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❖ TASK TITLE :

“Landing Page for New Electric Car Launch”

❖ TASK DESCRIPTION :

Develop and design a visually compelling landing page to introduce the new EcoDrive electric car. The page should include sections such as Home, About, Services, Contact, and Search, and should feature multimedia elements like images and videos. The goal is to create an engaging, user-friendly experience that highlights the car's features and encourages visitors to learn more or make a purchase.

❖ STEPS TAKEN :

1. Planning and Design:

- Conceptualization: Brainstormed ideas for the landing page, focusing on elements that would highlight the car's unique features and benefits.
- Wireframing: Created a wireframe to map out the structure of the landing page, ensuring all sections were logically arranged.
- Visual Design: Selected a color scheme and typography that aligned with the brand identity of EcoDrive. Designed mockups using design tools like Figma.

2. HTML Development :

- Structure Setup: Built the basic HTML structure, starting with the <header> section for the hero image and navigation menu.
- Content Sections: Added sections for Home, About, Services, Contact, and Search. Each section was given a unique id for easy navigation.
- Multimedia Integration: Integrated images, icons, and a video element to showcase the car and its features.

3. CSS Styling :

- Hero Section: Styled the hero section with a full-width background image, overlay text, and call-to-action buttons.
- Navigation Menu: Designed a responsive navigation menu with hover effects and smooth scrolling functionality.
- Section Styling: Applied consistent styles to all sections, including padding, margins, font sizes, and colors to ensure visual harmony.
- Responsive Design: Used CSS media queries to adjust the layout for different screen sizes, ensuring the page is mobile-friendly.

4. JavaScript Implementation :

- Smooth Scrolling: Implemented smooth scrolling for navigation links using JavaScript to enhance user experience.
- Interactive Elements: Ensured that buttons and forms are interactive and provide feedback, such as hover effects and validation

5. Content Creation :

- **Copywriting:** Wrote engaging and informative content for each section. This included an introduction to EcoDrive, detailed descriptions of car features, and clear calls-to-action.
- **Image Selection:** Chose high-quality images and icons that complement the text and enhance the visual appeal of the page.
- **Video Integration:** Embedded a promotional video to provide a dynamic view of the car in action

❖ CHALLENGES FACED :

1. Design Consistency:

- Ensuring the design remained consistent across different sections and devices.

2. Responsive Design:

- Making sure the landing page looked good on both desktop and mobile devices.

3. Smooth Scrolling Implementation:

- Implementing smooth scrolling functionality to improve user experience.

❖ **SOLUTIONS IMPLEMENTED :**

1. Design Tools:

- Used design tools like Figma to maintain consistency and visualize the layout.

2. CSS Media Queries:

- Applied CSS media queries to ensure responsive design and cross-device compatibility.

3. JavaScript Smooth Scrolling:

- Utilized JavaScript to implement smooth scrolling for a better user interface.

❖ **LEARNINGS :**

1. Enhanced Design Skills:

- Improved skills in designing visually appealing and functional web pages.

2. Responsive Design Techniques:

- Gained a deeper understanding of responsive design principles and CSS media queries.

3. JavaScript Integration:

- Learned how to effectively integrate JavaScript for interactive and smooth navigation.

❖ PROJECT UPDATE:

The landing page for the new EcoDrive electric car launch has been successfully completed. It features a sleek, modern design with smooth navigation and engaging multimedia elements. The page is responsive and optimized for both desktop and mobile devices, ensuring a great user experience. All tasks have been completed as planned, and the final deliverable is ready for review and deployment.

❖ SUMMARY:

This detailed report provides a comprehensive overview of the task, including the steps taken, challenges faced, solutions implemented, learnings, and the current status of the project. The report highlights the efforts to create a visually appealing and user-friendly landing page that effectively promotes the new EcoDrive electric car.