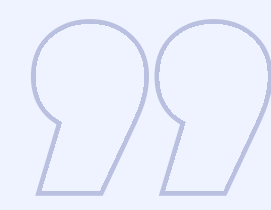




ALLPROCOLOR **SUCCESS STORY**

Reimagining Print Ordering Through
Intelligent Digital Experiences



“AllProColor makes print ordering simple, from finding the right product and customizing details to creating designs and completing checkout without unnecessary complexity.” - Confidential



BACKGROUND

AllProColor is an online printing platform that helps customers create and order a wide range of print products. The platform brings product browsing, print specifications, custom design, artwork uploads, quotes, and ordering into one digital experience. It also uses AI to make print creation easier by helping customers describe their needs, configure products, and create designs through a guided conversational experience.

82% Faster

Print Configuration

76% Smarter

AI Design Creation

71% Smoother

Order Processing

68% Better

Customer Experience

THE CHALLENGE

AllProColor needed to simplify the journey from a customer's initial print request to a completed order while supporting a wide range of

product and design requirements. Customers needed guidance across product selection, specifications, customization, artwork, and design creation without leaving the ordering experience. The platform also needed to connect these steps with design review, pricing, cart, fulfillment, and checkout in one continuous workflow.

THE KONSTANT SOLUTION

- ➔ Konstant developed AllProColor into an intelligent print-commerce platform that connects product discovery, print configuration, custom design, and ordering within one streamlined experience. Customers can describe their requirements conversationally, explore suitable products, configure specifications, request quotes, upload artwork, or create designs with AI, making the print-ordering journey more flexible and accessible.
- ➔ A key part of the implementation is Alli, the AI Design & Print Assistant, which uses conversational AI to understand customer requirements and guide them through product configuration and design creation. The platform combines AI product detection, smart print configuration, AI-powered design generation, and intelligent recommendations to help customers move from an initial idea to a reviewed, print-ready design. Alli then connects the approved design with pricing, cart, fulfillment, and checkout, creating a continuous journey from conversation to completed order.



MEET ALLI: AN AI ASSISTANT BUILT FOR PRINT & DESIGN

Alli, AllProColor's AI Design & Print Assistant, transforms the traditional print-ordering experience into a guided, conversational journey. From understanding what customers want and configuring print specifications to creating designs, reviewing proofs, and completing checkout, Alli brings the entire process into one connected experience. Customers can make decisions at each stage while moving seamlessly from an initial idea to a ready-to-order design.

➔ Start the Request

Customers begin by telling Alli what they want to create or choosing from available design options. Alli uses the initial request to understand the product requirement and guide the customer toward the next step.

➔ Configure the Product

Alli guides customers through key print specifications, including size, quantity, sides, paper stock, coating, and turnaround. Recommended options are presented while customers can customize the configuration based on their requirements.

➔ Confirm the Order

Once the specifications are selected, Alli presents a consolidated configuration with the estimated price. Customers can review the details, make changes if needed, and confirm the configuration before moving into the design stage.

➔ Build the Design

Alli gathers the content needed to create the design through a conversational process. Customers can provide details such as their business name, main message, and information they want included across the design panels.

➔ Set the Visual Style

Customers can provide branding assets and visual preferences to guide the design direction. Alli can accommodate available logos, color preferences, and alternative visual treatments when specific brand assets are not available.

➔ Generate & Review

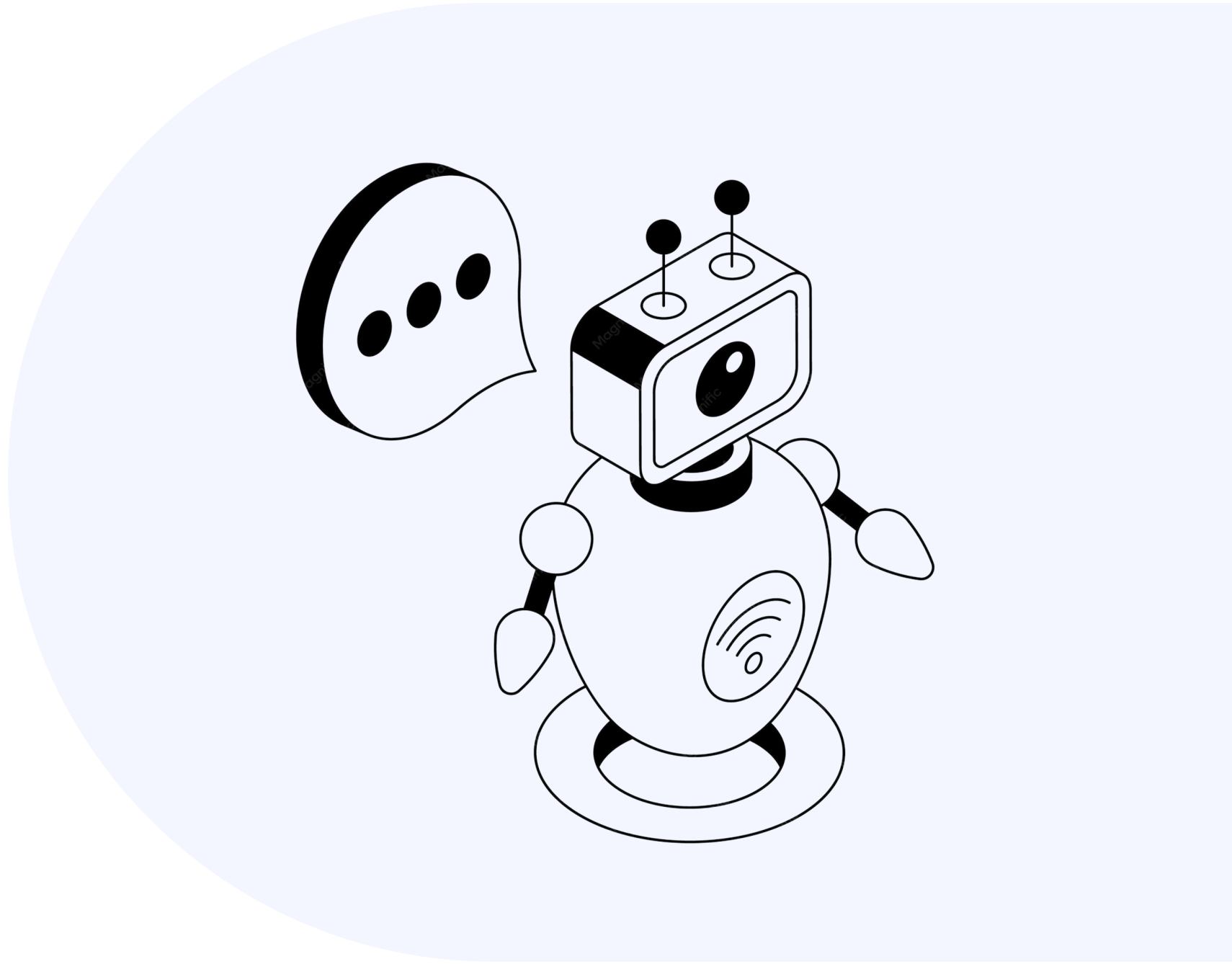
Using the approved requirements and design details, Alli generates the requested design and presents its panels for review. Customers can approve individual panels as they are generated, keeping control over the design before it moves forward.

➔ Finalize the Order

After the panels are approved, Alli brings them together into a final design proof for review. Customers can regenerate or edit the design, review the final output, select their preferred turnaround, and add the completed job to the cart.

➔ Complete Checkout

The finalized design moves directly into the existing shopping and checkout experience. Customers can log in, create an account during checkout, or continue as a guest before selecting fulfillment and completing the order.



IMPACT: A STORY OF UNMATCHED SUCCESS

The AI-powered experience makes the journey more interactive by turning complex print requirements into a conversational process. Alli helps customers make configuration decisions, gathers design information, generates design concepts, supports panel-by-panel approval, and connects the approved design with pricing, cart, fulfillment, and checkout.

AI-Powered Print	Guided Product Configuration	Conversational Design Creation
Alli helps customers move from an initial idea to a defined print project through conversation, recommendations, and guided product and design decisions.	Customers can configure quantity, size, sides, paper stock, coating, and turnaround while Alli recommends suitable options and supports further product customization.	Alli gathers business names, messages, back-side information, branding preferences, and other requirements through conversation, creating a structured brief for design generation.

AI Design Generation

Once requirements are confirmed, Alli generates design panels for review, allowing customers to approve each panel before the complete design is assembled.

Flexible Design Review

Customers can review the final proof, regenerate the design, or edit design details before approving the output and continuing with their print order.

Connected Print Ordering

The approved design moves into the shopping cart with its configuration and pricing, followed by fulfillment selection and flexible guest or account checkout.

CONCLUSION

By combining AI assistance with a complete digital print workflow, AllProColor makes it easier for customers to turn their ideas into finished print products. Alli connects product selection, configuration, conversational design creation, AI-generated proofs, review, and checkout within one experience, creating a more guided and flexible way for customers to create, customize, and order print materials.

CLIENT REVIEW

★★★★★

“Konstant’s team understood our requirements and worked closely with us throughout the development process. Their technical expertise, communication, and attention to detail helped bring our vision to life.”

Confidential
Founder, AllProColor



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