Invicta

by Homestead FBLA
E-Business 2020
invicta.hhsfbla.com

Created by Akshat Jain, Raj Raghulan, and Samrudh Shenoy

[IMPORTANT NOTES]:
- Please visit the website at invicta.hhsfbla.com to run it, as some of the website's sources are online-based, which are necessary to ensure full functionality
- If running the website locally, you must run the index.html file in a browser <u>through a live dns server</u> instead of a purely local file path, or some of the website's functionality will be compromised
- All sources have been cited with proper compliance to copyright regulations in our Statement of Assurance (in the master folder and linked in the footer of the website)

Overview

Invicta is designed to serve as an online rental platform for professional apparel, based in the Silicon Valley

The website is designed to provide the user with a clean and navigable yet technologically rich interface, prioritizing the

shopping elements using robust front-end technologies in order to boost sales. Our target market is comprised of Silicon Valley millennials, many of whom are in college and looking to further their career/life. However, many of those who fit this demographic, burdened by student debt, loans to pay back, and simply originating from a lower income background, often lack the financial resources to get started in such industries, especially when it comes to their look.

Appearance is always the first aspect one is judged by, and great appearances create great first impressions. That's why we created Invicta: to provide today's younger and not-yet financially stable crowd with the apparel and means to succeed and make major developments in their life, by putting their best foot forward and presenting themselves in the best manner possible.

This website was written primarily in HTML5, CSS3, and JS version 1.8.5, using Atom version 1.44.0 and VSCode version 1.42. In addition, the local storage system (browser cache) was implemented using JSON, and the website was tested using Google Chrome, Mozilla Firefox, Safari, Microsoft Edge, a Google Pixel 3, and an iPhone XS.

Key Features

- Google Maps integration, company pitch short film, and clothing gallery provide enhanced UI/UX
- Fully functional and robust shop, cart, and checkout systems stored locally on the user's computer
- Multi-optimized compatibility for computer, phone, and/or tablet, as well as any OS and internet browsers
- High resolution graphics and advanced animations
- Clean user interface designed with both visual appeal and ease in mind
- Matching cosmetic elements consistent and enhance experience throughout entire site
- Wide variety of clothing options, and multiple cart/checkout options available

Using the website

The following are the recommended methods to view and use Invicta.

Prerequisites

To view the code

Standard Code editor (e.g. [AppCode](#), [Atom](#), or [Sublime](#))
OR
Text Editor
- TextEdit (Mac) / Notepad (Windows)

To run the website on your computer

Device with a functioning internet browser

Visit invicta.hhsfbla.com

- Alternatively, you may run the website locally by running the index.html file using a browser, but **must** be hosted off a live DNS server rather than purely local; why we recommend using the website, as the site makes use of online resources to fully function.

To run the application on your personal device (e.g. phone, tablet, etc.)

Enter an internet browser
- Active internet connection required
Visit invicta.hhsfbla.com

Authors

Akshat Jain - *Website theme, animations, types of apparel*

Raj Raghulan - *Backend implementation of shop/cart/checkout*

Samrudh Shenoy - *Website content, buying options, site layout*

Copyright Information

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