3D Configurators

What is a 3D Product Configurator?
- A tool that allows customers to customize its features in real time. [1]
- The product can be observed from any angle and rotated 360 degrees. [1]
- The 3D model of the product is photorealistic. [1]

Visualizer vs. Configurator:
- A 3D Visualizer merely provides a 3D model of the product that the user can view from any angle. [1]
- A 3D Configurator in addition to doing what a 3D Visualizer does, also allows the customer to alter certain elements of it in a predefined manner. [1]

How Does It work?
- The images used in 3D product configurators are built on CAD files / 3D images. [1]
- These files / images are called 3D Assets. The configurator allows the customer to alter some of the features in pre-defined ways. [1]

Reasons to Use 3D Configurators for E-Commerce:
- 83% of customers say that imagery influences their decision to buy and since a #D Configurator allows them to see a product from all angles, thus they are more likely to buy that product. [2]
- 82% of customers view products in 3D and nearly a third of them interact with the 3D visuals for 30 seconds or more. This is because they want to see and feel a product before buying it and this technology allows them to come close to doing that. [4]
- Interactive 3D offers 40% more conversions than conventional marketing techniques. This is because customers like to get as much information as is possible about a product before buying it. This is even more true if they are using E - Commerce. An interactive 3D model offers a customer more information than traditional static images. [3][4][5]
- Use of interactive 3D results in a 35% reduction in product returns. This is because customers usually return products if they aren't of the same color, don't fit or don't match their expectations. This is less likely to happen with 3D Configurators as a customer can view the product from all angles. [2][4][5]

Use of 3D Configurators Across Different Industries:
- The furniture industry has 3D configurators that allow a customer to choose materials, colors and sizes. This has led to 3D furniture catalogs. Eg - **Crate and Barrel**. [3]
- Shoe brands allow customers to customize their own shoes. Eg - **Allen Edmonds, Nike.** [3]
- Automakers allow a potential buyer to choose interiors, colors and features using 3D Configurators. Eg - **Tesla** [3]
- **TaylorMade** is a company that makes custom, high-end golf clubs. The customer is allowed to customize the club using a 3D configurator.

Best Practices in 3D Configurator Design:

- In the design of the 3D Configurator, we must consider the product type, the target audience and their pain points. The user must be able to customize the models in the configurator easily.
- The use of high quality photorealistic visuals is encouraged. This increases the customer's confidence and makes him more likely to buy the product and less likely to return it. [4][5]
- The configurator must be responsive and easy to access and use regardless of device type. There should be uniformity in User Experience across devices. [5]
- It should load quickly and be responsive during use. This calls for it to be highly optimised. [5]
- The configurator's design can be enhanced by collecting feedback from customers during its development. [5]
- The configurator's design must consider accessibility requirements of users. Eg - Keyboard navigation, Color contrast. [5]

Conclusion:

We conclude that a 3D Configurator is an effective tool to increase product sales in E-Commerce. This is true as it gives the customer more information about a product than traditional methods of marketing, in addition to providing a shopping experience where the user feels like they are interacting with a product. They are effective if designed by implementing best practices and thus should be put in product pages. [1][3][4][5]