# 3D Configurators - Design

- A 3D Configurator should either inspire the purchase of a product or help a customer configure one. It shouldn't be too complicated either. Eg - A person has been planning to buy a bike. He comes across a bike manufacturer's website and is encouraged on seeing a bike configurator. If this configurator is simple enough to use (doesn't allow too much customisation) then he will buy a bike.

- A configurator should be designed based on the problem it is trying to solve. It should ask itself if it is there to inspire a customer to play with it or to purely customize a product. This will determine **how much customization** it offers.

- Configurators should make it **easier for customers to make a decision**, thus making a customer commit to a purchase.

- Customers need time to be able to explore a product. They may do this several times and only then decide to buy. Thus, a configurator should be **as responsive as is possible** and should be **supported on many devices**.