

Lesson 01 Demo 05

Implementing Generative AI in Framer for E-commerce Prototyping

Objective: To efficiently prototype and visualize web designs of an e-commerce website using Framer

Tools required: Framer

Prerequisites: NA

Steps to be followed:

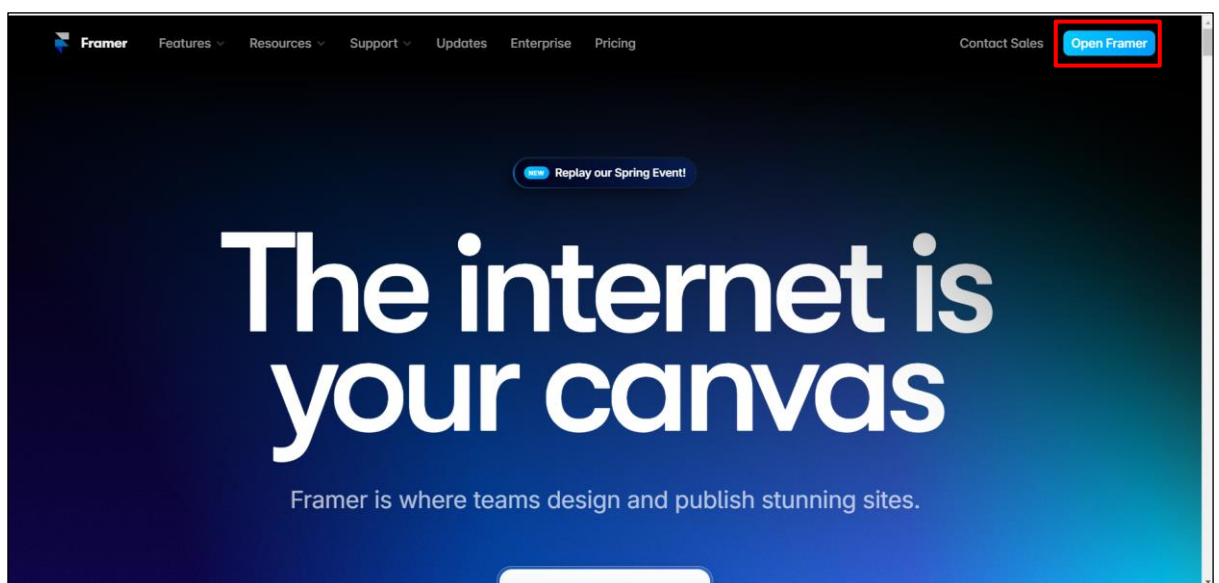
1. Use Framer to generate a responsive webpage
2. Enhance UI design for the generated page

Note: Access framer using this link - <https://www.framer.com/>

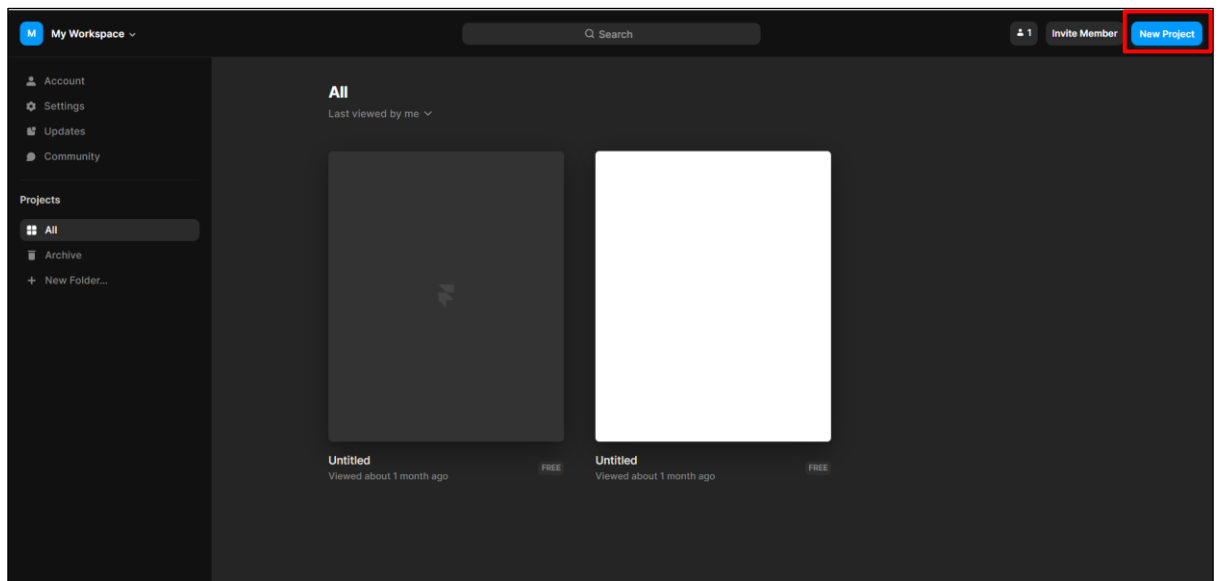
Generative AI tool used in this exercise can produce varied outputs even when presented with similar prompts. Thus, you may get different output for the same prompt.

Step 1: Use Framer to generate a responsive webpage

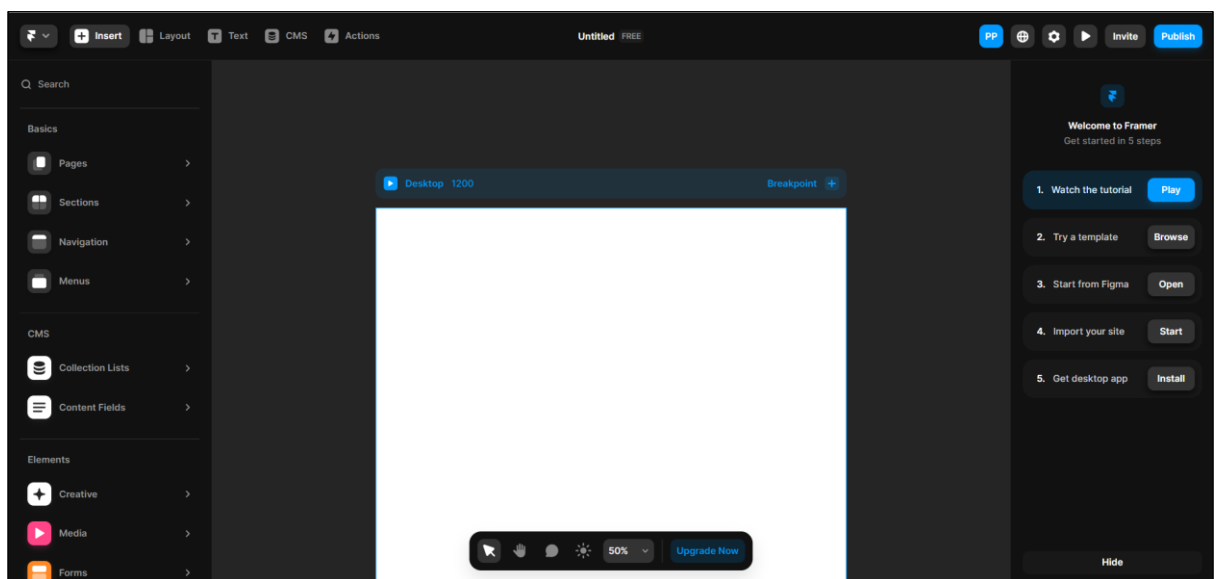
- 1.1 Navigate to the Framer website and click on **Open Framer** to access the Framer workspace



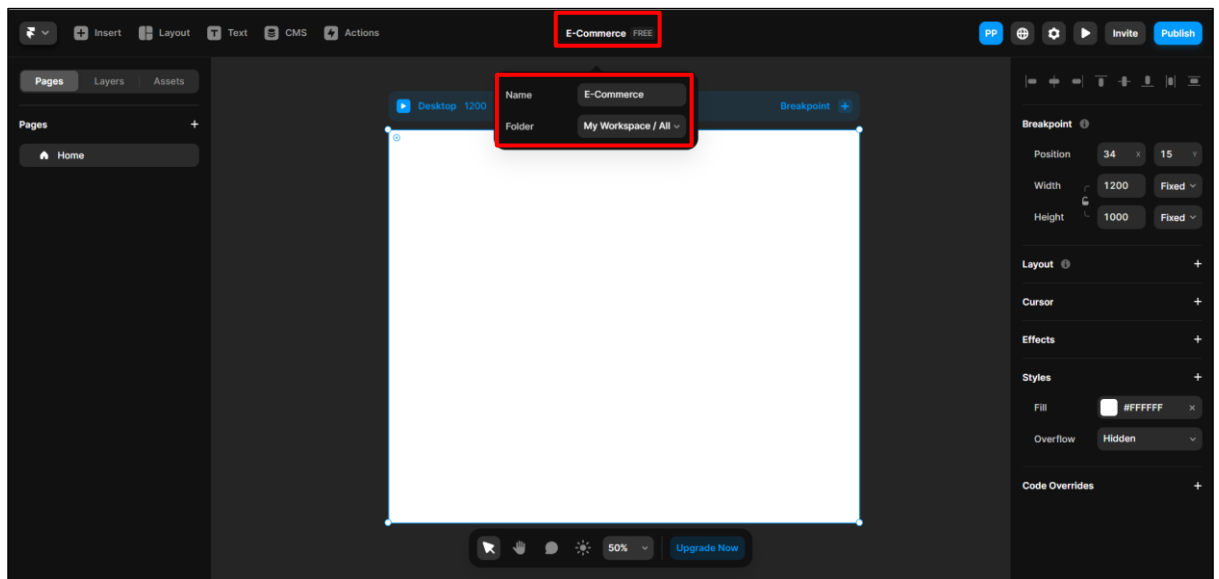
1.2 Click on **New Project** to create a new one



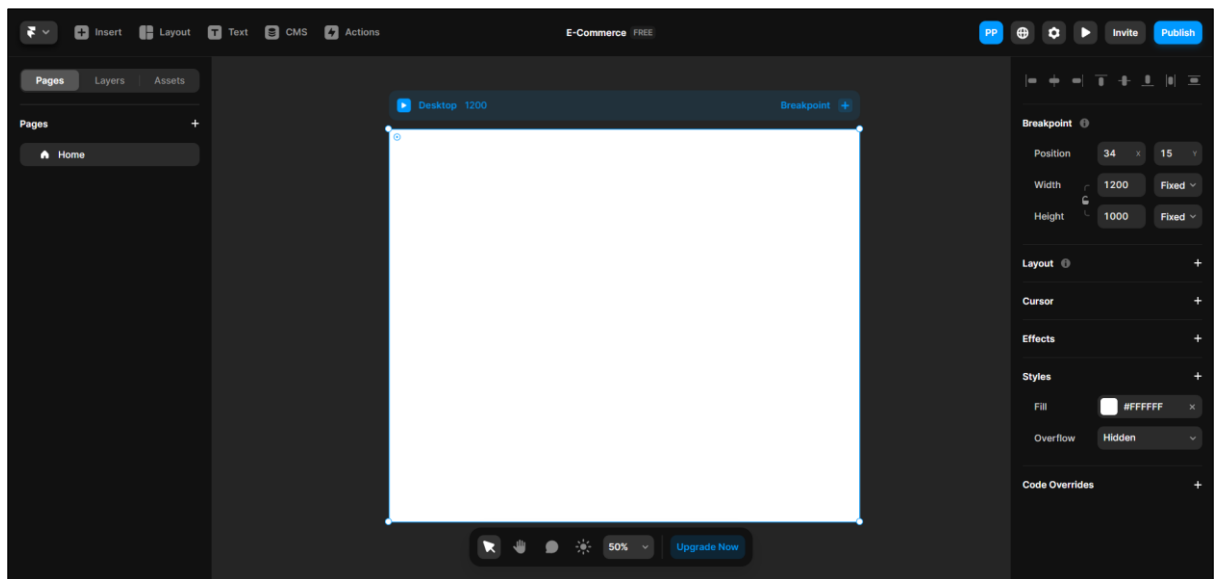
The untitled workspace for the new project appears as follows:



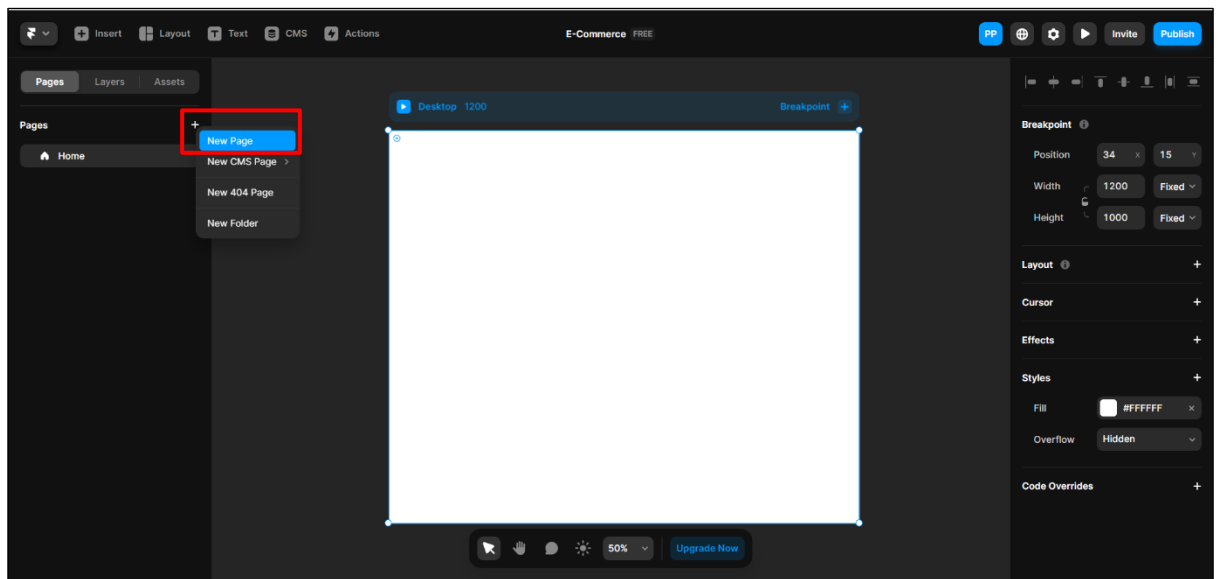
1.3 Rename the project to E-Commerce



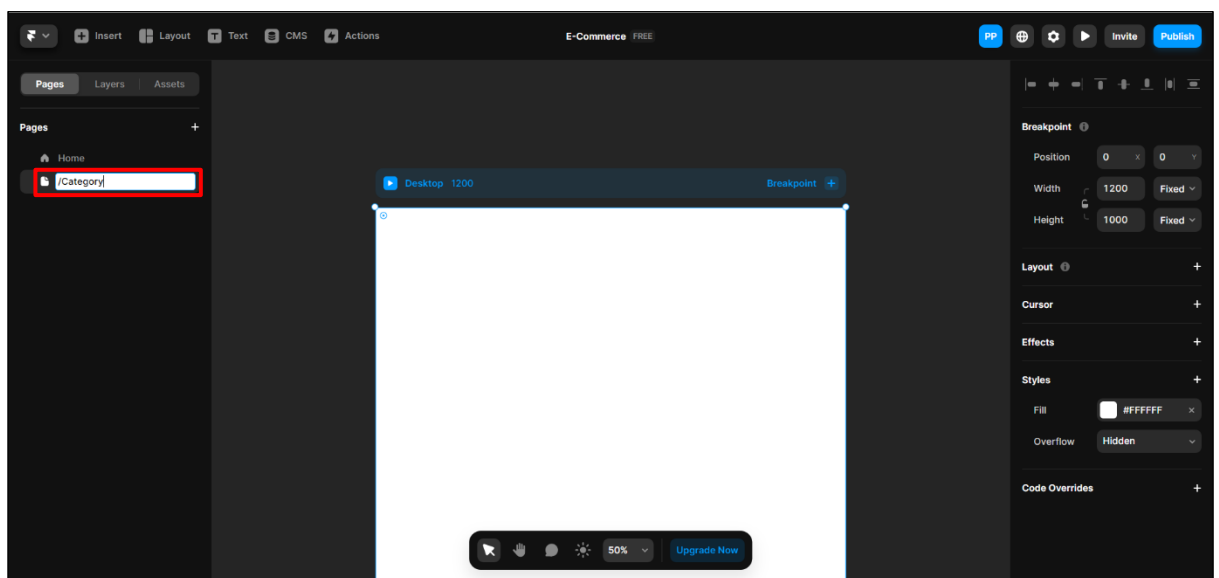
You will see the following interface:



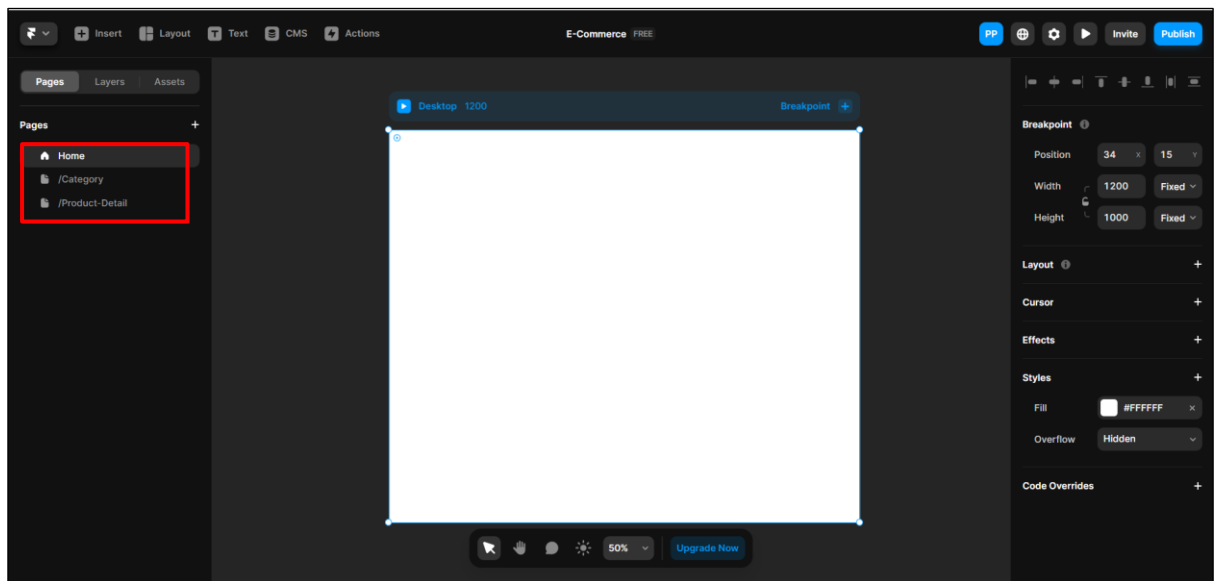
1.4 Click on the + icon and select **New Page** to create a new page



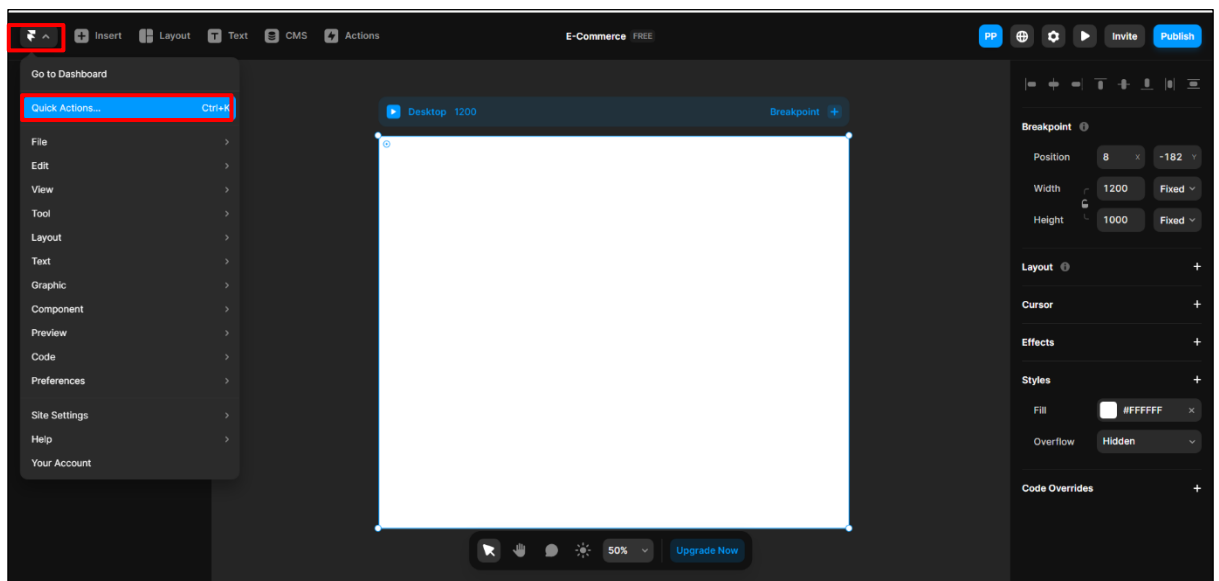
1.5 Name the new page as **Category** and press the **enter** key



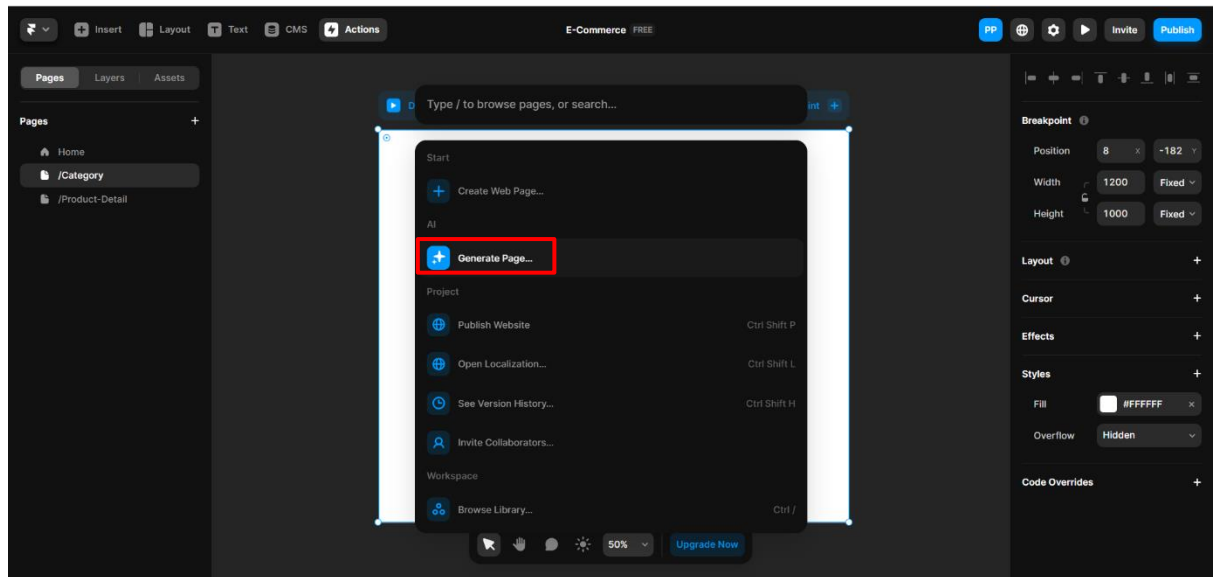
1.6 Create a page for **Product-Detail** as shown below:



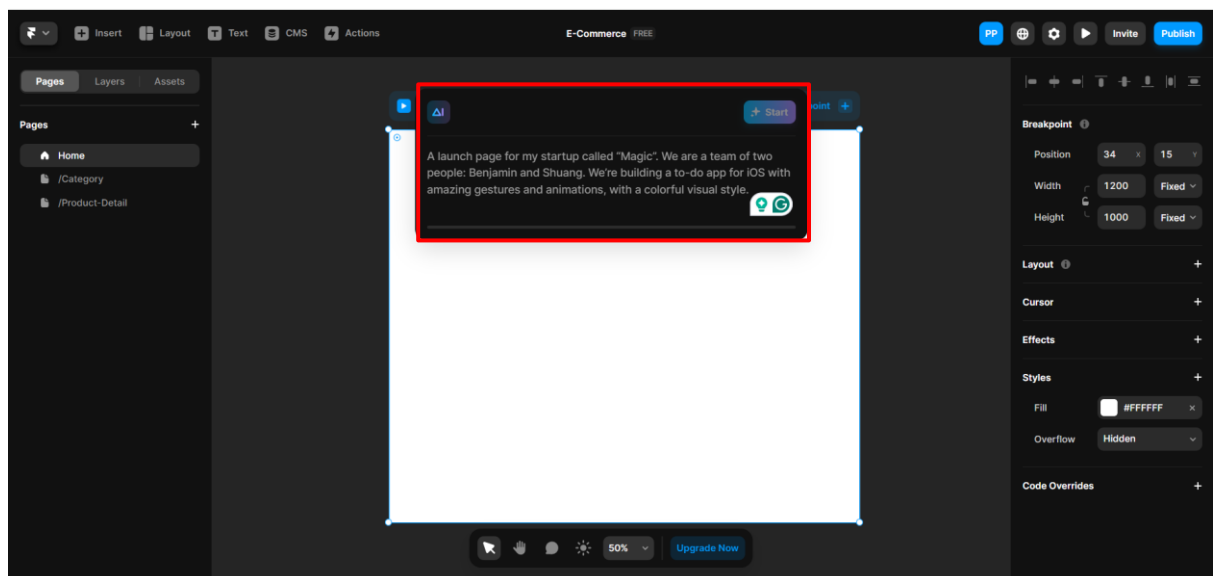
1.7 Navigate to the menu at the top left and select **Quick Actions...**



1.8 Click on **Generate Page...** to automatically create an e-commerce webpage based on the prompt

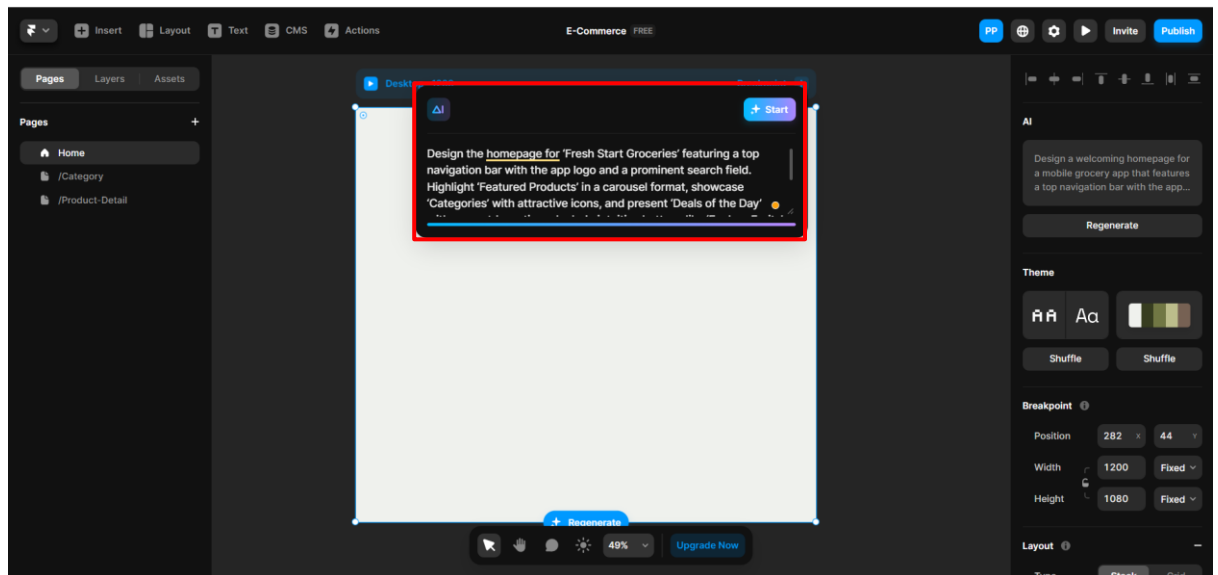


The prompt for generating web pages appears as follows:

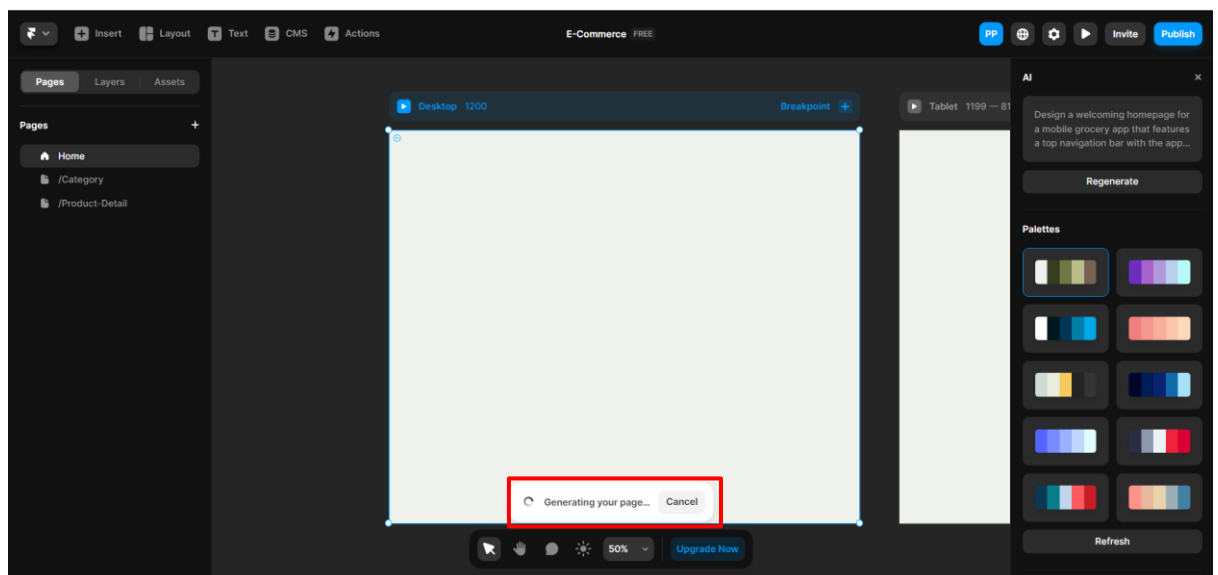


- 1.9 Use the following prompt to generate a **Home** page for Fresh Start Groceries and then click on **Start**:

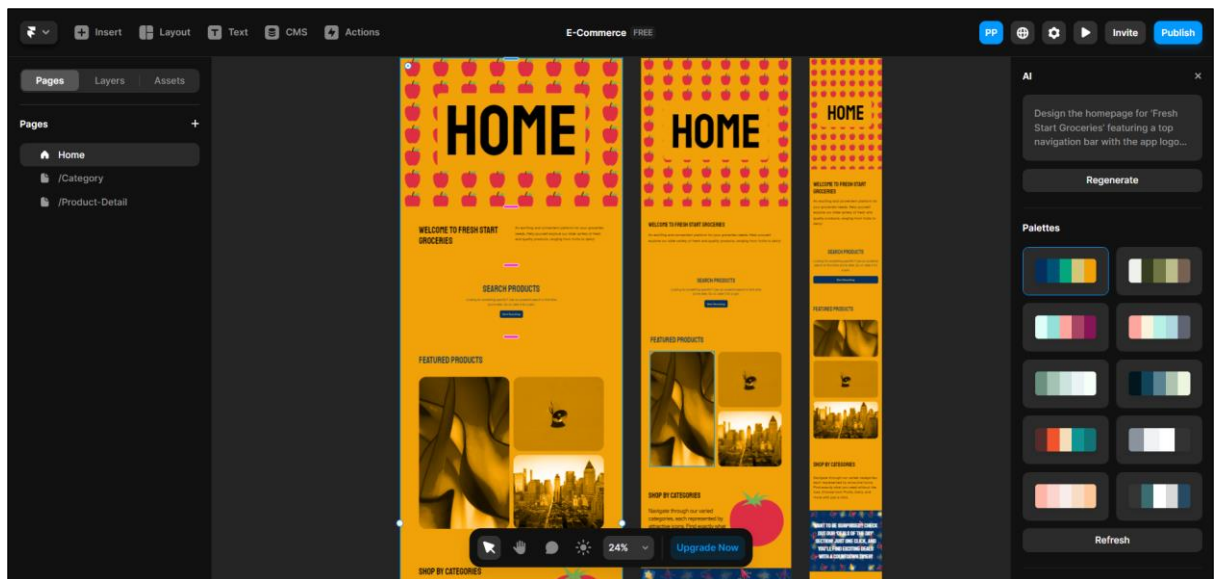
Design the homepage for 'Fresh Start Groceries' featuring a top navigation bar with the app logo and a prominent search field. Highlight 'Featured Products' in a carousel format, showcase 'Categories' with attractive icons, and present 'Deals of the Day' with a countdown timer. Include intuitive buttons like 'Explore Fruits' or 'Browse Dairy' that link to the respective sections on the Category Page.



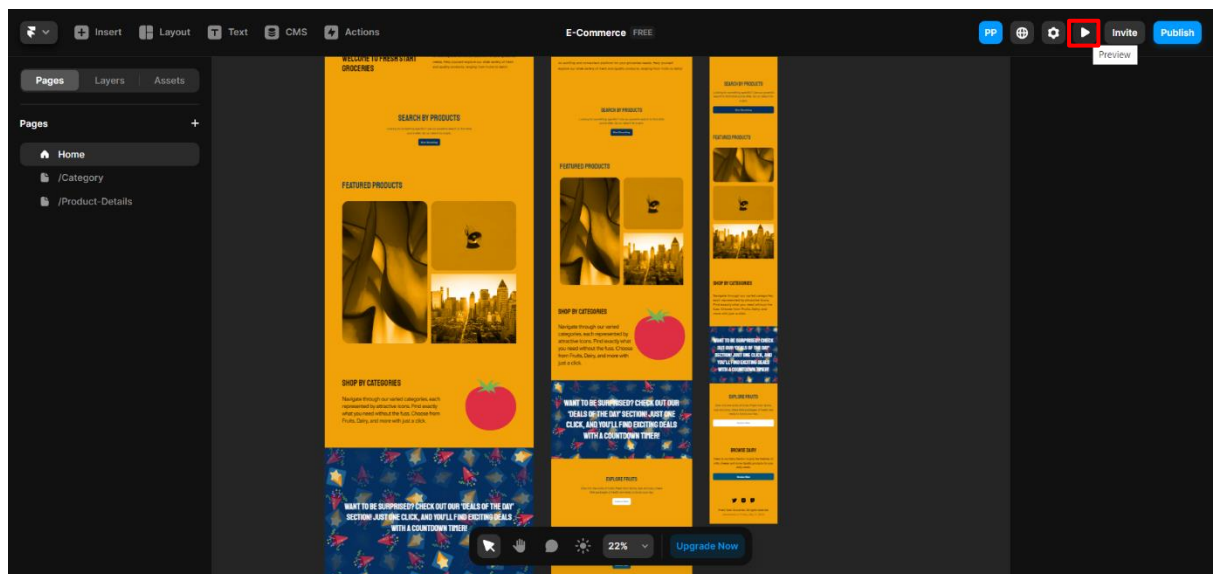
The progress of generating the webpage is as shown below:



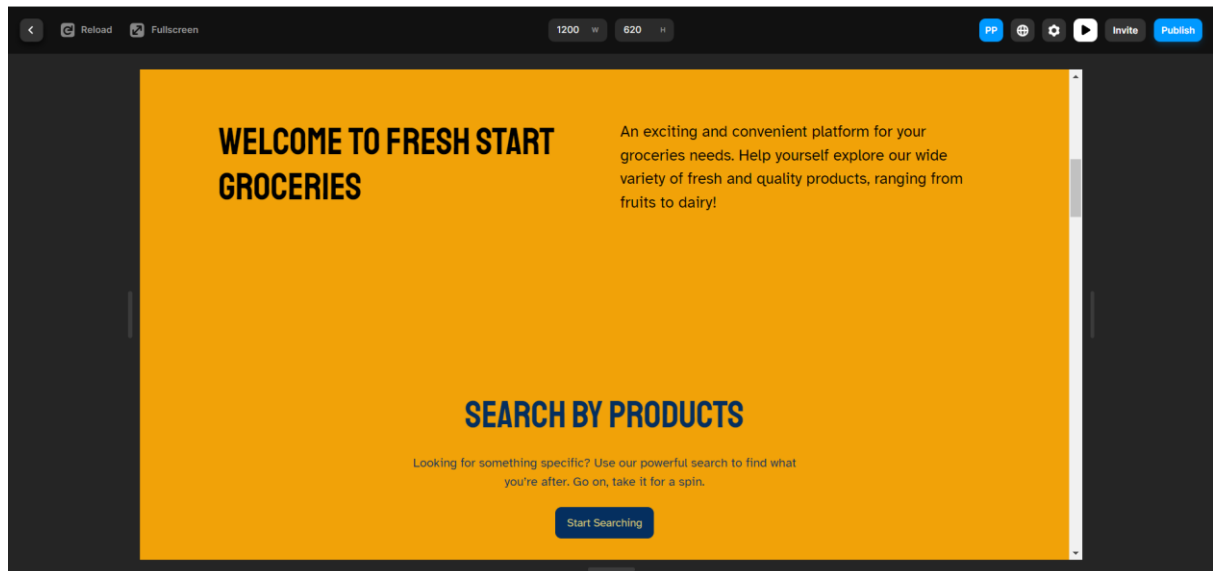
The following displays the generated e-commerce grocery Home page from the AI in desktop, tablet, and mobile views. Any changes made in one view will also reflect in the other views as shown below:

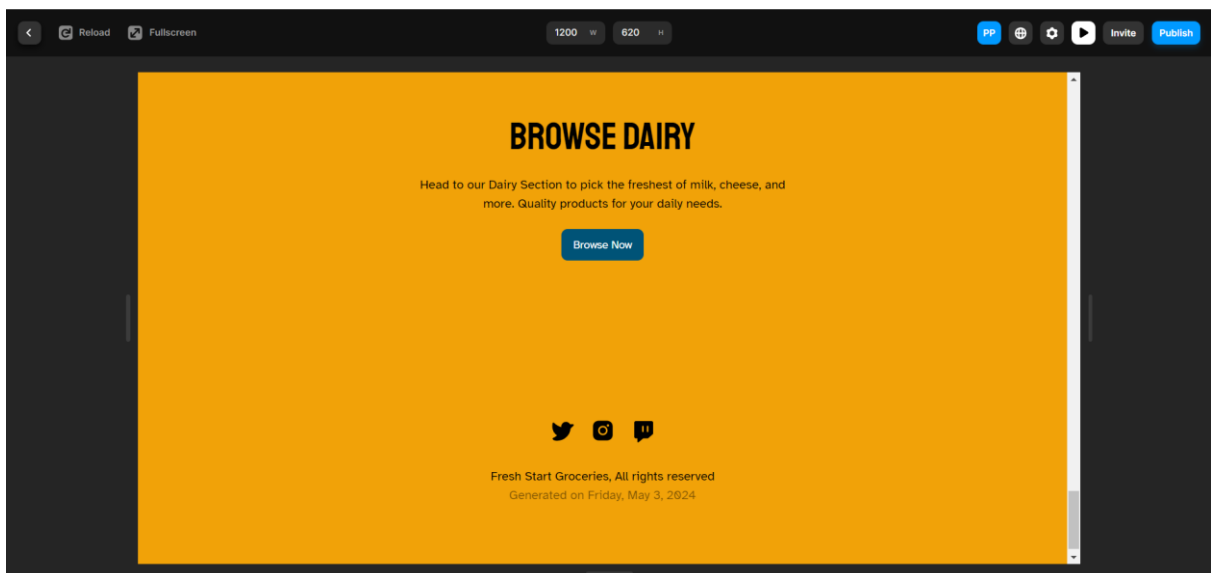
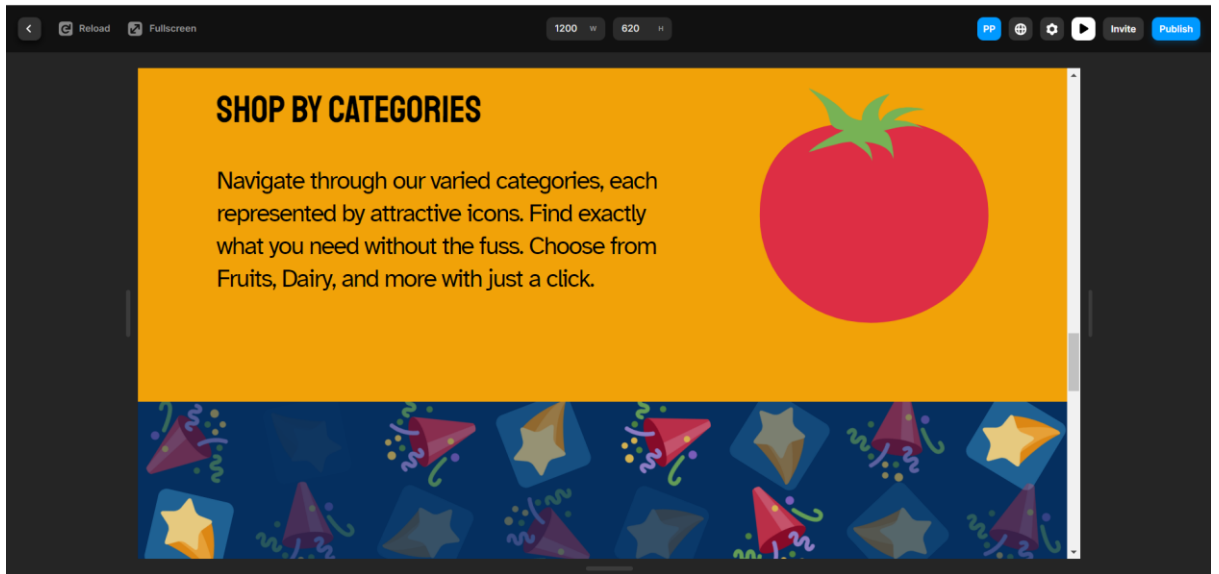


1.10 Click on the **Preview** button at the top right to preview the generated page

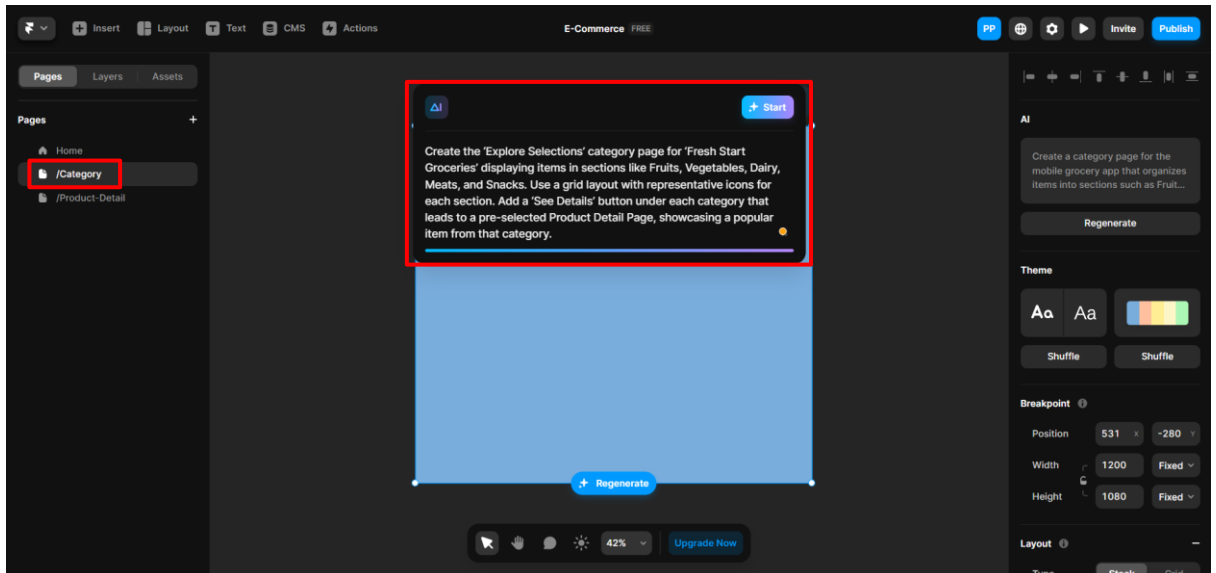


The generated **Home** page appears as follows:

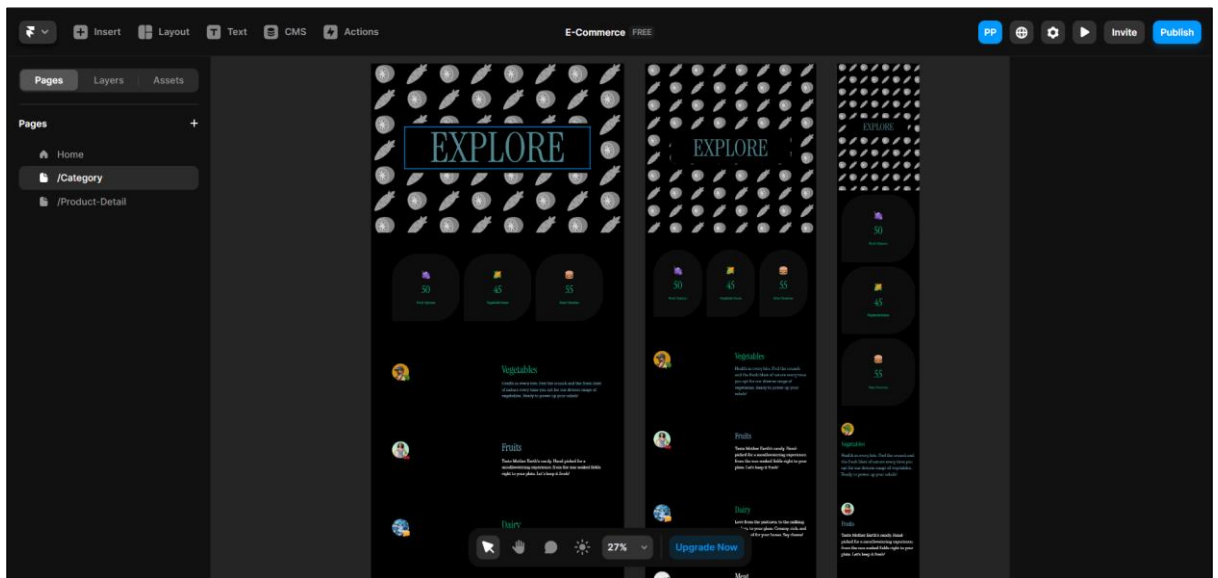




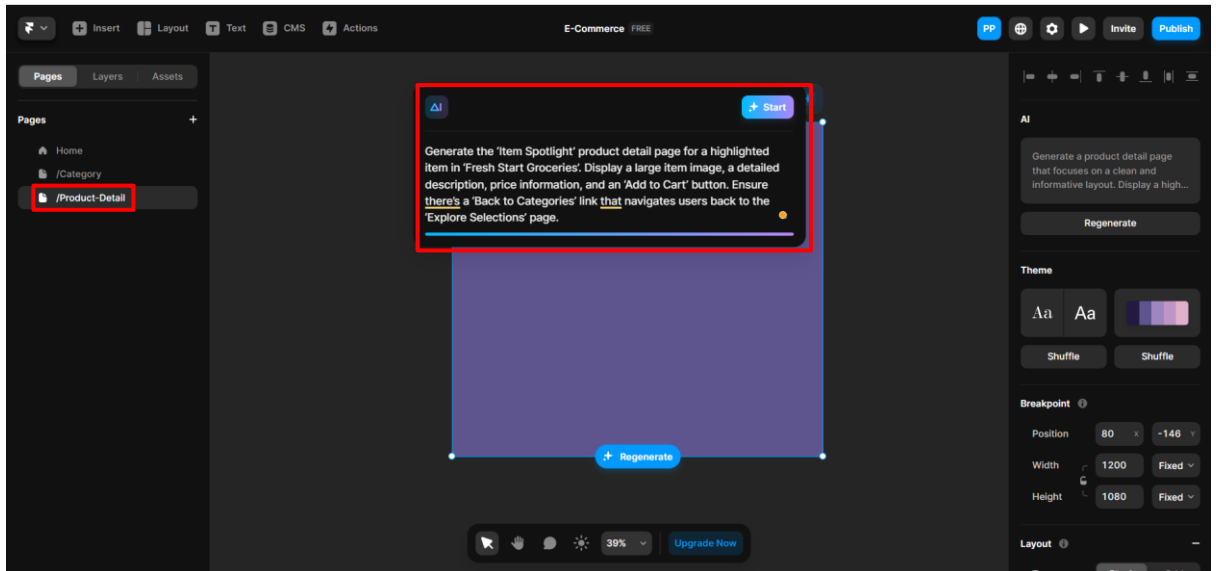
- 1.11 Click on the **Category** page and use the following prompt to generate the webpage and then click on **Start**:
- Create the 'Explore Selections' category page for 'Fresh Start Groceries' displaying items in sections like Fruits, Vegetables, Dairy, Meats, and Snacks. Use a grid layout with representative icons for each section. Add a 'See Details' button under each category that leads to a pre-selected Product Detail Page, showcasing a popular item from that category.



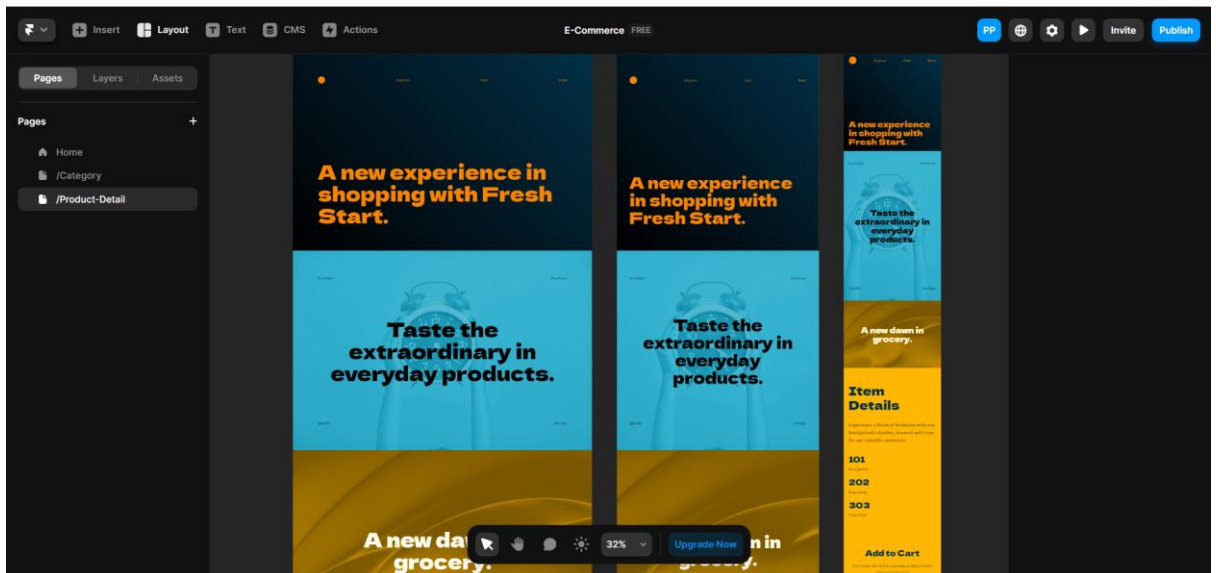
It generates the **Category** page of grocery products as follows:



- 1.12 Select the **Product Detail** page and use the following prompt to generate product details for the grocery and then click on **Start**:
- Generate the 'Item Spotlight' product detail page for a highlighted item in 'Fresh Start Groceries'. Display a large item image, a detailed description, price information, and an 'Add to Cart' button. Ensure there's a 'Back to Categories' link that navigates users back to the 'Explore Selections' page.**

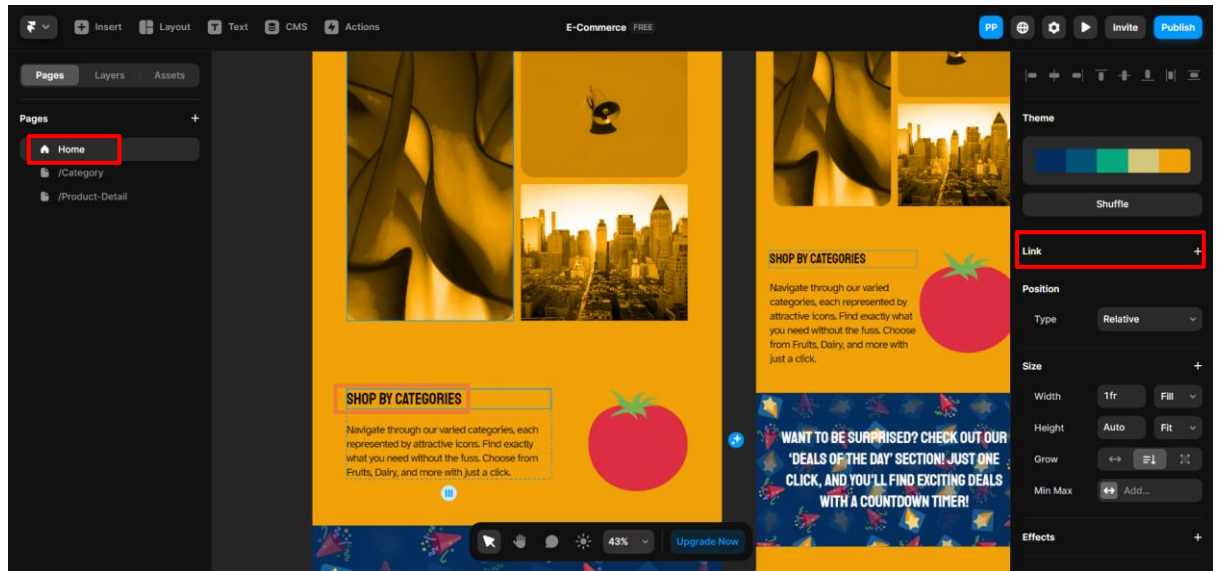


It generates the following pages:

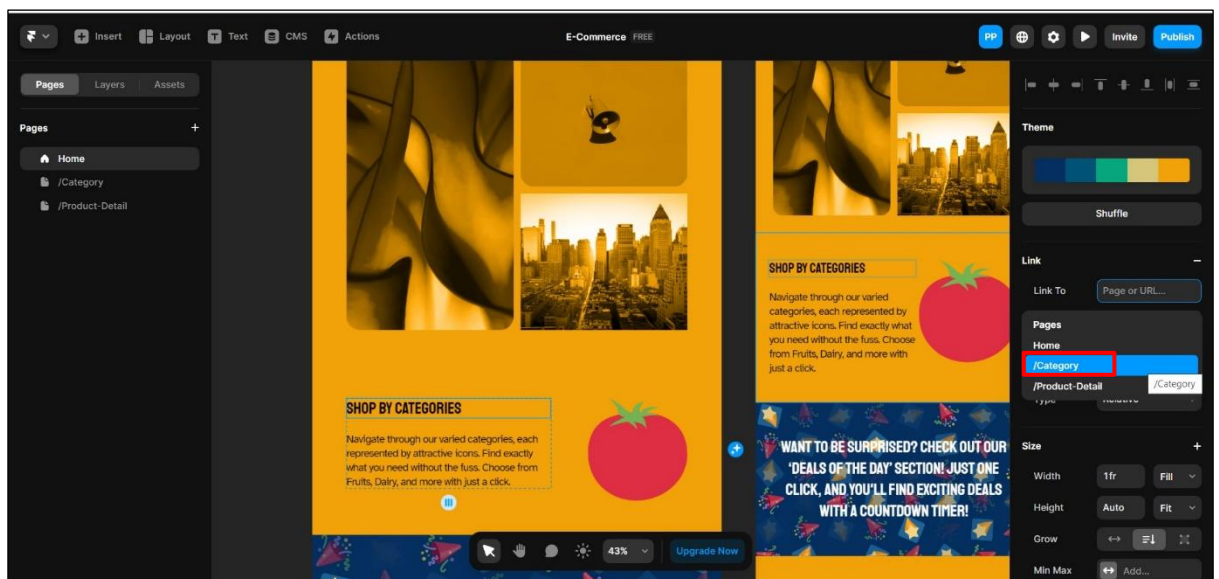


Step 2: Enhance UI design for the generated page

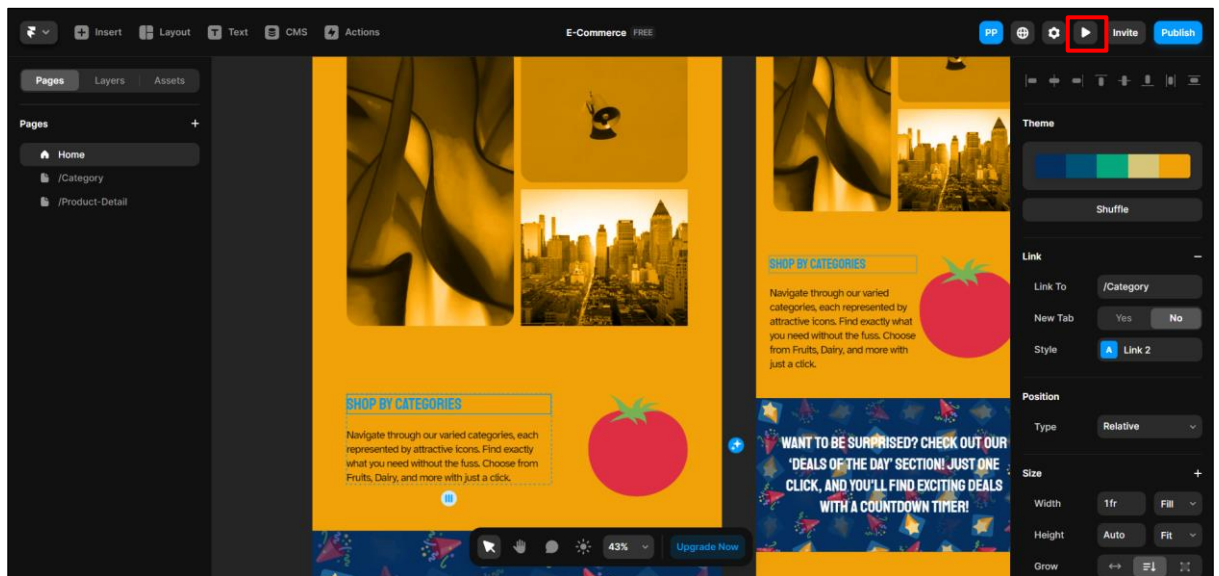
- 2.1 Link the **Home** page to the **Category** page. Select **SHOP BY CATEGORIES** from the **Home** page and then click on the + icon on the **Link**.



- 2.2 Select **/Category** from the list



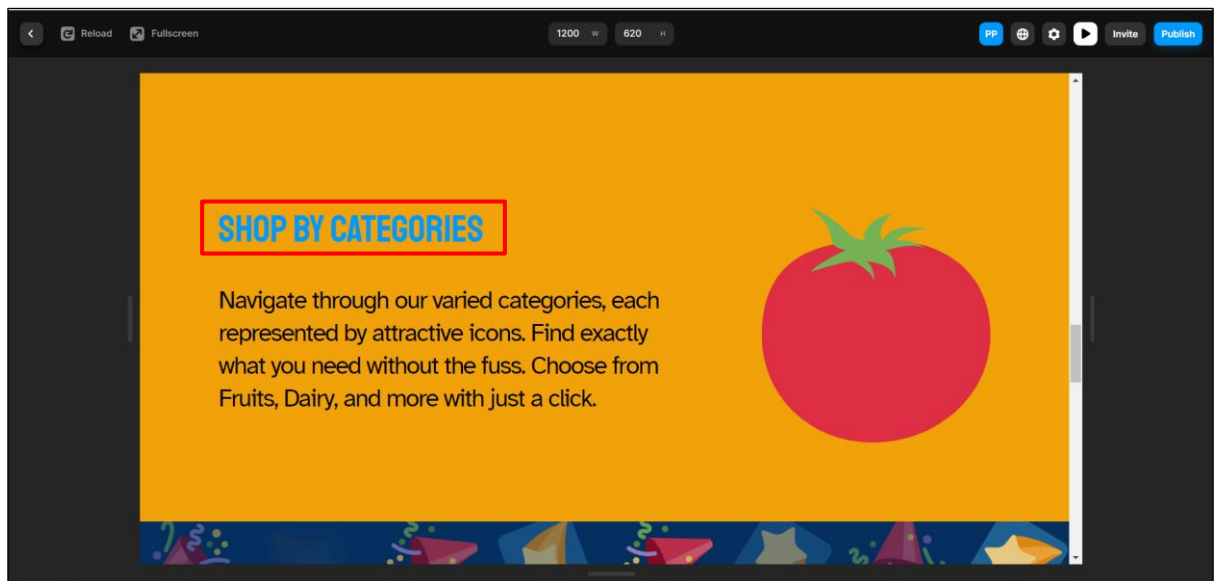
2.3 Click on the **Preview** button at the top right to preview the generated page



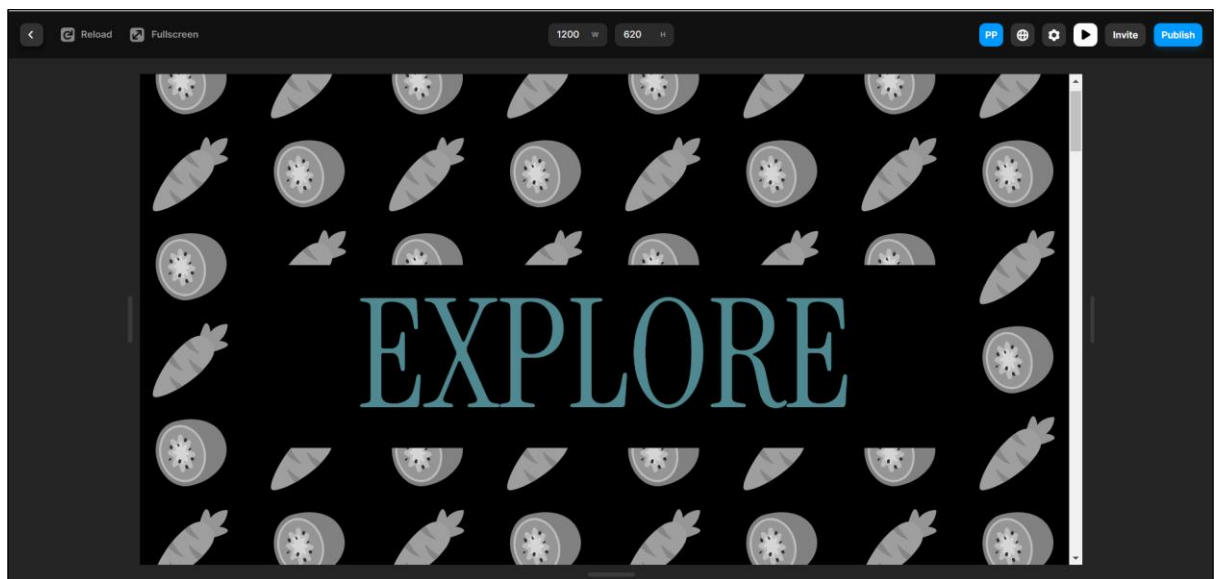
The page appears as follows:



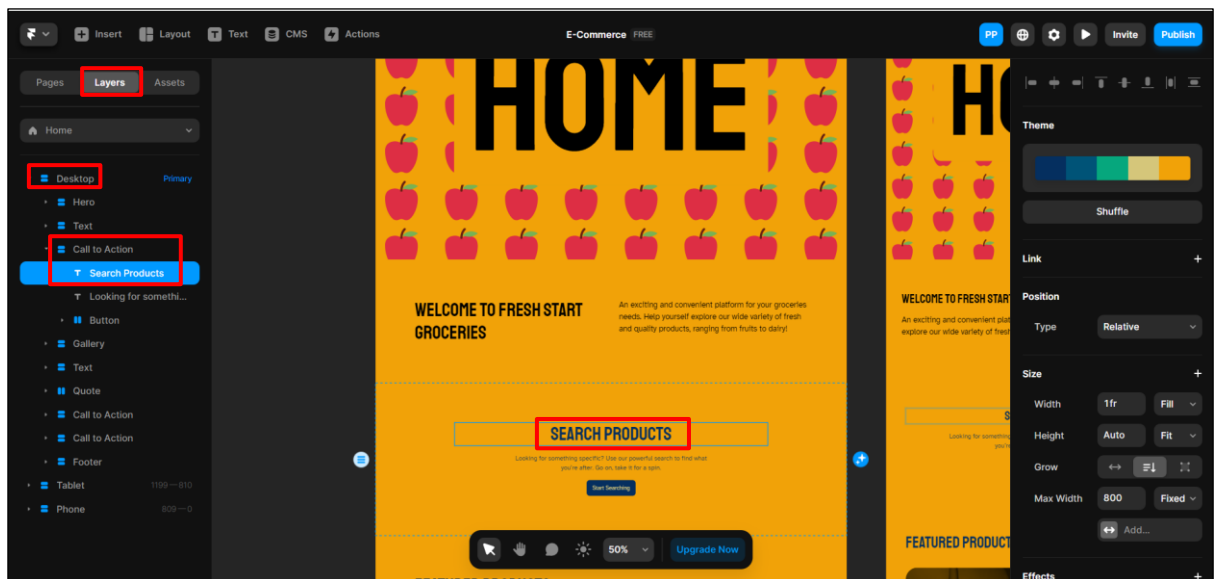
2.4 Scroll down the page and click on **SHOP BY CATEGORIES**



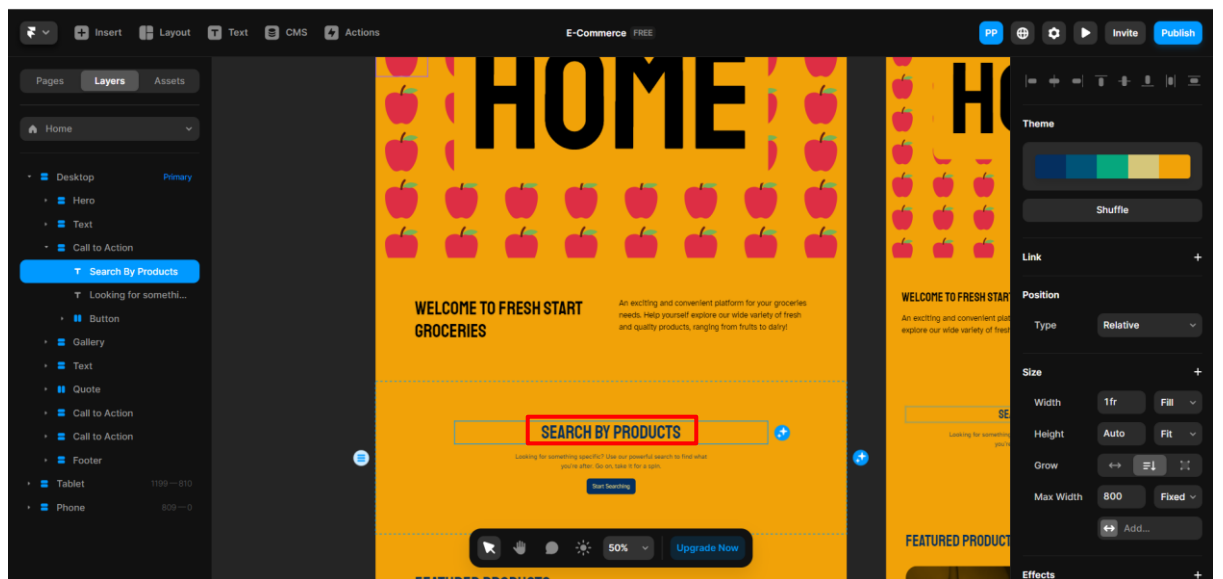
It navigates to the **Category** page.



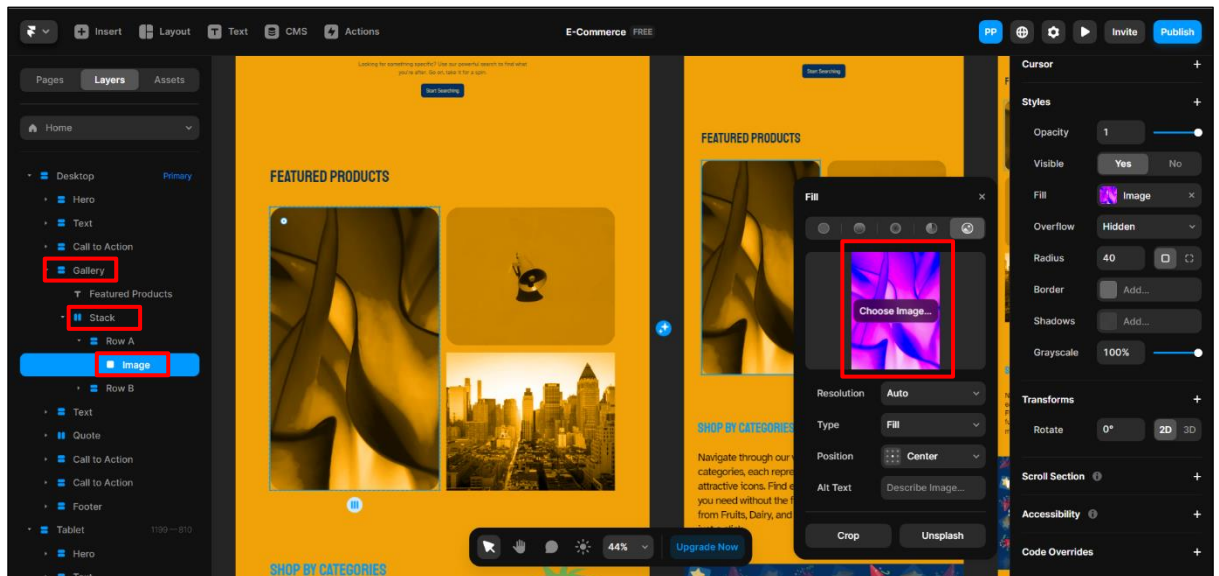
- 2.5 Select the **Home** page in the pages and then click on **Layers**. Expand **Desktop** and then **Call to Action**. Select **SEARCH PRODUCTS** and rename the text to **SEARCH BY PRODUCTS**.



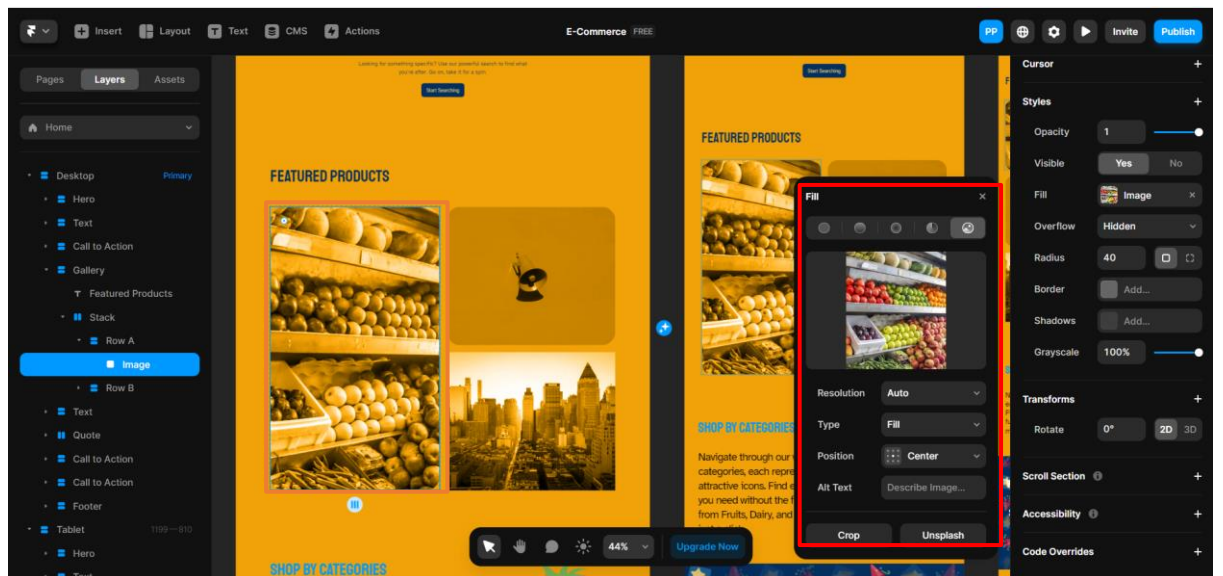
After changing the text, the **Home** page appears as follows:



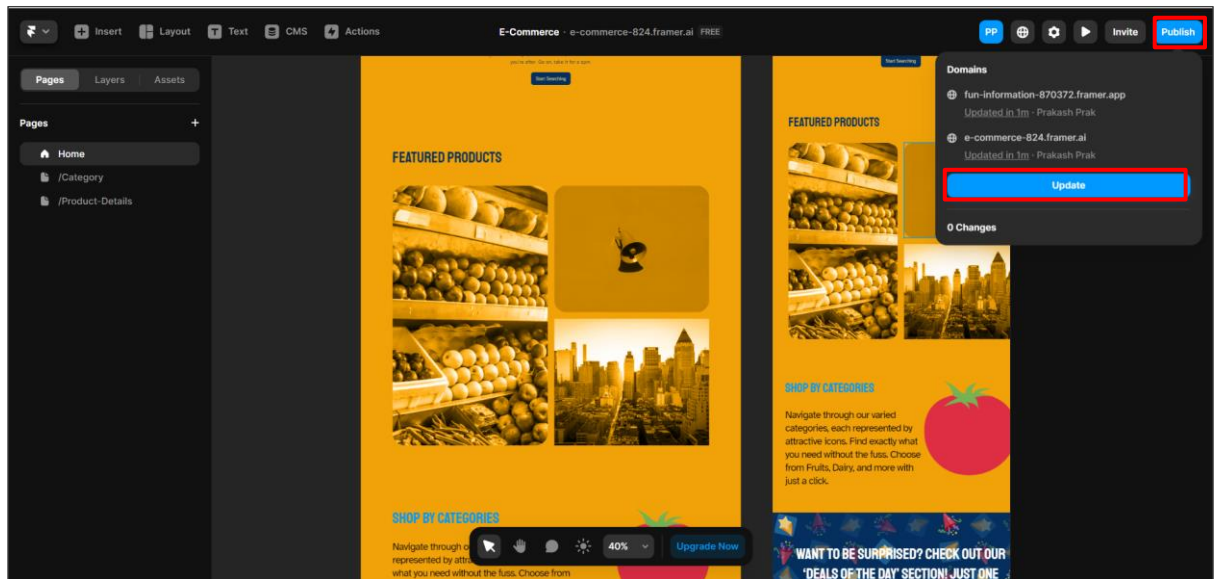
2.6 Expand **Gallery** and **Stack**. It consists of two rows, Row A and Row B. Select an image under Row A and change it by uploading a new one. Click on **Choose Image** to proceed as shown below:



You will see the following interface:



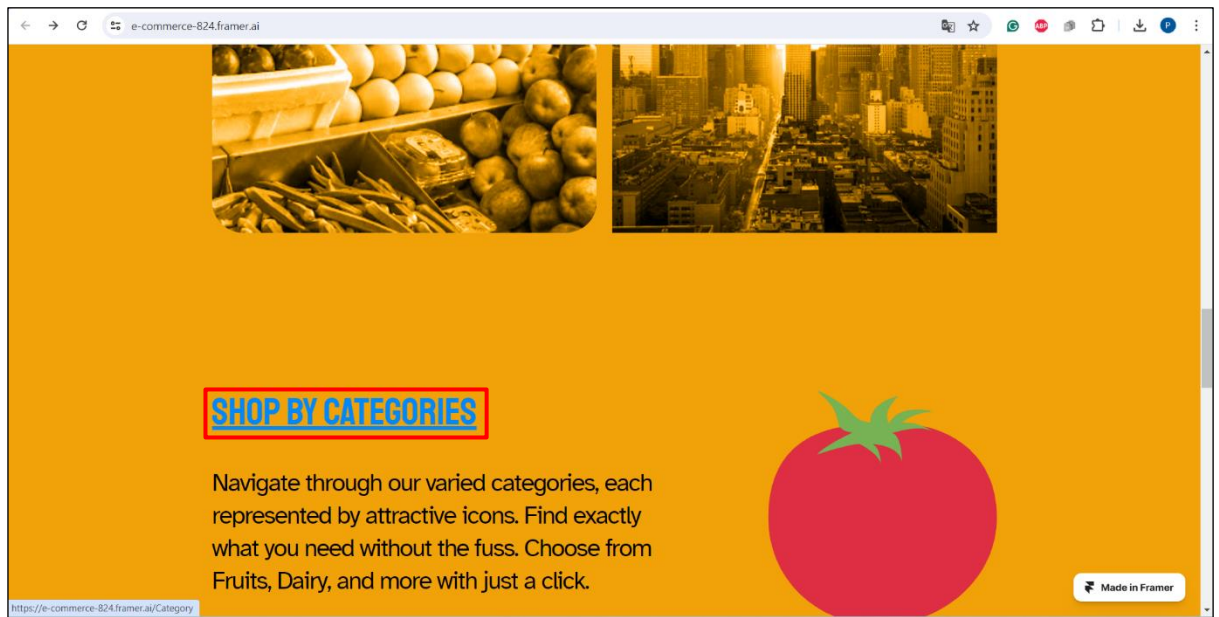
2.7 Click on **Publish** at the top right corner, select the link, and click on **Update** if the Framer project was previously published



The website is now available to others upon publication.



2.8 Scroll down and click on **SHOP BY CATEGORIES**



It directs you to the category page.



By completing these steps, you have successfully utilized Framer to efficiently prototype and visualize web designs for an e-commerce website.