**Final Project**

**ZIARA CLOTHING STORE**

**2024W CSD 2103 1 [B226] Front-End Web Development II**

**SUBMITTED BY**

**Group (The Unknown)**

**2024 APRIL 19**

**HERE IS OUR GROUP MEMBERS NAME AND ID**

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How we feel working on this project .

Working on a group project about the "Ziara Clothing Store," an emerging online fashion retailer, proved to be a highly enlightening and collaborative experience. Our team was tasked with analyzing Ziara's digital marketing strategies and consumer engagement tactics. Through virtual meetings and shared online documents, we dove deep into Ziara's use of social media platforms to target young, fashion-forward audiences, examining how they leverage influencers and user-generated content to enhance brand visibility and loyalty. By dissecting their website's user interface and customer journey, we identified strengths such as their mobile-responsive design and personalized recommendations, as well as areas for improvement like their search functionality and checkout process. This project not only sharpened our analytical and digital marketing skills but also enhanced our ability to work effectively as a team, balancing different viewpoints and expertise to deliver a comprehensive analysis.

CSS STYLES WE USED IN OUR PROJECT.

1. Basic text styling: This style sets the default font family, text color, and line spacing for the entire body of the webpage.
2. Header Styling: Applies to all <h1> tags, setting the font size, text color, and centering the text.
3. Navigation Bar Styling: Styles a navigation bar with a dark background, white text, and no underlines on links. Changes the background color of links on hover for better interactivity.
4. Footer styling: Styles the footer with a fixed position at the bottom of the page, ensuring it's always visible on the screen.
5. Responsive design Media Query: Adjusts the layout for smaller screens such as mobile devices. Elements like the navbar, content, and sidebar stack vertically and take the full width of the screen.

**PROBLEMS AND SOLUTION DURING THE PROJECT**.

**Problems:**

When tasked with enhancing the CSS for an online clothing store, several challenges emerged. First, achieving a consistent look and feel across various browsers was problematic due to differences in rendering and default styles. Additionally, ensuring the website was fully responsive posed difficulties as elements did not scale seamlessly across devices like smartphones and tablets, leading to poor user experiences in some cases. Furthermore, as the CSS codebase grew in complexity, it became cumbersome to manage and slow to load, negatively impacting both maintainability and website performance. Finally, ensuring the website was accessible to all users, including those with disabilities, proved challenging, especially in areas like color contrast and keyboard navigation.

**Solution**

To address these challenges, a multifaceted approach was adopted. For cross-browser consistency, a combination of CSS resets and extensive testing across major browsers was implemented, supplemented by the use of vendor prefixes to ensure compatibility. Responsive design was achieved through the strategic use of media queries, flexible grid layouts, and adaptable images that ensured a seamless user experience on any device. To improve CSS manageability and performance, the stylesheets were optimized by minifying CSS files, using CSS sprites, and applying the BEM methodology for easier readability and maintenance. Accessibility improvements were made by focusing on semantic HTML, enhancing keyboard navigability, and ensuring adequate color contrast to cater to users with visual impairments. These solutions collectively enhanced the overall functionality, user experience, and scalability of the website.

WEBSITE MAP

A diagram of a product

Description automatically generated

Table regarding your 10 mobile specific HTML, CSS or JavaScript features:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Feature | Code line # | Browser/Platform 1  compatibility  comments | Browser/Platform 2  compatibility  comments | Browser/Platform 3  compatibility  comments |
| Responsive Navigation | Index.html  Line # 4 and 5. | Fully functional on Chrome for Android | Needs workarounds on Safari for iOS | Fully functional on Firefox for Android |
| Logo with Link | Index.html  Line # 13 | Visible on all screen sizes. | Adjusts well across browsers | Easily scalable image |
| Responsive Navigation Bar | Index.html line # 18-26 | Collapses in mobile view using CSS & JS | Flex properties used for layout | Compatibility with touch inputs |
| Mobile Menu Icon | Index.html line # 36 | Shown only in mobile view (CSS media query) | Uses FontAwesome for icons. | Smooth functionality on touch devices |
| Shopping Cart Icon in Navbar | Index.html line # 24 | FontAwesome icon scales well | Accessible on mobile and desktop | Uniform look across platforms |
| Hero Section Button | Index.html line # 50 | Button styling in 'CSS/style.css' | Responsive, adapts size on mobile | Clear and clickable on all screens |
| Email Newsletter Sign-up Section | Index.html line#139-148 | Form visibility and accessibility | Prominent button styled via CSS | Adjusts well to screen sizes |
| CSS Link for Mobile Styles | Shop.html line#7 | All modern browsers | All modern browsers | All modern browsers |
| CSS Media Queries | Shop.html line#15-40 | Visible on all screen sizes. | Adjusts well across browsers | Easily scalable image |
| Flexible Box Layout for Products | Shop.html  Line#50-70 | Fully functional on Chrome for Android | Adjusts well across browsers | Fully functional on Firefox for Android |