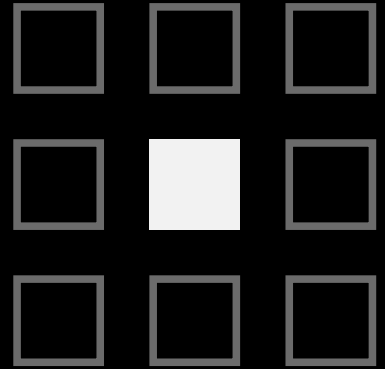


// A PERSONAL CASE STUDY

Built with AI_

How I directed my first end-to-end website build.



The LX3 project, through its references, prompts and revisions.

With a short prompt playbook for your own work.

// A NOTE BEFORE WE START

> A build made through conversation



LX3 was my first end-to-end build with AI. I brought the direction, collected the material and made the decisions. AI helped me turn those decisions into a working store.

The project became clearer as I saw it. A first draft gave me something to react to. The cartoon video sparked an idea for the artwork. Comparing layouts helped me decide how that artwork and the photography should sit together.

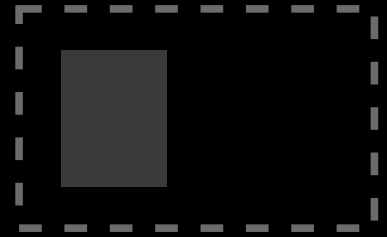
This guide follows those moments. Each reference gave the next prompt more context; each version gave me a better question to ask.

About the prompts

Reconstructed prompts summarise the direction in the project notes. Edited prompts come from the conversation. The templates at the end are new examples you can adapt.

// 01 / THE FIRST VERSION

> Start with something you can see



The early direction was minimal, with a New York film mood. The first draft used a concept image, a text logo and product placeholders.



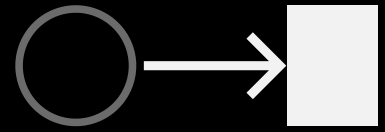
// Saved 26 September draft. The New York image was an AI-generated mood reference.

```
# reconstructed prompt
```

```
$ Create a minimal LX3 storefront with a New York film mood, a collection section and space for the story.
```

// 02 / A REFERENCE BECOMES AN IDEA

> The cartoon video changed the direction



Watching the cartoon video gave me the idea to turn the LX3 garments into artwork. That was my creative decision. AI helped me develop it and bring it into the store.



// Reference: the cartoon / launch visual



// Result: garment artwork

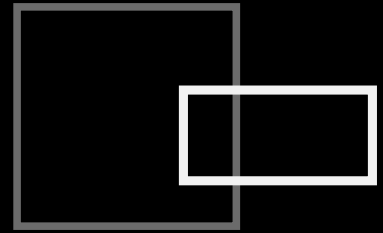
reconstructed prompt

\$ Use the cartoon video as the starting point. Turn the garments into artwork and carry that visual language into the site.

A useful reference comes with a reason: explain what caught your attention and what you want to carry forward.

// 03 / REFINING THE LAYOUT

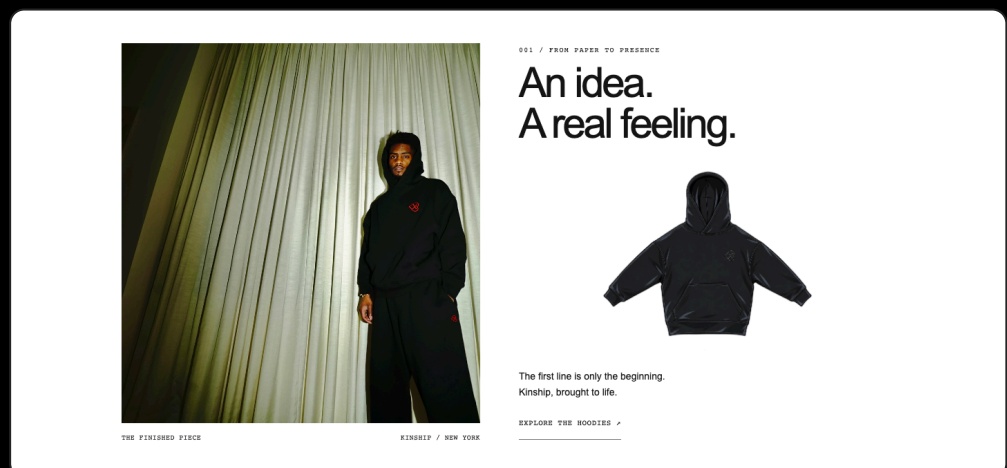
> Keep the relationship. Change the scale.



The artwork and photography belonged together. The first pairing felt oversized, so I asked for a more compact composition while keeping the sections that already worked.



// First pairing



// More compact revision

reconstructed prompt

\$ Keep the sketch-to-photo idea. Tighten the pairing and reduce the oversized layout. Preserve the sections that already work.

// 04 / CHOOSING A DIRECTION

> The options made the decision easier

reconstructed prompt

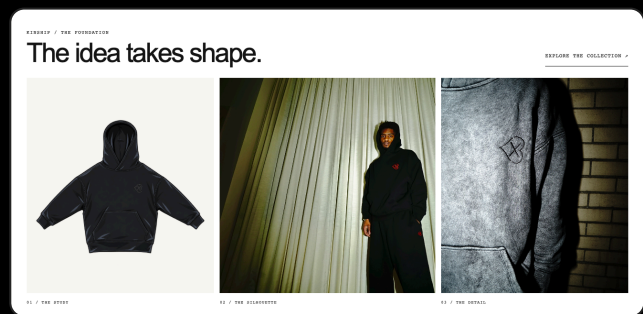
\$ Show me a few stronger directions so I can compare them.



// A / Campaign image with a sketch inset



// B / Equal split



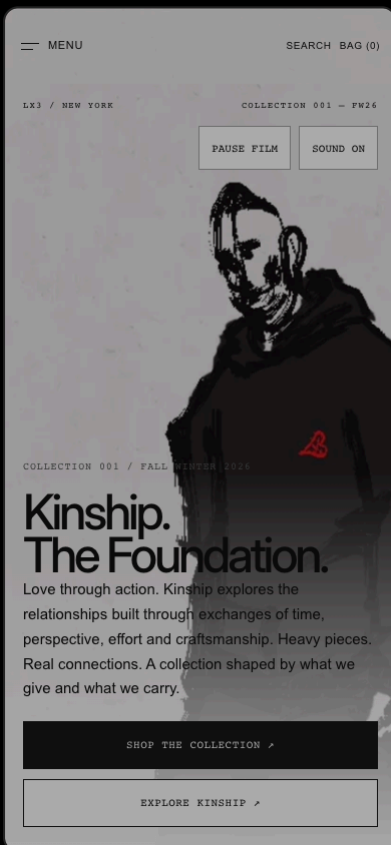
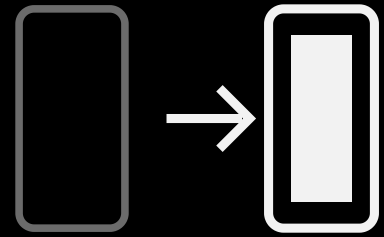
// C / Three-part study

AI recommended B. I chose A.

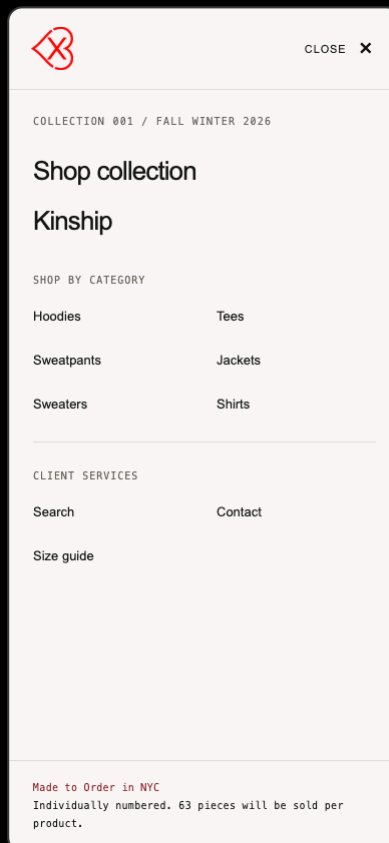
// 05 / CHECKING THE PHONE

> A different screen revealed different needs

The mobile menu needed a clearer space of its own. Reviewing it on a phone helped turn a general design preference into a specific revision.



// Before



// After

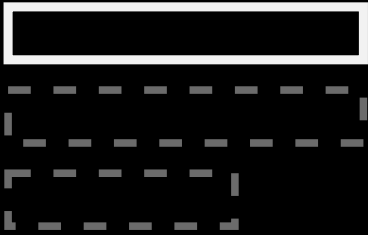
reconstructed prompt

\$ Make the mobile menu clear and readable, with a dedicated full-screen layout.

// 06 / WORKING WITH THE FACTS

> The next prompts were about what was missing

As the design settled, I collected Jahbari's product and business details. AI helped turn his answers into content and configuration, then identify the remaining gaps.



edited from the conversation

\$ Implement what I have shared, then give me a list of what we need to finish.

Sizing

Distinguish garment measurements from body-fit guidance.

Shipping

Agree the customer charge and who absorbs extra costs.

Stock

Split the 63-piece edition equally across seven sizes.

When the information is incomplete, ask for the gaps. The next useful step may be a question for the business owner.

// 07 / THE FINAL STRETCH

> From the design to a working store

actual prompt

\$ Bro.. Get us launched

By this point, the conversation had moved beyond layout. We were working through checkout branding, newsletter checks, policies and the custom domain.

I handled the account sign-ins and approvals. AI helped execute the changes and check the results.

The last lesson was about verification. Publishing the store did not mean every device immediately showed the new site. The domain still had to propagate.

// 08 / THE RESULT

> The LX3 store, on mobile

My first end-to-end build with AI.

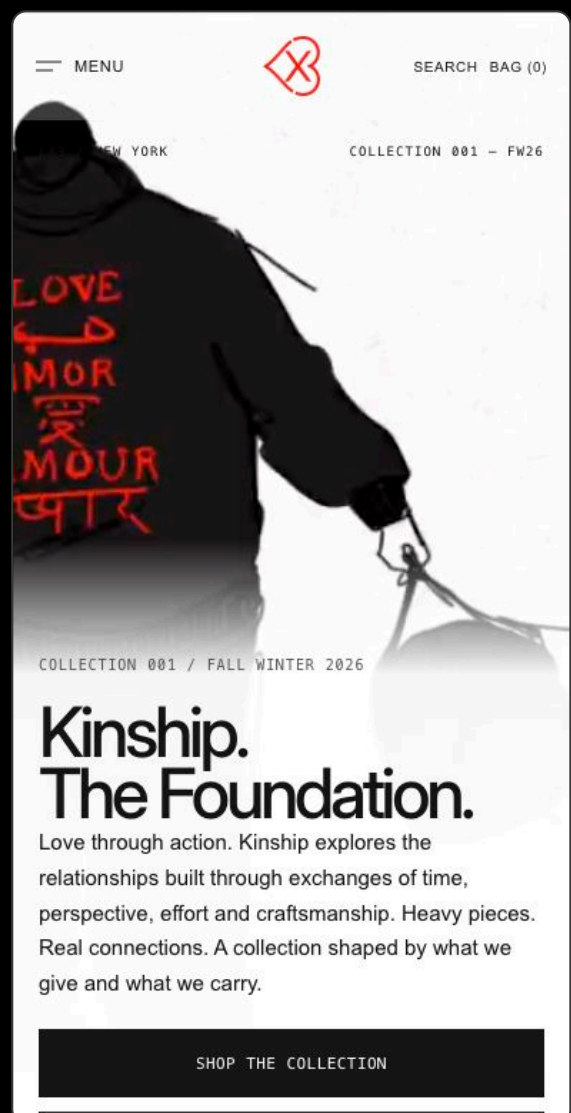
12

products

84

size variants

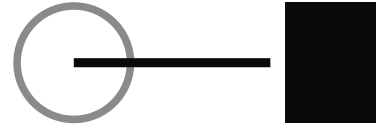
A collection brought together through artwork, photography and a series of decisions.



// Mobile homepage design, captured through the launched theme preview while domain DNS was propagating.

// PROMPTS TO ADAPT / 01

> Give the reference a job



The cartoon video was useful because I knew what I wanted to take from it. A reference becomes easier to work with when you explain why it matters.

new template / starting with a reference

\$ I am building [project] for [audience]. Use [reference] for its [specific quality]. Carry that quality into [part of the experience]. Keep [constraint]. Show me a first version and label any placeholders.

new template / responding to the first version

\$ Keep [specific element]. Change [specific element] because [reason]. Show me the revision at desktop and mobile sizes.

Replace the bracketed details with your own. These templates are based on the working method, not transcript quotations.

// PROMPTS TO ADAPT / 02



> Ask for a comparison, then make a choice

The three campaign treatments helped me see the trade-offs. I could choose a direction because I had something concrete to compare.

```
# new template / comparing directions
```

\$ Show me three distinct ways to solve **[design problem]**. Keep **[constraint]** consistent. Explain what changes in each and give me a recommendation. I will choose which one to develop.

```
# new template / closing the work
```

\$ Implement the confirmed details. List what is still missing, what you checked, what failed and what needs my approval. Do not mark an untested step as complete.

Adapt the checks and approval steps to the project you are building.

// FOR YOUR NEXT PROJECT

> A simple working checklist

☒	_____
☐	_____
☐	_____

01

Define the job

Who is it for? What should they be able to do?

03

Review a real version

Look at the screen and give specific feedback.

05

Check the full journey

Test the main action, mobile behaviour and failure cases.

02

Explain the reference

What quality do you want to carry into the work?

04

Make the next decision

Name what stays, what changes and why.

06

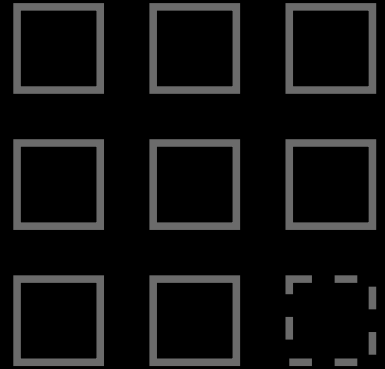
Record the outcome

Write down what shipped and anything still unresolved.

Use this as a starting point. Add the checks your own project needs.

// A NOTE FROM DAMOY

What are you building?_



This project gave me a way to work with AI that I can take into the next one: bring a reference, review a real version and make the next decision.

I hope the process gives you a useful starting point for something of your own.

Find me at

damoyrobertson.com

Damoy

Project: LX3. Photography and collection visuals: LX3 project assets. Evidence: saved design versions and build conversation, September-October 2026.