EXIT THE PLUG-IN

A MINI PROJECT REPORT

Submitted by

Group/Team No: G22/T2

Deepanshu :   *2210990253*
Dev Rathi :   *2210990256*
Deepanshu Jindal :   *2210990255*
Deepanshu Aggarwal :   *2210990254*

in partial fulfilment for the
award of the degree of

BACHELOR OF ENGINEERING
in
Computer Science And Engineering

CHITKARA UNIVERSITY

CHITKARA UNIVERSITY

CHANDIGARH-PATIALA NATIONAL HIGHWAY
RAJPURA (PATIALA) PUNJAB-140401 (INDIA)

April, 2023

<u>ABSTRACT</u>

This project report outlines the design and implementation of an exit widget or plugin for websites and webpages. The exit plugin is a pop-up that appears when a user attempts to leave a site or page and can be used to provide offers or incentives to encourage users to stay or take a specific action. The goal of this project was to design and implement an effective exit plugin that could be easily integrated into any website or webpage.

The design process began with requirements gathering, including identifying the key features and functionality required for the exit plugin. A user interface design was then created using HTML, CSS, and JavaScript to provide a visually appealing and user-friendly interface. The HTML code was used to structure the content of the plugin, while the CSS was used to style the interface and make it more visually appealing. The JavaScript code was used to add functionality to the plugin, such as detecting when the user attempted to leave the site or page and displaying the exit plugin.

The plugin was developed to be responsive and compatible with all major web browsers. The functionality and usability of the plugin were tested extensively to ensure that it was effective and user-friendly.

TABLE OF CONTENTS

<u>ACKNOWLEDGEMENT</u>

I would like to take this opportunity to express my heartfelt gratitude to everyone who has supported and helped me during the course of this project.

First and foremost, I would like to thank **Chitkara University** for providing me with the opportunity to pursue this project and for their guidance and support throughout the duration of this project.

I would also like to express my sincere thanks to **Associate Professor**, *Dr. Monika Sethi*, for her constant encouragement, guidance, and valuable inputs throughout the project. Her insights and suggestions were crucial in shaping the direction of this project.

Additionally, I would like to thank all the faculty members of the Department of Computer Science for their invaluable support and encouragement throughout the project.

Last but not least, I would like to express my sincere thanks to my team members who worked tirelessly on this project. Their dedication and hard work made this project a success..

INTRODUCTION

- ### The Importance of Website Engagement:

  With the increasing importance of the internet in our daily lives, websites have become a critical tool for businesses to reach their customers. However, with so many websites available, it can be challenging to keep visitors engaged and interested. Therefore, it is crucial to design and implement strategies that enhance the user experience and keep visitors engaged.

- ### The Role of Web Widgets in Improving Engagement:

  Web widgets are small applications or tools that can be embedded into a website to provide additional functionality or features. Web widgets play an important role in improving website engagement by providing interactive and engaging elements that keep visitors on the site for longer.

- ### Introduction to Exit Plugins:

  Exit plugins are web widgets that appear as a pop-up when a user attempts to leave a website or webpage. These plugins are designed to keep visitors on the site and provide an incentive for them to take a specific action, such as subscribing to a newsletter or making a purchase.

- ### The Need for Effective Exit Plugins:

  While exit plugins can be effective in improving website engagement, it is crucial to design and implement effective exit plugins that are user-friendly and provide value to the visitor. Poorly designed exit plugins can be annoying and lead to a negative user experience, resulting in visitors leaving the site altogether.

  Therefore, effective exit plugins should be designed with the user in mind and provide a clear and concise message.

- ## Overview of the Project's Objectives :

    The objective of this project is to design and implement an effective exit plugin using modern web development technologies such as HTML, CSS, and JavaScript. The project will involve gathering requirements, creating a user interface design, and implementing the exit plugin.

- ## Scope of the Project:

    The scope of the project includes testing the plugin's functionality and usability to ensure that it provides value to the user and meets the project's objectives.

- ## Common features and Design considerations for exit plugins

Effective Exit Plugins have several common features and design considerations that should be taken into account, including:

1. Targeting:

Exit Plugins should be targeted to specific visitors based on their behavior on the website, such as the pages they have viewed or the items they have added to their shopping cart. This can help ensure that the offer presented in the Exit Plugin is relevant and valuable to the user.

2. Timing:

The timing of the Exit Plugin is crucial. It should appear at the right time, ideally just as the user is about to leave the page, and not too soon or too late. This can be determined by analyzing the user's behavior on the website and setting up trigger points for the Exit Plugin.

3. Messaging:

The messaging in the Exit Plugin should be clear, concise, and focused on the value proposition of the offer. It should also create a sense of urgency and encourage the user to take action.

4. Visual Design:

The visual design of the Exit Plugin should be eye-catching and visually appealing, but not overly obtrusive or distracting. It should be consistent with the overall design of the website and make use of clear and legible fonts.

5. Respect User's privacy:

It is important to respect the user's privacy and not collect any unnecessary data through the Exit Plugin. Users should also be given the option to opt-out or disable the Exit Plugin if they do not wish to see it.

6. Customization:

Exit Plugins should be customizable to fit the branding and design of the website. This can include custom colors, fonts, and images.

7. Personalization:

Personalizing the Exit Plugin based on the user's preferences, behavior, or location can make it more relevant and engaging. This can involve using dynamic content, such as displaying the user's name or showing products or services related to their previous browsing history.

- **Benefits of Exit Plugins:**

Exit Plugins offer several benefits to businesses and organizations, including:

1. Increased conversion rates:

Exit Plugins can be used to offer discounts, promotions, or other incentives to visitors who are about to leave the page. By offering these incentives, businesses can encourage visitors to take specific actions, such as making a purchase or signing up for a newsletter, which can help improve conversion rates.

1. Reduced bounce rates:

Bounce rates refer to the percentage of visitors who leave a website after only visiting one page. Exit Plugins can help reduce bounce rates by encouraging visitors to stay on the website longer and engage with the content.

1. Improved engagement:

By offering relevant and valuable promotions or incentives, Exit Plugins can help increase visitor engagement on the website. This can lead to increased time spent on the website, more page views, and a higher likelihood of repeat visits.

1. Data collection:

Exit Plugins can be used to collect valuable data from visitors, such as email addresses, preferences, and other demographic information. This data can be used to improve marketing efforts and better target future promotions or offers.

PROBLEM STATEMENT

The retention of visitors is a critical issue for many websites. Many visitors tend to leave a site quickly, resulting in low engagement and conversion rates. To address this issue, exit plugins or widgets are increasingly being used to keep visitors engaged and increase conversion rates.

An exit plugin is a tool that is triggered when a visitor attempts to exit a website, and it displays an attractive offer or prompt to the visitor, with the aim of keeping them on the site. Despite the effectiveness of exit plugins, designing an effective and visually appealing plugin requires a combination of technical skills and design expertise. Many website owners do not have the resources or expertise to design such plugins themselves.

Therefore, this project aims to develop an exit widget or plugin using HTML, CSS, and JavaScript that is both visually appealing and technically efficient.

The project will explore the technical and design aspects of creating an exit plugin that is optimized for different devices and browsers while also engaging users with attractive offers or prompts.

TECHNICAL DETAILS

The technical details of this project involve :-

1) Languages and Tools:

The project utilizes the following foundational languages and tools for web development:

- **HTML**: to create the structure and content of the web page

- **CSS**: to style and design the web page

- **JavaScript**: to add interactivity and functionality to the web page

- **Text editor**: to write and edit the code

- **Web browser**: to test and view the web page

2) Plugin Functionality:

The exit plugin will be designed to display a pop-up window when the user attempts to exit the website. The pop-up will contain a message or offer to entice the user to stay on the website.

3) Plugin Design:

The plugin design will be kept simple and minimalistic, with a focus on usability and effectiveness. The design will incorporate basic principles of color theory, typography, and layout.

Tags used in Project:

❑ HTML Tags used :

<html> - The html element represents the root of an HTML document.

1. <head> - The head element represents a collection of metadata for the document.

2. <meta> - The meta element represents various kinds of metadata that cannot be expressed using the title, base, link, style, and script elements.

3. <title> - The title element represents the document's title or name.

4. <link> - The link element allows authors to link their documents to other resources.

5. <style> - The style element allows authors to embed the style sheets within their html document.

6. <body> - The body element represents the content of the document.

7. <header> - A header element typically contains a group of introductory or navigational aids.

8. <div> - The div element has no special meaning. It just separates the different sections.

9. <img> - An img element represents an image.

10. - The ul element represents a list of items, where the order of the items is not important.

11. - The li element represents a list item.

12. <a> - If the a element has an href attribute, then it represents a hyperlink (a hypertext anchor) labeled by its contents.

❑ **CSS Attributes used** :

1. Background-image - Sets the background image of an element.

2. Background-repeat - Specifies how background images are tiled after they have been sized and positioned.

3. Background-size - Specifies the size of the background images.

4. Width - Specifies the width of the content area.

5. Height - Specifies the width of the content area.

6. Border - Shorthand property for setting border width, style, and color

7. Margin - Shorthand property to set values for the thickness of the margin area.

8. Position - Sets how an element is positioned in a document.

9. Float - Specifies how a box should be floated.

10. Display - In combination with float and position attributes, determines the type of box or boxes that are generated for an element.

11. Padding - Shorthand property to set values for the thickness of the padding area.

12. List-style-type - Used to construct the default contents of a list item's marker.

13. Text-align - Describes how the inline contents of a block are horizontally aligned if the contents do not completely fill the line box.

14. Font-size - Indicates the desired height of text.

15. Color - Sets the color of an element's text.

16. Text-decoration - Decorations applied to font used for an element's text.

17. Border-radius - Defines the radii of the outer border edge.

18. Font-family - Specifies a prioritized list of font family names or generic family names.

19. Font-weight - Specifies weight of text, their degree of blackness or stroke thickness.

❑ JAVA Events used :

1. onClick="copyToClipboard()" - This is a mouse event and copy the given text to clipboard if the user clicks on it.

2. onmouseover - This event corresponds to hovering the mouse pointer over the element and its children, to which it is bound to.

3. onmouseout - Whenever the mouse cursor leaves the element which handles a mouseout event, a function associated with it is executed.

4. getElementsById – This method returns an element with a specified value.

5. element.style – It is use to modify or edit the selected element.

6. element.style.transform – It is used to transform the size of the element when mouse hovers over it.

7. Element.style.transistion – It is used for the transition of the applied effect on our element.

8. el.value – It is used to specify the data type of the element present in the constant named el.

9. execCommand – It executes the specified command for the selected part.

10. Alert - An alert is mostly used to make sure information comes through to the user. When an alert box pops up, you need to click "OK" to proceed.

11. getTime – It is used to return the number of milliseconds.

12. Math.Floor() – It is used to round off the number passed as a parameter to its nearest integer in a Downward direction of rounding i.e. towards the lesser value.

13. mouseEvent - The MouseEvent Object handles events that occur when the mouse interacts with the HTML document.

KEY FEATURES

A few key-features of this project are listed below:

1) **Design of an exit widget/plugin:** The project focuses on the design and development of an exit plugin that is commonly used on websites and webpages to show pop-ups to the user when they attempt to exit the site/page.

2) **Use of foundational web development languages:** The project will utilize HTML, CSS, and JavaScript, which are the foundational languages for web development.

3) **Incorporation of libraries and tools:** The project will use tools and libraries such as a text editor (Visual Studio Code), web browser for testing, and jQuery for styling and interactivity.

4) **Analytics tracking:** The plugin could integrate with analytics tools such as Google Analytics to track the performance of the pop-up window and offer insights into user behavior.

5) **Attractive Webpage:** This project shows us how a website is made first upon which we put the pop up which can be closed by exit plugin by using javascript . Through this project one can easily understand how to decorate the website and pop up GUI using HTML and CSS and make it look attractive for the user.

6) **Attractive Popup:** This projects shows us how beautifully we can design our popup by adding a timer and also making it possible to copy our code to our clipboard.

<u>PROJECT ADVANTAGES</u>

The project has several advantages, a few of them are listed below:

1) **Improved user engagement:** By using an exit plugin, the website owner can increase user engagement by offering an attractive offer or message, which may persuade the user to stay on the website.

2) **Cost-effective:** The project is cost-effective as it only requires the use of foundational web development languages like HTML, CSS, and JavaScript.

3) **Improved conversion rates:** The project can improve conversion rates as users may be more likely to make a purchase or take the desired action when presented with an enticing offer or message.

4) **User-friendly:** The plugin is designed to be user-friendly, with a simple and minimalistic design that focuses on usability and effectiveness.

5) **Potential for future development:** The project may identify opportunities for future development, such as the addition of more advanced features or integration with third-party tools or platforms.

6) **More Conversion Rate:** The plugin is designed in such a way that it plays with the mind of user by making him buy something by giving him discount in a alimited time offer thus increasing the conversion rate of our website.

<u>RESULT</u>

The exit plugin that was designed and implemented as part of this project was intended to be a tool to help retain potential customers who may be about to leave a website or webpage.

The layout was intentionally kept simple and clean, so as not to overwhelm the user, while the content was designed to be attention-grabbing and exciting. The use of colors and graphics helped draw the user's attention to the plugin.

The team implemented the exit plugin using JavaScript and CSS.
- JavaScript code was used to detect when the user attempted to exit the site/page.
- The CSS code was used to style the widget and its content.

Overall, the final result of the project was a functional and visually appealing exit plugin that appeared when a user attempted to exit the site/page. The plugin contained exciting offers and incentives designed to encourage the user to stay on the site/page.

OUTPUT:
MAIN WEBSITE

Log In   Create an Account

zomato

Find the best restaurants, cafes and bars in India

ARE U HUNGRY ? DON'T W

Inspiration For Your First Order

Biryani

Order Now

Dal Makhani

Order Now

Pizza

Order Now

Shahi Paneer

Order Now

Fish Kabab

Order Now

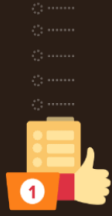**Golgappe**

ALoo Tikki

Aloo Paratha

Gulab Jamun

Rasmalai

Show More

OUTPUT:
MAIN WEBSITE

No Minimum Order

Order in for yourself or for the group, with no restrictions on order value

Live Order Tracking

Know where your order is at all times, from the restaurant to your doorstep

Lightning-Fast Delivery

Experience Swiggy's superfast delivery for food delivered fresh & on time
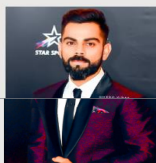
FREQUENTLY ASKED QUESTIONS

▶ Within how much time will my offered be delivered ?

▶ What will Zomato charge me for creating a page on its platform?

▶ What all documents are required for registering on online ordering?

▶ What happens if the average order value of Zomato orders is very low?

Our Happy Customers

" Every time i unlock my device,I just feel blessed. Amazing deal and superb hospitality! Good Job Zomato team! "

‹ ›

zomato

ABOUT ZOMATO

Who We are
Work With Us
Blog
Inverstors Relation
Report Fraud
Contact us

ZOMAVERSE

Zomato
Blinkit
Feeding India
Hyperpure
Zomaland

FOR RESTAURANTS

Partner With Us
Apps for u
Zomato For Enterprise

LEARN MORE

Privacy
Security
Sitemap

AVIALABILITY

New Delhi
Mumbai
kolkata
Chandigarh
Chennai
Ahmedabad
Many More

Download on the App Store

GET IT ON Google Play

OUTPUT:
POP UP WINDOW:

<u>Future Scope</u>

➢ **Order Online:-** Approach will be taken to connect the website to certain net banking apps like paytm, google pay, phonepay so that user could also place order.

➢ **Animations:-** Approach will be taken to put several animations on several pics and contents of website so that it become more happy to use for user.

<u>CONCLUSION</u>

In conclusion, the design and development of an exit widget or plugin offers a great opportunity to explore web development and user experience design concepts. This beginner-level project enables learners to apply their knowledge of HTML, CSS, and JavaScript, as well as to experiment with tools and libraries like jQuery or Bootstrap.

By focusing on usability, responsiveness, and minimalistic design, this project provides practical insights into how exit pop-ups can effectively engage website visitors and enhance their experience. Additionally, the project allows learners to work collaboratively, communicate effectively, and problem-solve creatively, which are essential skills for any aspiring developer or designer.

Overall, this project can serve as a foundation for more advanced projects and can inspire learners to explore new frontiers in web development and design.

The exit widget or plugin project has significant potential for future growth and development. The project can be expanded to integrate with other tools or platforms to enhance its functionality and usability.

<u>REFERENCES</u>

The following references were consulted in the development of this project on Exit Plugins:

1) **w3Schools** :- https://www.w3schools.com/html/

2) **javaTpoint** :- https://www.javatpoint.com/javascript-tutorial

3) **Developer Mozilla** :-

   https://developer.mozilla.org/enUS/docs/Web/Guide/Introduction_to_Web_development