



# STREET COTTON

WHERE THERE'S COTTON THERE'S LIFE

PROJECT STREET COTTON

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PHASE THREE

## Table of Contents

<b>PROJECT STREET COTTON</b> .....	1
PHASE ONE.....	3
PROJECT IDEATION & ASSET SOURCING .....	4
Ideation – Why PROJECT STREET COTTON ? .....	4
RESEARCH & SOURCING OF ASSETS.....	5
WEBPAGES & CONTENT STRUCTURE .....	6
Landing Page - Homepage.....	6
About Street Cotton - About Us Page.....	7
Shop - Products Page .....	8
Terms & Conditions Page Content .....	9
Privacy Policy – POPIA Act Page .....	10
Customer Support - Contact Page.....	11
Bibliography .....	12
PHASE TWO.....	14
IMPROVEMENTS TO PHASE ONE .....	15
CSS Styling, Animations, Palette & Design .....	16
Responsive Web Design .....	17
Known Issues & Bugs .....	18
Good Web Development & Design Practices.....	19
GitHub Repository.....	20
PHASE THREE .....	21
Improvements to Phase Two .....	22
JavaScript Functionality.....	23
Search Engine Optimization .....	24
LIVE DEPLOYMENT & GitHub .....	25

# PHASE ONE

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*The groundwork and structure of the website will be laid out here, This is the phase where I decide on the name of the website and source all the assets I intend to use, only HTML will be used so the website will not look aesthetically pleasing.*

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## PROJECT IDEATION & ASSET SOURCING

### Ideation – Why PROJECT STREET COTTON ?

For my (POE) project, I've chosen to collaborate with "Street Cotton," a small business Non-Governmental Organization (NGO) founded by my brother, Le Smooth SA. "Street Cotton" draws inspiration from the vibrant street and township cultures surrounding Thohoyandou, Soweto, and Makhado Biaba. This choice comes after careful consideration following a shift from my initial project idea.

The decision to work with "Street Cotton" arises from several compelling reasons that align with my academic and personal goals. Firstly, it presents a real-life application of my web development skills, bridging the gap between theory and practice. This hands-on experience is invaluable, offering an opportunity to extend my web development capabilities.

Secondly, with a Responsive Web Design certificate already in my possession, I intend to leverage my existing skills while pushing the boundaries of my web development abilities through this project. It promises continuous learning, exploration, and refinement of expertise.

Furthermore, this project provides tangible work experience, a crucial asset in today's competitive job market. Creating a functional website for "Street Cotton" will not only enrich my portfolio but also demonstrate my capacity to deliver practical solutions, which is highly regarded by potential employers.

In addition, "Street Cotton" is deeply rooted in the culture and ethos of the communities it serves. By contributing to this project, I have the chance to give back to the community and support a local business that is deeply connected to its roots. This community engagement adds personal significance to the project. I aim to enhance "Street Cotton's" online presence by actually deploying the website live with a domain and hosted server.

With every new phase of this project, my goal is to significantly improve beyond what I had delivered. Each part will have its own Design document documenting all the improvements and changes. The previous website & its design documents are included in the zip file as evidence of improvement but they must not be accessed.

## RESEARCH & SOURCING OF ASSETS

I will source assets that align with the design language of STREET COTTON branding. This means most of the assets will include colors like navy, black, white, cyan. I will only use Creative Commons licensed assets where possible and reference them using IIE Harvard guidelines. I will personally create most of the assets using the Shop's Catalogue. The References and specific information can be found at the end of Phase 1 in this document

### Assets for Project Street Cotton

1. **Logo:** The logo for "Street Cotton" has been provided by my brother, Le Smooth SA, ensuring authenticity and alignment with the project's identity.
2. **Text Content:** To minimize external API calls and maintain simplicity, built-in HTML5 fonts will be used for all text content, providing consistent typography throughout the website.
3. **Graphics & UI Elements/Icons:** In this initial phase, the focus is on structuring the website. We will employ minimal inline styling for graphics and UI elements, prioritizing structural integrity. Responsiveness will be implemented in Phase two
4. **Favicon:** A favicon will be included to enhance the website's branding and recognition.
5. **Photography and Visual Assets:** All photographs of models have been personally captured using a DSLR camera, ensuring the highest quality and maintaining consistent aspect ratios. AI 4K upscaling techniques will be employed to further enhance image quality.
6. **Specific References:** Detailed references for sourced assets will be meticulously documented at the end of the project, adhering to best practices for web development and design.

## WEBPAGES & CONTENT STRUCTURE

### Landing Page - Homepage

#### **Meta Tags**

HTML language set to English South Africa

Title of the website set to "STREET COTTON."

#### **Favicon**

A resized SC favicon (32x32px) is included.

#### **Body Styling**

All text alignment is set to center for all elements within the body.

#### **Header**

Includes the Street Cotton logo as an image with a link to the homepage.

I have noticed most websites have the logo linked to homepage.

Navigation bar with links to various pages (Home, About Us, Shop Now, Visit Us, Customer Support).

#### **Hero Section**

Contains a title "Street Cotton" as the brand name.

Provides a brief description of the brand's inspiration and dedication.

Includes a video with autoplay, loop, and muted attributes. A fallback message is displayed for browsers that don't support video playback.

#### **Call to Action Button**

A button that links to the "About Us" page for exploration.

#### **Footer**

Displays the copyright notice with the year "2023" and "Street Cotton ™ All rights Reserved."

Navigation links for "Terms & Conditions," "Privacy," and "Get in touch with us."

## About Street Cotton - About Us Page

### **Meta Tags:**

Title of the page set to "About Street Cotton."

### **Favicon:**

A custom favicon (32x32px) is included.

### **Body Styling:**

All text alignment is set to center for all elements within the body.

### **Header:**

Includes the Street Cotton logo as an image with a link to the homepage.

Navigation bar with links to various pages (Home, About Us, Shop Now, Visit Us, Customer Support).

### **Introduction Section:**

Contains the page title "About Street Cotton."

Provides a brief description of Street Cotton's dedication to providing high-quality streetwear fashion that embodies the vibrant culture of Thohoyandou, Soweto, and Makhado Biaba.

### **Founder & Team Section:**

Includes a subsection titled "Meet the board of executives."

Provides individual sections for key team members with images & bio

Founder & CEO (Le Smooth SA)

CTO (Justin Mukwevho)

Star Model (Chichi Mukwevho)

COO (Lisa Mukwevho)

### **Call to Action Button:**

A button that links to the "Shop Now" page.

### **Footer**

Same as before

## Shop- Products Page

Title of the page set to "Shop - Street Cotton."

### **Favicon**

A custom favicon (32x32px) is included.

### **Body Styling**

All text alignment is set to center for all elements within the body.

### **Header**

Includes the Street Cotton logo as an image with a link to the homepage.

Navigation bar with links to various pages (Home, About Us, Shop Now, Visit Us, Customer Support).

### **Main Content**

Introduction Section

Contains the title "Shop our Tees."

6 Products ( T shirts ) each with their own div tag

Product x: example

Displays an image of the product.

Includes the product name ("White & Red Tee").

Provides the price ("R180.00 incl VAT").

### **Call to Action Button**

A button that links to the "Contact Us" page with the label "Purchase."

### **Footer**

Same as before



## Terms & Conditions Page Content

### **Section**

Displays the title "Terms & Conditions."

### **Return Policy Section**

Explains the return policy with key details.

Uses an unordered list to list return policy rules.

### **Shipping Policy Section**

Explains the shipping policy with key details.

Uses an unordered list to list shipping policy rules.

### **Warranty Information Section**

Provides information about the warranty for products.

Uses an unordered list to list warranty details.

### **Additional Information Section**

Recommends reading the full Privacy Policy with a link.

## **Section**

Displays the title "Privacy Policy."

Explains the privacy policy of Street Cotton.

## **Privacy Assurance Section**

Informs visitors that the website collects absolutely no data and does not use cookies or tracking technologies.

## **Contact for Privacy Concerns Section**

Encourages visitors to contact customer support for privacy concerns.

Provides a link to the "Contact Us" page.

## Customer Support- Contact Page

### **Section**

Displays the title "Contact Customer Support."

Provides information about contacting customer support for assistance.

### **Contact Information Section**

Lists contact information channels:

Call Us with a phone number.

WhatsApp Business with a WhatsApp link.

Email Us with an email address.

Google Maps

Contact Form

### **Shipping & Return Policy Section**

Includes a link to the "Terms & Conditions" page for more details on shipping and return policies.

### **Thank You Section**

A section with a background image and a message to thank the visitor for visiting Street Cotton.

## Bibliography

### 1. **Logo.png**

- Image: Street Cotton Logo
- Explanation: The logo was created to represent the Street Cotton brand. It was designed and created by the website owner. Adobe Photoshop was used for design and editing.

### 2. **Favicon.png**

- Image: Favicon for the website
- Explanation: The favicon was generated from the Street Cotton Logo and serves as a small icon for the website's tab. Adobe Photoshop was used for creating the favicon.

### 3. **Intro.mp4**

- Video: Introduction video on the homepage
- Explanation: The introduction video was filmed and edited by me. Adobe Photoshop and video editing software were used for post-production. The video is in high-definition (HD) quality.

### 4. **Image1.jpg, Image2.jpg, Image3.jpg, Image4.jpg, Image5.jpg, Image6.jpg**

- Images: Product images for the shop
- Explanation: These product images were taken, edited, and cropped by me. Adobe Photoshop was used for editing and cropping. They are used to showcase the products available in the shop.

### 5. **Hero.jpg**

- Image: Background image for the "Thank You" section
- Explanation: This background image was selected and used in the "Thank You" section for aesthetic purposes. Adobe Photoshop was used for minor adjustments.

### 6. **Favicon.png**

- Image: Favicon for the website
- Explanation: The favicon, the small icon displayed in the browser tab, was created based on the Street Cotton Logo. Adobe Photoshop was used for its creation.

## Tools and Technologies:

- **Visual Studio Code:**
  - Explanation: Visual Studio Code was the code editor used to write and develop the HTML code for the website.

- **Opera GX (Chromium-Based) and Microsoft Edge:**
  - Explanation: These web browsers were used for testing the website's layout and functionality in a 16:9 landscape mode. The testing aimed to ensure compatibility and responsiveness.
- **Responsive Web Design Certification Course:**
  - I completed a Responsive Web Design Certification course, which included learning about accessibility principles and applying them to the website. This ensured that the website is accessible to a wide range of users.

**Performance Considerations:**

- **Video and Media Optimization:**
  - Explanation: Videos and media were compressed to ensure they load faster on slower devices with 4G connections in mind.
- **Device Testing:**
  - lazy loading and lossless compression techniques were implemented to improve loading times.
- **Accessibility:**
  - Native HTML elements were used wherever possible, and div elements were kept to a minimum to enhance semantics for screen readers. Accessibility principles learned during the Responsive Web Design Certification course were applied to ensure a more inclusive user experience. This is also part of **Search Engine Optimization**  
  
An address tag is much more meaningful than a div tag to a screen reader.

**END OF PHASE 1 DOCUMENTATION**

# PHASE TWO

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*This is the phase where the website will start to look aesthetically pleasing and responsive to various screen sizes. CSS will be used along with the Animate.CSS library for animations.*

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## IMPROVEMENTS TO PHASE ONE

### *Video Alignment*

I successfully centered and aligned the video content within the Hero section, ensuring it displays correctly across different screen dimensions. Users can now enjoy the video without any alignment issues. This took me a very long time to fix when I introduced CSS in the website because centering divs is always complicated in CSS for some reason

### *Background Image*

I've added a subtle background image of STREET COTTON models. This improves the look of the video on the Hero section, without affecting the video content itself.

I also removed the background image on the contact page because it looked out of place.

### *Navbar Position and Logo Placement*

I decided to follow a common design trend for websites, I positioned the logo on the left side of the navigation bar. This not only adheres to design conventions but also enhances the user experience by avoiding an oversized logo on the top of the website.

### *Font Family*

I attempted to change the font family in the navigation bar to match the overall design. While I encountered some challenges using third party APIs, I'm working to address them and find the perfect font style. For now I have settled on Sans-Serif with Boldness because its easy to read

### *Transition and Animation*

I introduced smooth transitions and animations to the navigation links, providing a visually pleasing user experience. I'm continuously working to refine these animations and ensure they are visually appealing without over doing it and ruining the overall UX of the website.

### *Headings & Text content*

I changed from px to rem values for font sizes which are relative values, I also added Colours and Sans-Serif fonts for headings, I will detail the exact colours in the next section.

### CSS Styling, Animations, Palette & Design

#### CSS Stylesheet

A CSS3 Stylesheet was created so that I can reuse the same styles across all 7 pages while keeping a consistent theme. This CSS3 stylesheet will serve as the foundation for the website's aesthetics and functionality.

#### Colour palette

In terms of design, I have established a cohesive color palette to provide a harmonious and visually pleasing experience for users. The color palette includes various shades that complement each other and contribute to the overall look and feel of the website.

```
--black: #000000ff;  
--crimson: #d60a3dff;  
--glaucous: #4b7fd2ff;  
--baby-powder: #fdfffcff;  
--oxford-blue: #002552ff;
```

#### UX|UI Design

Significant improvements were made to enhance the user experience (UX) and the user interface (UI) design. This phase aimed to create a visually pleasing and user-friendly website. Details will follow in the next sections



### Responsive Web Design

A key principle of responsive web design is to ensure the website is usable and scalable on different screen sizes and devices. This approach will guarantee that users have an optimal experience whether they are accessing the website from a desktop or laptop computer, a tablet, or a smartphone.

#### Desktop-Laptop Support

The website has been optimized for larger screens to take full advantage of available screen real estate and deliver a visually stunning experience. It includes features like large hero images and immersive video content. The Video that plays is in Landscape orientation

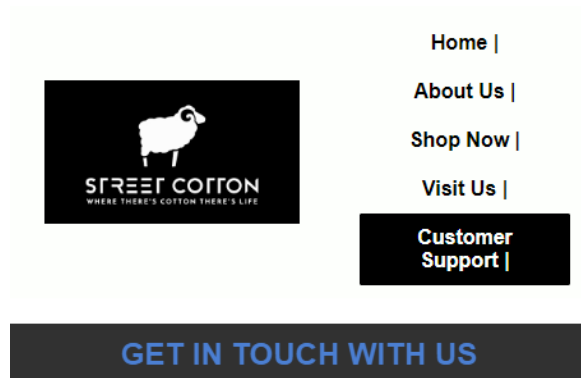
#### Tablet Support

I added a media query that triggers when the width of the screen is less than 960px. The website adapts to provide an enjoyable and intuitive experience. Elements are repositioned and resized to accommodate the tablet's screen size. Image grids in Shop.html go from 3 per row to 2 per row

```
@media screen and (max-width: 960px) {  
  .solution-card {  
    width: calc(50% - 20px);  
  }  
  .solution-card-2 {  
    width: calc(100%);  
  }  
}
```

#### Smartphone Support

I added another media query that triggers when the width of the screen is less than 540px. This is to ensure compatibility with cellphone visitors. This time all images only appear one by one to avoid a squished look. The navigation bar also adapts accordingly



### Known Issues & Bugs

#### *Inconsistent Colour Scheme*

I am aware of the inconsistency in the color scheme throughout the website. Addressing this will involve refining the color palette and ensuring that it is consistently applied across all pages and elements. However, this refinement will be part of Phase Three of development to ensure a comprehensive and polished design.

#### *Clunky Animations*

While animations enhance the website's visual appeal, their execution needs improvement. In Phase Three, I'll be dedicating efforts to optimize and add more fluid animations to provide a smoother and more engaging user experience.

#### *Lack of Red Dot on Google Maps*

The Google Maps integration currently lacks a prominent red dot to indicate the store's location. This can lead to confusion for users. The plan is to add this red dot using JavaScript, improving the usability of the "Visit Us" page as part of Phase Three.

#### *Static Shop Images*

The shop images are currently static and do not provide an interactive or dynamic shopping experience. Enhancing these images to make them more interactive and informative will also be a priority in Phase Three.

#### *Lack of Cookie notice pop-up*

While it's important to inform users about the use of cookies for transparency and privacy compliance, I've chosen not to implement a pop-up at this stage to avoid annoying users. However, user privacy is a priority, I have dedicated an entire privacy page to assure users my website does not collect any cookies.

### Good Web Development & Design Practices

#### Film Introduction

To create an engaging and immersive user experience, a film introduction has been added to the homepage. This introductory video showcases the essence and culture of Street Cotton. It provides a visually appealing way to introduce the brand to visitors. The video auto-plays and loops to capture the audience's attention. I muted the music to avoid annoying users and Music Copyright

#### Hover Effects

Interactive hover effects have been incorporated throughout the website to make user interactions more engaging. These effects, such as color changes and underlines when hovering over links, create an intuitive and dynamic browsing experience.

#### Call-To-Action

The website includes strategically placed call-to-action buttons, encouraging users to take specific actions. For example, the "Explore" button on the homepage invites users to learn more about the brand. Effective CTAs guide users toward meaningful interactions and conversions.

#### Interactive Footer

The website features an interactive footer that not only provides trademark information but also offers navigation links and engages users with interactive elements. This footer design follows best practices for user experience and makes it easy for users to access important sections of the website.

#### Anchored Logo

The logo is anchored to the left of the navigation bar, which is a common and user-friendly placement. This design practice ensures that users can easily identify and return to the brand's homepage from any page on the website. It's a conventional and user-centric approach widely adopted in web design.

### GitHub Repository

#### Version Control

A GitHub repository has been set up to manage the project's source code and related files. By utilizing version control, changes made to the project can be tracked, documented, and easily reverted if necessary. This ensures that the website's development process is organized and efficient.

I have added a GitHub link to the project so you can track all the changes I made over the past 3 months working on this Project. The Repo is private to avoid other students from copying my work. I will make it public after Phase Three

#### Personal Portfolio

The GitHub repository also serves as a platform to showcase my developer's personal portfolio. This portfolio will include future web development projects, code samples, and a detailed overview of my skills and experience. It's a valuable resource for both personal growth and potential employers or collaborators. Who may want to see what I am capable of.

Using GitHub now will help me learn and familiarise with the platform as it is popular among all types of professional developers.

#### Repository Link

[https://github.com/Justin-Mukwevho-RC/PROJECT\\_STREET\\_COTTON](https://github.com/Justin-Mukwevho-RC/PROJECT_STREET_COTTON)

**END OF PHASE TWO DOCUMENTATION**

# PHASE THREE

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*This is the phase where JavaScript & Forms will be finally introduced. I will also fix all the problems from previous phases. The website will be finally deployed live to a server & a URL*

---

### Improvements to Phase Two

I fixed all known issues and bugs I addressed in [phase two here](#)

#### New Cyan Headings

Introduced a fresh visual element with new cyan-colored headings throughout the website. This enhancement contributes to a cohesive design and improved readability.

#### Consolidation

Consolidated the "Visit Us" and "Contact" pages to streamline user navigation. Users can now find both location details and contact information on a single, unified page for a more intuitive browsing experience. This was done as per feedback from the marker in Phase Two

#### Google Form Integration

Integrated a simple Google Form titled "Receive Newsletter" on the homepage. The form features fields for email addresses for the visitor to sign up for newsletter subscription. This integration allows users to conveniently sign up for newsletters directly from the website.

#### HTML & CSS Contact Form

Implemented a basic customer contact form on the "Contact" webpage, capturing essential user information. The form utilizes HTML and CSS for structure and styling, creating a visually appealing and user-friendly interface.

#### Fixed Inconsistent Colour Palette

Addressed issues with inconsistent colour schemes across the website, ensuring a harmonious and visually pleasing design. The refined colour palette contributes to a more polished and professional appearance.

#### Fixed Clunky Animations

Improved the website's animations for a smoother and more seamless user experience. The refined animations enhance the overall aesthetic appeal and user engagement.

#### Fixed Lack of Red Dot on Google Maps

Resolved the absence of a red dot on Google Maps, ensuring accurate and visible location marking. This improvement provides users with a clearer indication of the store's position on the map.

### JavaScript Functionality

#### Modal Image Gallery

Implemented a modal image gallery for the board of executives, enhancing user engagement. The JavaScript functions **openModal** and **closeModal** dynamically control the display of modal windows. The gallery allows users to click on team member images, opening a modal with an enlarged view of the image.

```
function openModal(modalId) {
    var modal = document.getElementById(modalId);
    modal.style.display = "block";
}

// Method to close a modal
function closeModal(modalId) {
    var modal = document.getElementById(modalId);
    modal.style.display = "none";
}

// This will close the modal when the user clicks outside the modal content
window.onclick = function (event) {
    if (event.target.className === "modal") {
        event.target.style.display = "none";
    }
}
```

#### Navbar & Headings Animation

Introduced smooth animations to the navigation bar links for a more polished look. JavaScript is used to apply the "animate\_\_animated" class to the navbar during certain events, triggering CSS animations. This creates a visually appealing effect when users hover over or click on navigation links.

#### Contact Form

Implemented JavaScript validation to check for entries and show pop-up warnings. & Added functionality to clear text fields on click.

```
// Clear text fields of the initial value when clicked
nameInput.addEventListener('click', function () {
    if (nameInput.value === 'Your Name') {
        nameInput.value = '';
    }
});

emailInput.addEventListener('click', function () {
    if (emailInput.value === 'Your Email') {
        emailInput.value = '';
    }
});

form.addEventListener('submit', function (event) {
    if (nameInput.value === '' || nameInput.value === 'Your Name') {
        alert('Please enter your name.');
        event.preventDefault(); // Prevent form submission
    }
});
```

### Search Engine Optimization

#### Meta Tags

Optimized meta tags, including title and description, for better search engine results. Relevant keywords were strategically included to enhance the website's discoverability.

```
<meta name="description" content="Explore the latest streetwear fashion at Street Cotton. Embrace uniqueness and style with our exclusive collections.">
<!-- Meta description for SEO -->
```

#### Semantic HTML

Utilized semantic HTML elements to enhance the structure and readability of the website. This approach improves search engine understanding of the content hierarchy.

```
<!-- Navigation Bar -->
<nav class="navbar">

    <a href="index.html">Home | </a>
    <a href="about.html"> About Us | </a>
    <a href="shop.html"> Shop Now | </a>
    <a href="contact.html"> Contact Us |</a>
    <a href="privacy.html"> Privacy | </a>

</nav>
```

#### Alt Text for Images

Added descriptive alt text to images, contributing to better accessibility and SEO. This enhancement increases the website's chances of appearing in image search results.

```
<!-- Founder & CEO -->
<div class="solution-card-2">

    <h3>Le Smooth SA</h3>

    <p>Founder & CEO</p>

    <p>The driving force behind Street Cotton.</p>

</div>
```



## LIVE DEPLOYMENT & GitHub

### GitHub Repository

Main Repo - <https://github.com/Justin-Mukwevho-RC/STREET-COTTON>

Fork with stable mobile support - <https://github.com/STREETCOTTON/STREETCOTTON.github.io>

### Deployment

Successfully deployed the website, making it accessible to users on the internet.

Configured deployment with GitHub pages for optimal performance and security.

Main website – <https://justin-mukwevho-rc.github.io/STREET-COTTON/>

Simpler website - <https://streetcotton.github.io/>

### My first career portfolio

This website will be the first project of my developer portfolio, the github repo will be used to show it to potential employers as part of my CV

**END OF DESIGN & PROCESS DOCUMENT**