

## Implemented Solutions

- Masterpiece AI
- Flex Editor

Printshoppy, a prominent name in the Indian e-commerce market, recently integrated Masterpiece AI into their shop for AI-driven T-shirt design. While the initial conversion rates for text-to-image designs were modest, the company saw the potential of AI and broadened its offerings to include image-to-image generation.

## Challenges and Solutions

### Mobile Device Optimization

With 90% of users in India shopping via mobile, Printshoppy prioritized optimizing the Flex Editor for mobile. The Printbox team's swift development of a simplified zoom feature within 1.5 weeks improved the mobile experience and demonstrated the company's commitment to meeting user needs.

### Simplifying AI Interactions

Users initially needed help with prompt creation. Printbox proposed a streamlined system that generates a full image based on minimal input. This process involves a detailed explanation of how it enhances ease of use and customer satisfaction. This solution is still evolving, but results so far have been positive.

## Results

Shortly after launch, over 150 renders were produced, an impressive result for a new niche. Users quickly embraced the tool, generating nearly 30,000 prompts, with each user creating an average of over two prompts.

For 50% of projects added to the cart, only two iterations were required to generate satisfactory designs. This speaks volumes about the efficiency and reliability of the AI models, which consistently deliver high-quality results quickly. This dedication to enhancing user satisfaction is integral to Printshoppy's operations.

The speed of AI generation also improved significantly, with text-to-image generation time dropping from 53 seconds in July to just 37 seconds in August, a 30% improvement. This significant progress in AI technology boosts user satisfaction and enhances business operations. It indicates the rapid advancement in AI technology, making the audience feel the innovation and improvement in the field.

