

# PRODUCT PAGE LANDING USING HTML & CSS

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**Course:** Frontend UI/UX Design Fundamentals

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## **1. Abstract**

This project focuses on designing and developing a Product Page Landing using HTML and CSS. The main goal was to build a visually appealing, responsive, and user-friendly product showcase page that highlights key product features, pricing, and a call-to-action (CTA). The outcome demonstrates the use of HTML for structure and CSS for styling, resulting in a professional and responsive landing page layout.

## **2. Objectives**

Create a clean and modern product landing page.- Highlight key product features and specifications.- Use a responsive design for desktop, tablet, and mobile.- Include sections like product description, image showcase, pricing, and CTA.- Apply UX principles to improve readability and engagement.

## **3. Scope of the Project**

A single-page design built with HTML & CSS.- Includes product title, banner image, feature highlights, pricing, and a “Buy Now” button.- Focused purely on frontend design (no backend or database).- Designed for multiple devices using CSS Flexbox/Media Queries.- Can be extended into a full e-commerce system with backend integration.

#### **4. Tools & Technologies**

Used HTML5 (Structure), CSS3 (Styling), VS Code (Code editor), Chrome DevTools (Debugging & testing).

#### **5. HTML Structure Overview**

Semantic tags like , , , used.- Sections included: Header, Hero Banner, Product Features, Pricing Section, CTA, Footer.- Product images displayed inside tags with CSS styling.

#### **6. CSS Styling Strategy**

External stylesheet (style.css).- Flexbox & Grid used for layout.- Custom colors, typography, hover effects.- Media queries ensure small-screen optimization.- Shadows and gradients for modern UI.

#### **7. Key Features**

Responsive Design- Product Highlight Section- Pricing Box with CTA- Hero Banner- Consistent Branding

#### **8. Challenges Faced & Solutions**

Responsiveness: Solved with Flexbox & Media Queries.- Alignment: Solved with CSS Grid.- Modern UI only with HTML & CSS: Solved with gradients, shadows, transitions.

#### **9. Outcome**

Successfully created a Product Landing Page with modern UI. Responsive and accessible with HTML & CSS.

#### **10. Future Enhancements**

Add JavaScript for sliders/animations.- Add reviews/testimonials.- Backend purchase integration. - Dark mode option.

#### **11. Code**

HTML CODE:

```
<!DOCTYPE html>  
<html lang="en">
```

```
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Product Landing Page</title>
  <link rel="stylesheet" href="style.css">
</head>
<body>
  <!-- Header -->
  <header>
    <div class="logo">BrandName</div>
    <nav>
      <a href="#features">Features</a>
      <a href="#pricing">Pricing</a>
      <a href="#contact">Contact</a>
    </nav>
  </header>

  <!-- Hero Section -->
  <section class="hero">
    <div class="hero-text">
      <h1>Introducing Our Premium Product</h1>
      <p>High quality, reliable, and designed with you in mind.</p>
      <button class="cta">Buy Now</button>
    </div>
    <div class="hero-img">
      
    </div>
  </section>

  <!-- Features Section -->
  <section id="features" class="features">
    <h2>Why Choose Our Product?</h2>
    <div class="feature-list">
      <div class="feature">✔ High Durability</div>
      <div class="feature">✔ Sleek Design</div>
    </div>
  </section>
</body>
</html>
```

```
<div class="feature">✔ Affordable Pricing</div>
<div class="feature">✔ Customer Support</div>
</div>
</section>
```

```
<!-- Pricing Section -->
<section id="pricing" class="pricing">
  <h2>Special Price: $49.99</h2>
  <button class="cta">Order Now</button>
</section>
```

```
<!-- Footer -->
<footer id="contact">
  <p>&copy; 2025 BrandName. All Rights Reserved.</p>
</footer>
</body>
</html>
```

## CSS CODE

```
/* General Reset */
* {
  margin: 0;
  padding: 0;
  box-sizing: border-box;
}

body {
  font-family: Arial, sans-serif;
  line-height: 1.6;
  text-align: center;
}

/* Header */
header {
```

```
background: #222;
color: #fff;
padding: 15px 30px;
display: flex;
justify-content: space-between;
align-items: center;
}
```

```
header .logo {
  font-size: 20px;
  font-weight: bold;
}
```

```
header nav a {
  color: white;
  margin: 0 10px;
  text-decoration: none;
}
```

```
header nav a:hover {
  text-decoration: underline;
}
```

```
/* Hero Section */
```

```
.hero {
  display: flex;
  flex-wrap: wrap;
  align-items: center;
  justify-content: center;
  background: linear-gradient(135deg, #4cafef, #007acc);
  color: white;
  padding: 40px 20px;
}
```

```
.hero-text {
```

```
    max-width: 500px;
    margin: 10px;
}
```

```
.hero-img img {
    border-radius: 10px;
    width: 100%;
    max-width: 400px;
}
```

```
/* Features Section */
.features {
    padding: 40px 20px;
    background: #f9f9f9;
}
```

```
.features h2 {
    margin-bottom: 20px;
}
```

```
.feature-list {
    display: flex;
    flex-wrap: wrap;
    justify-content: center;
}
```

```
.feature {
    background: white;
    margin: 10px;
    padding: 15px 25px;
    border-radius: 8px;
    box-shadow: 0px 4px 8px rgba(0,0,0,0.1);
}
```

```
/* Pricing Section */
```

```
.pricing {  
  padding: 40px 20px;  
  background: #007acc;  
  color: white;  
}
```

```
.pricing h2 {  
  margin-bottom: 20px;  
}
```

/\* CTA Button \*/

```
.cta {  
  background: #ff5722;  
  color: white;  
  border: none;  
  padding: 12px 25px;  
  cursor: pointer;  
  border-radius: 5px;  
  font-size: 16px;  
}
```

```
.cta:hover {  
  background: #e64a19;  
}
```

/\* Footer \*/

```
footer {  
  background: #222;  
  color: white;  
  padding: 15px;  
}
```

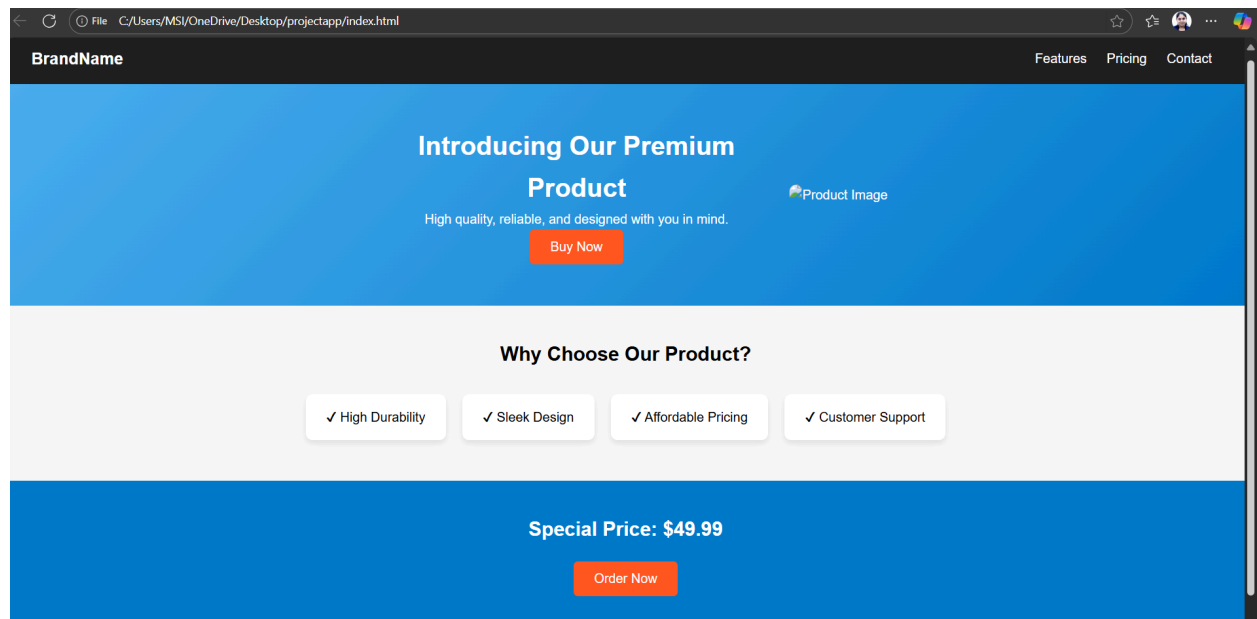
/\* Responsive \*/

```
@media (max-width: 768px) {  
  .hero {
```



```
flex-direction: column;  
text-align: center;  
}  
}
```

## Screenshot:



# BrandName

Features Example CSS:

Body

```
{ font-family: Arial; margin:0; text-align:center; }
```

Header

```
{ background:#222; color:white; padding:15px; display:flex;  
justify-content:space-between; }
```

## **12. Conclusion**

This Product Page Landing project provided practical experience in designing a single-page marketing website. It demonstrated how to use HTML and CSS effectively for responsiveness and modern UI design.

## **13. References-**

MDN Web Docs- W3Schools- CSS Trick