

## CONFIGURATORS

### CONFIGURATORS DESIGN CHECKLIST

- 01 — Are we designing for inspiration or customization, or both?
- 02 — What's the entry point to the configurator?
- 03 — How many pre-made presets, and how to define them?
- 04 — Do we provide recommendations/labels with presets?
- 05 — Do we ask for custom preferences/use filters to guide users?
- 06 — Is the product always visible, on mobile/desktop?
- 07 — Do we always display current price?
- 08 — Do we use a 3D view, and is it accessible?
- 09 — Are we using drag'n'drop functionality?
- 10 — How do we design navigation, with pins or prev/next pattern?
- 11 — Do we need to integrate search or filtering?
- 12 — Is it possible to jump from the current step to a previous one?
- 13 — How do we highlight current step?
- 14 — How do we highlight already finished steps?
- 15 — Is it clear how to undo a change/feature?
- 16 — How do we design adding/removing choice (color, icon, overlay)?
- 17 — Next step is never empty, and contains a smart default value?
- 18 — Should the user automatically move to the next step when finished?
- 19 — For every step, do we display impact of a selected feature on price?
- 20 — For every step, do we explain and highlight dependencies?
- 21 — For every step, is the summary of all changes always accessible?
- 22 — For every step, do we need to group some options to limit scope?
- 23 — Do we provide context-sensitive inspiration to ease a choice?
- 24 — Do we have recommendations to nudge a user towards a choice?
- 25 — Do we integrate a feature comparison table at some steps?
- 26 — Do we display dependencies, some options are mutually exclusive?
- 27 — Is visual feedback for the product preview instant on 3G?
- 28 — Do we have a "fullscreen view" for the product rendering?
- 29 — Do we store choices automatically? What happens on page refresh?
- 30 — Is it possible to save/label a current snapshot of the configuration?
- 31 — For every step, do we explain and highlight dependencies?

32 — Are we lazy-loading assets (and options!) for performance?

33 — Do we provide extras, e.g. financing, lease, reservation, sharing?

34 — Do we integrate a chat bot or conversational UI?

#### CONFIGURATORS SUMMARY

01 — Highlight the product, not the steps.

02 — Carefully consider presets and baselines.

03 — Design for short interactions (60s or less).

04 — Allow for prev/next/specific jumps between steps.

05 — Consider floating pins to increase engagement.

06 — Design for moving back and forth between steps.

07 — Preload assets to provide real-time feedback.

08 — Consider a slider/carousel to explore options per step.

09 — Prioritize product images above everything else.

10 — Maintain the state but also provide a “Reset” button.