

PEGASUS-X

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Course: UI/UX Design Fundamentals

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Date of Submission: 13/7/2025

ABSTRACT

This project presents the design and development of a promotional product webpage for the "Pegasus X" smartwatch. The main goal was to create a visually appealing, responsive, and user-friendly landing page to showcase product features, customer testimonials, and pricing plans. The webpage is built using HTML5 and CSS3, with emphasis on brand styling, layout hierarchy, and responsive behavior. The outcome is a professional, interactive product page suitable for marketing and e-commerce purposes.

OBJECTIVES

- Create a clean and modern landing page design.
- Ensure responsive layout across devices (desktop, tablet, mobile).
- Implement HTML5 semantic structure for SEO and accessibility.

- Style the interface using CSS variables, Flexbox, and Grid.
- Present product details, testimonials, and pricing plans in a structured format.

SCOPE OF THE PROJECT

- It includes front-end product landing page design with multiple sections – Hero, Features, Testimonials, Pricing, and CTA.
- It excludes backend integration, payment gateway, and dynamic interactivity via JavaScript.
- It is targeted for marketing campaigns and product launches.

TOOLS & TECHNOLOGIES USED

HTML5	Structure & content layout
CSS3	Styling, responsiveness, and animations
VS Code	Code editor
Chrome DevTools	Testing & debugging

HTML STRUCTURE OVERVIEW

- Semantic elements: <header>, <section>, <footer>
- Sections: Hero, Features, Testimonials, Pricing, CTA
- Navigation with anchor links for scrolling
- Flexbox & Grid for responsive layouts

CSS STYLING STRATEGY

- **CSS Variables for consistent theme colours (--primary, --primary-dark)**
- **Flexbox & Grid for alignment**
- **Media Queries for responsive behaviour**
- **Hover animations for interactive buttons and cards**

KEY FEATURES

Feature	Description
Responsive Design	Works seamlessly on mobile, tablet, and desktop
Branded Theme	Blue-primary colour scheme with white contrast

Feature	Description
Feature Cards	Highlight product features with icons and text
Testimonials	Customer reviews with star ratings
Pricing Grid	Multiple plans with highlighted option

CHALLENGES & ITS SOLUTION

Challenge	Solution
Text readability over background image	Used semi-transparent overlay background
Responsive layout breaking on smaller screens	Added media queries and flex-wrap adjustments
Icon alignment issues	Applied consistent padding and flexbox centering

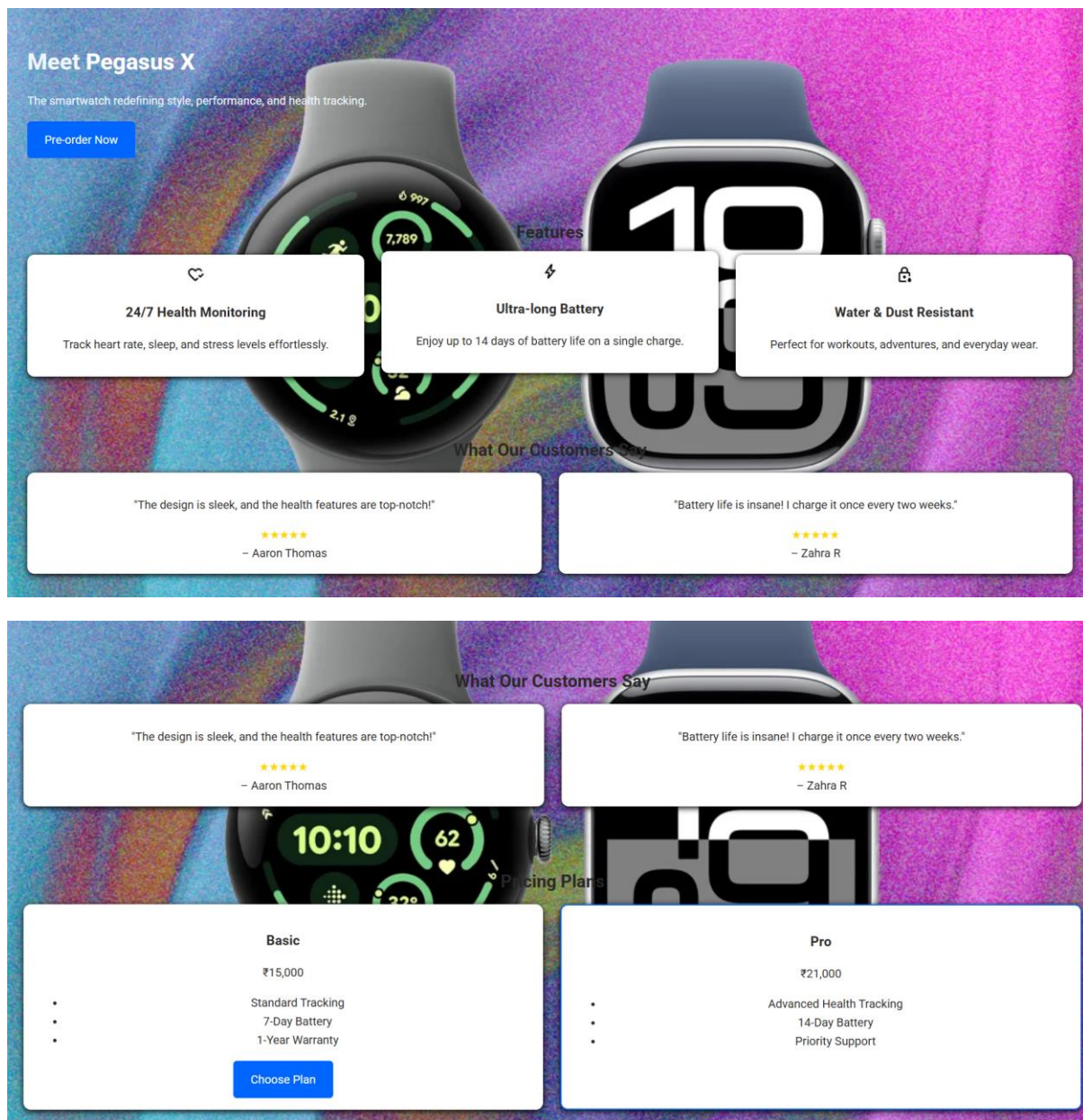
OUTCOME

- Fully functional promotional webpage built using HTML & CSS.
- Responsive and visually appealing design.
- Organized structure for easy scalability.

FUTURE ENHANCEMENTS

- Add JavaScript for interactive animations and form submission.
- Integrate e-commerce checkout.
- Implement dark/light mode theme toggle.

SCREENSHOTS OF FINAL OUTPUT



CONCLUSION

The Pegasus X product launch webpage successfully demonstrates the application of modern UI/UX principles using only HTML5 and CSS3. Through strategic use of layout techniques, responsive design, and branding consistency, the webpage delivers a professional and engaging user

experience. The project enhanced my understanding of semantic HTML structure, CSS styling strategies, and the importance of visual hierarchy in digital marketing. By integrating structured sections such as features, testimonials, and pricing, the webpage effectively communicates the product's value proposition. This project has strengthened my front-end development skills and provided insights into designing aesthetically pleasing, functional, and market-ready web pages.

RESOURCES USED

Google Fonts:

<https://fonts.googleapis.com>

Background image:

https://media.wired.com/photos/686c3d92eff4a412cfcc57fb/191:100/w_2580,c_limit/Best%20Smart%20Watches.

Heart check icon:

https://fonts.google.com/icons?selected=Material+Symbols+Outlined:heart_check:FILL@0;wght@400;

[GRAD@0;opsz@24&icon.size=24&icon.color=%23000000&icon.platform=web&icon.query=heart](https://fonts.google.com/icons?selected=Material+Symbols+Outlined:heart:FILL@0;wght@400;GRAD@0;opsz@24&icon.size=24&icon.color=%23000000&icon.platform=web&icon.query=heart)

Bolt icon:

<https://fonts.google.com/icons?selected=Material+Symbols+Outlined:bolt:FILL@0;wght@400;GRAD@0;opsz@24&icon.size=24&icon.color=%23000000&icon.platform=web&icon.query=bolt>

Water lock icon:

https://fonts.google.com/icons?selected=Material+Symbols+Outlined:water_lock:FILL@0;wght@400;GRAD@0;opsz@24&icon.size=24&icon.color=%23000000&icon.platform=web&icon.query=water+l

