

3D Kitchen Designer Decision Framework

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Most kitchen planner platforms fall into one of three tiers.
Use the framework below to identify which tier fits your needs.

Tier 1: Basic Customer Self-Service	Tier 2: Enhanced DIY-Savvy Customer	Tier 3: Retail Professional Kitchen Designer
Best for: Customers who need a self-serve tool to explore kitchen ideas online. No designer involvement required.	Best for: Customers comfortable doing real design work before talking to a designer.	Best for: Retailers and manufacturers who need an end-to-end platform for professional kitchen designers.
What users do: Experiment with finishes and layouts, draw their room, place products, view basic dimensions, and get a general sense of what their kitchen could look like before moving forward with their project.	What users do: Draw or scan their room, place products, work in a live 3D view with accurate dimensions, and generate a preliminary estimate. When they sit down with a kitchen design consultant, the discovery phase is mostly done.	What users do: Build complete kitchens using real manufacturer catalogs with accurate SKUs, pricing, and configuration rules. Swap catalogs to compare brands. Produce presentation packs, construction docs, and BOMs that flow into ordering systems.
Look for: Drag-and-drop product placement, basic product and room styling, visualization capabilities, a standard staging content library, basic screenshot features, and simplified floorplan creation tools.	Look for: Everything in Tier 1, plus cloud-based access, a live 3D perspective view, lead generation tools (style quiz, estimator, visualizer), inspiration rooms, floor plan tracing, room scanning, keyboard shortcuts, CRM integration, global room styling, wall editing controls, branded UX, estimate exports, and enhanced BOM.	Look for: Everything in Tiers 1 and 2, plus catalog swapping, advanced product configuration, HD rendering with lighting and camera controls, 360 panoramas, plan and elevation exports, editable BOMs, automated presentation exports, analytics dashboards, custom staging content, 2D orthographic views, and custom countertop editing.
Scenario: Late-Night Browser A homeowner is up at 10 PM scrolling kitchen ideas on their phone. They land on a retailer's site and start experimenting with cabinet colors and layouts in a template room. They snap a few screenshots to show their partner the next morning. Two days later they book a consultation, already knowing what style they want.	Scenario: Retailer Lead Generation A kitchen retailer embeds a style quiz and estimator on their homepage. Visitors who complete the quiz are more likely to book an in-store consultation. The tools capture lead data (style preferences, budget range, layout type) that the sales team can review before the customer walks in.	Scenario: 20-Minute In-Store Consultation A customer visits a showroom. The designer opens an inspiration room, adjusts the dimensions, swaps in the manufacturer's catalog, and takes an HD render, all while the customer watches. Within 20 minutes, they have an image of their future kitchen with an accurate quote attached. They approve it on the spot.

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