# FEDAssignment1

FED Assignment 1 project

Writeup on FED Project Idea

Name: Codi Chew

Student ID: S10241842

Class: T07

Introduction:

My project idea for FED Assignment 1 revolves around the revitalizing Crye Precision, a non-fictional company based in Brooklyn, New York. Crye Precision specializes in constructing high quality, comfortable, and functional tactical garments, which earned them global recognition for its cutting-edge and uncompromising gear. Being renowned as a pioneer in the industry, Crye consistently produces avant-garde apparel that is trusted and worn by many of the world’s best militaries.

External user’s goal:

Crye Precision has several customers ranging from civilians to law enforcement officers and military personnel. Their primary goal is to see what gear Crye has to offer and whether they are made with high-quality materials as Crye claims. Thus, the website must be simple to use and navigate so that customers are able to swiftly find the specific equipment they are searching for while being able to easily browse the various products Crye has to offer. Furthermore, customers might also like to find out more about the company and would like to know certain information such as which countries Crye can ship to, what credit cards they accept, and other links that are related to the company such as social-media platforms.

Site owner’s goal:

The goal of Crye’s owner is to appeal to the customers by earning their trust and confidence so that they would purchase Crye’s product while simultaneously boosting Crye’s reputation as a reputable, trustworthy, and are capable of consistently producing high-quality garments.

Potential features to include:

- Make the website more compartmentalized for new potential customers.

- Gain the customer’s trust by providing them with unbiased customer reviews.

- Link reviews about the product on the page.

- Have a page that informs users of where Crye can ship while providing an estimated cost.

- Offer a drop-down list where users can select multiple language options.

- Offer a loyalty program by signing up to be a member.

- Have a slideshow on the landing page to feature new products.

- Include a color chart so people know what color of garments are suitable for them.

- Offer a sign-up link for a newsletter on the sign-up page.

- Show a list of credit cards that are accepted by the company.

- Feature additional links that are related to the company such as social media platforms like Instagram etc.

- Include a promotional video for the landing page.

- Offer special discounts and access pages for Military and Law enforcement programs where they can have early access to equipment for testing.

Suggested JavaScript features to include:

- The navigation bar features a color change on the option when the mouse is hovering.

- Certain options will have a color change or have an object popping out while the mouse is hovering to indicate that the user can select that option.

References:

References for the wireframe:

Landing page background video:

Idea from: https://onwardresearch.com/

https://www.youtube.com/watch?v=KDF5m-vZ0\_8

Items such as: Crye’s name, logo, motto, Shopping cart icon + Main inspiration

https://www.cryeprecision.com/

Horizontal scrolling inspiration:

https://haleystrategic.com

1st page Product pictures:

https://www.instagram.com/75tharmyrangers/?hl=en

Outerwear picture link:

https://www.wallpaperflare.com/men-s-green-tactical-jacket-forest-soldiers-equipment-kalashnikov-wallpaper-goel

Packs picture link:

https://taskandpurpose.com/gear/how-to-choose-a-tactical-backpack-mystery-ranch/

Twitter Icon link:

https://logos-download.com/169-twitter-logo-download.html

Facebook Icon link:

https://www.pinterest.com/pin/766315692846543616/

Instagram Icon link:

https://commons.wikimedia.org/wiki/File:Instagram\_icon.png

YouTube Icon link:

https://www.google.com/imgres?imgurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fcommons%2Fthumb%2F0%2F09%2FYouTube\_full-color\_icon\_%25282017%2529.svg%2F1024px-YouTube\_full-color\_icon\_%25282017%2529.svg.png&tbnid=oSXuZz7qZQsVoM&vet=12ahUKEwint8unsNGAAxXpz6ACHa1KAv4QMygAegUIARD0AQ..i&imgrefurl=https%3A%2F%2Fcommons.wikimedia.org%2Fwiki%2FFile%3AYouTube\_full-color\_icon\_(2017).svg&docid=dOJxbl5jpmH8jM&w=1024&h=708&q=youtube%20icon&ved=2ahUKEwint8unsNGAAxXpz6ACHa1KAv4QMygAegUIARD0AQ

Visa Icon link:

https://iconduck.com/icons/71125/visa

Master card Icon link:

https://iconduck.com/icons/42/mastercard

American Express Icon link:

https://www.flaticon.com/free-icon/american-express\_349228

Discover Icon link:

https://www.flaticon.com/free-icon/discover\_349230

Union pay Icon link:

https://en.wikipedia.org/wiki/UnionPay

Apple pay Icon link:

https://developer.apple.com/apple-pay/marketing/

Google pay Icon link:

https://pay.google.com/intl/en\_sg/about/

PayPal Icon link:

https://financialit.net/news/payments/paypal-accounts-nearly-half-all-digital-wallet-complaints-us-almost-4500-last-four

Uniform page, Combat Uniforms picture link:

https://www.facebook.com/optactical/photos/a.1622520274427478/4018769334802548/?type=3

Uniform page, Field uniform picture link:

https://www.technicaltextile.net/news/propper-to-unveil-its-camouflage-items-in-us-army-ocp-247197.html

Uniform page, Law enforcement picture link:

https://www.tacwrk.com/en/brands/crye-precision

Uniform page, Joint protection picture link:

https://soldiersystems.net/2018/11/26/crye-precisions-new-generation-of-combat-and-field-apparel-officially-available-for-purchase/

Combat uniform splitroad image link:

https://sofrep.com/news/phalanx-meet-the-newest-initiative-of-the-75th-ranger-regiment/

Crye G4 Pic link:

https://thereptilehouseblog.com/2019/02/22/crye-precision-g4-combat-pants-part-2-the-fit/

Crye G3 Pic link:

https://www.facebook.com/optactical/photos/a.1622520274427478/5494295520583248/?type=3

US flag Icon:

https://www.flaticon.com/free-icon/united-states\_206626?term=usa+flag&page=1&position=1&origin=tag&related\_id=206626

South Korean flag icon:

https://www.flaticon.com/free-icon/south-korea\_330591

Japan Flag icon:

https://www.freepik.com/premium-vector/flag-japan-icon-vector-illustration\_36993505.htm

German flag Icon:

https://en.wikipedia.org/wiki/Flag\_of\_Germany

France flag icon:

https://en.wikipedia.org/wiki/Flag\_of\_France

Inspiration for color chart:

https://lbtinc.com/pages/color-chart

Crye precision page logo:

https://www.google.com/imgres?imgurl=https%3A%2F%2Fmir-s3-cdn-cf.behance.net%2Fprojects%2F404%2F89a68d70503771.5ba5531edd85c.jpg&tbnid=l4PVsYmn3\_0VaM&vet=12ahUKEwiJlMfHws-CAxV7RWwGHUnjDOEQMygFegQIARBZ..i&imgrefurl=https%3A%2F%2Fwww.behance.net%2Fgallery%2F70503771%2FCrye-Precision&docid=m\_cwXxpGNjyG0M&w=404&h=316&q=crye%20precision%20logo&ved=2ahUKEwiJlMfHws-CAxV7RWwGHUnjDOEQMygFegQIARBZ

Magnifying glass Icon from Font Awesome

https://fontawesome.com/icons/magnifying-glass?f=classic&s=solid

What is INNERHTML

https://coderpad.io/blog/development/javascript-innerhtml/#:~:text=innerHTML%20is%20an%20HTML%20element,or%20change%20elements'%20innerHTML%20content.

Icon -> Language selector arrow

https://icon-sets.iconify.design/ri/arrow-drop-down-fill/

Multicam website

https://multicampattern.com/

Apps that I have used:

Video to gif converter

https://ezgif.com/

Font Awesome

https://fontawesome.com/

YouTube tutorials:

YouTube tutorial on photoshop for the logo:

https://www.youtube.com/watch?v=AF1kYrMzVnI&t=154s

YouTube tutorial on how to create a hover button:

https://www.youtube.com/watch?v=AHBEpMD2dZ0

YouTube tutorial on how to create a search bar:

https://www.youtube.com/watch?v=02FE2wUCiFw

Tutorial on how to create a horizontal scrolling bar:

https://www.youtube.com/watch?v=wIPo7vxxchY&t=1s

https://www.youtube.com/watch?v=KzJicksCNKU&t=302s

Tutorial on how to create a web slider:

https://www.youtube.com/watch?v=ya2jkJBQA8Y&t=285s

How to make a Youtube SearchBar

https://youtu.be/pdyFf1ugVfk?si=zsotIC1qj3yUWXWu

Inline block explanation:

https://youtu.be/fAERmODXkSs?si=9lnvlu8MVccfcU2J

How to create a footer

https://youtu.be/YOb67OKw62s?si=2DbVkY43cf5ljCmq

How to make a sticky Header

https://youtu.be/6HFpw5fcaD8?si=YsiXKQSmk0XObCfG

How to create a slideshow

https://youtu.be/0wvrlOyGlq0?si=m38uc0rfDmIyWne7