

**Reframe
AI**

AI-Powered
Website Design
Transformation



lablab.ai
Hackathon
Submission

The Problem

Modern websites often suffer from outdated designs, poor responsiveness, and lack of personalization—resulting in high bounce rates and low engagement.



The Solution

ReframeAI transforms any website into a modern, responsive, and interactive design using AI—within seconds. No need for manual redesign or coding.



Key Features

- 🎨 AI-powered Design Transformation
- ↺ Real-time Preview Comparison
- 📱 Responsive Testing
- 🚀 Multiple Modern Themes
- 💾 Export & Share
- ✨ Interactive UI Enhancements



How It Works

1. Paste your website URL
2. AI analyzes the structure & content
3. Choose a design theme
4. Get a transformed, modern version instantly
5. Preview, test, and export.



Target Audience

- Freelancers & Web Designers
- Digital Agencies
- Businesses wanting quick revamps
- Developers seeking AI-powered tools



Tech Stack



- Frontend: Next.js 14, TypeScript, Tailwind CSS, Framer Motion



- Backend: Prisma, MongoDB



- Deployment: Vercel

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Market Potential

- Our Serviceable Addressable Market (SAM) includes:
 - Businesses needing website redesigns — approx. \$2.5B annually
 - Freelancers & agencies seeking AI-enhanced workflows
 - SMBs without in-house design/development resources
- ReframeAI sits at the intersection of:
 - ✓ AI-Driven Design Automation
 - ✓ No-Code/Low-Code Tools
 - ✓ Growing Demand for Fast, Scalable Web Solutions



Revenue Streams

- Freemium Model
- Subscription Tiers (Pro, Agency)
- One-click AI Transformation credits
- Custom Branding for Agencies



Competitive Analysis

- ReframeAI vs. Wix, Webflow, Framer
- ✓ AI Redesign
- ✓ Existing Site Import
- Real-time Preview
- Unique Selling Proposition: Automated redesign for existing websites



Future Scope

- Add AI personalization based on user data
- Support for multi-language design transformation
- Launch browser extension
- Marketplace for community themes



Demo & Repos

- Live Demo:
<https://reframe-ai-murex.vercel.app/>
- GitHub Repo:
<https://github.com/sanja-ysah101/refreshify>
- Video Presentation:
<https://youtu.be/wZGT33SIC1o>





**Thank
You**



We appreciate your time
and consideration.