

The free guide · with prompts

From template to 3D scroll site

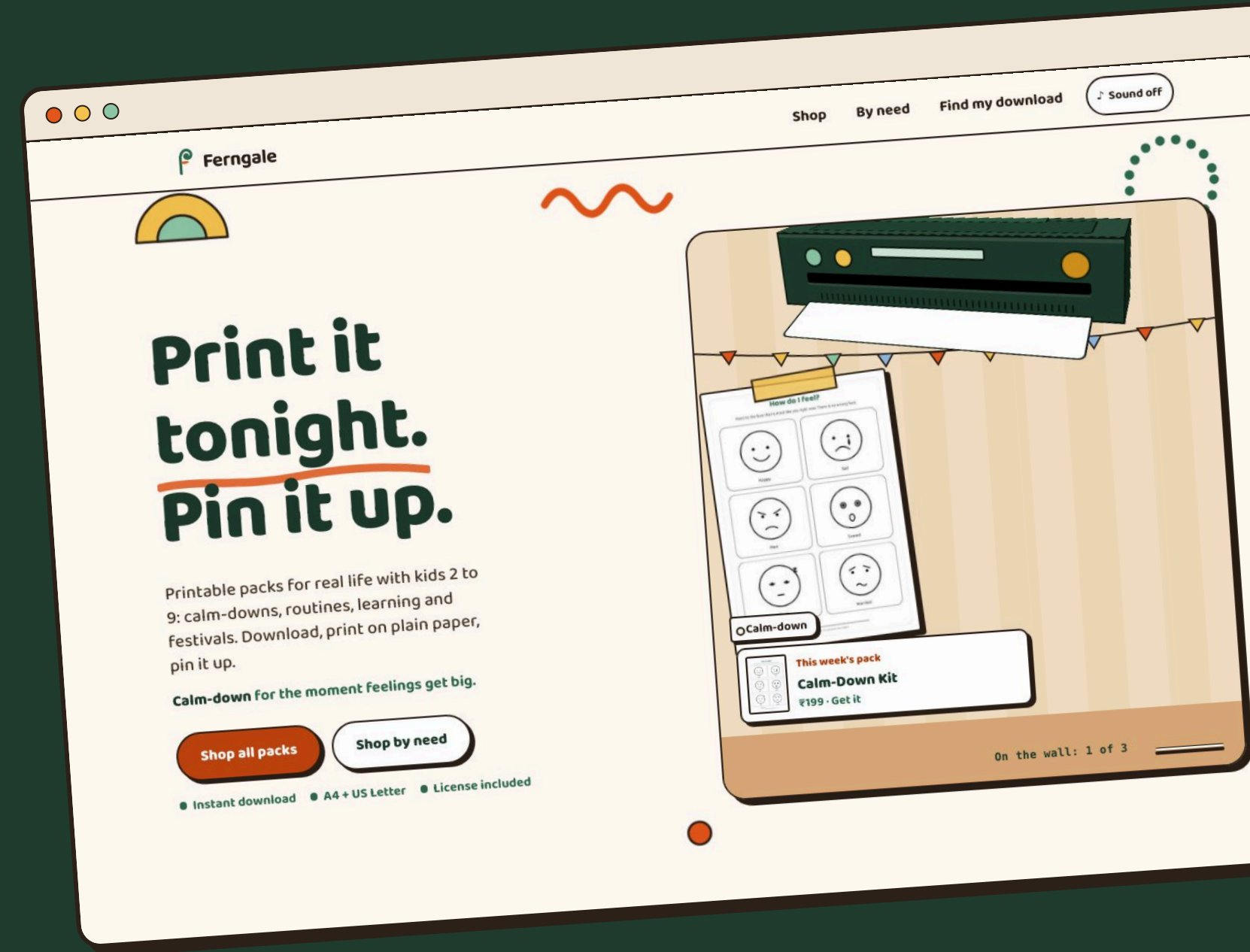
The 8 components behind our store: what each one does, why it works, the real settings, and short prompts to build yours.

8 components

real settings

copy-paste prompts

by **Ferngale Studio** · @ferngalestudio



How to use this guide

8 components, a few prompts each.

Each page shows one part of ferngale.com, what it does for the buyer, the settings we used and short prompts for your AI assistant. Replace the **[ORANGE BRACKETS]** with your shop. Build them in order: each one leans on the one before.

01

One idea

The site does what your product does.

02

The 3D object

A real object, built light, from one angle.

03

Scroll timeline

One number drives the whole hero.

04

The wall

Real pages land as you scroll.

05

Motion system

Two curves, short timings, good manners.

06

Shelves by need

Sort by the problem, not the product.

07

Look inside

Every page, turned by the scroll.

08

Product page

Pages first, price next, one calm buy.

You need: an AI assistant · a code editor · your real product images · a phone to test on.

Make the site do what you sell.

A template shows products in boxes. An immersive site shows the product working. We sell printables, so our hero is a printer that prints our real pages onto a wall.

☐ **One idea only.** Two hero ideas cancel each other out.

☐ **Use your real product,** never mockups or stock.

☐ **Say it in 5 words.** Ours: "Print it tonight. Pin it up."

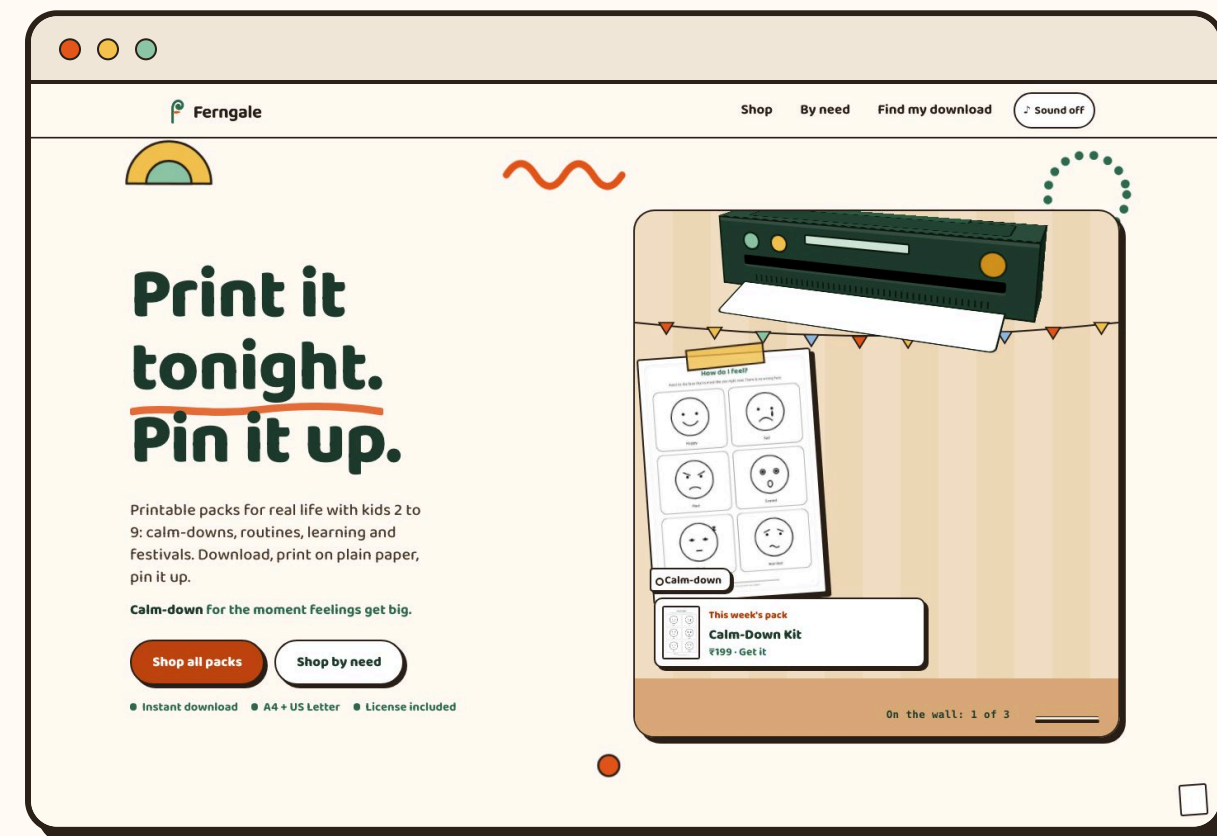
Prompts

● My shop sells **[PRODUCT]** to **[BUYER]**. Give me 3 hero ideas where the page itself shows what the product does, driven by scroll.

● For each idea: one sentence, the moment it lands, and what a cheap phone shows instead.

● Write the 5-word promise the hero proves without any text.

Our answer



A real object, built light.

Our printer is a box made of six faces placed in 3D space with CSS. There's no model file to download, so it appears instantly and stays sharp on every screen.

- ☐ **One camera angle.** If it has to turn all the way round, use a 3D model (Blender, then Three.js).
- ☐ **Light from above:** top face lightest, sides darker, front in between.
- ☐ **A slight tilt** (a few degrees) makes it read as 3D, not flat.

```
/* the idea, not our code */
.scene { perspective: 1400px; }
.box   { transform-style: preserve-3d;
        transform: rotateX(-8deg) rotateY(12deg); }
.front { transform: translateZ(60px); }
.top   { transform: rotateX(90deg) translateZ(60px); }
/* + back, left, right, bottom the same way */
```

Prompts

- Build a **[OBJECT]** as a CSS 3D box: six faces, preserve-3d, perspective 1400px, seen slightly from above.
- Shade it with light from the top: top face lightest, sides 15% darker. No textures, flat brand colours.
- Give it one moving part (a paper slot, a lid, a door) that the scroll can drive later.



Our printer: six faces, one slot, light from above.

One number drives the whole hero.

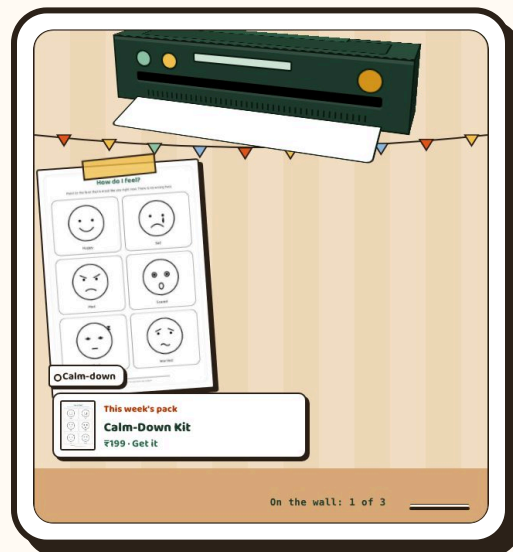
Pin the hero for half a screen of scroll; that scroll becomes one number, 0 to 1, and every page, flag and label reads it. No timers: it never drifts and waits for the visitor.

```
progress = clamp(
  (scrollY - heroTop) / (heroHeight - innerHeight),
  0, 1)
// every element: a pure function of progress
page2.style.transform = `translateY(${(1 - p) * 40}px)`
```

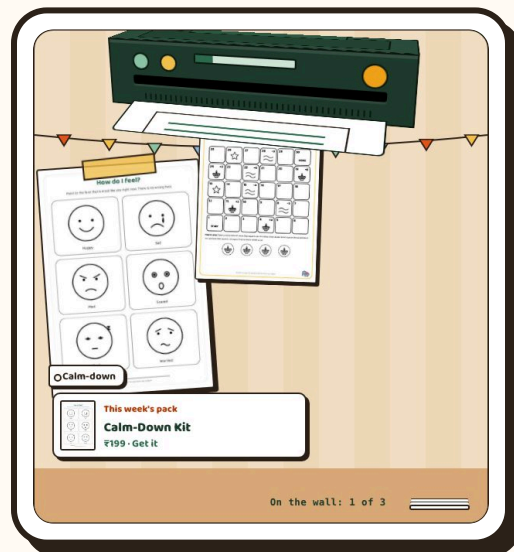
Pin about half a screen (longer feels stuck) · only run while on screen (IntersectionObserver).

Prompts

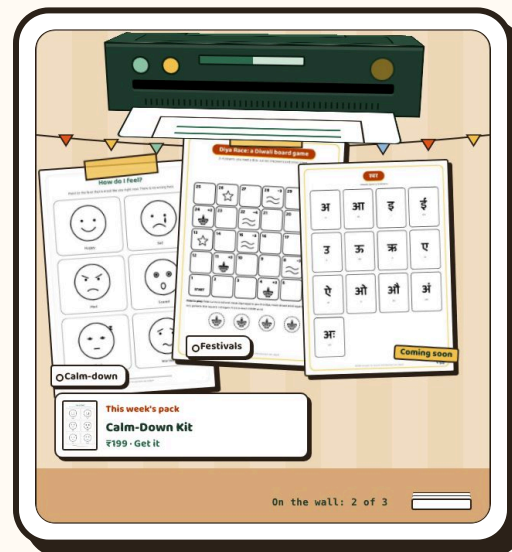
- Pin the hero with position: sticky for **[HALF A SCREEN]** of scroll and turn that into progress 0–1.
- Map progress to 3 beats: **[BEAT 1]** at 0–0.33, **[BEAT 2]** at 0.33–0.66, **[BEAT 3]** after.
- Pause all work while the hero is off screen; update in requestAnimationFrame.



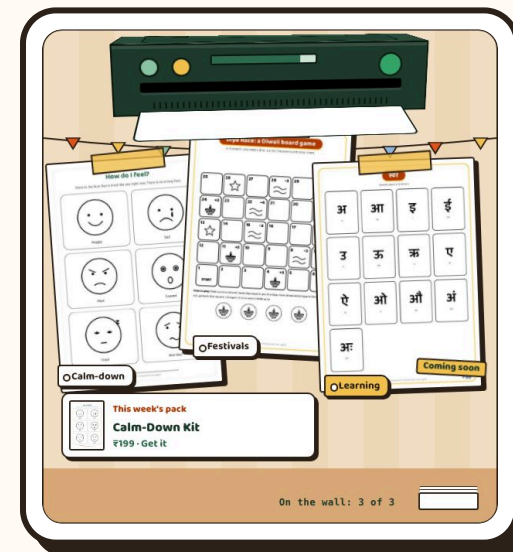
progress 0



0.33 · page two prints



0.66



1 · the wall is full

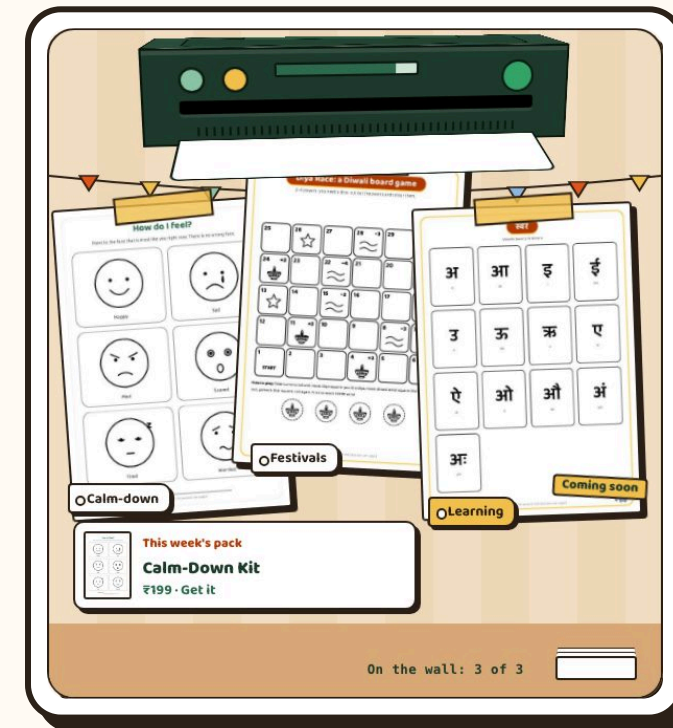
Real pages land as you scroll.

Each page feeds out of the slot, flies to the wall and lands with a tiny bounce. A counter says "On the wall: 2 of 3", so the visitor knows there's more to scroll.

- ☐ **Use your real pages** as images. The visitor is already reading your product.
- ☐ **Bounce only on landing.** Everything else glides.
- ☐ **Labels pin to pages** ("Calm-down", "Festivals"), so each one is a link to a shelf.
- ☐ **A "This week's pack" card** sits on the wall with its price and a link.

Prompts

- Add 3 **[PRODUCT IMAGES]** that leave the **[OBJECT]** and land on a wall, one per progress beat, with a small overshoot on landing only.
- Add a mono counter "On the wall: n of 3" that updates with progress.
- Pin a featured-product card to the wall with name, price and one link.



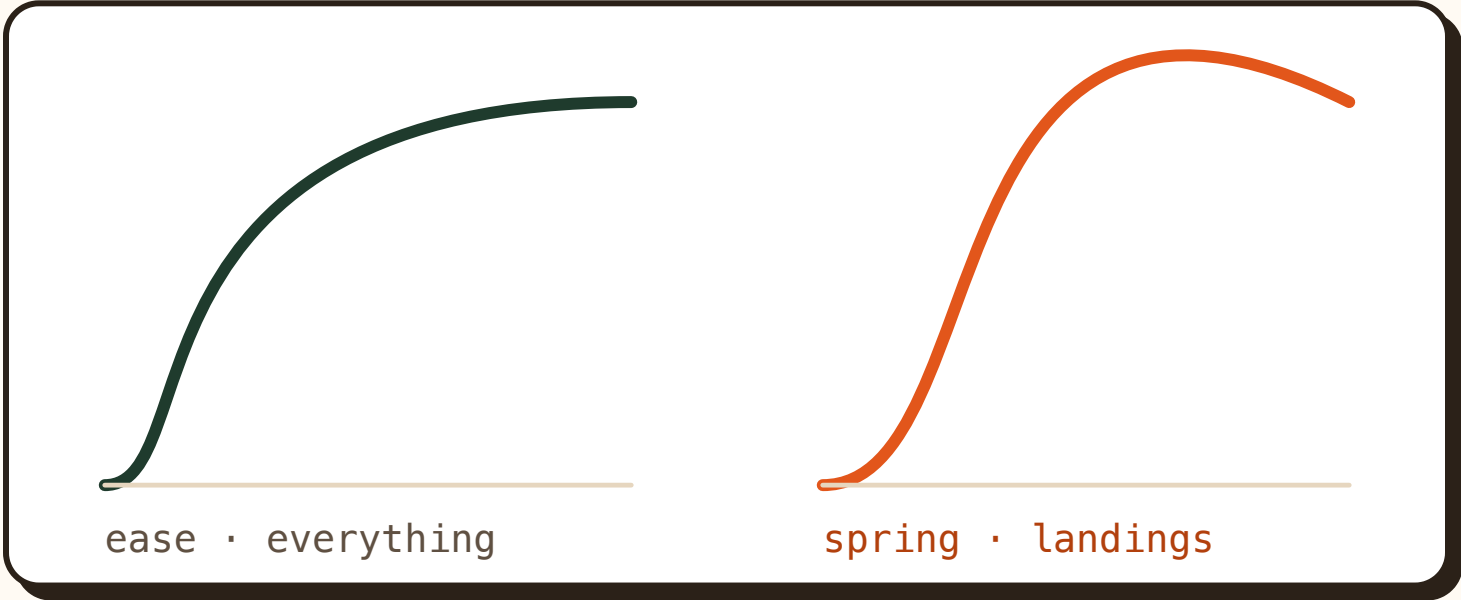
Two curves. Good manners.

Smooth sites aren't made of many animations. They use a few rules everywhere. Ours fit on one card.

Rule	Our setting
Everyday ease	<code>cubic-bezier(.2,0,0,1)</code>
Landing only (spring)	<code>cubic-bezier(.34,1.56,.64,1)</code>
Durations	250–350 ms for taps, up to 500 ms for cards
What moves	transform and opacity only
Sound	off by default, one button to turn on
Motion off / weak phones	final states, a still poster instead of video

Prompts

- Create motion tokens: `--ease cubic-bezier(.2,0,0,1)` for everything, `--spring cubic-bezier(.34,1.56,.64,1)` for landings only.
- Audit every animation: transform and opacity only, 250–500 ms, nothing animates on the checkout step.
- With `prefers-reduced-motion`, or on a phone with 2 GB of memory or less, show the final states and a poster image.



Sort by the problem, not the product.

People search for a problem ("meltdowns", "morning chaos"), not a file type. Each shelf is a need, coloured, with its packs inside, and chips filter by age without leaving the page.

- ☐ **One colour per need**, kept everywhere the need appears.
- ☐ **Chips filter on the page**, with no page reload.
- ☐ **Empty shelves say "on the shelf soon"**, so the range looks alive.

Prompts

- Group my products by the problem they solve: **[NEED 1]**, **[NEED 2]**, **[NEED 3]**. One colour and a one-line promise each.
- Add filter chips for **[AGE / SIZE / TYPE]** that show and hide cards in place.

Pick the moment, not the product.

Parents search for a problem ("meltdowns", "morning chaos", "ten minutes of reading"), so the shelves are labeled by need. Filter by age.



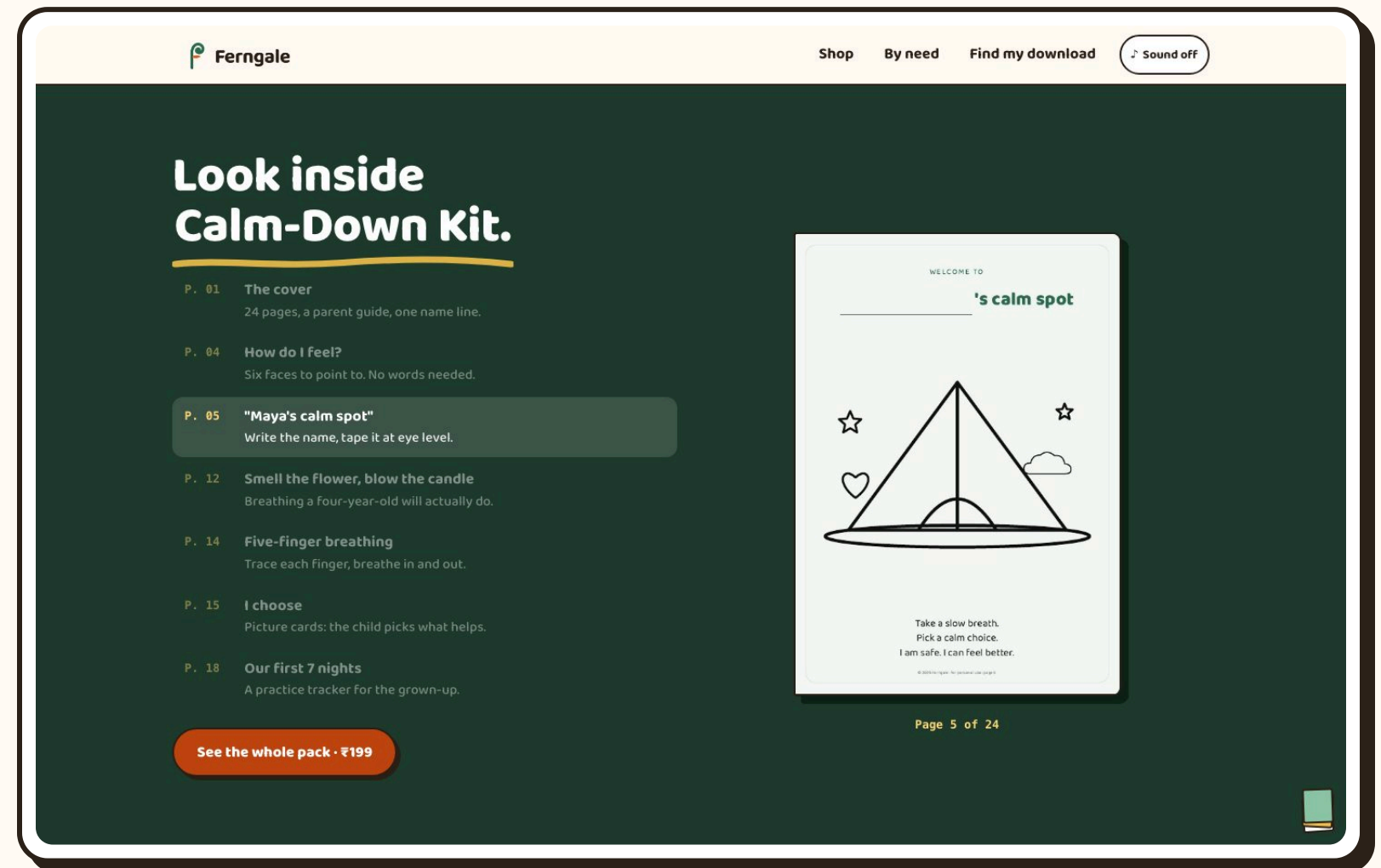
Every page, turned by the scroll.

A pinned section holds a book. As you scroll, the contents list moves down one line and the book turns to that page. Buyers see the whole product before they decide, and that earns more trust than any review line.

- ☐ **One short scroll step per page**, so it never feels stuck.
- ☐ **The list and the book move together**: one highlight, one page.

Prompts

- Make a pinned "Look inside **[PRODUCT]**" section: a contents list on the left, a page on the right, one scroll step per page.
- Turn the page with a 3D flip (rotateY on the page edge), 400 ms, and highlight the matching list line.

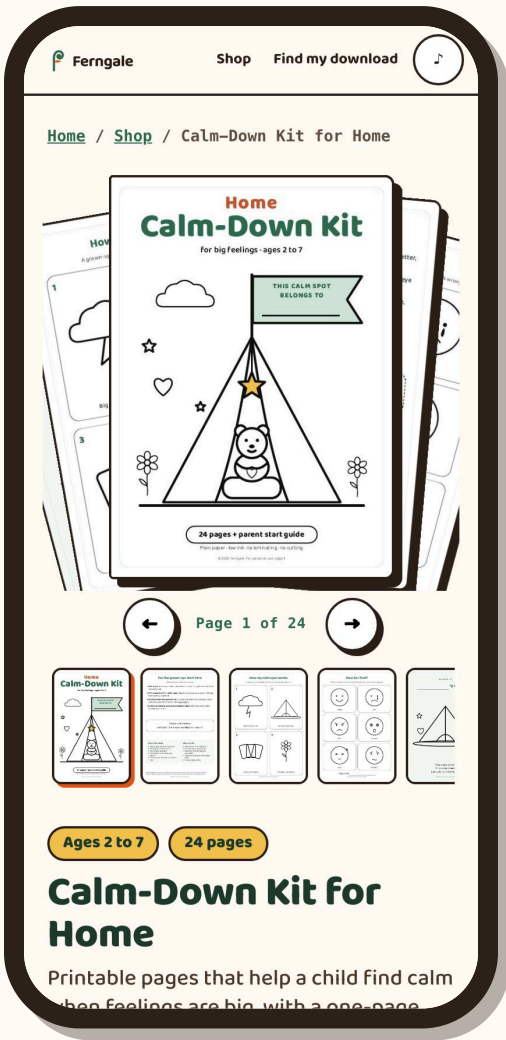


Pages first, price next, one calm buy.

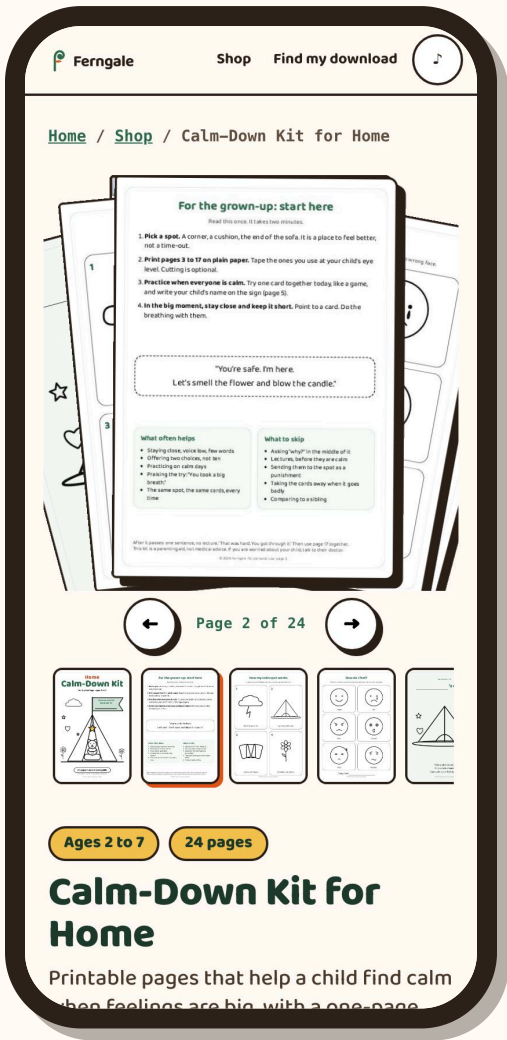
- ☐ **A flip-through of every real page** with arrows, thumbnails and "Page 1 of 24". Swipe on phones.
- ☐ **What's inside as numbers:** 24 pages, 18 cards, 6 faces.
- ☐ **A sticky buy bar on phones** with the price and one button.
- ☐ **Nothing moves at the money step.** Calm wins the sale.

Prompts

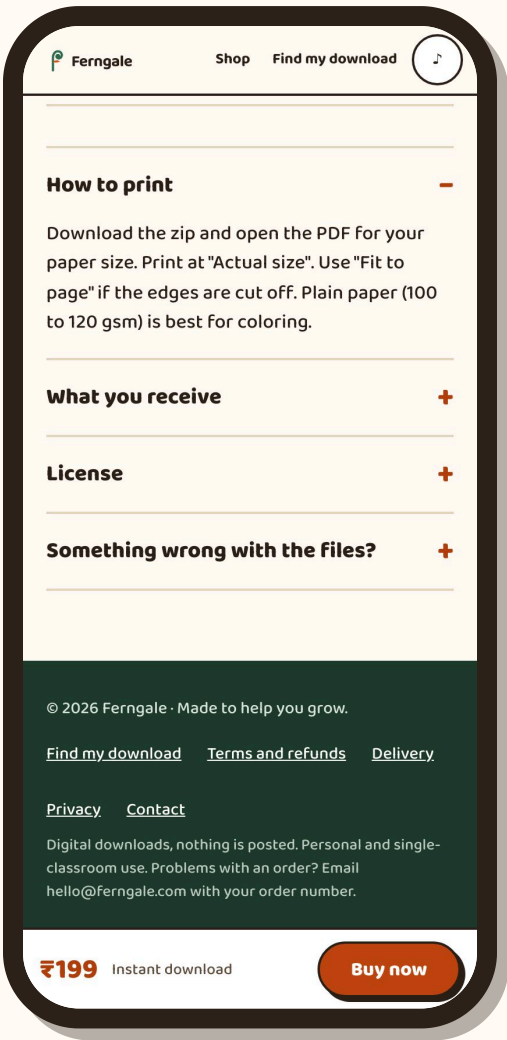
- Product page for **[PRODUCT]**: page gallery with arrows, thumbnails, swipe and a page counter, then contents as numbers, then price and buy.
- On phones, add a sticky bottom bar: price on the left, one Buy button on the right, 44 px tall or more.



the gallery



mid page-turn



sticky buy bar

Before you go live

Check it like a buyer.

- ☐ **375 px wide:** nothing scrolls sideways, and every tap target is 44 px or more.
- ☐ **The first screen** shows a product and a price.
- ☐ **Checkout** is two taps from any product.
- ☐ **Motion off:** the page still makes sense (turn on Reduce Motion and look).
- ☐ **A cheap phone:** the hero shows a still poster, no stutter.
- ☐ **Sound** is off until someone turns it on.

Prompt

- Test my site at 375 px and 1280 px, then with reduced motion on. List anything that scrolls sideways, any tap target under 44 px, and any animation on the checkout step.



Want one built for your shop?

We design sites that **do** **what you sell.**

Send us your shop link and one line about what isn't working. A real person from Ferngale Studio answers within a day.

DM "DESIGN" to @ferngalestudio

hello@ferngale.com

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