Tech Startup Landing Page

A report submitted in partial fulfillment of the requirement for the award of the degree
Of

Bachelor of Computer Application
in
Faculty of Computer Technology

Submitted by

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CERTIFICATE OF APPROVAL

This is to certify that the project report entitled ***"Tech startup Landing Page"*** submitted by **Esha Narzary** bearing Roll No. ADTU/2024-27/BCAO/066 and **Souraj Shil** bearing Roll No. ADTU/2024/BCAO/016, are hereby accorded our approval as a study carried out and presented in a manner required for acceptance in partial fulfilment for the award of the degree of ***Bachelor of Computer Application*** under Assam down town University for approval does not necessary endorse or accept every statement made opinion expressed or conclusion drawn as recorded in the report. It only signifies the acceptance of the project report for a purpose which is submitted.

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Place: Guwahati

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I recommend that the thesis may be placed before the examiners for consideration of award of the degree of this University.

Date:

Place: Guwahati

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CERTIFICATE FROM EXTERNAL EXAMINER

This is to certify that the project report entitled ***"Tech startup Landing Page"*** submitted by **Esha Narzary** bearing Roll No. ADTU/2024-27/BCAO/066 and **Souraj Shil** bearing Roll No. ADTU/2024/BCAO/016 towards the partial fulfilment of the requirements for the award of the degree of ***Bachelor of Computer Application*** under Assam down town University is a Bonafide research work carried out by him under the supervision and guidance of ***Mr. Manabjyoti Choudhury***, Assistant Professor, Department of Computer Technology, Assam down town University, Guwahati has been examined by me and found to be satisfactory.

I recommend the thesis for consideration for the award of the degree of ***Bachelor of Computer Application*** under Assam down town University.

Date:

Place: Guwahati

DECLARATION

We, **Esha Narzary** bearing Roll No. ADTU/2024-27/BCAO/066 and **Souraj Shil** bearing Roll No. ADTU/2024/BCAO/016, hereby declare that the thesis entitled ***"Tech startup Landing Page"*** is an original work carried out in the Department of Computer Technology, Assam down town University, Guwahati with exception of guidance and suggestions received from my supervisor, ***Mr. Manabjyoti Choudhury***, Assistant Professor, Department of Computer Technology, Assam down town University, Guwahati. The data and the findings discussed in the thesis are the outcome of my research work. This thesis is being submitted to Assam down town University for the degree of ***Bachelor of Computer Application".***

Signature of Student **Signature of Student**

ACKNOWLEDGMENT

We would like to extend our heartfelt appreciation to everyone who contributed to the successful completion of this project. Our sincere thanks go to our project team members for their dedication and collaboration throughout the project. Each member played a significant role in shaping the outcome. Special thanks to our supervisor, ***Mr. Manabjyoti Choudhury***, for his guidance and valuable feedback, which enriched our work. Lastly, we want to thank our friends for their patience and encouragement during this project. Their believe helped us to stayb motivated and to persevere through difficult times.

ABSTRACT

This project centers on the development of a modern, AI-powered business platform "NEURAN AI" designed to streamline enterprise operations through artificial intelligence integration. Leveraging core web technologies such as HTML, CSS, and JavaScript, the website presents a responsive, user-centric interface that highlights key AI functionalities including intelligent automation, predictive analytics, natural language processing, customer insights, and cybersecurity enhancements. The design prioritizes structured navigation, engaging visuals, and intuitive interactions to ensure a seamless user experience. Special attention has been given to accessibility, performance optimization, and cross-platform responsiveness to enhance usability. This project offers practical insight into the implementation of AI-driven web applications, equipping developers with foundational experience in building intelligent, scalable, and user-friendly digital solutions.

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1. INTRODUCTION

1.1. Overview of the Project

The **NEURON AI** website is a professional business platform designed to showcase AI-powered solutions for businesses. It serves as a digital storefront for the company's services, featuring key information about their offerings, pricing, and company values. The responsive website includes sections for features, testimonials, pricing plans, and contact information, built with modern web technologies including HTML5, CSS3, and JavaScript.

1.2. Motivation

The project was motivated by the growing demand for AI solutions in the business sector and the need for companies to have an effective online presence. With AI becoming increasingly accessible to businesses of all sizes, NEURAN AI aims to position itself as a provider of affordable, powerful AI tools through this professional website.

1.3. Scope and Objective

Scope:
The scope of this project involves designing and developing a responsive business website for Neuron AI, an AI-powered solutions provider. The website will serve as a digital platform to showcase the company's AI products and services while ensuring an engaging and seamless user experience. Key aspects of the scope include:

Develop a Responsive Business Website:

- The website will be built using modern web technologies (HTML, CSS, and JavaScript) to ensure compatibility across all devices (desktops, tablets, and mobile phones).
- A mobile-first approach will be adopted to guarantee optimal performance on smaller screens.

Showcase AI Products and Services:

- The website will highlight Neuron AI's offerings, including Intelligent Automation, Predictive Analytics, Enhanced Security, Customer Insights, Natural Language Processing, and Seamless Integration.
- Each feature will be presented with clear descriptions, icons, and visual elements to enhance understanding.

Implement Interactive Elements for User Engagement:

- A testimonial slider will display client feedback dynamically**.**
- Hover effects on buttons, cards, and navigation links will improve interactivity.
- A contact form with validation will allow users to submit inquiries easily.

Create a Contact System for Lead Generation:

- The contact section will include a form for users to submit their details, along with alternative contact methods (email, phone, and address).
- Form submissions will trigger alerts (for demo purposes) and could later be integrated with backend systems for lead tracking.

Objectives:

The primary objectives of the Neuron AI website are aligned with business growth and customer education:

Increase Brand Visibility:

- A modern, professional design with consistent branding (logo, colors, typography) will establish Neuron AI as a credible player in the AI industry.
- SEO-friendly structure (semantic HTML, clear headings) will improve search engine rankings.

Generate Business Inquiries:

- Clear call-to-action (CTA) buttons (e.g., "Get Started," "Contact Us") will guide users toward conversion.
- The pricing section will encourage potential customers to explore paid plans.

Educate Potential Customers About AI Solutions:

- The Features section will break down complex AI concepts into digestible information.
- The About Us section will communicate the company's mission and expertise.

Provide Transparent Pricing Information:

- Three pricing tiers (Starter, Professional, Enterprise) will be displayed with feature comparisons.
- Highlighting the "Most Popular" plan will help users make informed decisions.

1.4. Existing System

Before the development of this website, NEURON AI likely had one of the following scenarios:

No Dedicated Website:

- The business may have relied on third-party platforms (e.g., LinkedIn, social media) for visibility.
- Lack of a centralized hub made it difficult for potential customers to explore services in detail.

Basic Informational Website (If Any):

- Static pages with minimal content (e.g., a single landing page with contact details).
- No interactive features (e.g., forms, dynamic sliders, or pricing comparisons).
- Outdated design, poor mobile responsiveness, and weak SEO.

Limitations of the Existing System:

- No Lead Generation: No way to capture potential customer inquiries efficiently.
- Poor User Engagement: Static content failed to educate visitors about AI solutions.
- Lack of Credibility: Missing testimonials, case studies, and professional design weakened trust.

1.5. Problem Definition

The project addresses key challenges faced by NEURON AI in its digital presence:

Lack of Professional Online Presence:

- No website or an outdated one made the business appear less credible.
- Competitors with modern websites had an advantage in attracting clients.

Inability to Communicate Complex AI Services:

- AI solutions are technical; a poorly structured website failed to explain benefits clearly.
- Potential customers left confused about how NEURAN AI could solve their problems.

No Centralized Platform for Customer Acquisition:

- Prospects had no easy way to inquire, compare plans, or request demos.
- Sales relied on manual outreach (emails/calls), missing automated lead capture.

Difficulty Showcasing Success Stories:

- Testimonials and case studies were scattered (e.g., PDFs, external reviews).
- No dynamic way to highlight client feedback to build trust.

1.6. Proposed System

The new NEURON AI website solves these problems with the following features:

i. Modern, Responsive Design:

- Device Compatibility: Adapts seamlessly to desktops, tablets, and mobiles (via CSS media queries).
- Visual Appeal: Clean layout, consistent branding, and intuitive navigation enhance professionalism.

ii. Interactive Elements:

- Testimonial Slider**:** Auto-rotating client quotes with manual controls (built with JavaScript).
- Contact Form**:** Validates user input and submits inquiries (could integrate with CRM tools later).
- Hover Effects**:** Buttons and cards respond to user actions, improving engagement.

iii. Clear Service Descriptions with Visual Aids:

- Feature Icons & Explanations: Breaks down AI services (e.g., Predictive Analytics, NLP) into digestible sections.
- Hero Section: Immediately communicates the value proposition ("Transform Your Business with AI").

iv. Structured Pricing Information:

- Three-Tier Plans: Starter, Professional, and Enterprise options with feature comparisons.
- Transparent Costs**:** Prices displayed prominently to reduce friction in decision-making.

v. Multiple Contact Options:

- Form + Alternate Methods: Users can submit queries via form, email, phone, or visit the office.
- Social Media Links**:** Encourages further engagement across platforms.

2. PROJECT ANALYSIS

2.1. Project Requirement Analysis

The development of the NEURON AI website is guided by a structured breakdown of functional (what the system should do) and non-functional (how the system should perform) requirements.

Functional Requirements:

These define the core features and interactions that the website must support:

Responsive Navigation Menu:

- A hamburger menu for mobile devices that expands into a full-screen navigation.
- Smooth transitions and active state indicators for better UX.

Interactive Testimonial Slider:

- Auto-rotating testimonials with manual navigation controls (dots, prev/next buttons).
- Smooth animations between slides for a polished look.

Contact Form with Validation:

- Input validation (e.g., required fields, email format checks).
- Feedback alerts on submission success/error.

Smooth Scrolling Navigation:

- Clicking on nav links (e.g., "Features," "Pricing") scrolls smoothly to sections.
- Avoids abrupt jumps for a seamless experience.

Mobile-Responsive Layout:

- Adapts to different screen sizes (desktop, tablet, mobile).
- Adjusts font sizes, image dimensions, and grid layouts dynamically.

Non-Functional Requirements:

These define the quality attributes of the website:

i. Fast Loading Performance:

- Optimized images, minified CSS/JS, and lazy loading where applicable.
- Targets a Google Page Speed score of 90+ for better SEO ranking.

ii. Cross-Browser Compatibility:

- Works consistently on Chrome, Firefox, Safari, Edge, and mobile browsers.
- Graceful degradation for older browsers (e.g., IE11 support if needed).

iii. SEO-Friendly Structure:

- Semantic HTML5 tags (<header>, <section>, <article>).
- Proper meta tags (title, description) and alt text for images.

iv. Accessibility Compliance:

- Follows WCAG 2.1 guidelines (e.g., keyboard navigation, ARIA labels).
- Sufficient color contrast and readable font sizes.

2.2. Gantt Chart for NEURON AI Website Development

A Gantt Chart visually represents the project timeline, tasks, and dependencies. Below is a structured breakdown of the development phases with estimated durations.

Project Timeline Overview:

	March	April	May
Information Gathering	(early March)		
Analysis	(mid-March)		
Design	(late March)	(early April)	
Coding		(April)	(early May)
Testing			(mid-May)
Analysis			(late May)

2.3. Advantage & Disadvantage: -

Advantages: -

1. **Modern, Professional Appearance:**
   - Clean, responsive design with a cohesive color scheme and typography.
   - Enhances brand credibility and attracts potential clients.
2. **Improved User Engagement:**
   - Interactive elements (testimonial slider, hover effects) keep visitors interested.
   - Smooth scrolling and intuitive navigation improve the browsing experience.

3. **Better Conversion Potential:**
    - Clear call-to-action (CTA) buttons (e.g., "Get Started," "Contact Us").
    - Structured pricing section helps users make informed decisions.

4. **Mobile-Friendly Design:**
    - Fully responsive layout adapts to all devices (desktop, tablet, mobile).
    - Ensures accessibility for users on the go.

5. **Easy Maintenance:**
    - Static website (HTML/CSS/JS) requires minimal server maintenance.
    - Content updates (text, images) can be done without complex backend systems.

Disadvantages: -

1. **Requires Ongoing Content Updates:**
    - New services, testimonials, or pricing changes must be manually updated.
    - No CMS (Content Management System) like WordPress for easy edits.

2. **No Backend for Form Processing:**
    - The contact form uses frontend validation but doesn't store submissions in a database.
    - Requires integration with third-party tools (e.g., Form Submit, Zapier) for lead tracking.

3. **Limited Analytics Without Additional Tools:**
    - Basic tracking relies on Google Analytics (manual setup needed).
    - No built-in user behavior analysis (heatmaps, session recordings).

2.4. Project Life Cycle

The NEURON AI website followed a modified waterfall model with these phases:

1. **Requirements Gathering:**
    - Defined functional & non-functional needs (e.g., responsive design, contact form).
    - Stakeholder interviews and competitor analysis**.**

2. **UI/UX Design:**
    - Created wireframes and mockups (Figma/Adobe XD).
    - Focused on user flow, accessibility, and branding consistency.

3. **Frontend Development:**
    - Built with HTML5, CSS3, JavaScript (no frameworks for simplicity).
    - Implemented responsive layouts, interactive elements, and form validation.

4. **Testing:**
    - Cross-browser checks (Chrome, Firefox, Safari).
    - Mobile responsiveness testing (DevTools + real devices).
    - Form validation and navigation flow verification.

5. **Deployment:**
    - Hosted on static file hosting (Netlify/Vercel).
    - Basic SEO setup (meta tags, alt text).

2.5. Project Feasibility: -

1. **Technical: -** Achievable with current web technologies
2. **Economic: -** Low development cost with potential high ROI
3. **Operational: -** Easy to maintain with basic web skills
4. **Schedule: -** Completed within reasonable timeframe

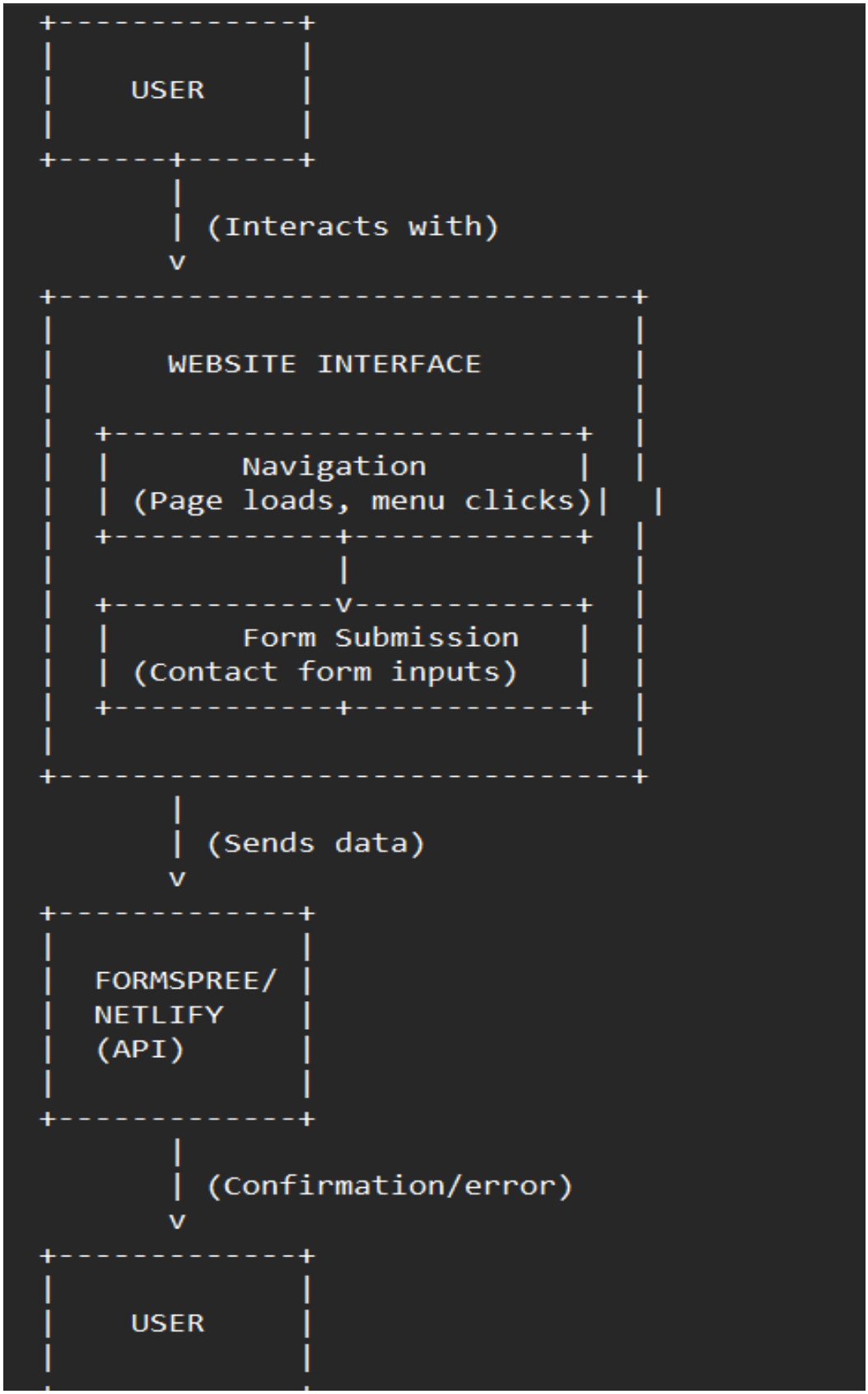
3. PROJECT DESIGN

3.1. System Architecture

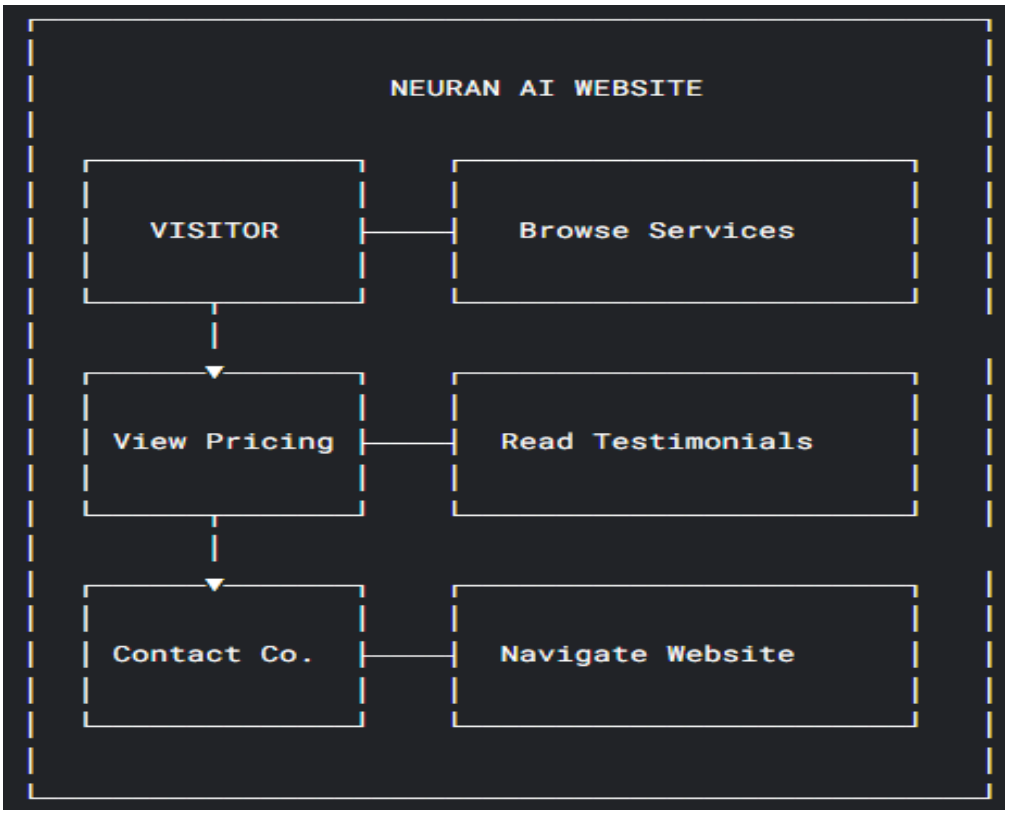
Client-Side Only:

- Frontend: HTML5 (structure), CSS3 (styling), JavaScript (interactivity).
- Hosting: Static files (Netlify/GitHub Pages).
- No Server: Form submissions handled via third-party services (e.g., Form Submit).

3.2. Data Flow Diagram (DFD)



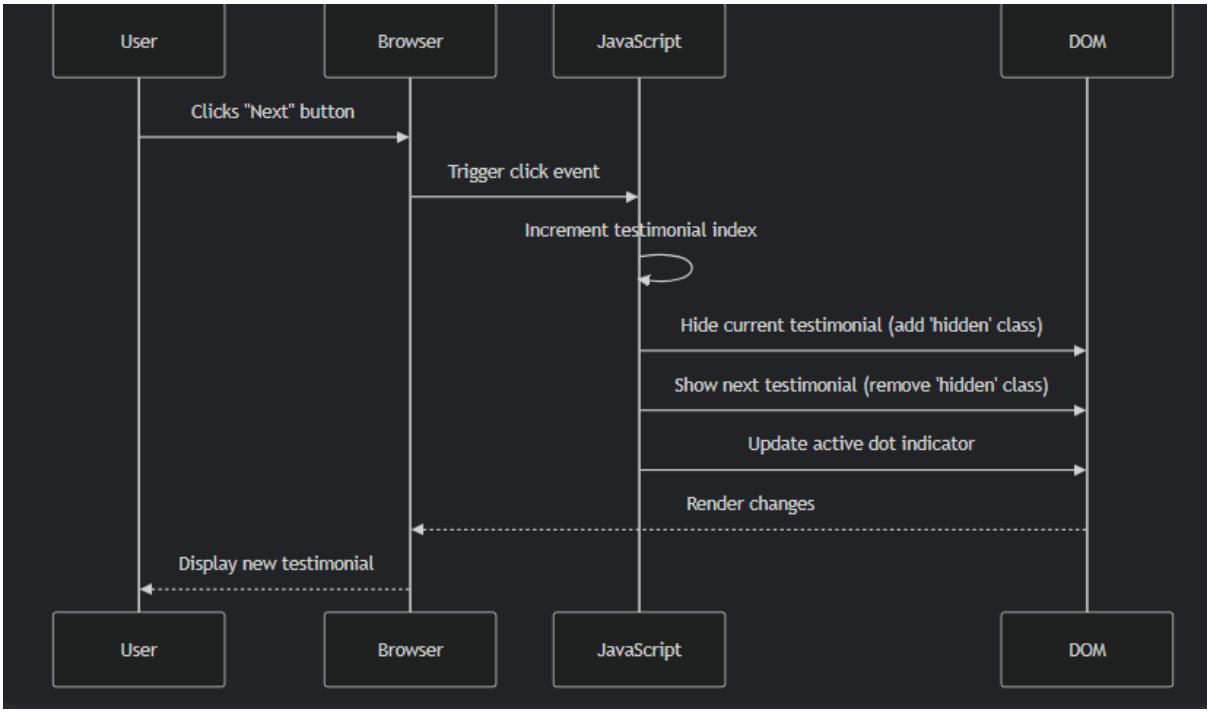
3.3. Use Case Diagram: -



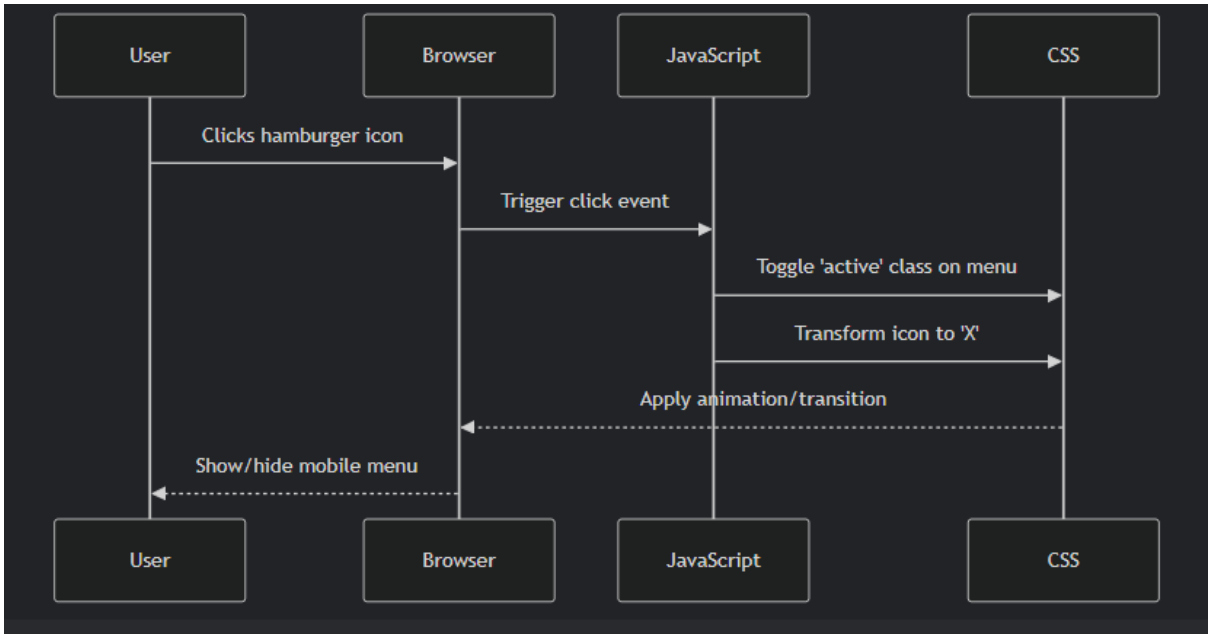
3.4. Sequence Diagram

For key interactions

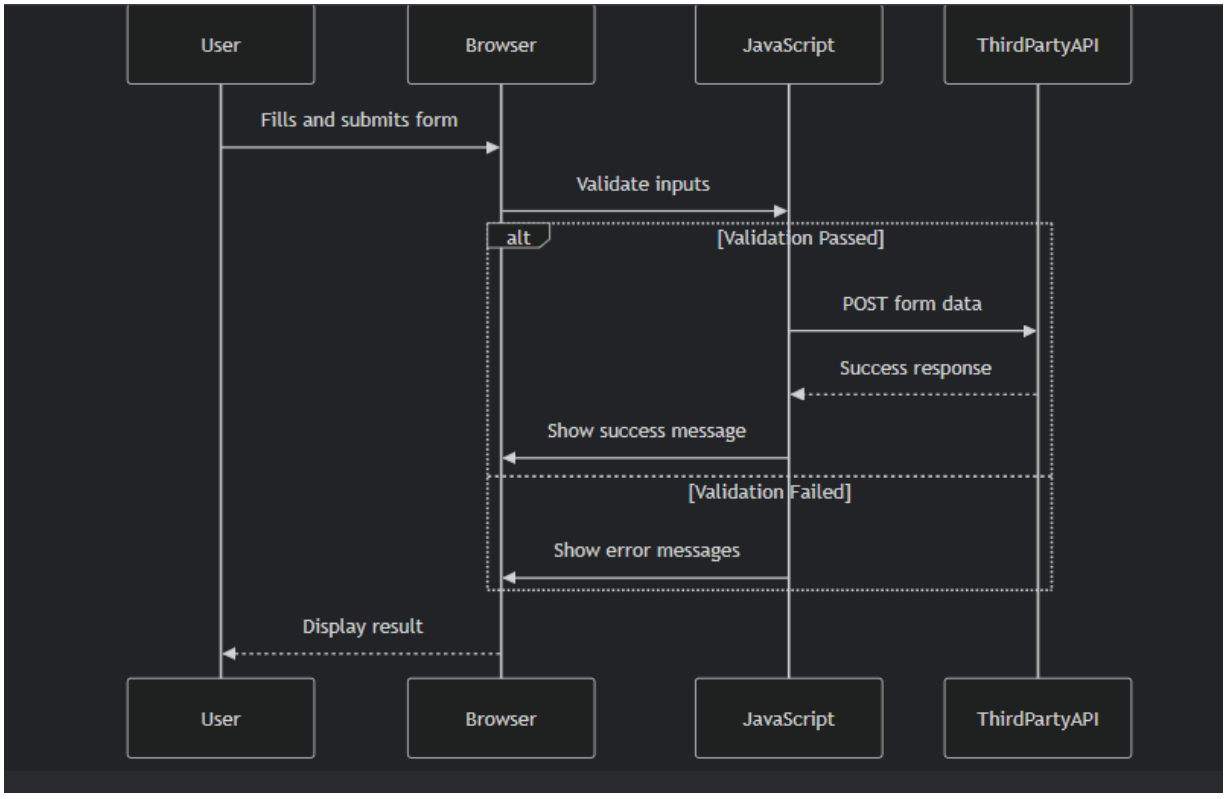
1. **Testimonial slider navigation**



2. 2. Mobile menu toggle



3. Form submission process



4. PROJECT IMPLEMENTATION

4.1. Description of the Software Used: -

HTML5 - The skeleton of your website

- Creates all the text, buttons, and sections
- Example: Built the navigation menu and contact form

CSS3 - The clothing and makeup

- Makes everything look pretty and organized
- Example: Made the website change layout on mobile phones

JavaScript - The brain that makes things move

- Handles all interactive parts
- Example: Made the testimonial slider work when you click arrows

Font Awesome - The little pictures/icons

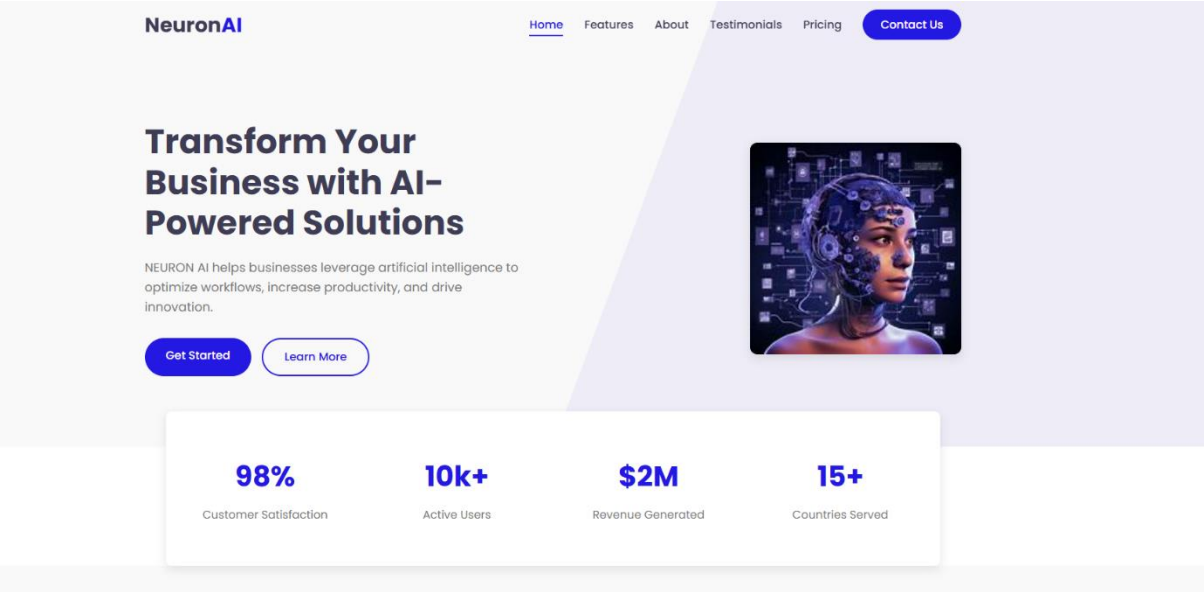
- Adds visual symbols like brains (for AI) and charts
- Example: The small icons next to each feature

Google Fonts - The text styling

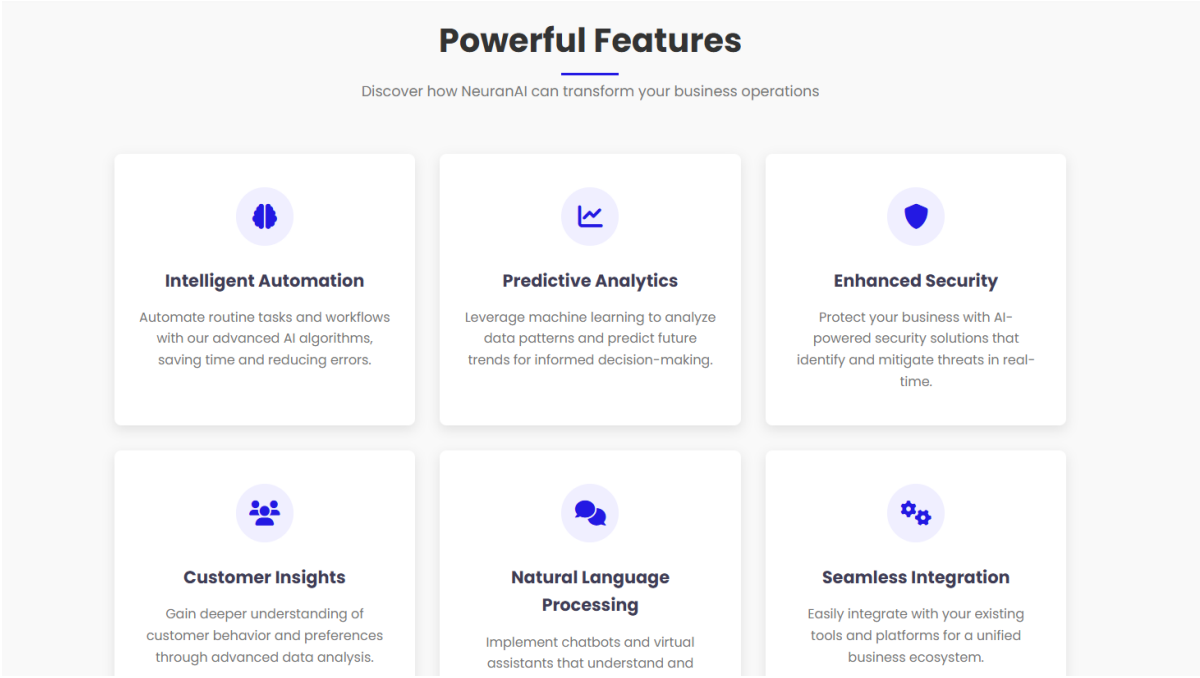
- Makes all writing look modern and professional
- Example: Used the "Poppins" font everywhere

4.2. Wireframes/ Ui: -

Home Page



Features



About

About Neuran AI

Our mission is to democratize artificial intelligence

Founded in 2023, Neuran AI has been at the forefront of AI innovation, making advanced technology accessible to businesses of all sizes. Our team of experts combines deep technical knowledge with business acumen to deliver solutions that drive real results.

We believe that AI should be a tool for everyone, not just tech giants. That's why we've built a platform that's powerful yet intuitive, helping businesses harness the power of AI without requiring specialized expertise.

Join Our Mission

Testimonials

What Our Clients Say

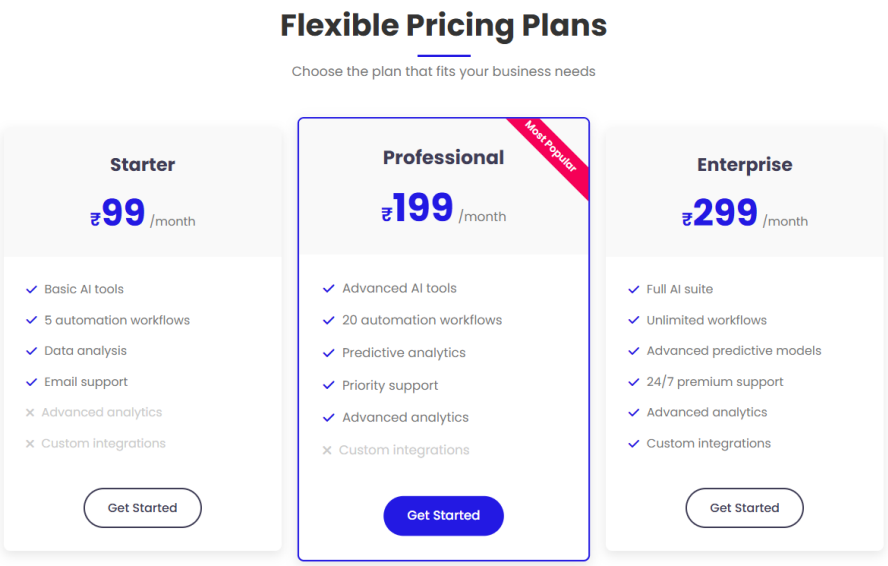
Don't just take our word for it - hear from our satisfied customers

"The customer support team at Neuran AI is exceptional. They guided us through the entire implementation process and continue to provide valuable insights for optimization."

Emily Rodriguez

CTO, InnovateTech

Pricing



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5. TESTING

5.1. Types of Testing: -

- **Cross-browser testing: -** Chrome, Firefox, Safari, Edge
- **Responsive testing: -** Various device sizes
- **Functional testing: -** All interactive elements
- **Performance testing: -** Page load times

5.2. Test Cases: -

1. Navigation menu functionality.
2. Testimonial slider controls.
3. Form validation.
4. Mobile responsiveness.
5. Link verification.

Test Case	Steps	Expected Result	Actual Result
1. Navigation Menu	Click all menu links	Smooth scroll to sections	✅ Passed
2. Testimonial Slider	Click arrows/dots	Testimonials change smoothly	✅ Passed
3. Form Validation	Submit blank/invalid data	Shows error messages	✅ Passed
4. Mobile Responsiveness	Resize browser to mobile view	Layout adapts correctly	✅ Passed
5. Link Verification	Click all external/internal links	No broken links (404 errors)	✅ Passed

6. CONCLUSION AND FUTURE SCOPE

6.1. Conclusion

The NEURON AI website successfully achieves its objectives of presenting the company's services professionally and interactively. The implementation demonstrates effective use of modern web technologies to create an engaging user experience that should help convert visitors into customers.

Future Scope: -

- Integration with backend for form processing
- Customer portal for existing clients
- Blog section for content marketing
- Analytics integration
- Multilingual support

References: -

1. MDN Web Docs - HTML, CSS, JavaScript references
2. Font Awesome documentation
3. Google Fonts documentation
4. W3C Web Accessibility Guidelines
5. Responsive Web Design principles by Ethan Marcotte