A STEP-BY-STEP PLAYBOOK

Build a 3D website people can walk into.

A 3D mascot, a real-looking shop and a story that unfolds as you scroll. Built by talking to an AI, with no code typed by hand.

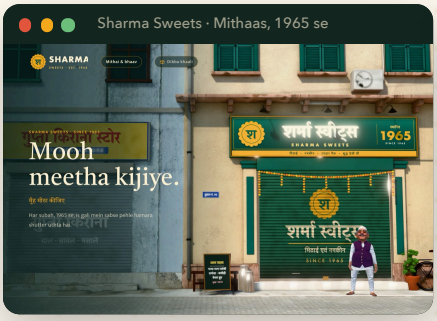


10	17	2	0
STEPS	TOOLS	DAYS	LINES TYPED BY HAND

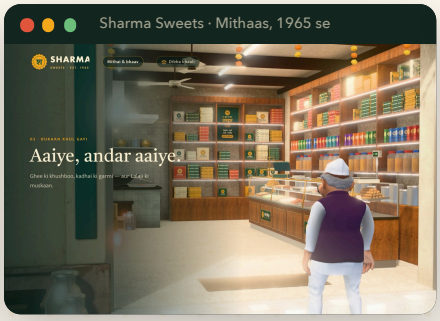
THE FINISHED SITE

One long scroll. One short film.

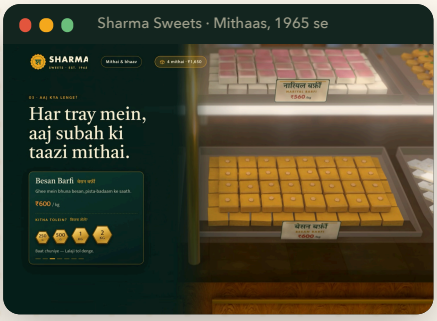
The visitor never clicks a menu. They scroll, and the page tells a story: a shop opens, they walk in, look at the sweets, order, pay and get directions. These are eight moments from the real site.



0–9% Dawn. The shop is shut and Lalaji greets you at the door.



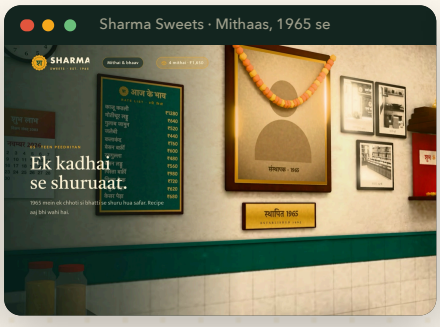
9–20% Scrolling lifts the shutter. You follow Lalaji inside.



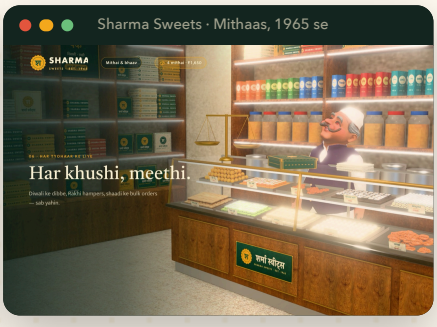
20–39% The camera glides from tray to tray. Each sweet shows its price.



39–52% The halwai corner: jalebi frying in the kadhai.



52–63% The legacy wall: the founder's photo, since 1965.



63–79% The gifting counter: a box closes and a ribbon ties itself.



79–89% Lalaji hands over the bill, with a QR code to pay.



89–100% A map and directions, and Lalaji waves you over.

SCROLL = TIME

The percentages are how far down the page you are. The whole film is one page, about fourteen screens long.

DAWN	SHUTTER	COUNTER	HALWAI	LEGACY	GIFTING	BILL	VISIT

0% · TOP OF THE PAGE — EIGHT CHAPTERS, ONE SCROLL → — 100% · THE END



LALAJI'S TIP

Scroll back up and the film runs backwards. Even the shutter comes down again.

THE IDEA IN 60 SECONDS

A web page in front, a film set behind.



3 · The scrollbar is the film's timeline.

1. **Your words are a normal web page.** Headlines, prices and buttons sit on the left and scroll past.
2. **One 3D scene sits behind them** and never scrolls away: the street, the shop, the sweets, the mascot.
3. **Scroll position is a number from 0 to 100%.** At 0% the camera is on the street at dawn; at 100% Lalaji is waving goodbye. Every number in between says where the camera is and what the mascot is doing.

WHY IT FEELS LIKE A FILM

Each chapter holds one camera shot while you read. Between chapters the text fades out, the camera travels, and the next text fades in. Words and moving things are never on screen together.

Three tricks that make it look real and still run fast

1 · BUILD IT IN BLENDER

The shop is a real 3D model with real wood, plaster and steel, not shapes drawn by code in the browser. Our first try was code-drawn sweets, and they looked like toys.

2 · BAKE THE LIGHT

Blender spends minutes working out sunlight and soft shadows once, and saves the result as pictures. The website only shows those pictures, so a phone has almost nothing to calculate.

3 · ONE MASCOT, MANY MOVES

One character file carries nine animations: idle, walk, wave, bow and more. The site blends between them as you scroll.

YOUR JOB: THE DIRECTOR

- Decide the story and the feeling.
- Look at each result and say what feels wrong, in plain words.
- Approve one phase at a time.
- Do the few things only you can: accounts, uploads, your shop's real details.

THE AI'S JOB: THE CREW

- Write every line of code.
- Run Blender, build and light the shop.
- Open the site in a browser and check its own work.
- Tell you what it did, and what it could not check.

THE TOOLKIT

17 tools. You only touch four.

You use the AI app, an image generator, Tripo and Mixamo yourself. Claude installs and runs everything else for you.

THE BUILDER

Claude Code desktop app — PAID PLAN
The AI you talk to. It writes the code, runs Blender and the other tools on your computer, and tests the site in a browser.

THE MASCOT

AI image generator any — VARIES
A front and a back picture of your character, standing in a T-pose.

Tripo AI tripo3d.ai — FREE CREDITS + PAID
Turns the picture into a 3D model you can download (.glb).

Mixamo mixamo.com — FREE
Adds a skeleton to the model and gives you ready-made animations.

THE WORLD

Blender blender.org — FREE
Builds the shop, works out the lighting, renders pictures. Claude drives it; you never open it.

Poly Haven polyhaven.com — FREE
Real wood, plaster, tile and metal surfaces, plus sky lighting. Public domain.

Pexels · Unsplash photo sites — FREE
Free photos of real shops and sweets, for reference and small details.

THE WEBSITE

Node.js nodejs.org — FREE
Lets your computer run the website tools below.

Vite vite.dev — FREE
Runs the site on your computer while you build, and packs it for launch.

three.js threejs.org — FREE
Shows 3D models inside a web page.

GSAP ScrollTrigger gsap.com — FREE
Ties animations to how far the visitor has scrolled.

Lenis lenis.darkroom.engineering — FREE
Makes scrolling glide instead of jump.

FINISHING

glTF-Transform gltf-transform.dev — FREE
Shrinks 3D files. Our mascot went from 19.8 MB to 5.6 MB.

Headless Chrome no window — FREE
Draws signboards, price tags and box labels as images, with Hindi lettering shaped correctly.

Google Fonts fonts.google.com — FREE
The lettering: Mukta and Tiro Devanagari Hindi.

Google Maps embed + directions link — FREE
The map at the end and the "show me the way" button.

qrcode-generator small code library — FREE
Draws the pay-by-QR code on the bill.

Prices and free allowances change. Check each tool's site before you start.

THE ROUTE

Ten steps, in this order.

Each step ends with something you can look at. Do not start the next one until you like what you see.

STEP 1
Set up the workshop
You get: A project folder, with Node.js and Blender installed.

STEP 2
Make the mascot
You get: One character file with nine animations.

STEP 3
Write the brief, plan first
You get: A plan in phases that you have approved.

STEP 4
Build the world
You get: A daylight shop model with its lighting baked in.

STEP 5
Direct the scroll story
You get: Chapters, camera moves and text that never overlaps.

STEP 6
Showcase the products
You get: Tray-by-tray close-ups with names and prices.

STEP 7
Polish for realism
You get: Gloss, lens blur, a real sky, things that move.

STEP 8
Brand it
You get: Your own logo and colours on every sign, box and tag.

STEP 9
Let people order
You get: A cart, a bill with a pay QR, and a map.

STEP 10
Check, fix, ship
You get: Tested on real screens, placeholders replaced, online.



STEP 1

ABOUT 15 MINUTES

Set up the workshop.

BEFORE YOUR FIRST MESSAGE

- Install the **Claude desktop app** and open its Code tab.
- Install **Node.js** (the LTS version) and **Blender**.
- Make free accounts on **Tripo** and **Mixamo**.
- Create an empty folder for the project and open it in Claude.
- Save two or three pictures that have the mood you want. They are references, not things to copy.

YOUR FIRST PROMPT

```
This is a new project for a 3D mithai shop website.
Please:
1. Create these folders: assets/character/1-images,
assets/character/2-model, assets/character/3-
animations, assets/references, public/models.
2. Check that Node.js and Blender are installed on
this computer, and tell me where Blender is installed.
3. Show me the final folder structure.
I'm not a coder, so explain anything I need to do in
simple words.
```

WHERE EVERYTHING LIVES

```
your-project/
├─ assets/
│  ├─ character/
│  │  ├─ 1-images   ← your pictures
│  │  ├─ 2-model    ← from Tripo
│  │  └─ 3-animations ← Mixamo
│  └─ references
├─ public/models   ← finished 3D
├─ scripts         ← Blender recipes
└─ src             ← the website
```

STEP 2

THE PART PEOPLE ASK ABOUT MOST

Make the mascot.

A picture becomes a 3D model, the model gets a skeleton, the skeleton gets animations, and Claude packs it all into one small file.

YOU	YOU	CLAUDE	YOU	CLAUDE	CLAUDE
1 · Picture Front and back, T-pose, plain background.	**2 · Tripo** Upload, generate, download the .glb.	**3 · Convert** .glb to .fbx, so Mixamo accepts it.	**4 · Mixamo** Auto-rig, pick animations, download.	**5 · Merge** All animations into one character.	**6 · Shrink + test** Compress, and a page with one button per move.



FRONT Arms straight out.



BACK Same pose.

LALAJI'S TIP

Give Tripo a clean T-pose on a plain background. If my arms touch my body in the picture, Mixamo cannot tell where my elbows are.



From a still model to nine moves.

3 · ASK CLAUDE TO CONVERT THE MODEL

PROMPT · COPY AND ADAPT

```
Convert assets/character/2-model/lalaji.glb to
FBX using Blender in headless mode (find Blender
on this computer yourself), keeping the textures
embedded. Remove any skeleton/armature if it has
one. Save it as assets/character/2-
model/lalaji.fbx.
```

4 · IN MIXAMO

1. Upload the .fbx. Place the markers on chin, wrists, elbows, knees and groin. Mixamo builds the skeleton.
2. Pick an idle animation. Download it as **FBX, With Skin, 30 fps**. This file carries the character itself.
3. Pick the other moves. Download each as **FBX, Without Skin, 30 fps**.
4. For walking, tick **In Place**.
5. Save them all in **3-animations** with clear names: lalaji_idle.fbx, lalaji_walk.fbx…

THE NINE WE USED

idle · walk · greet (wave) · point · clap · thumbs up · bow · lift (for the shutter) · stir (for the kadhai)

5 + 6 · ASK CLAUDE TO MERGE, SHRINK AND TEST

PROMPT · COPY AND ADAPT

```
I'm preparing a 3D character for a website.

FILES
- assets/character/3-animations/lalaji_idle.fbx
— the rigged, skinned character (from Mixamo)
with the idle animation.
- ..._point.fbx, ..._clap.fbx, ..._bow.fbx —
animation-only files on the same skeleton.
- assets/character/2-model/lalaji.glb — the
original Tripo model with the correct textures
(backup).

TASK — use Blender in headless mode. Write the
script to a file, run it, and fix errors
yourself:
1. Import the idle file as the base character.
2. If its textures are missing or white, take
them from the original .glb.
3. Attach each animation to the base skeleton
with these names: idle, point, clap, bow… so all
of them export.
4. Export public/models/lalaji.glb with all the
animations.
5. Optimize with @gltf-transform/cli: textures
max 2048px as WebP, Meshopt compression. Target
under 6 MB.
6. Report: final file size, polygon count, and
the animation names inside.
7. Create a quick test page that loads it, with
one button per animation, so I can check it in
the browser.

If anything fails or looks wrong, don't assume —
tell me.
```



WHAT WENT WRONG FOR US

When Lalaji walked, his kurta stretched like rubber: only his hips were being held in place. **If clothes stretch, say exactly what you see and ask Claude to render the whole body, frame by frame, before guessing.**

WHAT YOU END UP WITH

One file, 5.6 MB (down from 19.8 MB): the character, his textures and every animation, plus a test page with one button per move.

STEP 3

THE MOST IMPORTANT PAGE IN THIS PLAYBOOK

Write the brief. Plan first.

Do not ask for "a 3D website". Describe the film you want, set the rules, and ask for a plan before any code. Then approve one phase at a time.

THE BRIEF · FILL IN THE DOTS

```
Don't write code yet — first make a plan.

BIG PICTURE
We are building a 3D, scroll-driven website for "…", a
… shop (since …), for … customers. It has a 3D mascot
"…" who guides the visitor.
Stack: Vite + vanilla JavaScript + three + gsap
(ScrollTrigger) + lenis. Desktop-first; mobile later.

ASSETS
- Character: public/models/….glb (animations: idle,
point, clap, bow…)
- References: assets/references/*.png — for mood only,
do not copy.

COLOURS AND LETTERING
Background #…, text #…, accent #…. Serif headlines,
clean sans body. Copy in warm, short Hinglish.

STORY (scroll chapters)
1. 0–15%  … what the visitor sees, what the mascot
does
2. 15–35% …
3. …

RULES
- The whole site is scroll-animated. The 3D canvas
stays fixed behind every section.
- Text on the left, 3D subjects right or centre. Text
must never overlap the mascot or the products.

PERFORMANCE / NEGATIVE RULES
- Must not lag on mid-range Android phones.
- Loading screen with progress.
- Respect prefers-reduced-motion.

PHASES
Split the plan into phases. When I approve the plan,
build Phase 1 only, then stop so I can check it.

If you are confused about anything, don't assume — ask
me.
```

WHY EACH PART IS THERE

Plan first	You read a plan in two minutes. You cannot read code.
Story with %	Turns "make it cool" into chapters the AI can build and you can judge.
Text left, 3D right	The one layout rule that kept every screen readable. Claude built a checker that measures the gap in pixels.
Negative rules	Say what must not happen: no lag, no motion for people who switch it off.
Phases	Small steps mean small mistakes. Our approvals were three words: "Looks good, Phase 2."
"Ask me"	Without it, an AI fills gaps with guesses.

OUR FIVE PHASES

1 Foundation · 2 Scroll engine · 3 The 3D world · 4 Content and polish · 5 Speed and mobile



LALAJI'S TIP

Your first plan will be wrong somewhere. Ours was. Phases make changing direction cheap.

What really happened to our first plan

PHASE 1 — **Foundation**
"Looks good, Phase 2."

PHASE 2 — **Scroll engine**
"Looks good, Phase 3."

PHASE 3 — **The 3D world**
"It doesn't look like real websites at all. Sweets don't look like real sweets, there's no thought behind the scrolls."

NEW PLAN — **The walk-in shop**
Three phases in, we threw the idea away and kept the foundation. The rest of this playbook is that second plan.

STEP 4

WHERE IT STARTS TO LOOK REAL

Build the world.

We built the world three times. The story of why is the lesson.

TRY 1 · SHAPES DRAWN BY CODE

Spheres for laddoos, a spiral tube for jalebi, floating in space. Fast to make, and it looked like a toy. No story either.

TRY 2 · A BLENDER SHOP, AT NIGHT

A real room, but dark and half empty. It still read as a game level, not a shop you know.

TRY 3 · A REAL BAZAAR SHOP, BY DAY

Sunlight, a painted shutter, Hindi signboards, twenty kinds of sweets in steel trays, jars, a calendar, a mandir. The reaction: "love it".



OUTSIDE Rendered in Blender. Neighbours, wires and a bicycle make it a street.



INSIDE Counter, shelves, halwai corner, legacy wall: one room, four chapters.

WHAT TO ASK FOR

1. **Start from the real thing.** "Check how real Indian sweet shops look, then design it." Claude listed what they all have: shutter, signboard, toran, glass counter, steel trays, price tags, scale, founder's photo.
2. **Have Claude build it by script.** It writes a recipe that makes every object in Blender. Change the recipe, rebuild in seconds.
3. **Use real surfaces.** Wood, plaster and tiles from Poly Haven, approved by you before download.
4. **Print the graphics.** Signboards, tags and box labels are drawn as small web pages and saved as images.
5. **Bake the light,** then export and compress. Ours: 165,000 triangles, 17.9 MB down to 10.8 MB.



LALAJI'S TIP

A real shop is full of small things: a calendar, a weighing scale, a mandir. Ask for the clutter by name.



PRINTED BY CODE The signboard is a picture drawn from text and colours, so changing the shop's name takes one line.

THE PROMPT THAT FIXED IT

```
The shop doesn't look realistic to me. We
have Blender, we could use it to develop a
realistic website. Please build it like a
real shop, and instead of night, let's make
it day.
```

ONE COMMAND REBUILDS EVERYTHING

graphics → build → bake light → reflections → export

STEP 5

SCROLL IS THE TIMELINE

Direct the scroll story.

> *"A shop with the shutter closed when the website opens, and the character standing in front of the door. Then he opens the shutter and inside there's a beautiful shop. As we scroll down we move into the shop."*
>
> THE STORY, EXACTLY AS IT WAS FIRST DESCRIBED

That paragraph became eight chapters. Each one is a share of the scroll, one camera shot and one job for the mascot.



CHAPTER 2 The shutter is up. You follow Lalaji in.

DAWN	SHUTTER	COUNTER	HALWAI	LEGACY	GIFTING	BILL	VISIT

0% · TOP OF THE PAGE — SCROLL → — 100% · THE END

CHAPTER	SCROLL	THE CAMERA	THE MASCOT
Dawn	0–9%	Wide street view, pushing in	Greets you at the door
Shutter	9–20%	Close on the shutter	Lifts it, tied to your scroll
Counter	20–39%	Close-ups, tray to tray	Waits behind the counter
Halwai	39–52%	Over the kadhai	Stirs the jalebi
Legacy	52–63%	The photo wall	Keeps cooking, off screen
Gifting	63–79%	Across the counter	Bows as the box closes
Bill	79–89%	Moves in on Lalaji	Hands over the bill
Visit	89–100%	Stays with Lalaji	Waves you over

Four rules that made it feel directed

HOLD, THEN TRAVEL

Text is pinned while a shot holds. It fades out before the camera moves to the next shot, and the next text fades in after.

THE MASCOT FOLLOWS

Scroll says where the story wants Lalaji. He walks there himself, at human speed, turning smoothly. Scroll fast and he hurries; he never teleports.

SOME THINGS ARE TIED TO SCROLL

The shutter rises exactly as far as you scroll, and goes back down if you scroll up. Use this for one or two hero moments only.

MEASURE THE OVERLAP

Claude wrote a checker that walks the whole story and reports the smallest gap between text and subject, at three screen sizes. Ask for the numbers.

STEP 6

SELL THE PRODUCT INSIDE THE STORY

Showcase the products.



THE TRAY TOUR The camera rests on one tray, then glides to the next. The card on the left changes with it.

Our first product section was a grid of cards at the bottom of the page. It worked, and it broke the spell: you left the shop to read a menu.

THE PROMPT

```
Instead of showing the sweets with prices as
a separate section at the bottom, can we
create those same sweets inside the sweet
counter? As we scroll down we zoom in into
one, and then keep moving to the next and
then the next inside the counter. Same as we
see in Indian shops.
```

- Seven showcase sweets are the first seven trays in the counter.
- Prices live in one list. The card, the tags and the bill all read from it.
- The text sits on a solid panel here, so trays never slide under the words.

STEP 7

THE LAST 10% THAT PEOPLE NOTICE

Polish for realism.

When the site worked, we asked one open question and let the AI propose the list.

THE PROMPT

```
How can we make this website more realistic and
better?
```

It came back with options. We picked one, "Realism polish", and got:

- **Shine.** Syrup gloss on jalebi and gulab jamun, a soft sheen on the floor and counter.
- **Lens blur.** The tray on show is sharp, the ones behind go soft, like a food photo.
- **A real sky** and a wider opening shot of the whole building.
- **Life.** Ceiling fans turn. The marigold toran sways.



MODELLED, NOT PHOTOGRAPHED Every sweet is a 3D model in a steel tray, so the camera can move around it.



LALAJI'S TIP
Ask what could be better, then choose one thing. Ten improvements at once means ten things to check.

STEP 8

ONE FILE, EVERY SIGN

Brand it.



THE BRAND BOARD Logo, colours, lettering, packaging.

The shop began as a made-up name. Changing it to Sharma Sweets took one prompt, because the name, colours and logo live in **one small file** that everything else reads.

THE PROMPT

```
Assume we are Sharma Sweets. Build its branding from scratch
and implement it.
```

- Claude designed a mark (a marigold seal with श), a palette and a line: "Mithaas, 1965 se."
- It redrew the signboard, shutter, boxes, packets, price tags and rate list, then rebuilt and re-lit the shop.
- The website header, colours and browser icon followed.

USE YOUR OWN BRAND

Do not put a famous company's name or logo on your shop. It is theirs, and customers will believe they stand behind you. A brand of your own took us one prompt and a few minutes of baking.

STEP 9

FROM SHOWCASE TO SHOP

Let people order.

Weights
Tap a brass weight: 250 g, 500 g, 1 kg, 2 kg.

Dibba
It hops into the box in the header. The total updates.

Bill
At the end, a paper cash memo with every line.

Pay + find
A QR code for the total, then a map.

THE PROMPT, SHORTENED

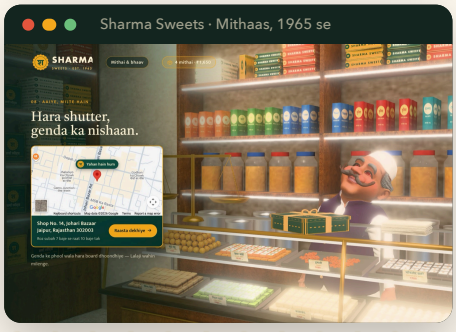
```
When you zoom in on dishes, give a button to order or make a
cart, so the user can add that item: 250 g, 500 g, 1 kg or 2 kg.
But make it creative somehow. At the end, Lalaji gives the bill
of the total items, and show a QR code for paying. Then zoom in
around Lalaji and show directions to the shop.
```

FILL THESE IN BEFORE LAUNCH

Your UPI ID (until then the QR is stamped DEMO and cannot take money) · your WhatsApp number, so the order reaches you · your real address for the map pin.



THE BILL Slides in from Lalaji's side.



THE WAY One tap opens directions.

STEP 10

HALF OF THE WORK IS LOOKING

Check, fix, ship.

REVIEW LIKE A DIRECTOR

- **Say what you see, not how to fix it.** "His kurta is getting stretched when he walks" is a perfect bug report.
- **Compare with the real world.** "It doesn't look like a real shop" sent the AI to look at real ones.
- **One change at a time,** then look again.
- **Say "love it" when it is right.** The AI keeps what you praise.

ASK THE AI TO PROVE IT

- Screenshots at two or three screen sizes.
- The smallest gap between text and subject, in pixels.
- No errors in the browser, and a clean final build.
- **A list of what it did not check.** Ours always ended with one: phones, full-speed motion, real payments.

Eight things that went wrong, and what fixed them

WHAT WE SAW	THE CAUSE	THE FIX
Sweets looked like toys	They were shapes drawn by code.	Modelled them in Blender, in real trays, under real light.
The shop felt fake	Night lighting and empty space.	Daylight, and the clutter of a real shop.
Everything was too dark	A colour setting was wrong when files were exported.	Asked why the site was darker than the Blender picture. One fix, three times brighter.
Lalaji's kurta stretched	Only his hips were held in place while walking.	Held every bone in place. Rendered full-body frames to confirm.
He jumped when scrolling fast	His position was tied directly to the scroll.	He now walks to where the story wants him.
Trays slid under the text	The camera was moving behind see-through text.	A solid panel behind the text during close-ups.
He lunged into the counter	A big "thumbs up" move in a close shot.	Swapped it for a small bow.
The map was sometimes blank	It waited for a signal some browsers never sent.	It now loads when the story reaches the last counter.



LALAJI'S TIP

None of these were found by reading code. Every one was found by looking at the screen and saying "that looks wrong".

KEEP NOTES

Ask the AI to remember decisions between sessions: what you approved, what you rejected and why. It saves you from explaining the story twice.

TEAR-OUT PAGE

Ten sentences that did the work.

Every one is a real message from the build. None of them contains a technical word.

1. *"I'm not a coder, so explain anything I need to do in simple words."*
   Sets the tone for every answer.

2. *"Don't write code yet. First make a plan."*
   You approve ideas, not code.

3. *"Build Phase 1 only, then stop so I can check it."*
   Keeps mistakes small.

4. *"If you are confused about anything, don't assume. Ask me."*
   Stops silent guessing.

5. *"Check how real shops look, then design it."*
   Reality is the reference.

6. *"It doesn't look realistic to me."*
   Honest feedback, plainly said.

7. *"Love it. Now make the character's movement smooth throughout."*
   Praise, then the next thing.

8. *"When he is walking his kurta is getting stretched."*
   Describe the symptom.

9. *"How can we make this website more realistic and better?"*
   Let the AI propose.

10. *"Make it creative somehow."*
    Leave room. This gave us brass weights and a paper bill.

Before you share the link

- [ ] **Real prices** — Ours are still placeholders.
- [ ] **Real address and map pin** — The demo points at an example street.
- [ ] **UPI ID** — Turns the demo QR into a real payment request.
- [ ] **WhatsApp number** — So the order reaches the shop, not only the payment.
- [ ] **Your own photos** — The founder's portrait, the shopfront.
- [ ] **Test on a phone** — Our build is about 18 MB. Shrink it before launch.
- [ ] **Reduced-motion check** — For visitors who switch animation off.
- [ ] **Put it online** — Ask Claude to deploy it to a web host. We had not done this step when this was written.



A SMALL TOUCH The loading screen stacks laddoos while the shop downloads.

YOUR TURN

Now build yours.

A bakery, a tailor, a bookshop, a chai stall. Pick a place people love walking into, give it a character, and tell its story one scroll at a time.



1. Set up the workshop
2. Make the mascot
3. Write the brief, plan first
4. Build the world
5. Direct the scroll story
6. Showcase the products
7. Polish for realism
8. Brand it
9. Let people order
10. Check, fix, ship

मुँह मीठा कीजिए

MOOH MEETHA KIJIYE