

PORTFOLIO CASE STUDY

Building an AI-Powered Fulfilment Workflow with Make and Claude

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Tools	Make, Google Forms, Claude AI, Google Drive, Canva, Wix
Category	Operations Automation, AI Integration, Process Design

The Problem

Every personalized planner order required me to stop, check a Google Form manually, read through the customer's responses, figure out what content to generate, and produce 2 documents before I could even open Canva.

That was up to 30 minutes per order. Not because the work was hard. Because nothing was connected.

The order sat in a form. The content lived in my head. Every order started from zero.

What I Built

An automated order-to-content workflow using Make, Claude AI, and Google Drive.

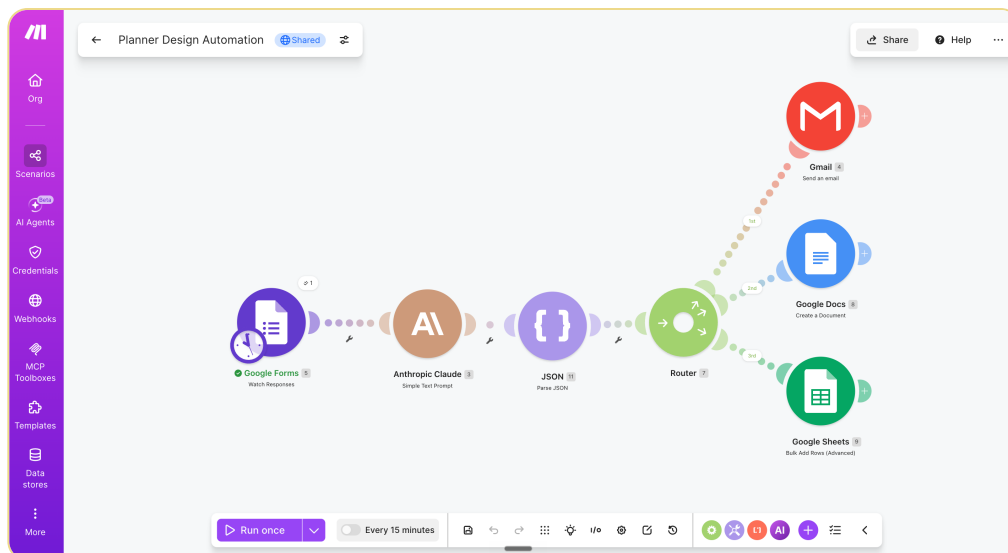
The trigger. Make watches the Google Form for new responses. The moment a customer submits their order, the workflow fires.

The processing. Make pulls the customer's responses and passes them to Claude with a pre-built prompt I designed for this specific use case. Claude reads the responses and generates the planner content based on what the customer submitted.

The output. Claude produces 2 files: a structured content file ready for batch scheduling in Canva, and a text document with copy I insert into specific Canva fields. Both land automatically in Google Drive.

The notification. Once the files are saved, an automated email tells me the order is ready. I open Drive, review the content, and go to Canva.

No form-checking. No building from scratch. No remembering where I left off.



The live Make workflow: Google Forms triggers Claude for content generation, parses the output, then routes to Gmail, Google Docs, and Google Sheets.

The Outcome

Order processing time dropped from up to 30 minutes to under 10. The time I still spend is in Canva doing the actual design work. Everything before it runs without me.

The workflow also removed a failure point. Before, orders sat unprocessed until I checked the form. Now they are picked up immediately, regardless of when they come in.

Why It Matters Beyond This Use Case

The same logic applies to any business receiving structured inputs and needing consistent outputs: client onboarding forms, intake questionnaires, proposal requests, internal approval flows.

Connect the trigger. Pass the data. Generate the output. Store it. Notify the right person. That is it. The tools change depending on the context. The thinking stays the same.

Tools and Skills Applied

- **Make:** multi-step workflow design, form watching, API connection to Claude
- **Claude AI:** prompt engineering, structured content generation from variable inputs
- **Google Forms and Google Drive:** data capture and automated file storage
- **Wix Automations:** order confirmation and customer communication

- **Canva:** final design production, manual by design, this is where judgment lives

This case study reflects work completed during a 10-week AI and automation training programme. The workflow is live and processing real customer orders.