

“EXPLORING THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON THE COMPLEXITY OF LANDING PAGE ANATOMY”

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Landing pages serve as digital gateways, crucial for engaging users and driving conversions in the online realm. Understanding the intricate components that comprise these pages is essential for crafting effective online experiences. In this article, the anatomy of landing pages and the capabilities of artificial intelligence (AI) in constructing these pivotal digital assets will be explored, focusing particularly on the platform Framer AI.

The study involved analyzing three types of queries to assess Framer AI's capabilities in designing landing pages.

Simple Query: The first type of query instructed the AI to create a website page design without additional specifications. This test aimed to evaluate the AI's autonomy in constructing a landing page with minimal input. Results indicated that Framer AI typically followed established design patterns, including essential sections like hero blocks, social proof, and subscription forms.

Descriptive Query: The second type of query provided detailed instructions regarding the website's purpose, features, and target audience, while leaving the layout and placement of elements to the AI's discretion. Analysis revealed a tendency towards structured layouts, with emphasis placed on key elements such as hero sections, feature presentations, and user testimonials. However, deviations from standard layouts were limited, indicating a reliance on predefined design patterns.

Non-Standard Query: The third type of query encouraged creativity by presenting abstract design criteria without specifying UI elements. Despite the open-ended nature of the query, AI-generated landing pages adhered closely to established standards, incorporating main sections such as hero blocks, USPs, multimedia content, and calls-to-action. While some deviations were

observed, the overall construction remained within the confines of conventional landing page design.

The study sheds light on the potential and limitations of AI in landing page construction. While platforms like Framer AI offer efficiency and accessibility in website design, they often rely on established design patterns, resulting in a lack of true innovation and customization. While AI excels at generating functional and visually appealing landing pages, it may struggle to provide truly unique solutions tailored to specific user needs.

As such, AI-driven website builders should be viewed as tools to augment human creativity rather than replace it entirely. Moving forward, continued research and development are necessary to enhance AI's ability to generate truly original and tailored landing page designs that cater to diverse user preferences and expectations.