

Launchpad AI Mockup Tool Generator

Project Overview

The AI Mockup Tool aims to revolutionise the sales process for Launchpad AI by enabling the rapid creation of Figma UI mockups tailored to client branding. Currently, the process involves manual efforts by UI designers who customise template screens with client logos and colors, then compile the mockups. This project will automate the mockup design process using AI, significantly reducing turnaround time and enhancing scalability.

Objectives

1. Automate the generation of branded UI mockups based on client input (logo and color palette).
2. Allow selection from pre-designed Figma UI templates for screen options.
3. Generate export-ready mockups that can be seamlessly integrated into presentations or proposals.
4. Improve sales efficiency by enabling teams to showcase app designs faster and with minimal effort.

Key Features

1. **Client Branding Input:**
 - Upload client logos.
 - Select or input brand colors.
2. **Template Selection:**
 - A library of pre-designed UI templates categorised by screen type (e.g., login, dashboard, profile).
 - Option to select specific templates for inclusion in the mockup.
3. **AI-Powered Customisation:**
 - Automatically apply client branding (logos, colors, and fonts) to the selected templates.
 - Adjust spacing, alignment, and design elements for a polished look.
4. **Export Capabilities:**
 - Generate Figma-compatible files.
 - Option to export mockups as image files or PDFs for client presentations.
5. **User Interface for Tool:**
 - A simple web-based dashboard to upload client assets, select templates, and preview results.
 - Integration with popular CRMs to pull client branding assets directly (future enhancement).

Technology Stack

- **AI and Automation:**
 - Image recognition for extracting color palettes from logos.
 - Style transfer algorithms for applying branding elements.
- **Figma Integration:**
 - Utilise Figma API to customise and save designs.
- **Front-End Development:**
 - React/Angular for the dashboard interface.
 - TailwindCSS/Bootstrap for responsive design.
- **Back-End Development:**
 - Python/Node.js for handling AI automation and Figma API integration.
- **Database:**
 - Firebase/PostgreSQL for storing templates, branding assets, and user data.

Collaboration with Birmingham University

- **Roles of the University Team:**
 - Develop the AI components for logo analysis and style application.
 - Build the front-end dashboard for tool usability.
 - Ensure Figma API integration for seamless mockup creation.
 - Explore synergies with AI tools like Fireflies for automation and note-taking.

Ethical Considerations

- **Intellectual Property:** Ensure client branding and proprietary templates remain secure.
- **AI Transparency:** Clearly communicate how AI is used to generate mockups.
- **Compliance:** Align project goals with university policies on ethics and data use.

Expected Outcomes

1. A functional AI-powered tool that generates branded UI mockups within minutes.
2. Increased efficiency in the sales process, reducing dependency on manual design work.
3. Enhanced client satisfaction by providing quick and professional visualisations of app ideas.