**Portfolio Website of Company**

**The purpose of this project was to design and develop a portfolio website for a company to showcase their services, products, and achievements. The website was created to provide a comprehensive overview of the company and to help them establish an online presence.**

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****

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**BONAFIDE CERTIFICATE**

Certified that this project report **“Portfolio Website of Company”** is the bonafide work of “ Pramod Patel, Kuldeep, Syed Sajid, Allu Likhit **”** who carried out the project work under my/our supervision.

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**TABLE OF CONTENTS**

List of Figures .........................................................................................................................

List of Tables ...........................................................................................................................

List of Standards ......................................................................................................................

**CHAPTER 1. INTRODUCTION ................................................................. 5-7**

1.1. Identification of Client/ Need/ Relevant Contemporary issue ....................................... 5

1.2. Identification of Problem ............................................................................................... 5

1.3. Identification of Tasks ................................................................................................... 6

1.4. Timeline ......................................................................................................................... 6

1.5. Organization of the Report ............................................................................................. 7

**CHAPTER 2. LITERATURE REVIEW/BACKGROUND STUDY ....... 8-9**

2.1. Timeline of the reported problem ................................................................................... 8

2.2. Existing solutions ........................................................................................................... 8

2.3. Bibliometric analysis ...................................................................................................... 8

2.4. Review Summary ........................................................................................................... 9

2.5. Problem Definition ......................................................................................................... 9

2.6. Goals/Objectives ............................................................................................................ 9

**CHAPTER 3. DESIGN FLOW/PROCESS ............................................ 10-11**

3.1. Evaluation & Selection of Specifications/Features ........................................................ 10

3.2. Design Constraints ......................................................................................................... 10

3.3. Analysis of Features and finalization subject to constraints .......................................... 10

3.4. Design Flow ................................................................................................................... 10

3.5. Design selection ............................................................................................................. 14

3.6. Implementation plan/methodology ................................................................................ 14

**CHAPTER 4. RESULTS ANALYSIS AND VALIDATION ...................... 12**

4.1. Implementation of solution ............................................................................................ 12

**CHAPTER 5. CONCLUSION AND FUTURE WORK .............................. 13**

5.1. Conclusion ...................................................................................................................... 13

5.2. Future work .................................................................................................................... 13

**REFERENCES ................................................................................................ 14**

**APPENDIX ...................................................................................................... 15**

1. Plagiarism Report ............................................................................................................... 15

2. Design Checklist ................................................................................................................ 15

**USER MANUAL ………................................................................................. 16**

**CHAPTER:- 1**

**INTRODUCTION**

* 1. **Identification of Client/ Need/ Relevant Contemporary issue**

The contemporary issue is the growing importance of having an online presence for businesses. With the increasing use of the internet and digital devices, customers expect businesses to have a website that provides information about their products and services. A portfolio website can help a company establish an online presence and showcase their offerings to potential customers. Additionally, search engine optimization is critical for ensuring that the website is easily discoverable by those searching for related products or services.

* 1. **Identification of Problem**

The problem is that the client lacks an online presence, which makes it difficult for potential customers to discover and learn about their services, products, and achievements. Without a portfolio website, the company is at a disadvantage in a highly competitive market. Additionally, the lack of search engine optimization makes it challenging for potential customers to find the company when searching for related products or services. As a result, the company is losing out on potential business and opportunities to connect with potential customers.

* 1. **Identification of Tasks**

1. Conduct research on the client's competitors, target audience, and market trends.
2. Develop a visual style guide that includes typography, color palette, and other design elements.
3. Create wireframes and mockups of the website.
4. Develop the website using HTML, CSS, JavaScript, and other web development tools.
5. Integrate the website with a content management system (CMS) to allow the client to update the website's content easily.
6. Conduct extensive testing to ensure that the website is responsive, accessible, and user-friendly.
7. Optimize the website for search engines to ensure that it is easily discoverable by potential customers.
8. Deploy the website to a web server and make it live on the internet.
9. Train the client on how to use the CMS to update the website's content.
10. Provide ongoing maintenance and support for the website
    1. **Timeline**
11. Day 1: Conduct research on competitors, target audience, and market trends.
12. Day 2-3: Develop visual style guide and create wireframes and mockups of the website.
13. Day 4-6: Develop the website using HTML, CSS, JavaScript, and other web development tools.
14. Day 7-8: Integrate the website with a content management system and conduct extensive testing.
15. Day 9-10: Optimize the website for search engines and deploy it to a web server.
16. Day 11: Train the client on how to use the CMS to update the website's content.
17. Day 12 onwards: Provide ongoing maintenance and support for the website.
    1. **Organization of the Report**
18. The report is organized into four sections
19. Introduction: This section provides an overview of the project, including the client's needs, the problem identification, the identification of tasks, and the timeline.
20. Design and Development: This section details the design and development process, including the visual style guide, wireframes, mockups, and the development of the website using HTML, CSS, and JavaScript.
21. Testing and Optimization: This section describes the testing process to ensure that the website is responsive, accessible, and user-friendly. It also outlines the optimization process for search engines to ensure that the website is easily discoverable by potential customers.
22. Deployment and Maintenance: This section covers the deployment of the website to a web server, training the client on how to use the content management system, and providing ongoing maintenance and support for the website.

**CHAPTER 2. LITERATURE REVIEW/BACKGROUND STUDY**

2.1. **Timeline of the reported problem**

The need for a portfolio website for a company has become increasingly important in recent years. With the rise of digital marketing and the prevalence of online browsing, having a professional online presence is essential for businesses to attract and retain customers. The reported problem can be traced back to the early days of the internet, but with the advancement of web technologies, the requirements and expectations of customers have evolved.

2.2. **Existing solutions**

There are several existing solutions to create a portfolio website for a company. Some of the popular options include using website builders like Wix, Squarespace, and WordPress, or hiring a web developer to build a custom website from scratch. However, each option has its pros and cons, and the choice largely depends on the budget, time constraints, and the desired level of customization.

2.3. **Bibliometric analysis**

A bibliometric analysis of the literature related to portfolio websites for companies reveals that there is a significant amount of research and development in this area. Studies have focused on the impact of website design on user experience, the role of search engine optimization in driving traffic, and the effectiveness of social media integration in increasing engagement. However, most of the research has focused on the technical aspects of website development rather than the strategic and business aspects.

2.4. **Review Summary**

The literature review suggests that having a portfolio website for a company is crucial for building a professional online presence and attracting and retaining customers. There are several existing solutions to create a portfolio website, but the choice depends on the budget, time constraints, and the desired level of customization. Although there is a significant amount of research and development in this area, most of the research has focused on the technical aspects of website development rather than the strategic and business aspects.

2.5. **Problem Definition**

The problem addressed in this report is the need for a portfolio website for a company to build a professional online presence and attract and retain customers.

**2.6. Goals/Objectives**

The goals and objectives of this project are to design and develop a portfolio website for the client that is visually appealing, user-friendly, and optimized for search engines. The website should effectively communicate the company's brand identity, showcase its products and services, and provide an easy way for potential customers to contact the company. The project should be completed within the agreed timeline and budget and meet the client's requirements and expectations.

**CHAPTER 3. DESIGN FLOW/PROCESS**

**3.1. Evaluation & Selection of Specifications/Features**

The first step in the design process is to evaluate and select the specifications and features that are necessary for the portfolio website. This includes determining the content and layout of the website, the visual style guide, the target audience, and the desired functionality.

**3.2. Design Constraints**

Design constraints refer to any limitations or restrictions that may affect the design process. This includes factors such as budget, time constraints, technical limitations, and client requirements. The design should be created within these constraints to ensure that it is feasible and practical.

**3.3. Analysis of Features and finalization subject to constraints**

Once the design constraints have been identified, the features and specifications can be analysed and finalized based on these constraints. This may involve making trade-offs between different features or adjusting the design to meet the client's requirements and expectations.

**3.4. Design Flow**

The design flow refers to the sequence of steps involved in the design process. This includes creating wireframes and mock-ups, selecting a colour scheme and typography, designing the user interface, and integrating the desired functionality.

**3.5. Design selection**

The design selection involves selecting the final design based on the client's preferences and requirements. This may involve presenting several design options to the client and incorporating their feedback and suggestions to arrive at the final design.

**3.6. Implementation plan/methodology**

The implementation plan/methodology involves determining the best approach for implementing the design. This includes selecting the appropriate web technologies, determining the site architecture and navigation, and developing the website using HTML, CSS, and JavaScript. The methodology should be chosen based on the project's requirements, technical constraints, and the skills and expertise of the development team.

**CHAPTER 4. RESULTS ANALYSIS AND VALIDATION**

**4.1. Implementation of solution**

This chapter focuses on the implementation of the solution proposed in the previous chapter. It involves building the portfolio website based on the finalized design and selected features. The implementation phase also includes testing the website to ensure that it functions correctly, is user-friendly, and meets the client's requirements. The implementation of the solution will be analysed and validated to ensure that it meets the project's goals and objectives.

**CHAPTER 5. CONCLUSION AND FUTURE WORK**

**5.1. Conclusion**

This chapter provides a summary of the project, including the problem statement, goals, objectives, and the design and implementation process. It also discusses the results and analysis of the solution implemented and evaluates whether the project achieved its objectives. The conclusion will also include any recommendations for future improvements or modifications.

**5.2. Future work**

This section identifies areas of future work that could be pursued to improve the portfolio website. This includes adding new features or functionality, improving the site's performance and speed, optimizing the website for search engine optimization (SEO), and integrating new technologies or design trends. The future work will be based on the results and feedback obtained from the implementation and analysis of the current project.

**REFERENCES**

**APPENDIX**

**1.Plagiarism Report**

**2. Design Checklist**