

1. Prompt Strategy

For this assignment, I structured my prompts in two layers:

- One **meta-prompt** that defines the overall design system and coding rules.
- Separate **section prompts** for the navigation bar, hero, services, contact form, and footer.

The meta-prompt forced consistency in layout, responsiveness, colors, and typography. The section prompts then focused on structure and content for each part of the page.

2. Why I Wrote Prompts This Way

- I wanted the prompts to be **reusable**: I can change the brand name and a few details and still reuse them for another landing page.
- The meta-prompt keeps the AI “locked” into a clean, minimal, Tailwind-based design with semantic HTML.
- Each section prompt includes:
 - Layout requirements for desktop and mobile
 - Exact fields/text needed (e.g., form inputs, CTA buttons)
 - Tailwind styling expectations (spacing, borders, hover states)

This makes the AI output more reliable instead of random.

3. Tools Used

- **AI Tool:** ChatGPT (for generating HTML + Tailwind for each section)
 - **Styling:** Tailwind CSS via CDN
 - **Version Control:** Git + GitHub
 - **Hosting:** Vercel (static HTML deployment)
 - **Recording:** Vidyard / Loom (for a 10-minute workflow recording)
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4. How I Refined the Prompts

I iterated on:

1. Responsiveness

I explicitly mentioned how the layout should behave on mobile vs desktop, like “1 column on mobile and 3 columns on large screens” for the services section.

2. Visual consistency

I centralized the color palette (white background, slate text, indigo accents) inside the meta-prompt so all sections automatically feel like part of the same brand.

3. Clean markup

I asked for semantic HTML tags, Tailwind utility usage only, and no extra `<html>/<head>` wrappers in the snippets. This made it easy to combine everything into a single `index.html`.

5. Challenges

- Getting the AI to always return **only** the section HTML and not additional wrappers or explanation text.
 - Making the mobile navbar work with just a small inline JavaScript snippet.
 - Balancing a modern “dribbble-style” look with clean, readable HTML without overcomplicating the design.
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6. Final Links

- **Recording link (Vidyard / Loom):**
<https://share.vidyard.com/watch/u8q3q3EhhQVW8xbh29Baiw>
- **Hosted page link (Vercel):** <https://novastudio-landing-self.vercel.app/>