



FIELD GUIDE / 2026 EDITION

Five Steps. One Model. Every Colour Sold.

What to prepare at each step of a 3D product configurator, from the option list to new colours, what carries over, and what share of the budget each step takes.

START HERE

Why configurator budgets leak between steps

A 3D product configurator rarely overspends on the code. It overspends because its parts are bought separately: renders from one studio, the configurator from a developer, AR from a third team, each modelling the same sofa again.

The models and materials are the expensive part, and they are the part that can be reused. Built once and matched to your samples, they carry the approval renders, the configurator, AR, the catalogue and every new colour after launch.

BOUGHT STEP BY STEP	PLANNED AS ONE ROADMAP
01 Every vendor models the product again	One set of models and materials for everything
02 The fabric in the configurator does not match the catalogue	One approved material, the same in renders, configurator and AR
03 Rules are discovered when buyers order the impossible	Rules written down before the build and enforced inside it
04 A new colour is a new project	A new colour is a new material on the same model

The models are the asset. The configurator is the output.

Fix the models and the materials once, and every later step becomes an update rather than a new production.



Maverick Frame CGI: one kitchen in three finishes.

THE ROADMAP

What to do at each step, and what it keeps

The five steps below are the ones on our configurator page. For each: what to order, who uses it, and what the next step inherits instead of paying for it again.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Brief	The option list, the combination rules and the price logic, with one product picked as the pilot	Product, sales and e-commerce teams	The rules and the option list
Models	A 3D model of every part and a material for every finish, approved on renders	Product and marketing teams	Models and materials for every later step
Build	The viewer, options panel, price rules, AR and the quote request	Buyers and the sales team	The code and the rules
Embed	The configurator on your product pages and a dealer page, tested on real phones	Buyers, dealers, showrooms	Data on which options people choose
Update	New colours, sizes and products added to the same models	Everyone above, again	Everything above

Start where you are

If you already have renders from us or from your own files, start at Models: we check what can be reused and build only the missing parts. If you already run a configurator platform, ask for the Models step on its own.



Maverick Frame product CGI: one bottle in five colours and finishes.

WHAT IT COSTS

One sofa range, five steps, line by line

An illustrative composite: one modular sofa range taken through all five steps, priced at mid-market studio rates. The models are built once; every later step reuses them.

	LINE ITEM	BASIS	AMOUNT
01	Option list, rules and price logic, written with you	workshop and spec	\$600
02	3D models of six modules and the legs	6 x 12 h	\$3,240
03	Materials: 12 fabrics and colours, 4 leg finishes	16 x 2 h	\$1,440
04	Approval renders on white	8 views x 4 h	\$1,440
05	Configurator: viewer, options, price rules, quote request	fixed	\$7,500
06	AR files for iPhone and Android	scene reused from Models	\$900
07	Embed on product and dealer pages, device testing	fixed	\$900
08	Eight new colourways in year one	8 x 2 h, scene reused from Models	\$720
09	Catalogue renders, 12 views	12 x \$120, scene reused from Models	\$1,440
10	Two new modules	2 x 12 h	\$1,080
	Brief		\$600
	Models		\$6,120
	Build		\$8,400
	Embed		\$900
	Update		\$3,240

Planned as one roadmap

\$19,260

Same work bought step by step

\$26,460



Step by step means the same work plus \$7,200: renders from a second vendor who models the modules and materials again (\$4,680), AR files modelled separately (\$1,800) and catalogue renders at \$180 a view instead of \$120 (\$720). Every real project is quoted for its exact scope.

THE ONE PAGE

What to send us at each step

The teams whose logos sit on our service pages do not send long specifications. At each step they send a few things like these, usually in the body of an email, and it is enough to quote from.

01	Brief: the range	The products, the options for each and the one product to start with.
02	Brief: the rules	What cannot be combined, and how the price changes with each option.
03	Models: the files	CAD, drawings or photos and measurements of every part.
04	Models: the samples	Fabric, leather, wood and metal samples, or the supplier codes.
05	Build: the sale	What a quote request should contain and who receives it.
06	Embed: the pages	Where it goes: your platform, product pages and any dealer pages.
07	Update: the change	The new colour, size or product, with its sample.
08	Every step: the date	The launch or collection date and who signs off.

Change the range, keep the models

If we built your configurator, a new collection starts with one email: name the change, and we add it to the same models rather than starting again.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06.



Maverick Frame render-based configurator: six upholstery versions from layered renders.

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

Option lists, price lists, CAD, drawings, photos or fabric samples, whatever stage your range is at. 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.