

# Problem

Manual resizing/layout slows ad production & testing

# Opportunity

Automating format variations unlocks scale & speed

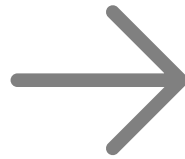


Figma plug-in for generating static ad aspect ratios



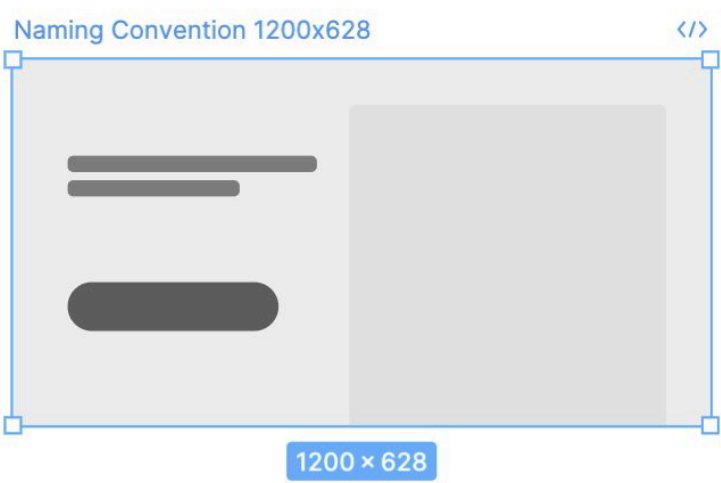
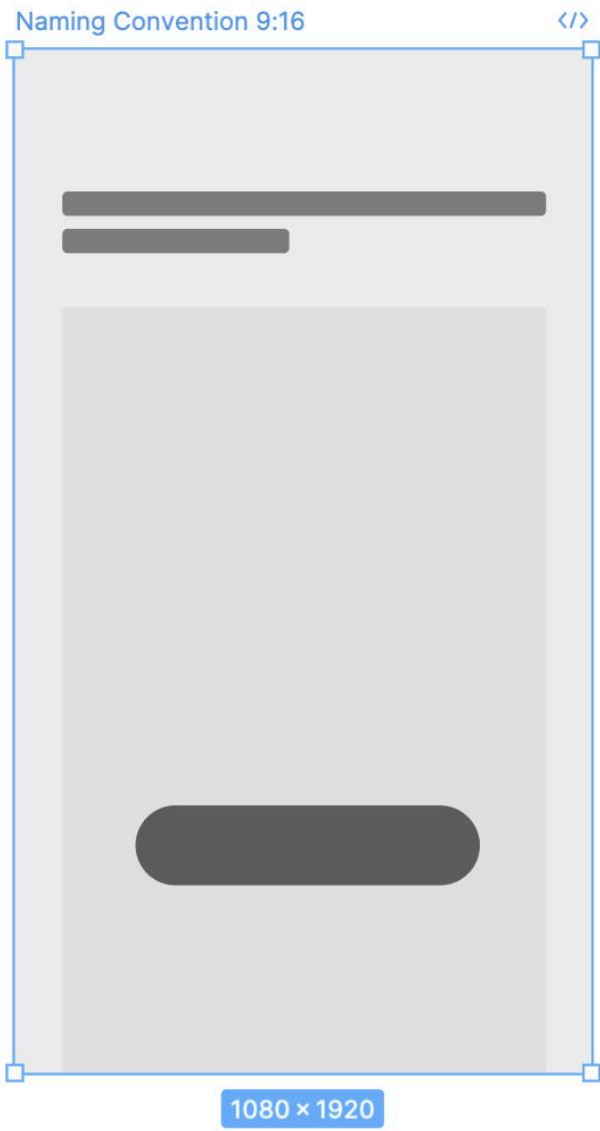
# Analyse

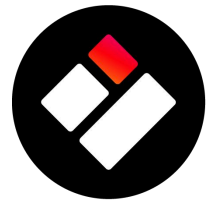
- Layout
- Graphics
- Text
- CTA
- Bullets



# Generate

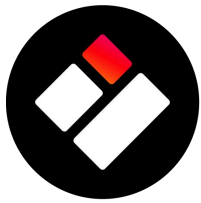
- Aspect Ratios
- Naming convention
- Disclamers



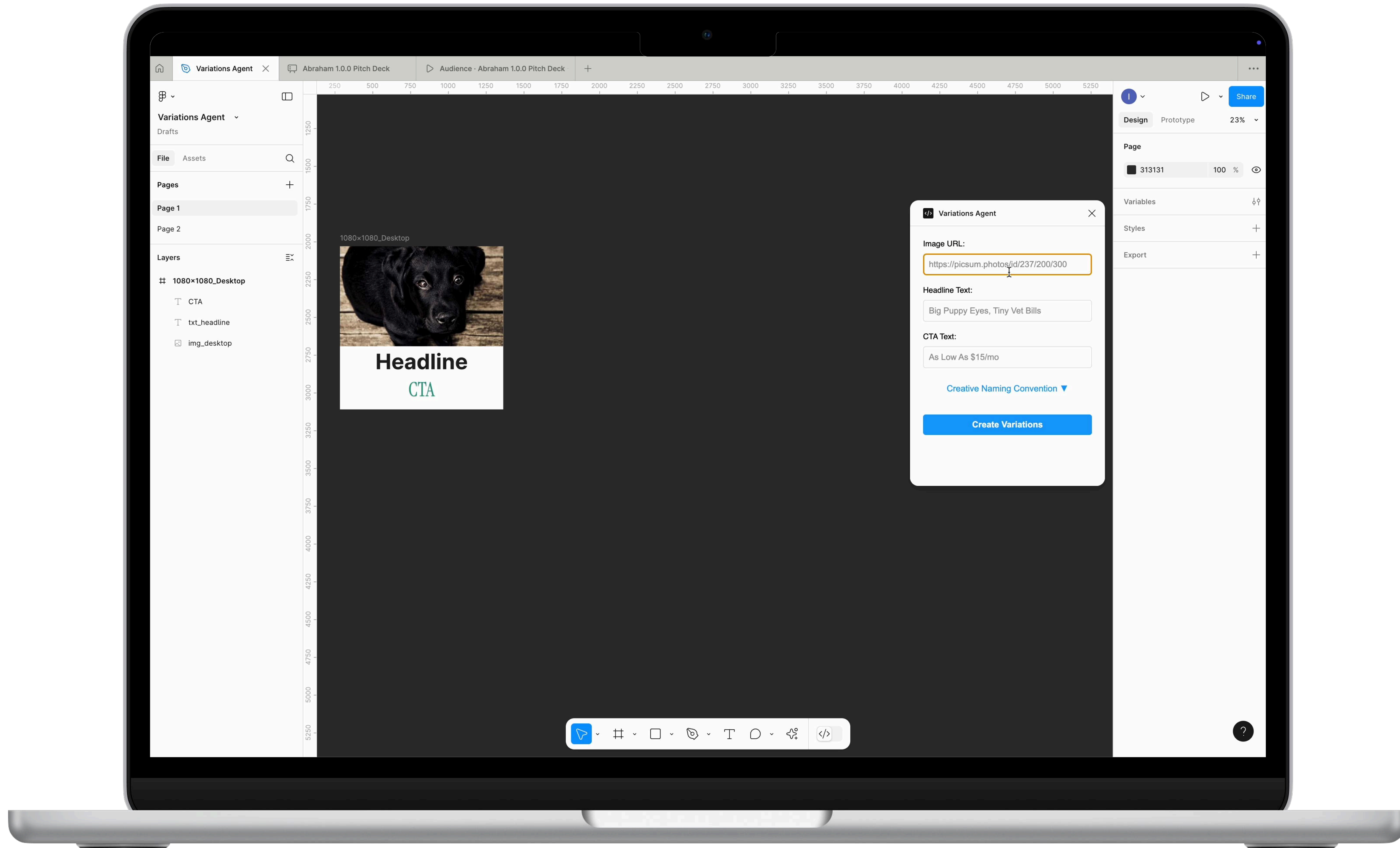


# User Flow

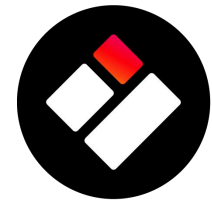
1. Open Plug-in
2. Select base ad
3. Plug-in automatically analyses components
4. View Ad Preview with components list.
5. Choose Relevant aspect ratios
6. Choose vertical for relevant disclaimer
7. Fill naming convention
8. Tweak manually if needed
9. Export Ads



# skeleton plug-in Test

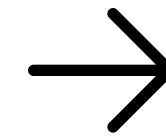


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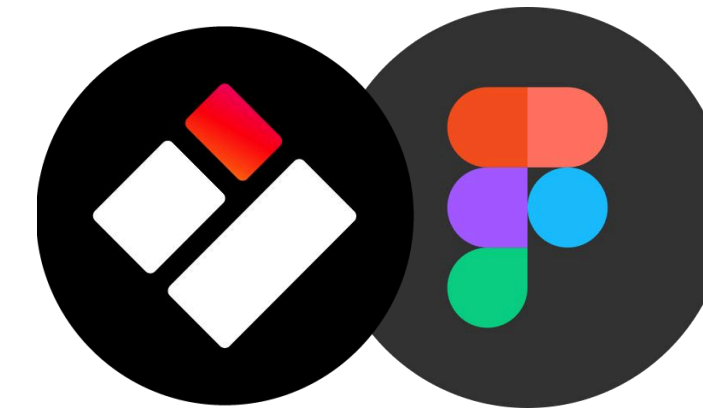


# Plug-in structure

Windsurf



Figma Plug-in

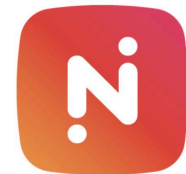


## plug-in development

- Define functionality
- Define error logs
- Create Guidelines

## Generate variations

- naming convention
- disclamers
- Export files



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# Chat gpt phase plan (Draft)

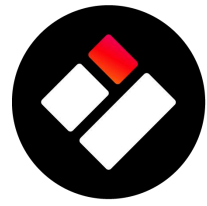
Phase	Time-box	Key Deliverables	Notes
0·Kick-off	0.5 day	Repo, Figma PAT validation, skeleton plug-in UI	Choose TypeScript + Figma Plugin API
1·Deterministic Engine	1-2 weeks	generateVariants() – clone, resize, rule mapping	Reads external JSON; handles 4 formats
2·Export & Naming	1.5 day	PNG/JPG export, smart file names	Optional Drive/S3 module (flag)
3·Robustness & QA	2.5 day	Error messages, layer-name validation, undo support	Version v0.9 shipped to internal team
4·AI Assist (stretch)	+1-2 weeks	GPT-powered copy suggestions, layout critique	Pluggable—only runs if token provided





# KPI's (Draft)

KPI	Target for v1	How Measured
Avg. time to generate 4 formats	$\leq 15\text{ s}$	CI timed test, prod logs
Success rate per run	$\geq 98\%$ (no skipped formats)	Error logs $\div$ total runs
Designer adoption	100% of growth-team designers use plug-in weekly	Figma analytics / internal survey
Variants per campaign	+3 $\times$ vs baseline	Jira ticket counts
Design hours saved	$\geq 1\text{ h}$ per campaign	Self-reported time tracking
Exported asset accuracy (no clipping/wrong size)	0 critical QA issues / week	QA flag log



## Next steps

- Finish Planning
- Approve roadmap with stakeholders
- Meet with Dev ops (Security/deployment)
- Requirements for dev (Windsurf subscription)
- create timeline



# Thanks!