesthetics. We always say, "Don't start with pretty". We'll get to pretty, but only after we ascertain your lifestyle needs first. So – have fun, be honest, and see what comes of your assessment. I guarantee it will take some personal reflection and will spark communication and discussion.

1. How often do you think about your home? In terms of space, flow, functionality, sentiment, organization, décor?

Hourly	Daily	Weekly	Monthly	Yearly
--------	-------	--------	---------	--------

2. Define your home as it is in three words.

1. _____
2. _____
3. _____

3. Define your home as you want it to be in three words.

1. _____
2. _____
3. _____

4. Define your lifestyle in three words.

1. _____
2. _____
3. _____



5. Is your lifestyle congruent with your home? Describe.

Yes	No
-----	----

6. Define how your home supports you. Circle all that apply.

A Safe Place	Provides Comfort	Provides Joy
A Source of Pride	A Gathering Place	A Get-Away for Peace and Solitude
A Place to be Creative	A Hub for Activities	Technology Friendly
A Commune with Nature	Accommodates Health and Fitness Goals	Provides Inspiration
A Sanctuary for Self-Care	Holds Memories	A Source of New Memories

Other: _____

7. Did you discover something new about your sense of self or that of your family during the pandemic? If so, what?

Yes	No
-----	----

8. Did you discover something new about your home during the pandemic? If so, what?

Yes	No
-----	----

9. Describe your day-to-day routine in your home in no more than four sentences.

10. Has your day-to-day routine changed since the pandemic? If so, how? If not, why?

Yes	No
-----	----

11. Does your home accommodate your new day-to-day routine? If so, how? If not, why?

Yes	No
-----	----

12. Did you or your family develop any new activities and hobbies during the pandemic? Or pick up any old ones? If so, list the activities and hobbies.

Yes	No
-----	----

13. Does your home support those activities and hobbies? If so, how? If not, why? Describe in four sentences.

Yes	No
-----	----



14. What's been your best memory in your home over the last two years?

15. What's been a hardship because of your home over the last two years?

16. Do you have a favorite room in your home? If so, which room? Describe why is it your favorite.

17. Do you have a least favorite room in your home? If so, which room? Describe why is it your least favorite.

18. Do you have a room or rooms in your home that are not used? If so, which room(s) and describe why.

Yes	No
-----	----

19. Have you made any changes to your home during the pandemic? If so, describe.

20. Are there any amenities you wish your home had? If so, list.

Interiors + Architecture | Environments + Products
Wholistic | Cultivated | Solution-Seeking | Inviting | Unexpected



Thank you for completing your Lifestyle ROI Journal. I hope you have found this exercise to be helpful and thought-provoking in regard to your home going forward. Because of it, I have already made many changes to my home and hope you will do the same!

Interiors + Architecture | Environments + Products
Wholistic | Cultivated | Solution-Seeking | Inviting | Unexpected

213 W. INSTITUTE PL #401 CHICAGO, IL 60610 | 312-572-9090 | STUDIOBRUNSTRUM.COM