ProJor business use-case

Company Background

MarketMyBiz Ltd. is a small web development company specializing in **creating and maintaining websites for small businesses**. Their day-to-day work primarily involves developing static sites, sometimes augmented with small online features such as a “Contact Form.”

Their Vision

They aim to lower their prices by reducing the time required to prepare a fully functional website for new clients. This would not only give them a competitive advantage but also facilitate the digitization of small companies, teams, and private contractors. They decided to pursue a model-first software engineering process and envisioned a workflow in which a single source of truth model is translated into the end product within a very short amount of time, with 100% precision.

Current Environment

They employ a number of frameworks and static site generators, with most of their latest projects using Next.js and a backend deployment stack on Vercel. They heavily utilize state-of-the-art AI coding tools, such as v0, ChatGPT, and Cursor.

However, their developers are concerned that the overutilization of LLM-based coding tools creates significant overhead, as every line of AI-generated code must be reviewed and corrected. They are also concerned that these tools could introduce design or security issues, which, if uncaught, could cause long-term problems.

Business Requirements

- Increase development cost efficiency to achieve a price advantage in the market
- Reduce the negative impact of AI-based coding tools
- Prepare for certain customer archetypes to achieve even faster project turnaround times
- Maintain high code quality and increase automated test coverage

Technical Requirements

- Compatibility with web-based frameworks, most importantly Next.js
- Model and generate sites and pages
- Ability to model multi-site web applications
- Use LLM-based tools to go from description to model

Application of ProJor

ProJor, being a Model-as-Code tool, allows LLM-based coding tools to generate the model directly. One model they adopt consists of **Page** objects, which contain **Section** objects. Each section has a **type** (such as Hero or Features section), and for each section type, a set of **options** describes the properties of that specific section (such as color, text, or tagline for a Hero, and a list of features for a Features section).

Once their project template is ready, they use ChatGPT and Cursor to generate the initial YAML input files for ProJor, based on the email communication with the customer, with minimal manual adjustments. The output is a ready-to-use static frontend project, produced within minutes. They deploy this to a staging environment to gather customer feedback.

When adopting a new technology stack, they can retain their existing model structure and only rewrite the code templates. This opens up the possibility for rapid technology adoption, as well as mass replacement of legacy libraries when needed.

Summary

By adopting ProJor and developing project templates, MarketMyBiz Ltd. is able to expand its customer base at an accelerating rate compared to before. Although they generate less revenue per individual project, they can increase their recurring revenue faster, facilitating the company's long-term growth. The time and cost savings also lead to better customer satisfaction, which further drives growth by increasing the likelihood of former customers recommending their services to potential new clients.