User Answers (Your Platform) ➡️ GPT (OpenAI) Generates Prompt ➡️ DALL-E 3 (OpenAI) Generates Image

Here's how it works and why you might choose this:

1. User Input on Your Platform (Frontend & Backend): * Same as before: Your user answers your questions on your frontend, and these answers are sent to your backend.

2. Generate Image Prompt with a GPT Model (Backend - Your Server): * Your backend server takes the user's structured answers. * It then constructs a "meta-prompt" for a **GPT model** (e.g., gpt-4o, gpt-4-turbo, or gpt-3.5-turbo). This "meta-prompt" combines your pre-defined instructions for the GPT model (e.g., "You are an expert brand strategist... generate a detailed image prompt for DALL-E 3...") with the specific user answers. * Your backend makes an API call to the **OpenAI Chat Completions API**. * You'll use OpenAI's API client library. * You'll send your constructed "meta-prompt" to the GPT model. You'll typically use the messages format, with a system message for your instructions and a user message containing the user's data. * The GPT model processes this and returns a highly detailed, descriptive text string – this is your **image generation prompt** specifically formatted for DALL-E 3.

3. Generate Mood Board Image with DALL-E 3 (Backend - Your Server): * Once your backend receives the generated image prompt from the GPT model, it then constructs a request for DALL-E 3. * Your backend makes an API call to the **OpenAI DALL-E 3 API**, exactly as described before. * DALL-E 3 generates the image(s) and returns the URL(s).

4. Display Mood Board to User (Backend & Frontend): * Your backend sends the image URL(s) to your frontend, which then displays them.

Project Summary

We are building a **lead generator web app** for an interior design business.
Users answer **4(or some) simple questions** about their style preferences. (we will get the questions from Kyle)
Based on their answers, the app **generates a personalized mood board** using the GPT-4 API, helping them visualize their design style and shop accordingly.

Project Structure

1. Main Goal

- Generate interior design leads by giving users a free, AI-generated mood board based on their taste.

2. User Flow

1. **User visits the website**
2. **They answer 4 preference-based questions** (e.g., color likes, vibe, furniture style, location like bathroom or bedroomed.)—we will get that from Kyle
3. **User submits answers**
4. The answers are **fed into gpt to generate the prompt then fed into gpt DAL E3**
5. GPT-4 API is used to **generate a visual and style summary**
6. The **personalized mood board is shown** on screen
7. Optionally: user enters email to download/save mood board → **lead captured**

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3. Core Components

- **Frontend (Web App UI)**
    - Landing Page with mood board example
    - Questionnaire form (4 questions)
    - Loading screen (while GPT processes)
    - Display of final mood board (image/text)
    - Call-to-action (e.g., “Email your board”, “Shop this look”)
- **Backend**
    - Handle form data submission
    - Send data to GPT-4 API
    - Process GPT response into a mood board format
    - Store leads (optional)

- **GPT-4 Integration**
    - Prompt GPT with user preferences
    - Use GPT response to:
        - Suggest colors, textures, furniture
        - Possibly generate image prompt for AI image generation (using DALL·E or similar)
- **Mood Board Template**
    - A visual layout where GPT output is plugged in
    - Uses text, colors, and optionally AI images
    - Can be exported or shared

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4. Tech Stack

- **Frontend**: HTML/CSS/JavaScript (or React, Svelte, etc.)
- **Backend**: Node.js / Python Flask / Express.js
- **GPT API**: OpenAI GPT-4
- **Image Generation** (Optional): OpenAI DALL·E or another image model

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5. Team To-Dos

- Finalize the 4 questions
- Design the mood board template
- Build the form and frontend
- Set up GPT prompt logic
- Connect to GPT-4 API
- Handle and display GPT response
- Add optional image generation
- Lead capture (email save or CRM connect)

Add-Ons (Future Ideas)

- Save/share mood board
- Match products with affiliate links
- Let users choose room type (living room, bedroom, etc.)
- Add user login/dashboard to keep boards
- History