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3D Product Visualization
VENDOR SELECTION CHECKLIST

How to select the right 3D product visualization platform for your furniture business

The furniture landscape has changed substantially in recent years. In the wake of a digital transformation catalyzed by the pandemic, furniture businesses have finally realized the importance of an engaging website experience. This is true for both B2B and B2C companies.

With constantly evolving expectations and purchasing habits, you need a trusted 3D product visualization partner who can help you set the foundation of a future-proof visualization strategy. As you go through the selection process, use the checklist below to help you sort through your options and select the vendor who will best meet your visualization needs.

What to ask the vendor	Assessment	Why is this important?
1. Quality of 3D assets What is the quality of 3D assets? Will we get both high-poly and low-poly assets?	☐ high ☐ medium ☐ low ☐ yes ☐ no	The quality of the 3D product visuals is the foundation of your product visualization strategy. Not only does the quality impact your brand image and the overall website experience, but it is the key to future growth *(think: higher conversion rates, lower product return rates, a foundation for B2B e-commerce, etc.)*
2. All-in-one solution Can we easily repurpose the 3D assets for different use cases beyond the product details page (PDP)? Is this the platform where I can get the most value from creating, managing, analyzing, and distributing my content?	☐ yes ☐ no ☐ yes ☐ no	3D product visualization should go well beyond the product details page. Ask for all the possible use cases the platform offers. Does the vendor have examples of clients using the solution across channels and platforms?
3. Scalability Can you produce a significant output of 3D assets? Can the solution scale with the growth of our business? (If yes, how?)	☐ yes ☐ no ☐ yes ☐ no	When choosing a 3D product visualization solution, you have to think long term. Even if you're just starting with a small batch of products, have in mind that over time you might want to create 3D models of your whole product portfolio. For this, you need to find a partner that offers a scalable solution.
4. Product page load speed Does the implementation of the 3D product visualization solution significantly affect loading speed? How does the solution compare against other 3D viewers?	☐ yes ☐ no ☐ faster ☐ slower	Product page loading speed is one of the most overlooked aspects in the process of choosing a 3D platform. Slow product pages negatively affect user experience, SEO, online sales, business reputation, and credibility.
5. Production process and turnaround time Is your development/production based on standards, or is it variable? Can you guarantee a turnaround time as per the defined project scope?	☐ standard ☐ variable ☐ yes ☐ no	Without standard production and pipeline, the risk of missing the deadlines and having inconsistent visual quality is huge. Talk about turnaround time upfront. Time efficiency is crucial. A slow turnaround time can completely derail your business *(think: having to postpone the launch of your new collection because the 3D assets are not ready.)*

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6. Review process Do you have a streamlined review process for approval of 3D assets? Do you have a review tool that makes the process simple and easy?	☐ yes ☐ no ☐ yes ☐ no	The review and approval process of 3D product visuals can be daunting. Ask the vendor what the usual workflow is. Is there a dedicated tool to ease the process and communication?
7. Onboarding process and communication Is there a seamless onboarding process between sales and customer success? Do you have enough resources to ease the onboarding process? Will we get a dedicated team of customer success and project managers?	☐ yes ☐ no ☐ yes ☐ no ☐ yes ☐ no	3D product visualization is not a one-off thing. It requires constant communication, so everything runs smoothly. That's why you need a vendor that acts as a partner in the process. Ask about the onboarding process between sales and customer success. Working with a dedicated team is a prerequisite for success.
8. Omnichannel support Can we leverage the 3D product viewer in your showrooms? Can we leverage the 3D viewer during trade shows?	☐ yes ☐ no ☐ yes ☐ no	Why use 3D product visualization for your website only when you can leverage the 3D assets to boost in-store sales or showcase your products during trade shows? Check the possibilities the platform offers for omnichannel support.
9. Product expertise Do you have expertise in furniture visualization? Do you have an extensive portfolio of clients in the furniture industry? Do you provide contacts for reference calls? Do you have a resource library to guide and educate clients and prospects in the field?	☐ yes ☐ no ☐ yes ☐ no ☐ yes ☐ no ☐ yes ☐ no	The complexity and the price tag of big-ticket products such as furniture require state-of-the-art product visualization that instills purchase confidence. Aside from this, you can also benefit from the industry knowledge and the network effect.
10. Future-proof solution Do you have a clear roadmap for future platform development? Does your platform represent the future of the 3D product visualization industry? (If yes, how?)	☐ yes ☐ no ☐ yes ☐ no	The world is changing, and so is technology. Make sure to choose a future-proof 3D product visualization platform that is ready to scale, grow, and evolve.