

# ComfyUI Template Page — Design Brief

## Project Overview

We need Figma mockups for a landing page that showcases AI-powered creative tools.

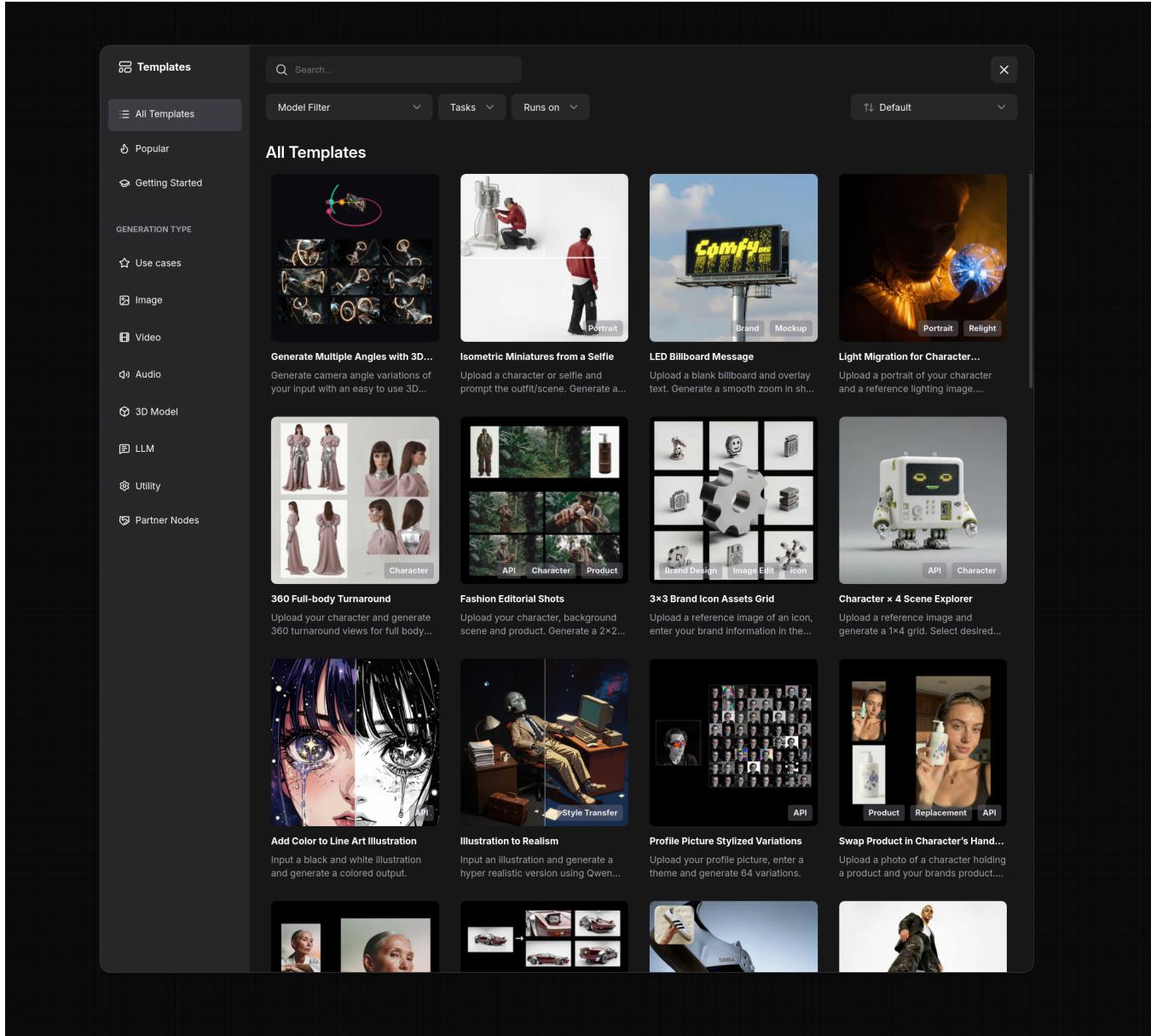


Figure 1: The templates gallery in our app — each card links to a template detail page

## What is ComfyUI?

ComfyUI is a popular open-source application for creating AI-generated images, videos, and audio. Users build custom AI pipelines by connecting visual “nodes” (like building blocks in a flowchart). It has **101k+ GitHub stars** and is used across creative industries worldwide.

**You don't need to understand how it works** — just know we need pages that showcase what it can do.

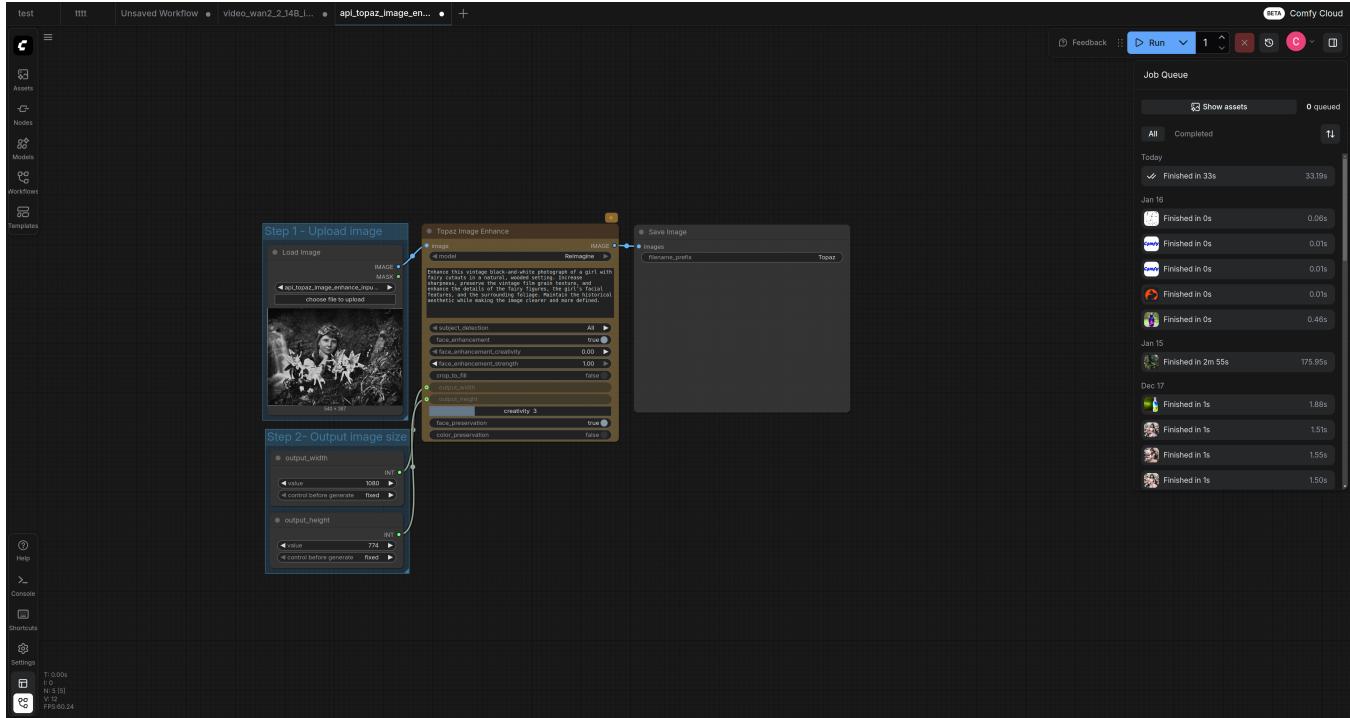


Figure 2: The ComfyUI editor — users connect nodes to build AI pipelines

## Key Terms Explained

### What is a “Workflow”?

A **workflow** is a saved configuration of connected nodes that performs a specific task. Think of it like a recipe — once someone creates a workflow that does something useful (like upscaling images), others can download and use it.

### What is a “Template”?

A **template** is a pre-made workflow we've packaged for easy use. Instead of building from scratch, users pick a template and start creating immediately.

## What We’re Building

Standalone web pages that showcase each template:

1. **Show** what the template does (with example images/videos)
2. **Explain** how to use it (simple steps)
3. **Invite** visitors to try it on our [cloud platform](#)

**Think of it like:** A landing page for each “recipe” — showing the finished dish and inviting people to cook it themselves.

**SEO Goal:** These pages are designed to rank in search results for queries like “ComfyUI image upscale workflow” or “AI video generation tutorial”. The content structure should support discoverability.

**To explore the templates yourself:** Create a free account at [cloud.comfy.org](https://cloud.comfy.org) and browse the templates gallery. You'll see all the different content types, badges, media formats, etc. — this will help you understand how to make the design properly extensible and generic.

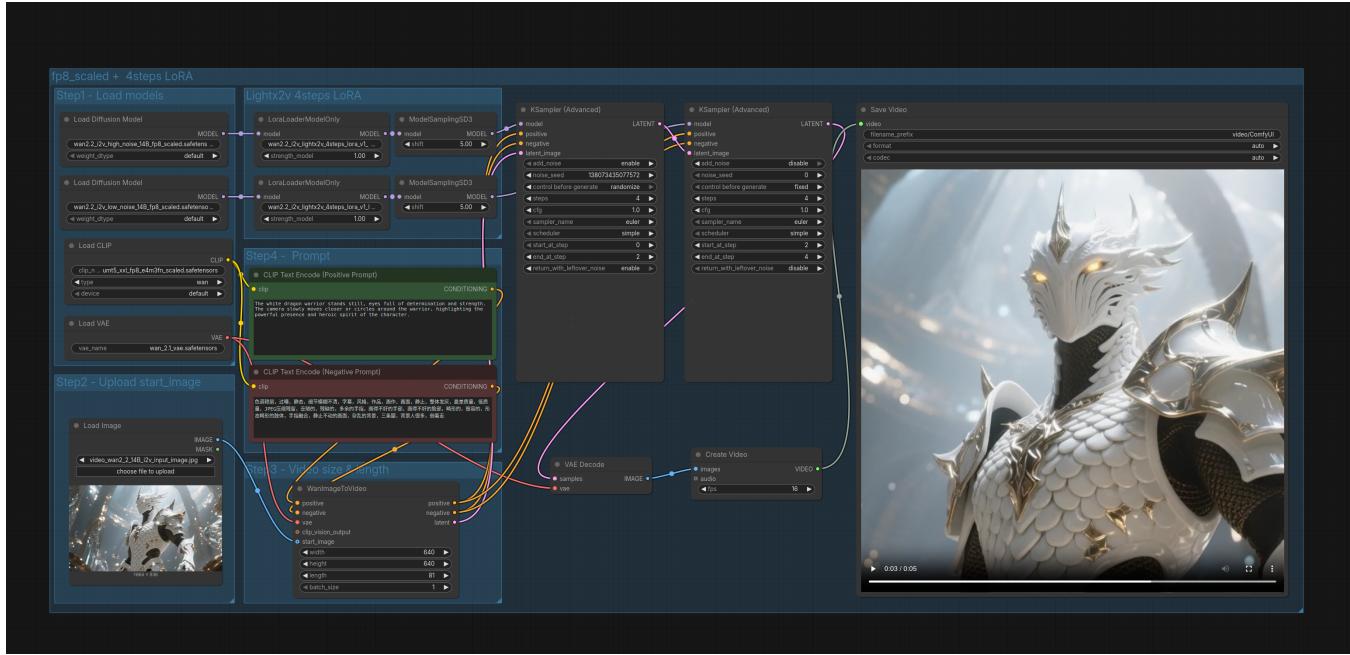


Figure 3: A workflow's node graph — the visual pipeline users build



Figure 4: Before/after comparison — an upscaling template transforms a low-res image into high-res

## Primary Reference

## n8n Workflow Template Page

**Link:** [n8n Slack to Notion Workflow](#)

n8n Product Use cases Docs Community Enterprise Pricing GitHub 170,663 Sign in Get Started

← Back to Templates

Starred Slack messages to Notion database with AI auto-tagging

Buy for \$9



CREATED BY  
Matty Reed

LAST UPDATE  
Last update 8 months ago

CATEGORIES  
Internal Wiki, AI Summarization

SHARE

Who is this for?

Teams that want to capture Important Slack messages in Notion with smart categorization. Perfect for knowledge workers, community managers, or any team that needs to preserve valuable conversations from Slack and organize them automatically in a Notion database.

What problem does this solve?

Important Slack messages get buried in chat history and are hard to find later. This workflow monitors your Slack channel and automatically saves starred messages to Notion with AI-generated titles and smart tags. No more manually copying messages or losing track of important discussions.

How it works

Figure 5: The n8n template page — our structural reference for clear sections and scannable layout

## What we love about this page:

- **Clear sections:** “Who is this for?”, “What problem does this solve?”, “How it works”, “Setup steps”, “Example output”
  - **Scannable structure:** Easy to understand at a glance
  - **Author attribution:** Shows who created it
  - **Category tags:** Quick visual identification
  - **Strong CTA:** Clear call-to-action to use the template

## What we'd improve:

- More visual emphasis on example outputs (ours are images/videos, more visual than automation tools)
  - Stronger hero section with prominent imagery
  - More modern/creative styling (n8n is fairly utilitarian)

## Competitive Landscape

These are search results for “ComfyUI image upscale workflow” — the sites we’re competing with:

- OpenArt Workflows
  - ComfyAI.run Demo
  - Civitai Article
  - Next Diffusion Tutorial

None are particularly well-designed. **We want to be significantly better.**

## Page Sections to Design

### 1. Header/Navigation

- Logo linking to [comfy.org](https://comfy.org)
- Simple nav (e.g., “Templates”, “Try ComfyUI”)

### 2. Hero Section

- Template name (e.g., “AI Image Upscaler”, “Text to Video Generator”)
- Category badge: **Image** (blue) / **Video** (purple) / **Audio** (green) / **3D** (orange)
- Short description (1-2 sentences)
- Primary CTA button: “Try This Template”

### 3. Visual Examples

The heart of the page — showing what the template creates. Outputs vary by template type: static images, animated webp videos, or audio files.

Different templates need different visual treatments:

| Template Type      | Output Format | Visual Display                 |
|--------------------|---------------|--------------------------------|
| Image upscaler     | Static image  | Before/after comparison        |
| Text-to-image      | Static image  | Gallery of outputs             |
| Video generator    | Animated webp | Video player or preview        |
| Audio generator    | Audio file    | Audio player with waveform     |
| Background remover | Static image  | Before/after with transparency |

Example: Before/after from an image enhancement template:



Example: Frame from a video generation template:

### 4. About Section

- 1-2 paragraphs explaining what it does and why it's useful
- Similar to n8n's “What problem does this solve?”



Figure 6: Frame from a video generation template output

## 5. How to Use (*optional — some templates have this, some don't*)

- Numbered step-by-step instructions (2-8 steps)
- e.g., “1. Upload your image → 2. Adjust settings → 3. Click Generate”

## 6. Use Cases (*optional*)

- Bullet list of applications
- e.g., “Upscale old family photos”, “Enhance product images for e-commerce”

## 7. Technical Details

- AI models used
- Tags/categories
- File size, hardware requirements

## 8. FAQ (*optional — 0-10 items*)

- Collapsible Q&A pairs

## 9. Footer CTA

- Secondary call-to-action
- Links to [docs.comfy.org](https://docs.comfy.org), [GitHub](https://github.com)

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## The Design Challenge

This design must work for **ANY** template. Content varies significantly:

| Element                 | Minimum  | Maximum |
|-------------------------|----------|---------|
| Example images          | 1        | 5+      |
| Before/after comparison | No       | Yes     |
| How-to steps            | 0 (none) | 8       |
| FAQ items               | 0 (none) | 10      |
| Use cases               | 0 (none) | 8       |

Your design should look polished whether the content is minimal or extensive.

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## What We'll Provide

### Brand Kit

We'll share our complete brand kit after hiring: - Logos (various formats) - Color palette - Typography/fonts - Brand guidelines and voice

### Content Examples

- Output images/videos for templates
  - Before/after pairs
  - Workflow screenshots
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## Our Sites (for reference)

| Site          | URL   |
|---------------|---|
| Main site     | <a href="http://comfy.org">comfy.org</a>  |
| Cloud app     | <a href="http://cloud.comfy.org">cloud.comfy.org</a>                            |
| Documentation | <a href="http://docs.comfy.org">docs.comfy.org</a>                              |
| About page    | <a href="http://comfy.org/about">comfy.org/about</a>                            |
| GitHub        | <a href="https://github.com/Comfy-Org/ComfyUI">github.com/Comfy-Org/ComfyUI</a> |

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## Audience & Tone

**Audience:** - Digital artists and designers - Game industry professionals - VFX, animation, TV, and film studios - Marketing teams and agencies - Developers building AI-powered tools

**Tone:** - Technical but approachable - Creative and empowering - Open-source community ethos

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## Deliverables

### Required

1. **Figma file** containing:
  - Template page — desktop version
  - Template page — mobile version
  - Component library (buttons, badges, image displays, etc.)
  - Key interaction states (hover, active, expanded FAQ)
2. **Content variations** showing:
  - **Minimal:** 1 image, no FAQ, no how-to steps
  - **Full:** 5 images, 8 steps, FAQ section, all optional sections visible

## Nice to Have (not required)

- Dark mode variant
  - Micro-interaction/animation notes
  - Design rationale documentation
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## Timeline & Budget

- **Timeline:** 2-3 weeks total (concepts + revisions)
- **Budget:** \$800–1,500 USD fixed price

Open to discussing scope adjustments.

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## About Comfy Org

ComfyUI is open-source and shaped by a community of artists, developers, and dreamers. We believe in giving everyone full control over their creative tools.

**Our Mission:** Build the operating system for generative AI.

We make tools for the artist of the future — a human equipped with AI who can be an order of magnitude more productive. We empower the individual who wasn't born with the gift of the brush to also be a painter.

**What we maintain:** - [ComfyUI](#) — the node-based AI engine (101k+ stars) - [ComfyUI Manager](#) — extension management - [Documentation](#) — learning resources

**Who we are:** The original team behind ComfyUI — engineers and artists from Stability AI and Google. Our work is used by millions of users worldwide.

Learn more: [comfy.org/about](https://comfy.org/about)

**Contact:** [cbyrne@comfy.org](mailto:cbyrne@comfy.org) or [hello@comfy.org](mailto:hello@comfy.org)

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## Questions?

Happy to provide: - Brand kit files - Sample content and images - Screen recordings of the current app - Clarification on any requirements

Reach out anytime at [cbyrne@comfy.org](mailto:cbyrne@comfy.org) or [hello@comfy.org](mailto:hello@comfy.org)