

# Self-service configurator — journey map (1 page)

Forward this to a partner or employee. Shows what your client sees in a live 7-step configurator — process proof, no invented conversion rates.

## How the journey is structured

Every step keeps two things visible: a **progress bar** and a **sticky cart** with a running total. Your client always knows where they are and what they're building toward.

Phase	What the client does	What you get
<b>Welcome</b>	Orient — what they'll configure	Fewer drop-offs from confusion
<b>01 Foundation</b>	Pick core package / branding base	Structured starting point
<b>02 Vehicle</b>	Add mobile branding options	Upsell without a sales call
<b>03 Workwear</b>	Choose clothing branding	Clean option data
<b>04 First impression</b>	Select print / physical materials	No "what did you want again?" emails
<b>05 Visibility</b>	On-site presence options	Same capture format every time
<b>06 Tools</b>	Equipment branding choices	Logic rules applied automatically
<b>07 Premium</b>	Finishing touches	Final upsell in flow, not in inbox
<b>Checkout</b>	See open price · upload assets · pay or book	Qualified lead with full spec

## Seven configuration steps (verified)

These seven categories match a **live production wizard** in the owner ecosystem (source: wizard step definitions). They are the "7-step configurator" referenced in product rules — welcome and checkout sit outside the count.

Welcome → [7 config steps] → Summary & checkout → your CRM / inbox / sheet

**What's real today:** working funnel — pick options → upload logo → see price → pay.

**Measurement:** fewer manual quote emails (to be quantified per client — no invented numbers).

## Built-in guardrails

- **Open pricing** — client sees the number before committing, not after three email rounds.
- **Option logic** — minimum values, dependencies and rules enforced in the flow.
- **Single path** — wizard-only; no parallel quote channels that bypass the system.
- **Structured output** — every enquiry captured the same way.

## Next step

Want a self-service funnel shaped around *your* offer? Book a paid **Automation Map** — we map your current quoting process and whether a configurator is the right first system.

**Book:** [services.flexgrafik.nl/book-discovery/](https://services.flexgrafik.nl/book-discovery/)