# *Project Proposal*

*A close-up of a tablet

Description automatically generated with low confidence*

*Product summary*

I’m going to create a smartphone selling website where people can look into and buy latest and upcoming smartphones of the market. The website will also allow the user to log in or sign up so that they don’t lose their research or selected mobile phones. They will also be able to get customer support by sending an email directly to us or by having a live chat.

The key purpose of the website will be helping the users to compare different smartphones by looking into their specifications and helping them choose the appropriate one. The website will have a minimalistic design as extensive research has proven that it is in high user demand these days.

A secondary purpose is to let the user buy the smartphone by putting in into their virtual shopping carts and then adding their information like address, card details, personal information etc. The website will make an account for the user to keep a track of him.

*Asset list*

|  |  |  |
| --- | --- | --- |
| *Asset* | *What it does* | *Detail* |
| Code.html | The foundation of all the pages of the website. This will have all the different elements which will be added to the site. | HTML file, static |
| Style.css | Adds different style to the website | CSS file for code.html |
| Main.js | It handles the calculations and other responsive tasks | JS file for code.html |
| Images.png | For the graphical elements of the site | Images for code.html |
| Search.vue | takes text input from user and will return list of diary entries matching search query | Feature of the website |

*Product Purpose*

*Creativity Demonstration*

# *Minimalist and Responsive design*

Nowadays this type of design is in high user demand. Many modern-day applications and websites have this type of design which makes it simple and easy for the user to use. The website is responsive so that users can access it through any type of device.

# *Reactive images*

Mouseover text feature shows some information that pops up when your mouse hovers over a trigger area. On the other hand, the hover effect works when the user hovers his mouse pointer on images, and they perform different type of effects like showing some information or having a shadow etc. These are some cool features which makes the website look more dynamic and alive.

# *Content Representation*

This website allows the user to just click on the desired content and it will take them to detailed information regarding the content. We have tried to display all the main information clearly and precisely so that we can grab maximum user attention. Also, easy navigation can play as a key aspect in the success rate of a website and user satisfaction.

*Complex components*

* Responsive Menu bar – The menu bar will be able to resize and change its shape according to the screen size of the platform on which the user is accessing the website. For example, if the screen size gets reduced up to a certain amount the menu will get change into a drop-down menu.
* Looped Video background – There will be a looped slide show of images in the background which will help to provide a theme of smartphones for the website. This will be accomplished by using html and CSS.
* Shopping cart – The user can store the items in a virtual shopping cart where they can store the products in which they are interested. When the user clicks on the cart icon it will take it to another webpage and show the items present in the cart.
* Log In form – The user will be able to login into their accounts by entering their username and password. This way the website will remember the details of the user.
* Registration form – It will help the user to be able to make a website account by entering their credentials like username and their desired password for the websites. This page will also be responsive and resize based on the user screen size.

*User stories*

|  |  |  |  |
| --- | --- | --- | --- |
| Index | Statement | Acceptance Criteria | Priority |
| User Story: 1 | As a user, I want to find a place where I can find latest smartphones in the market. | 1. The smartphones will be regularly updated as soon as they are available for users. 2. User can compare the specifications with other smartphones. 3. Users can also go through other customer reviews. | High Priority |
| User Story: 2 | As a user, I want to search through different smartphones in the market. | 1. User can search through all the smartphones in the market. 2. There will be a search bar to find specific smartphones. 3. The user can also apply filters like range, processors etc to get a range of devices under that category. | High Priority |
| User Story: 3 | As a user, I want the website to be accessible by any kind of browser. | 1. The website is coded in HTML5, and all the latest browsers support this language. 2. The website will only be launched on full scale after intense testing. | High Priority |
| User Story: 4 | As a user, I want the website to be accessible through my smartphone and my laptop. | 1. The website is responsive in nature and will work with any type of screen size. 2. Special changes will be made to the website for smaller screens. 3. The menu bar can be changed into a drop-down menu to save some space when opening the website on small screen devices. | High Priority |
| User Story: 5 | As a user, I want to be able to save my stuff so that I can look into that later. | 1. Users can save their stuff by adding them in their virtual carts. 2. The things added in the cart will not be removed unless the user removes it themselves. 3. They can directly buy the stuff stored up in their carts. | High Priority |
| User Story: 6 | As a user, I want to be keep logged in so that I don’t have to log in every time. | 1. The user can choose whether he wants to remain logged in or not. 2. The user can always log out by clicking their profile pics and choosing that option from the menu. | High Priority |
| User Story: 7 | As a user, I want to be able to save my personal credentials like address, Credit card details etc. so, that I don’t have to fill it every time. | 1. The user will need to fill everything when they are registering on the website. 2. Everything will be stored in their registered account. 3. All the details will be auto filled when required. | Medium Priority |
| User Story: 8 | As a user, I should be able to share things I am browsing through. | 1. There will be an assigned share button which can create a shareable link to the user. 2. The user can send the link to anyone. | Medium Priority |
| User Story: 9 | As a user, I want the prices shown should be in my local currency. | 1. The website will ask for location permissions. 2. The user can also select their region of living. 3. Every product will then show the price of the product in that region if possible. Otherwise, it will show the price in USD. | Medium Priority |

*UI/UX Design*

The UI runs with a three-tone high contrast colour scheme, with black, off-white, and eastern blue.

|  |  |  |
| --- | --- | --- |
| Colour | Hexadecimal Value | RGB Value |
|  | #41b3a3 | 22,150,190 |
|  | FFFFFF | 255,255,255 |
|  | 000000 | 000,000,000 |

Using black over white as the main colours of the website I have tried to keep things simple and clear. These both are high contrast colours and makes it easier for the user to understand information and grab maximum user attention. The blue colour represents the logo of the company and it used at certain components on the website to give it a vibrant look.

The black text will change its colour to blue or show a shadow of blue shade which will do the job of the hover effect as discussed above and also keeps the user indicated about the company’s logo colour. Also, eastern blue colour seems to have a calming and positive effect on users. Although I didn’t have any figma designs or original web site designs ready, but I have tried to explain as much as I can.

*Summary of how the web system will work:-*

The website will be capable of the following functions:

* User authentication: The user will be required to make an account by registering himself on the website and then he can log in to the website whenever he likes by using this email and his chosen password.
* Search bar: The user will be able to search through different devices through the search bar.
* Detailed pages: The user will be able to click on the image of the device he is interested in, and it will take to him to the device webpage which will contain the detailed information of the device.
* Reactive Menu bar: The above menu bar will be reactive for the user and will lead him to different pages if required.

*My Development Schedule:*

The final project is due for 24of September. Although, I am running behind, but I am working overtime nowadays so that I can catch up the pace. Looking at current situation, I think I would be able to do it by the 24 if I keep on working like this. I have divided my stuff into tasks, and It is taking me around 2-3 days to go through each task. I suppose I might need to do a little harder work and it can be possible inside the deadline.

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