BTOE361T5P: Front End UI/UX Development

Product Launch Page

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Abstract of the project:

This project is a simple and visually appealing product launch website designed to showcase and promote three categories of items — watches, bracelets, and keychains. The key goal is to create an interactive and user-friendly platform where visitors can browse products, view details such as price and description, and easily navigate between categories. The core technologies used in this project are **HTML** for structuring the content and **CSS** for styling and enhancing the visual appeal. Additional features include image displays, hyperlinks for navigation, and a feedback form to collect customer input. The final outcome is a clean, functional, and aesthetically pleasing website that can serve as an online catalog for small businesses or startups, helping them effectively present their products to potential customers and encouraging engagement.

Objective of the project: Design a user-friendly interface using modern UI principles

Scope of the project:
- Focused on front-end design only
- No JavaScript or server-side integration
- Intended for desktop, tablet, and mobile viewports
- Used only open-source tools and pure code (no libraries)

Tools & Technologies Used

Tool/Technology	Purpose
HTML5	Markup and content structure
CSS3	Styling and layout management
VS Code	Code editor
Chrome DevTools	Testing and debugging

HTML Structure Overview

- Used semantic tags: <header>, <nav>, <main>, <section>, <footer>
- Structured into reusable sections: About, Projects, Contact
- Navigation menu using <ul> and anchor links for smooth scrolling

CSS Styling Strategy

- Used external CSS file (style.css)
- Organized with comments and sections
- Techniques used:
    - Flexbox and Grid for layout
    - Media Queries for responsiveness
    - CSS Variables for theme customization
    - Hover effects and transitions
    - Mobile-first design approach

Key Features

Feature	Description
Responsive Design	Adapts seamlessly to all screen sizes
Smooth Navigation	Fixed top nav with anchor links
Project Cards	Flex-based layout with hover effects
Contact Form (non-functional)	Placeholder layout for inputs and button
Accessible Fonts & Colors	High contrast and readable typography

Challenges Faced & Solutions

Challenge	Solution
Overlapping elements on small screens	Used media queries to stack elements
Difficulty aligning items using float	Shifted to Flexbox and Grid
Typography scaling issue	Used relative units (em/rem) instead of px

Outcome

- Achieved a clean, consistent, and visually engaging front-end layout
- All key components function as intended using just HTML and CSS
- Learned about layout responsiveness and UI hierarchy in depth

Future Enhancements

- Add JavaScript for interactivity (form validation, dynamic content)
- Integrate animations or transitions
- Backend integration for form submission
- Theme toggler (light/dark mode)

Sample Code:

```
Html code for main index page
<!DOCTYPE html>
<html>
<head>
   <title>Product Launch</title>
   <meta charset="UTF-8">
   <style>
      body { font-family: Castellar, sans-serif; text-align: center; }
      .product-category { display: inline-block; margin: 20px; border: 1px solid #ccc; padding:
15px; border-radius: 10px; width: 200px; }
```

```
        .product-category img { width: 100%; border-radius: 10px; }
        a { text-decoration: none; color: black; }
        a:hover { color: #007BFF; }
    </style>
</head>
```

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Keychains</title>
    <style>
        body {
            font-family: Arial, sans-serif;
            margin: 0;
            padding: 0;
            background-color: #fff7fa;
            color: #333;
            text-align: center;
        }
```

Html code snippet for bracelets

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Bracelets</title>
    <style>
        body {
            font-family: Arial, sans-serif;
            margin: 0;
            padding: 0;
            background-color: #fff7fa;
            color: #333;
            text-align: center;
        }
```

```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Watches - Starlit Trinkets</title>
    <style>
        body {
            font-family: Arial, sans-serif;
            margin: 0;
            padding: 0;
            background-color: #fff7fa;
            color: #333;
            text-align: center;
        }
```

Screenshots of Final Output:

✨ MOONLIT CHARMS ✨

WATCHES   BRACELETS   KEYCHAINS

About Moonlit Charms
We bring you a curated collection of timeless watches, elegant bracelets, and charming keychains — each piece crafted to bring a little magic to your everyday. Whether you're chasing seconds or collecting smiles, we've got something just for you.

Classic Silver Watch

₹1,499

Elegant and timeless design.

★★★★★
"Elegant and perfect for everyday wear!"

Rose Gold Charm Watch

₹1,799

Perfect for everyday wear with a touch of glamour.

★★★★★
"Stylish and durable. Worth the price!"
Buy Now

Classic Collection Watch

₹1,299

A blend of luxury and modern minimalism.

★★★★★

Minimal Leather Watch

₹1,299

Modern minimalism with comfort.

★★★★★
"BEST WATCH EVER!!LOVED ITTT"
Buy Now

Golden Whisper

₹499

★★★★★
"Delicate and classy. Perfect gift!"
Buy Now

Midnight Bloom

₹799

★★★★☆
"Elegant yet simple. Goes with anything."
Buy Now

Ivory Clover

₹299

★★★★★
"Bright and unique design, love it!"
Buy Now

Earth's Mosaic

₹399

★★★★★
"Bought it for my friend and she loves it!!"
Buy Now

Ocean Bloom

₹499

★★★★★
"Perfect for gifting"
Buy Now

Pearl Reverie

₹799

★★★★★
"Durable"
Buy Now

Celestial Heart

₹299

★★★★★
"Aesthetic"
Buy Now

Golden Meadow

₹399

★★★★★
"Best keychain i have ever bought"
Buy Now

Conclusion:

This is a product launching website that showcases various items like watches, bracelets, and keychains with attractive layouts and user-friendly navigation.

This mini project helped me strengthen my front-end development skills using only HTML and CSS. I gained practical insights into responsive design, layout structuring, and user interface aesthetics. The hands-on implementation of design principles also enhanced my understanding of user-centric web design.

References

- L&T LMS : https://learn.lntedutech.com/Landing/MyCourse