

Front-End UI/UX Mini Project

Report

1. Title Page

Project Title: Local Business Homepage – ESTHETLY

Submitted By:

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Course: UI/UX Design Fundamentals

Instructor Name: Mr.Dhiraj

Institution: Christ University, Kengeri Campus

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2. Abstract

This project focuses on designing and developing a homepage for **ESTHETLY**, an Instagram-based small business specializing in handmade jewelry and accessories. The aim was to create a clean, visually appealing, and mobile-friendly website that reflects the brand's aesthetic and handcrafted charm. The homepage showcases services, product offerings, and contact information with links to the business's Instagram for orders. HTML5 semantic tags were used for structure, while CSS handled the styling and layout. The final result is a user-friendly, responsive, and SEO-friendly homepage that strengthens ESTHETLY's online presence.

3. Objectives

- Create a homepage layout for ESTHETLY using HTML5.
 - Style the site using CSS, ensuring brand consistency across navigation, sections, and footer.
 - Follow accessibility and SEO best practices to improve visibility and user reach.
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4. Scope of the Project

- Entirely **front-end** – no backend integration.
 - Mobile-first design to cater to Instagram-driven customers.
 - Brand-specific colors, fonts, and layout.
 - Optimized for search engines and accessibility compliance.
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5. Tools & Technologies Used

| Tool/Technology | Purpose |
|-----------------|---------------------|
| HTML5 | Structure & content |
| CSS3 | Styling & layout |
| VS Code | Code editing |
| Chrome DevTools | Testing & debugging |

6. HTML Structure Overview

- Pages: index.html, about.html, contact.html
- Semantic structure: <header>, <nav>, <main>, <section>, <footer>
- Homepage: Hero banner, services section (handmade jewelry, keychains, necklaces, bracelets, phone charms, earrings).
- About page: Story of ESTHETLY's creation and growth.
- Contact page: Instagram link, optional contact form, and Google Maps integration (if needed).

7. CSS Styling Strategy

- Single external stylesheet index.css for consistency.
- Mobile-first responsive layout using Flexbox and CSS Grid.
- Soft, aesthetic color palette reflecting handcrafted products.
- Hover effects on product images and buttons for interactivity.

8. Key Features

| Feature | Description |
|-----------------------|---|
| Mobile-First Design | Optimized for mobile users (majority Instagram-based) |
| Product Showcase | Visual display of products with aesthetic styling |
| Instagram Integration | Direct link to order via Instagram |
| About Page | Story of ESTHETLY's journey and vision |
| Contact Page | Social links and optional contact form |

9. Challenges Faced & Solutions

| Challenge | Solution |
|---|---|
| Maintaining brand aesthetics in code-based design | Used custom color palette and typography styles |
| Mobile responsiveness for image-heavy sections | Applied Grid/Flexbox and relative sizing |
| Linking social media effectively | Used clear call-to-action buttons with icons |

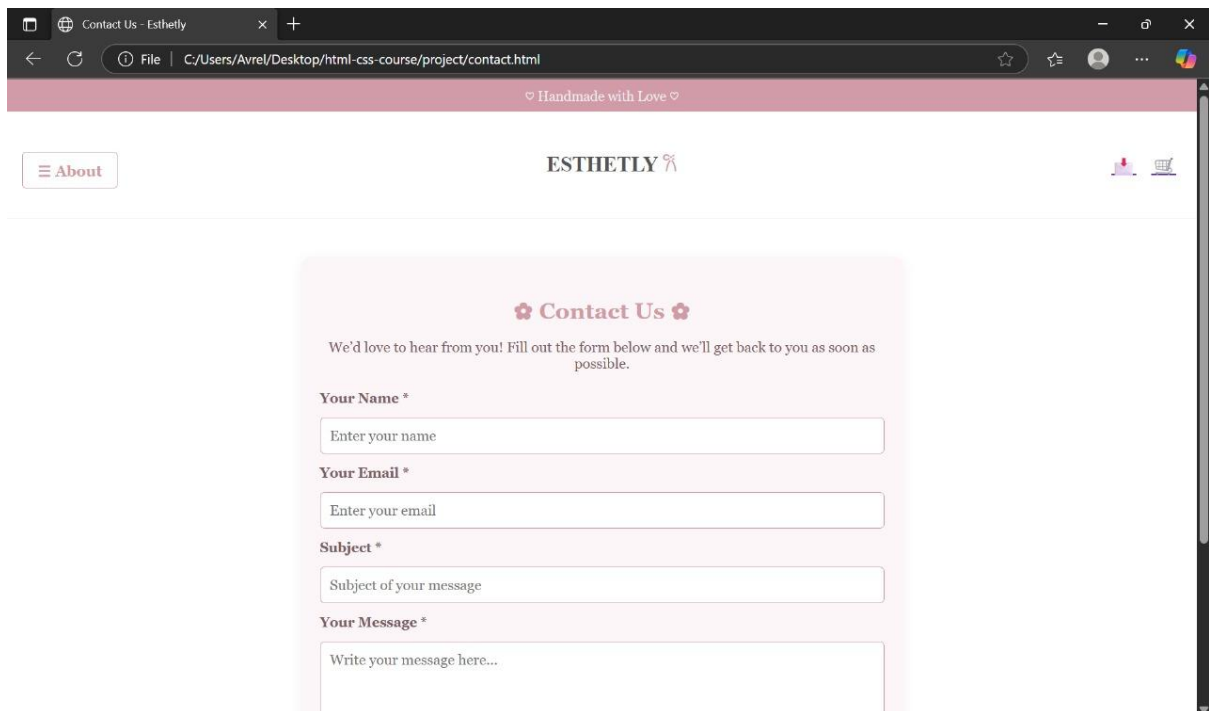
10. Outcome

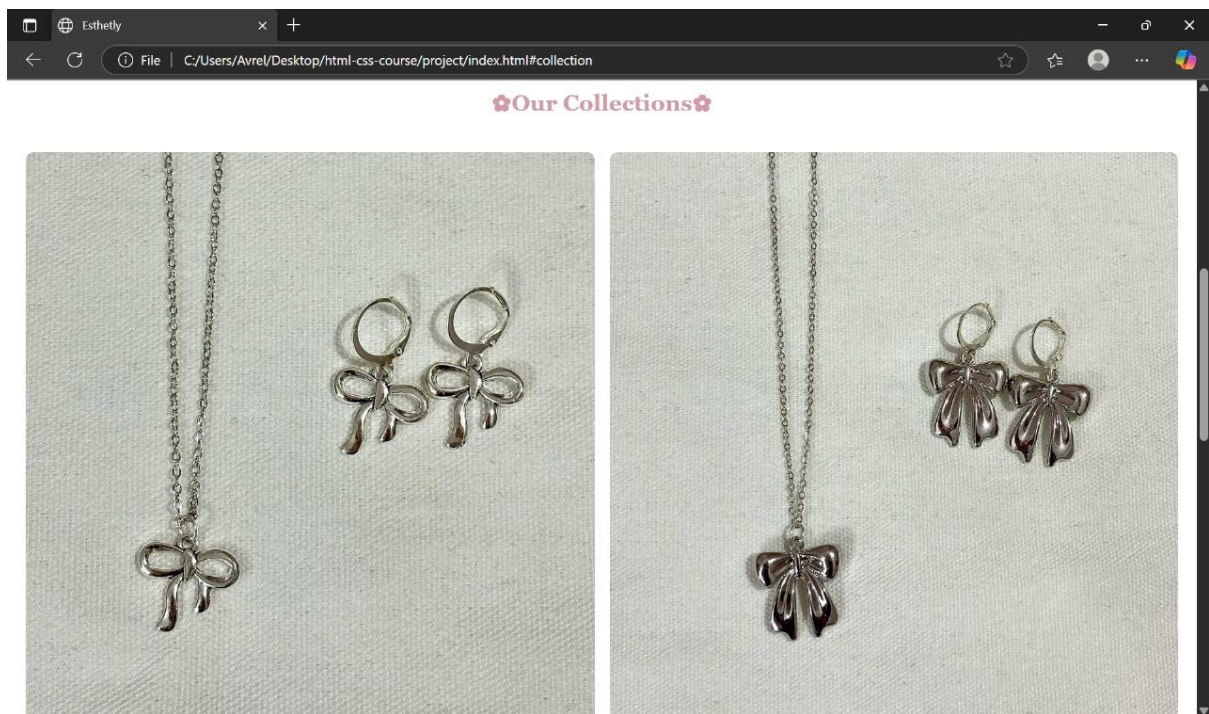
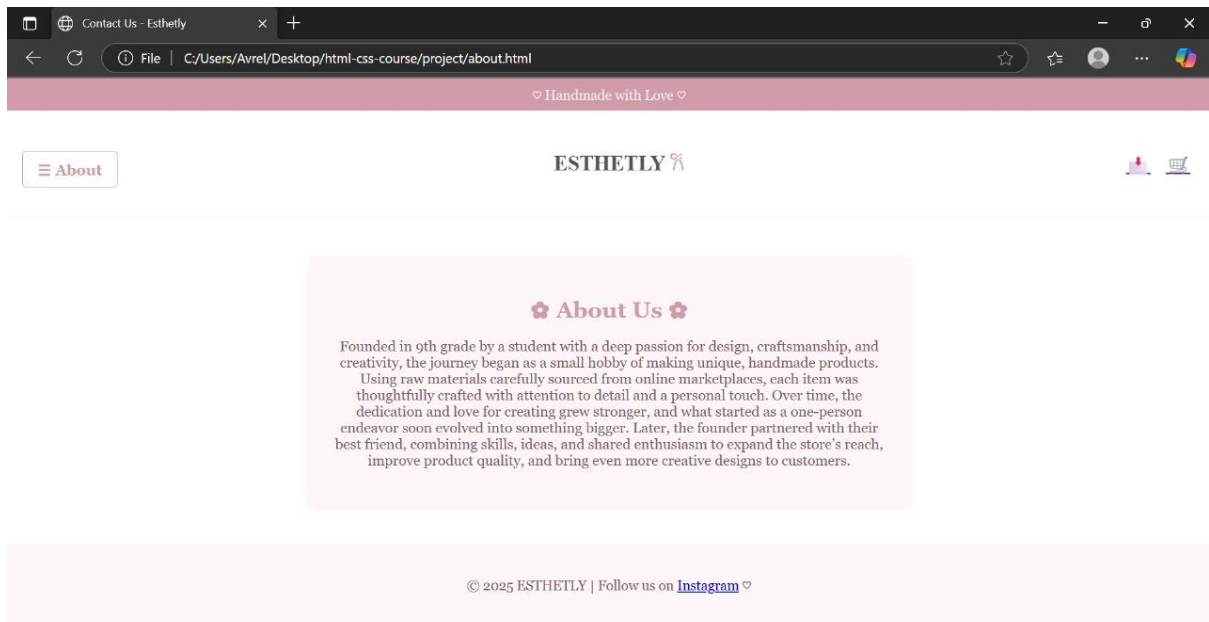
The project resulted in a visually pleasing, mobile-responsive homepage that accurately reflects ESTHETLY's brand identity. It enhances the store's accessibility beyond Instagram and can easily be expanded into a full e-commerce site in the future.

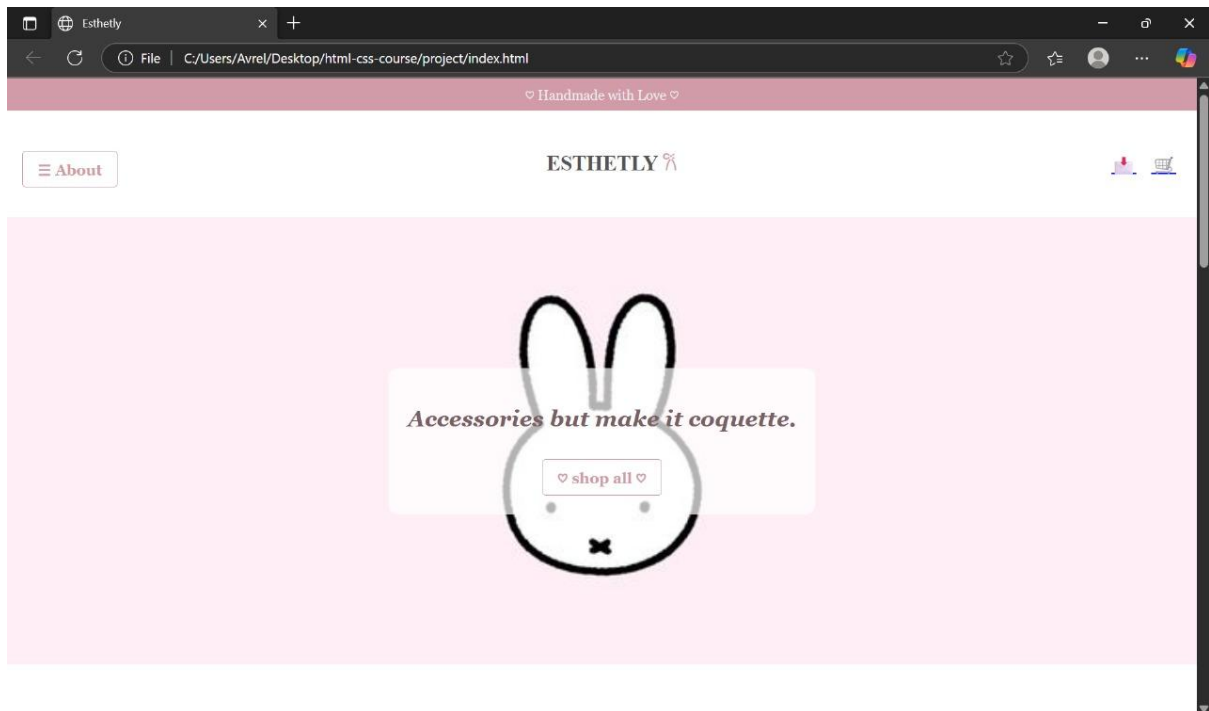
11. Future Enhancements

- Add JavaScript product carousel for better engagement.
- Implement product filtering and categorization.
- Integrate a backend for online ordering.
- Add customer reviews/testimonials section.

12. Screenshots of Final Output







13. Conclusion

The **ESTHETLY** homepage project successfully demonstrates how small businesses can use a simple HTML & CSS-based website to strengthen their brand identity online. This mini project improved skills in responsive web design, semantic coding, and brand-focused UI creation.

14. References

- L&T LMS: <https://learn.Intedutech.com/Landing/MyCourse>
- W3Schools HTML & CSS Documentation – <https://www.w3schools.com>
- MDN Web Docs – <https://developer.mozilla.org>