



Task Brief: AI Tools SaaS Template (Multi-Page)

Designer: Towhid

Template Name (Working Title): Promptly – AI Tools SaaS Webflow Template

Deadline: 7 days from assignment date

Deliverable: Full Figma design with 5 modern, responsive, and Webflow-ready pages



Project Goal

Design a premium-quality SaaS website template for an AI tools platform (like ChatGPT alternatives, AI productivity or writing tools). This template will be listed on the Webflow Marketplace — it must look visually clean, conversion-focused, and easy to customize.



Pages to Design (Total: 5)

1. Home

- Hero section: Bold headline + clean product image
- Features overview (icon + text)
- Screenshot demo of AI tool
- Testimonials
- Final CTA block

2. Features

- Clean 2-column layout
- List of core tool functionalities
- Use supporting icons/micro-illustrations

3. Pricing

- 2–3 tier pricing layout
- Highlight "Most Popular" plan
- Clear CTA buttons on each tier

4. Use Cases / Solutions

- Visual card layout for different user personas (e.g. Marketers, Developers, Students)
- Light background, icon + small text per use case

5. About / Contact

- Short company intro
- Minimal contact form
- Add FAQ section if there's room

6. Utility Pages

- 404 Error Page (with fun food pun or image)
- All utility Page updated base on design system.
- Thank You Page (after form submission or order)

Design Guidelines

Spacing:

- Use a 12pt scale system (8, 12, 24, 48, etc.)
- Keep padding and gaps consistent across sections

Typography:

- Use **only 2 fonts** (e.g. Inter or DM Sans)

- Font sizes: Headline 48px, Subhead 24px, Body 16px
- Maintain visual hierarchy and clear line height

Layout:

- Use clean grid-based layouts
- Avoid overlapping or irregular section breaks
- Follow a visual → text → visual pattern where possible
- Prioritize white space and structure

Color Palette:

- SaaS-friendly colors: white, black, blue, light violet, gray
- Choose one strong CTA color (blue or violet)
- Keep the overall tone clean and futuristic



Inspiration

- FlowGPT
- Brix Templates' AI layouts
- Modern SaaS sites with clean UI and minimal visuals



Common Mistakes to Avoid

- Inconsistent font sizes or line spacing

- Poor use of Auto Layout — everything must be clean and grouped logically
- Unbalanced pages or visual weight issues
- Improper spacing (don't crowd or stretch elements too far)

✓ Expected Deliverables

- Full **Figma File** (organized and labeled per page)
- Reusable **components** (buttons, sections, cards, headers, footers)
- **Responsive preview frames** for Desktop, Tablet, and Mobile
- Dev-ready layout with structured Auto Layout and naming

✓ Must-Have Features

- **CMS for Menu + Blog**
- **Mobile-first layout**
- **Sticky or recurring “Book Now” CTA**
- **Consistent Sections:** Layouts must use reusable classes and be dev-ready
- **Interactive Elements:** Hover states, smooth transitions, micro-interactions

Timeline:

Phase	Time
Moodboard + Wireframe Ideal Overall section	2 Days
Desktop Hi-fi UI All Page	4 Days
Responsive Design	3 Days
Final Polish & QA	2 Days
Total	11 Days