



# Front-end Project Report

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G5 (Semester 5th)

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## **1. Introduction**

### **1.1. Product Landing Page**

A product's landing page is a web page designed to promote and sell products. Visitors are directed to a product's landing page after clicking on a link from a social media post, ad, newsletter, etc.

Landing pages are an important marketing tool. Although there are different types of landing pages, the main purpose is to start people on the trail toward making a purchase.

The most common landing pages are lead generation and product landing pages. Lead generation landing pages gather visitors' information to make a future sale. Product landing pages make the immediate sale of a product. A combination of the different styles of landing pages can create a page with a higher conversion rate.

#### **1.1.1 Ministore's Landing Page**

Ministore is an ambitious e-commerce website that offers a wide range of electronic products, appliances, and accessories, catering to tech enthusiasts, professionals, and everyday consumers. This project is designed to provide a seamless and immersive shopping experience, akin to popular e-commerce platforms like Amazon, Flipkart. With a user-friendly interface, responsive design, and robust functionalities, Ministore aims to become a one-stop destination for all electronic and tech-related needs.

No. of pages: 22

## **2. Problem Statement**

The electronics industry is highly competitive, and it can be challenging to create a website that stands out from the rest. One of the biggest challenges is creating a landing page that effectively showcases your products and entices customers to make a purchase. This requires careful consideration of design elements such as color, layout, and typography, as well as a clear understanding of your target audience and their needs.

Another challenge in creating a electronics website is ensuring that it is optimized for search engines. This involves using relevant keywords in your content and meta tags, as well as ensuring that your website is mobile-friendly and has a fast-loading speed. Failure to optimize your landing page can result in low search engine rankings and reduced visibility, which can ultimately lead to lower sales.

### **3. Technical details**

The technical details of an electronics website are crucial to its success. One important aspect is the use of high-quality images that showcase the items from multiple angles and in different lighting conditions.

In addition to visual and descriptive elements, there are also technical considerations that must be taken into account.

It should also be designed with mobile devices in mind, as more and more people are using their phones to browse and shop online.

**The Front-End technologies that are used to implement this project are:**

#### **3.1 HTML**

The Hypertext Markup Language or HTML is standard markup language for documents designed to be displayed in a web browser. Hypertext defines the link between the web pages and markup language defines the text document within the tag that define the structure of web pages.



#### **3.2 CSS**

CSS or cascading style sheets is used for styling and formatting HTML documents. It is used to define styles for HTML elements such as fonts, colors, spacing and layout. It can be used to create a layout — for example turning a single column of text into a layout with a main content area and a sidebar for related information. It can even be used for effects such as animation.



#### **3.3 Java Script**

JavaScript is a programming language used to add interactivity and functionality to websites. It is commonly used to create dynamic effects, responsive and interactive web pages. Earlier JavaScript was used to build client-side applications only, but with the evolution of its frameworks namely Node.js and Express.js, it is now widely used for building server-side applications too.



#### **3.4 VS CODE**

Visual studio code is a free and open-source code editor developed by Microsoft and is designed for building and debugging web and cloud applications. Visual Studio Code is a streamlined code editor with support for development operations like debugging, task running and version control.



## **4. Key Features**

**4.1 Eye-Catching Homepage:** The website got animated icons that come to life when you hover over them. It's like a little surprise as you explore – just hover, and the icon magically reveals its name below.

**4.2 Easy Navigation:** In the website, products are categorized and organized for easy navigation. Users can browse, search, and filter products based on various attributes, such as brand, price range, and specifications.

**4.3 Compatible and Responsive Website:** Customers will be able to use our website in desktop view as well as tablet view. The website is fully responsive, ensuring an optimal user experience across various devices and screen sizes.

**4.4 Interactive Dashboard:** A fun and functional dashboard can engage your visitors better and compel them to choose shoe products from the list. Detailed product pages include descriptions, specifications, high-quality images, and customer reviews. Users can view product availability, pricing, and choose product variations (e.g., color, size) if applicable.

**4.5 Slider Product Catalogue:** Customers can slide left or right to see our product wall, designed in a contemporary way to help our users navigate easily.

**4.6 Payment Gateway:** Secure checkout with multiple payment options, including credit/debit cards, digital wallets, and cash on delivery. Users can provide shipping information and review their orders before confirming payment.

**4.7 Contact Handles:** Contacting through mail helps visitors interact with us and gives them a chance to ask anything 24/7. Contact forms and live chat support are available for customer inquiries and assistance.

**4.8 User Registration and Authentication:** Users can register or log in to their accounts securely, allowing for personalized shopping experiences.

## **5. PROJECT ADVANTAGES**

**5.1 Cost-Effective:** Compared to traditional marketing methods like print or television ads, creating a product landing page using HTML and CSS can be a cost-effective way to promote products and services.

**5.2 Improved User Engagement:** A well-designed product landing page can increase user engagement by providing relevant information about the product in an attractive and easy-to-understand format.

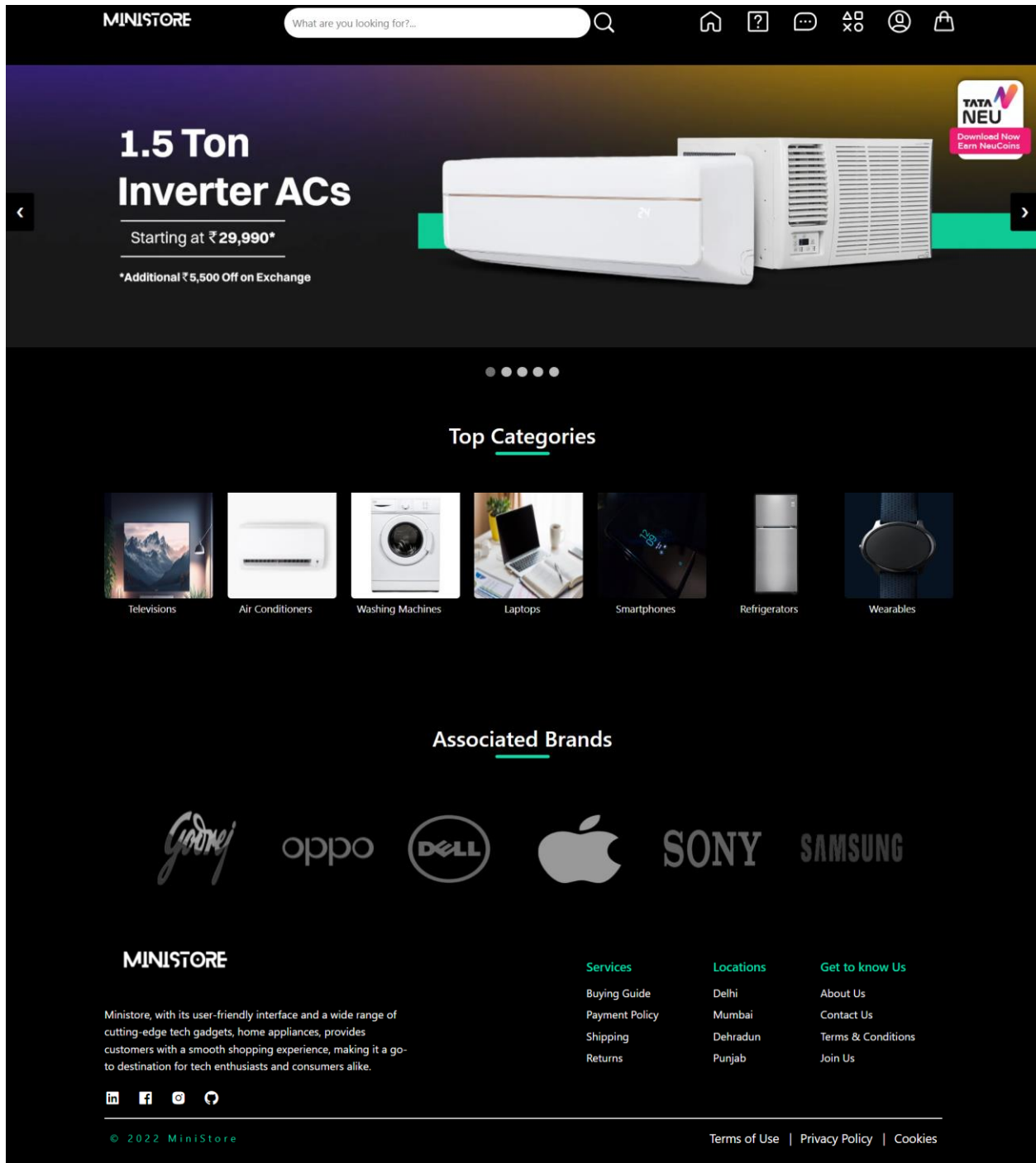
**5.3 Customizable:** With HTML and CSS, developers can create fully customizable landing pages that can be tailored to specific target audiences. This allows for greater flexibility in design and messaging, which can help improve overall marketing efforts.

**5.4 More Conversions and More Leads:** Because landing pages have a single focus and target a specific audience, they have significantly higher conversion rates.

**5.5 We Can Develop Targeted Content For Specific Audiences:** Because landing pages are so targeted, you can get super specific with your messaging, imagery, and offer to ensure it speaks exactly to the audience you're after.

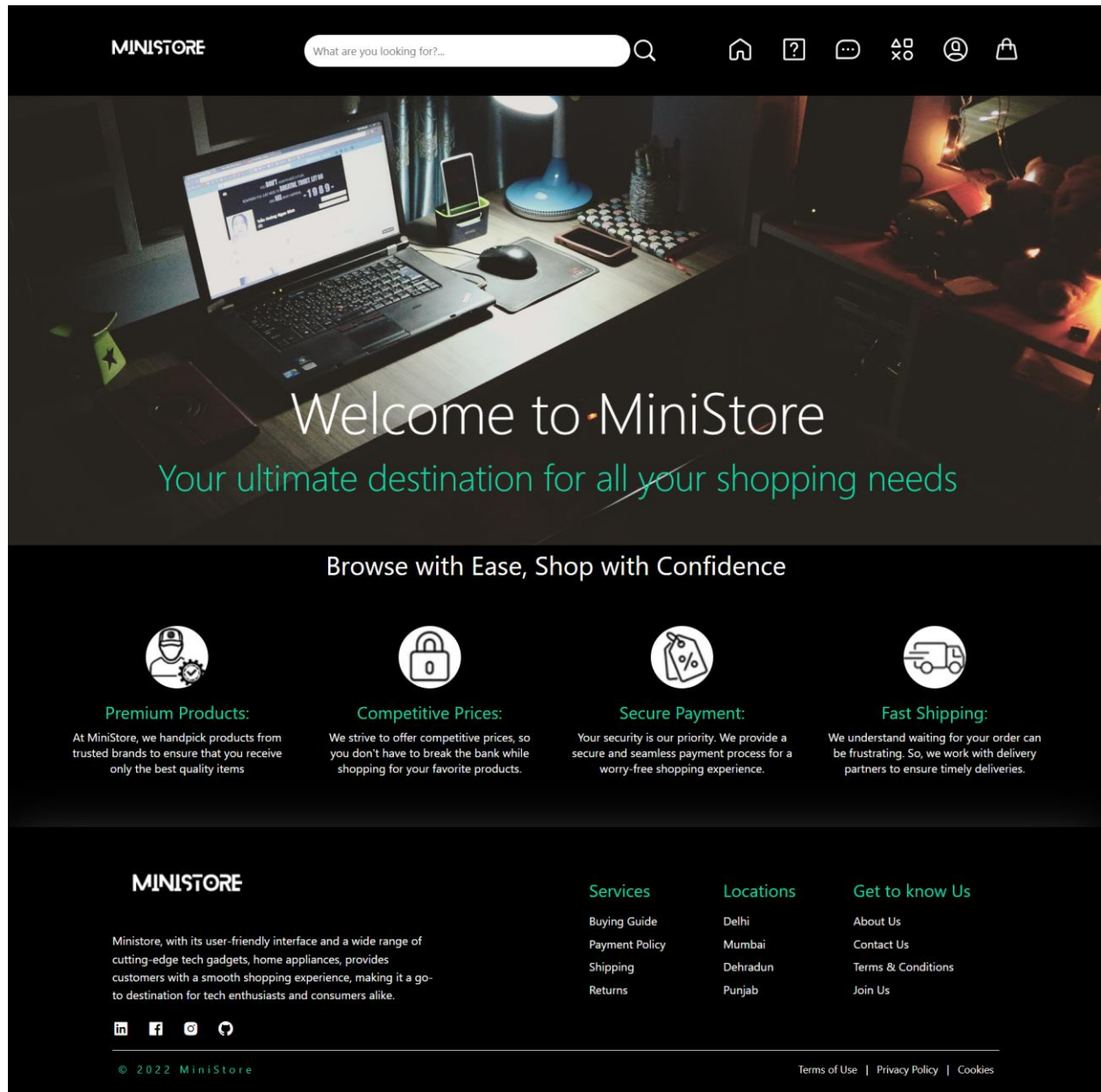
## 6. Results

**6.1 Home Page:** It shows off the brand, lets people explore a range of products, and offers additional info about the company and its values.





**6.2 About Us Page:** About page is a goal-oriented sales page, one that focuses on highlighting the biggest selling points of your story and brand, making a strong first impression on curious customers. It is in parallax mode i.e. to make it more appealing the background attachment is fixed and the text scrolls down on scroll.



**6.3 Contact Us Page:** A contact page is a common web page on a website for visitors to contact the organization or individual providing the website. Users can leave comments or messages for us to know more about the latest updates with their emails.

MINISTORE

What are you looking for?...

Q

Home

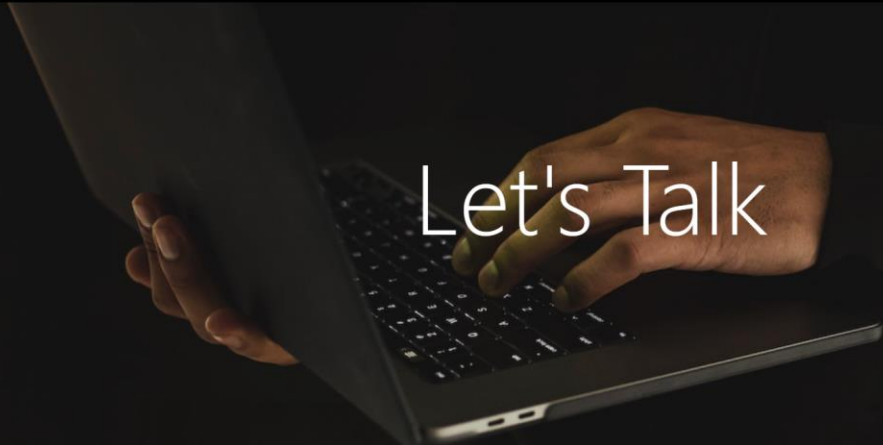
Help

Chat

Menu

Account

Cart



# Let's Talk

## OPENING HOURS

MONDAY - SATURDAY  
9:00 AM to 6:00 PM

## CONTACT US

EMAIL  
sales@ministore.com

PHONE  
+91-9999912345  
+91-9999967890

## LOCATE US

MINISTORE PVT. LTD.  
Block B8, Lawrence Rd,  
Tri Nagar, New Delhi  
Delhi, India - 110302

## HOW WE CAN HELP YOU?

We believe customer service is more important than anything  
Kindly fill the form below and send us your query. We will revert to you ASAP.

Name

Email

Phone Number

Enter your message here....

SUBMIT

MINISTORE

Ministore, with its user-friendly interface and a wide range of cutting-edge tech gadgets, home appliances, provides customers with a smooth shopping experience, making it a go-to destination for tech enthusiasts and consumers alike.

Services

Locations

Get to know Us

Buying Guide

Delhi

About Us

Payment Policy

Mumbai

Contact Us

Shipping

Dehradun

Terms & Conditions

Returns

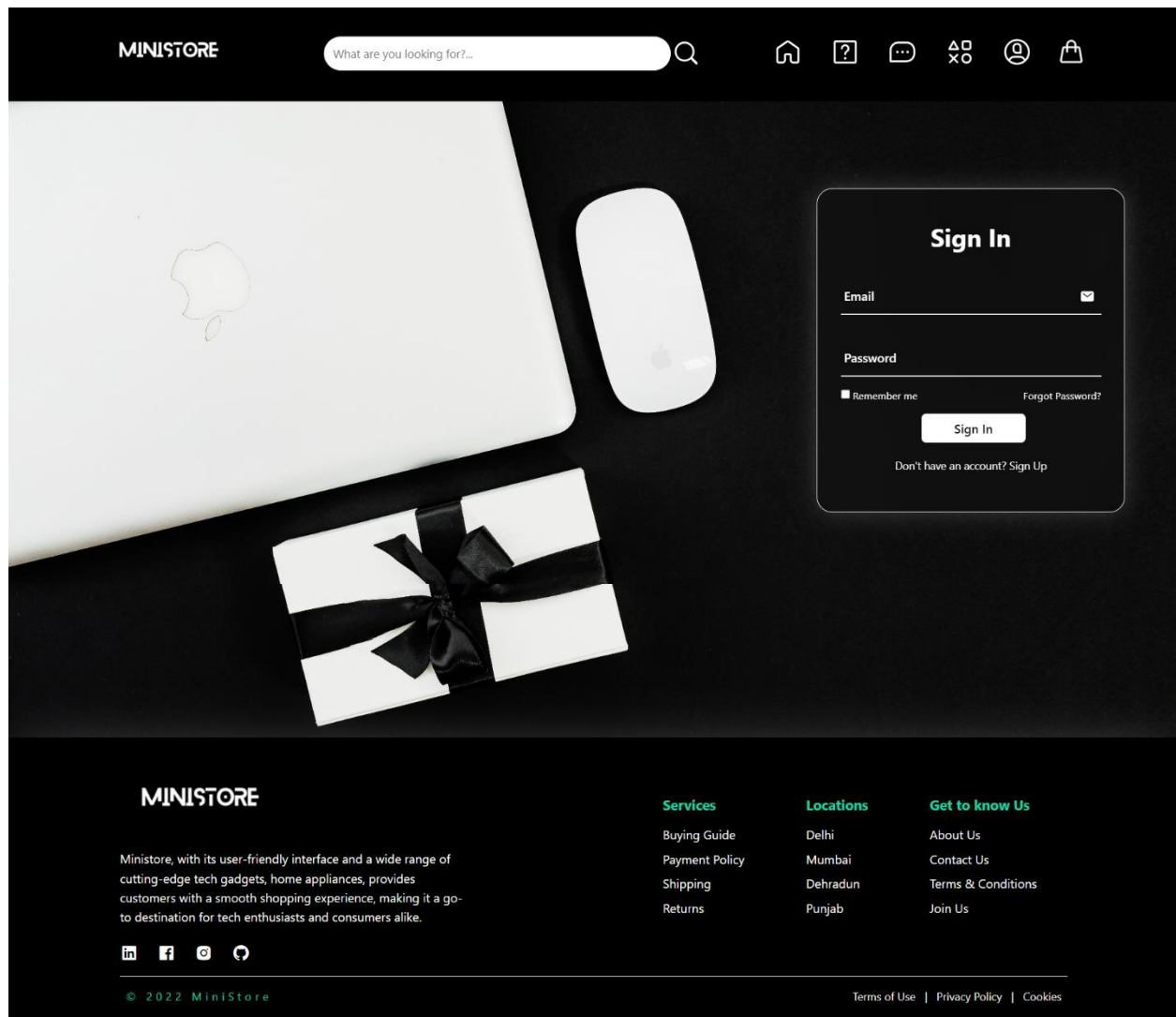
Punjab

Join Us

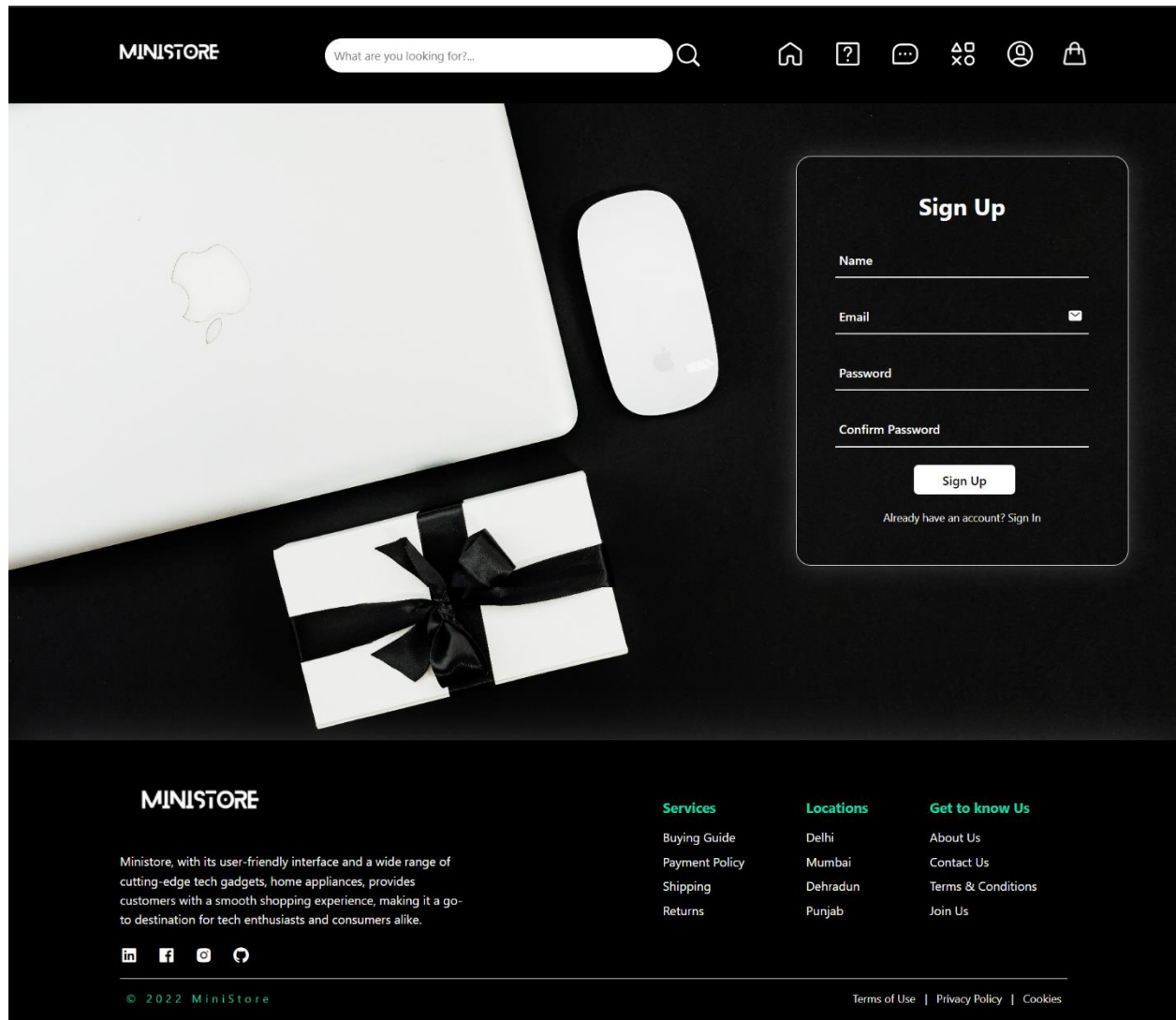
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**6.4 Sign In Page:** The sign-in page for Ministore is designed to provide a secure and convenient entry point for our users. It offers a seamless experience for both new and returning customers.



**6.5 Sign Up Page:** Welcome to Ministore! To access the full range of electronic products and exclusive deals, you'll need to create an account. Our user-friendly sign-up page ensures a quick and hassle-free registration process.



The image shows a web browser window with a dark theme. The header features the 'MINISTORE' logo, a search bar with the placeholder text 'What are you looking for?...', and a row of icons for home, help, chat, settings, user profile, and shopping cart. The main content area is split: on the left, a high-quality photograph of a silver laptop, a white mouse, and a wrapped gift with a black ribbon; on the right, a white 'Sign Up' form. The form includes fields for Name, Email (with an eye icon), Password, and Confirm Password, followed by a 'Sign Up' button and a link for 'Already have an account? Sign In'. The footer contains the 'MINISTORE' logo, a brief description of the store, social media icons, and three columns of links: Services (Buying Guide, Payment Policy, Shipping, Returns), Locations (Delhi, Mumbai, Dehradun, Punjab), and Get to know Us (About Us, Contact Us, Terms & Conditions, Join Us). At the bottom, there is a copyright notice '© 2022 MiniStore' and links for 'Terms of Use', 'Privacy Policy', and 'Cookies'.

**MINISTORE**

What are you looking for?...

**Sign Up**

Name

Email

Password

Confirm Password

Sign Up

Already have an account? Sign In

**MINISTORE**

Ministore, with its user-friendly interface and a wide range of cutting-edge tech gadgets, home appliances, provides customers with a smooth shopping experience, making it a go-to destination for tech enthusiasts and consumers alike.

**Services**

- Buying Guide
- Payment Policy
- Shipping
- Returns

**Locations**

- Delhi
- Mumbai
- Dehradun
- Punjab

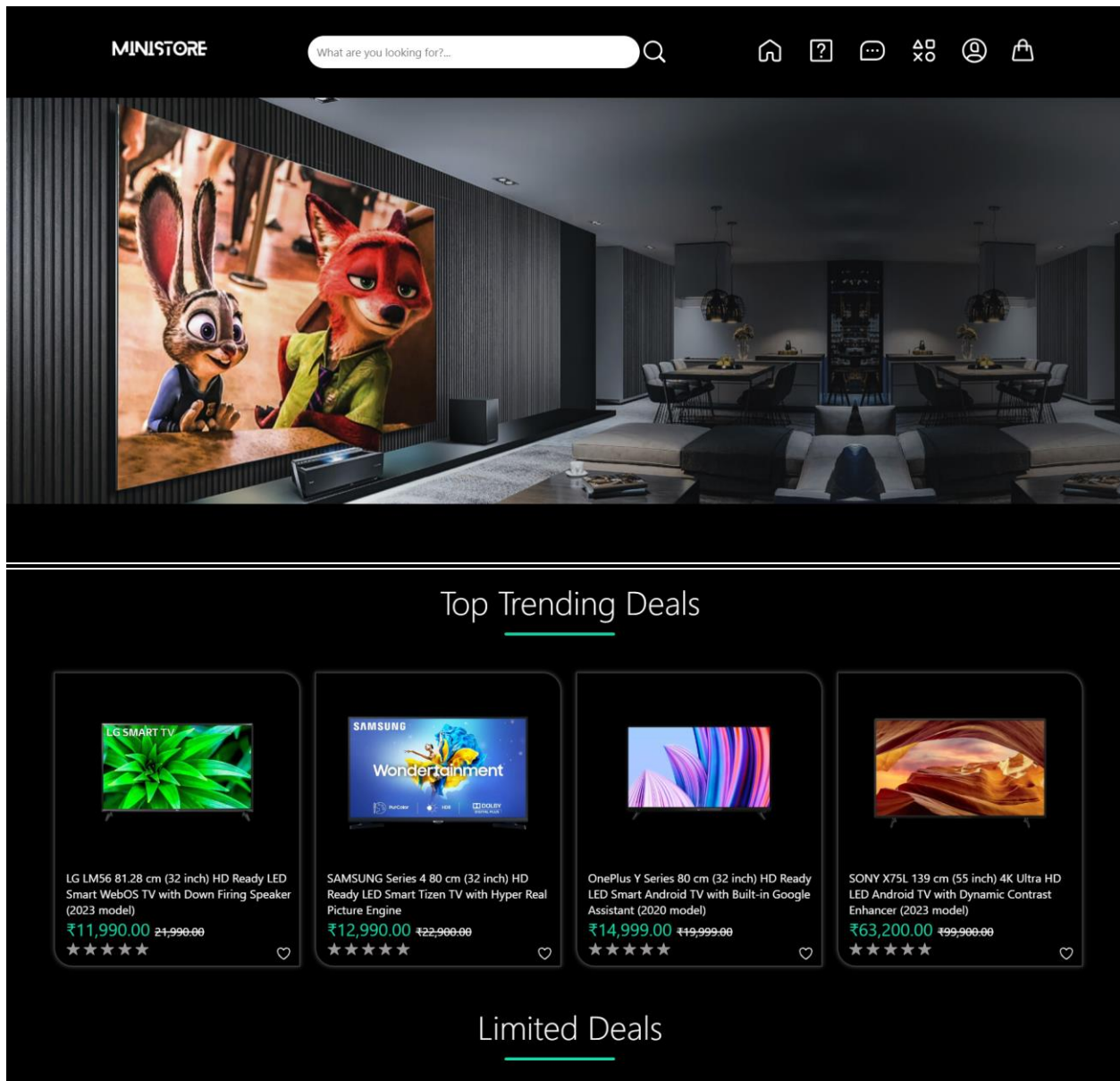
**Get to know Us**


- About Us
- Contact Us
- Terms & Conditions
- Join Us

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**6.6 Product Page :** Welcome to Ministore's product page, your gateway to a world of electronic wonders! Here, you'll find a carefully curated selection of top-notch electronic products, including cutting-edge televisions. Our product page is designed with you in mind, offering an intuitive and visually appealing experience.






OnePlus Y15 Pro 138 cm (55 inch) 4K Ultra HD LED Android TV with Built-in Google Assistant (2022 model)

**₹37,999.00** ~~₹49,999.00~~

★★★★★

Deal ends in: 02:9:39




SAMSUNG CUE60 108 cm (43 inch) 4K Ultra HD LED Tizen TV with Crystal Processor 4K (2023 model)

**₹28,490.00** ~~₹52,900.00~~

★★★★★

Deal ends in: 03:28:2




LG UQ7500 139 cm (55 inch) 4K Ultra HD LED WebOS TV with AI Brightness and 4K Upscaling

**₹41,990.00** ~~₹71,990.00~~

★★★★★

Deal ends in: 01:42:32



SONY X82L 138.8 cm (55 inch) 4K Ultra HD LED Google TV with Live Colour Technology (2023 model)

**₹₹81,990.00** ~~₹1,29,900.00~~

★★★★★

Deal ends in: 04:2:27

Pick Your Television Brand

SONY

acer





LG

SAMSUNG

Need help in buying Televisions? Refer to our [Buying Guide](#)

## MINISTORE

Ministore, with its user-friendly interface and a wide range of cutting-edge tech gadgets, home appliances, provides customers with a smooth shopping experience, making it a go-to destination for tech enthusiasts and consumers alike.

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### Services

- [Buying Guide](#)
- [Payment Policy](#)
- [Shipping](#)
- [Returns](#)

### Locations

- [Delhi](#)
- [Mumbai](#)
- [Dehradun](#)
- [Punjab](#)

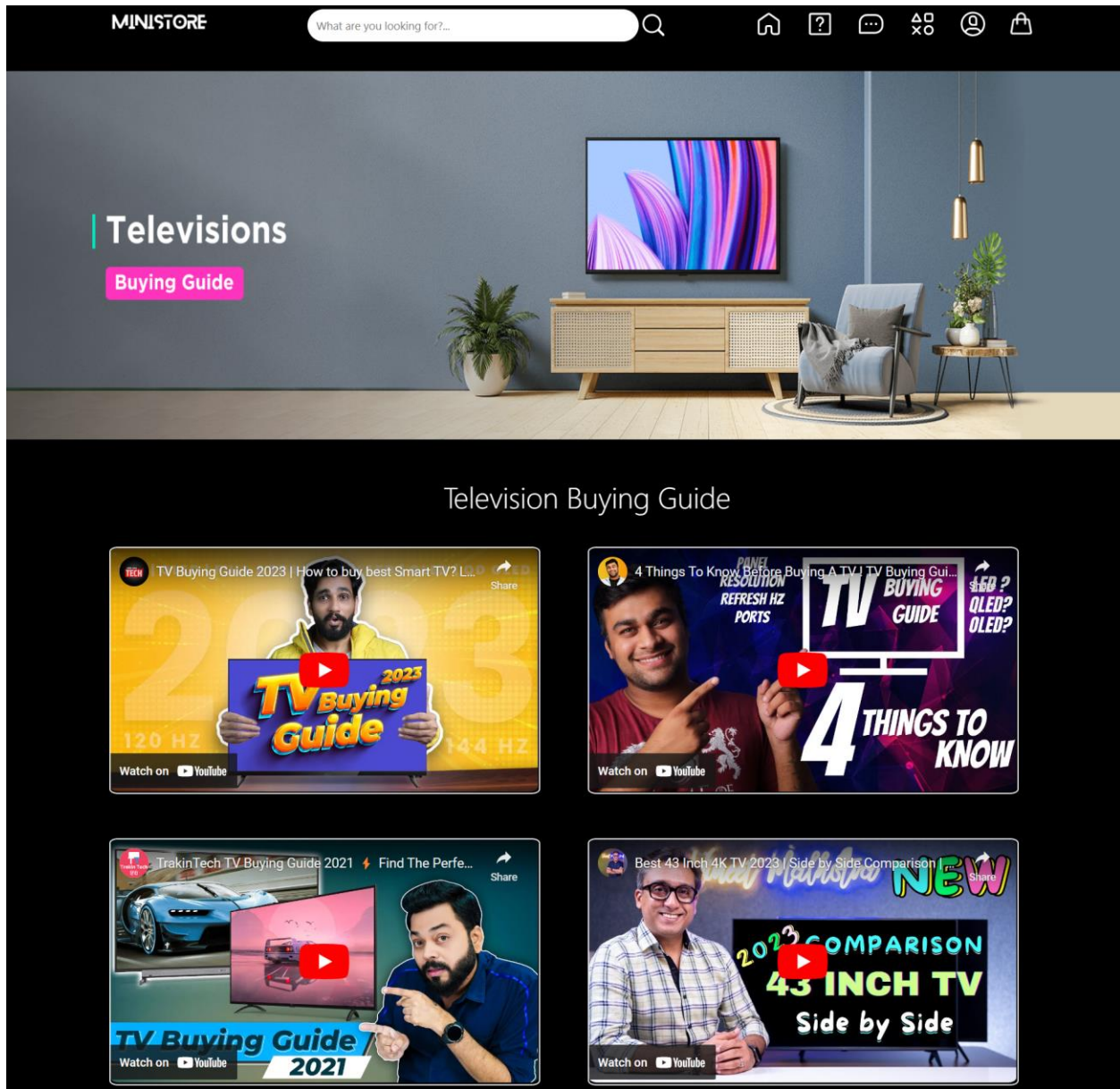
### Get to know Us

- [About Us](#)
- [Contact Us](#)
- [Terms & Conditions](#)
- [Join Us](#)

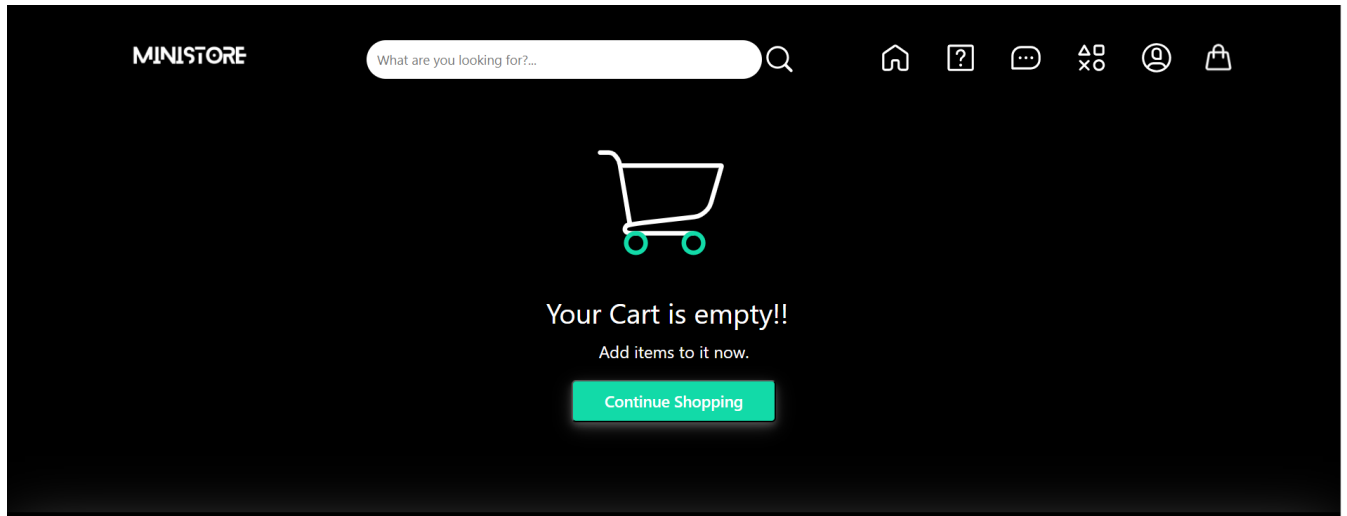
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**6.7 Demo Page:** A demo page or buying guide page is mainly for the new users, those who don't have any idea about which specific product to buy. This guide is made for each category of electronics available on our site.



**6.8 Cart Page:** Welcome to your Ministore cart, where all your tech dreams come to life! Here, you can review and manage your selected electronic products and accessories before making them yours. Our seamless and user-friendly cart page ensures that your shopping experience remains a breeze. Not done shopping yet? No problem! Click the "Continue Shopping" button to explore more tech goodies. It will take you back to the main page, where you can browse various categories and find the perfect additions to your collection.





## **7. Conclusion with Future scope**

### **7.1 Conclusion of the Project**

In conclusion, Ministrore is not just another e-commerce website; it's a dedicated platform for tech enthusiasts, professionals, and everyday consumers. With a wide range of electronic products, appliances, and accessories, we aim to provide a seamless and immersive shopping experience. Our user-friendly interface, responsive design, and robust features make Ministrore a one-stop destination for all your electronic and tech-related needs.

We've taken a unique approach by embracing a dark-themed design, setting us apart in an industry dominated by white-themed websites. This choice reflects our commitment to providing an immersive and elegant shopping experience, ensuring user comfort and distinctiveness in the competitive e-commerce landscape.

So, whether you're a tech guru, a pro, or just someone who loves cool gadgets, Ministrore has got your back. Our goal is to make shopping as easy and exciting as your favorite online stores. If you're looking for anything tech-related, we've got it all in one place.

Welcome to Ministrore, where your tech dreams come to life!

### **7.2 Future Scope:**

The future scope of the product landing page project could be to further enhance its functionality and user experience. Another possible improvement could be to make it easier for potential customers to find the product through online searches and a customized feature where users will be able to customize the shoes according to their needs. Lastly, incorporating user reviews and ratings on the product page could provide valuable feedback to the company and increase customer trust and satisfaction.