



From installed to selling, *screen by screen.*

The app carries its own **guided tutorial**: a button on every screen that points at the controls one by one and **changes with your situation**. This manual is that same walkthrough—eight screens, eighty-four steps—written down.

shopify

Q Search

CTRL K

Wall Art

WALL ART · OVERVIEW

Your store overview

AR sessions, cart conversion, plan status, and quick links.

LAST 30 DAYS · ESTIMATED

28 AR sessions generated 3 carts

Estimated revenue impacted: €150 (3.6% conversion · est. AOV \$50). AR lift vs. no-AR: +35% (industry benchmark).

AR SESSIONS	CARTS	CONVERSION
28	3	3.6%

AR SESSIONS (30D)
28
28 AR opens

AR → CART CONVERSION
3.6%
3 carts · 28 AR

CURRENT PLAN
Pro
Pending approval

Tutorial

THE TUTORIAL BUTTON, BOTTOM RIGHT · IT'S ON ALL EIGHT SCREENS

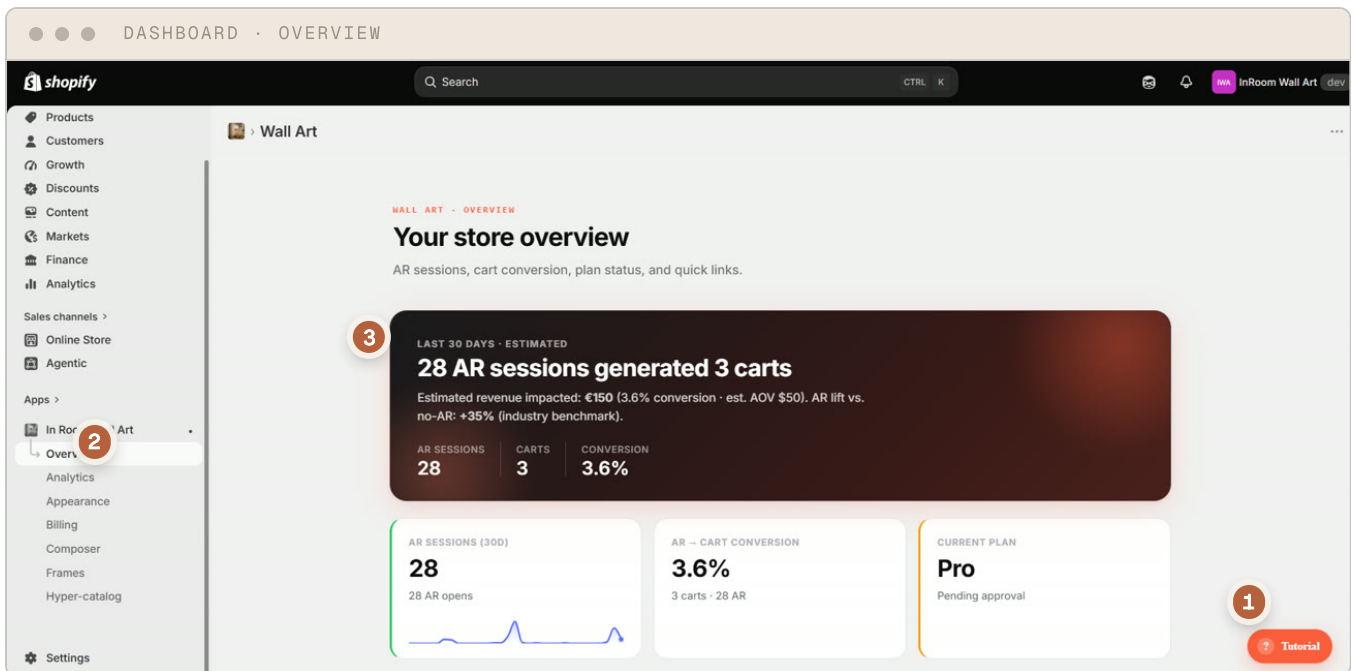
01	Artworks	Which pieces have AR
02	Frames	Readiness bar, links and real sizes
03	Appearance	How it looks, and the catalogue button
04	Composer	The arrangement studio
05	Hypercatalogue	The whole catalogue on one screen
06	Analytics	What to look at and what it means
07	Your plan	Slots, notices and billing
08	Installation	The three steps and the two spots people confuse
09	When something doesn't show	Symptom, cause and fix
10	The recommended order	The seven steps to start

BEFORE YOU READ ANY OF THIS

Every screen has a button that says «Tutorial»

Bottom right, always. And it isn't generic help: **it points at the controls one by one** on whichever screen you're on, and **it changes with your situation** — it doesn't tell you the same thing if you've already published as if you still have frames to link. There are **eight walkthroughs and eighty-four steps** in total.

This manual is that same walkthrough written down, to read in one go, print, or search for something specific. **If you're sitting in front of the dashboard, use the button**; if you're getting ready before installing, keep reading.



REAL SCREENSHOT The dashboard's home screen, inside the Shopify admin.

1 The Tutorial button

There it is, on every screen. It's the first thing to press.

2 The seven screens

Overview, Analytics, Appearance, Billing, Composer, Frames and Hyper-catalog. This manual walks them in that order.

3 Your numbers

AR sessions, carts and conversion over the last thirty days, with your plan status beside them.

THE THREE RULES BEHIND 90 % OF THE PROBLEMS

Saving is not publishing

Saving keeps your work safe inside the dashboard. **Publishing** is what sends the changes to your shop. The AR always reads what's published, never what you've only saved. If you've configured something and your customer can't see it, start here.

A frame reaches the AR only if three things are true at once: the app knows which variant option is the frame, the frame is **switched on** and **linked** to a value of that option, and you have pressed publish. None of the three warns you on its own.

And some features depend on your plan: the Composer and the Wall Studio come with Studio; the Hypercatalogue, with Enterprise. If something looks locked, it isn't broken.

CONDITION 1 The option The app knows which of your variant options is the frame. It usually recognises it by name on its own.	CONDITION 2 On and linked The frame has its switch on <i>and</i> is tied to a specific value of that option.	CONDITION 3 Published You've pressed publish. Saving doesn't reach the shop: the AR always reads what's published.
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All three have to be true **at the same time** and **none of them warns you on its own**. If your customer can't see the frame, walk these three before anything else: in practice that's where the fault is nine times out of ten.

01 Artworks — the main switch

It's the home screen and where you decide **which pieces have AR**.

01 The master switch

Turn it on and the AR button appears in your shop. Off, nothing shows even if everything else is configured.

02 All pieces at once

If your plan allows it, one switch turns AR on across the whole catalogue. If not, you pick them one by one from the grid, with a search box and bulk selection.

03 Your count

How many pieces you have with AR and, if your plan has a cap, how many you have left. On the free plan it's three.

04 Save

Nothing reaches your shop until you press save.

At the top you have your numbers: how many times customers have opened the AR. If nobody has come in yet, that's where it'll show.

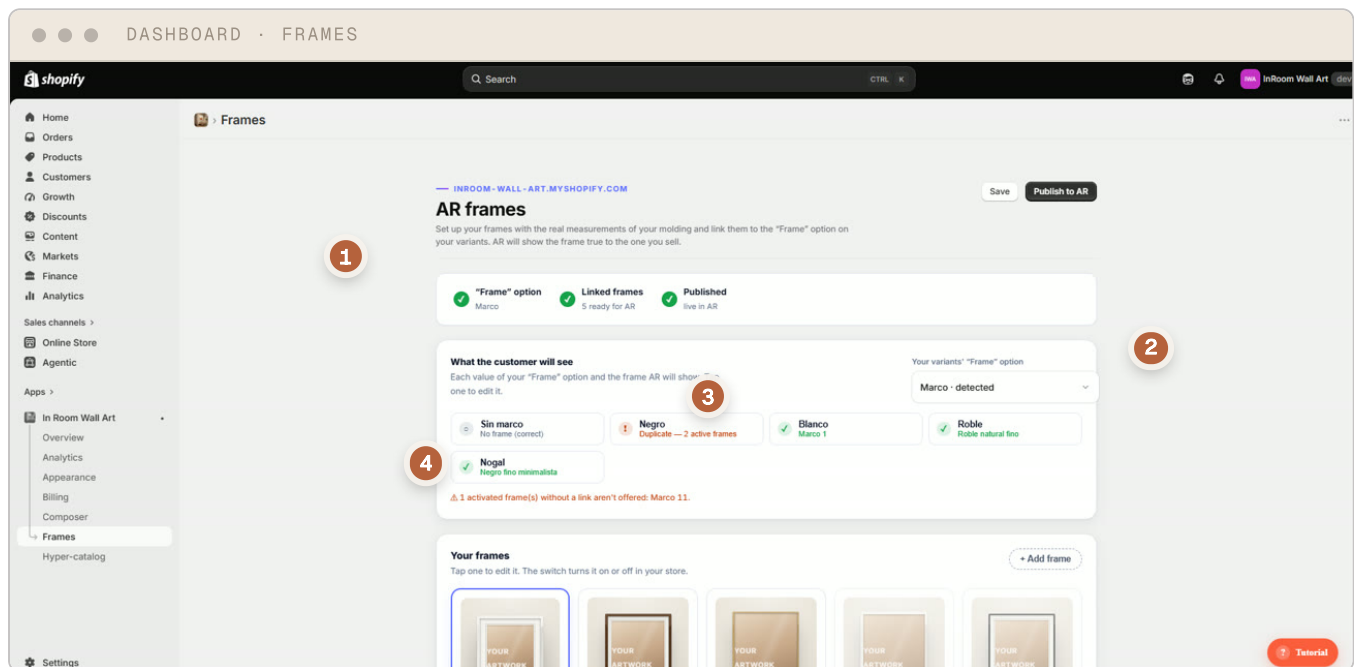
And right at the bottom, the shortcuts to **your metrics and your plan**, which are the two places you go after this screen.

02 Frames — the screen most often left half-done

It's the biggest screen in the app and where nearly everyone gets stuck. The good news is that **the screen itself tells you what's missing**: there's nothing to guess.

The readiness bar

The first thing you see, right at the top. It's the three conditions from the rule, each with its state. **Until all three are green, your customer sees no frames.**



REAL SCREENSHOT All three green, and below it the map of which frame each value of your variant gets.

- 1 The three conditions**
Option identified, frames linked, and published. With the count beside it: «5 ready for AR».
- 2 The option, detected for you**
The app looks for which of your variant options is the frame and proposes it. Here it found «Marco». If it gets it wrong, you change it.
- 3 What the customer will see**
One card per value of your option, with the name of the frame that will show for it.
- 4 The warning in red**
Frames that are switched on but not linked. They exist, but they're offered to nobody.

The value map: the four states

Each «what the customer will see» card has a state, and it pays to read them because **this is where faults surface before a shopper hits them**:

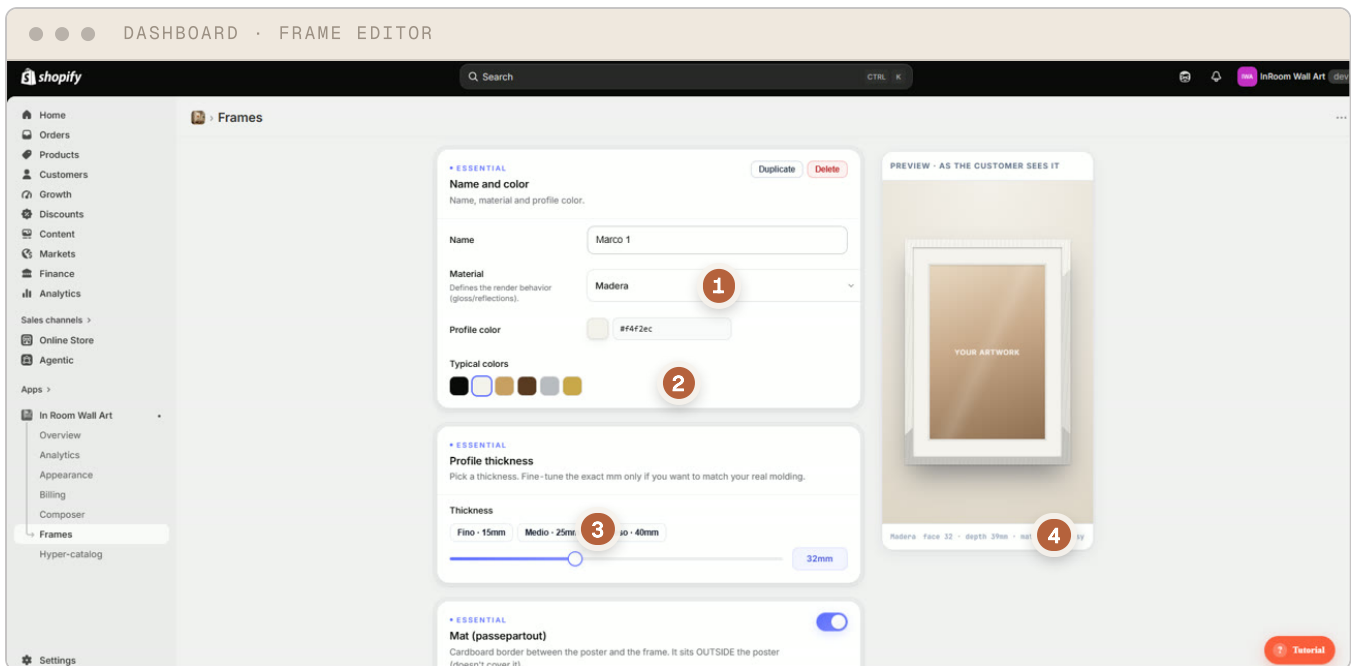
STATE	WHAT IT MEANS	WHAT TO DO
Green with a frame name	That value has its frame linked and will show in the AR	Nothing. But read the name : this is where crossed links get caught
Grey «no frame (correct)»	The «No frame» value doesn't need one. It's fine as it is	Nothing
Amber «duplicate»	Two active frames are fighting over the same value. The app doesn't know which to show	Switch one of the two off, or change its link
Bare	That value sells and has no frame assigned: the AR has nothing to show	Create the frame and link it, or stop selling that value



Read the names on the map, one by one, before publishing. In the screenshot above, the value «*Nogal*» (walnut) points to a frame called «*Negro fino minimalista*» (slim minimalist black). It's green — technically correct, there is a link — but it's almost certainly a crossed wire: whoever set it up linked the wrong one. **The readiness bar cannot detect this**; only you know which frame goes with which value.

The frame editor

Press a frame in the gallery and it opens underneath. On the right you get the **preview as the customer sees it**, redrawn on every adjustment — if it looks wrong there, it'll look wrong in the AR.



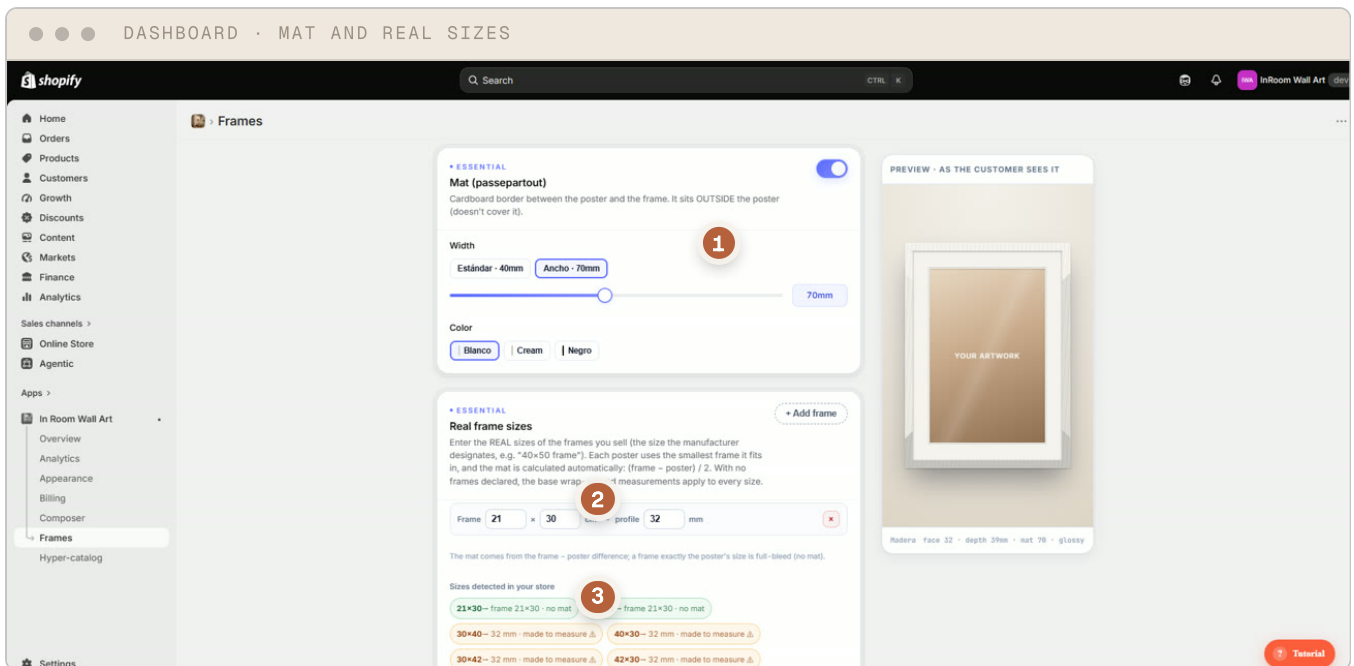
REAL SCREENSHOT A frame's essential block. The line at the very bottom is the spec sheet of what you're building.

- 1 Material**
 Not decorative: it defines **how the render behaves**, the gloss and the reflections. Wood, metal and matte lacquer don't catch light the same way.
- 2 Profile colour**
 Free hex, plus a row of **typical colours** —black, white, oak, walnut, grey, gold— that cover ninety per cent of cases.
- 3 Thickness**
 Three shortcuts: slim 15 mm, medium 25 mm, thick 40 mm. The slider is for when you want to nail your real moulding to the millimetre.
- 4 The spec sheet**
 Under the preview: `wood · face 32 · depth 39mm · mat 70 · glossy`. That's exactly what gets sent to the AR.

The mat and the real sizes

Here is **the most confusing part of the whole app**, and it's worth reading slowly because it behaves differently depending on how you set it up.

The **mat** is the cardboard between the poster and the moulding. One detail the screen itself underlines: **it sits outside the poster, it doesn't cover it**. So a 30 × 40 poster with a mat doesn't look smaller: the frame gets bigger.



REAL SCREENSHOT At the bottom, the sizes the app found in your shop and which frame each one gets.

- 1 Width and colour**
Standard 40 mm or wide 70 mm, with a slider for the exact value. White, cream or black.
- 2 Your frame sizes**
The **real** sizes you sell, as the manufacturer names them: «21 × 30 frame».
- 3 Detected sizes**
The app reads your shop's variants and tells you, size by size, which frame it gets.

THE RULE THAT EXPLAINS EVERYTHING

The mat works itself out: $(\text{frame} - \text{poster}) \div 2$

If you declare the real sizes of your frames, **each poster goes into the smallest frame it fits in** and the mat comes from the difference. A 30 × 40 poster in a 40 × 50 frame leaves 5 cm of cardboard on each side, and that's what the AR draws.

If you **declare no sizes at all**, the base width you set above applies to every size equally. And a frame exactly the poster's size comes out **full-bleed**, with no mat.

Right at the bottom, the **sizes detected in your shop**. The app reads your variants and tells you what happens to each one:

WHAT YOU SEE

WHAT IT MEANS

In green

«21×30 → frame 21×30 · no mat»

That size fits a frame you have declared. It knows exactly what to show

In amber

«30×40 → 32 mm · made to measure»

No declared frame fits it, so it falls back to the base profile. It works, but **it is an approximation**: if you really sell that size, declare its frame

This block is, by some distance, **the best diagnostic tool in the app**. If you sell in six sizes and four come out amber, you know exactly what is missing and how approximate what your customer sees really is.

Advanced settings

Folded away on purpose: open it only if you need it. Three things live in there: the **acrylic**, which puts the glass in front and decides whether it reflects or stays matte; the **depth**, which is what casts the shadow on the wall in the AR; and the **source of the measurements**, in case you print with a particular supplier and would rather start from their sizes than the generic ones.

And publish

The button is called «**Publish to AR**», not just «publish», and it is worded that way on purpose: it is what sends the frames to the viewer. **Only the ones switched on and linked travel**. Saving keeps your work safe inside the dashboard, but what your customer sees does not change until you publish.



The order that saves you grief: create the frame → set its millimetres → link it to a value → watch the map turn green → **read the names** → declare your real sizes → check no sizes are left amber → publish. Skip the second-to-last step and the AR works, but it shows approximate frames.

03 Appearance — how it looks in your shop

Here you dress the elements your buyer sees. Nothing here changes how the AR works: it changes how it's offered.

01 Check what you're dressing

The element is picked at the top. Each one —icon, tab, button, catalogue button, modal and QR— **has its own look and is saved separately**. Changing the button doesn't touch the tab.

02 Start from a style

There are twenty ready-made styles. Take one and adjust it, rather than starting from scratch. The categories only filter the grid: they change nothing in your design.

03 Fine-tune by tabs

Each tab holds one kind of setting: colours, borders and shadow; typography; icon; size and margins; animation; and the words your customer reads.

04 Two of them have their own panel

The **icon** has a separate panel with its shape, colour and size. And the **QR** has its own styles and its own preview, apart from the buttons, because there what matters is that the code still scans.

05 If you've made a mess, go back

Once you tweak things by hand, a button appears that returns that element to the style you started from. You don't lose the rest: only that element.

06 Check it on mobile

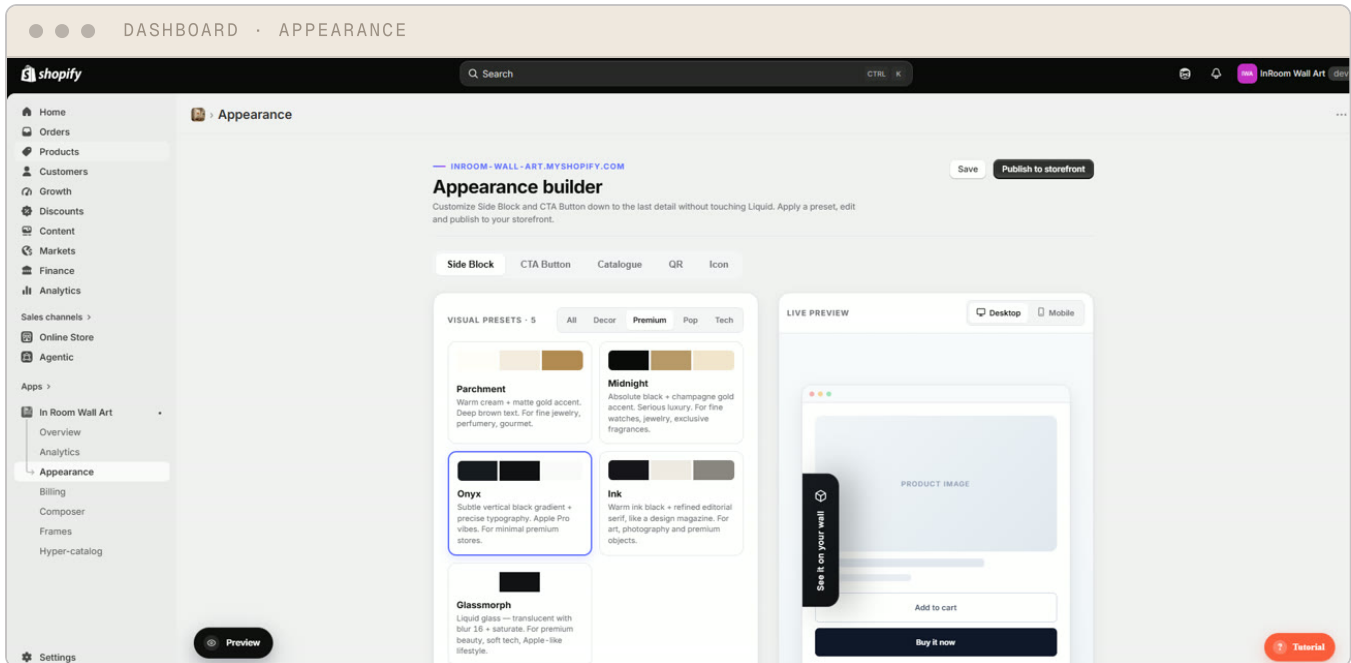
Most AR comes in from phones, so look there too. The preview updates as you type, without saving.

07 Save and publish

Saving keeps the draft safe and you can carry on tomorrow. Until you publish, your customers see what was there before.

ABOUT THE BUTTON'S WORDS

Say **what they get**, not what it does. «See it on your wall» works better than «Launch AR». And the second line is for removing the doubt that stops the purchase: something like «check the scale before you buy».



REAL SCREENSHOT Styles on the left, **live preview** on the right with a desktop/mobile toggle. Along the top, the five surfaces: Side Block, CTA Button, Catalogue, QR and Icon. And **Save** and **Publish** kept separate, as in Frames.

The styles come **labelled by sector** —Decor, Premium, Pop, Tech— and each one explains which kind of shop it's for. «Midnight: absolute black plus champagne gold, for watches, jewellery and fragrances». It isn't a loose palette: it's a recommendation.

The seven tabs

Once you've picked a style, you fine-tune control by control. The **Side Block**, the **CTA Button** and the **Icon** share exactly the same set of tabs, so what you learn on one applies to all three.

• Style Typography Icon Layout Animation Text

• **STYLE**

Block background
Solid color, multi-stop gradient or glass effect with blur.

Background type Gradient

Stop 1
Offset 0% #171A28

Stop 2
Offset 100% #181114

Border color
rgb(255,255,255,0.11)

Border width 1px

Corner radius 18px

0 = square - 32 = soft blob

• **STYLE**

Shadow
Drop shadow to give the block depth.

Color #000000

Blur 48px

Opacity 30%

Subtle (15-25%) usually reads more premium

STYLE

• Style Typography Icon Layout Animation Text

• **TYPOGRAPHY**

Block text
Family, weight, size, color and tracking of the label.

Font family Geist

Weight 800 - Semibold

Size 12px

Capitalization Normal

Text color #FAFAFA

Letter-spacing 0.03em

Negative values for headlines, positive for labels

TYPOGRAPHY

• Style Typography Icon Layout Animation Text

• **ICON**

Side Block icon
The glyph that goes with the text. Choose from the catalog or upload your own.

Gallery

Tap to choose one; the active one is highlighted with a brand border

TECHNOLOGY

AR AI AI text Sparkle

SPACE

Home

PRODUCT / ART

Frame AI frame Wall Collage

GALLERY

YOUR BRAND

Custom

Icon color #FAFAFA

Size 18px

Bottom dot

Animated dot below the icon — reinforces the call to action

ICON

• Style Typography Icon Layout Animation Text

• **LAYOUT**

Position and size
Where the side block appears and how it moves with scroll.

Side Left

Block size Normal

Vertical offset 0px

Displacement from the center of the screen

Follow scroll

The block moves subtly as you scroll — parallax effect

• **LAYOUT**

Inner spacing
Block padding and spacing between icon, text and dot.

Vertical padding 22px

Horizontal padding 14px

Spacing between elements 12px

LAYOUT

• Style Typography Icon Layout Animation Text

• **ANIMATION**

Hover behavior
How the block reacts when the customer points at it.

Hover animation Lift

Hover scale 1.02x

Duration 200ms

Easing curve Spring

ANIMATION

Typography Icon Layout Animation Text Visibility

• **COPY**

Block copy
The Side Block copy decides whether shoppers look or not.

Main text

See it on your wall

Loading message

While AI processes the visualization

Loading

Error message

When something fails and a retry is offered

Retry

COPY

Typography Icon Layout Animation Text Visibility

• **VISIBILITY**

Entrance behavior
When and how the block appears on the page.

Show delay 0ms

Time from page load until the block appears

Pulse until first click

Draws the eye with a continuous pulse

Hide on scroll

Disappears as the customer keeps browsing

• **VISIBILITY**

Devices
Choose which screens it shows on.

Show on desktop

Show on mobile

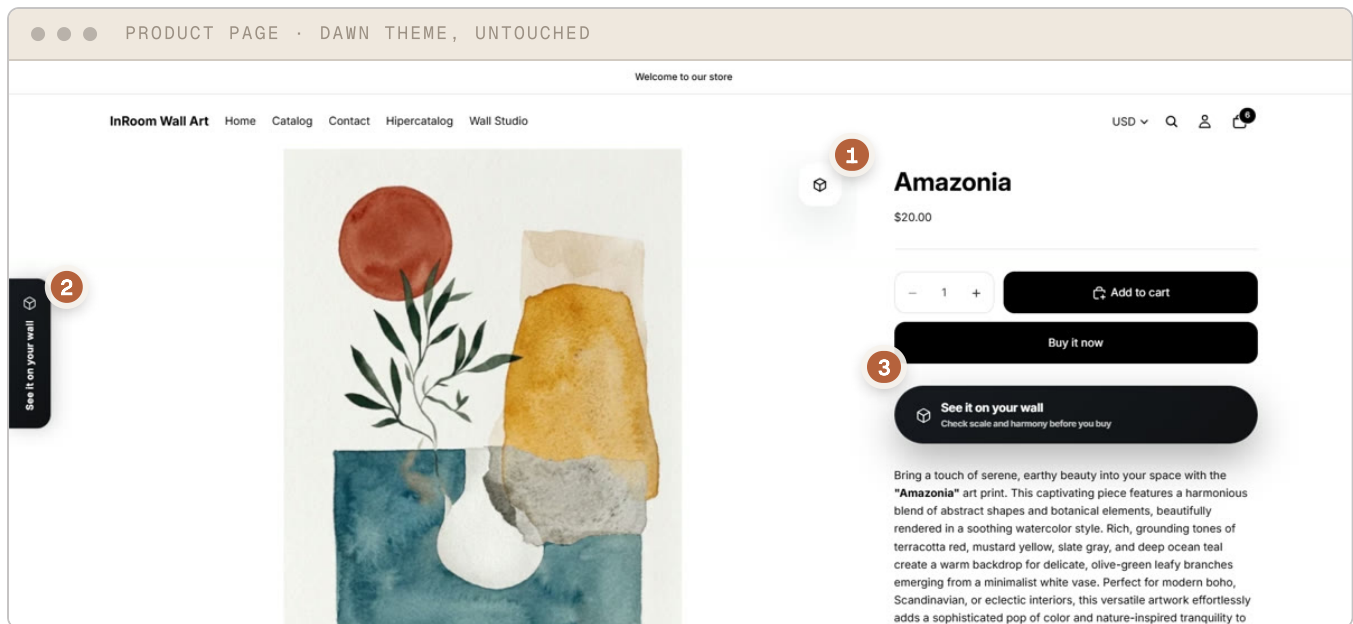
VISIBILITY

And the preview
repaints on every
change, without saving

Style	Solid background, a two-stop gradient or a glass effect with blur. Border colour and width, and a corner radius from 0 to 32, square to capsule. Shadow on its own, with colour, blur and opacity — and the advice right there: 15 to 25 % usually reads more premium
Typography	Family, weight, size, caps or normal, colour and letter-spacing. With the hint on when to go negative and when positive
Icon	A gallery by category —technology, space, product and art— or upload your own . Colour, size, and an animated dot underneath that reinforces the call to action
Layout	Side, size, vertical offset from the centre of the screen, and a parallax effect on scroll. Plus the three inner paddings
Animation	How it reacts on hover: lift, scale, duration and easing curve
Copy	The main text, the loading message and the error message. Three fields that decide whether the shopper looks or not
Visibility	Entrance delay, pulse until the first click, hiding as they keep browsing, and which screens it shows on

The three elements on the product page

This is what your buyer sees when they open a product. All three are switched on as theme blocks —none of them touches the code— and all three are dressed from this same screen.



REAL SCREENSHOT This is your product page the moment you switch the blocks on. Not one line is copied into your theme's code.

1 The icon

Floats over the artwork photo, in the corner you choose. It's the least intrusive and the most tapped.

2 The side tab

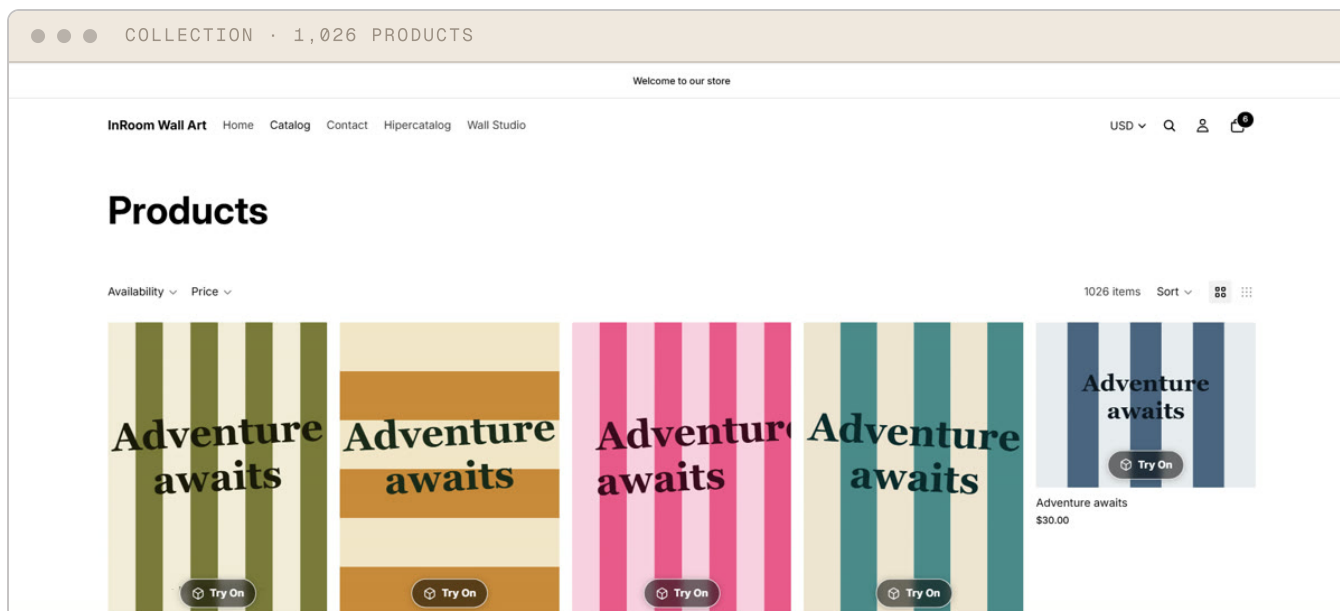
Fixed to the edge, always visible while the customer reads. It takes up no room in the layout.

3 The buy-box button

Under «Buy it now», with its title and its line. It's the one that converts best.

The catalogue button

Everything so far happens inside the product page. But there's a fourth element that lives **outside** it: a button over every thumbnail in the catalogue. It's configured in Appearance like the others and has its own tab.



TRY ON The button shows over every thumbnail that has AR switched on. Above, in the theme's header, the two links the merchant adds by hand: Hipercatalogue and Wall Studio.

ON DESKTOP	ON MOBILE	WHERE IT SHOWS
Opens the QR right there Without leaving the catalogue: they scan it and the AR starts on their phone.	Launches the AR right there It doesn't go through the product page. From the listing to the wall, in one tap.	Four surfaces Collection, search, home and product page. Each one switches on or off separately.

It sits **over the photo or below it**, in the corner you choose, with its margin, and it can appear only on hover. It comes with **seven styles built to sit on top of an image** —black pill, dark glass, light glass, white chip, outline, ink and accent— different from the CTA's twenty because the problem here is another one: reading over any photo without covering the artwork. From there you fine-tune control by control, like the rest.

! The button shows **on pieces that have AR switched on**, so on the free plan you'll only see it on three. For it to appear across **the whole catalogue** you need a plan without a cap: Artist, paying per piece, or **Pro at \$19 a month**, which is flat and unlimited.

04 Composer — the arrangement studio

Comes with the Studio plan and up. And having it on your plan isn't enough: you have to **place the block in your theme**, which is often confused. They are two different spots: the block on the product page, and the menu link that opens the full Wall Studio. It's detailed in section 08.

01 **Switch it on**

A master switch. Turning it off loses nothing you've configured.

02 **Decide which pieces go in**

Where the pieces your customer can combine come from: picked by hand, by collection, or everything except whatever carries a given tag.

03 **Configure the five steps**

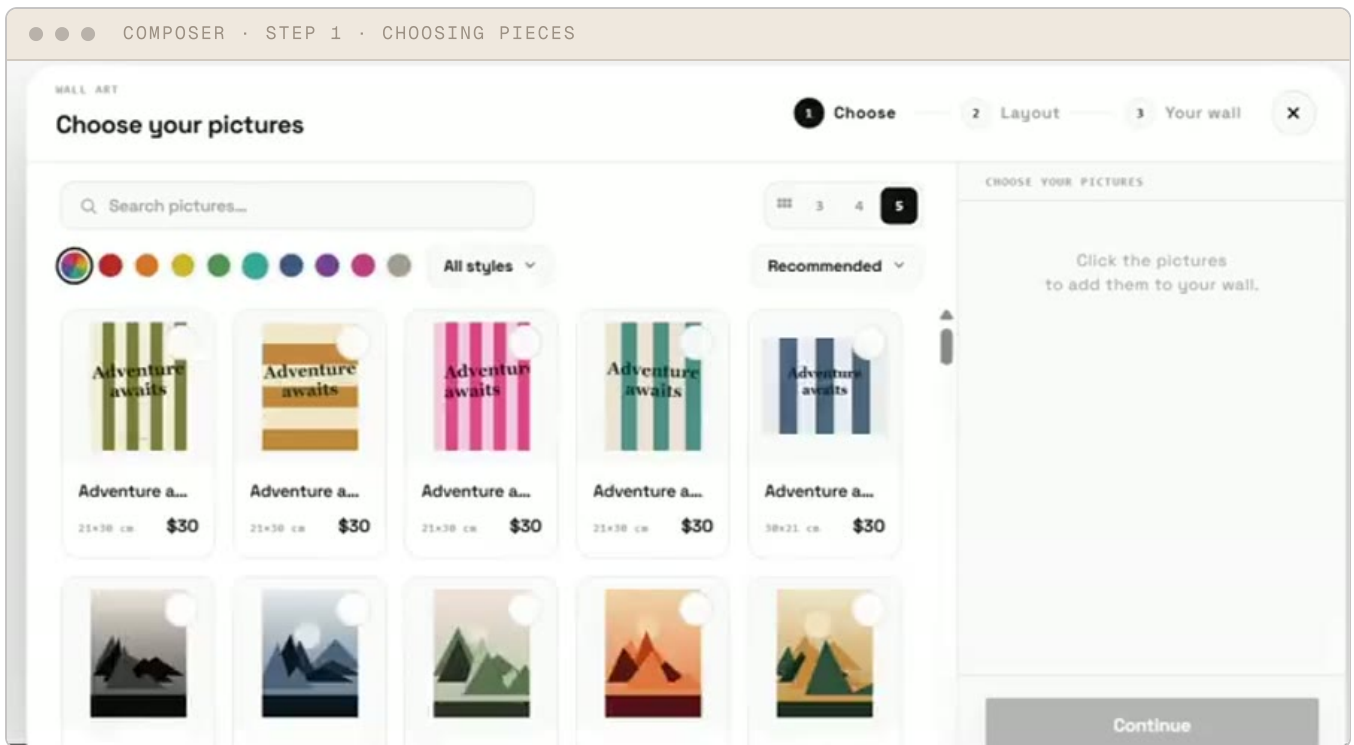
Banner content, layout, skin, palette and wall. The **skin** brings colour and typography together: it's the shortcut to matching your shop. The **palette** changes only the colour without touching the typography.

04 **Choose the wall**

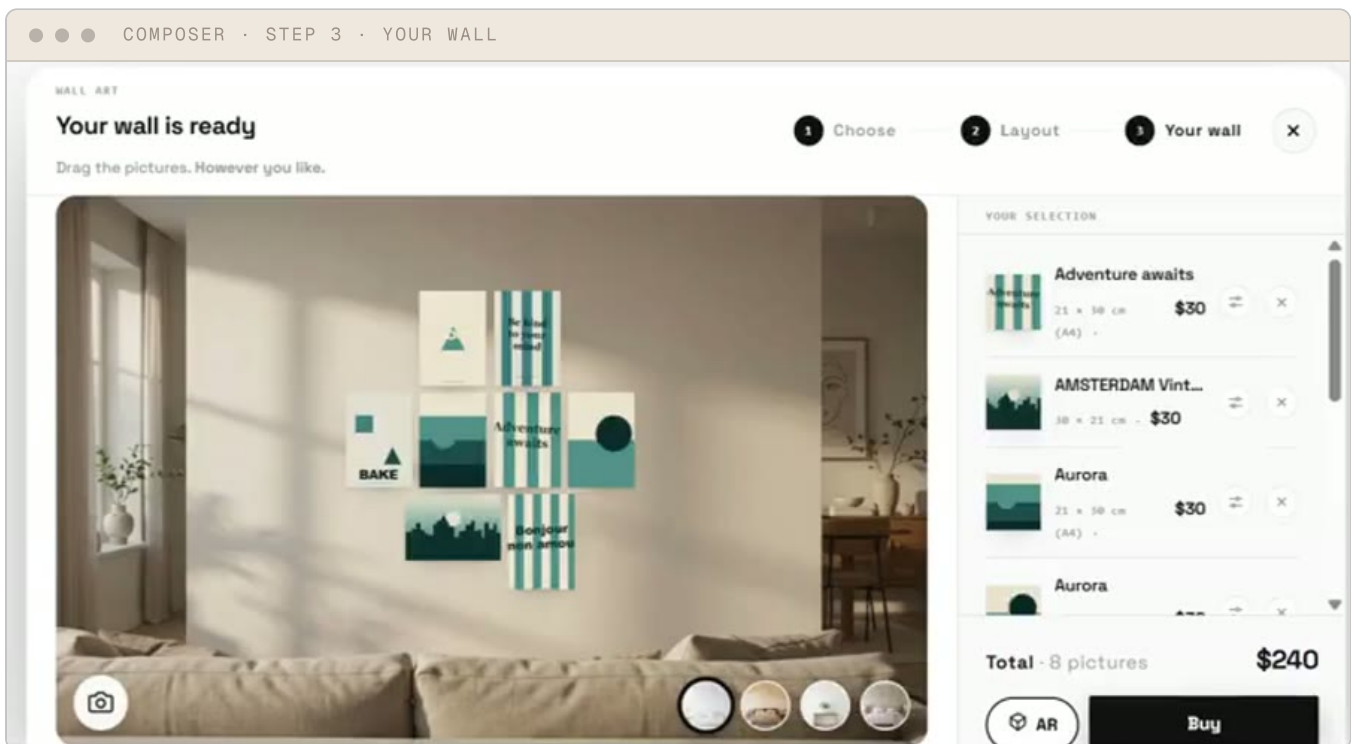
The background your customer hangs the pieces on. A photo of a real wall usually sells better than a flat colour — and if you tell it how tall the wall is, the pieces come out at true scale.

05 **Set the maximum**

How many pieces your customer can combine in one arrangement.



STEP 1 Your customer picks the pieces. The search box, the style filter and the number of pieces all come from what you configured in «which pieces go in».

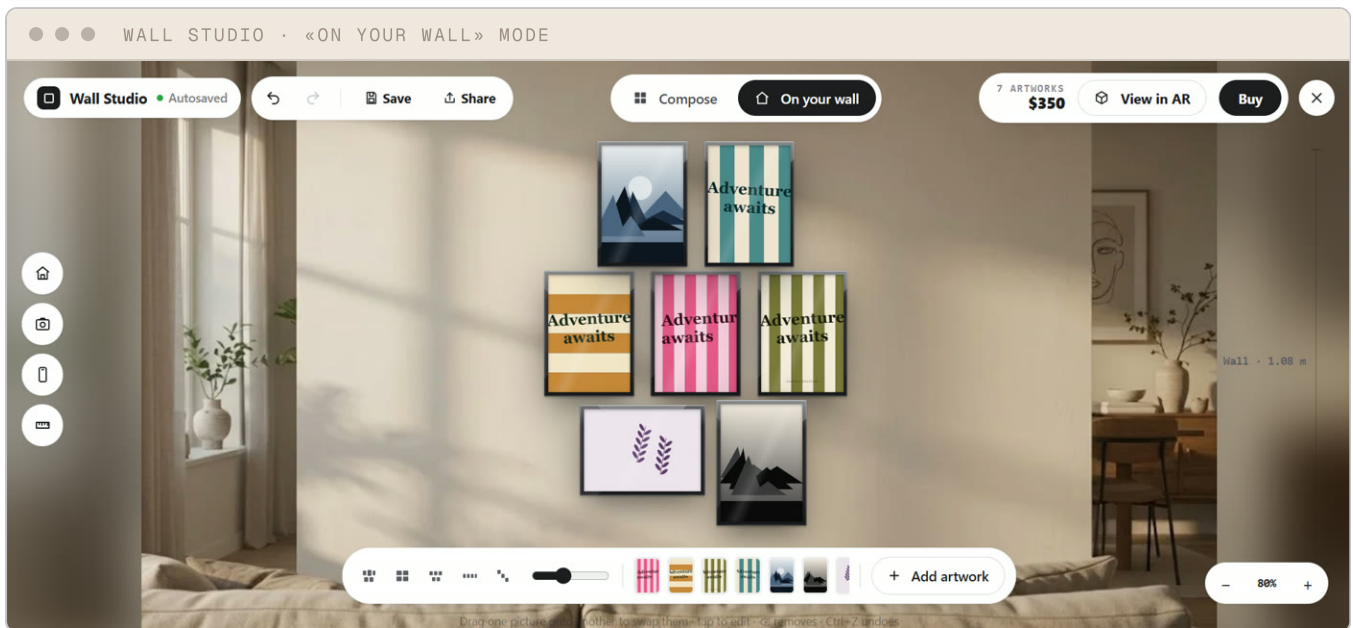


STEP 3 The wall arranged over the photo you chose. The total and the piece count are worked out from your real variants; «AR» takes that same arrangement to the phone's viewer.

The Wall Studio

On desktop, the same `#composer` link opens the **Wall Studio**: the full-screen studio. The state lives in **centimetres** — it stores each piece's centre on the plane of the wall, and the screen only applies a px/cm

factor. That's why the measurements are real and not a decorative label. On mobile it opens the touch canvas instead.



REAL SCREENSHOT Top right, the whole set: seven pieces and \$350, with «View in AR» and «Buy» one tap away. On the right, the measurement: the wall is 1.08 m. «On your wall» mode is this: the arrangement over a calibrated room photo, or over the customer's own photo.

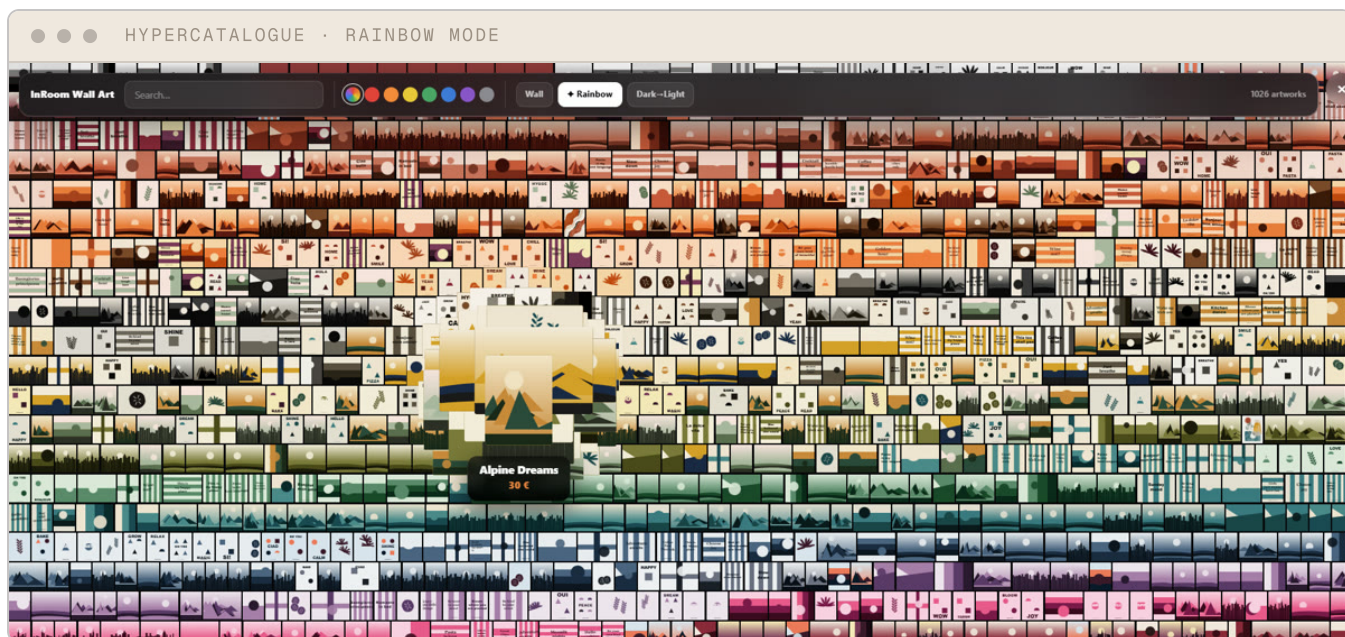
Two modes, which is the segmented control in the middle. **Compose** works on a neutral background with no wall: the arrangement sits inside a dotted box whose measurements are those of the *set*, not the wall. **On your wall** puts that same arrangement, at the same scale, on a wall with its real measurement.

WHERE	WHAT IT DOES
Bottom dock	Layout presets (press the same one again for another variant), the spacing slider —the real gap in centimetres between frames, typically 5-8 in a gallery hang— the thumbnails of what's hung, and «Add artwork», which opens the catalogue with search by title, by size («50x70») or filtered by colour
Left rail, «on your wall» only	Room: sample living rooms and sideboards, each with its wall already measured. Photo of my wall: upload the actual gap. From my phone: on desktop it gives a QR — scan, shoot, and the photo lands in the studio by itself. Measure: mark two points on something known (a door width, a skirting board) and say how long it is
Shortcuts	Drag one piece onto another to swap them, tap to edit the frame, Del removes, Ctrl+Z undoes. Zoom with Ctrl and the wheel
Top bar	Autosaves while they work and restores it when they return. Share creates a link with the wall assembled: whoever opens it sees the same thing and can buy it. Buy takes every piece with its size and its frame, and the arrangement travels with the order

05 Hypercatalogue

Comes with the Enterprise plan. You choose **how your catalogue is travelled through**, switch it on, and — this is the bit most often forgotten— **switching it on isn't enough**: you have to link it from your theme's header with a link containing `#hipercatalogo`.

The status box reads what's *saved*, not what you're currently editing: it's there to confirm which mode your customer is seeing, which may not be the one selected on screen.



1,026 PIECES Real screenshot. The travel modes —Wall, Rainbow, Dark→Light— are chosen in the dashboard. This one sorts the whole catalogue by each piece's dominant tone, which the app works out on its own. The lens magnifies wherever the cursor goes and shows title and price.

06 Analytics

Available from the Pro plan. It has five readings, and it helps to know what to ask each one:

At the top there are **four figures** for the period you picked —AR views and carts among them— and below, a **day-by-day chart** where each point is one day: that's where you notice whether a campaign moved anything. If you've just installed and see nothing, that's normal: the numbers appear as soon as a customer opens the AR on one of your pieces.

BLOCK	WHAT IT ANSWERS
Funnel	Which step you're losing customers at
Conversion	How many of those who open the AR end up buying
When they look	Your busiest hours and days, useful for deciding when to post
Which piece pulls	Piece by piece: how often it's opened in AR and how often it sells
What now	InRoom reads the numbers above and tells you what it would do

You can narrow the date range and export the data.

07 Your plan and billing

All billing goes through Shopify: when you pick a plan, Shopify asks you to approve the charge. The app never charges anything on its own and doesn't store your card.

THE MOST MISUNDERSTOOD THING ABOUT THE ARTIST PLAN

You pay for slots, not for pieces

You set the quota of **slots** you want to pay for, and then you decide which piece sits in each one.

Changing which piece occupies a slot costs nothing: you can rotate the seasonal collection every week without paying extra. What you can't do is drop below the number of slots you're already using.

01 Raising the quota

The difference is charged **there and then**, not next month.

02 Lowering it

Nothing is refunded and the change takes effect in the **next cycle**. If you already have a reduction scheduled, this cycle's quota stays live until it ends.

03 Monthly or annual

The toggle changes the prices below. Annual gives you **two months free**, already discounted in what you see.

04 Cancelling

It doesn't cut you off today: you keep access until the end of the period and then return to Free.

At the top there are **four figures** with your plan at a glance. They're exactly the ones we'd ask you about in a ticket, so if you write in about a billing problem, start there.

The notices you might run into

This screen changes with your situation. If you get one of these, nothing is broken:

WHAT YOU SEE	WHAT IT MEANS
«Not in your plan yet»	You asked for a feature your plan doesn't include. It tells you which one brings it, and you can pick it right there
«You're on trial»	You have the full plan at no charge. When it ends you're billed, unless you cancel first
Trial ended	You're back on Free until you choose a plan, with its piece cap and the mark visible
Charge pending	The plan doesn't activate until you approve the charge on Shopify's screen. It's the silliest failure of all: you pick a plan, close the tab and never approve it
Switch suggestion	With your current slots, the flat plan works out the same or better. It's a suggestion, not a charge
Free cap	You've hit three pieces. To put AR on more, you need a plan

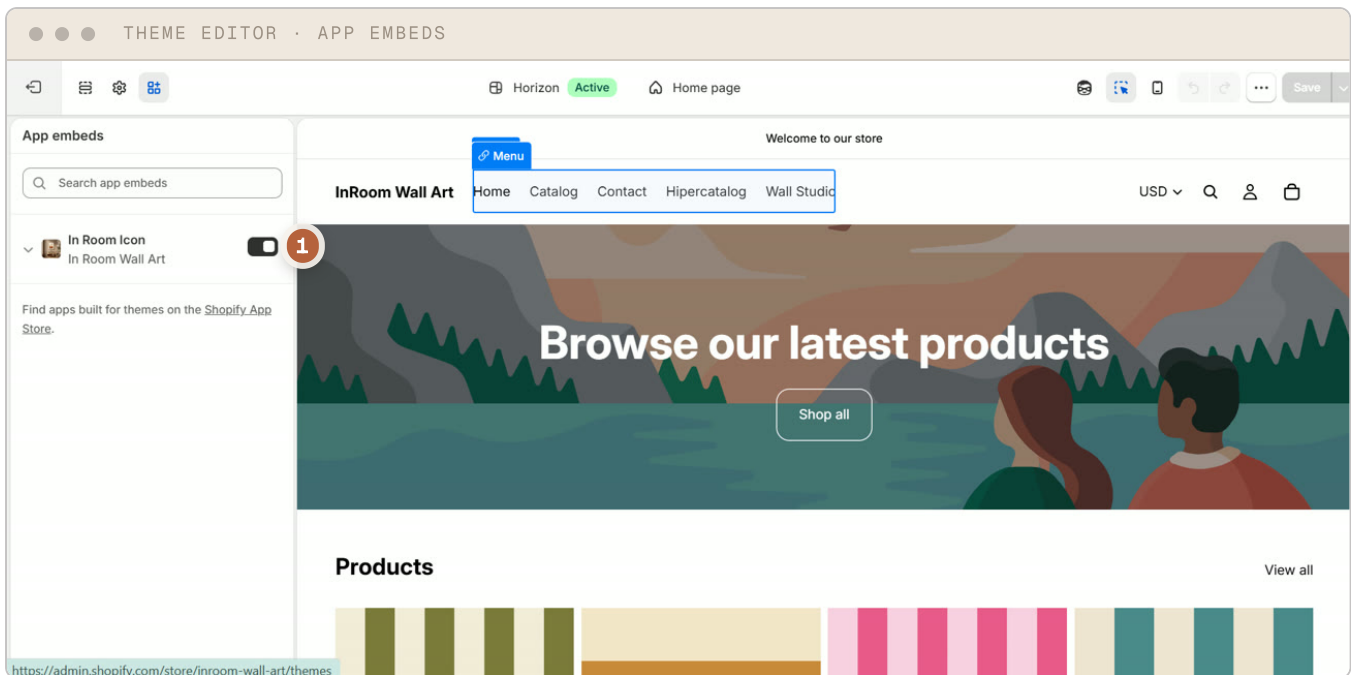
08 Installing it in your theme

This is where people get stuck most, because it doesn't happen in the app's dashboard but in **Online Store** → **Themes** → **Customize**. Three steps, in this order, and none of them is optional.

STEP 1 The app embed The engine. Switched on once and it covers the whole shop.	STEP 2 The product-page blocks The icon, the button and the side tab, on the product template.	STEP 3 The menu links Wall Studio and Hypercatalogue. This is the one almost nobody does.
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Step 1 · Switch on the app embed

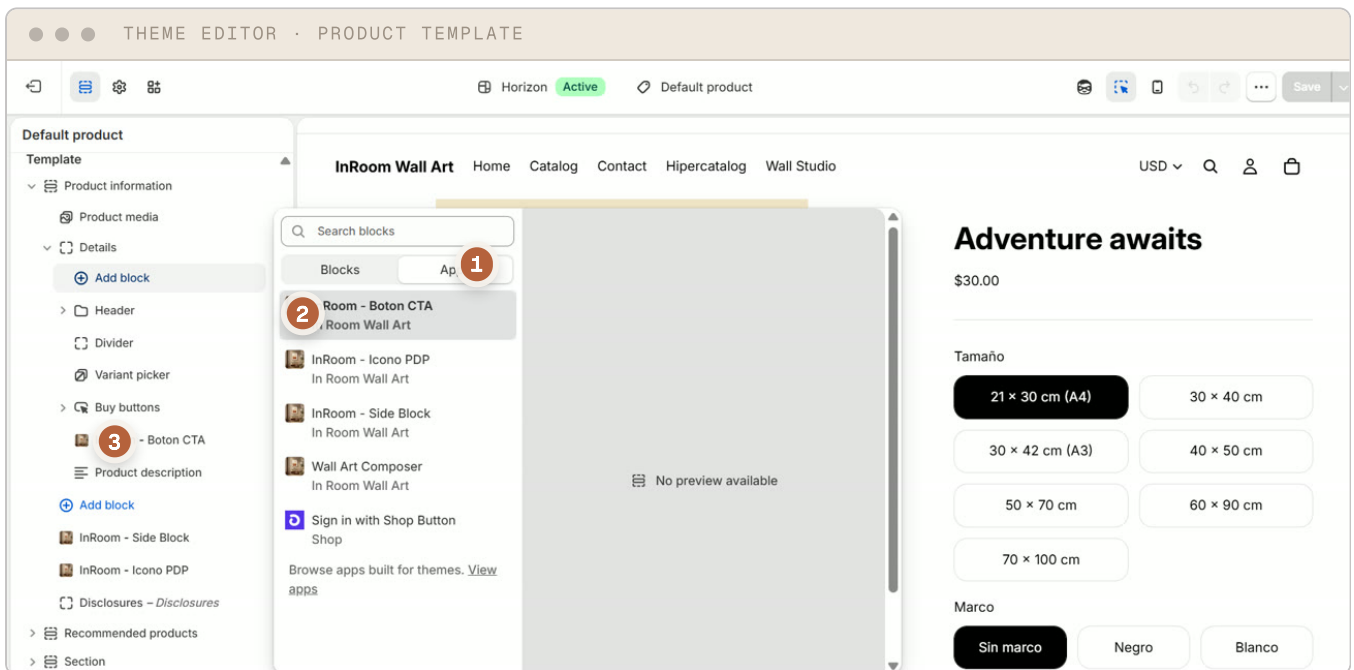
In the theme editor, top left, the **App embeds** icon. **In Room Icon** is in there with its toggle. **It's the engine**: without it nothing else works, however well the dashboard is set up.



1 The **In Room Icon** toggle. Switched on, as here. You do it once.

Step 2 · Put the blocks on the product page

Switch to the product template and press **Add block**. In the dialog, the **Apps** tab: the four InRoom blocks are in there. Place them wherever you want inside the page by dragging.



ADD BLOCK The four blocks live under the Apps tab, and the ones you've already placed show in the tree on the left.

1 The «Apps» tab

App blocks are not under «Blocks». It's the commonest mistake of the first two minutes.

2 The four

CTA Button, PDP Icon, Side Block and Wall Art Composer. Add the ones you want: you don't need all of them.

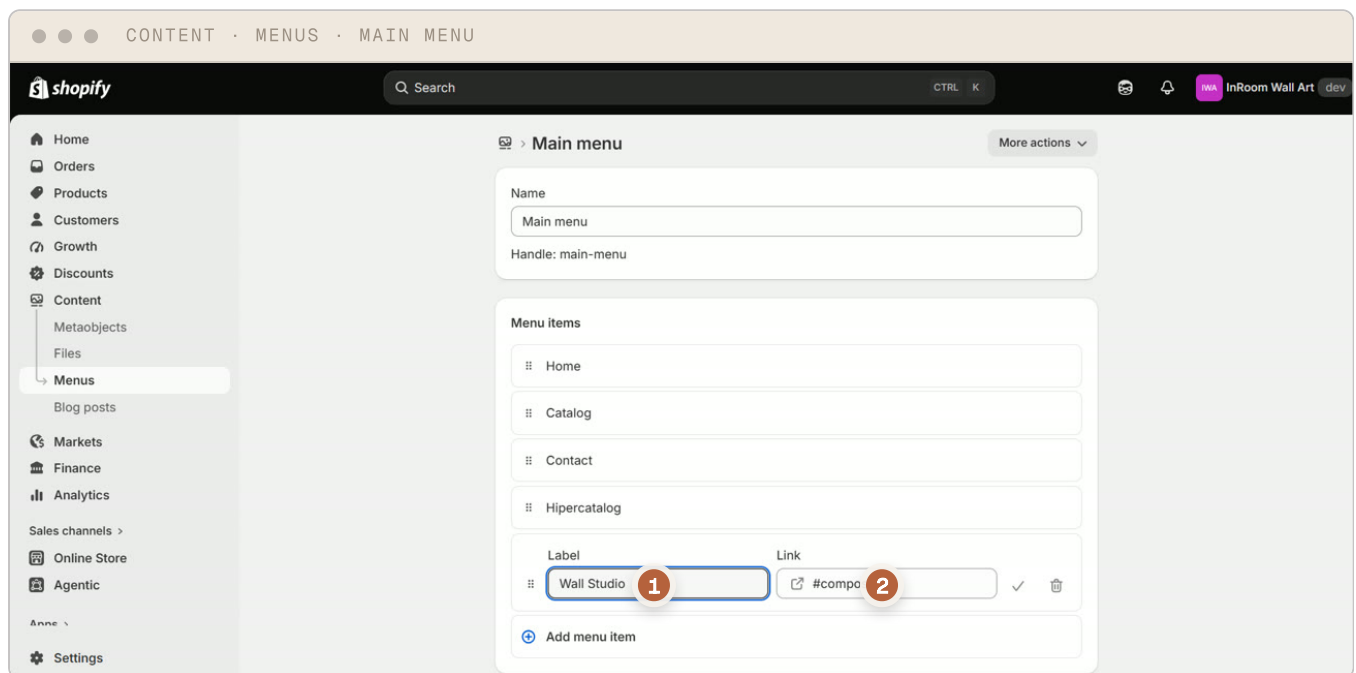
3 Where they land

The tree on the left shows where each one ended up, and you drag to move them.

Step 3 · The Wall Studio and Hypercatalogue links

This is **the one almost nobody does**, and without it the Wall Studio and the Hypercatalogue can't be opened even if you've configured and paid for them. They aren't blocks: they hook in through a **menu link**.

Go to **Content** → **Menus** → **Main menu**, press «Add menu item» and fill in two fields:



REAL SCREENSHOT This is how it looks. The name is yours to choose; the link is literal and takes no variations.

1 Name

What your customer sees in the header. «Wall Studio», «Build your wall», whatever fits your shop.

2 Link

The token goes here, exactly as written. Shopify accepts it even though it isn't a normal URL.

3 And save

The link works the moment you save the menu. No need to publish the theme.

TO OPEN	TYPE IN THE LINK	WHAT HAPPENS ON CLICK
Wall Studio	#composer	On desktop it opens the full-screen studio. On mobile it opens the touch canvas
Hypercatalogue	#hipercatalogo	Opens the navigable catalogue, in whichever mode you have saved in the dashboard



The Composer block and the Wall Studio link are not the same thing. The «Wall Art Composer» block from step 2 is the banner that appears *inside* the product page. The #composer menu link opens the *full-screen studio*. You can have one without the other, and that's exactly what happens to almost everyone the first time.

IF THE BLOCK DOESN'T SHOW WHERE YOU PUT IT

Shopify allows several **product templates**. If you added the block to the «Default product» template but the product you're looking at uses another one, it won't show. Check it on the product page, right-hand column, «Template» field.

The catalogue button is deliberately in none of the three steps: it isn't a theme block or a link. You switch it on from **Appearance** and it places itself over the thumbnails.

09 When something doesn't show

Ordered by how often it actually happens. The first four cover nearly everything:

SYMPTOM	USUAL CAUSE
I set up the frame and it doesn't show	It was saved but not published. The AR reads what's published
It shows with no frame	The frame exists but isn't linked to a variant value
One value comes out bare	That variant value has no frame assigned to it
A value is flagged as duplicate	Two active frames are linked to the same value. Switch one off
The frame comes out the wrong thickness	That size has no declared frame and fell back to the base profile: it shows «made to measure». Declare its real size
It shows the wrong frame	A crossed link. The readiness bar cannot detect it: you have to read the names on the value map
The button doesn't appear	The In Room Icon embed isn't switched on, or the block is on a different product template
The size is wrong	Check the variant's measurements and the profile thickness
AR won't open from Instagram	Its in-app browsers don't allow it. The app detects this and guides the customer to Safari
The Composer does nothing	Either the plan doesn't include it, or the block is missing from the theme
The QR leads to a password	Your shop is in password mode, under Preferences

10 The recommended order

If you're starting from zero, this is the short path:

1. Install the app and pick a plan (or stay on Free to try it).
2. In **Themes** → **Customize**: switch on the **In Room Icon** embed and add the blocks you want to the product page.

3. In **Frames**: pick the variant option, create your frames with their millimetres, switch them on, **link them** and **publish**.
4. In **Artworks**: turn on the master switch and enable AR on your pieces. Save.
5. In **Appearance**: pick a style, check it on mobile and publish.
6. Open it on a real iPhone and check size, frame and payment.

With that you're already selling. The Composer, the Wall Studio and the Hypercatalogue come afterwards, once the AR is working.

IF YOU GET STUCK

Every screen has its guided tutorial. And under **Support** there are three things: a button that opens your email with the subject filled in and your shop inside it, a **resources** section with the documentation, and a **diagnostic report** you copy and paste into the message — it's half the questions we'd ask you, already answered. Write to hello.inroom.app@gmail.com with your shop's name and the theme you use: the person who wrote the code answers.

SUPPORT

If something won't work, write.

Tell me your shop's name and the theme you use. The person who wrote the code answers, not a first line of support. If you'd rather, I'll set it up for you with collaborator access.

hello.inroom.app@gmail.com

inroomwallart.com

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