



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Your Sofa Turns Grey Online.

Ask them before you sign for a 3D product configurator. A good studio answers all twelve in one email. The wrong one goes quiet when you ask who owns the models.

START HERE

Every failure was visible before you signed

Configurator projects rarely fail on the demo. Every vendor has a slick one. They fail on the five things below, and each of them could have been spotted in the first email, if anyone had asked.

WHAT THE SALES CALL PROMISED		WHAT YOU FIND OUT AT LAUNCH
01	"Photoreal, every fabric"	The velvet looks like plastic and the oak looks grey. Buyers stop trusting the price shown next to it.
02	"Our platform does it all"	A monthly fee for as long as you sell, and your models and rules live in an editor you cannot take with you.
03	"Any combination you like"	Buyers order a fabric, size and module the factory cannot make, and sales has to call each one back.
04	"It works on every device"	A 60 MB model freezes the phone, and the buyer leaves before the sofa appears.
05	"They will love it in 3D"	The product looks right on white and wrong in the room: too big, too dark, too bulky.

You are not choosing a demo. You are choosing a process.

The twelve questions on the next two pages test the process. Each one maps to one of the failures above, and each has an answer you can check.



Maverick Frame furniture CGI: layered cushion materials.

THE TEST, PART ONE

Questions 1 to 6: models, materials, rules

Send these as they are. You are not looking for enthusiasm; you are looking for numbers, file names and examples. Vague answers are an answer too.

ASK THIS	A GOOD ANSWER SOUNDS LIKE	WALK AWAY IF
1. What do you need from us to start?	A list of products and options, the rules for what combines, how you price, and CAD, drawings, photos and physical samples.	"Just send us your website."
2. How do you match our fabrics and finishes?	Each material is built from your samples and checked side by side against photos before it goes live.	"We have a big material library."
3. Can we see the model before the configurator is built?	Yes: renders of every part and finish for approval, then the build.	"You will see it at launch."
4. Where do our combination rules live?	Inside the configurator: it only offers what you can make, and the rules are written down with you first.	"Buyers can pick anything, sales will sort it out."
5. Who owns the code, the models and the rules?	It is written in the contract: what is handed over to you, what stays licensed, and what keeps working if you leave.	"We will sort that out later."
6. What does it cost per year after launch?	Hosting at your choice and a priced list for new colours, sizes and products.	A monthly fee per product or per view.

Why questions 2 and 5 matter most

A configurator that shows the wrong colour loses sales, and one locked to a platform costs you every month. Both answers tell you which kind you are buying.



Maverick Frame product CGI: one bottle, several lid configurations.

THE TEST, PART TWO

Questions 7 to 12: speed, AR, sales

ASK THIS	A GOOD ANSWER SOUNDS LIKE	WALK AWAY IF
7. How fast does it load on a mid-range phone?	A load time and file size they have measured, and how they keep both down.	"Everyone has fast internet now."
8. Which phones and browsers do you test on?	A named list of real devices, tested before launch.	"It is web-based, so it works everywhere."
9. How does the buyer see it in their room?	AR at real size on iPhone and Android, with no app to install.	"AR is a separate project."
10. What reaches our sales team?	The exact configuration, size and price with every quote request, plus a link that reopens it.	"An email with the product name."
11. How do we add a new colour or product?	From the same model: a new material or part, priced in advance.	"It is a new project each time."
12. Who builds it, and is any part passed on?	Named roles on the studio's own team for models and code, or an honest answer about what is outsourced.	"Our network", a pause, or silence.

10 - 12

GOOD ANSWERS: HIRE, AND ASK FOR THE MODEL
APPROVAL DATE IN WRITING

7 - 9

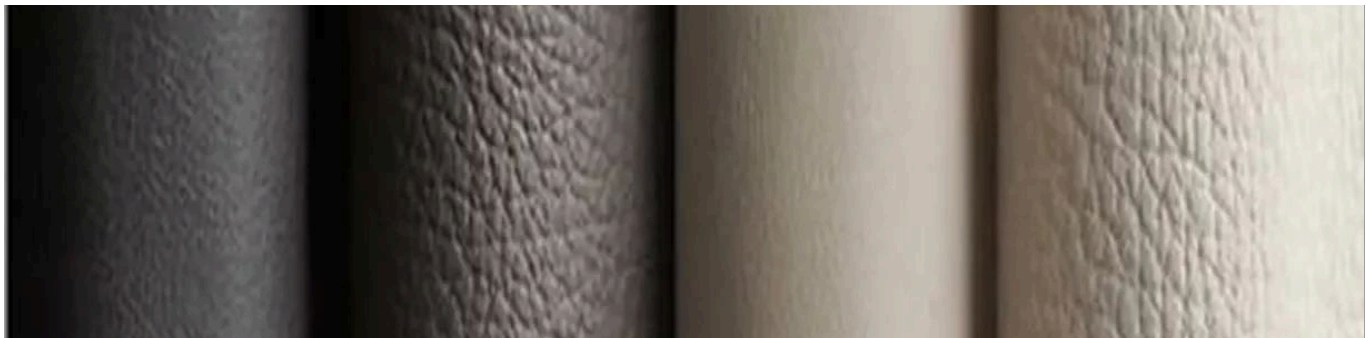
ASK FOR ONE PAID PRODUCT AS A PILOT BEFORE
THE FULL RANGE

0 - 6

WALK AWAY, WHATEVER THE DEMO LOOKS LIKE

Run the test on us too

Our answers to all twelve are short. The demos on our configurator page show the materials, the rules, AR and the quote request working.



Maverick Frame product CGI: leather colourways from one model.

SEND IT

One email. Twelve answers.

Copy this, fill in the brackets and send it to every studio on your list, us included. The answers come back in a week and the shortlist writes itself.

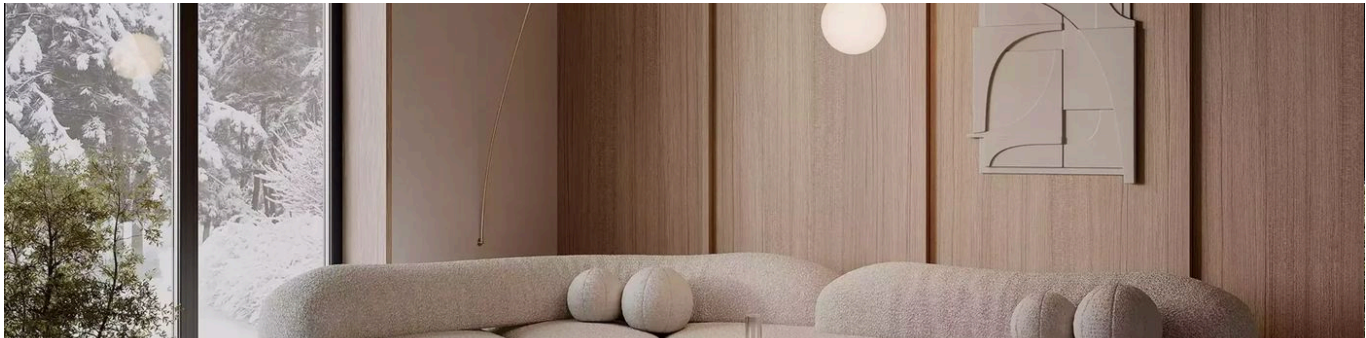
LINE	WHAT TO WRITE
01 Subject	3D product configurator for [product line]: twelve questions before we decide
02 1	We plan a configurator for [number] products with [options: fabrics, sizes, modules] on [our website / store].
03 2	Attached: our option list, combination rules, price list and the files we have [CAD, photos, samples].
04 3	Before we compare quotes, please answer the twelve questions below, with numbers where you can.
05 4	Paste questions 1 to 12 from pages 03 and 04.
06 5	We would like to decide by [date] and launch by [date].

Pilot first

If two studios score the same, pay both for one product. The way each handles your fabric tells you more than any pitch.

Score us the same way

Our own terms and contacts are on the next page, so you can run the same test on us.



Maverick Frame furniture CGI: curved sectional sofa.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Configurator work	maverickframe.com/services/3d-product-configurator/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.