Final Report/Supporting Document

# Frontend Development (INT-219)

**By**

| Sr. No. | Registration No | Name of Student | Roll No | Total Marks | Marks Obtained | |
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# Title: CSK Website

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**Submitted To Dr. Sonia Jassi Mam, Assistant Professor**

# Acknowledgement

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-Anshuman Shuka

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# 1. Introduction

## 1.1About HTML, CSS and JS

***HTML (Hypertext Markup Language):***
***HTML*** *is the standard markup language used to create the structure and content of web pages.*
*It consists of a series of elements, represented by tags, which define the structure of a webpage such as headings, paragraphs, images, links, and more.*
*HTML provides the foundation upon which web content is built, allowing developers to organize and present information on the internet.*

***CSS (Cascading Style Sheets):***
***CSS*** *is a stylesheet language that controls the presentation and layout of HTML documents.*
*It allows developers to define the visual appearance of elements on a webpage, including aspects such as colors, fonts, spacing, and positioning.*
*By separating the content (HTML) from its presentation (CSS), developers can create consistent and visually appealing designs across multiple web pages.*
***JavaScript:***
***JavaScript*** *is a high-level programming language that adds interactivity and dynamic behavior to web pages.*
*It enables developers to create responsive and interactive elements such as animations, forms, games, and much more.*
*JavaScript is widely used for client-side scripting, meaning it runs directly in the web browser of the user, allowing for real-time manipulation of the webpage without the need to reload.*

## 1.2 Purpose

The purpose of creating a website for a cricket team like Chennai Super Kings could serve multiple objectives.

1. **Fan Engagement**: The website provides a platform for fans to stay updated on the player profiles, and allow user to shop team's stuffs like T-shirt and bottles
2. **Sponsorship and Partnerships**: A well-designed website with large and engaged fan base can attract sponsors and partner, proving additional revenue streams for the team.
3. **Community Building**: The website can serve as a platform for building a community of fans who share a common passion for cricket and the CSK team. This can foster a sense of belonging and camaraderie among supporters.

## 1.3 Scope

The scope of the csk website encompasses a range of features and functionalities aimed at serving the needs of fans, promoting the team's brand, and facilitating various business objectives. Here's a breakdown of the scope.

1. **Information Portal**: The Website serves as a comprehensive source of information about the team, including its history, achievement, management, and player Profile.
2. **Merchandise Store**: An online store is integrated into the website, offering a wide range of official CSK jerseys, accessories, contributing to revenue generation.
3. **Sponsorship Opportunities**: The website offers various sponsorship opportunities for brands looking to associate themselves with the CSK brand. This include banners ads, sponsored content, branded promoting, and partnerships.
4. **Community Building**: The website offers various sponsorship opportunities for brands looking to associate themselves with the csk brand. The includes banners ads, sponsored Content, branded promotions, and partnership.

## 2.1 Product Perspective

*The prospective Chennai Super Kings (CSK) website aims to revolutionize fan engagement and digital experience by integrating innovative features such as live match streaming, interactive match centers, mobile app integration, virtual reality experiences, and augmented reality features. Through personalized content recommendations, expanded e-commerce offerings, and localized content, the website seeks to cater to the diverse fan base of CSK while fostering community forums, social responsibility initiatives, and data analytics dashboards to deepen fan connections, drive revenue, and amplify the team's global brand presence.*

## 2.4 General Constraints

***Budget Limitations****: The website development and maintenance budget may be limited, necessitating careful allocation of resources to prioritize essential features and functionalities.*

***Time Constraints****: There might be time pressures to launch the website before the start of the cricket season or to coincide with a major event, requiring efficient project management and streamlined development processes.*

***Technical Limitations**: Technical constraints such as server capacity, bandwidth limitations, and compatibility with various devices and browsers need to be considered to ensure optimal performance and accessibility for users.*

***Content Restrictions**: The website content must adhere to legal and regulatory requirements, including copyright laws, data protection regulations, and guidelines for user-generated content.*

***Security Concerns**: Protecting the website from security threats such as hacking, data breaches, and malware attacks is paramount, necessitating robust security measures and regular updates to mitigate risks.*

# 3. Specific Requirements

*The Chennai Super Kings (CSK) website must incorporate live match streaming capabilities, interactive match centers with real-time updates, seamless integration with a mobile app for on-the-go access, immersive virtual reality experiences, and engaging augmented reality features. Additionally, it should prioritize user-friendly navigation, secure e-commerce functionalities for merchandise sales, multilingual support, robust content management systems, and comprehensive analytics tools to track user engagement and optimize performance. These specific requirements aim to enhance fan engagement, expand the team's digital presence, and elevate the overall user experience.*

### 3.1 Software Interfaces

*The Chennai Super Kings (CSK) website necessitates seamless integration with various software interfaces to ensure optimal functionality and user experience. These interfaces include but are not limited to content management systems (CMS) like WordPress or Drupal for efficient content updating, e-commerce platforms such as Shopify or WooCommerce for merchandise sales, and third-party APIs for live match streaming, social media integration, payment processing, and analytics tracking. Additionally, integration with mobile app development frameworks like React Native or Flutter is crucial for synchronizing features and data between the website and its companion mobile application. By leveraging these software interfaces effectively, the CSK website can deliver a cohesive and immersive digital experience to its fans while streamlining backend operations and enhancing overall performance. and app performance, guiding optimization efforts. Content*

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## 4. Analysis Models

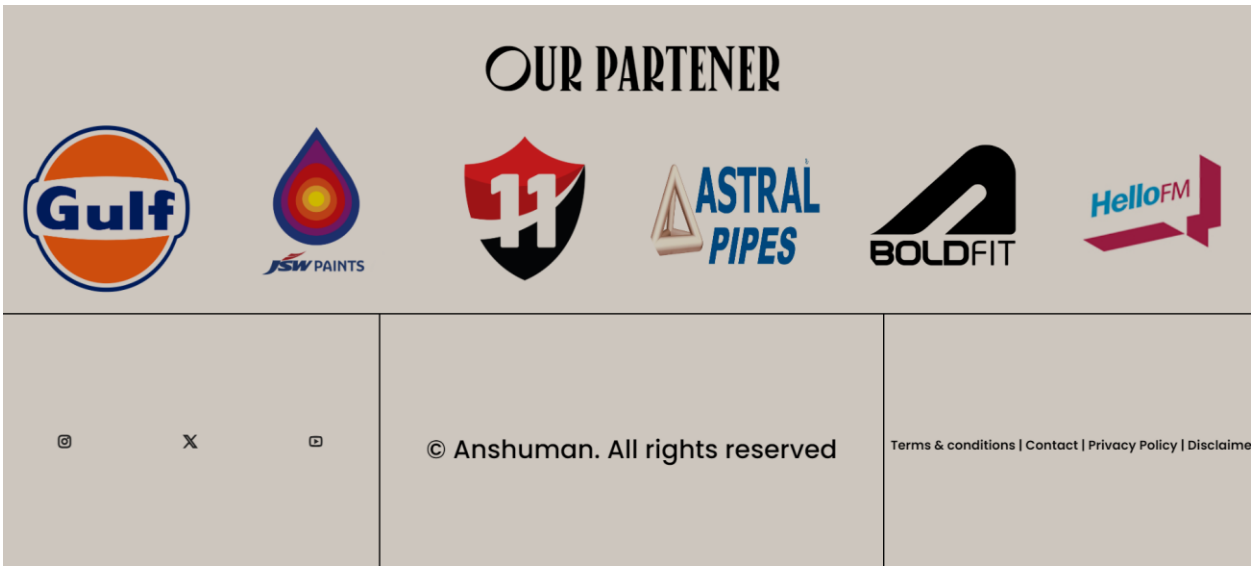
***The Chennai Super Kings (CSK) website employs user analysis models to enhance engagement and satisfaction. Through tools like Google Analytics, it tracks user behavior, including page views, session durations, and click-through rates, to understand how users interact with the site. This data informs iterative improvements to navigation, content, and layout. Additionally, employing techniques such as A/B testing allows the website to experiment with different design elements and features, optimizing for user preferences and driving higher levels of engagement. Content analysis further refines the user experience by identifying popular content types and topics, guiding the creation of more relevant and engaging material. Together, these analysis models ensure the CSK website evolves in alignment with user needs and preferences, fostering deeper connections with fans and stakeholders.***

1. **GitHub Link**:- https://github.com/Anshuman1s/Chennai-Super-King-Website

**2 . Vercel Link**:- https://chennai-super-king-website.vercel.app/

## 7. Snap Shots

<Project Name>



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