

Business potential at a glance

Bathroom Finish Composer

Source company · Free customer offering · 10/19/2026

01 Customer task

Homeowners compare complete bathroom finish combinations and keep an illustrated selection sheet for household decisions.

02 Business value

The free tool could support additional remodel purchases through voluntary consultations; browsing and downloads alone create no demonstrated revenue.

03 Target market and access

Start with U.S. finish-selecting homeowners through Source company's design gallery, subject to placement approval and participating service coverage.

04 Advantage over alternatives

The proposed distinction is designer-authored completion around an anchor finish and a useful alternative, not visualization or export alone.

05 Key assumption

Useful schemes must lead to additional purchases whose contribution reaches the party funding upkeep; neither the effect nor gallery reach is established.

06 Recommendation

Proceed with a small free version, not a broad visualizer rebuild. Keep the library bounded because the base first-year sales case does not cover preparation.

Market, competition and position

Target audience and route to customers

Homeowners comparing coordinated bathroom finishes before committing to a design. First channel: an approved entry on Source company's design-styles gallery. Curated schemes and its consultation route fit finish selection. Publishing permission and local handoff remain open; page existence proves neither reachable volume nor buyers.

Usage and ongoing value

Assumptions and evidence in the online details

Usually once per remodel decision; changed preferences may prompt another scheme. Actual return frequency is unknown. Successive remodel prospects may bring chosen schemes into consultations and generate additional completed remodels.

Relevant alternatives

Alternative	Why switch – or stay?
Source company Bathroom Visualizer announced in 2019	Historical overlap includes design images, product lists and franchise handoff. Prefer reuse if it still meets the task; current operation is unknown.
MSI Bathroom Visualizer	Offers surface choices and saved or printed favorites. Switch for verified cross-category coordination; full interactive behavior and fixture completion were not established.
Source company in-home design consultation	Free professional advice includes a design to keep. The composer offers immediate independent comparison, but cannot replace measurement, scope or pricing work.
Source company gallery and named-product schemes	Already supplies coordinated inspiration and named products. Switch only for useful editable completion and alternatives; broader current functionality is unverified.

Strengths, weaknesses, opportunities and threats

Strength

Source company documents certified interior-design expertise, providing a credible basis for authored coordination rules.

Weakness / internal effort

The required reusable library, asset permissions and rule coverage are not established; expert preparation remains necessary.

External opportunity

The existing design gallery offers a contextually relevant entry to homeowners choosing finishes, subject to publishing approval.

External threat

MSI offers surface visualization and export, while Source company announced its own visualizer; pictures alone will not justify duplication.

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.

additional completed remodels per year / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	0 / 1 / 3	Annual incremental completions: none; one across the year; or one in each of three active project periods.
Value / unit	1,000 / 1,500 / 2,500	Assumed captured contribution per extra remodel after variable delivery and ordinary sales effort; not full revenue.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	960 / 1,800 / 3,600	First-year only: 16h×\$40 / 24h×\$50 / 40h×\$60 of expert preparation.; Four quarterly reviews: 2h×\$40 / 3h×\$50 / 5h×\$60 per quarter.

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	-3,600 USD
Base	-300 USD
Favourable	6,540 USD

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

At base assumptions, the modelled benefit does not yet cover costs. Increase benefit per use or reduce own effort; this case does not justify a broad rollout.

Break-even under base assumptions

2 additional completed remodels 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

Build a bounded free selection aid, not a broad new visualizer.

Implementation package 1

Develop a bounded finish composer with complete schemes and one genuinely coordinated alternative. Proposed scope: one original scene, all four finish categories, anchor-based completion, two comparisons and a local named-selection sheet.

Benefit: Existing galleries and visualizers already provide pictures and named products.

Implementation package 2

Prepare the gallery entry and voluntary consultation handoff within the development scope. Proposed placement: beside gallery styles; optional consultation link after download; no contact details required for the finish sheet.

Benefit: The gallery fits the selection occasion, but publishing permission and reachable prospects are unconfirmed.

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

Original questions: answers and consequences

Among homeowners using the composer, what subsequent consultation and purchase behavior is attributable to the service?

Open

Attributable consultation and purchase behavior is unknown. A consultation route and historical design handoff exist, but neither proves additional sales.

When choosing actual finishes, which generated selections do homeowners keep, reject or still need someone else to coordinate?

Open

Acceptance of generated selections is unknown. Existing named-product schemes support task relevance, not this composer's decision quality.

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.