Craftal Website Content & Layout Draft

Hero Section

From Idea to Ecosystem — Finally.
Craftal is the AI-native product design platform for modeling and building **entire product ecosystems**, not just apps.

[Request Early Access] [Watch Demo]

Suggested Visual: An abstract wireframe of the Craftal Workflow Canvas with animated nodes showing connected states (representing BD + PM + PD + EN working in sync).

Key Value Propositions (3-column layout)

Why Craftal?

🌐	Build Ecosystems, Not Screens
🔀	Align Business, Product & Code
🤖	Designed for GenAI-Native Workflows

Each pillar should have:
- 1-sentence summary
- Icon or visual block

Suggested Visuals:

- A DSL "document" with arrows to Jira, Figma, and VS Code icons (bidirectional sync).

- A looping flow that touches PM → PD → EN → QA → back to BD.

Section: The Problem

Teams Work in Silos. Craftal Unifies Them.

Modern product teams depend on shared understanding — but business logic is scattered across roadmaps, design tools, dev tickets, and docs.

Craftal acts as a **shared semantic canvas** where PMs, designers, and engineers model, align, and ship together.

Suggested Illustration: Diagram from deck showing siloed outputs (e.g. static UI in PD, acceptance criteria in PM, regression test in QA) and disconnected arrows.

Section: The Craftal Solution

Introducing the Business Domain Modeling Canvas

Craftal centralizes how teams define and evolve the business domain — the shared source of truth behind every requirement, interaction, and feature.

Using AI-generated, editable DSL blueprints, teams:
- Translate business rules into structured flows
- Generate and sync outputs with their tools (Jira, Figma, etc.)
- Align around shared logic in real-time

Suggested Visual: Screenshot or stylized mock of the AI-generated business rule → transformed into: Jira story, Figma screen, roadmap item (from the "$450 discount" slide).

Section: Core Components (2-column grid layout)

What Makes Craftal Unique?

🧠 A Domain-Specific Language (DSL) for Product Thinking
Craftal's DSL describes features, user flows, logic, and product intent in a structured way — interpretable by humans and AI.

🧩 A Visual Workflow Canvas
An interactive system blueprint made of abstracted screens, states, and user actions — designed for collaboration across roles.

🔁 Bidirectional Tool Syncing
From Jira to Figma to VS Code, Craftal syncs intent and output across your stack using its DSL as the bridge.

🤖 GenAI at the Core
Craftal's agents help generate structure, validate gaps, and visualize impact in seconds — reducing friction and back-and-forth.

Suggested Visual: Split grid with icon and brief text for each. Canvas illustration in center, DSL doc as the data spine.

Section: Use Case Example (1-column layout)

From Business Rule to Product Ecosystem

"Customers spending more than $450 on the same transaction should be rewarded with a 20% discount to stimulate sales."

➡️ Turns into:
- A user story in your Jira backlog
- A growth initiative in Aha
- A pricing logic test in your QA suite
- A UX change in your Figma wireframes

Craftal makes this flow natural — structured, traceable, and integrated.

Suggested Visual: Repurpose business rule → tools integration flow image.

FAQ (accordion format)

Frequently Asked Questions

What makes Craftal different from tools like Figma or Builder?
Craftal isn't just for wireframes or mockups. It models the logic, flows, and interconnected intent behind the UI — using a semantic DSL that bridges design, dev, and product.

Is this a design tool or a dev tool?
It's both — and neither. It's a shared intelligence layer that integrates with the tools you already use.

How does Craftal use AI?
GenAI helps generate, evaluate, and suggest changes across your product's flow — making it easier to structure ideas, test variations, and spot gaps.

When can I use it?
Request early access above — the DSL Generator is already working, and the Workflow Canvas is in active development.

Final CTA

Ready to Build Smarter?

Start designing with context. Align with intent. Ship with confidence.

[Request Early Access] [Watch the 1-min Video]

Footer

- Logo + short tagline: "Craftal — From idea to ecosystem."

- Contact: hello@craftal.so (via Formspree.io integration)

- Social links placeholder

```
<form action="https://formspree.io/f/your-id-here" method="POST">
  <input type="email" name="email" placeholder="Your email" required>
  <textarea name="message" placeholder="Tell us something..."></textarea>
  <button type="submit">Send</button>
</form>
```

Let me know if you want:

- A Figma wireframe based on this layout

- Component specs for dev handoff

- Copy refinements for specific sections (like shorter hero text or a more technical DSL breakdown)