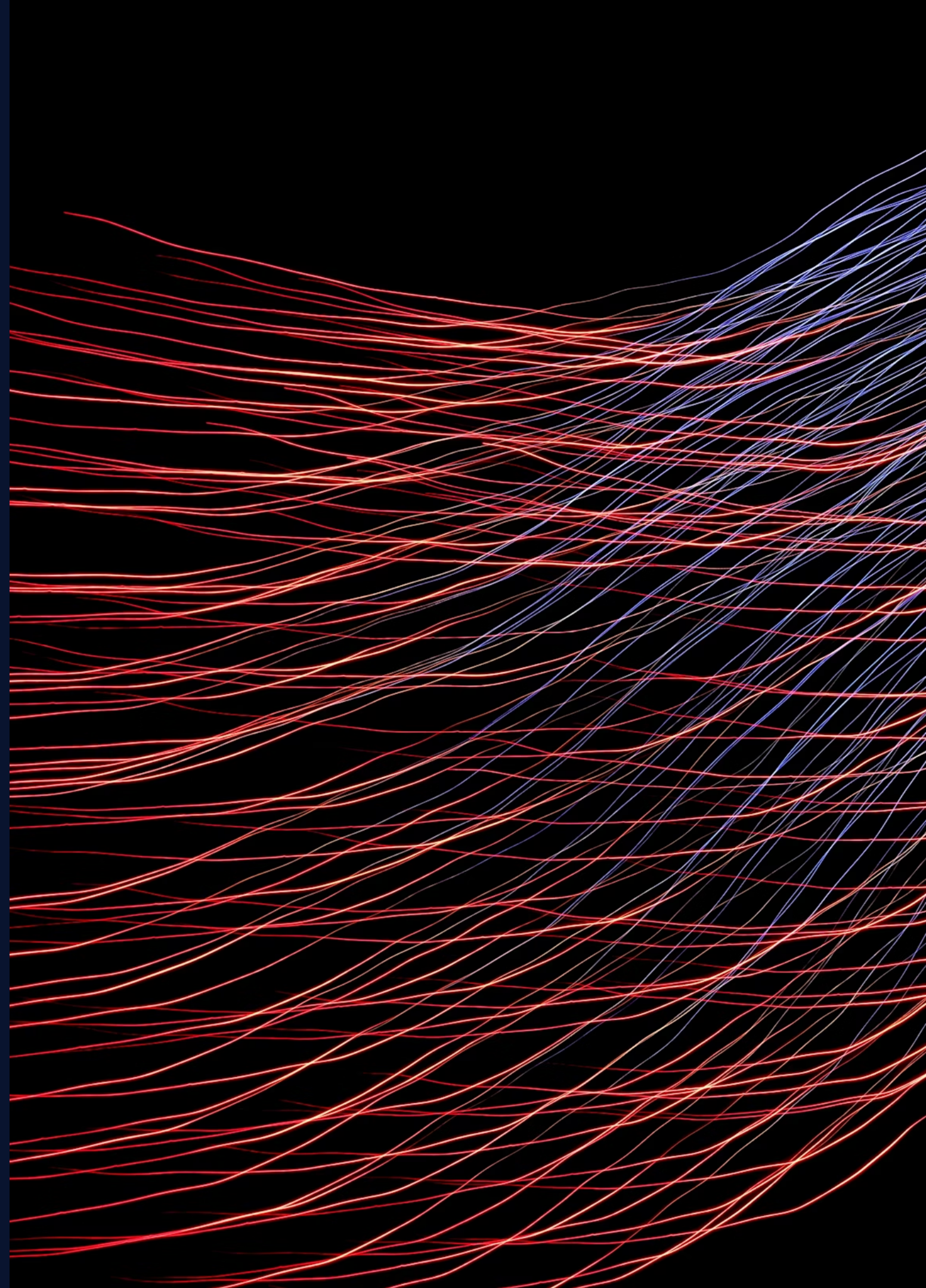


Internship at iO

# AI Front-End Generation

Luuk Briels

Midterm



# Company

- iO
- Blended agency
- Innovative



## Problem Statement

How can generative AI improve the efficiency of creating temporary theme pages?



Manually



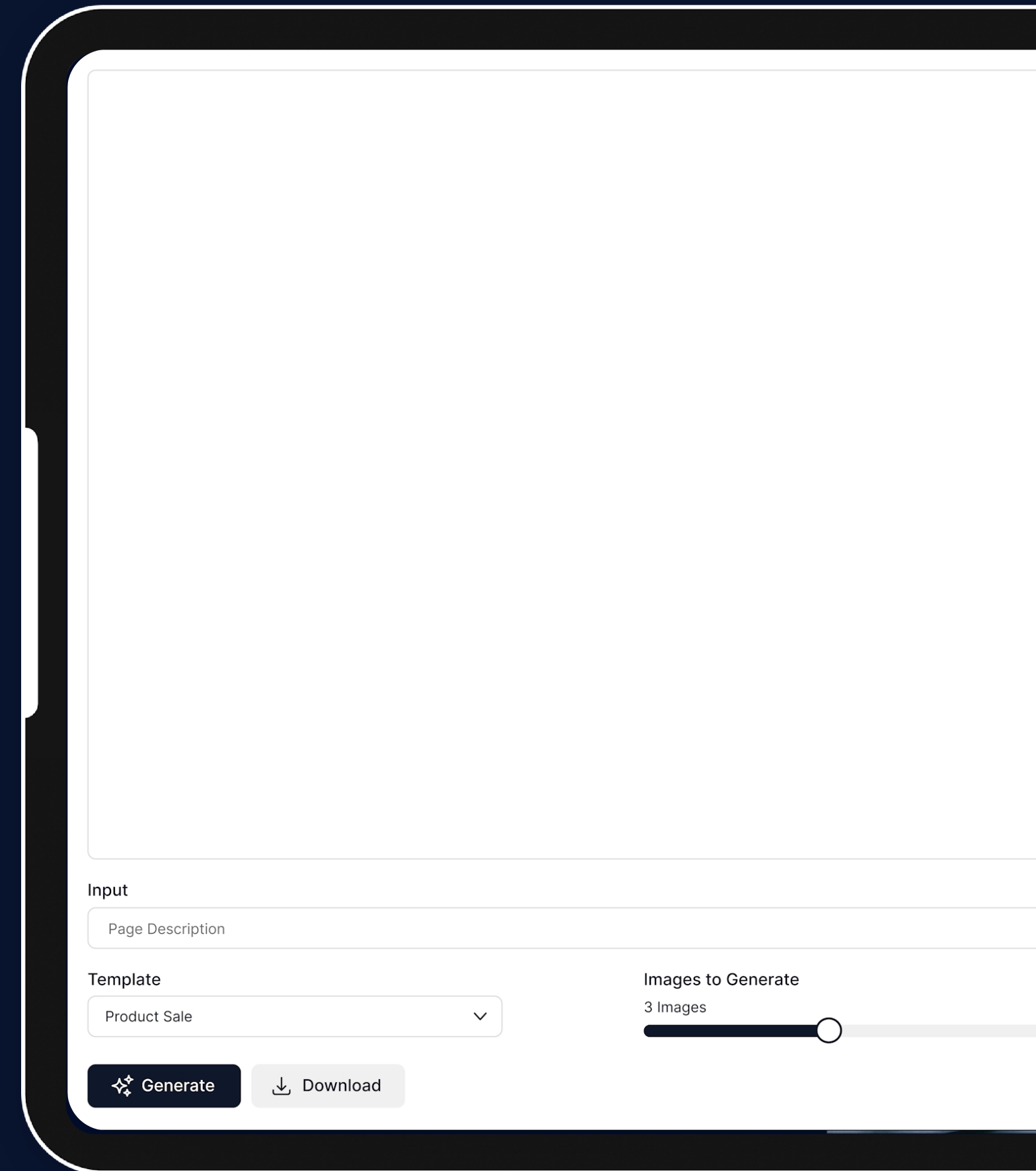
Time-Consuming



Resource-Intensive

## Proposed Solution

- Tool
- AI
- Generate
- Integrations (eg. Magento Products)



Progress

## Approach

- **Double Diamond**
- **Gathered Stakeholders**  
(expertise on different fields)
- **Weekly Sessions**
- **Updates & Feedback**



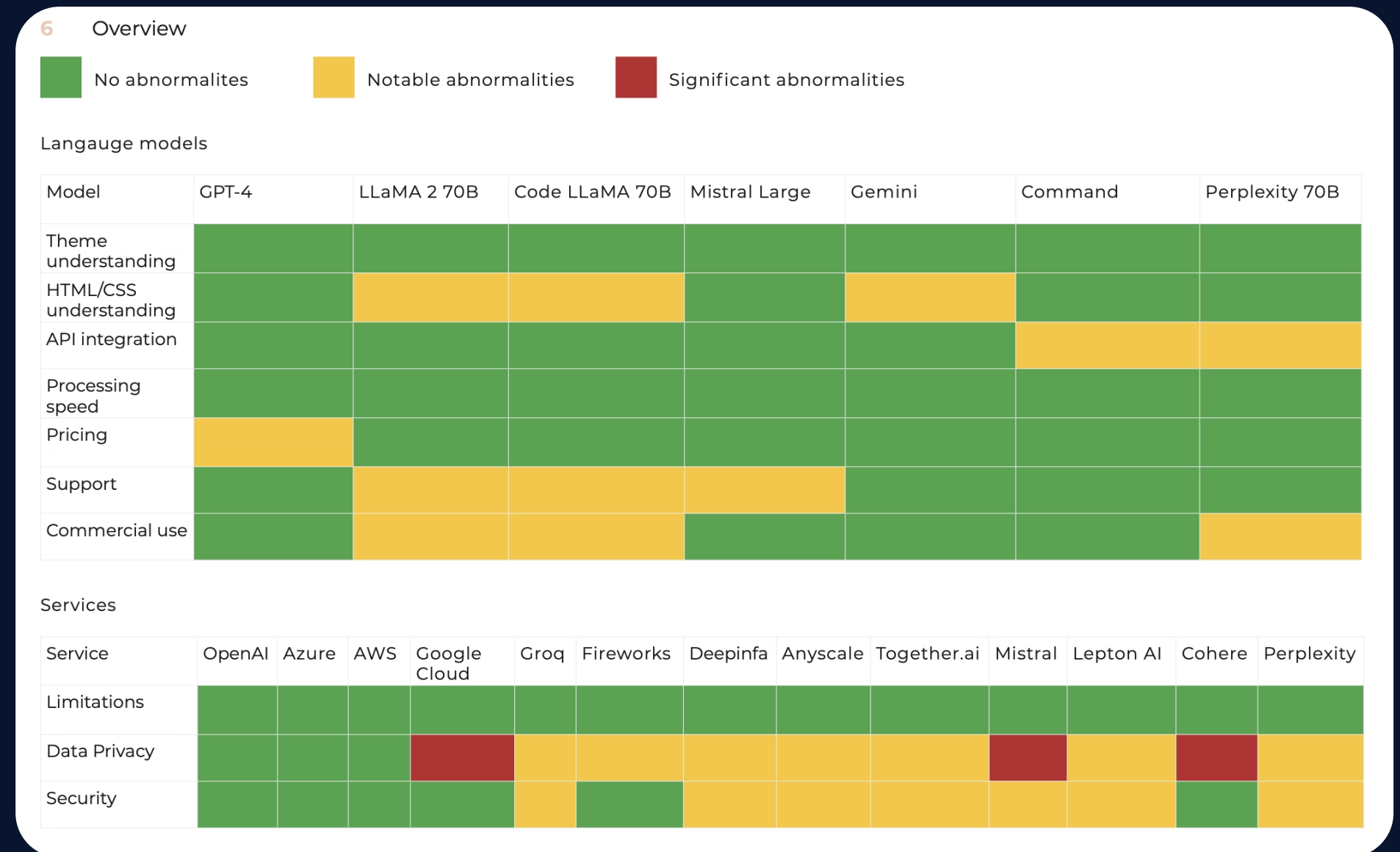
# Research Tools & Services

- AI Models (Language and Image models)

- Lot of factors

- Competitive Analysis Overview

- Security and Data Privacy



Progress

## Interviews End-Users

- Marketing team within iO and its clients
- Struggles, Requirements, KPIs
- Translating concept to page
- Templates, Branding, Tone of Voice



# Requirements

● Overview of their needs

● Based on Interviews

● Personas & User Stories

● Improving page development time

- As a marketing manager**, I want to create temporary promotional pages quickly and easily, so I can launch campaigns without requiring a lot of development resources.
- As a content creator**, I want to customize the theme and layout of promotional pages, including adding images, and call-to-action buttons, so I can effectively convey the message of each campaign.
- As a consumer**, I want to view promotional pages on various devices (desktop, tablet, mobile), so I can access and interact with the content regardless of the device I'm using. I also want it to be accessible and compliant with accessibility standards.
- As a designer**, I want to be able to customize the look and feel of promotional pages by using templates or regenerating certain sections, so I can make sure that each campaign has the same brand's visual identity and message.
- As a developer**, I want to integrate the tool with our existing content management system (CMS) or e-commerce platform, so I can manage and publish promotional pages within our existing workflow.
- As a business owner**, I want to minimize the time and resources required to create and maintain promotional pages, so I can focus on other strategic tasks and maximize the return on investment for marketing campaigns.



### Bas de Wit

Age  
25

Occupation  
Marketeer

Location  
Utrecht

#### About

Bas is a webshop marketing professional with a deep understanding of online campaigns and product promotions. With years of experience in digital marketing, he is dedicated to finding innovative ways to improve processes and maximize efficiency. Bas is known for his strategic thinking and attention to detail, always wanting to deliver great results.

#### ♥ Likes

- Analyzing campaign performance to optimize strategies
- Exploring new technologies
- Experimenting with AI in marketing campaigns

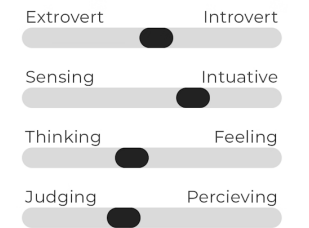
#### ⊖ Dislikes

- Disorganized workflows
- Outdated marketing strategies
- Redundant processes

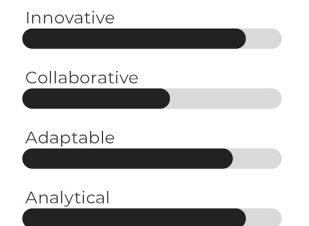
#### Goals

- Improve efficiency in translating concepts to web pages.
- Streamlining workflow processes for increased productivity.

#### Personality

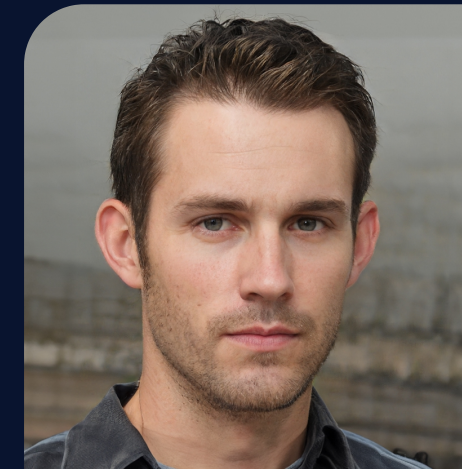


#### Traits



#### Uses Software

Storyblok



### Jasper van den Berg

Age  
32

Occupation  
Marketeer

Location  
Eindhoven

#### About

Jasper is a creative and results focused marketer, he helps to runs different campaigns and projects that help to create brand awareness and engagement. He has a background in marketing strategy and digital communications and loves dynamic environments where he can combine insights with innovative ideas to achieve marketing goals.

#### ♥ Likes

- Creative brainstorming sessions
- Trying out new tools and ideas in marketing
- Working with different teams to launch projects

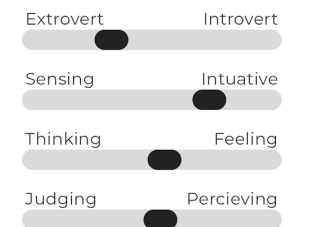
#### ⊖ Dislikes

- Tedious manual tasks
- Inefficiencies in development processes
- Repetitive work

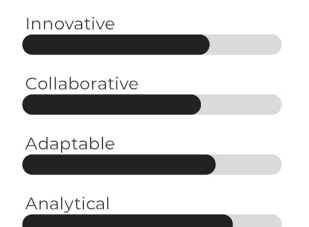
#### Goals

- Streamline and speed up the development process of web pages.
- Improve efficiency within the marketing team by automating repetitive tasks.

#### Personality



#### Traits



#### Uses Software

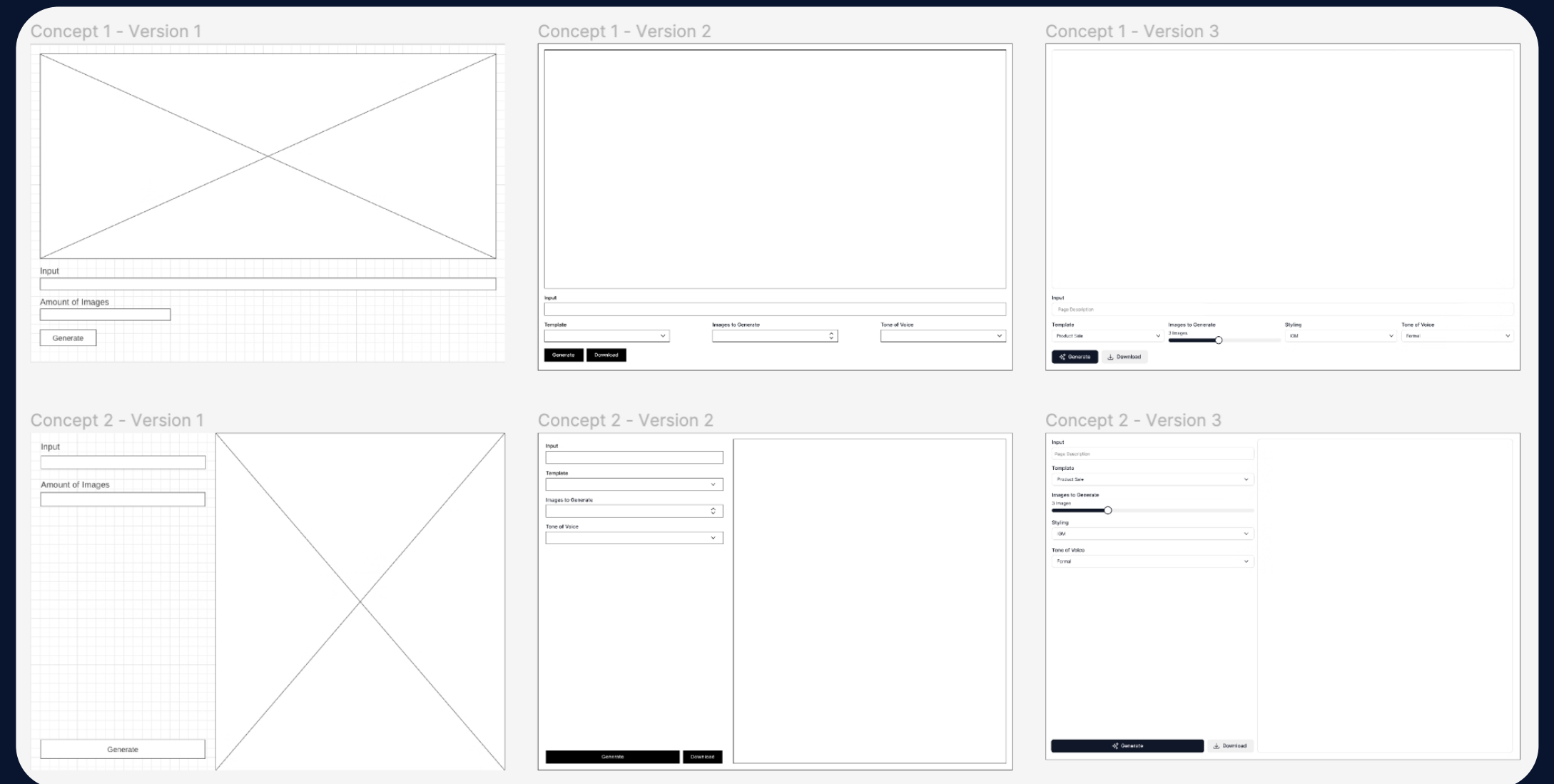
Storyblok



Progress

# Concepting

- Functionalities
- Interface Designs
- Low-Fi Prototypes



# Demo

Progress

## Next steps

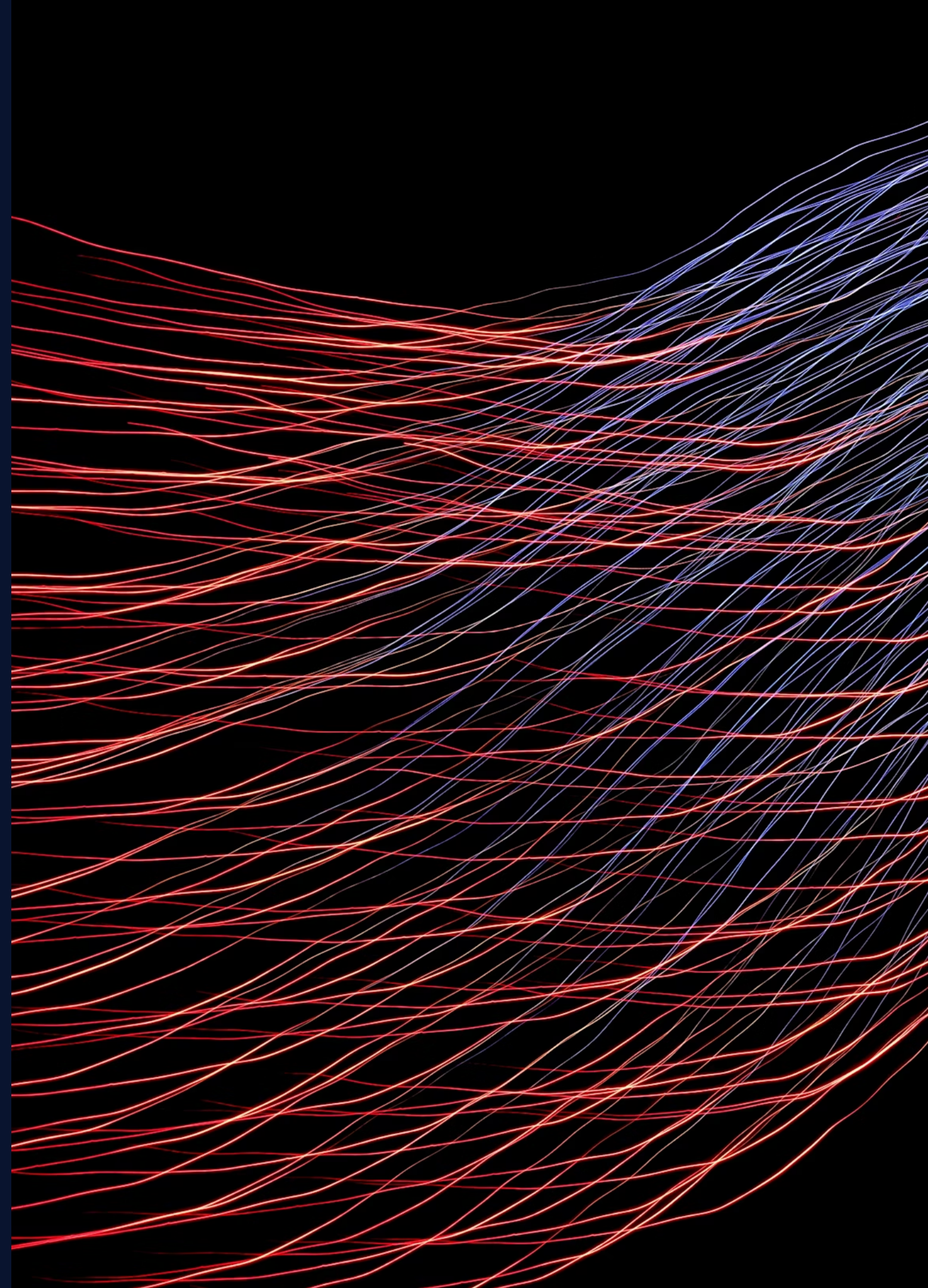
- Proof of Concept
- User Tests
- Output/Content Tests
- Iterate

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# Thank you

Luuk Briels

Midterm





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