

# A Project of Website design and Development



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# NEWTON

## “AGAINST THE GRAVITY”

### INTRODUCTION

Jack Ma, the founder of Alibaba, once said, "We cannot conquer the world, but we can serve the world." This philosophy inspires me to focus on solving global problems to improve people's lives. I always think what can I do to the world through the skill I have so that I can contribute something to humanity. There are many problems in the world that need to be addressed.

### 1. PROBLEM AND SOLUTION

One issue I often encounter is that while we live in a three-dimensional world, our primary modes of travel—roads, waterways, and airways—are limited and inefficient. Roads are congested, waterways are slow, and air travel is costly. To address these challenges, I developed the concept of NEWTON, a transportation solution that defies gravity using renewable energy to make human and goods transport faster and more affordable. Our goal is to revolutionize travel by utilizing airships that can lift off vertically, eliminating the need for extensive infrastructure and making it easier to reach remote areas. This approach avoids traffic, bad weather at sea, and the high costs of airplanes. Additionally, we plan to implement drones for delivery services and aircars for personal transport, taking transportation to the next level.

As of 2024, the global logistics and supply chain market is valued at approximately \$10.41 trillion. This market includes various modes of cargo transportation, with sea freight leading due to its efficiency in handling long-distance bulk transport. However, landlocked countries like Nepal face additional challenges, relying on permissions from neighboring countries with sea access, which can lead to delays and disruptions during political disputes. Sea transport is also slow, often taking 20-45 days or more. Air transport, while faster, is expensive and requires long runways, and domestic goods transportation by truck and train involves high costs and infrastructure demands.

NEWTON aims to solve these global issues by providing airships that can transport goods affordably and quickly. These airships can take off and land vertically, requiring minimal space and bypassing common transportation obstacles like traffic and adverse weather conditions. This solution offers a significant business opportunity by tapping into a vast market in need of efficient and reliable logistics.

Since the COVID-19 pandemic, there has been a notable surge in online services, with many opting for the convenience of home delivery over traditional shopping. This shift has propelled the online delivery market, typically hindered by labor costs and traffic delays, towards significant growth. Newton's Drones proposes a game-changing solution: AI-driven drones capable of delivering goods within city limits in just 10 minutes, slashing energy consumption by 95%. With the global online food delivery market valued at \$151.5 billion in 2021 and the grocery market at \$305 billion, Newton's Drones sees immense potential in partnering with industry leaders like Amazon, Alibaba, Uber Eats, and Zomato. By catering to these markets, Newton's Drones aims to carve out a substantial share of this thriving industry, leveraging its innovative technology to offer swift and efficient delivery solutions. Moreover, Newton's drone fleet extends beyond delivery, serving governmental and commercial needs.

Cars have been a transformative presence for over a century, profoundly influencing global transportation systems, economies, and lifestyles which have the market cap of almost trillions of dollars currently. Despite this, challenges like traffic congestion persist. Newton Cars aim to revolutionize urban travel with their efficient design and offer passengers aerial views, enhancing the commuting experience. By leveraging Newton Cars, travelers can navigate

urban landscapes swiftly, escaping traffic jams and savoring picturesque views en route, aligning seamlessly with Newton's forward-thinking vision for future mobility solutions.

## 2. AIM OF THE WEBSITE

The aim of the website 'NEWTON - AGAINST THE GRAVITY' is to empower customers by offering innovative products such as airships, drones, and aerial cars. Our mission is to revolutionize global transportation and logistics, providing better ways to travel and transport goods. With a commitment to advancing technology and making the world a better place, our highly skilled engineers design high-quality airships, drones, and aerial cars. Customers can conveniently browse, purchase, and have these products delivered worldwide, contributing to more efficient logistics, enhanced delivery services, and easier everyday travel for everyone.

## 3. OBJECTIVE

Primary objective of NEWTON is:

- Revolutionize transportation,
- Enhance Logistic Efficiency,
- Transform Delivery Services,
- Promote Sustainability (2-3% of global carbon emission is done through shipping industry, 2.5% by planes and 10% by cars).

## 4. TARGET AUDIENCE

The target audience for AIRSIP includes business professionals involved in cargo operations and those managing goods transportation via ships, trains, planes, trucks, and other means. DRONE appeals to individuals engaged in online services, emergency medical services, filmmakers seeking aerial views, and government entities. AIRCAR, on the other hand, targets everyday individuals seeking easier and faster transportation options.

# DEVELOPMENT MYTHOLOGY

## 1. DESIGN NOTES

As a designer I have made my site beautiful, simple and easier to use. I browse dozens of websites across various industries. Inspired by the approach of major corporations like Apple, Tesla, Lamborghini, and Gucci, which prioritize beauty and simplicity in their websites, I decided to adopt a similar strategy. As a result, I have incorporated striking full-page visuals on my homepage, achieving a visually appealing design akin to these influential brands.

- **TYPOGRAPHY:** I chose the font Papyrus for headings and some subheadings, inspired by the aesthetic of the movie Avatar. For product names, I use bold Abeezee, italic Abeezee for product descriptions, and regular Abeezee for other text. I selected Abeezee because of its readability and aesthetic appeal when used throughout the design.
- **COLORS:** I researched colors on Google to select ones that attract customers and convey meaningful associations. Consequently, I chose black for headings and footer to signify power. Reflecting Newton's focus on flight, I used light blue to highlight products, dark blue for customer reviews, and boxes to provide detailed information, inspired by the sky's hues. I use [ #000000, #d9d9d9, #fff72e, #ffffff, #fcffff, #2e87ff, #b0d1ed, #365442, #0f0f0f, #c9f0f7, #0070ab, #1778f2, #0a66c2, #4ac2e8, #1c1a1a, #3d96a8, #121212, #29a8eb, #dbf0f7, #bfb8b8, #d4deed, #f0f0f0, #541414, #7d0d0d, #bf3838 ]

## 2. SITE MAP

On the homepage, you'll find headings and products. Click "See More" to discover related products. On the product page, select "Buy Now" to proceed to checkout, where you can enter your details for further processing. Subheadings are clickable for easy navigation to specified pages. To return to the homepage from pages like Contact or Products, simply click "NEWTON." On mobile view, use the hamburger menu to navigate easily to other pages



*Fig.1.SITEMAP of web design*

## 3. INTERATION

The desktop and mobile views of my website offer Neary identical experience, ensuring consistency for all users. In the mobile version, subheadings are replaced by a menu bar; clicking it reveals a table displaying the subheadings. NEWTON serves as both the name and logo of my website, functioning as a button to return to the homepage from any other page. There are six pages in total: the homepage, three product pages, and additional pages for about us, contact us with customer reviews. To make a purchase, users can click the "Buy Now" button, which opens a pop-up page for entering payment information. Other buttons are straightforward; clicking them directs users to the corresponding page indicated within the button.

# RECOMMENDATION AND CONCLUSION

## 1. FUTURE ENHANCEMENT

Our Flying Ambulance project is nearing completion, ensuring prompt transportation for patients requiring urgent medical procedures. Concurrently, we are conducting research on a flying bus designed for schools and offices to mitigate traffic congestion for students and office workers alike. Additionally, our focus extends to developing a flying bike tailored for solo travel enthusiasts. Imagine the thrill of MotoGP and Formula 1 racing in the sky—an exhilarating spectacle to behold. Looking forward, we envision Newton Homes suspended in the sky. After completing your office tasks, take your Newton bike up to the clouds where your family resides, enjoying a unique living experience. Our ultimate ambition is space exploration, where advanced Newton vehicles enable individuals to traverse and appreciate the breathtaking beauty of space. Picture savoring coffee amidst Saturn's rings, lunch on Jupiter, and dinner on the moon. Such innovations promise to ignite anticipation for the possibilities of each new day.

## 2. CONCLUSION

In conclusion, NEWTON aims to revolutionize global transportation with innovative, sustainable solutions, transforming logistics, delivery services, and personal travel. By harnessing renewable energy and advanced technology, we strive to create a more efficient, accessible, and exciting future for mobility, enhancing lives and fostering global connectivity.

## REFERENCES

### 1. Product Reference:

- Inspiration for whole website: Sir Issac Newton, Leonardo da Vinci, <https://youtu.be/z-Ng5ZvrDm4?si=7osurvjR0O2mDrDW>
- Airship Research: <https://youtu.be/ZjBgEkbnX2I?si=SX4Zb7XS0TP3mBJH>, [https://youtu.be/\\_phicOPoQT8?si=QIVdkzvfHmO6PPC2](https://youtu.be/_phicOPoQT8?si=QIVdkzvfHmO6PPC2)
- Drone Research: <https://youtu.be/DOWDNBu9DkU?si=XroA3TxemNLk8dFW>, <https://youtu.be/SpEZcL8z8fU?si=L4Cg0-GmkQNaUB7>
- Aircar Research: [https://youtu.be/VcdPyzCgkZk?si=A2mbI2gkkIaDwGf\\_](https://youtu.be/VcdPyzCgkZk?si=A2mbI2gkkIaDwGf_), <https://youtu.be/a2tDOYkFCYo?si=hy5pDwWLwb56hmR9>
- Website Design Idea form: <https://www.apple.com/>, <https://www.tesla.com/>, <https://www.gucci.com/us/en/>, <https://www.lamborghini.com/en-en>

### 2. Image Reference:

- <https://www.google.com/>

### 3. Logo Reference:

- Logo: <https://www.youtube.com/watch?v=5PSNL1qE6VY>