

Home Craft 3D – Product Brainstorming Notes

Saved conceptual notes and recommendations for later reference.

1. Core Vision Principles

- Upload friction is the #1 risk to creator adoption.
- Creators should be able to publish quickly without perfect metadata.
- Upload flow must preserve creative momentum, not interrupt it.
- Publish-now must feel safe; polish can come later.
- Images enhance listings but should never block publishing.

2. Upload Flow Philosophy

- Upload files first; ask questions later.
- Accept ZIPs and raw STL/3MF/OBJ files with server-side processing.
- Auto-generate metadata where possible (title, tags, category hints).
- Auto-generate preview images when none are supplied.
- Allow publish with defaults; avoid blocking validation.

3. Image Handling Guidelines

- Require only one image; allow unlimited optional images.
- Auto-crop, resize, and optimize images server-side.
- Detect and remove empty padding where possible.
- Allow reordering and primary-image selection.
- Auto-generated previews should be labeled but treated as first-class.

4. Navbar Ordering & Typography

- Navbar should prioritize clarity over completeness.
- Recommended order: Logo → Browse/Categories → Trending/New → Sell/Upload → Search → Account/Cart.
- Reduce visual weight of category text (lighter weight, tighter spacing).
- Aggressively shorten category names for scannability.
- Use hover/focus states for emphasis instead of static boldness.

5. Category Selection During Upload

- Avoid long flat dropdowns for category selection.
- Use a two-step selection: broad bucket → specific category.
- Add type-to-filter search inside dropdowns.
- Surface recent and popular categories at the top.
- Allow category changes after publish to reduce anxiety.

6. Guiding Insight

Navigation is for buyers. Categorization is for systems. Upload is for humans. Design the upload experience to be fast, forgiving, and momentum-preserving.