PROJECT TITLE: Promsdan — a grocery e-shop

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PSA Report

PAGE 1: INTRODUCTION

Abstract

This PSA report describes the design and development of **Promsdan**, an online grocery and gourmet-food platform. The goal was to build a responsive, aesthetically pleasing e-shop that enables users to browse curated grocery categories, view product details, and place orders—all with smooth interactions, animations, and an intuitive UI/UX. The project applies Bootstrap for layout, advanced Figma for design, and JavaScript for dynamic and interaction behaviors.

Background of the Study

In Nigeria and many developing regions, many grocery vendors still operate primarily offline or via social media. That limits reach, user trust, and smooth transaction handling. Promsdan aimed to bridge that gap by offering a full-fledged e-shop interface to present premium grocery items, manage user accounts, and enable seamless ordering—presenting the brand as professional, trustworthy, and user-friendly.

PCA / PSA Overview

- **PCA (Practical Class Assessment):**
  During class, I worked on mastering **responsive design** with Bootstrap, **high-fidelity UI/UX design in Figma**, and **intermediate JavaScript** skills (for DOM manipulation, event handling, and animations).

- **PSA (Practical Skill Application):**
  I used those skills to build Promsdan's e-shop frontend. The aim was to convert theoretical class knowledge into a polished real-world product that users can interact with, order from, and enjoy browsing.

Skills Applied

1. Layout and responsive web design with **Bootstrap**
2. UX/UI mockups, prototyping, and visual assets in **Figma**
3. **JavaScript** for animations, filtering, dynamic content updates, and interactive UI
4. Image optimization, lazy loading, and performance tuning
5. Integration of shopping cart logic, product "Add to Cart" interactions, and checkout flows (frontend)

PAGE 2: PROBLEM STATEMENT

Identified Problem

Promsdan needed an online presence that matched its premium grocery positioning. Before, it lacked a central e-shop interface. Users couldn't reliably browse product categories, view curated items, or order in a seamless way. The absence of a modern e-commerce frontend reduced credibility and limited growth.

Specifically:

- No smooth transitions or animated feedback for user actions (e.g. adding to cart)
- No easy filtering or categorization interface
- Mobile responsiveness and cross-device consistency were weak or absent
- Brand identity and aesthetics were not effectively translated into the web environment

Objectives

- Design a clean, premium aesthetic that reflects Promsdan's high-end food brand.
- Implement responsive UI so the e-shop works well on mobile, tablet, and desktop.
- Enable users to browse by categories (e.g. fresh vegetables, exotic fruits, artisan dairy, gourmet snacks).
- Implement dynamic product listing with "Add to Cart" interactivity and cart feedback.
- Provide smooth page transitions and animations for better user experience.
- Present "About Us," contact details, and brand story in an engaging way.

PAGE 3: SOLUTION & IMPLEMENTATION

Solution

I built a **responsive e-shop frontend** for Promsdan, focusing on a premium look, intuitive navigation, and interactive feedback. The site showcases carefully curated grocery and gourmet food items, organizes them by category, and allows users to explore and add items to a cart. Animations and transitions make the experience feel polished and modern.

Key features include:

- Category navigation (Fresh Vegetables, Exotic Fruits, Artisan Dairy, Gourmet Snacks)
- Featured products section with images, pricing, and “Add to Cart” buttons
- Cart interaction: adding items gives visual feedback (e.g. animations or alerts)
- Animated transitions and scroll-based reveal effects
- About section with brand story, metrics (number of happy customers, product count)
- Contact / message form
- Responsive behavior across screen sizes
- Performance optimizations (image sizing, lazy load, minimal script overhead)

Implementation Steps

1. **Requirement gathering & brand input**
   Met with the brand stakeholders to understand their premium grocery positioning, color palette, imagery style, and desired user flow.

2. **Wireframing & UI/UX in Figma**
   Created wireframes and prototypes in Figma, decided on color schemes, typography, layout, and UI animations.

3. **Frontend development with Bootstrap**
   Built the layout grid, navigation, responsive columns, and basic styling using Bootstrap components.

4. **JavaScript interactivity and animations**
   - Wrote scripts to filter or toggle categories,
   - Handle “Add to Cart” events with feedback animations,
   - Animate elements on scroll (fade-ins, sliding)
   - Possibly handle basic cart state on the client side

5. **Testing & optimization**
   Tested across device sizes (mobile, tablet, desktop) and browsers for layout, speed, and correctness. Optimized images and scripts to reduce load times.

6. **Deployment**
   Deployed the site (as you did via Netlify), ensuring domain setup, SSL, and performance readiness.

PAGE 4: IMPACT & FEEDBACK

Impact

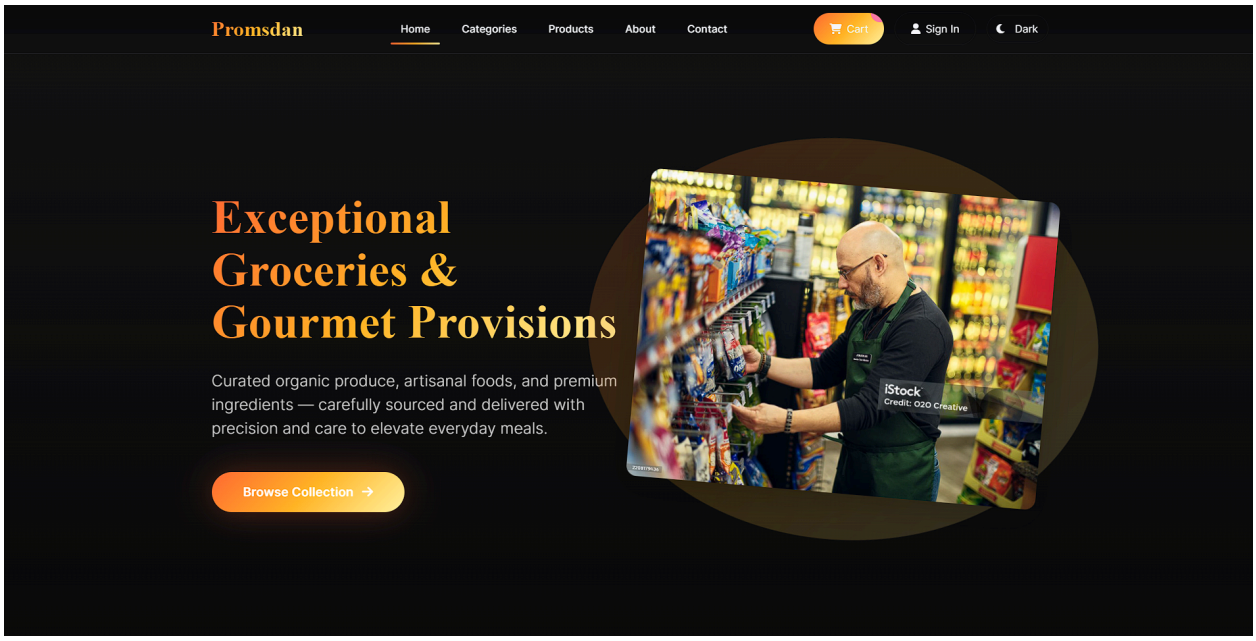
- The website gives Promsdan a strong digital front, raising user confidence and brand legitimacy.
- Prospective customers can now easily explore products, see prices, and attempt ordering in one place.
- The animations, visual polish, and responsive design help retain visitors and improve engagement.
- Marketing efforts can point users to a professional storefront rather than social media.
- The site's structure allows future expansions (backend integration, payment, inventory).

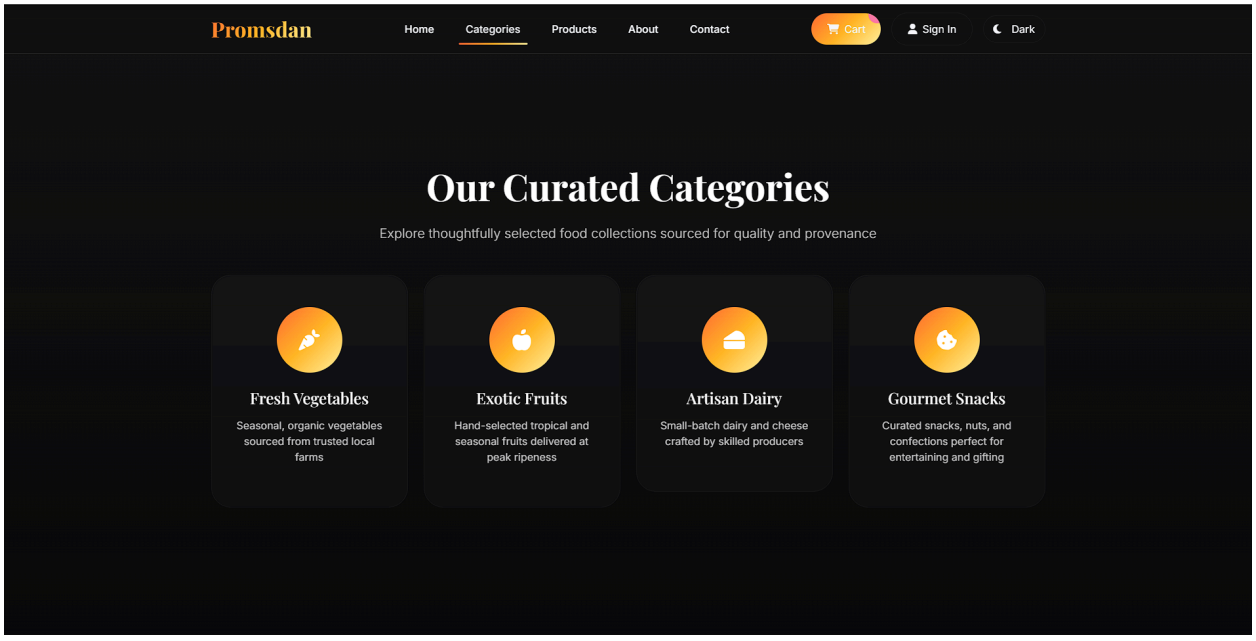
Feedback

- "The site feels premium and smooth — browsing is a pleasant experience." – **Brand Owner / Stakeholder**
- "I like how the categories are clear and it's simple to see what products are offered." – **User Test Participant**
- "The Add to Cart animation and transitions make the site feel alive, not static." – **Friend / Peer Feedback**
- "Would love to see filtering by price range or search in next version." – **Beta User Suggestion**

Appendix

Screen captures of homepage, product listing page, and contact page





Promsdan Home Categories Products About Contact Cart Sign In Dark

Featured Products

Hand-picked selections from our premium collection

Soft drinks

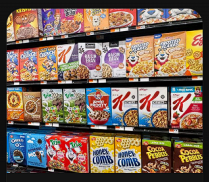
Premium soda for your enjoyment

₦3,500 ★★★★★

Fresly baked treats

Deliciously soft and warm baked goods made with love

₦5,000 ★★★★★



Amazing cereals in varieties

Handcrafted cereals from local artisan producers

₦4,200 ★★★★★

Premium Snack Box

Curated selection of gourmet nuts, chips & treats

₦3,800 ★★★★★

Promsdan Home Categories Products About Contact Cart Sign In Dark

About Promsdan

Elevating grocery shopping to an art form since 2010

At Promsdan, we believe that exceptional food is the foundation of a beautiful life. Our passionate team sources only the finest ingredients from trusted farmers, artisans, and producers who share our commitment to quality and sustainability.

From organic vegetables grown in pristine soil to artisanal cheeses aged to perfection, every product in our collection tells a story of craftsmanship, care, and culinary excellence.

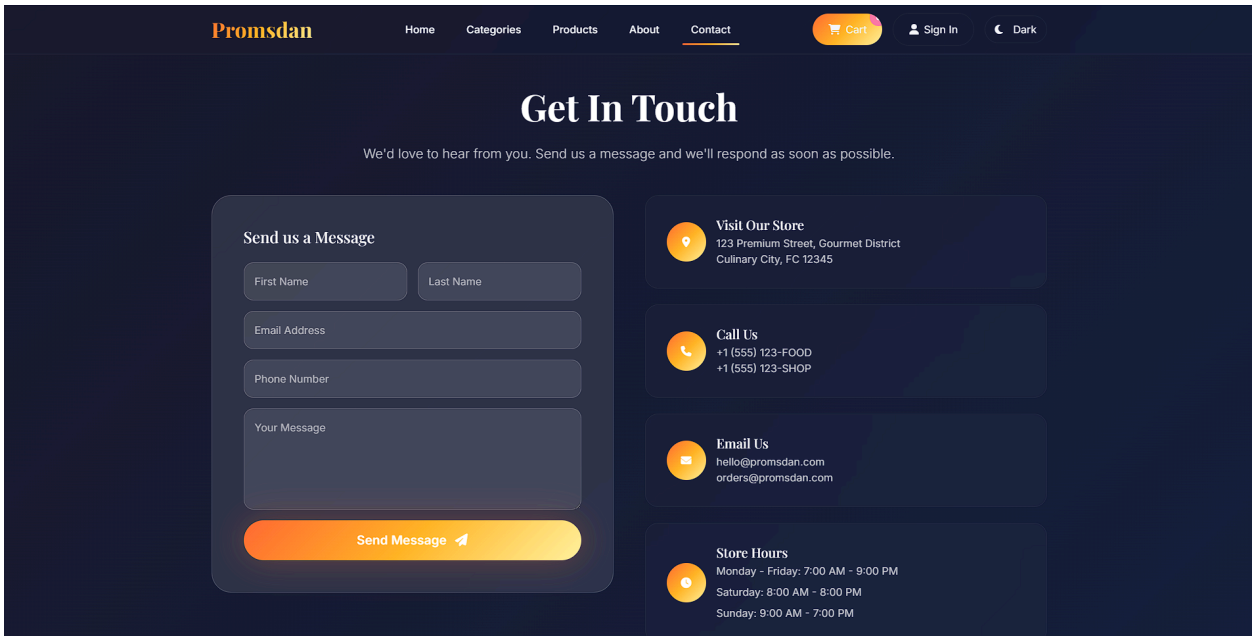
Discover Our Story

15K+
Happy Customers
Satisfied families worldwide

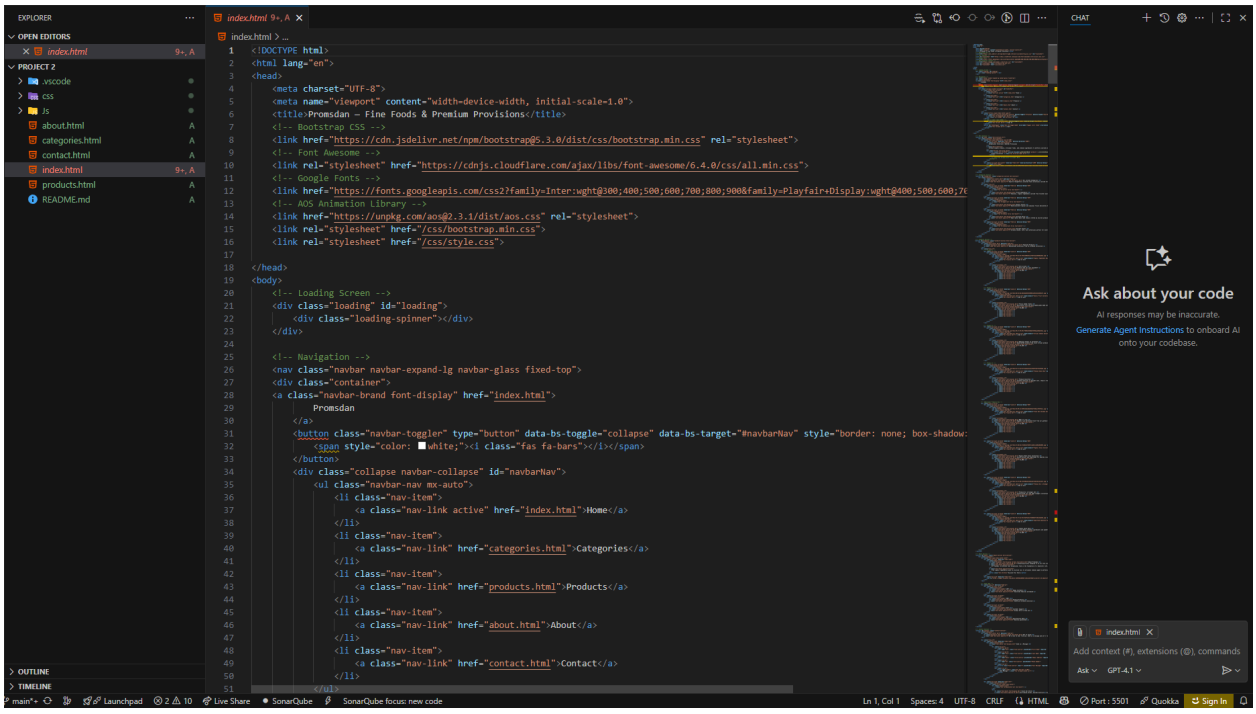
500+
Premium Products
Carefully curated selection

24/7
Customer Support
Always here to help you

99%
Satisfaction Rate
Quality guaranteed



JavaScript code snippets (e.g. event handlers for Add to Cart, scroll animations)



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