United International University

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Section: A

Assignment

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Letter of Transmittal

13th October 13, 2024

Ahmed Imran Kabir

United International University

United City, Madani Ave, Dhaka 1212

Subject: Submission of Project Report on Gallery Sports Website Development

Dear Sir,

We are pleased to submit the project report on the design and development of the Gallery Sports website. This report outlines the design, development process, and key features of our newly launched online sports store, which aims to provide a seamless and user-friendly shopping experience for sports enthusiasts.

The website was developed using HTML and CSS to create a clean, responsive, and visually engaging platform. By hosting it on GitHub and utilizing Visual Studio for development, we have ensured that the website is both efficient and cost-effective. Key sections of the report include the project's objectives, technical details, and future for continued improvements.

We believe that this website will significantly contribute to our mission of promoting sports in Bangladesh by making high-quality, authentic sports products easily accessible to our customers. We hope this report meets your expectations and provides a comprehensive overview of the project.

Thank you for your time and consideration.

Sincerely,

Md. Iftekhar Alam

On behalf of the group

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Executive Summary

Gallery Sports is an online store specializing in sports items, offering a range of authentic and customizable products. The website, developed using HTML and CSS, focuses on delivering an engaging and user-friendly experience by showcasing products in a visually appealing manner. Our mission is to provide affordable, high-quality sports products while ensuring a smooth and accessible shopping experience for both current and potential customers.

We chose Visual Studio for development due to its robust features and ease of use, allowing efficient website creation with minimal coding expertise. GitHub was selected for hosting, providing a cost-effective platform with free subdomains and version control, ensuring easy accessibility and continuous updates.

Key features of the website include a live chat function for customer support, a responsive navigation bar, and a loading screen for smoother transitions between pages. The site's minimalist design is mobile-friendly and tailored to offer a seamless browsing experience, with integrated shopping, payment, and admin management options. As the business grows, our focus remains on user satisfaction through customization options, reliable delivery, and dedicated customer support.

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Introduction

We want to make a business website whose name is Gallery Sports. This is an online sports items shop. Showing the beautiful product and its details to real and potential customers is the focus of this website. So many products within this business are unique from other products. You will add anything to your style on our website and our expert team will make the product beautiful as your demands are the main special things in this business. You will find an example of a business product in the Gallery section. However, there are considerable benefits to slowing down and thinking of ways to design your product on your own.

There are so many things that we wanted to develop this website. The basic purpose of this business website is to promote sports items. As we have just started our website we show customized gift products for our customers. Our mission is to ensure 100% authentic sports items shopping through our website.

Importance of creating a website with HTML and CSS

Creating a website using HTML and CSS is foundational to web development.

1. Basic Structure (HTML)

HTML (Hypertext Markup Language) provides the structure of a website and defines the content and how it is organized. For example:

1. Text (headings, paragraphs)
2. Images
3. Links
4. Forms
5. Tables

Without HTML, there would be no framework for the content to exist. It's like the skeleton of a website.

2. Visual Design (CSS)

CSS (Cascading Style Sheets) enhances the appearance of the website by:

1. Controlling layout and spacing
2. Defining colors, fonts, and background styles
3. Making the site responsive to different devices (mobile, tablet, desktop)

With CSS, we can transform the plain structure created by HTML into a visually appealing design.

3. Separation of Concerns

We can separate content (HTML) from presentation (CSS) by using HTML and CSS together. This makes our code easier to manage, maintain, and update. For example:

- We can change the design of a website without altering the content.
- A well-structured HTML and CSS website is more flexible and adaptable.

4. Accessibility

HTML enables our website to be accessible to different users, including those with disabilities. Proper use of HTML tags (e.g., headers, and alt attributes for images) ensures that screen readers and other assistive technologies can interpret the website easily.

5. SEO (Search Engine Optimization)

Search engines rely on HTML to understand the content of our website. Proper use of HTML elements like:

- <title> and <meta> tags
- <h1>, <h2>, etc. (for headings)
- <alt> text (for images) improves the visibility of your website in search engine results.

6. Cross-Platform Compatibility

All modern web browsers support HTML and CSS. A website built with these technologies can be accessed from any device, regardless of operating system or screen size.

7. Foundation for Other Technologies

Mastering HTML and CSS is essential before moving on to more advanced web technologies like:

- JavaScript (for interactivity)
- Web frameworks (e.g., React, Angular)
- Back-end development (e.g., PHP, Python)

So, HTML and CSS provide the backbone of web development, making them critical for creating functional, accessible, and visually appealing websites.

Why have we chosen Gallery Sports? Some main reasons are given below

1. We have a smart delivery system to send your product safely to your hand.
2. We try to offer the affordable rather than the existing market.
3. We have an auto-generated support system to ensure the problems of the customer and to solve them.
4. If you are not happy with our desired product we have a return policy.
5. We have a skilled team to maintain all the important stuff.

Methodology

The rise of the "Athleisure" trend has expanded the customer base, as people wear sports clothing for everyday casual outings. We chose our business to be this as it brings repeat purchases from customers and has a high growth potential. So, we started our business operation by ensuring our online presence through our static website. Due to our online presence, we are accessible to customers 24/7 and allow them to browse our products, and make purchases at any time, from anywhere. Below there is a description of our website creation to launching step by step:

Step 1:

Defining the website's purpose and goal: Our website primarily showcases our sportswear with details of the fabric materials, price tag discounts, and all that. Our website also features customer reviews and a newsletter. We do digital ads to drive traffic to our website by connecting it to our social media platform. Also, we share a bong of sportswear trends and engaging sports news. Our website is easy to use, and mobile-friendly. We keep our site updated with new products, promotions, and blog posts. We use Google Analytics to make data-driven decisions.

Step 2:

Choosing a domain name and hosting: So, we have chosen GitHub as a hosting provider, since GitHub hosts static websites for free of cost. We have chosen our website's domain name for our company (gallerysportsshop.github.io) a default subdomain provided by GitHub.

Step 3:

Selecting Website Platform: We have used Visual Studio for creating our website. Visual Studio is a user-friendly platform that allows you to build a website with minimal coding knowledge. At first, we started our website creation journey by installing and setting up Visual Studio.

Step 4: Start the project:

·   We began by clicking the "Create a new project" on the home screen of Visual Studio.

·   Then we choose "HTML5 Web Application" for creating our static website through using HTML code.

Step 5: Configure project:

- We gave the project the name "GallerySportsShop"
- Choose the location to save the project.
- Selected the .NET Core version and clicked "Create".

Step 6: Adding HTML pages:

- Selected Add>New Item.

- Choose an HTML Page and name it index.html.

- Created the structure for the website.

Step 7: Adding CSS and JavaScript:

For styling the website we added CSS.

- Added a New Item> Style Sheet

- Named it main.css.

- Then wrote the CSS rules.

- Linked the CSS file to the HTML file

To make the website interactive and structurally complex we added JavaScript.

- Added a New Item> Style Sheet

- Named it main.js

- Then wrote the JavaScript code.

- Linked the JavaScript File to the HTML file

Step 6: Running the project:

Pressed F5 on the toolbar. Then, Visual Studio started a local web server and opened the site in "Chrome" browser.

Overview of tools and software used

Visual Studio

It's a powerful integrated development environment by Microsoft used for building and deploying applications across various platforms, including web, desktop, mobile, and cloud. It supports multiple programming languages like C++, JavaScript, Pythons, and so on.

It offers features like-

- It supports multi-language coding.

- It has advanced Integrated debugger tools for real-time code inspection

- It has pre-configured project templates for websites, software, and apps.

- It also has Git and GitHub integration for easy collaboration and versioning.

- It also has cross-platform development with Windows, iOS, macOS, etc.

- It also offers testing tools for unit testing, load testing, and performance profiling.

GitHub

GitHub is a cloud-based platform that is primarily used for code hosting and the development of software, websites, and apps. It uses Git, a version control system, to track changes in code, allowing multiple developers to work on a project simultaneously.

It offers:

- It stores and manages code in repositories.
- It can track code changes
- Developers can simultaneously work on a separate branch and merge it.
- Offers free domain name and hosting.
- It supports team collaboration with issue tracking, project boards, and wikis.

Google Chrome

Chrome is a popular web browser used for running and testing websites. It's known for its speed, security, and wide compatibility with modern web standards. It optimizes quick page load times and efficient memory usage. It has built-in tools for debugging, inspecting elements, monitoring network activity, and testing website performance. Chrome is available on Windows, macOS, Linus, Android, and iOS. It has strong security features like sandboxing, phishing protection, and auto-updates. Also, it supports a handful of extensions to enhance browsing and development functionality.

Mentioning any additional resources or tutorials consulted

We have followed the instructions given by and YouTube channel named "Traversy Media", and "Apna College". It is one of the best channels for learning web development. The video covers HTML, CSS, JavaScript, React, Node.js, Bootstrap, GitHub, and much more.

Another excellent platform where we learned web development for free is the "freeCodeCamp". It also offers certifications in responsive web design, JavaScript algorithms, and front-end libraries.

Reason Behind Choosing the Website

The idea behind creating the Gallery Sports website came from a clear understanding of Bangladesh's sports enthusiasts' needs. We noticed that while many sports items are available, customers often struggle to find unique and customized products that reflect their style. Our goal is to fill this gap by offering a wide range of authentic sports items, including customized gifts that allow our customers to express themselves. We believe that every athlete or sports

lover deserves products that not only perform well but also resonate with their individual preferences.

Additionally, we wanted to create a shopping experience that is accessible and user-friendly. Many people in Bangladesh are looking for affordable options without compromising on quality. By focusing on providing reasonably priced sports items, we aim to cater to a wider audience, ensuring that everyone can find something they love. We also recognized the importance of reliable delivery and customer support, so we developed an efficient delivery system and an auto-generated support system to address any issues quickly.

Our mission is to promote sports in Bangladesh by making shopping for sports items easy, enjoyable, and tailored to the unique needs of our customers. We are committed to ensuring 100% satisfaction with every purchase, and we want our website to be a go-to destination for anyone looking to enhance their sports experiences.

Justification for selecting a specific CSS template

The CSS template was chosen because it allowed us to implement a visually clean and responsive design. The layout was suited for displaying various sports galleries in an organized way, making it easy for users to navigate through different sports categories. The template also provided a flexible structure for incorporating the needed gallery sections without heavy customization, ensuring efficiency in the development process.

Discussion on the template's features and suitability for the project.

The chosen template provided features like pre-defined grid systems and media query support, which were crucial for creating a responsive gallery that adapts to different screen sizes. Additionally, the use of CSS animations and transitions helped enhance user interaction, such as when hovering over sports images. These features perfectly suited the needs of the gallery sports website, where visual engagement and smooth user experience were top priorities.

How the chosen template aligns with the website's purpose.

The purpose of the gallery sports website is to display various sports images in a user-friendly and interactive manner. The template aligns with this goal by offering a design that allows easy navigation and a seamless viewing experience. With built-in support for CSS and JavaScript,

the template ensured that we could add interactivity, such as a loading screen during page transitions, further improving the user experience.

Coding and Design

Breakdown of the code

1. **Live Chat Button and jQuery Integration**: A live chat button appears on the bottom left of the webpage. When a user visits the website, the chat window automatically pops up. If the user closes the chat manually, a greeting message will replace the window, and the live chat will reopen after 24 hours. The chat feature is connected to HubSpot for backend communication, while jQuery manages the front-end interaction.

2. **Loading Screen with CSS and JavaScript**: Between page transitions, a circular loader is displayed to keep the user engaged while the next page loads. The loading animation is created using CSS, and JavaScript handles the display of the loader during navigation.

3. **Navigation Bar**: The navigation bar is minimal, with some hidden options to keep the interface clean and user-friendly. The navigation menu includes links to important pages like the shop catalog, payment gateway, admin login, and a mobile app download. Some features, such as the search bar, are non-functional due to server connection issues. The navigation bar changes transparency when users scroll down the page, giving it a sleek dynamic effect.

4. **Footer Section**: The footer includes essential links such as terms and privacy policies. Certain attributes are hidden to maintain a clean and simple design. It also mirrors the overall minimalist approach of the navigation bar.

5. **Feature Section and Hyperlinking**: This section highlights key services with hyperlinks, helping users navigate specific offerings quickly. The various parts of this section are styled individually using CSS, ensuring each component is visually distinct and easy to locate.

6. **Contact Form (Non-functional)**: A simple contact form allows users to fill out basic details like name, email, and message. However, the form is not yet connected to any backend database, so no notifications can be sent or received now. The form is currently more of a placeholder for future development.

7. **Responsive Design for Navigation**: As users scroll down the page, the navigation bar adjusts its transparency, making the website feel more dynamic and responsive. This change in transparency enhances user experience by giving a sense of fluidity to the navigation experience.

8. **Other Functional Buttons**:

Shop Button: Redirects users to the online shop catalog, where they can browse and purchase products.
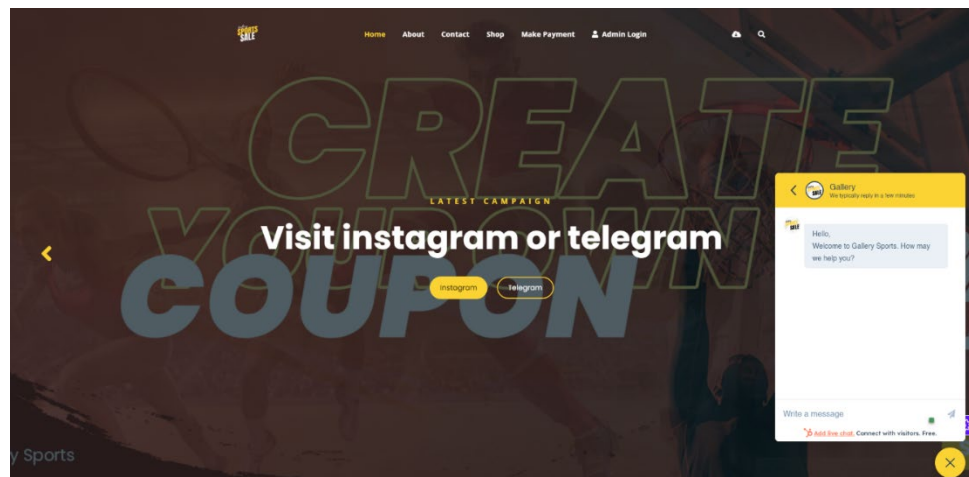
Make Payment Button: This button links to the payment gateway for bKash, allowing users to complete transactions.

Admin Login: This icon and button are reserved for administrative purposes, directing admins to the back-office portal.

Download App Button: Provides a link to download the mobile app. Currently, only Android users can access the app, as it's not available on the Google Play Store or Apple App Store yet.

Key sections of the code:

This is the home page for our website, in the bottom left we can see a live chat button showing, if any customer wants to close this

view, they can just click the button, and the pop-up will be closed. The live-chat option is connected through jQuery and the backend part is associated with HubSpot.

```
<!-- Start of HubSpot Embed Code -->
<script type="text/javascript" id="hs-script-loader" async defer src="//js-na1.hs-scripts.com/47300359.js"></script>
<!-- End of HubSpot Embed Code -->
```

This is the jQuery code for live chat. The live chat will automatically flow up whenever a visitor visits our website. If they manually close the flow, it will show only a greetings message as closed. But after 24 hours it will react as previously.

When the website loads from one page to another a simple circle loading screen will arrive and here is the code below. The loader is made with CSS and the function works with JavaScript.

```css
.loader {
    bottom: 0;
    height: 100%;
    left: 0;
    position: fixed;
    right: 0;
    top: 0;
    width: 100%;
    z-index: 1111;
    background: #fff;
    overflow-x: hidden;
}

.loader-inner {
    position: absolute;
    left: 50%;
    top: 50%;
    -webkit-transform: translate(-50%, -50%);
    -ms-transform: translate(-50%, -50%);
    -o-transform: translate(-50%, -50%);
    transform: translate(-50%, -50%);
    height: 50px;
    width: 50px;
}

.circle {
    width: 8vmax;
    height: 8vmax;
    border-right: 4px solid #000;
    border-radius: 50%;
    -webkit-animation: spinRight 800ms linear infinite;
    animation: spinRight 800ms linear infinite;
}

.circle:before {
    content: '';
    width: 6vmax;
    height: 6vmax;
    display: block;
    position: absolute;
    top: calc(50% - 3vmax);
    left: calc(50% - 3vmax);
    border-left: 3px solid #fbd333;
    border-radius: 100%;
    -webkit-animation: spinLeft 800ms linear infinite;
    animation: spinLeft 800ms linear infinite;
}
```

This is a loader screen CSS code that will show on every load or refresh by the user.

```html
<nav class="main-menu">
    <ul>
        <li class="current-list-item"><a href="index.html">Home</a>

        </li>
        <li><a href="about.html">About</a></li>
        <li hidden><a href="#">Pages</a>
            <ul class="sub-menu">

                <li><a href="about.html">About</a></li>
                <li hidden><a href="cart.html">Cart</a></li>
                <li hidden><a href="checkout.html">Check Out</a></li>
                <li><a href="contact.html">Contact</a></li>
                <li hidden><a href="news.html">News</a></li>
                <li><a href="shop.html">Shop</a></li>
            </ul>
        </li>

        <li><a href="contact.html">Contact</a></li>
        <li><a href="https://engaze.ai/gallery_sports">Shop</a></li>
        <ul class="sub-menu">
            <li><a href="shop.html">Shop</a></li>
            <li hidden><a href="checkout.html">Check Out</a></li>
            <li><a href="single-product.html">Get Offer</a></li>
            <li hidden><a href="cart.html">Cart</a></li>
        </ul>
        </li>
        <li>
            <a href="https://shop.bkash.com/gallery-sports01753557125/paymentlink">Make Payment</a>
        </li>
        <li>
            <a href="https://gallerysportsshop.github.io/admin/">
                <i class="fa fa-user"> </i>  Admin Login</a>
        </li>
        <li>
            <div class="header-icons">
                <a class="shopping-cart" href="https://drive.google.com/file/d/1yWAhAtb9dHKO49kKOHSouGuqsKrM4r6Z/view?usp=share_link">
                    <i class="fas fa-cloud-download-alt"></i></a>

                <a class="mobile-hide search-bar-icon" href="#">
                    <i class="fas fa-search"></i></a>

            </div>
        </li>
    </ul>
</nav>
<a class="mobile-show search-bar-icon" href="#"><i class="fas fa-search"></i></a>
<div class="mobile-menu"></div>
```
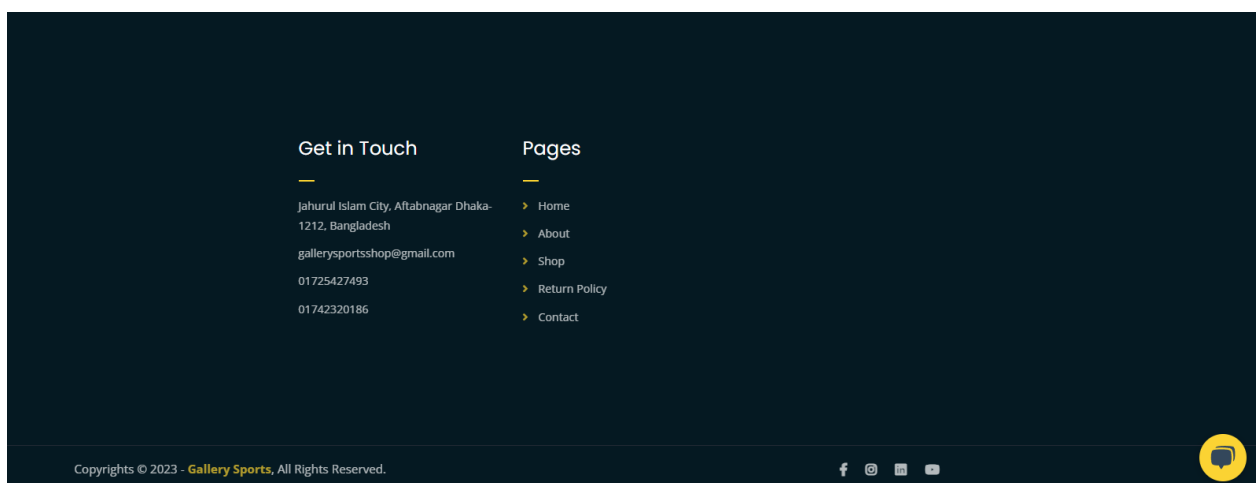
Here is the list of some navigation bars used in the website, some navigation options are hidden so that the website looks much cleaner for the customers. This will help them to navigate the website easily.

Get in Touch

Jahurul Islam City, Aftabnagar Dhaka-1212, Bangladesh

gallerysportsshop@gmail.com

01725427493

01742320186

Pages

> Home
> About
> Shop
> Return Policy
> Contact

```
<!-- footer -->
<div class="footer-area">
    <div class="container">
        <div class="row">
            <div class="col-lg-3 col-md-6">
                <div class="footer-box about-widget" hidden>
                    <h2 class="widget-title">About us</h2>
                    <p>Ut enim ad minim veniam perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae.</p>
                </div>
            </div>
            <div class="col-lg-3 col-md-6">
                <div class="footer-box get-in-touch">
                    <h2 class="widget-title">Get in Touch</h2>
                    <ul>
                        <li>Jahurul Islam City, Aftabnagar Dhaka-1212, Bangladesh</li>
                        <li><a href="mailto:gallerysportsshop@gmail.com">gallerysportsshop@gmail.com</a></li>
                        <li><a href="tel:+880-1725427493">01725427493</a></li>
                        <li><a href="tel:+880-1742320186">01742320186</a></li>
                    </ul>
                </div>
            </div>
            <div class="col-lg-3 col-md-6">
                <div class="footer-box pages">
                    <h2 class="widget-title">Pages</h2>
                    <ul>
                        <li><a href="index.html">Home</a></li>
                        <li><a href="about.html">About</a></li>
                        <li><a href="shop.html">Shop</a></li>
                        <li><a href="single-news.html">Return Policy</a></li>
                        <li><a href="contact.html">Contact</a></li>
                    </ul>
                </div>
            </div>
            <div class="col-lg-3 col-md-6" hidden>
                <div class="footer-box subscribe">
                    <h2 class="widget-title">Subscribe</h2>
                    <p>Subscribe to our mailing list to get the latest updates.</p>
                    <form action="index.html">
                        <input type="email" placeholder="Email">
                        <button type="submit"><i class="fas fa-paper-plane"></i></button>
                    </form>
                </div>
            </div>
        </div>
    </div>
</div>
<!-- end footer -->
```
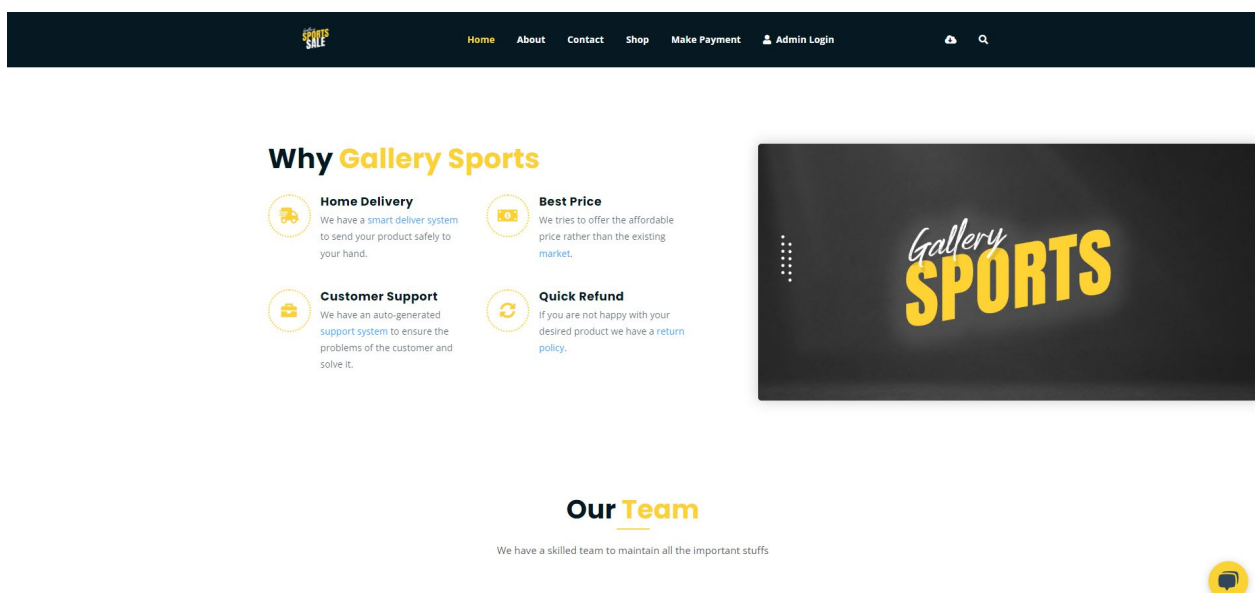
Here is the footer part code and its preview. We also hide some attributes here for a cleaner look, and we can preview the website's live chat option when inactive.

```
<h2 class="pb-3">Why <span class="orange-text">Gallery Sports</span></h2>
<div class="row">
    <div class="col-lg-6 col-md-6 mb-4 mb-md-5">
        <div class="list-box d-flex">
            <div class="list-icon">
                <i class="fas fa-shipping-fast"></i>
            </div>
            <div class="content">
                <h3>Home Delivery</h3>
                <p>We have a <a href="https://redx.com.bd/customer-parcel-request/create-request?shopId=853820&shopName=Gallery Sports">smart deliver system</a> to send your product safely to your hand.</p>
            </div>
        </div>
    </div>
    <div class="col-lg-6 col-md-6 mb-5 mb-md-5">
        <div class="list-box d-flex">
            <div class="list-icon">
                <i class="fas fa-money-bill-alt"></i>
            </div>
            <div class="content">
                <h3>Best Price</h3>
                <p>We tries to offer the affordable price rather than the existing <a href="shop.html">market</a>.</p>
            </div>
        </div>
    </div>
    <div class="col-lg-6 col-md-6 mb-5 mb-md-5">
        <div class="list-box d-flex">
            <div class="list-icon">
                <i class="fas fa-briefcase"></i>
            </div>
            <div class="content">
                <h3>Customer Support</h3>
                <p>We have an auto-generated <a href="https://m.me/gallerysportsshopbd">support system</a> to ensure the problems of the customer and solve it.</p>
            </div>
        </div>
    </div>
    <div class="col-lg-6 col-md-6">
        <div class="list-box d-flex">
            <div class="list-icon">
                <i class="fas fa-sync-alt"></i>
            </div>
            <div class="content">
                <h3>Quick Refund</h3>
                <p>If you are not happy with your desired product we have a <a href="single-news.html">return policy</a>.</p>
            </div>
        </div>
    </div>
</div>
```

```
# About Page Styles

------------------------------------------------------------------- */

        .feature-bg {
            position: relative;
            margin: 150px 0;
        }

        .feature-bg:after {
            background-image: url(../img/LOGO-Market.jpg);
            position: absolute;
            right: 0;
            top: 0;
            width: 40%;
            height: 100%;
            content: "";
            background-size: cover;
            background-position: center;
            border-top-left-radius: 5px;
            -webkit-box-shadow: 0 0 20px ■#cacaca;
            box-shadow: 0 0 20px ■#cacaca;
            border-bottom-left-radius: 5px;
        }
```

Here comes the feature section of our website. We hyperlinked some words to find some specific services for customers more easily. This part uses different sections and also the sections are separated through the CSS module.

We have added a simple contact form for this, but this form is not connected to any mail database, so we cannot get notifications from this page right now. But we will develop this as soon as possible.

We finally talk about this navigation bar. The navigation or the header part will change transparency after visitors scroll down and adapt this color. All the navigation is for different dedicated pages and some for external websites.

● The logo refers to the default website home address where the home button is also redirected to that page named index.html

● The "Shop" navigation list is hyperlinked with an online shop catalog for customers to visit there and order the desired product.

● "Make Payment" redirects to the default merchant payment gateway for bKash.

● The human icon and "Admin Login" are for the administration back-office login portal.

● Then a cloud and down aero is for downloading our mobile application. Though it is not available to the Google Play Store or the Apple App Store the app can be used for Android mobiles only. The iOS user still needs to get this app package.
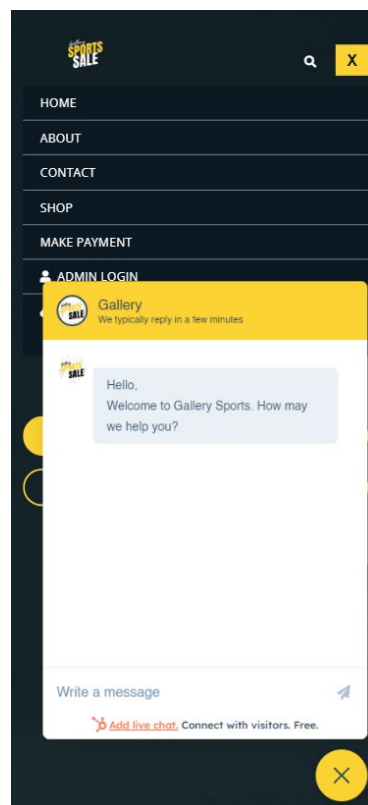
● Finally, the search button is for searching anything throughout the website. However, this option is also not working due to the server and database connection.
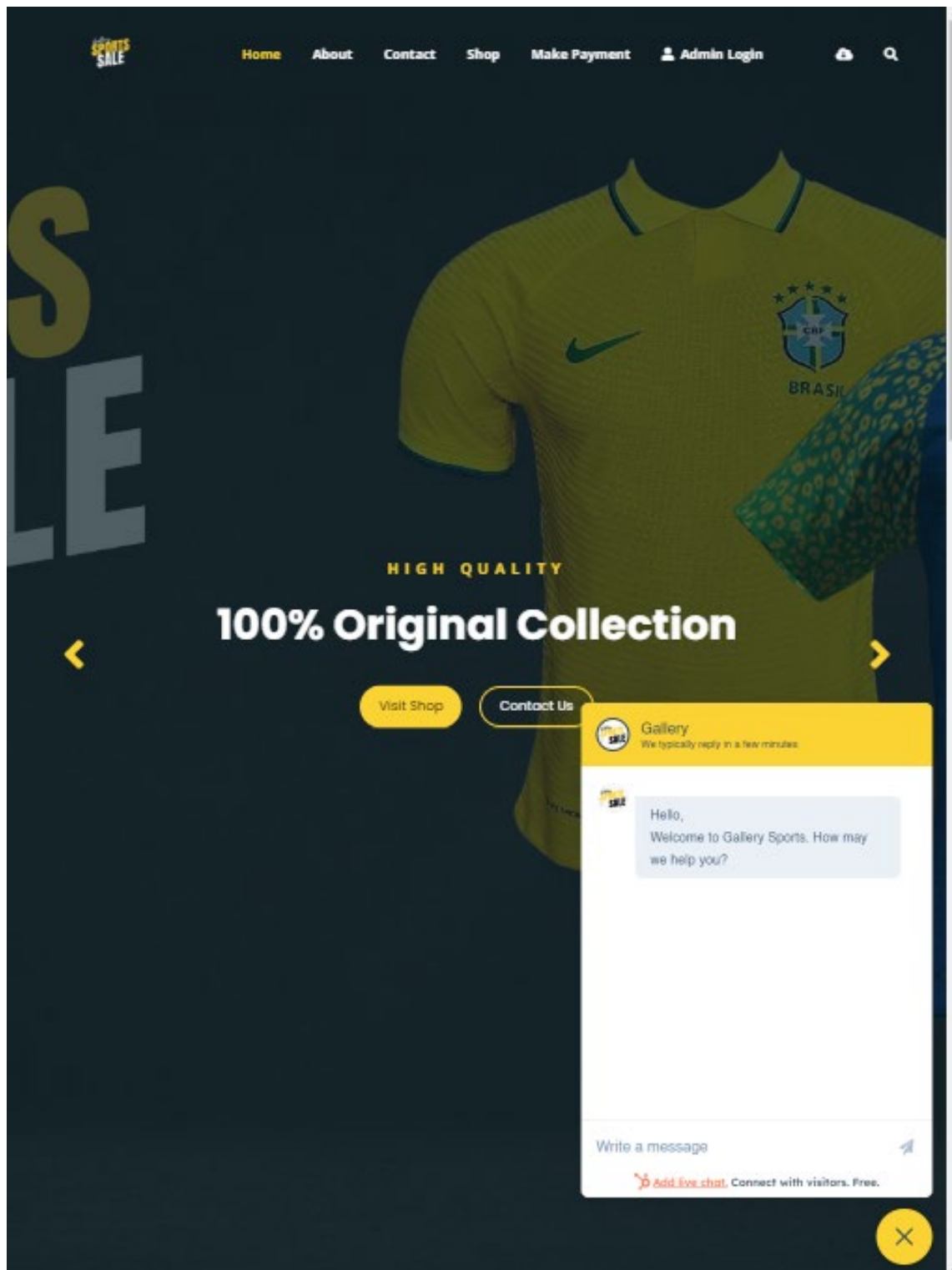
Explanation of design

The design choices for your website emphasize a minimalist and user-friendly approach, ensuring a seamless and engaging experience. The live chat button is discreetly positioned in the bottom left to help without overwhelming the user, automatically opening on page load but easily closable, with a 24-hour reset feature to balance engagement and non-intrusiveness. The circular loading screen provides a smooth transition between pages, enhancing the site's fluidity. The navigation bar is simplified by hiding less crucial options, and its transparency effect upon scrolling creates a dynamic yet clean look. The footer is designed similarly, with hidden attributes to maintain clarity while providing essential information. Hyperlinks in the feature section allow users to explore services naturally, while each section is separated for visual clarity. The contact form, though currently non-functional, is simple and intuitive, complementing the site's minimalist style. The responsive navigation bar adapts to user scrolling, and the strategically placed buttons for shopping, payments, admin login, and app download ensure easy access to core features. Together, these design choices create a polished, modern website that balances functionality with a clean aesthetic.

Responsive Design Demonstration:

Mobile demonstration of iPhone 14 Pro max

Conclusion

The Gallery Sports website is determined to provide a unique and accessible online shopping experience for sports enthusiasts by showcasing a wide range of authentic sports items. Which includes customizable products. Through careful planning and development, the website is built to cater to both real and potential customers. Also emphasizes usability, visual appeal, & a seamless user experience. Utilizing HTML and CSS for the basic structure and design. The site provides a functional and aesthetically pleasing platform & allows users to easily navigate and interact with the content. The decision to use Visual Studio as the development environment and GitHub for hosting reflects a commitment to efficient and cost-effective development. Visual Studio offers a powerful integrated development environment (IDE) with features like multi-language support and built-in templates. GitHub's version control and free hosting capabilities make it an ideal choice for launching a static website. The deployment of a GitHub subdomain ensures easy accessibility and minimal setup costs for the business.

References

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