

Business potential at a glance

Rehang a Mixed Frame Collection

Framebridge · Free customer offering · 10/22/2026

01 Customer task

Owners need a new arrangement when their wall or collection changes, with dimensions they can transfer without calculating every position.

02 Business value

Free ownership support might retain a later framing purchase, but useful plans and return visits do not establish additional contribution.

03 Target market and access

The first commercial segment is existing Framebridge owners. Relevant website placement is plausible, but access is not authorized or demonstrated.

04 Advantage over alternatives

Galeriva can offer prepared, editable arrangements and recalculated coordinates. Free competitors already advertise substantial feature overlap.

05 Key assumption

The decisive assumption is that practical rehang help changes a later provider choice. Without that effect, retention may not cover specialist work.

06 Recommendation

Proceed with the bounded independent demonstration, not a claim of proven commercial retention. Keep catalogue limits and installation boundaries explicit.

Market, competition and position

Target audience and route to customers

Owners rearranging rectangular framed photographs or artwork; the first demonstration supports selected catalogue formats rather than arbitrary frame inventories. First commercial channel: proposed placement on Framebridge gallery-wall or ownership-support pages. Their subject matter fits existing owners, but rehang-intent traffic is unknown.

Usage and ongoing value

Assumptions and evidence in the online details

Repeat-user hypothesis: recalculate after a move, furniture change or frame addition; actual return frequency is unknown. A revised plan may retain a later framing order; successive one-time users could also sustain value without individual returns.

Relevant alternatives

Alternative	Why switch – or stay?
Framebridge curated gallery-wall sets	A purchased set already has a full-size guide, including hardware marks for Wide Grid. Recalculation is the proposed switch reason; an edge-only plan is not an equivalent installation guide.
Frames on the Wall and Gallery Wall Planner	Free tools advertise custom dimensions and calculated layouts. Galeriva must compete through its prepared experience; no superior usability or output quality has been demonstrated.
Framebridge Gallery Wall Design Service	Human design and revisions exceed a bounded solver's judgement. Self-service may avoid consultation effort, but owned-frame-only eligibility is unverified.
Paper outlines and manual arrangement	Paper templates offer actual-size positioning. A calculated plan could reduce arithmetic, but templates can still help transfer its result to the wall.

Strengths, weaknesses, opportunities and threats

Strength

Framebridge already supplies curated layouts and hanging guidance, providing a concrete composition foundation for the proposed extension.

Weakness / internal effort

Mixed-frame rules and independent coordinate-plan usability are not established; specialist preparation and support remain necessary.

External opportunity

Growing collections create a recalculation occasion beyond an unchanged purchased set; useful ownership support could accompany that change.

External threat

Free planners advertise similar geometry and exports; existing hardware-marked guides also exceed an edge-only PDF for installation.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

otherwise-lost framing orders retained / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	12 / 60 / 120	12 months × assumed 1 / 5 / 10 otherwise-lost orders retained; access remains conditional.
Value / unit	50 / 50 / 50	Assumed additional contribution per retained order, after ordinary physical fulfilment costs.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	1,000 / 2,800 / 5,600	Full derivation online; this value is a planning assumption.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-5,000 USD
Base	200 USD
Favourable	5,000 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit covers the included costs. Keep the initial scope focused.

Break-even under base assumptions

56 otherwise-lost framing orders retained per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Proceed with the independent, catalogue-bounded Galeriva demonstration.

Implementation package 1

Prepare the bounded Galeriva demonstration for explicit commissioning through the regular app generator. DE/EN independent demo; three sourced sets, up to 12 frames, editable scene, local photos, calculated alternatives, quantity list, PDF and project file.

Benefit: Catalogue geometry supports a useful example, but does not establish coverage of arbitrary owned frames.

Implementation package 2

Include geometry, state preservation and coordinate-output checks in normal implementation. Use supplied Wide Grid, Diptych and Trio counterexamples; preserve IDs/photos through edits; reject overlaps; export outlines, not drill points.

Benefit: Frame-edge planning is useful only if dimensions, fit and photo assignments remain reliable.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

For customers who use a rehang plan and later add a framed piece, what role does that help play in their actual provider choice?

Open

Collection growth is documented; the role of rehang assistance in actual provider choice remains unknown.

Among users who subsequently buy framing, does the rehang service materially affect provider choice compared with their prior preference?

Open

No reviewed source separates planner influence from prior loyalty, price or convenience.

Selection: 2 priority questions out of 4 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.