# TERM PROJECT

**INSTRUCTOR: Cryston heaven**

**CLASS: Summer** 2023 (CSD 1103)

**DATE:**

**STUDENT NAME & NUMBER:**

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| --- | --- |
| MAHARSHI GOHEL | C0905803 |
| SAHIL HAMIRANI | C0911606 |
| PRAJVAL PATEL | C0911611 |
| AKSHAYBHAI BUSA | C0908498 |
| PRANJALBEN BAROT | C0903251 |

**1. What is the Purpose of the Website?**

* The primary purpose of our website is to provide a platform for customers to browse, select, and purchase a variety of footwear products over the internet. The website serves as a virtual store for the shoe retailer and aims to offer a convenient and efficient shopping experience for customers. Below are some other objectives of our website:
* E-commerce: Our websites serve as online stores where customers can browse, select, and purchase a variety of footwear. The primary goal is to facilitate the buying and selling of shoes.
* customization -: Our website allows user to choose to customize their shoes, they have the option to choose the size, style and colors they like. The purpose here is to provide a
* brand showcase: It includes brand story, brand personality, product range, customer testimonials, innovations and achievements of the brand.
* promotion and deals: We often promote sales, discounts, and special offers to attract customers on our website. These promotions can be a key driver for increasing sales and customer loyalty.
* fashion and style: we try to offer the latest trends to customers and also post the blogs, articles, and features related to footwear industry.

2.**Who is the Target Audience?**

- Target audience can be man, woman and kid’s, but more specifically they can be as follows:

* Athletic Enthusiasts: a person who love sports, like to do gym workouts, running, hiking activities
* Fashion-Conscious Consumers: an individual who interested in latest trends, designs and brands
* Casual wear customers: who is looking for everyday wear and comfortable shoes
* Business professionals: individual who needs formal wears for attending meetings
* Adventure Enthusiasts: Individuals who engage in outdoor activities like hiking, trekking, or camping, Hiking boots, trail shoes, and outdoor sandals may be of interest.

**3.How many pages will be included in your website?**

there are total of 5 pages will going to include in our website.

1. Home page: It is the main page of our website, typically the first page user’s visit it serves as a virtual storefront. Here are some key elements of the home page.

-Introduction and branding

-Navigation menu

-Featured content and products

-Promotions

1. About us page: This page provides information about the business, history of business, mission, values, and people behind the operations.

-Introduction of business

-Link to direct towards shopping

-Missions and values of our team

-success story

1. Product page: It provides detailed information about individual products available for purchase. The goal is to showcase the product in a way that informs potential customers and encourages them to shop.

Here are some key elements of our product page.

-Product tittle

-product images

-product description

-Price

-Product variation

-Product availability

-Size guide

-Wishlist option

-Return policy

1. Contact us page: It provides a medium to user to reach us via different ways to ask questions, seek assistance, or provide feedback.

Here are the key elements of our contact us page:

-Contact form

-Contact information

-Company email

-Shop address

1. Sign up page: It allows a user to get registered with us so that they can get a secure entry point to log in to access personalized content, services or features. Here are some key elements of our signup page.

-Sign up form including personal details of user such as their first name, last name, email, password, gender, date of birth.

**4.What graphics will you use on the website**

Graphics are: -

* Icons: Icons can be used for navigation, indicating actions, or highlighting features.
* Images: used high quality and copy right free images
* Logo: for brand identity, it’s on home page
* Slider images: that’s on product page, contains different angle of same product.

5.**What colors (color scheme) will you use on the website?**

Mainly using 3 types of color-coding scheme:

1. Hash code color scheme: - A hexadecimal color is specified with: #RRGGBB, where the RR for red, GG for green and BB for blue hexadecimal integers specify the components of the color. Hashcodes we have used in website:

#333

#35363a

#232323

#161616

#1f1f1f

#0f6fc5

#0d5390

#e60000

#e5e5e5

#282828

#f0f0f0

1. RGB color code scheme: In HTML, a color can be specified as an RGB value, using this formula: rgb (red, green, blue), Each parameter (red, green, and blue) defines the intensity of the color with a value between 0 and 255. Color we have used in website:

rgb(174, 174, 174)

rgb(144, 139, 139);

rgb(79, 79, 79);

rgb(255 255 255 / 0.3);

3 . By mentioning name: we can specify color names directly like red, white and black

6.**What font styles will you use within the website?**

Fonts enhance visual appeal and readability of the website.

We have used various fonts within our website those are:

* Montserrat
* Sora
* Dosis
* Raleway
* Oswald
* poppins
* Sans-serrif

7.**What features will be displayed on the webpages?**

* Size Guide: Developing size guide that assists users in finding the perfect fit, Include information on sizing variations between brands and styles.
* Customization Options: Enable users to customize certain aspects of their shoes, such as colors, materials, or even monograms.
* Slider: user can easily watch different images using this feature
* Navigation Controls: Include navigation controls such as arrows on slider that allow users to manually navigate through the slider. This gives users control over the content they want to view.
* Toggle button for mobile user: it provides way to explore or navigate through content.
* Link to product page: Provides accessibility to product page (which includes detail description of product) once user will click on product