

Front-End UI/UX Mini Project

Product Launch Page

1. Team Members

- Nevan Miranda
2462120
nevan.miranda@btech.christuniversity.in
- Y Arrin Nischal Paul
2462174
yandapalli.arrin@btech.christuniversity.in
- Reyan V Rinoj
2462136
reyan.v@btech.christuniversity.in

Course: UI/UX Design Fundamentals

Instructor Name: Dhiraj Alate

Institution: Christ (Deemed to be University)

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2. Abstract

This project entails designing the front end of a product launch page for a new technology gadget. The core objective is to create an engaging and visually appealing interface that introduces the product, highlights its main features, and encourages visitors to pre-order. The page showcases essential product details such as performance, battery life, and camera capabilities, using clear sections and call-to-action buttons.

Key technologies used include HTML and CSS, allowing for a responsive layout, attractive visual elements, and components like pre-order buttons and feature highlights.

The final outcome is a professional product launch landing page that effectively communicates the gadget's value and drives customer interest. The page serves as a vital marketing tool, helping to boost visibility and facilitate early sales during the launch phase.

3. Objectives

- Design a user-friendly interface using modern UI principles
- Develop a fully responsive layout using only HTML and CSS
- Implement structured HTML5 semantic elements
- Apply CSS styling for branding, layout, and responsive behavior

4. Scope of the Project

- Focused on front-end design only
- No JavaScript or server-side integration
- Intended for desktop, tablet, and mobile viewports
- Used only open-source tools and pure code (no libraries)

5. Tools & Technologies Used

Tool/Technology	Purpose
HTML5	Markup and content structure
CSS3	Styling and layout management
VS Code	Code editor
Chrome DevTools	Testing and debugging

6. HTML Structure Overview

- Used semantic tags: <header>, <nav>, <main>, <section>, <footer>
- Structured into reusable sections: About, Projects, Contact
- Navigation menu using and anchor links for smooth scrolling

7. CSS Styling Strategy

- Used external CSS file (style.css)
- Organized with comments and sections
- Techniques used:
 - Flexbox and Grid for layout
 - Media Queries for responsiveness
 - CSS Variables for theme customization

8. Key Features

Feature	Description
Responsive Design	Adapts seamlessly to all screen sizes
Smooth Navigation	Fixed top nav with anchor links
Project Cards	Flex-based layout with hover effects
Contact Form (non-functional)	Placeholder layout for inputs and button
Accessible Fonts & Colors	High contrast and readable typography

9. Challenges Faced & Solutions

Challenge	Solution
Overlapping elements on small screens	Used media queries to stack elements
Difficulty aligning items using float	Shifted to Flexbox and Grid
Typography scaling issue	Used relative units (em/rem) instead of px

10. Outcome

- Achieved a clean, consistent, and visually engaging front-end layout
- All key components function as intended using just HTML and CSS
- Learned about layout responsiveness and UI hierarchy in depth

11. Future Enhancements

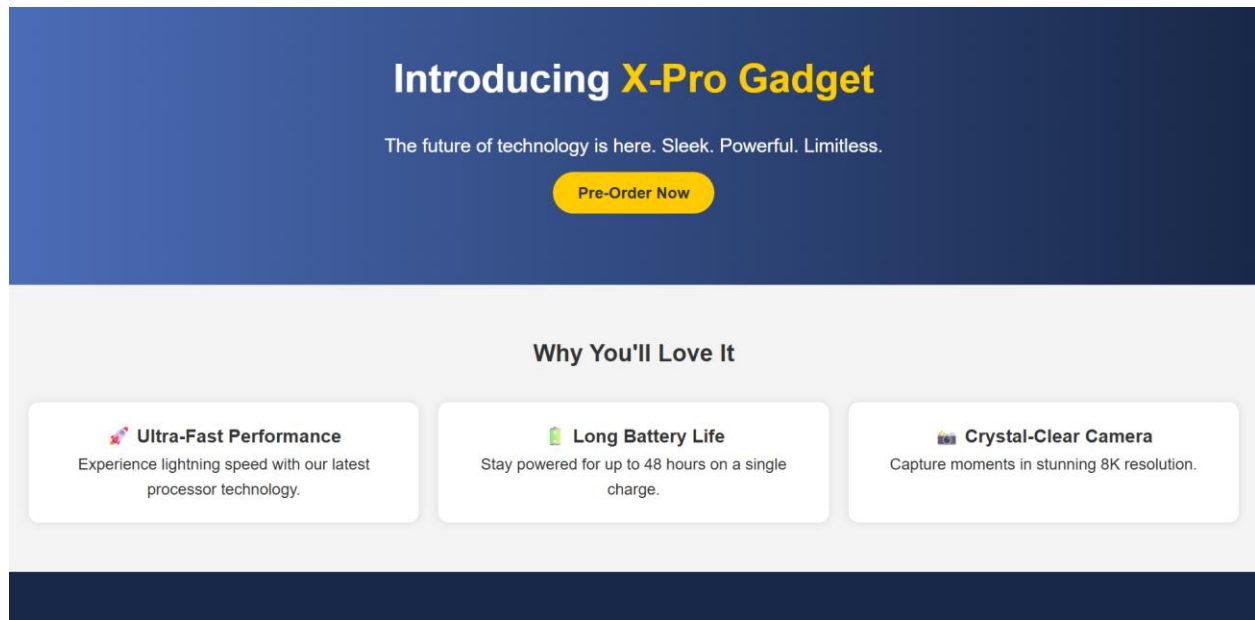
- Add JavaScript for interactivity (form validation, dynamic content)
- Integrate animations or transitions
- Backend integration for form submission
- Theme toggler (light/dark mode)

12. Sample Code

```
<body>
  <!-- Hero Section -->
  <header class="hero">
    <div class="container">
      <h1>Introducing <span class="highlight">X-Pro Gadget</span></h1>
      <p>The future of technology is here. Sleek. Powerful. Limitless.</p>
      <a href="#buy" class="btn">Pre-Order Now</a>
    </div>
  </header>

  <!-- Product Features -->
  <section class="features">
    <div class="container">
      <h2>Why You'll Love It</h2>
      <div class="feature-grid">
        <div class="feature">
          <h3>🚀 Ultra-Fast Performance</h3>
          <p>Experience lightning speed with our latest processor technology.</p>
        </div>
        <div class="feature">
          <h3>🔋 Long Battery Life</h3>
          <p>Stay powered for up to 48 hours on a single charge.</p>
        </div>
        <div class="feature">
          <h3>📷 Crystal-Clear Camera</h3>
          <p>Capture moments in stunning 8K resolution.</p>
        </div>
      </div>
    </div>
  </section>
```

13. Screenshots of Final Output



11. Conclusion

This is a product launch page which showcases the product's features.

This mini project helped me strengthen my front-end development skills using only HTML and CSS. I gained practical insights into responsive design, layout structuring, and user interface aesthetics. The hands-on implementation of design principles also enhanced my understanding of user-centric web design.

12. References

- L&T LMS : <https://learn.lntedutech.com/Landing/MyCourse>