

1. **Educate Visitors:** Clearly explain how TechDeck is unique, from its tech-driven gameplay to inclusive design features. Use visuals, demos, and simple descriptions to make these benefits immediately obvious.
1. **Build Trust and Excitement:** Share the story behind TechDeck, emphasizing its purpose of connecting families through tech. Include testimonials, team bios, and development backstory to build a personal connection with visitors.
2. **Encourage Backing on Kickstarter:** Every page should funnel visitors toward the Kickstarter campaign, with clear calls-to-action, rewards for backers, and a breakdown of funding goals and stretch goals to keep visitors engaged and informed.
3. **Showcase Accessibility & Durability:** Highlight the inclusive design, durability, and eco-friendliness with dedicated sections that visually and interactively demonstrate how TechDeck serves all ages and abilities.
4. **Engage the Community:** Offer social media links, community updates, or even a newsletter sign-up for those who want to follow the project. This keeps supporters engaged even if they're not ready to back the project immediately.

Target Product Information:

- **Product Name:** TechDeck
- **Product Description:** TechDeck is a 3D-printed, IoT-integrated, waterproof deck of cards. Designed for family gaming, it includes accessibility features such as braille-like raised textures, transparent sections, and flexible, durable materials like TPU or nylon. Each card has RFID chips, enabling digital tracking, gameplay guidance, scorekeeping, and remote multiplayer options via a companion app.

Product Features to Highlight:

1. **3D-Printed Durability:** Made from waterproof, flexible materials with tactile designs, TechDeck withstands both indoor and outdoor play.
2. **IoT Integration:** RFID chips connect to the app, allowing for gameplay tracking, rule clarification, and strategic move suggestions in real time. Cards vibrate or light up for interactive guidance.
3. **Sustainability:** Crafted with eco-friendly materials and a modular design for easy repairs.
4. **Smart Charging Case:** Wireless charging deck doubles as an organizer, alerts for missing cards, and keeps the game portable and ready-to-play.
5. **Inclusive Design:** Braille-like markings, sensory patterns, and transparent sections for all ages and abilities.

Demographics to Engage:

1. **Families:** Age range 8-50, seeking accessible, sustainable, and engaging gaming experiences.

2. **Young Teens:** Interactive, tech-savvy features cater to children ages 8-16 who enjoy tactile play and games like Uno.

Business Value Proposition: “TechDeck combines traditional card game charm with cutting-edge technology, sustainability, and inclusivity, transforming family game nights into interactive, immersive experiences. With durable 3D-printed, waterproof cards and IoT connectivity, we create connections across generations in a fun, engaging way.”

create me an image to portray kids being frustrated because they can't understand the rules for a card game

create an image using my Business Value Proposition: “TechDeck combines traditional card game charm with cutting-edge technology, sustainability, and inclusivity, transforming family game nights into interactive, immersive experiences. With durable 3D-printed, waterproof cards and IoT connectivity, we create connections across generations in a fun, engaging way.”

Write me a short meta description

AI remembered our product after it was explained and understood we were creating a website, I then used the prompts in the rubric to fill out the website

Home page is professional and engaging and includes an overview of the innovation, a clear call to action, and an engaging value proposition. Draws the viewer into the rest of the website

Features page fully explains all major features, and the technology used, including images, and a detailed explanation of each feature and how it works. Description supports and reiterates the value proposition

REFLECTION

There are many strengths of using generative AI. Firstly, it is very efficient and once you've already described the problem the bot will use the prior information given to form a well thought answer to the prompt you give it. This includes the information you gave it previously. Chat is great for ideation and can give you small ideas to find the big idea you were looking for.

There are also limitations for using generative AI for website development. I used Wix for our website and pretty much changed the whole design. Although it was a great starting place, we wanted to change the colors and the format of lots of things. Another limitation includes the AI generated photos. The photos were somewhat accurate, even with longer prompts DALL-E spit out very similar photos.

Human input and creativity is important in creating the layout of the website because We needed to add many interactive elements to engage the viewer through our story. Website Flow and design is very important and should be edited with human input.

AI was important in giving us a concise outline.
AI can offer design templates, provide layout suggestions based on industry standards, and help identify effective design structures

I would recommend finding a DIY website creator because in the end, I ended up deleting the design of what was generated by AI and made it my own. I learned that AI is great to give outlines of how your website should look, titles, content, ect. I recommend using Chat and DALL-E for content generation in your website.