

Lesson 04 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:

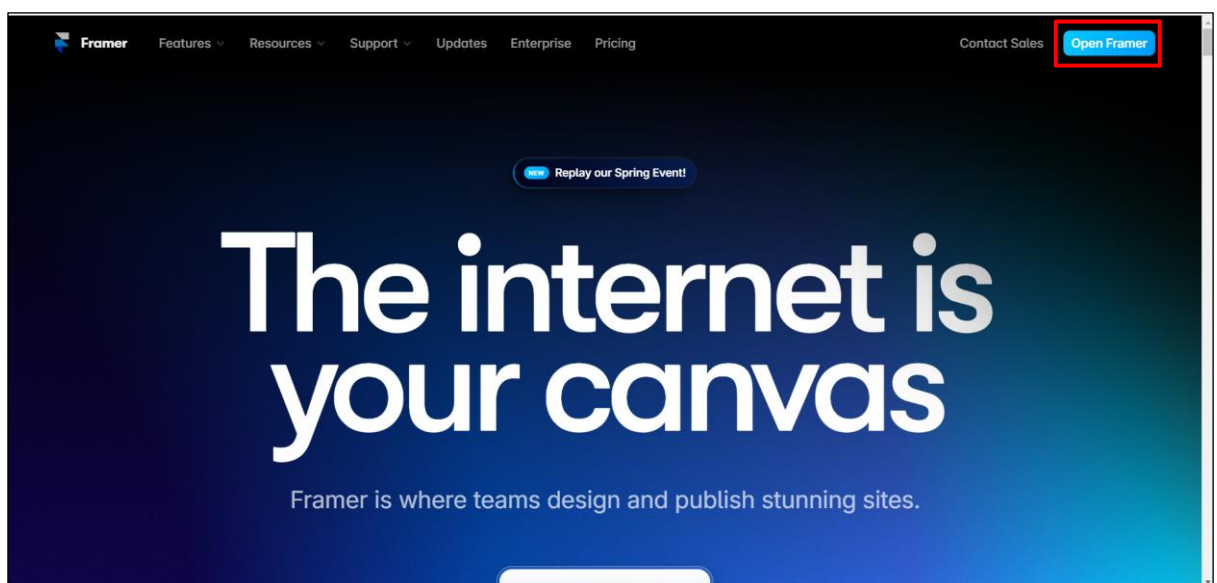
1. Use Framer to generate a responsive webpage
2. Enhance UI design for the generated page

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

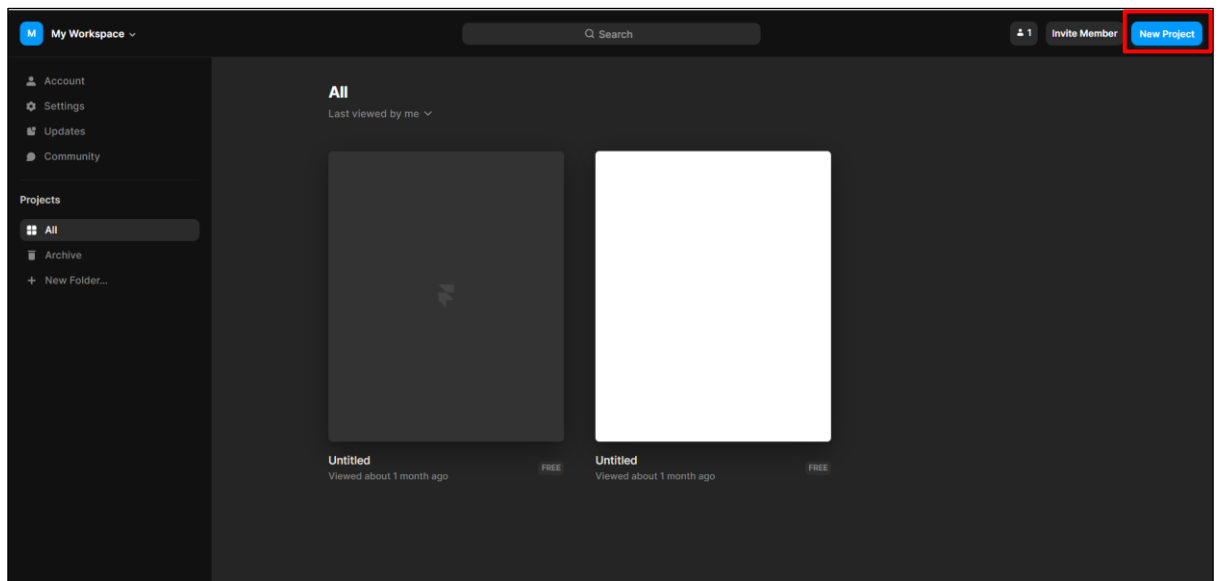
Generative AI tool used in this exercise can produce varied outputs even when presented with similar prompts. Thus, you may get different output for the same prompt.

Step 1: Use Framer to generate a responsive webpage

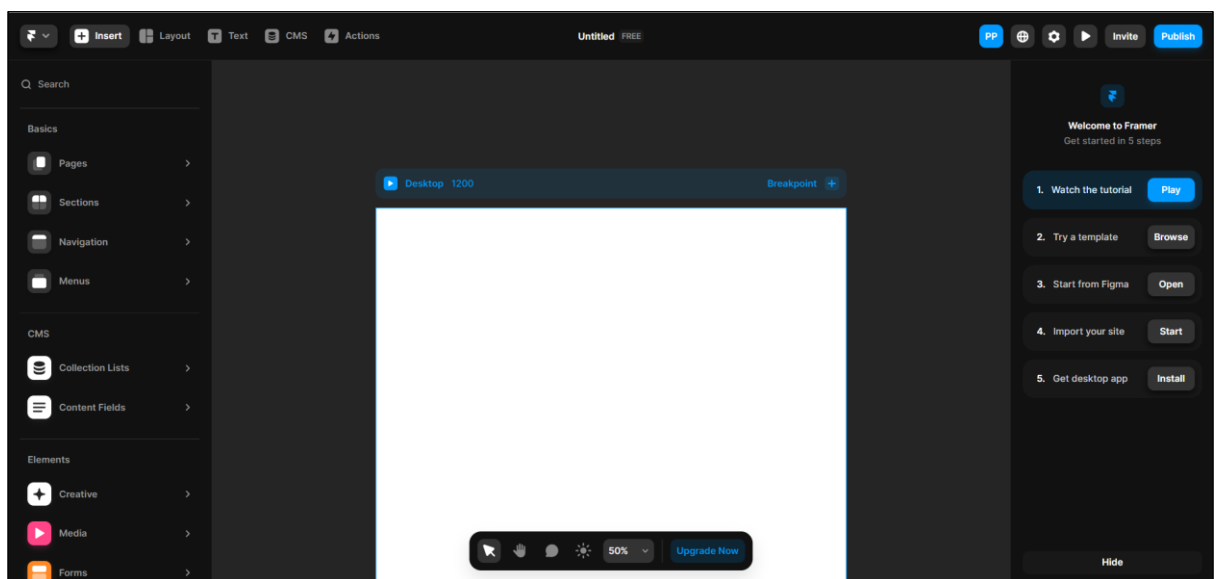
- 1.1 Navigate to the Framer website and click on **Open Framer** to access the Framer workspace



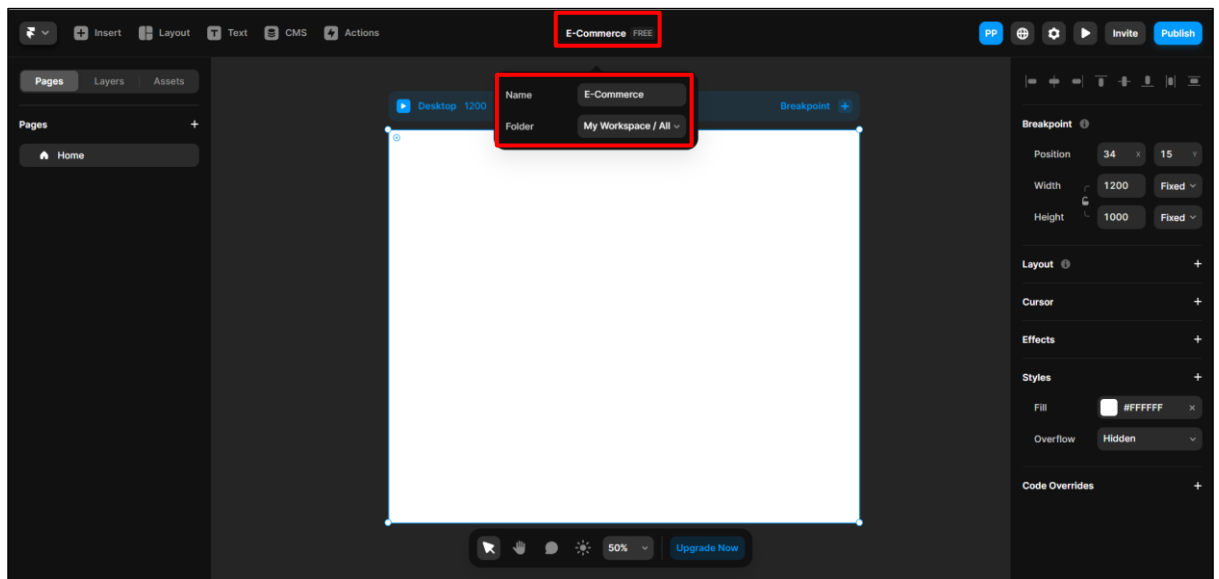
1.2 Click on **New Project** to create a new one



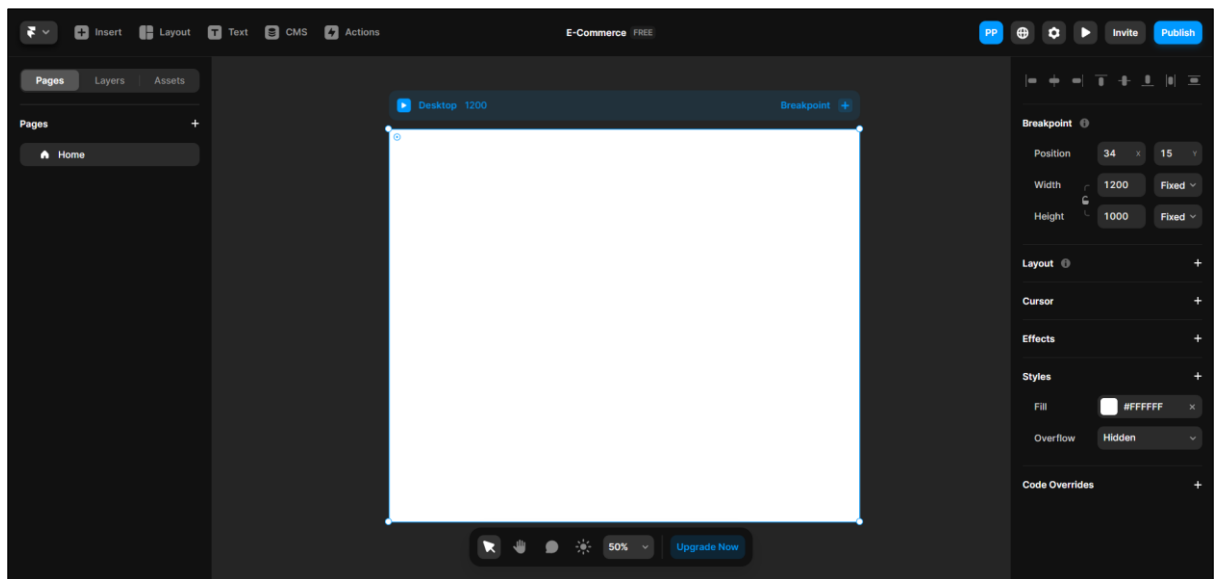
The untitled workspace for the new project appears as follows:



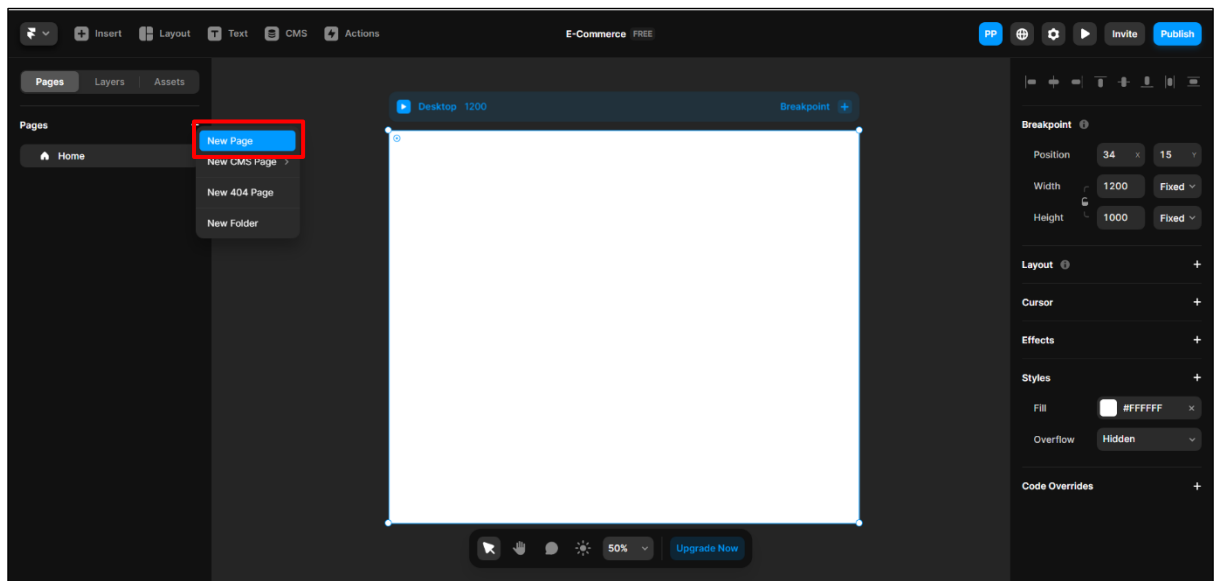
1.3 Rename the project to E-Commerce



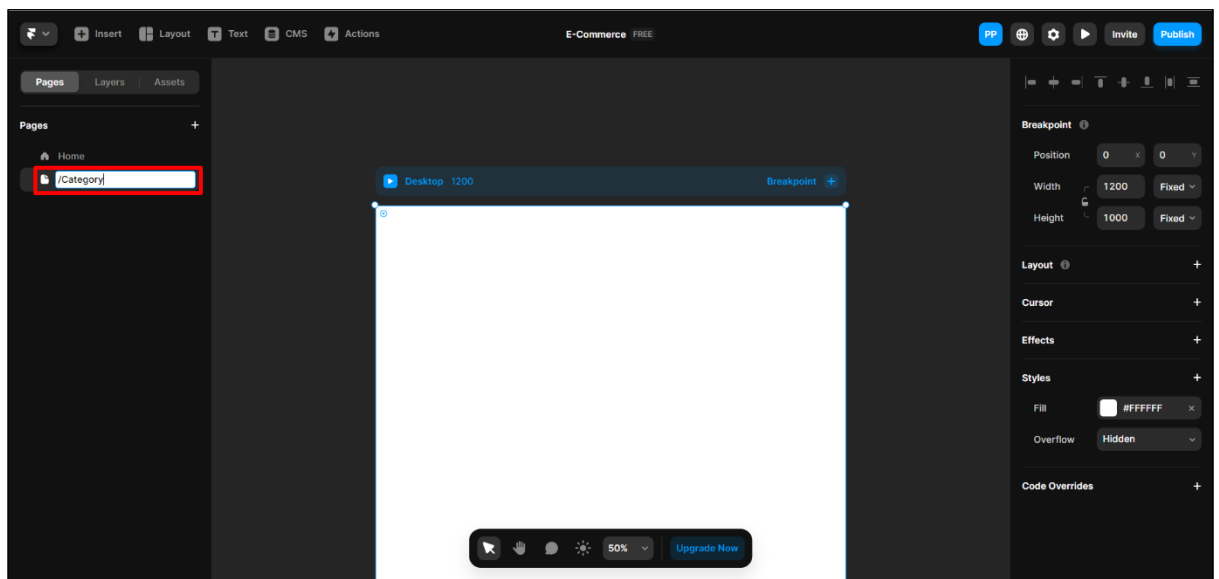
You will see the following interface:



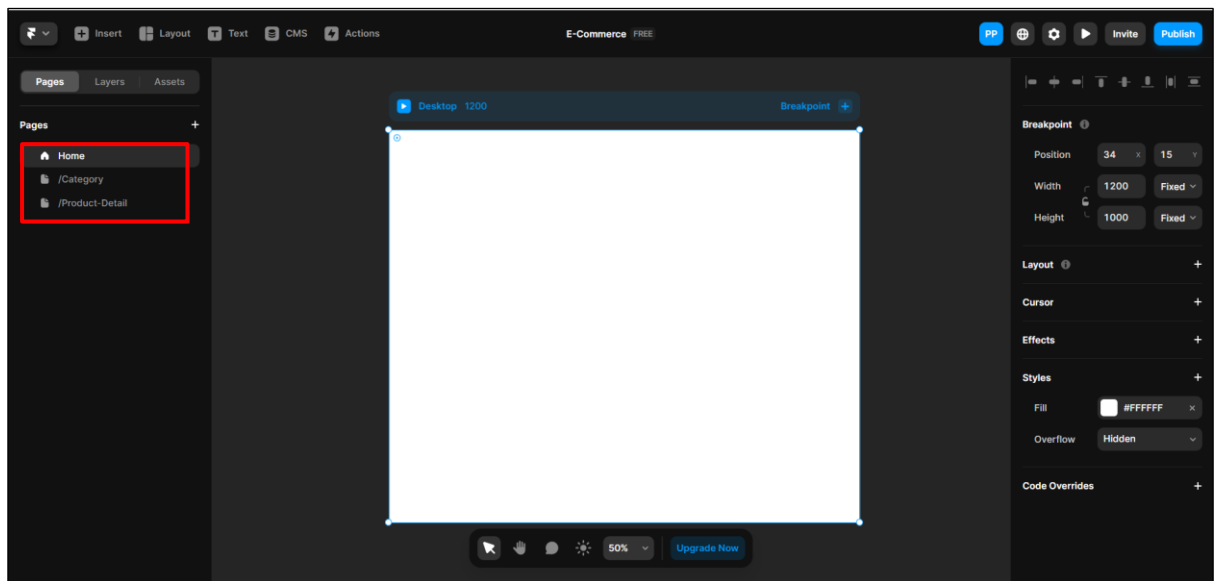
1.4 Click on the + icon and select **New Page** to create a new page



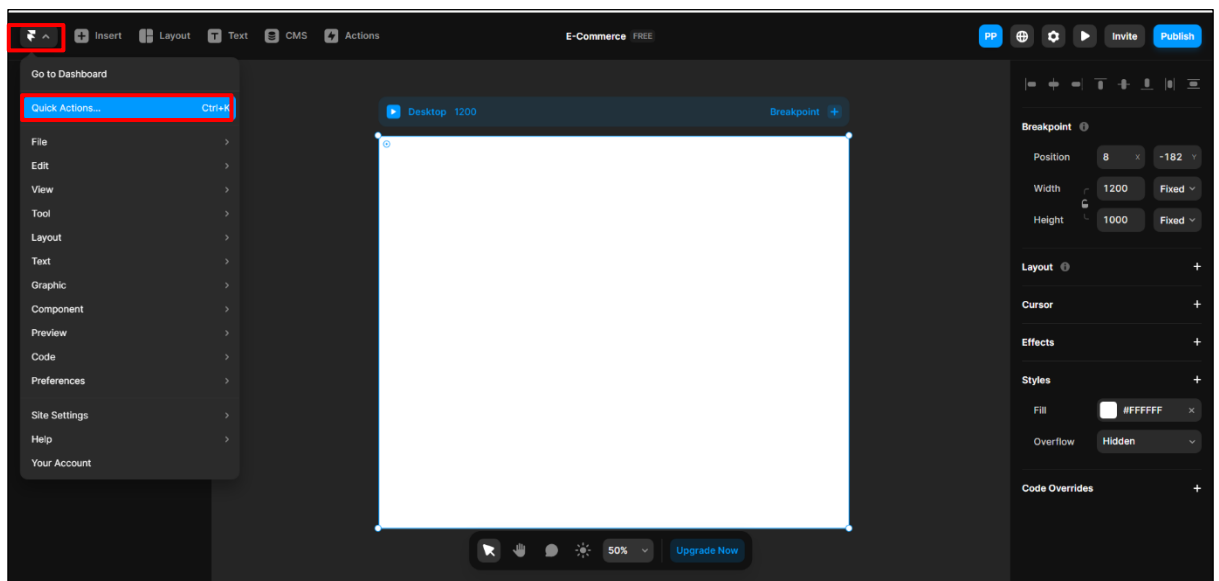
1.5 Name the new page as **Category** and press the **enter** key



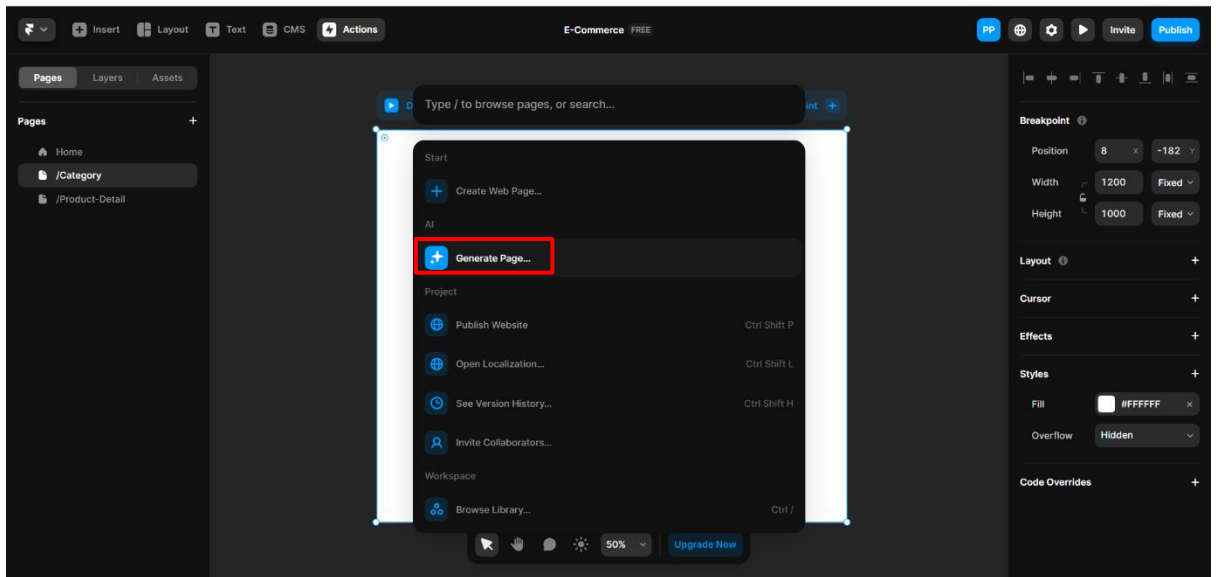
1.6 Create a page for **Product Detail** as shown:



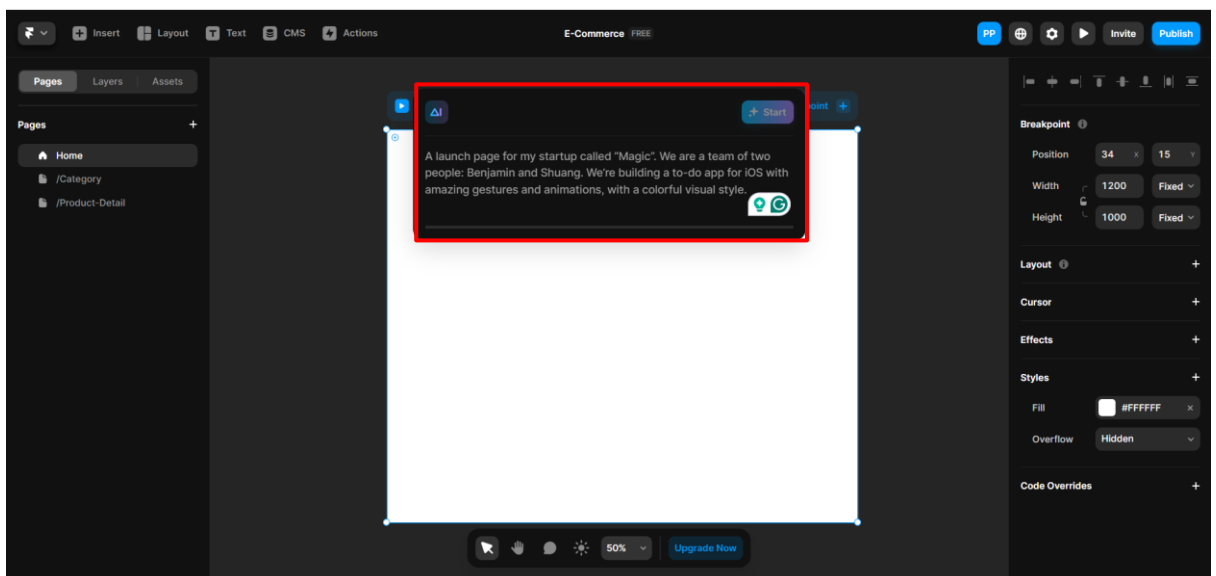
1.7 Navigate to the menu at the top left and select **Quick Actions**



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

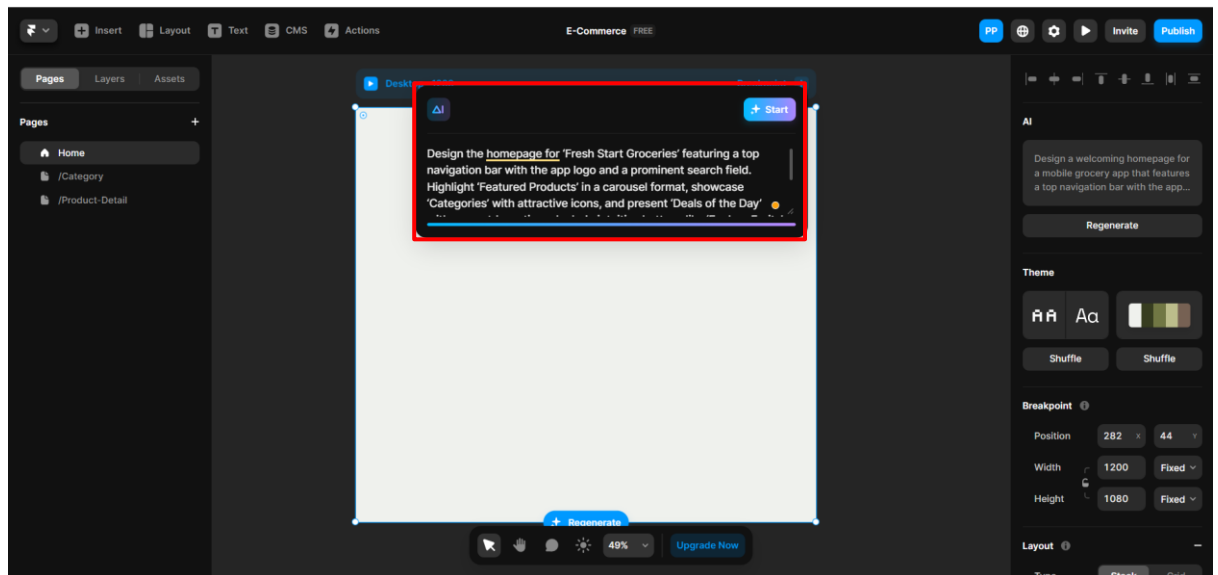


The prompt for generating web pages appears as follows:

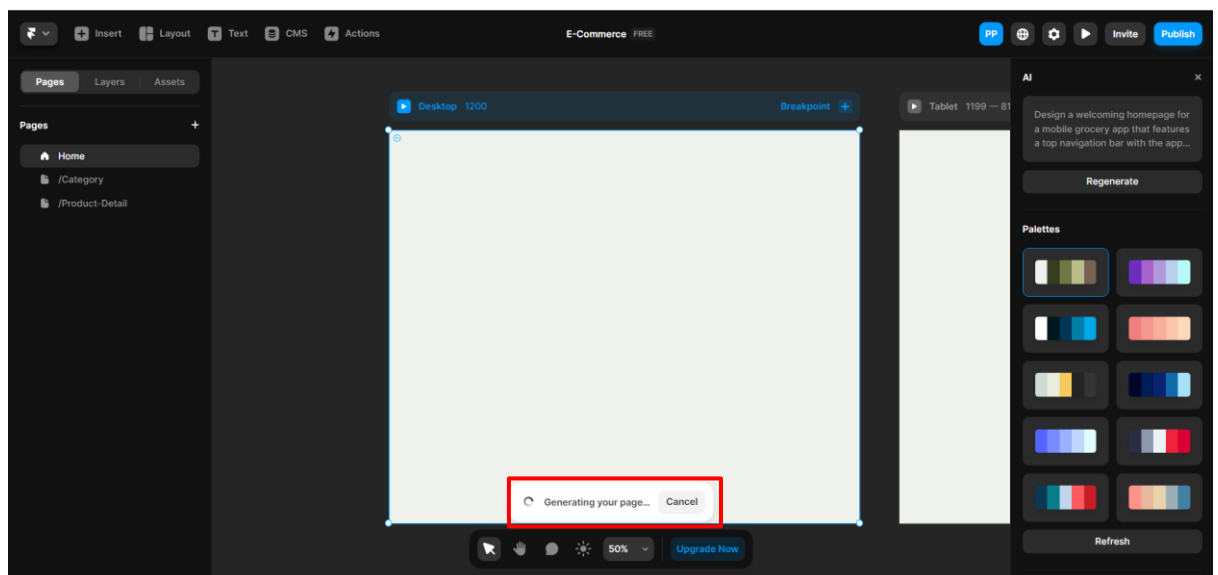


- 1.9 Use the following prompt to generate a **Home** page for Fresh Start Groceries and then click on **Start**:

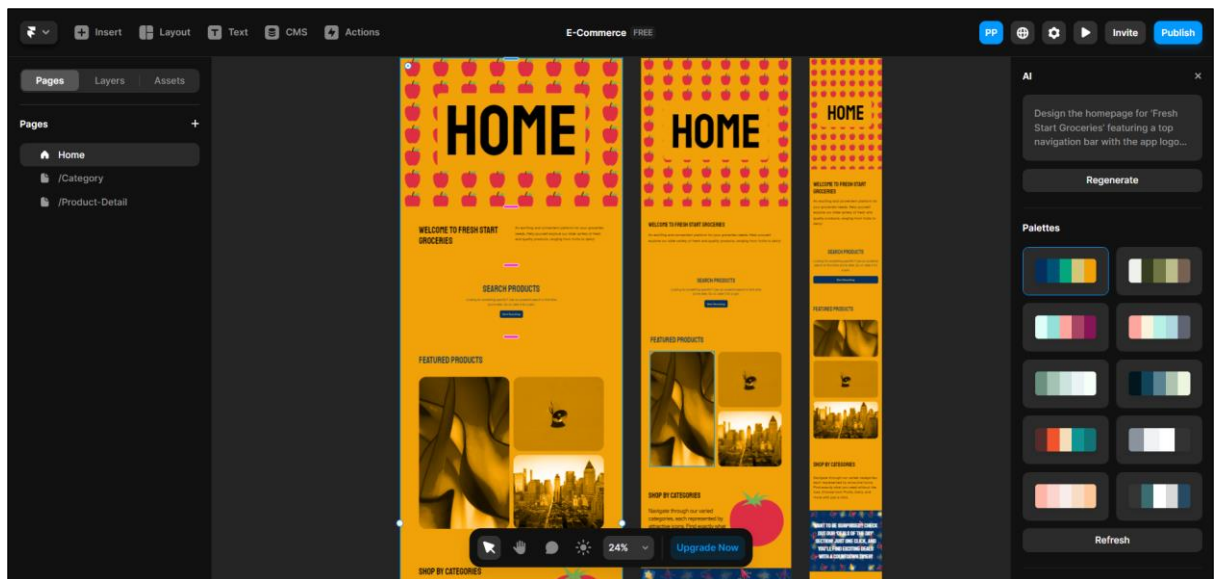
Design the homepage for 'Fresh Start Groceries' featuring a top navigation bar with the app logo and a prominent search field. Highlight 'Featured Products' in a carousel format, showcase 'Categories' with attractive icons, and present 'Deals of the Day' with a countdown timer. Include intuitive buttons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



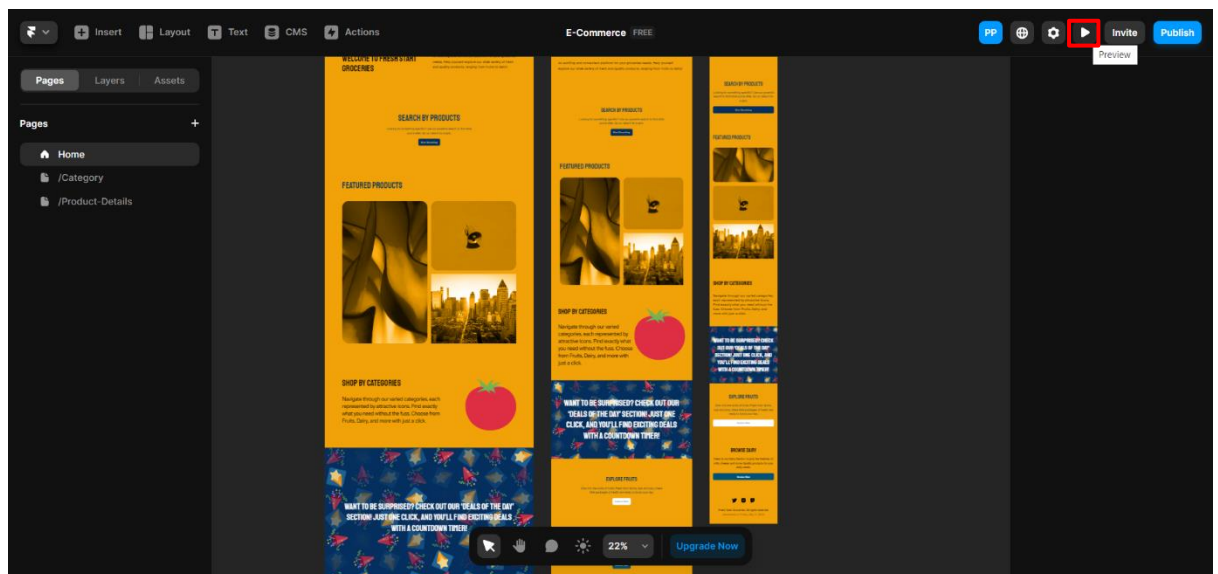
The progress of generating the webpage is as shown:



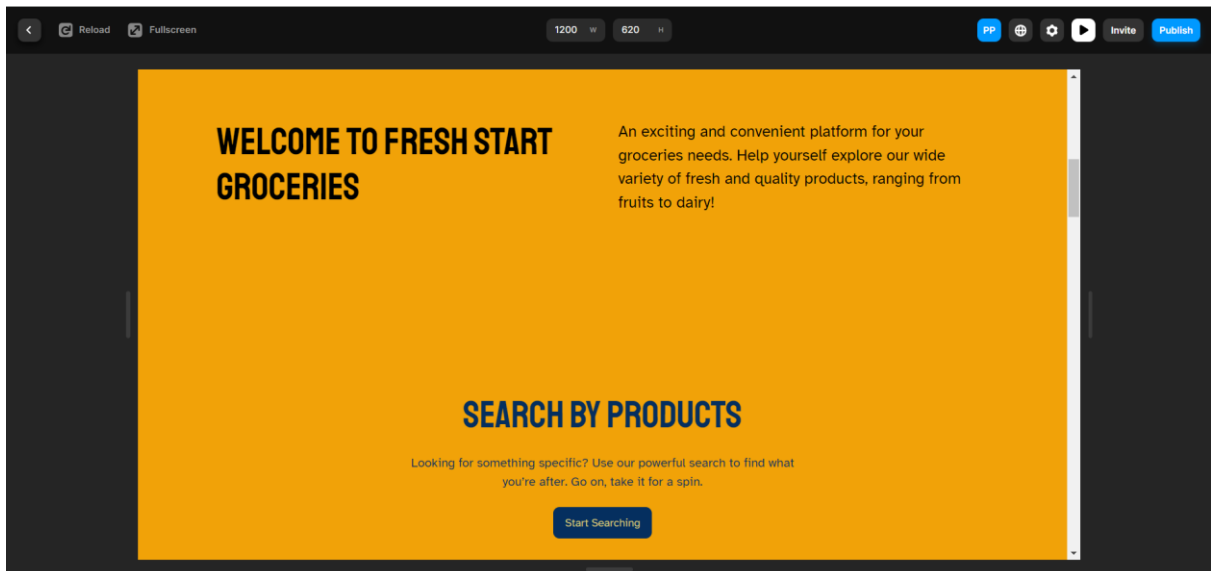
The following displays the generated e-commerce grocery Home page from the AI in desktop, tablet, and mobile views. Any changes made in one view will also reflect in the other views:

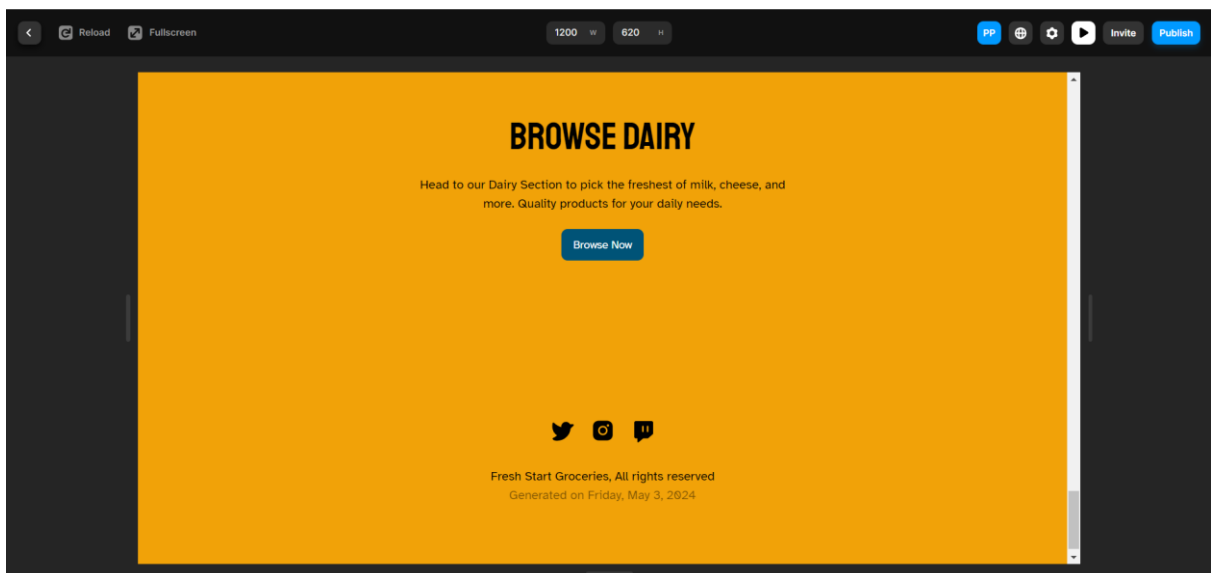
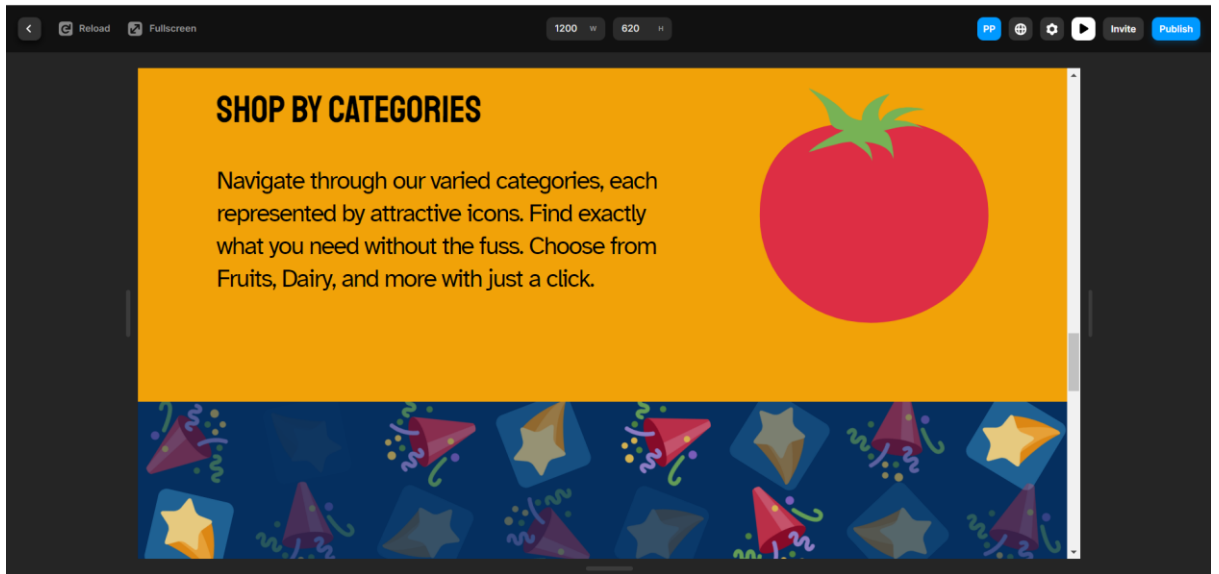


1.10 Click on the **Preview** button at the top right to preview the generated page

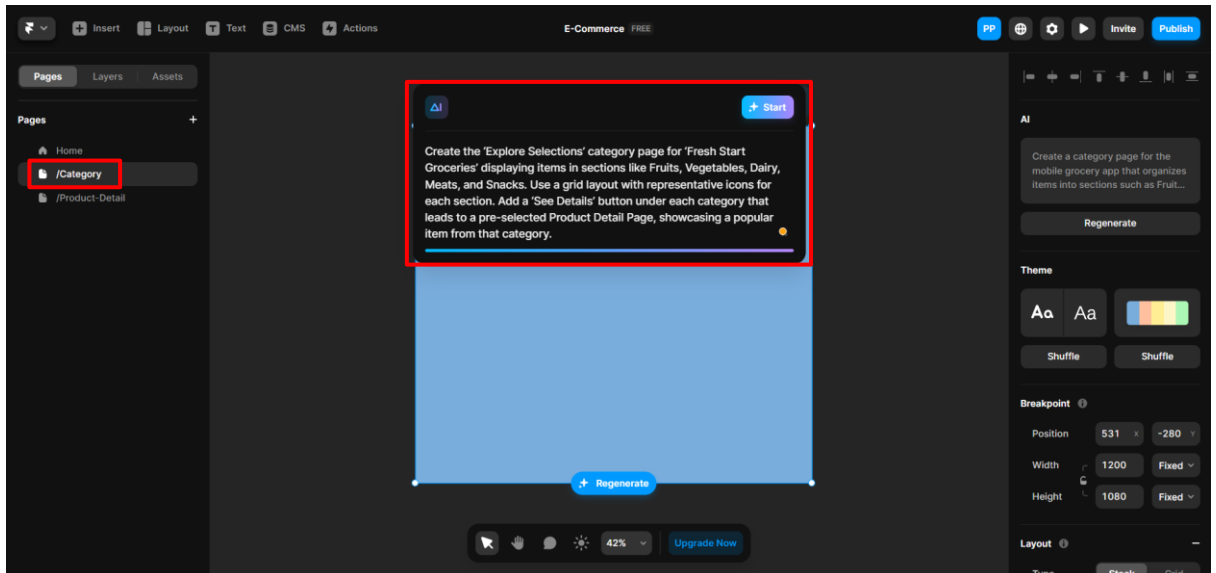


The generated **Home** page appears as follows:

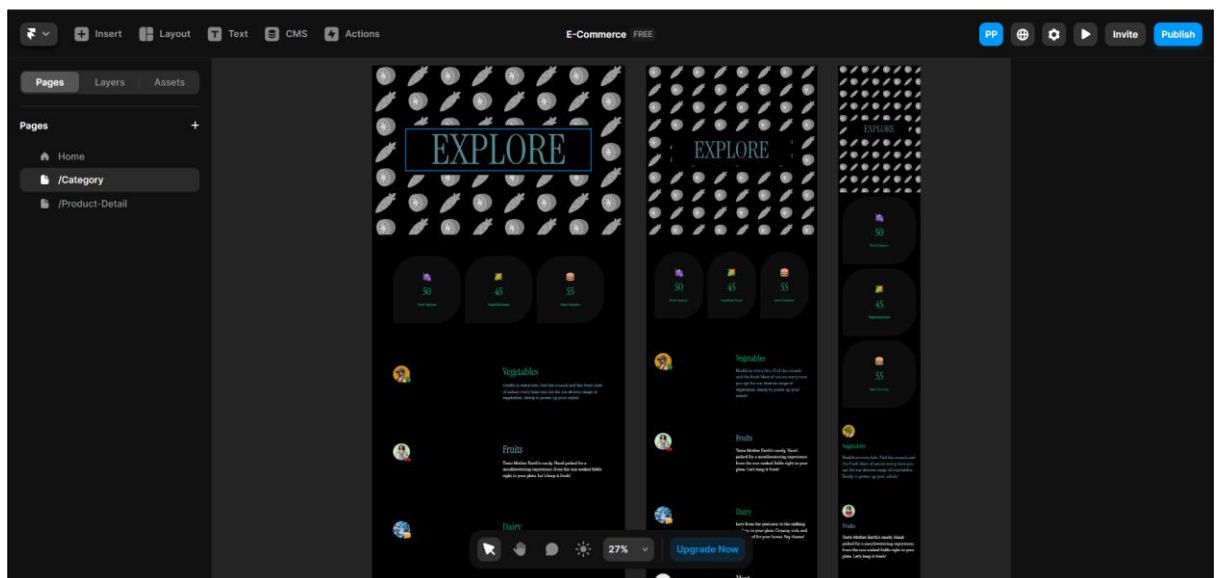




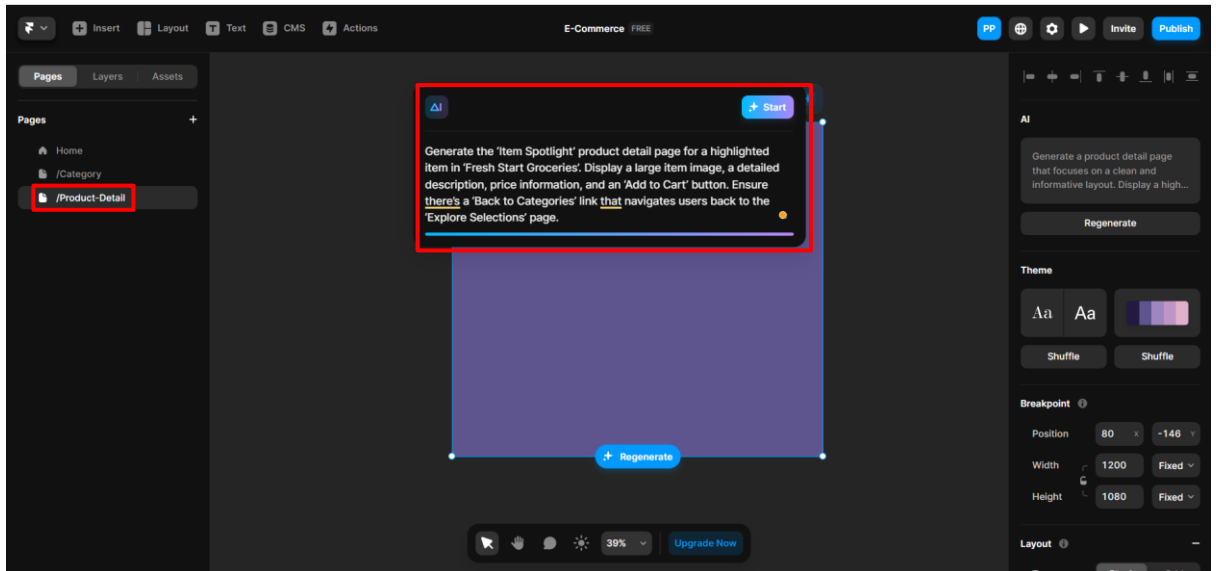
- 1.11 Click on the **Category** page and use the following prompt to generate the webpage and then click on **Start**:
- Create the 'Explore Selections' category page for 'Fresh Start Groceries' displaying items in sections like Fruits, Vegetables, Dairy, Meats, and Snacks. Use a grid layout with representative 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.



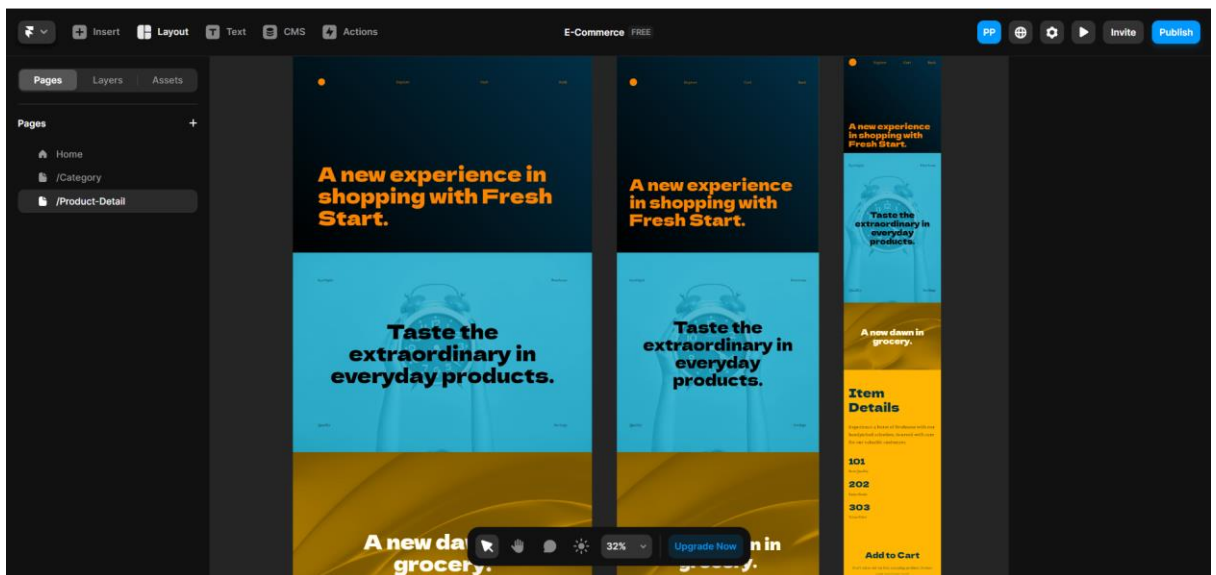
It generates the **Category** page of grocery products as follows:



- 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.**

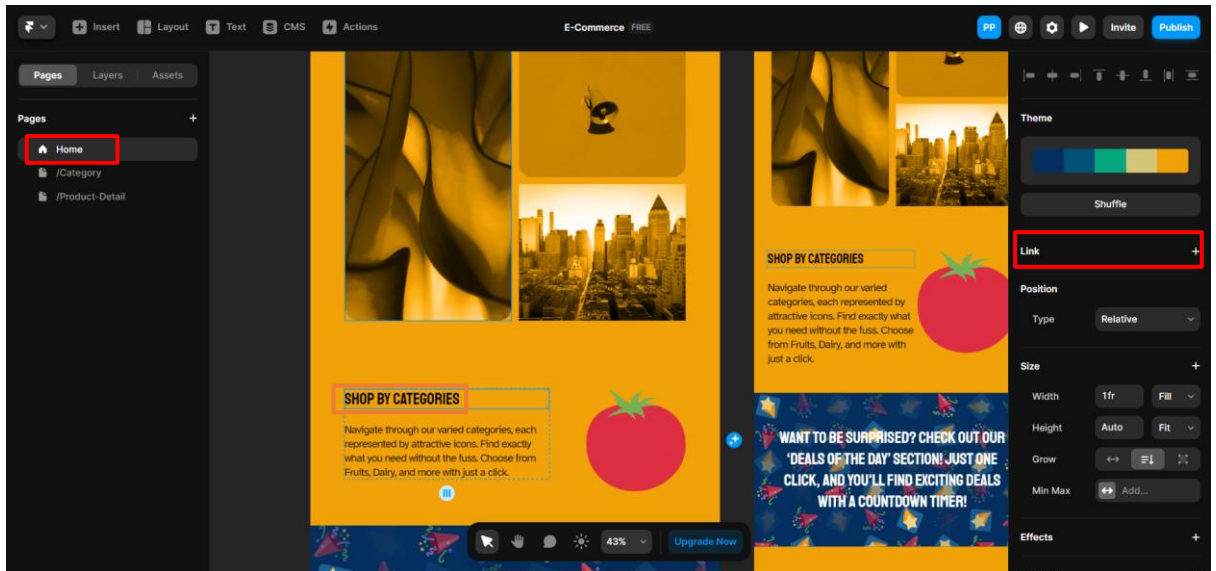


It generates the following pages:

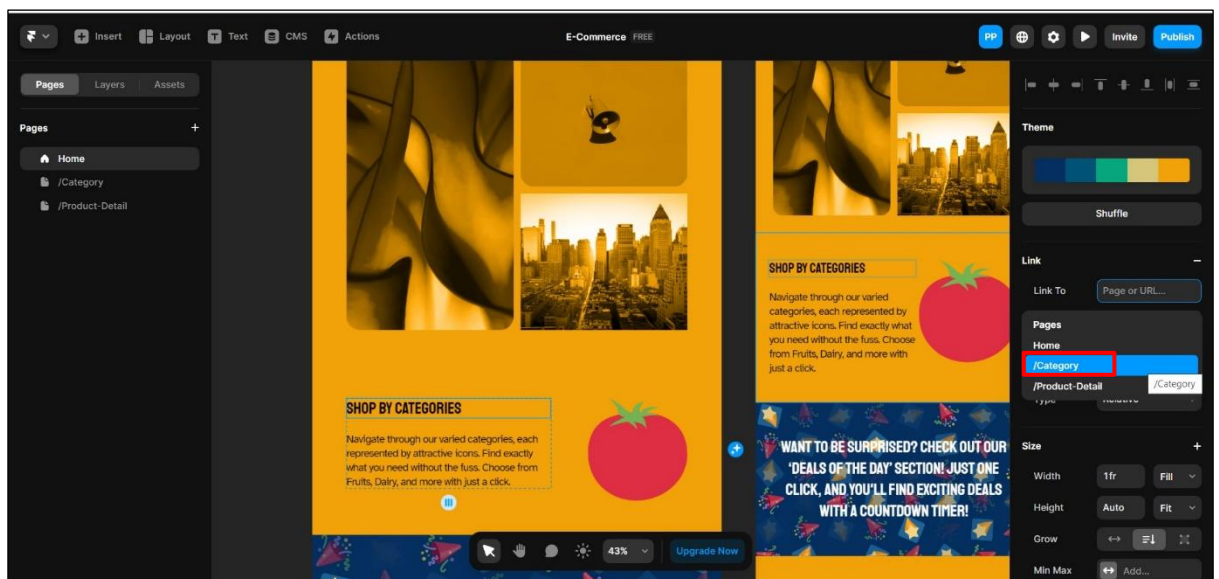


Step 2: Enhance UI design for the generated page

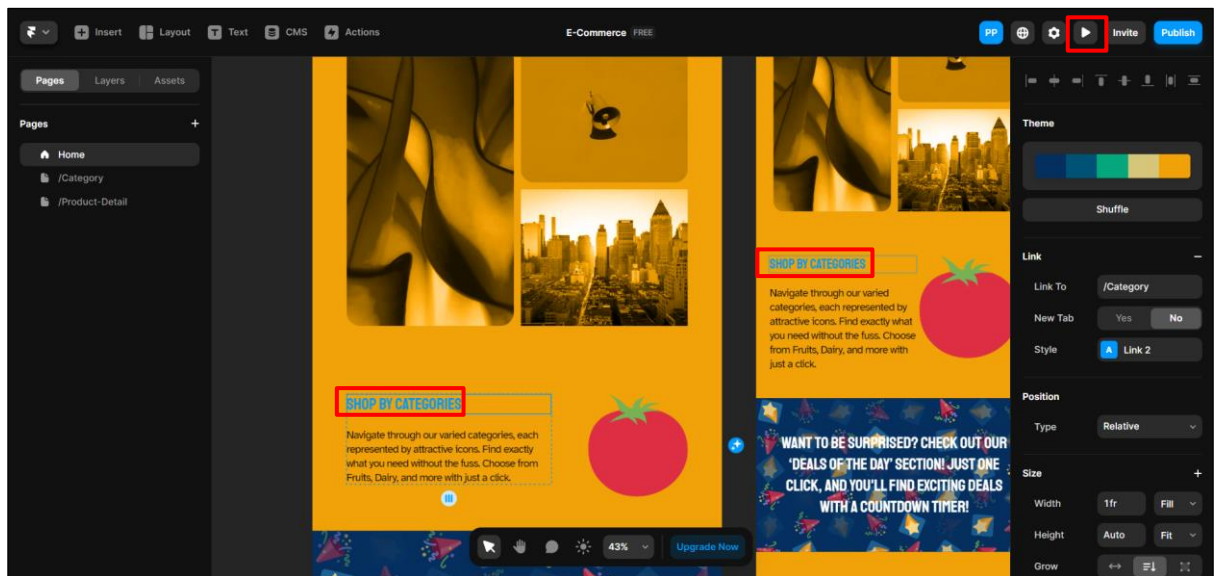
- 2.1 Link the **Home** page to the **Category** page. Select **SHOP BY CATEGORIES** from the **Home** page and then click on the + icon on the **Link**



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



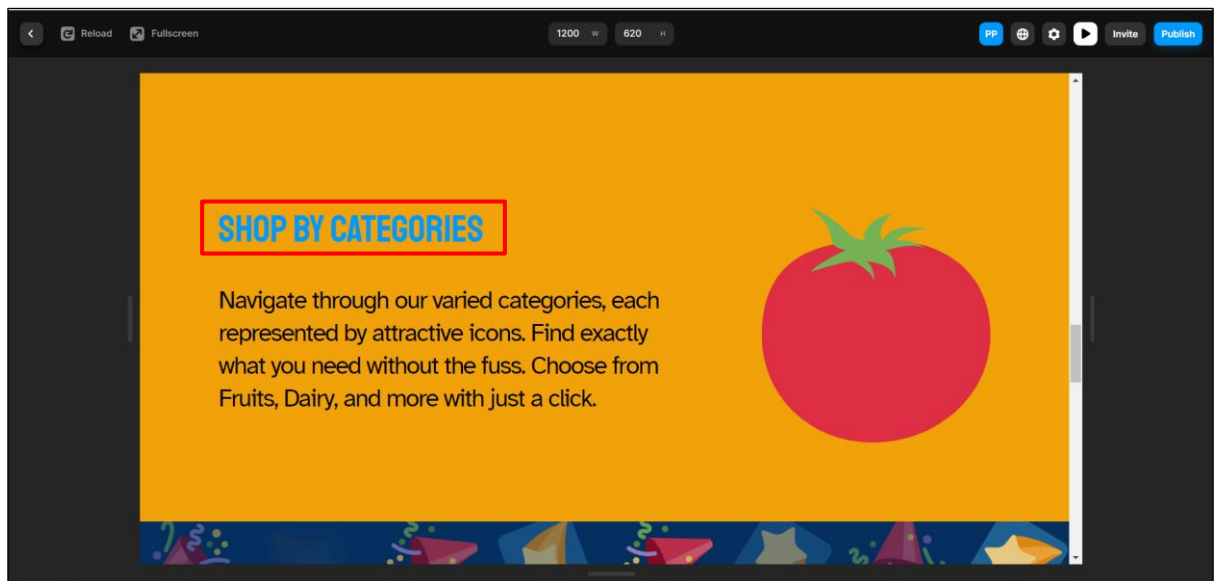
2.3 Click on the **Preview** button at the top right to preview the generated page



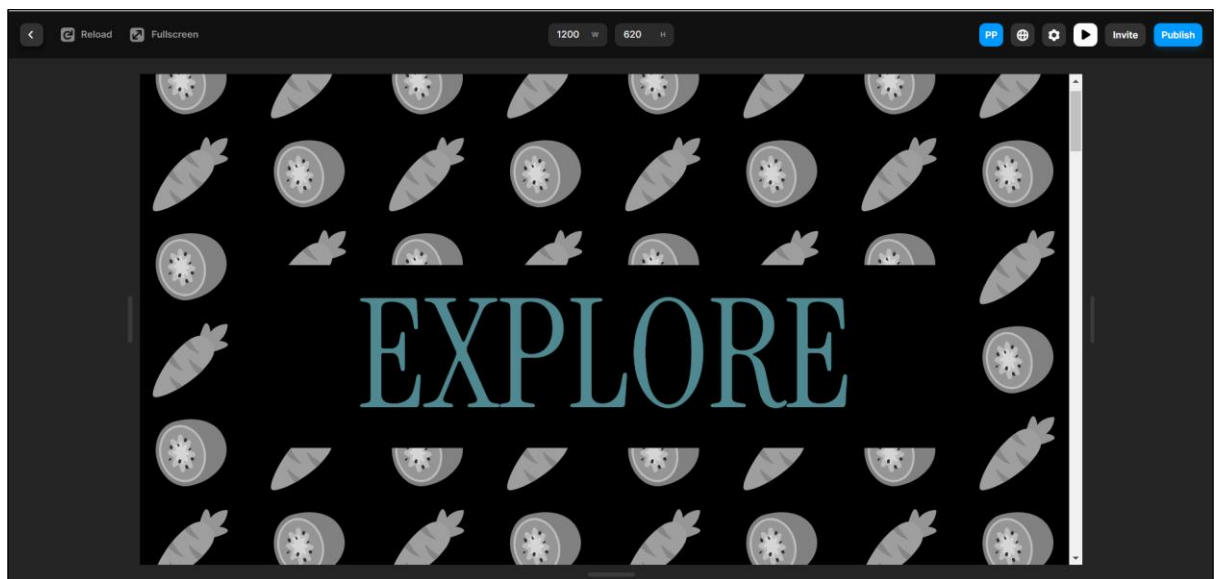
The page appears as follows:



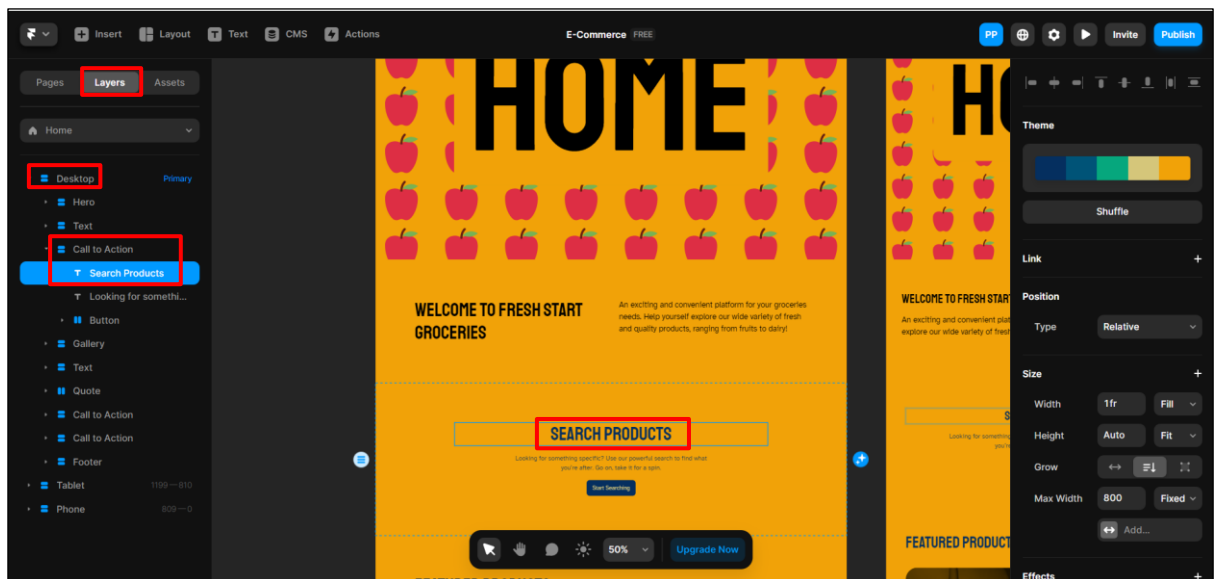
2.4 Scroll down the page and click on **SHOP BY CATEGORIES**



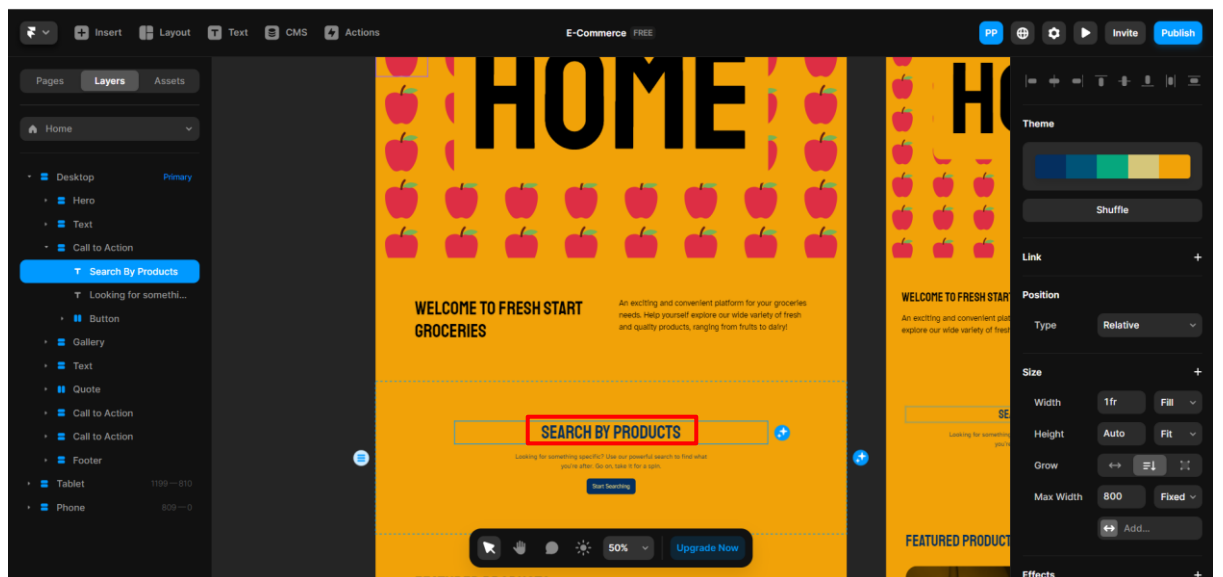
It navigates to the **Category** page.



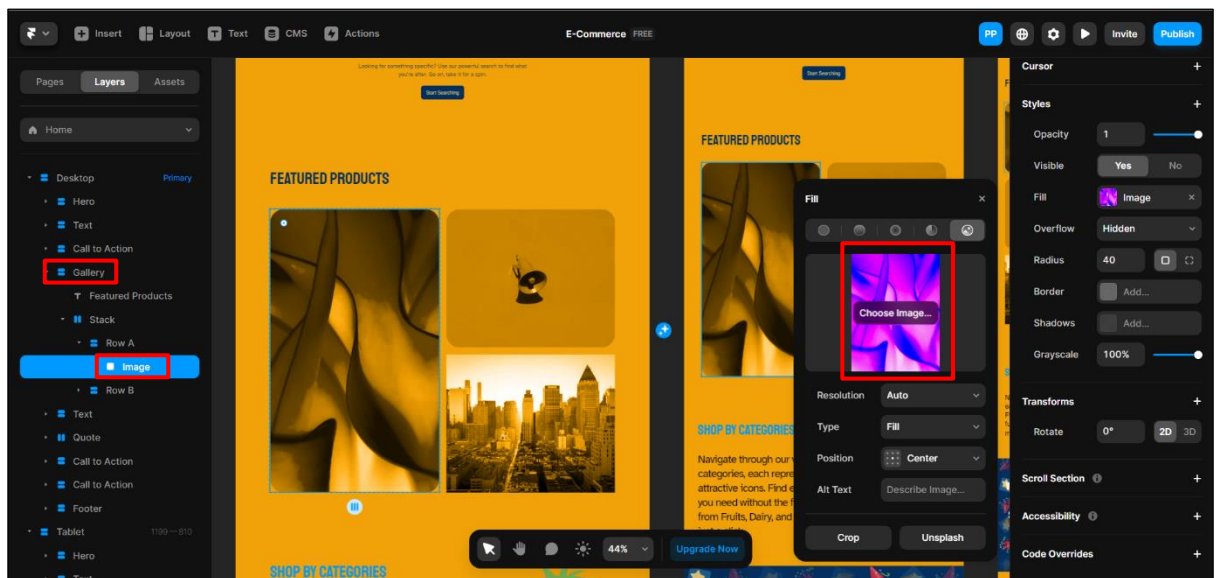
- 2.5 Select the **Home** page in the pages and then click on **Layers**. Expand **Desktop** and then **Call to Action**. Select **SEARCH PRODUCTS** and rename the text to **SEARCH BY PRODUCTS**



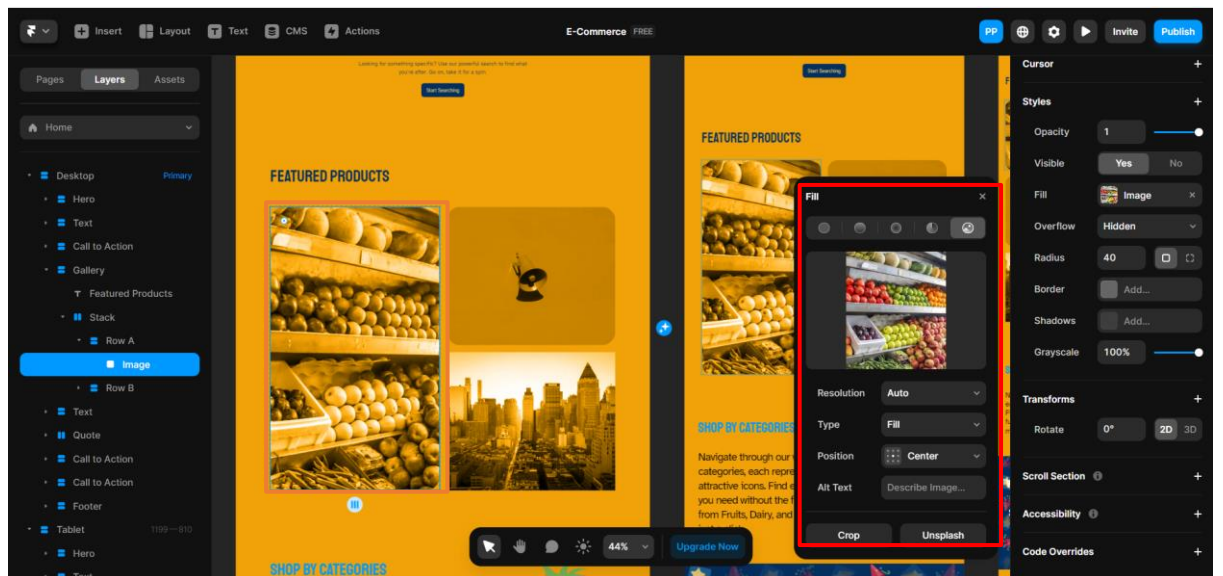
After changing the text, the **Home** page appears as follows:



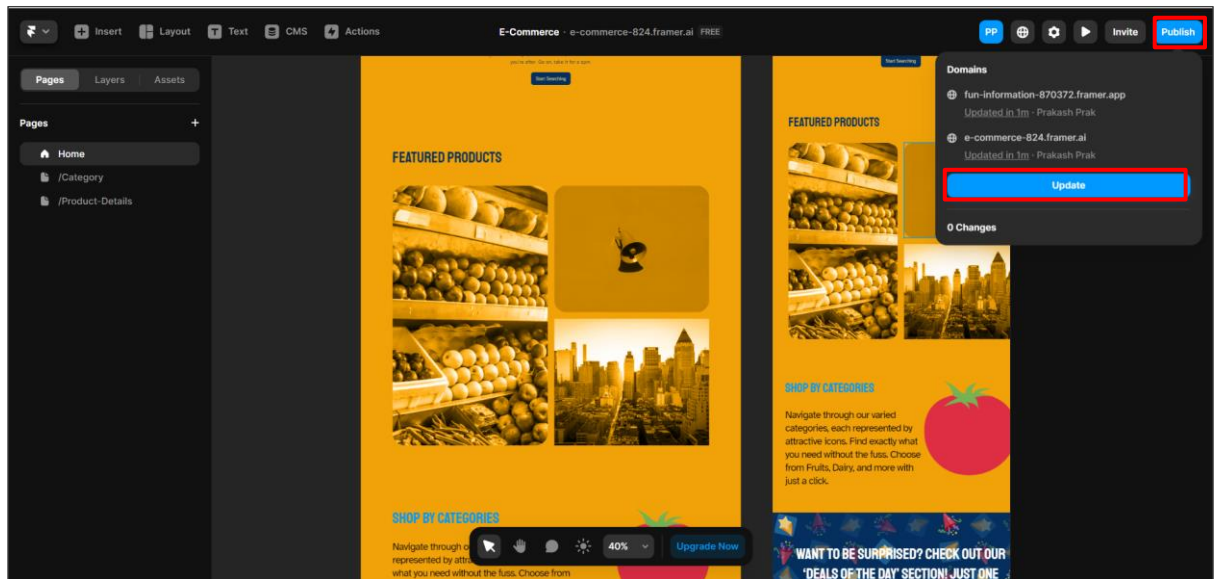
2.6 Expand **Gallery** and **Stack**. It consists of two rows, Row A and Row B. Select an image under Row A and change it by uploading a new one. Click on **Choose Image** to proceed as shown:



You will see the following interface:



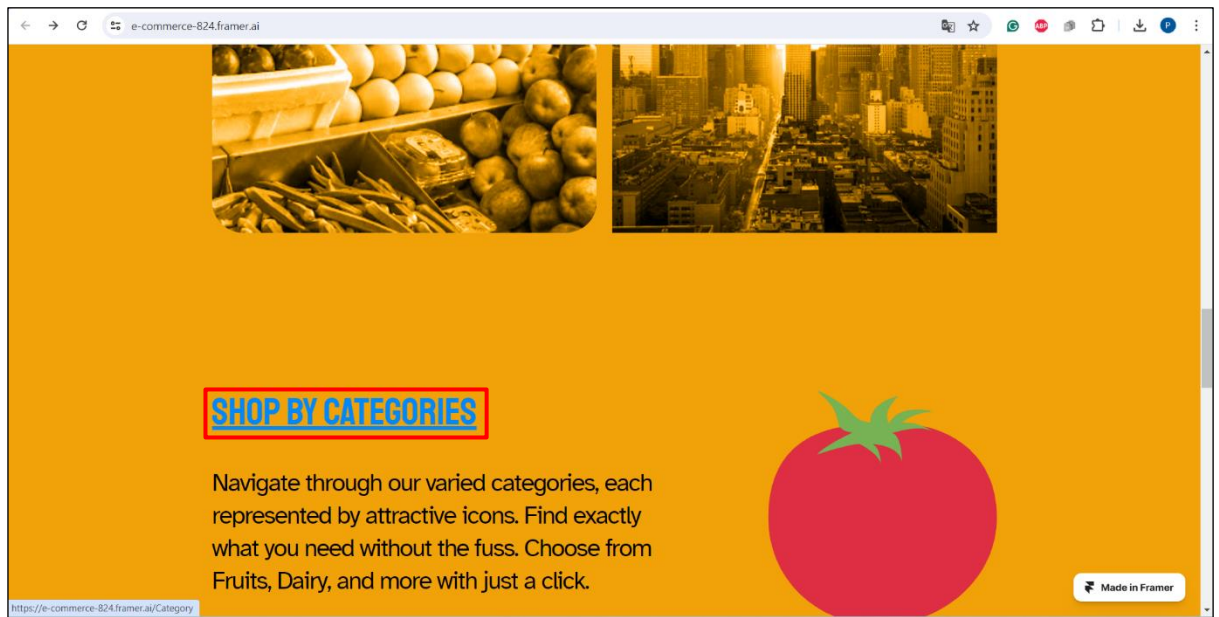
2.7 Click on **Publish** at the top right corner, select the link, and click on **Update** if the Framer project was previously published



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.