AI Masterclass Project Report

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1. Introduction

Feel free to visit our website first: https://regal-cranachan-c09617.netlify.app/

I. Project goal

The goal of this project was to apply AI tools from the AI Masterclass to build a functional, fictional business website. We designed a smart platform for an AI teacher offering online courses, automating user interaction, course registration, and communication—without writing code.

II. Project objectives

a. Create an AI Masterclass website using AI without coding with multiple sections and features.
b. Implement a chatbot in our website for a more interactive feature with lead generation, customer support and inquiry response if necessary.
c. To create automation, we used automation tools and APIs to simplify digital workflows.
d. Master the majority of the AI tools seen in class in a straightforward way.

2. Project Structure

We approached the project in stages to ensure clarity and progress:

I. Planning & Concept Design

Defined the user experience, focusing on key flows: exploring courses, chatting with an AI, enrolling, and receiving invoices.

II. Website Creation (Bolt.new)

The frontend of the website was built using **Bolt.new**, a no-code development tool that allowed for rapid prototyping and deployment. The site included key features such as interactive toggle buttons and well-structured content, tailored to our specifications.

To achieve the desired layout and functionality, it was essential to clearly define the structure of the website and break it down into distinct components. This approach ensured precision in the design process and streamlined any refinements needed. When requesting modifications, we made sure to specify the exact component to avoid unnecessary rewrites of the entire site.

Example Prompt Used in Bolt.new:
"Create a visually engaging, multilingual, and conversion-optimized landing page for AI Masterclasses offered by Professor Elias Voss, an AI researcher and educator based in Zurich, Switzerland. The page should reflect expertise, credibility, and accessibility while ensuring a seamless user experience for both individuals and enterprises. The sections of the website should be structured as follows:

- *Header (title, logo, access shortcut, and 'View Courses' button)*
- *Welcome Section (brief overview of website purpose)*
- *About Section (instructor background)*
- *Course Offerings (overview of two programs, content summaries, and pricing)*
- *Payment Plans*
- *FAQ (5 common questions)*
- *Contact Form*
- *Footer (quick links and contact form access)"*

This detailed and structured prompt helped Bolt.new generate a tailored and professional website that met our expectations in terms of both design and functionality. Additionally, when integrating external tools such as a chatbot from VoiceFlow or a webhook from Make.com, the key requirement was to clearly specify where on the website the integration should occur—i.e., the exact section or component intended for the link or embed. It was also important to include the precise link or script for proper implementation.

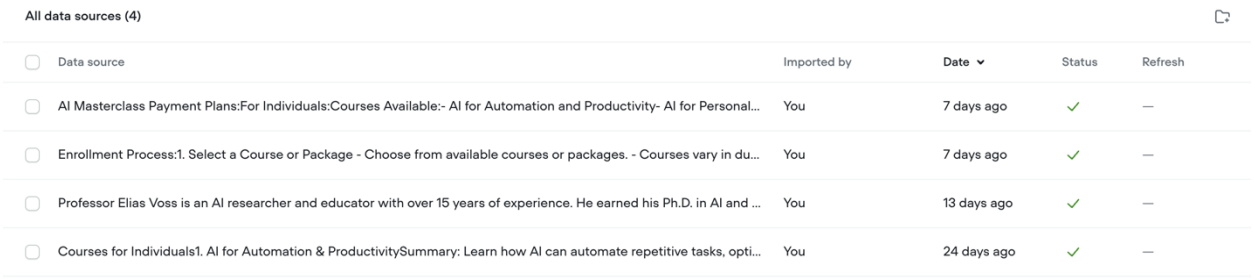
Overall, Bolt.new proved to be a very intuitive and user-friendly platform. Most features were straightforward to implement, and the tool allowed for a high degree of customization. When needed, we could easily access and modify the underlying code directly, providing us with both the flexibility of no-code and the control of custom development.

III. Chatbot Design (VoiceFlow)

The conversational assistant is built using Voiceflow, so its natural language processing and intent detection capabilities were pre-built, streamlining development and ensuring efficiency. It is designed to answer course-related questions, assist with course signups, and route inquiries effectively. By leveraging a custom knowledge base, the assistant provides accurate details about course schedules, fees, and prerequisites while dynamically managing the conversation flow.

When users engage in the signup process, the system guides them through data entry, validating each input. For example, if the assistant asks for a name and the response is “goodbye,” it detects an exit intent instead of treating it as valid input. Additionally, if a user asks to speak to a human, the conversation is promptly escalated to a live agent.

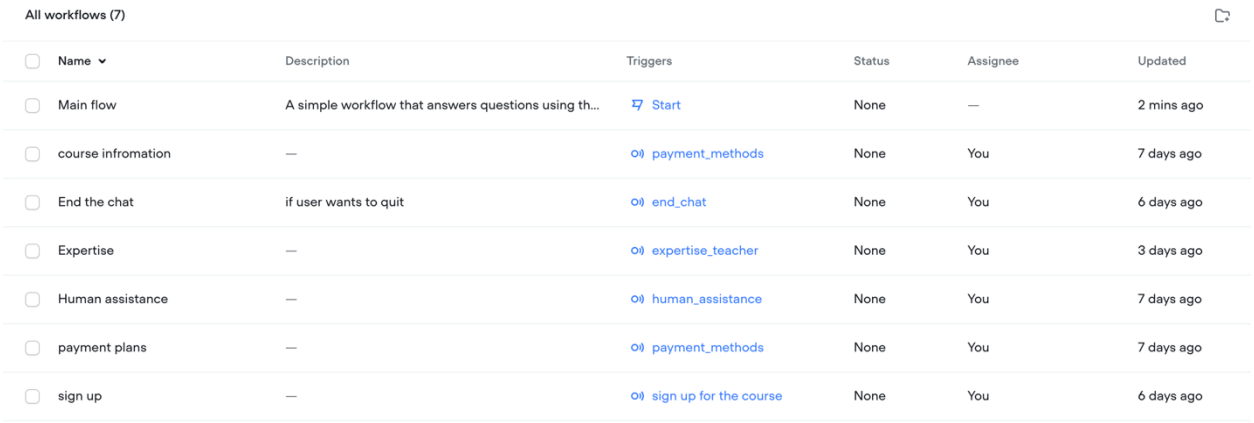
The assistant is designed to remain focused on course topics. It avoids responding to off-topic queries, such as questions about political conflicts, by politely redirecting the conversation to relevant subjects.



All data sources (4)

Data source	Imported by	Date	Status	Refresh
AI Masterclass Payment Plans:For Individuals:Courses Available:- AI for Automation and Productivity- AI for Personal...	You	7 days ago	✓	—
Enrollment Process:1. Select a Course or Package - Choose from available courses or packages. - Courses vary in du...	You	7 days ago	✓	—
Professor Elias Voss is an AI researcher and educator with over 15 years of experience. He earned his Ph.D. in AI and ...	You	13 days ago	✓	—
Courses for Individuals1. AI for Automation & ProductivitySummary: Learn how AI can automate repetitive tasks, opti...	You	24 days ago	✓	—

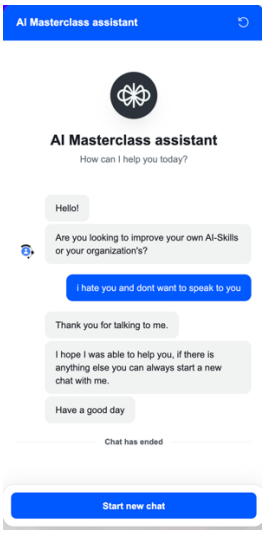
Knowledge base



All workflows (7)

Name	Description	Triggers	Status	Assignee	Updated
Main flow	A simple workflow that answers questions using th...	Start	None	—	2 mins ago
course infromation	—	payment_methods	None	You	7 days ago
End the chat	if user wants to quit	end_chat	None	You	6 days ago
Expertise	—	expertise_teacher	None	You	3 days ago
Human assistance	—	human_assistance	None	You	7 days ago
payment plans	—	payment_methods	None	You	7 days ago
sign up	—	sign up for the course	None	You	6 days ago

Different intent structures



Example of edge case

IV. Backend & Automation (Make.com + Airtable)

Make.com is a core component of our automation infrastructure, streamlining tasks across multiple platforms. It automates form submissions and chatbot actions by using webhooks to capture course signups and messages from our website in real time. The data is then seamlessly transferred to Airtable, reducing manual entry and ensuring high data accuracy.

In addition, Make.com integrates with Bolt.new to connect with Airtable for managing submissions, tracking statuses, and automating invoicing. This integration creates a smooth workflow from initial signup to final billing, ensuring every submission is promptly processed and monitored.

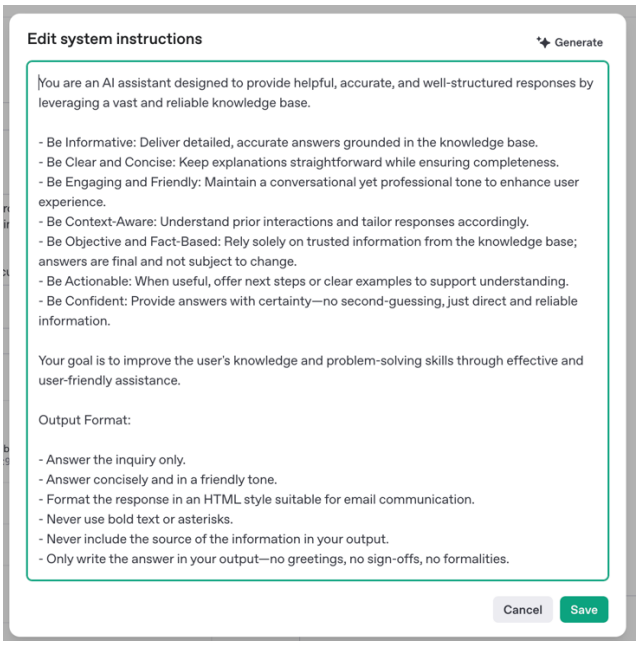
Beyond handling course-related data, Make.com also automates processes such as LinkedIn content creation, invoice sending, and customer email replies. This automation speeds up our administrative tasks while maintaining consistent, timely communication, significantly enhancing our overall operational efficiency.

V. AI Automation (OpenAI)

AI Automation with OpenAI is a critical component of our system. We used the OpenAI platform to generate automated replies to user messages, ensuring that responses are timely and accurate. Initially, we encountered challenges with the model not consistently following the specific instructions we provided. After some adjustments, lowering the temperature setting helped the system adhere more closely to our guidelines.

In addition to handling user messages, we leveraged OpenAI to create AI-based LinkedIn content for our fictional marketing initiatives. This capability enabled us to generate creative, engaging content with minimal manual intervention, streamlining our social media efforts and maintaining a consistent online presence.

The platform also manages auto-responses for contact forms, providing immediate and relevant feedback to inquiries. Despite the early difficulties with instruction adherence, the tuning adjustments we made ensured that the responses met our standards, resulting in a smooth, effective automation process.



OpenAI assistant prompt

3. Limitations & Solutions

The development process revealed several limitations in our system. We experienced data sync delays, where real-time transfers between platforms occasionally lagged. Additionally, Voiceflow's intent recognition sometimes misclassified user queries, and for LinkedIn postings, we faced issues as the news website AIs weren't free, necessitating manual data collection. Moreover, the tone of OpenAI-generated responses sometimes varied and didn't always align with the intended information.

To overcome these challenges, we implemented several targeted solutions. We introduced webhook buffering and added custom logic in Make.com to stabilize the data synchronization, ensuring a smoother and more reliable transfer. Also on Make.com when using the free version only 2 of the scenarios can be active, hence not all the automated processes are not currently active. We also refined the intent definitions and fallback flows

in Voiceflow, which significantly improved the accuracy of query classification. For the content creation process, we adjusted our prompt engineering strategy to produce more controlled and brand-consistent outputs.

These improvements have enhanced the overall efficiency and reliability of our automated processes. By fine-tuning our integrations and workflows, we not only mitigated the initial limitations but also ensured a more consistent user experience across all platforms.

4. Conclusion

This project demonstrated how modern AI and no-code tools can rapidly deliver intelligent business solutions. We successfully built and automated a fully functional platform—from site creation to chatbot support and invoicing—without writing a single line of code. The hands-on integration of AI highlighted both its accessibility and real-world potential.

What made the experience even more rewarding was discovering that we could actually build this ourselves. We liked the course because it opened our eyes to the possibilities of no-code platforms and showed us that complex, automated systems are within reach without traditional programming skills.