

Front-End UI/UX Mini Project

- **Project Title:** *Landing Page For A Vintage Typewriter*
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- **Course:** *UI/UX Design Fundamentals*
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- **Institution:** *Christ University*
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2. Abstract

This project focuses on the design and development of a responsive landing page for a fictional product called **VintageType**, which sells restored vintage typewriters. The key goal was to create an engaging and user-friendly experience that highlights product features, builds trust, and drives sales. The project uses a modern front-end stack including

HTML5, **CSS3**, and **JavaScript**, enhanced with frameworks like **Bootstrap** and **jQuery**. The final outcome is a fully functional, single-page website that is responsive across all devices and includes interactive elements such as a modal form and a typewriter effect, effectively showcasing the product and its brand.

3. Objectives

The project objectives were to:

- Design a user-friendly interface using modern UI principles.
- Develop a fully responsive layout using HTML, CSS, JavaScript, and Bootstrap.
- Implement structured HTML5 semantic elements.
- Apply CSS styling for branding, layout, and responsive behavior.
- Ensure accessibility and readability across devices.
- Create an interactive experience with animations and a functional modal form.

4. Scope of the Project

The project is focused on front-end development only. The landing page is intended for desktop, tablet, and mobile viewports and includes JavaScript for interactivity and form handling. The project utilizes open-source libraries and frameworks to achieve its design and functionality, including Bootstrap, jQuery, and AOS. The form submission is simulated and does not include any backend or server-side integration.

5. 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
Bootstrap	Responsive grid system, navigation, and components
JavaScript	Handles all dynamic and interactive elements
jQuery	DOM manipulation, event handling, and animations
Font Awesome	Provides icons for features and pricing sections
AOS	Adds scroll-triggered animations to elements

6. HTML Structure Overview

The project uses semantic tags such as

`<header>`, `<nav>`, `<section>`, and `<footer>`. The page is structured into reusable sections including the hero section, features, testimonials, and pricing. The navigation menu uses an unordered list (

``) with anchor links for smooth scrolling to different sections of the page. The page also includes an interactive modal for the order form.

7. CSS Styling Strategy

Styling is handled using an external CSS file (

`style.css`). The CSS is well-organized with comments for each section of the page. Key techniques used include:

- **CSS Variables:** For consistent theming and easy color customization.
- **Flexbox and Grid:** Used for the responsive layout of features and pricing cards.



- **Media Queries:** Applied to ensure the layout is fully responsive and adapts to various screen sizes, especially for mobile devices.
- **Hover effects and transitions:** Added for interactive elements like the pricing cards and buttons.
- **Background Images and Gradients:** Used to create a visually appealing hero section.
- **Mobile-first approach:** The design and styling are optimized for mobile devices before scaling up to larger screens.

8. Key Features

Feature	Description
Responsive Design	The website's layout adapts seamlessly to all screen sizes using Bootstrap and custom media queries.
Smooth Navigation	The fixed top navigation bar uses smooth scrolling to transition to different sections of the page.
Interactive Typewriter Effect	The main heading in the hero section has a dynamic typewriter animation to engage the user.
Product Feature Cards	Visually appealing cards with icons highlight the key features of the vintage typewriters.
Testimonial Section	A dedicated section with customer quotes to build trust and social proof.

9. Challenges Faced & Solutions

Challenge	Solution
Creating dynamic effects on a static page	Implemented a custom typewriter effect using JavaScript and leveraged the AOS library for scroll animations.
Creating an effective and responsive layout	Utilized Bootstrap's grid system and a combination of CSS Flexbox for card layouts to ensure a clean and responsive design across devices.
Handling form submissions without a backend	The JavaScript code simulates an API call and displays a success message after a delay, providing the user with a realistic experience.

10. Outcome

The project successfully achieved its goal of creating a clean, consistent, and visually engaging front-end layout for a product landing page. All key components function as intended, providing a complete user experience. Through this project, I gained practical insights into responsive design, layout structuring, UI hierarchy, and dynamic client-side scripting. The hands-on implementation of design principles also enhanced my understanding of user-centric web design.

11. Future Enhancements

- Backend integration for actual form submission and order processing.
- Adding more product images and a gallery section.
- Integrating a theme toggler for light/dark mode functionality.
- Adding a shopping cart feature and a full e-commerce flow.

12. Sample Code

```

1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4    <meta charset="UTF-8">
5    <meta name="viewport" content="width=device-width, initial-scale=1.0">
6    <title>Classic Typewriter - Vintage Writing Excellence</title>
7    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.0/dist/css/bootstrap.min.css"
8      rel="stylesheet">
9    <link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/aos@2.3.4/dist/aos.css">
10   <link rel="stylesheet" href="style.css">
11 </head>
12 <body>
13   <!-- Navigation -->
14   <nav class="navbar navbar-expand-lg navbar-dark bg-dark fixed-top">
15     <div class="container">
16       <a class="navbar-brand" href="#">VintageType</a>
17       <button class="navbar-toggler" type="button" data-bs-toggle="collapse"
18         data-bs-target="#navbarNav">
19         <span class="navbar-toggler-icon"></span>
20       </button>
21       <div class="collapse navbar-collapse" id="navbarNav">
22         <ul class="navbar-nav ms-auto">
23           <li class="nav-item"><a class="nav-link" href="#features">Features</a></li>
24           <li class="nav-item"><a class="nav-link" href="#testimonials">Testimonials</a></li>
25           <li class="nav-item"><a class="nav-link" href="#pricing">Pricing</a></li>
26         </ul>
27       </div>
28     </div>
29   </nav>
30
31   <!-- Hero Section -->
32   <section id="hero" class="d-flex align-items-center">
33     <div class="container">
34       <div class="row">
35         <div class="col-lg-6">
36           <h1 class="typewriter-text">Experience the Magic of Mechanical Writing</h1>
37           <p class="lead">Rediscover the art of authentic writing with our

```

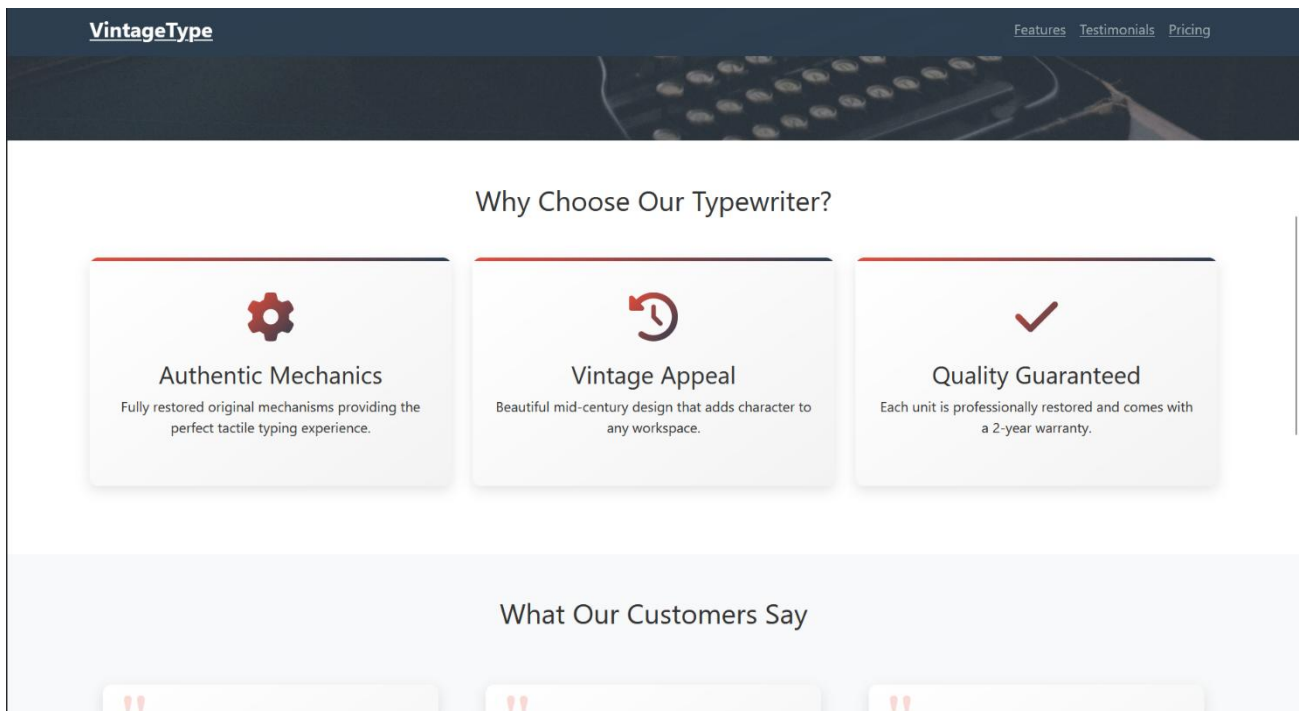
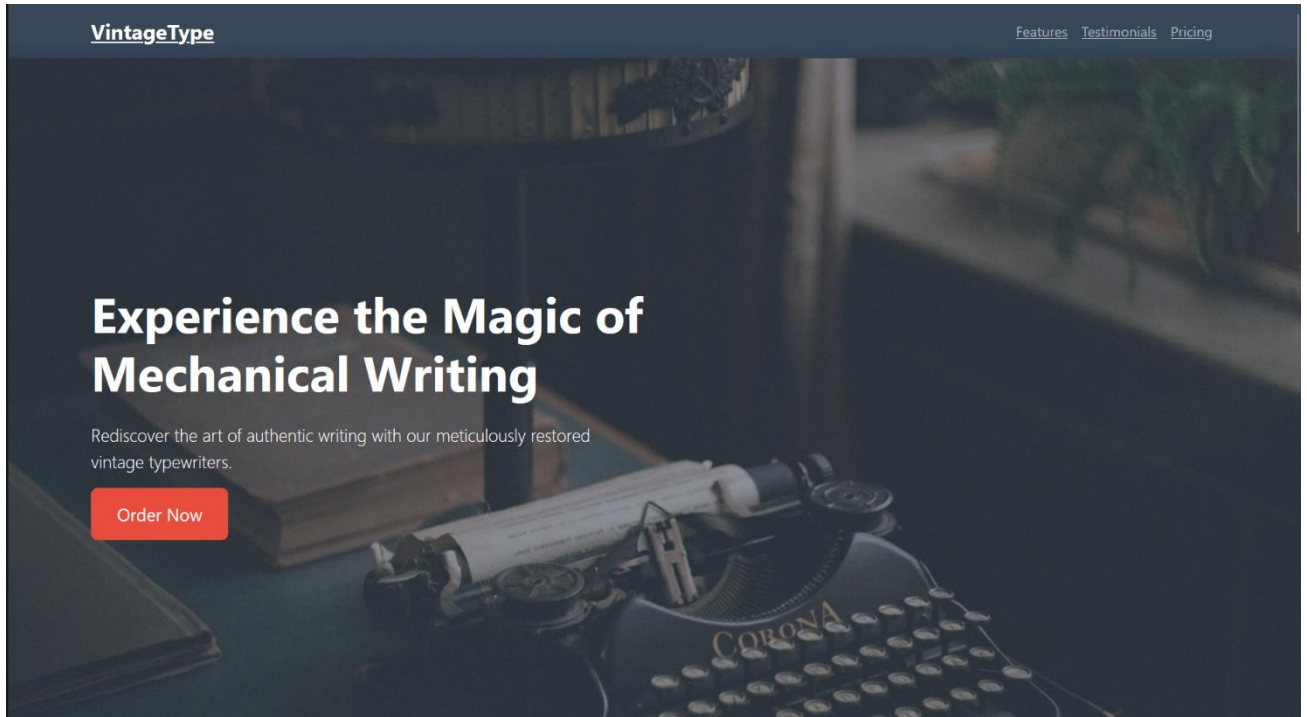
```

38         </div>
39       </div>
40     </div>
41   </section>
42
43   <!-- Features Section -->
44   <section id="features" class="py-5">
45     <div class="container">
46       <h2 class="text-center mb-5">Why Choose Our Typewriter?</h2>
47       <div class="row">
48         <div class="col-md-4" data-aos="fade-up">
49           <div class="feature-card">
50             <i class="fas fa-cog"></i>
51             <h3>Authentic Mechanics</h3>
52             <p>Fully restored original mechanisms providing the perfect tactile
53               typing experience.</p>
54           </div>
55         </div>
56         <div class="col-md-4" data-aos="fade-up" data-aos-delay="100">
57           <div class="feature-card">
58             <i class="fas fa-history"></i>
59             <h3>Vintage Appeal</h3>
60             <p>Beautiful mid-century design that adds character to any workspace.</p>
61           </div>
62         </div>
63         <div class="col-md-4" data-aos="fade-up" data-aos-delay="200">
64           <div class="feature-card">
65             <i class="fas fa-check"></i>
66             <h3>Quality Guaranteed</h3>
67             <p>Each unit is professionally restored and comes with a 2-year
68               warranty.</p>
69           </div>
70         </div>
71       </div>
72     </div>
73   </section>
74
75   <!-- Testimonials Section -->
76   <section id="testimonials" class="py-5 bg-light">

```

```
2 <html lang="en">
11 <body>
72 </section>
73
74 <!-- Testimonials Section -->
75 <section id="testimonials" class="py-5 bg-light">
76   <div class="container">
77     <h2 class="text-center mb-5">What Our Customers Say</h2>
78     <div class="row">
79       <div class="col-md-4" data-aos="fade-up">
80         <div class="testimonial-card">
81           <p>"The perfect blend of nostalgia and functionality. I write my best
            works on this machine."</p>
82           <footer>- Sarah J., Author</footer>
83         </div>
84       </div>
85       <div class="col-md-4" data-aos="fade-up" data-aos-delay="100">
86         <div class="testimonial-card">
87           <p>"Exceptional quality and amazing customer service. A true
            collector's item."</p>
88           <footer>- Michael R., Collector</footer>
89         </div>
90       </div>
91       <div class="col-md-4" data-aos="fade-up" data-aos-delay="200">
92         <div class="testimonial-card">
93           <p>"This typewriter has transformed my writing experience. Simply
            magnificent!"</p>
94           <footer>- Emily T., Journalist</footer>
95         </div>
96       </div>
97     </div>
98   </div>
99 </section>
100
101 <!-- Pricing Section -->
102 <section id="pricing" class="py-5">
103   <div class="container">
104     <h2 class="text-center mb-5">Choose Your Model</h2>
105     <div class="row">
```

13. Screenshots of Final Output



What Our Customers Say



"The perfect blend of nostalgia and functionality. I write my best works on this machine."

- Sarah J., Author



"Exceptional quality and amazing customer service. A true collector's item."

- Michael R., Collector



"This typewriter has transformed my writing experience. Simply magnificent!"

- Emily T., Journalist

Choose Your Model

Classic Edition

\$499

- ✓ Restored 1950s Model
- ✓ Basic Maintenance Kit
- ✓ 1-Year Warranty
- ✓ Free Shipping

Select Classic

Most Popular

Premium Edition

\$799

- ✓ Rare 1940s Model
- ✓ Deluxe Maintenance Kit
- ✓ 2-Year Warranty
- ✓ Priority Shipping
- ✓ Leather Case

Select Premium

Limited Edition

\$1,299

- ✓ Collector's Item
- ✓ Professional Kit
- ✓ Lifetime Warranty
- ✓ White Glove Delivery
- ✓ Custom Engraving

Select Limited

11. Conclusion

This mini-project successfully demonstrates the application of front-end development skills using HTML, CSS, and JavaScript. The project helped me strengthen my understanding of responsive design, user interface aesthetics, and the practical implementation of web design principles. The hands-on experience in building a complete landing page from scratch reinforced my knowledge of creating a user-centric and visually appealing web presence.

12. References

- L&T LMS: <https://learn.Intedutech.com/Landing/MyCourse>
- AOS Library: <https://michalsnik.github.io/aos/>
- Bootstrap: <https://getbootstrap.com/>



- jQuery: <https://jquery.com/>
- Font Awesome: <https://fontawesome.com/>