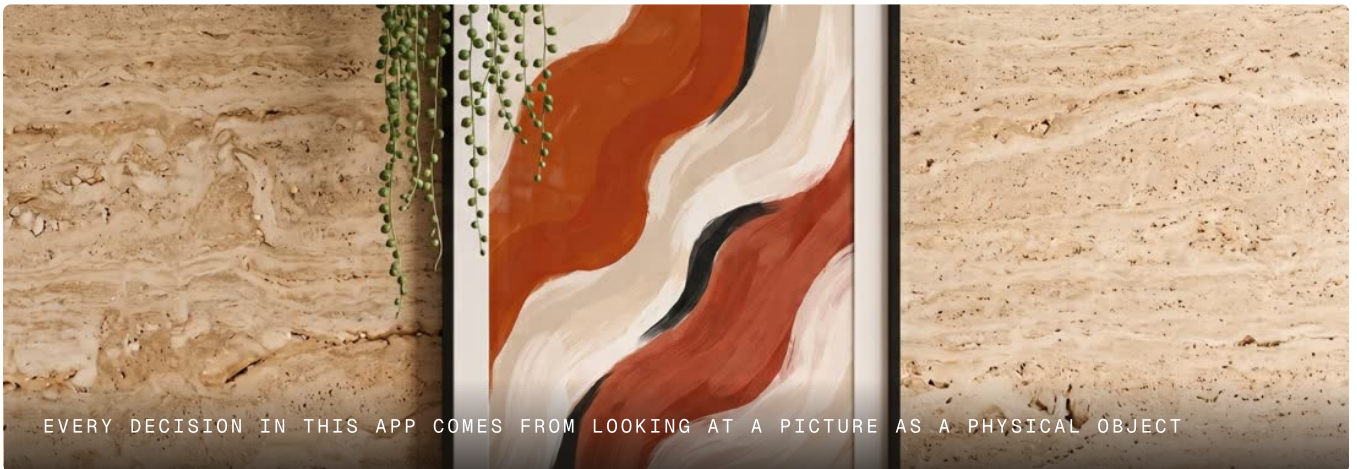




You're not buying an app. *You're buying someone who sets it up for you.*

Ian Otero Casamitjana, from Sabadell. Industrial engineer and business graduate. InRoom Wall Art is a one-person project, and that changes what I can offer you.



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I'd rather lose a sale than win one and have someone disappointed three months later.

THE RULE I WORK BY

01 Why an engineer makes this app

I studied the **double degree in Industrial Engineering and Business Administration**. It sounds like a CV line, but it explains the product better than any slogan, because InRoom is built on those two halves.

THE ENGINEERING HALF

A picture is an object with tolerances

That's why frames are defined in millimetres and not in «thick, medium or thin». That's why the studio keeps its state in centimetres on the plane of the wall, not in pixels. That's why the mat is worked out per axis when a print doesn't fit exactly. And that's why the real depth is what casts the shadow in the AR.

THE BUSINESS HALF

The argument is the order value

Not «look how nice the AR is». That's why there's a per-piece plan for short catalogues and a flat fee from 48 up. And why the app never touches the money: Shopify charges, with your terms, your gateway and your rates.

Most apps in this space treat a picture as a flat image. You notice the moment the customer compares what they saw with what arrives at their door.

02 The hands-on part

This is what you actually get, and what no twenty-person company is going to give you. It isn't a sales add-on: it's the direct consequence of there being one person behind it.

01 · NO CHARGE

I'll set it up for you

Give me collaborator access to your shop and I'll configure the frames myself with your real millimetres, switch on the blocks in your theme and leave the look matched to your brand. You review and publish.

02 · SUPPORT

You talk to whoever writes the code

There's no first line of support, no ticket that escalates, no canned reply. You email, and the person who built the app answers. If it's a bug, it gets fixed; if it's a question, it gets a real answer.

03 · PRODUCT

What you ask for can go in

No committee and no roadmap locked a quarter ahead. If your catalogue has a quirk — frames by size, measurements in the title, a particular print supplier, a theme that behaves oddly— it can be solved. Several things in the app exist because somebody asked for them.

04 · HONESTY

I'll tell you when it isn't for you

If your products don't carry measurements in their variants, if your catalogue is ten prints, or if your theme is heavily modified, I'll tell you *before* you install. This is the one that's most awkward to say and the one worth the most.

03 How it's built

I work in **vibe coding**: one person leaning hard on AI development tools. I say it plainly because it has a practical consequence in your favour and a trade-off you should also know about.

IN FAVOUR

Speed

What you ask for can be there next week, not in the next quarterly release.

IN FAVOUR

No middlemen

Whoever answers your email is whoever touches the code that same afternoon.

AGAINST

There's no team of twenty

No round-the-clock support shifts, no dedicated account manager.



If you need **contractual service-level agreements** or a dedicated account manager, let's talk about it **before** you install anything. Better to know now than to find out on the day you're in a hurry.

04 No strings

- **A permanent free plan:** three pieces with AR, no card and no expiry. To try it in your real shop, not in a demo.
 - **Installed and uninstalled from Shopify.** No contracts, no lock-in.
 - **I don't touch your products.** The app reads your variants and images; it doesn't create or edit them.
 - **If you leave, your shop is exactly as it was.**
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05 Let's talk

Email me with your shop's name and I'll take a look before I reply. If you like, I'll send you a short video with **one of your own pieces** hanging on a wall, so you can see what we're talking about without installing anything.

GET IN TOUCH

Tell me your shop's name.

I'll look at your catalogue, tell you whether it fits and, if it does, set it up for you. If it doesn't fit, I'll tell you that too.

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