

Yoga retreat web PAGE

Higher Diploma in Science in Computing

Web and Cloud Technologies

Final work

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# Introduction

As a new mommy and working full time job I found out that I need to change something in my life before burnout. I love Yoga and I am originally from Croatia, so I started business with Yoga retreats. In this work I would not solve anybody else issue, but it will help me to work from home and stay with my baby. For my project I developed a website for my business, Yoga retreats in Croatia. The main purpose of Website will be to promote Retreat.

I know one of the most important things prior to building website is to research the market to see: If a similar product already exists and if a market exists. There are many products like this but there is huge market as well.

People are under stress, and they want to escape, relax body mind and soul. I believe that this offer will be successful because it is all-inclusive holidays. Customers does not need to worry about anything. That is why we want to do small groups, maximum 8 people. Based on research I have done I believe that there is demand I can compete and offer better product whit lower cost to my customers.

As per my research on 100 people, main reason why people are not going on yoga retreats is expensive price. This retreat will be wallet friendly because it will include everything for 1100e average price.

Business operates as solo trader. My goal is working 2 month per year; 8people 4 weeks per month, 2 months, charging between 1000 and 1300e. I will sell my product on my Webpage. That will be main resource.

I did my market research and find that in Croatia runs 69 retreats at the moment. None of them is having flight included. For one week of retreat prices are from 600e up to 5000e.

Below is my business SWAT analysis:

|  |  |
| --- | --- |
| STRENGTHS   * Just name is effective; wallet friendly (not expensive for what offering) and we are the only one that offer all included in retreat, even flight. * All-inclusive unique experience * Yoga experts, authentic experience * Offer more for lower price * Personal chef and a driver * 5 years of experience in tourism * Good customer service skills * Business starts with very low cost and do not need any loan * Passion, belief, and professional experience | WEAKNESSES   * My brand is not recognizable and well-known * Easy to imitate * Working just 2 months per year |
| OPPORTUNITIES   * Create new product lines: yoga clothes, equipment, cooking classes, organic cosmetic * Expand worldwide (Asia) * I have network of potential clients as my best friend is owner of Yoga studio in Bray * Growing demand * Expand distribution options | THREATS   * Tough competition * Possible even lower cost competition * Lawsuits (injuries, accidents) * International issues (Croatia, Ireland) * Sick leave, maternity leave? |

# Project Scope and Objectives

For this project I developed simple and modern user interface design so I can promote my business. I want to promote brand Wallet friendly Yoga retreats. Page has responsive Web Design that can accommodate different screen sizes, resolutions and devices like mobile phones, tablets and PC.

![Graphical user interface, application

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*Picture 1. Medium screen size*

Customers can purchase retreat or just educate about yoga on the page. Design is very simple and modern; I used very clean colours and sticked to them throughout the site. I was using colours that are natural to serve the purpose of Webpage. Having a stylish and coherent visual presentation will help attract new clients and keep my current ones coming back. The idea is to have users get a feel for what I am offering while making it easy to find the most important information. I was using mostly my personal images for the Web page.

I explored wix.com, shopify.com and Wordpress.com as one third of all web pages are done like that and I want to have that modern design for my business which I am going to use in real life. In discussion with my mentor, he suggested not to use WordPress, so I used Bootstrap 5.0. HTML, CSS and Java Script.

![Text

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*Picture 2. VS code*

My idea is solving my own problem. I chose an idea which I like to make this work more interesting.

I only define functionality which solves my target markets problems and kept it simple as much as possible. I did a sketch first, it considered navigation, branding, forms, buttons, and other interactive elements.

Then I transferred to Development stage and hosting. At the end I didn’t do hosting as I didn’t want to pay prior to promotion but plan is to host Webpage at HostGator. Hosting involves running a web app on a particular server.

# Student’s Learning Objectives

Main objective was to improve Web developments skills in the area of design and implementation of websites. I used Code Academy for all wholes in my knowledge and investigate how to use WordPress as we did not cover that at class. As well I did few courses at Udemy Academy. My goal was to improve programming language skills in web design with HTML, CSS and Java Script. Research tools like WordPress, Shopify, Wix to improve website design and functionality. Decide which tool is best to use in which situation. I spent lot of time in researching things that We didn’t cover at course.

# Technical Specification of the Project

For web front end was used HTML, CSS, and JavaScript.

It is dynamic website that promotes user interaction, support and promote Wallet friendly yoga retreat. It will be used as 1`sales channel and marketing channel.

For DevOps - Deploying / hosting my web app I used GitHub.

I had design challenges as my knowledge in responsive design was poor. Nowadays people use mobile, tablet, and desktop. When properly designed and planned, design patterns—small, reusable modules—help responsive layout reach more devices (and people) than ever before. I was focusing on responsive navigation systems, resizing and adapting images, managing advertising in a responsive context, and broader principles for designing more flexible, device-independent layouts.

Tools and programming languages used to build website are:

• Visual Studio Code – Visual Studio Code is a powerful source code editor which runs on desktop and is available for Windows, macOS and Linux. It comes with built-in support for JavaScript, TypeScript and Node.js and has a rich ecosystem of extensions for other languages (such as C++, C#, Java, Python, PHP, Go) and runtimes (such as .NET and Unity). VS code integrate with Azure and GitHub to develop, debug, and deploy all from one place. It is great for deploying web applications to the cloud but in this phase of my business it’s not necessary.

• Hyper Text Markup Language (HTML) is the language used to make website page reports. HTML isn't a programming language; it is a markup language, which implies it is a framework for recognizing and portraying the different parts of a report like headings, passages, and records. The markup shows the report's hidden design (you can consider it a definite, machine-decipherable blueprint). The most ideal approach to learn HTML is to work out certain pages by hand, as I was doing in this work.

A .html file is made up of many HTML elements. There are two main types of HTML elements:

HTML Elements with Opening and Closing Tags

Void Elements (Elements Without a Closing Tag)

I was using elements of both kinds. Each element is used to add and format different types of content in your HTML file. There are many different elements that all have their respective tag name.

• Cascading Style Sheets (CSS) is styling tool. In the website architecture business, how the page looks is known as its introduction. That implies textual styles, colours, foundation pictures, line separating, page design, etc are completely controlled with CSS. We can even add enhancements and fundamental movement to Web page. CSS likewise gives techniques to controlling how records will be introduced in settings other than the conventional work area program, for example, on paper or potentially on gadgets with little screen widths. It likewise has rules for determining the nonvisual introduction of reports, for example, how they will sound when peruse by a screen reader. CSS is upheld somewhat by every single present-day program. Even though it is feasible to distribute pages utilizing HTML alone, most likely We need to take on templates, so you do not stay with the program's default styles.

• JavaScript which is a scripting language that is utilized to add intelligence and practices to website pages, including these (equitable to give some examples): Checking structure passages for legitimate sections. Trading out styles for a component or a whole site. Causing the program to recall data about the client for the following time she visits. Building interface gadgets, for example, extending menus. JavaScript is utilized to control the components on the page, the styles applied to them, or even the actual program. There are another web scripting dialects, however, Java Script is the norm and generally omnipresent. Some basic sites are assortments of static HTML archives and picture records, however, most business locales have further developed usefulness, for example, structures dealing with, powerfully created pages, shopping baskets, content administration frameworks, information bases, etc.

• Bootstrap v5.0 – front-end open source toolkit, featuring Sass variables and mixins, responsive grid system, extensive prebuilt components, and powerful JavaScript plugins. As developers, it's common to use resources and frameworks built by other developers. This allows us to save time whenever we start new projects because we don't need to code everything from scratch.

• Git repositories / GIT – free server to allow us to store and host static websites providing the preview and some live testing functionalities. Before I started to use Git, I had to make it available on computer. Even if it’s already installed, it’s probably a good idea to update to the latest version. I downloaded the source code and compile it myself. The most official build is available for download on the Git website: https://git-scm.com/download/win and the download start automatically.

•Local storage for storing data in browser. You can only store strings, you can’t store numbers or bullion. I didn’t use complex data base as I need only to collect emails from customers who are interested at the moment. Once I have all details for retreat I’ll contact them back.

# Project plan

Homepage: explained who We are and what We do, content boxes with more information on services.

* About: Where I describe myself as a yoga teacher, including training, education, and any formal qualifications I hold. It is basically a short bio.
* Styles & Class Formats: Explain the different yoga styles that I teach and give more information about the kind of classes I offer.
* Retreats: List of everything what can be expected at retreat. Provide links to Google Maps listings and Bale video tour so that people can find the locations quickly and get the information they need about Bale village.
* Meet the team: personal chef and personal driver.
* Contact: Contact form as well as other options to get in touch with me. Some students may like to ask questions before booking retreat. I will offer email and social media profile.
* Fees: Retreat fee information in detail to avoid any misunderstandings later.

1. Layout

Website is constructed to be presented on a single window. A single-page application (SPA) is a web application or website that interacts with the user by dynamically rewriting the current web page with new data from the web server, instead of the default method of a web browser loading entire new pages. The goal is faster transitions. At the top of website is a responsive navigation area. It contains Home, About us, Retreat and Contact us.

Navbars are a common UI component that provide users with a quick, familiar way of navigating around your website.

![Graphical user interface

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*Picture 3. Responsive Nav bar*

Middle area contains picture with retreat content. Everything is presented in one page, and it call user to book retreat after they see all those beautiful things included at one place. I didn’t want to use carousel as I want to show everything what they will get and make them to book retreat.

![A picture containing text, person

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*Picture 4. Middle section*

Following pictures in retreat program. Very simple and clean.

*![Graphical user interface, website

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*Picture 4. Retreat content*

*![Graphical user interface, application

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*Picture 5. Contact section*

Booking section is the last part. As I am still not sure about exact date of retreat and this Website is going to be used for real business, in contact form I just want to collect email addresses from all people interested. Once when I have exact details, I’ll contact everyone. At left side they can chose between 3 types of rooms, so I know which kind of villa I have to reserve.



*Picture 7. Footer*

To finish up, I implemented the footer of our landing page. The footer of a website usually contains copyright, privacy policy or other company-related information. In our case, we'll just add a line of text on contact details and copy right. As well there is button for returning at the top of the page.

1. Testing

Devices Tested

• Android Phone – Browser Google Chrome

![Graphical user interface, text

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*Picture 7. Small screen size (mobile phone)*

• Microsoft Windows 10 – Lenovo Laptop - Browser Google Chrome (64-bit) Browser Mozilla Firefox (64 bit) Browser Microsoft Edge Version, Browser Opera

• Virtual Machine – Linux, Browser Mozilla Firefox

What I was checking

• All links on home page working

• Social Media links working

• Responsive Web Design working - website display resized correctly on different screen sizes, different windows sizes and devices

• Make sure all buttons are working

Make sure I can open in different browsers

• Make sure the “Contact” page opened and it was possible to send a message

# Conclusion

At the moment yoga business is growing really fast. Research show that Croatia is very popular destination for Irish tourist. Ireland is "the most globe-traveling nation" according to data based on holiday bookings to 170 countries. So, I think that combination of that 2 (travel to Croatia and yoga) will be successful especially after COVID and lockdown. As I mention I am not solving other people issues as Web pages like this already exist. I am trying to make my own business and spend more time with my baby as with this tempo is hard to manage.

Becoming a web developer is more than just working in the browser. Web developers write applications and have to learn continuously. When I’ll be comfortable with HTML, CSS and Java Script I have to learn other languages and platforms. The more exposure and experience with other languages and platforms, the better developer is.

Other thing which was very important in web design is responsive design. Today is very important that users can have great experiences no matter what devices or what screen sizes they have those experiences on. In fast time like nowadays it is extremely important that user have great experience using mobile phone as most of us are using them all the time for various things.

I have to say that completing this work was challenging. Getting stuck when coding (and debugging) is a natural part of the programming process. Sometimes I was stuck on a problem or lost so I had to retrace the steps. Sometimes I was making typos, sometimes was skipping important steps but at the end I have Website which is responsive and serve the purpose for my own business. With time when I will improve my coding skills Ill update Website and just hope so that my business will work out.

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