**Front-End Development Report**

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# Introduction

This report documents my work at TNK Technologies Ltd. developing a front-end e-commerce website called "House of Perfumes". House of Perfumes is designed to be online platform, selling perfumes and gift sets for both genders. Its primary goal is to design an intuitive and visually appealing shopping experience that allows customers to effectively browse products and make informed purchasing selections. The website is designed to be fully responsive and accessible, ensuring compatibility across variety of devices and screen sizes. It enables customers to browse product listings, easily navigate across pages, and access customer service resources. The purpose of this task is to create a functional and user-friendly front-end interface that provides an engaging e-commerce experience.

# Branding

The design of House of Perfumes was carefully considered to create a visually appealing and professional look that aligns with the brand identity. The website follows a primarily black and white theme, which conveys simplicity and professionalism. After researching various perfume websites, it was evident that this colour scheme is widely adopted due to its timeless appeal and ease on the eye.

The brand slogan, "House of Perfumes Where Moments Turn to Memories", was crafted to highlight the emotional connection associated with fragrances. Perfumes have the power to evoke memories and emotions, making them more than just a product but an experience. This slogan reinforces the idea that each purchase from House of Perfumes is more than just a transaction. it’s about capturing moments through scent.

The logo was designed in Canva using a combination of #1a0841 (dark purple) and #ffad5a (golden yellow) to create a sense of luxury. The dark purple represents elegance and the golden-yellow conveys modernity. These colours are complementary on the colour wheel, thus ensuring they contrast well on the logo.

The colour scheme for the website incorporates #cec4e8(light purple) as the primary colour for light mode and #1a0841 for dark mode. This selection ensures that the website remains visually distinct in both viewing modes while maintaining readability.

## Surveys

Surveys will be distributed to potential users of the perfume e-commerce website. The questions will focus on preferred website aesthetics, such as colour schemes, layout, product categorization and features like an FAQ. These surveys can be completed in less than 10 minutes, thus making them accessible for a larger audience.

Surveys are effective for understanding user preferences on elements critical to a perfume website, such as how users want to explore products or view scent descriptions. They offer valuable quantitative data from a broad audience, allowing us to identify trends like which layouts are most appealing or what makes shopping for perfumes online easier. Compared to interviews, surveys reach a wider pool of users quickly, making it the most suited option for the users.  ADD REFERENCES

## Interviews

Interviews will be conducted with the client to have a better understanding of their branding goals and desired user experience. These interviews will last approximately 2 hours and will cover essential topics such as showcasing high-quality images, reflecting the luxury feel of perfumes and ensuring ease od navigation for customers.

Interviews with the client will help provide insight into the client’s preferences. This is helpful as for a perfume website, there is a focus on strong branding and visual appeal. They allow for follow-up questions, ensuring the final website aligns with the brand’s identity. In comparison to surveys, interviews provide more in-depth, tailored insights, making them best suited for understanding the client’s specific needs and vision.

## Prototyping

A basic prototype of the perfume website will be created. it will focus on key pages such as the homepage and product listing. This prototype will primarily focus on the basic design layout, including placeholders for elements like images of perfumes bottles as this will provide a general visual representation of the site.

A prototype will ensure the client and potential users can visualise the perfume website’s design and flow before full development. This is particularly important for e-commerce perfume sites, where visuals and smooth navigation are critical for user satisfaction. In comparison to other techniques such as document analysis, prototyping provides clear input to adjust and optimize the design.

# Web Technologies

House of Perfumes was created using a combination of HTML, CSS and JavaScript. IT also incorporated additional frameworks and libraries which enhanced the functionality and design of the website. HTML was used to create the website, incorporating semantic elements like <header> and <footer>. <div> elements were primarily used to organise the website layout. Additionally, Bootstrap was integrated to assist with the structure and styling, complementing the box model approach used for layout design.

CSS was applied through an external stylesheet to maintain styling consistency across the website. The box model was used to design the layout. This ensured that spacing and alignment were handled efficiently. Moreover, Bootstrap’s predefined classes were used to streamline responsiveness and styling.

JavaScript ensure that the website was interactive. This was implemented for a dark mode toggle, form validation on the sign-up page and contact us form as well as dynamic pricing adjustments on product pages based on quantity and the size selected. Leaflet.js was incorporated to create an interactive map, allowing users to locate the physical store. The combination of these technologies ensured that the website provided a seamless, engaging and functional user experience

These technologies were chosen for their efficiency and compatibility. HTML, CSS, and JavaScript form the foundation of front-end development. Bootstrap streamlined the design process, while Leaflet.js enhanced functionality by providing seamlessly integrated mapping features without excessive resource consumption. These technologies worked together to produce a structured, visually appealing and interactive e-commerce platform.

# Responsiveness

Users tend to view websites on their mobile devices, thus ensuring House of Perfumes was a responsive website was crucial. This was done through media queries which is essential for adapting layouts to different screen sizes. House of Perfumes has been tested across different resolutions, including mobiles, desktops and laptop screens to ensure proper display and functionality.

Media queries were used to modify styling depending on screen size, allowing elements to scale dynamically. There were some challenges with image responsiveness as certain images didn’t adjust to the media queries correctly. An example of how this was fixed was through Canva. I was able to create a second feature photo on Canva that fit the size requirements and worked better on smaller devices.

The website currently includes two breakpoints at \_\_\_px and \_\_\_px to ensure smooth adjustments between different device sizes. These responsiveness techniques allow the website to provide a cohesive and accessible experience, ensuring usability across all screen sizes.

# Accessibility

Discuss the aria labels. Explain how they are like an invisible accessibility tag. This allows a screen reader to know what state the page is or what state the HTML elements are in not just what’s on the page.

# Design Choices and Justification

Explain sections of html pages. Don’t explain similar sections just say you’ve used it in multiple places

Home page: nav bar, carousel, body

Explain the functionality

# Testing

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Test Number | Test Type | Test Description | Text Expectation | Test Outcome |
| 1 | Ensure the website is working across different browsers. | I will open the website on Google Chrome, Safari and Microsoft Edge to check compatibility. | The website should function correctly on all tested browsers | The website functioned correctly on all tested browsers |
| 2 | Ensure the website is working across different devices | I will view the website on a laptop, mobile phone and a desktop to verify the responsive design | The website’s layout should adapt correctly. | The website layout adapted correctly. |
| 3 | Check the functionality of the navigational links to see if they take the user to the appropriate page. Ensure the functionality of the logo. | Clicked on all menu items and buttons to confirm they direct users to the correct pages. Click on the logo. | There should be no broken links, and all links should direct the user to the appropriate page. The logo should direct the user to the home page once clicked. | There were no broken links found, and all links directed me to the appropriate page. I clicked on the logo and it directed me to the home page. |
| 4 | Check the dark mode toggle is working properly. | Enabled and disabled dark mode across different pages to verify consistency | Dark mode should apply correctly across all pages. | Dark mode applied correctly across all pages. |
| 5 | Check the hamburger menu shows and works properly when the screen is smaller than 992 px. | Check the hamburger menu can be viewed and accessed when the screen is smaller than 992 px. | The hamburger menu should appear once the screen is smaller than 992 px and the user should be able to access and use the nav bar once they click on it. | The hamburger menu appeared once the screen was smaller than 992 px and I was able to access and use the nav bar once I clicked on it. |
| 6 | Check if the carousel functions correctly. | Click on the arrows of the carousel to go to the next and previous image | There should be a smooth transition between the images as the user clicks on the arrows. | There was a smooth transition between the images when I clicked on the arrows. |
| 6 | Check the menu cards work on the home page | Click on the menu cards to see what happens. | It should direct me to the appropriate page. | It directed me to the appropriate page once I clicked on the menu cards. |
| 10 | Check the footer PDF links work | Click on the links in the footer to see if its corresponding PDF shows up | The corresponding PDF should show up once the links in the footer are clicked. | I was able to view the PDF’s when I clicked on the links in the footer. |
| 11 | Check the for him, for her and gift sets product pages are working | Click on the products within these pages to see if it opens its corresponding product individual pages | The products within these product pages should open their corresponding product individual pages. | I was able to open the product individual pages by clicking on the products in the product pages. |
| 12 | Check functionality of size) if applicable), quantity and add to basket button in the individual product pages | Click on the different sizes, adjust quantity and add the product to basked. | The price should adjust depending on the different sizes and quantity. A message should pop up saying “Added 1 item(s) to the basket.”, once the user clicks on the add to basket button. | The price adjusted as I adjusted the size and quantity. A message popped up saying “Added 1 item(s) to the basket.”, once I clicked on the add to basket button. |
| 13 | Check the functionality of the cart page | Add a gift set, male and female product to the cart. Adjust the quantity in cart and remove it from the cart. | The products should appear on the cart page. The total price should adjust as the quantity is adjusted. The product should disappear from the cart page all together once the remove button is clicked. | The products appeared on the cart page. The total price adjusted as the quantity adjusted. The product disappeared from the cart page all together once the remove button was clicked. |
| 14 | Check the functionality of the contact us form. | Enter in the correct details. Enter missing details. Enter false details. |  |  |
| 15 | Check the functionality of the FAQ | Click on each FAQ accordion item button |  |  |
| 16 | Check the functionality of the interactive map |  |  |  |
| 17 | Check the functionality of the login page |  |  |  |
| 18 | Check the functionality of the register page. |  |  |  |

# Future Implementation and Improvements

The project currently focuses on front-end development, however there are several features that could be implemented in the future with back-end integration to enhance the House of Perfumes shopping experience. The development of a full checkout system would allow users to successfully purchase perfumes on the House of Perfumes website. This would entail establishing a secure payment gateway and ensuring that order details are stored and processed efficiently.

Currently the contact us form is designed with front-end. However, backend functionality would ensure that customer queries regarding perfumes or general assistance are received and addressed promptly. Furthermore, a backend-system for user authentication in the login and sign-up process would improve security. This would involve securely storing all accepted usernames and password in the backend database, ensuring that only authorised users can access their accounts.

These future improvements would significantly enhance House of Perfumes, transforming it into a more efficient and user-centric e-commerce platform.

# Conclusion

Brief of how everything went

# References

# Appendix