

iSmasH, The AI-Powered Badminton Racket Ecosystem

In a world where sports and technology come together more and more, iSmasH changes the badminton experience by combining artificial intelligence, smart product design, and immersive web technologies into a modern digital ecosystem. Our hackathon project introduces a series of conceptual smart rackets. Each racket features real-time posture feedback, shot strength analysis, adaptive grip, and AI-based swing correction. Our goal was to create an interactive online platform that brings these innovations to life, not just showcase rackets.

What We Built

We developed a fully responsive HTML and CSS website, featuring:

- A video-integrated landing page to create excitement.
- A product grid of nine custom-designed rackets, each with names, features, prices, and engaging hover effects.
- A detailed "Why iSmasH" section that explains the smart features and eco-conscious approach.
- A polished UI/UX experience with dark-themed visuals, smooth transitions, and a mobile-friendly layout.

Tech and AI Tools Used

- ChatGPT (GPT-4o): For generating racket names, product descriptions, UI content, and creative writing.
- Runway ML: Used to visualize racket concepts and plan animations.
- AI-Generated and Public Images: We enhanced product visuals with AI-generated designs and edited open-source images for brand consistency.
- YouTube Integration: Embedded demo videos for real-time engagement.

Why It Matters

This project shows how AI and generative AI tools can change traditional product storytelling. From naming to visuals to web deployment, iSmasH demonstrates:

- Faster idea and design workflows with AI support.
- Smarter marketing and interaction through engaging UI.
- A strong connection between sports innovation and digital experience.

Conclusion : iSmasH is more than a collection of rackets. It presents a vision for the future of sport-tech. By combining design, code, and intelligence, we've created a prototype that reflects technical creativity, AI integration, and market-ready presentation, all built in the spirit of innovation.