

# Briefing for AI-Supported Development of Outdoorable Cushion Configurator

PROJECT NAME: Outdoorable Cushion Configurator

BRAND: Outdoorable

PARENT COMPANY: The Milk Studio Group

PROJECT LEAD: Rutger Heyninck

## 1. Project Objective

To develop a premium online cushion configurator that allows users to fully customize high-quality outdoor cushions and visualize them in real time (3D or high-res render). The configurator should exceed the functionality of Nofruit and Voordeelkussens.nl.

## 2. Key Features Required

Front-End:

- Responsive web design
- Step-by-step flow: shape, size, corner type, filling, fabric, colors, stitching, options, quantity
- Live price calculation, 3D/2D preview, save/share/email, e-commerce integration

Back-End:

- Admin panel, pricing logic, CMS, user data management

Tech Stack (Preferred):

- Front-end: React + TailwindCSS
- Back-end: Node.js, Python, or PHP
- 3D: Three.js or Babylon.js

### 3. AI Use Cases

- AI 3D modeling: Spline, RunwayML, Kaedim
- Fabric visualization: Midjourney, DALL-E
- Chatbot integration: GPT-4o or Claude
- Product personalization suggestions

### 4. Inspiration & Benchmarks

- Competitors: Nofruit, Voordeelhussens, Sits, Flexteam
- Style: Minimal, Ibiza-inspired, neutral tones, nature-based UI

### 5. Business Goals

- Increase D2C sales, reduce manual service, enable B2B quoting, future lounge expansion

### 6. Deliverables

- MVP, Admin panel, Front-end, Export tools, Optional AR preview

### 7. Development Plan

1. UI/UX Mockups
2. React Front-end MVP
3. Backend logic
4. 3D Integration
5. Hosting & E-commerce

### 8. Resources

- [nofruit.nl](https://nofruit.nl), [voordeelhussens.nl](https://voordeelhussens.nl), [spline.design](https://spline.design), [runwayml.com](https://runwayml.com), [kaedim3d.com](https://kaedim3d.com), [fabricsystems.ai](https://fabricsystems.ai)

Prepared for AI & Dev Teams

Contact: Rutger Heyninck

Company: Outdoorable (The Milk Studio Group)