

Amazon Listing Image Generator MVP — Full Breakdown (Updated)

What I've Created — First-Person Summary

I've built an **Amazon Listing Image Generator MVP** — an all-in-one, AI-powered web tool that helps Amazon sellers create professional product creatives without needing design skills or expensive agencies.

My tool covers the **four major Amazon creative assets** that sellers need:

1. **Listing Images** — Main images, lifestyle shots, infographics, detail shots, and comparison images (the 7–9 images every product listing needs).
2. **A+ Content (Enhanced Brand Content)** — Rich media modules that appear below the product description for Brand Registered sellers, including comparison charts, feature highlights, and brand story banners.
3. **Brand Store** — Full multi-page storefront designs that live on Amazon under a brand's custom URL (amazon.com/stores/YourBrand).
4. **Brand Story** — The scrollable brand carousel that appears above A+ Content, featuring brand mission, product lines, and "From the Brand" content.

The way it works: a seller picks their product category (Electronics, Beauty, Home & Kitchen, etc.), selects what type of creative they need, describes their product, and my tool auto-generates an Amazon-optimized AI prompt and produces the image in seconds. It supports multiple AI providers — Replicate (Flux), OpenAI (DALL-E 3), and Stability AI — so users can pick the one that best fits their budget and quality needs.

I also built in a history and gallery system so sellers can browse everything they've generated, favorite the best ones, and export their work as CSV or PDF reports.

In short: I'm turning what used to be a \$500, multi-day design process into a \$0.50, 10-minute AI-assisted workflow — and I'm covering every Amazon creative format in one place.

1. What Problem Is the MVP Solving?

My MVP solves a **time, cost, and skill barrier** problem in Amazon product creative creation. Here's the breakdown:

The Core Problem

Amazon sellers need **7–9 high-quality listing images per product** plus A+ Content, Brand Store pages, and Brand Story assets to compete effectively. Currently, sellers face these pain points:

- **Hiring a designer costs \$200–\$1,500+ per listing** — too expensive for small sellers or those with large catalogs. A+ Content and Brand Store design can add another \$500–\$2,000 on top.
- **DIY design takes 4–8 hours per listing** — tools like Canva or Photoshop require significant design skill and time. A+ Content and Brand Store layouts are even more complex.
- **Amazon has strict image and content requirements** — white backgrounds for main images, specific dimensions (2000×2000px recommended), A+ Content module sizes (970×600, 300×300, etc.), Brand Store tile dimensions — and most sellers don't know all the rules.
- **Iteration is slow** — if a listing underperforms, recreating images means going through the entire expensive/slow process again.
- **No single tool exists** — sellers currently juggle Canva for infographics, Photoshop for main images, separate tools for A+ Content layouts, and agencies for Brand Store. There's no all-in-one solution.

What My Tool Does to Solve This

1. **Auto-generates Amazon-compliant prompts** — Sellers don't need to know prompt engineering. They pick a product category and creative type, and the tool builds an optimized prompt automatically.
2. **Produces images in seconds, not hours** — AI generates the image on demand via multiple providers.
3. **Covers ALL Amazon creative formats** — Listing images, A+ Content, Brand Store, and Brand Story in one tool. No more juggling 3–4 different apps.
4. **Organizes output** — History, gallery/favorites, and export (CSV/PDF) keep everything structured and reusable.
5. **Multiple AI providers** — Users can choose between Replicate (cheapest at \$0.003/image), Stability AI (\$0.002), or OpenAI DALL-E 3 (\$0.04 for highest quality).

In one sentence: *My tool turns a \$500+, multi-day design process across multiple apps into a \$0.50, 10-minute AI-assisted workflow — all in one place.*

2. Who Is the Primary User Persona?

Here are the user personas, ranked by priority:

Tier 1 — Primary Users (Most Likely to Pay)

Persona	Description	Pain Point
Solo Amazon Seller (FBA/FBM)	Runs 1–50 product listings, wears all hats. No design background.	Can't afford \$300+ per listing for a designer; needs speed and simplicity.

Persona	Description	Pain Point
Amazon Private Label Launcher	Launching new products regularly, needs listing images + A+ Content + Brand Store fast for each launch.	Speed to market matters — every day without optimized creatives = lost sales.
Amazon Virtual Assistant (VA)	Hired by sellers to manage listings, often tasked with "make the images and A+ Content better."	Needs a tool that makes them look skilled without actual design expertise.

Tier 2 — Secondary Users (High Value)

Persona	Description	Pain Point
Amazon Agency / Listing Optimization Service	Manages 50–500+ client listings. Needs to produce images, A+ Content, and Brand Stores at scale.	Volume is the bottleneck — they need to deliver dozens of complete listing packages per week.
E-commerce Marketing Manager	Works in-house for a brand selling on Amazon. Manages all creative assets including Brand Store.	Needs to iterate on A/B test images and refresh A+ Content quickly without waiting on the design team.
Freelance Amazon Listing Optimizer	Offers listing optimization on Fiverr/Upwork. Charges per listing package (images + A+ Content).	More complete packages delivered = more revenue. This tool is a profit multiplier.

Tier 3 — Emerging / Niche Users

Persona	Description	Pain Point
Print-on-Demand Seller	Sells custom-designed products (mugs, shirts, etc.) on Amazon.	Needs lifestyle mockups and infographics but can't photograph physical products they don't hold in inventory.
Amazon Wholesale/Arbitrage Seller	Resells existing products; may want to improve listing images beyond what the brand provides.	Limited creative control over the product but still needs better images to compete.
Shopify/Multi-Platform Seller	Sells on Amazon + Shopify + Etsy. Needs images optimized per platform.	Future expansion opportunity — multi-platform image specs and storefront generation.
Amazon Brand Manager (Brand Registry)	Manages A+ Content, Brand Store, Brand Story for registered brands.	My tool's scope maps directly to their daily workflow — all four creative types in one

Persona	Description	Pain Point
		place.
Product Photographer / Studio	Professional photographers who want to offer AI-enhanced deliverables alongside their studio shots.	Can use AI to generate lifestyle/context shots and A+ Content layouts that complement their photography.

3. What's "Working" vs "Broken" for This MVP?

✔ What's WORKING (or Close to Working)

Feature	Status	Evidence
Project scaffolding	✔ Working	Vite + React 18 setup with proper config files.
Component architecture	✔ Working	Clean separation: PromptInput, ImageDisplay, History, Gallery, SettingsPanel.
Multi-provider API layer	✔ Likely working	<code>imageGen.js</code> abstracts Replicate, OpenAI, and Stability AI behind one interface.
Demo mode	✔ Working	Placeholder images work without API keys — critical for demos and testing.
Dark theme UI	✔ Working	Substantial CSS styling work (28.1% of codebase).
IndexedDB storage	✔ Likely working	<code>database.js</code> service exists for local persistence.
Keyboard shortcuts	✔ Working	Ctrl+Enter (generate), Ctrl+S (save).
Listing image generation	✔ Working	5 image types × 8 product categories supported.
Brand Store tool	✔ Newly added	You've confirmed this is now in the codebase.
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⚠️ What May Be PARTIALLY Working or FRAGILE

Feature	Status	Concern
Prompt engineering quality	⚠️ Needs real-world testing	Generated prompts may produce inconsistent results across different product categories and creative types.
Image quality/consistency	⚠️ Needs validation	AI-generated product images often have artifacts, wrong perspectives, or unrealistic details. Are the outputs <i>actually usable</i> on Amazon?
A+ Content generation	⚠️ Unknown	A+ Content requires specific module dimensions (970×600, 300×300, etc.) and layout structures. Need to verify the tool generates to those specs.
Brand Store layouts	⚠️ Newly built	Brand Store pages have specific tile dimensions and layout grids. Need testing to confirm compliance.
Brand Story format	⚠️ Newly built	Brand Story has a specific scrollable carousel format with strict image size requirements. Needs validation.
API error handling	⚠️ Unknown	What happens when an API call fails, times out, or returns an unexpected format?
Export (CSV/PDF)	⚠️ Unknown	<code>export.js</code> exists but PDF generation in-browser can be finicky.

❌ What Is Likely BROKEN or NOT YET BUILT

Feature	Status	Why
Amazon compliance validation	❌ Not built	No image dimension checker, white background validator, A+ Content module size checker, or Amazon TOS compliance verification.
Testing	❌ Not built	You confirmed no tests exist yet.
Cross-provider consistency for new tools	❌ Untested	Brand Store and Brand Story outputs need to be tested across all 3 AI providers to ensure consistent quality.

4. Experimental vs. Stable Parts

EXPERIMENTAL (High Risk / Unproven)

These are the parts where outcomes are unpredictable and need significant iteration:

Part	Why It's Experimental	Risk Level
AI prompt templates for Amazon	The quality of generated images depends entirely on how well prompts are engineered. Small wording changes = dramaticall	