

A global leader in digital experience platforms uses **Generative AI** to streamline design consistency, ensure brand adherence, and enable scalable content creation for seamless customer experiences.

Customer

A leader in digital experience platforms (DXP), the client specializes in crafting, managing, and distributing exceptional content across multiple platforms.

Business Challenge

As the client's business grew, they encountered several critical challenges:

Design Consistency:

- The client struggled with efficiently extracting Figma design components to maintain uniformity across multiple digital products.
- This inconsistency slowed design processes and led to misalignment between different products, resulting in a lack of cohesive brand identity. Accelerating the design workflow while ensuring consistency became a major pain point.

Brand Adherence and Accessibility:

- Ensuring strict compliance with accessibility standards while adhering to the brand's identity proved difficult. The client faced challenges aligning web content with their brand guidelines, which impacted user experience and SEO performance.
- They needed a solution to streamline this process, especially since they were developing a minimum viable product (MVP) using AI to evaluate web pages for brand consistency, accessibility, and SEO optimization.
- The system aimed to recommend precise SEO tags and content modifications to improve page performance and meet strategic objectives but ensuring accuracy in this dynamic environment was complex.

Scalable Content Creation:

- Producing high-quality, brand-consistent content across multiple platforms became increasingly challenging as the business expanded.
- The client needed to create content that accurately reflected the brand's voice and style while scaling to meet the growing demands of various communication channels.
- Maintaining content quality and consistency without a streamlined solution was time-consuming and resource-intensive.

WinWire Solution

WinWire delivered a customized solution that addressed the client's needs:

- **Automated Design Extraction:** Developed a system that integrates with design tool APIs to retrieve elements such as atoms, components, and full design system specifications, maintaining consistency across all digital products.
- **AI-Powered Brand and Accessibility Evaluation:** Designed an AI solution that analyzes HTML content, images, and page layouts to ensure compliance with brand guidelines and accessibility standards. This system uses sophisticated visual content analysis and a language model to provide SEO tag suggestions.
- **Content Generation System:** Created a system to access and interpret stored brand data, generating content like social media posts, blogs, and marketing copy.

Technologies Used: Open AI GPT 4o model, Python, Cosmos DB, Azure Storage, Azure Key Vault, Azure Functions, ASP.Net Core

Business Value

- **Enhanced Design Efficiency:** Automated design component extraction streamlined workflows, ensured consistency, and made design guidelines easily accessible.
- **Boosted Digital Presence:** Optimized content for brand alignment, accessibility, and SEO, boosting engagement and page performance.
- **Scalable Content Creation:** The system enabled scalable content production while maintaining brand tone and style for impactful marketing.