



BIT2013 WEB DEVELOPMENT

**ASSIGNMENT 3 – GROUP
(40%)**

ALL SECTIONS

**FACULTY OF INFORMATION TECHNOLOGY
CITY UNIVERSITY MALAYSIA
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Live Website Link: <https://emio0000.github.io/shoestore-website/>

Github Repository Link: <https://github.com/Emio0000/shoestore-website.git>

1. Introduction

With the fast-evolving world of digital media, websites have become a very important tool where businesses can reach out to their customers. E-commerce in particular has witnessed significant growth, as customers are increasingly choosing to browse, evaluate and make purchases online. This trend has only been enhanced by the current digital revolution and the rising use of shopping websites.

Our team, in the case of the BIT2013 Web Development project, worked on creating a fully functioning e-commerce platform, which we called PRIME STEP, to display the high-end footwear products. The project was aimed at modelling an authentic web development environment, which allowed us to apply our technical expertise, foster creativity, work in a group, and uphold ethical practices in web development. This report gives a very broad description of the planning, framework, development processes, teamwork, design decisions and ethical considerations in the development of PRIME STEP.

Project Overview & Planning

- The main aim of the PRIME STEP project was to design and develop a creative and multimedia rich web site which serves as a model of the key characteristics of an operational e-commerce system. The targeted objectives of the project were as follows:
- Interactive User Experience: To develop a user-friendly, intuitive site, where visitors can have an entertaining experience browsing the site, and can easily purchase products and finalize their transactions.
- Premium footwear products display: To display a well-chosen range of premium footwear, each with carefully detailed information, such as pictures, description, and cost of the products.

- **Multimedia Integration:** In order to integrate different multimedia components, including product images, customer reviews, and interactive elements, to improve the overall user experience.
- **Immediacy and Availability:** The site was made to be responsive to a variety of devices and therefore worked well on both desktop and mobile platforms and also met the criteria of accessibility to all the users.
- **Responsible Resource Use:** The project focused on responsible use of the resources and all the materials, including pictures and text were duly sourced and in line with copyrights.
- **Teamwork and Technical skills:** The aim of the project was to demonstrate that we could work as a team and exhibit technical skills in HTML, CSS, and JavaScript.

Website Structure

PRIME STEP was designed with four major pages, each with its own purpose to enhance the user experience:

Home Page:

The home page is the initial point of contact with users, and it is designed to ensure that a user is immediately attracted to it. It also has a hero section that contains the marketing slogan, a countdown timer to generate urgency to buy its products, highlighted products, and customer reviews. Also, a newsletter subscription form was incorporated in order to encourage constant participation of the user.

Shop Page:

The shop page acts as the core to the webpage where one has the chance to window shop and identify the products available. It has a variety of products, such as Nike Sneakers, Adidas Originals, and Cole Haan Oxfords and includes clear images, price information, discounts, and a Shop Now button, which leads to the purchasing page.

About Page:

To build trust and genuineness, the about section stresses the basic values of the brand, which include comfort, quality, and style. The page also builds loyalty and trust by giving the background of the company and builds the relationship between the company and its customers.

Contact Page :

Communication between the company and its clients is easy as the contact page contains a contact form where customers can ask questions. It also has social media links and important company details in the footer, and users can reach out or follow the brand on various platforms easily.

Intended Audience

The website aims at:

- Youthful employees who are interested in fashionable yet formal shoes.
- Students and athletes who prefer trendy sneakers which are comfortable.
- Relaxed web customers in search of good offers and fast browsing.
- The responsive design will ensure that it can be used by both desktop and mobile users.

Process of Planning

The project followed the simple but effective workflow in accordance to the System Development Life Cycle (SDLC):

- Planning Phase Determined project scope, objectives and plan.
- Design Phase created wireframes and selected a colour palette to be used in branding.
- Execution Phase Developed pages in HTML, CSS and JavaScript.
- Testing Phase Confirmed links, measured responsiveness and confirmed multimedia incorporation.
- Deployment Phase Project has been posted on GitHub Pages so that people can see it.

2. Team Roles & Contribution

This project was completed through collaboration and shared responsibilities. Each member contributed as follows:

No.	Name	Roles	Explanations
1	ISKANDAR	Home Page (HTML + CSS + JS)	Designed and coded the homepage layout including the hero banner, promotional countdown, testimonials, and product highlights with responsive styling.
2	AMR ALAWADHI	Shop Page HTML	Coded the shop page using HTML to display product listings, prices, and “Shop Now” buttons for easy navigation.
3	AIMAN GAMAL	Shop Page CSS	Styled the shop page with CSS to ensure proper product alignment, responsive layout, and simple visual presentation.
4	SYED EMEIRUL HABIB BIN SYED AMEEN	About Page (HTML + CSS)	Created the About page with company background details and styled the section for readability, embeds video and consistent branding.
5	NASHRUL NAIM	Contact Page (HTML + CSS)	Developed the Contact page with a working form, integrated newsletter subscription, embeds maps and styled footer with links.

3. Design & Ethical Justification

Design Principles

Our PRIME STEP Shoe Website was developed using modern design principles. These includes simplicity, consistency, responsiveness and engagement principles. For simplicity, the website uses minimalist style of layout with a clear navigation that is placed at the top centre of the website. With this, every user from various group ages can easily understand the website's navigation flow without stuck in a confusion on how to go back to previous page and etc. For an example, if the website doesn't include a clear navigation flow, the older generation of user might get stuck in the "Contact" page and doesn't know on how to redirect back to the main page. With this, they will eventually just leave and go to another simpler website.

Next for consistency, we use a repeated colour palette, fonts and footer style across all of the pages. It is done in order to make sure the user don't get overwhelm or felt lost if the website is too colourful. For an example, our website buttons use neon orange colour for all of the pages. With this, the user knows that they are still on the same website as the colour palette use remain the same.

Moreover, for responsiveness principles, the layout of our website adjusts automatically with different screen sizes. For example, on smaller screens like smartphones. Even though the website be primarily design for desktop screen the user can enjoy and uses it on their smartphone as it offers convenient and flexibility. With this, the number of the website users will surely increase as the current demand and smartphones user is rapidly growing.

Then, in terms of engagement principles, the website uses testimonials and call-to-action buttons to build trust and encourage interactions between the user and the website (company). With this, the user will have trust to spend on our website as we have enhanced and equipped with the features of physical store location address, phone numbers and email address. So, the user can directly contact us for any enquiry as all of the important details is listed in the "Contact" page.

Multimedia Integration

The website integrates few aspects which includes images, customer reviews, interactive countdown and also newsletter form. For images, our website uses professional product images that is sourced from unsplash.com website which is under free license images. With this, there is no risk of copyright or actions taken as we have successfully mentioned and added the direct link of the unsplash.com website into all page footer. Below is the picture.

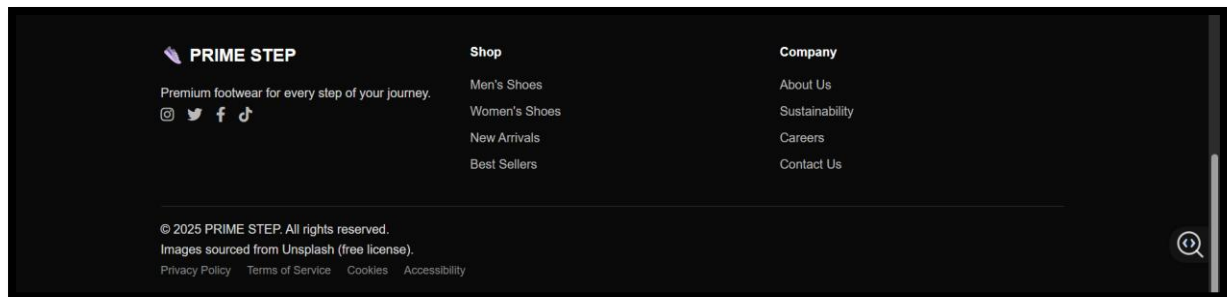


Figure 1 shows the footer of the page mentioning Unsplash website (free license).

For customer reviews, the websites have added quotes from past users for credibility and to build trust for the user to trust our product. Next the website has interactive countdown timers and newsletter form to engages users by creating urgency during sales and allows them to subscribe for updates that will stimulates a real e-commerce features.

Ethical Considerations

In terms of ethical considerations, the websites have successfully implemented steps in accessibility, copyright, privacy & transparency and also user trust terms. For accessibility, the fonts that is used in the website is legible, colour contrasts are sufficient and the navigation is clear. It is said so as the font is big and the usage of neon orange and black or white background (depending on the dark mode ON or OFF functions) has created a contrast that is clearly visible for various type of users. The Dark Mode Toggle button at top left will help users who can't clearly see on white background to switch to darker background which is black colour to reduce eye strain. The navigation of “Home”, “Shop”, “About” and “Contact” is clearly placed at the top and centre so it will be easier for the user to see and understand. Below is the picture of the navigation bar.

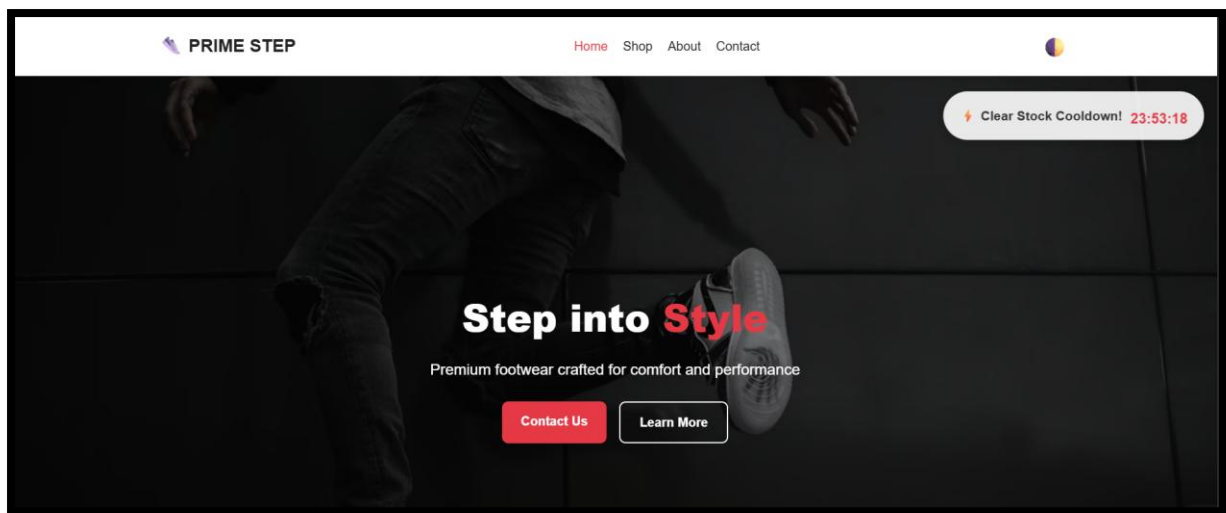


Figure 2 shows the navigation bar of the page

Next in terms of copyright, all of the media that is used is licensed and properly credited in every page footer. For the images, it is taken from unsplash.com, for the video in “About” page it is embed directly from YouTube without locally downloading and the Maps that is embed in the “Contact” page is also directly embeds from Google Maps. For privacy & transparency, the legal links for Privacy Policy, Terms of Service and Accessibility are included in all of the page footer. This is to ensure that the user can directly open links for further clarifications without any hassle. Lastly for user trust, the website also avoids any misleading claims and promotes honest branding. It is said so as the website has not given any unrealistic facts without any proper remark or clarification below. All of the text and content is realistic and matches with

the website. By implementing these aspects, the PRIME STEP reflects not only technical competence but also responsibility towards ethical web development.

Conclusion

The PRIME STEP shoe store website has successfully demonstrated our group ability in designing and implement a professional, multimedia-enriched, and also interactive site that meets the requirements of the Web Development subject and its assignment guidelines which is completeness, multimedia integration, design & responsiveness, web ethics and also interactivity. Overall, the project strengthened our technical knowledge in HTML, CSS, JavaScript, GitHub and web ethics. It also enhanced our teamwork, communication and problem-solving skills that will surely helps us in preparing for real-world web development tasks.

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Appendices

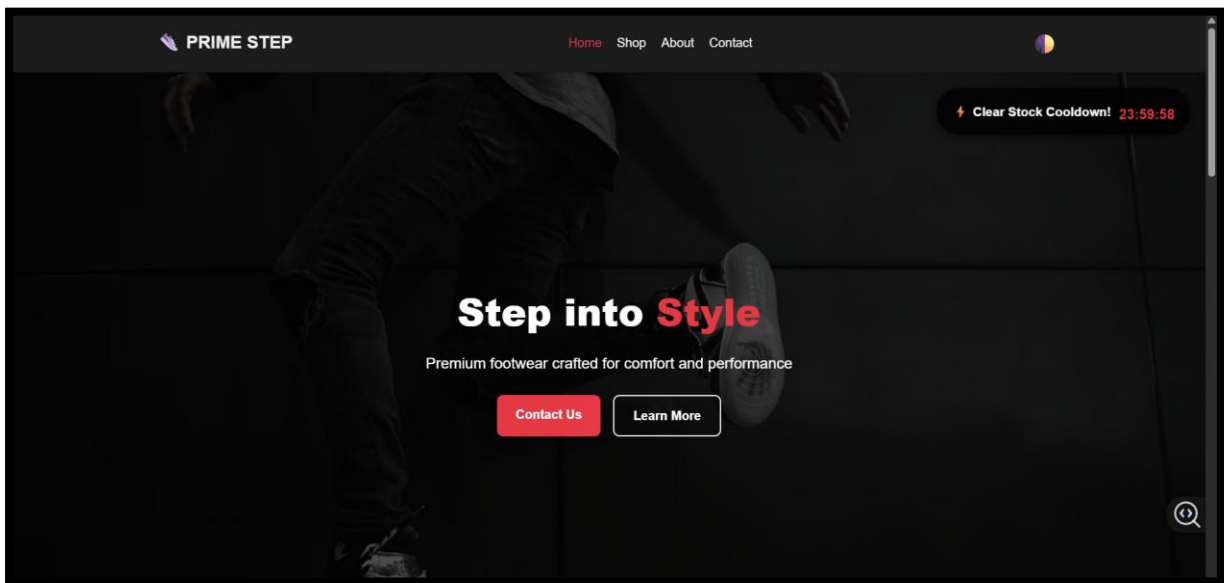


Figure 3 shows the Home Page

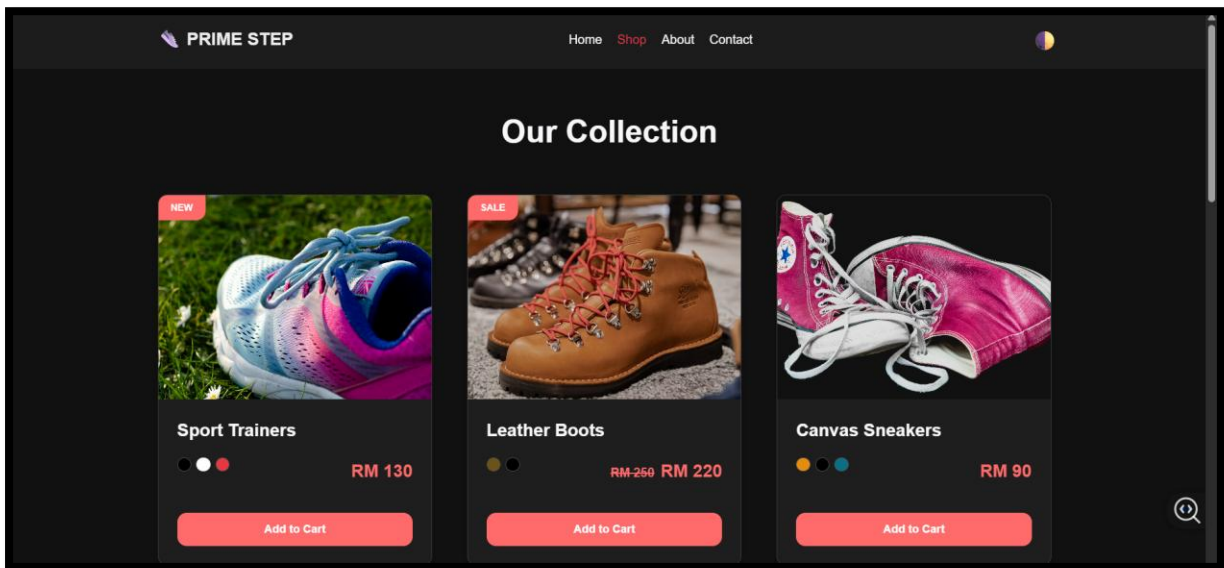


Figure 4 shows the Shop Page

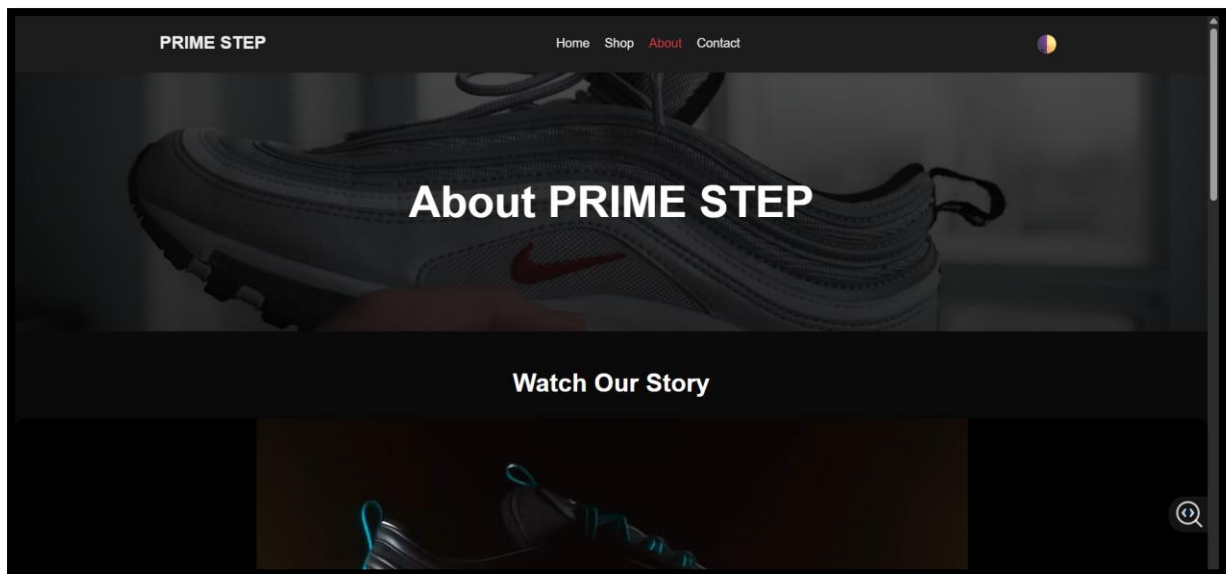


Figure 5 shows the About Page

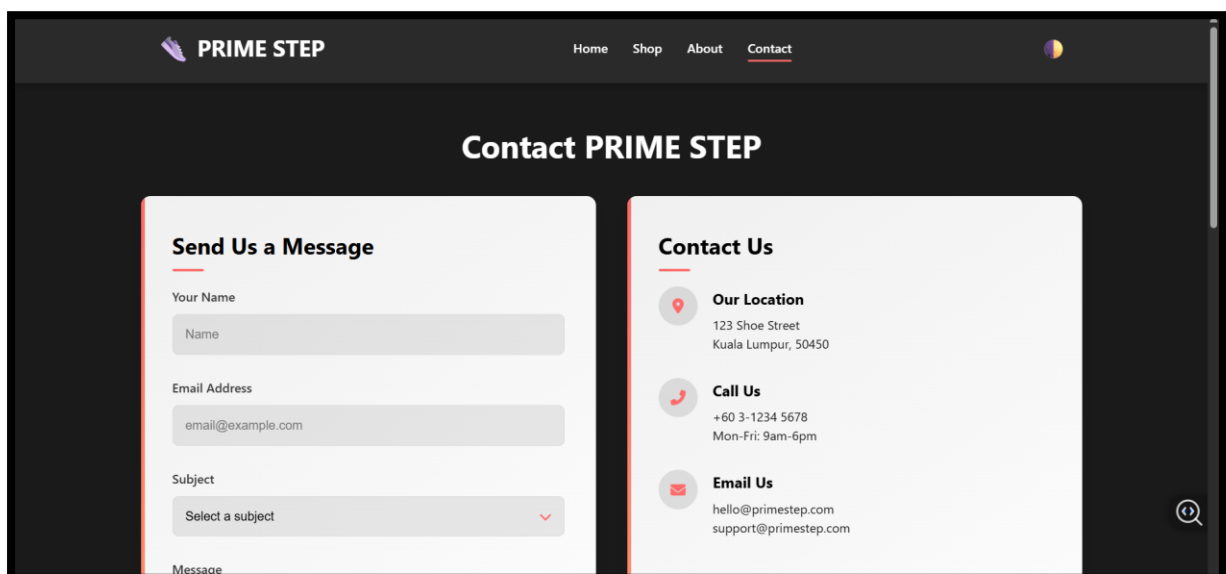


Figure 6 shows the Contact Page

An abstract graphic on the left side of the slide. It features a complex network of thin grey lines connecting various nodes. The nodes are represented by circles of different sizes and colors, including red, green, blue, and orange. Some nodes have internal patterns, such as concentric circles or stripes. The background of this graphic is a light grey grid of small dots. The entire graphic is partially enclosed by a large, light grey curved shape that sweeps from the bottom left towards the center.

BIT2013 WEB DEVELOPMENT

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Introduction

We developed PRIME STEP, an e-commerce platform for premium footwear, simulating a real-world web development process. The project focused on applying technical skills, creativity, and collaboration while ensuring ethical practices. Key aspects included user-centered design, responsiveness, and attention to data privacy and security. This document outlines the planning, development, and design decisions involved.

Project Overview & Planning

Project Goal:

Develop an engaging, multimedia-rich website for PRIME STEP to showcase premium footwear. Key goals include:

Engaging User Experience: Create an intuitive platform that encourages exploration and purchases.

Premium Footwear Showcase: Display curated footwear with detailed info (images, descriptions, prices).

Multimedia Integration: Incorporate images, reviews, and interactive features to enhance user engagement.

Website Structure

Website Structure:

Home Page: Engages users with a hero area, marketing slogan, countdown clock, highlighted products, customer reviews, and a newsletter subscription form.

Shop Page: The main shopping area with product listings (Nike, Adidas, Cole Haan) including images, pricing, discounts, and "Shop Now" buttons.

About Page: Highlights brand values like comfort, quality, and style to build trust and foster customer loyalty.

Contact Page: Features a contact form for inquiries, social media links, and company information for easy communication and engagement.

Intended Audience

The website aims at:

Young workers seeking stylish but formal footwear.

Athletes and students who Favor fashionable sneakers that offer comfort.

Leisurely internet shoppers looking for great deals and swift navigation.

The responsive design guarantees usability on various devices, accommodating both desktop and mobile users.

Process of Planning



Implemented efficient workflow based on the System Development Life Cycle (SDLC):



Planning Phase Established project scope, goals, and schedule.



Design Phase Developed wireframes and chose a colour palette for branding.



Execution Phase Created pages using HTML, CSS, and JavaScript.



Testing Phase Confirmed links, assessed responsiveness, and verified multimedia incorporation.



Deployment Phase Project uploaded to GitHub Pages for public visibility

Project collaboration:

No.	Name	Roles	Explanations
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Conclusion

The PRIME STEP website showcases our team's ability to design and implement a professional, multimedia-rich, and interactive platform. The project met the Web Development assignment criteria, including completeness, multimedia integration, design, responsiveness, web ethics, and interactivity. It strengthened our technical skills in HTML, CSS, JavaScript, GitHub, and web ethics, while also enhancing our teamwork, communication, and problem-solving abilities for future web development tasks.