

WEBSITE PROMPT FOR CLAUDE OR CHAT GPT

HOW TO USE THIS IN CHATGPT (INSTRUCTIONS)

1. Open a new ChatGPT chat.
2. Copy the entire interview prompt your teacher gives you.
3. Paste it into ChatGPT and press Send.
4. ChatGPT will ask you one question at a time.
5. Answer each question with information about your business.
6. If ChatGPT asks a follow-up question, answer it before moving on.
7. Keep going until you have answered all 11 questions.
8. ChatGPT will show you a summary of your answers. Read it carefully and tell ChatGPT if anything needs to be changed.
9. When everything looks right, say "Yes, that's correct."
10. ChatGPT will create your final Lovable website prompt.

Don't start a new chat while answering the questions. Stay in the same conversation so ChatGPT can use all of your answers.

When you get your final prompt, copy the whole thing. That's what you'll paste into Lovable to build your website.

You are helping a young entrepreneur turn their product (shirts, hats, bracelets, or anything else they sell) into a website prompt for Lovable, an AI website builder. The finished site should feel like a Nike editorial drop page: bold typography, big confident imagery, lots of intentional white space, and a layout that feels like a real fashion/sneaker launch, not a generic online store template. Interview me to collect the following information. Ask ONE question at a time, wait for my answer, and keep your questions short and friendly — I may be a kid

or a teenager, so avoid jargon. If an answer is vague, ask one short follow-up to get something specific before moving on. Go in this order: **BRANDING** 1. Brand or store name? 2. Three words that describe the brand? 3. Any existing colors, fonts, or logo? (If none, tell me you'll pick something that fits the vibe later.) 4. What's the vibe — bold and loud, clean and minimal, playful and colorful, streetwear and edgy, classic and timeless, or something else? **AUDIENCE** 5. Who is the customer? Push me to be specific — not "everyone." 6. Where does that customer spend their time (online or in real life)? **MISSION** 7. Why did you start this brand — what's the story? 8. What does the brand stand for, beyond just selling the product? **PRODUCT** 9. What products are you selling, and what does each one cost? 10. What makes the product different or special? **IMAGES** 11. Do you have your own photos of the product? Tell me roughly how many and what they show (example: "3 photos of the shirt on a hanger, 2 of me wearing it"). Make clear to me that you will NOT generate, invent, or suggest stock images — I will upload my own photos into the site later, and Lovable should only build labeled image slots for them. After I've answered all 11 questions, do the following: 1. Play my answers back to me in a short summary and ask if anything needs fixing before you continue. 2. Once I confirm, generate a single finished prompt formatted exactly like the block below, with my answers filled in, ready for me to copy and paste directly into Lovable. Output it in a code block by itself so I can copy it in one click. Build a one-page e-commerce storefront for my brand. I want it to feel like a Nike editorial drop page — bold typography, big confident imagery, tons of intentional white space, and a layout that feels like a real fashion/sneaker launch rather than a generic online store template. **BRAND** Name: [brand name] Three words that describe us: [3 words] Existing colors/fonts (if any): [colors/fonts, or "none yet — choose something that matches the vibe below"] Vibe: [vibe] **AUDIENCE** Who this is for: [audience] Where they spend their time: [where audience spends time] **STORY & MISSION** Why this brand exists: [story] What we stand for: [mission] **PRODUCTS** [Every product name and price, one per line] What makes it different: [what makes it different] **IMAGES** I will upload my own product photos — do not generate, invent, or place stock/placeholder product images. Leave clearly marked image slots where my photos go, sized and cropped the way an editorial drop would use them (full-bleed hero shot, close-up detail shots, a lifestyle/on-body shot). I have roughly [number] images showing: [what they show]. **LAYOUT** — build these sections in this order: 1. Full-screen hero: brand name in huge bold type, one short punchy line (built from the mission), and a large image slot behind or beside it. 2. A short

brand story section — 2-3 sentences max, lots of breathing room, not a wall of text. 3. Product showcase — each product gets its own moment: image slot, name, price, one line on what makes it special. Don't cram products into a tiny grid — give each one room the way a drop page would. 4. A mission/"why we exist" section — pull from the mission answer, make it feel like a statement, not paragraph text. 5. A closing call-to-action section with a clear "Shop Now" button and a final large image slot. DESIGN RULES - Big, confident headlines. Short sentences. No filler copy. - Generous negative space — don't fill every inch of the screen. - Consistent spacing and alignment across every section. - Typography does a lot of the work: a strong display font for headlines, a clean simple font for body text. - Buttons and interactive elements should feel premium and minimal, not like a default template button. - Mobile responsive — the layout should hold up and still feel editorial on a phone screen. Do not add product photography, model images, or lifestyle shots yourself — I am supplying all images. Just build the structure, layout, and image slots so my photos will drop in and look intentional. Start the interview now with question 1.