

COMP 2680 – Website Design & Development

Project Synopsis

Project Title:

FitnessDawg – E-Commerce Activewear Website

1. Project Overview / Description

FitnessDawg is a simple and stylish e-commerce website built for people who love both fitness and fashion. The website focuses on oversized gym wear hoodies and track pants designed for comfort and confidence.

The goal is to give users an easy way to browse FitnessDawg's products, view sizes and prices, and even add items to a basic cart. The homepage features a motivational background video to represent the brand's active vibe. Users can also contact the brand directly using a simple form.

The whole project was made using HTML, CSS, and JavaScript to create a clean, modern, and fully responsive website that looks good on any device.

2. Problem Statement

A lot of small clothing brands don't have a proper website to show their products in a professional way. They rely mostly on Instagram or word of mouth, which limits their reach and sales potential.

FitnessDawg aims to solve this by creating a basic, functional, and good-looking online presence. It's a simple website where customers can see products, learn about the brand, and interact through a cart or contact form all in one place.

3. Objectives / Goals

The main goals of this project are:

1. To design a responsive website for a fitness clothing brand using only HTML, CSS, and JavaScript.
2. To create a product section showcasing oversized hoodies and track pants with descriptions and prices.
3. To implement a simple shopping cart that updates totals dynamically.

4. To allow users to reach out to the brand using a contact form with basic validation.
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4. Key Features

1. **Responsive Homepage:** Works on both desktop and mobile screens.
 2. **Background Video Banner:** A motivational video plays on the homepage for brand identity.
 3. **Product Display:** Four oversized items (two hoodies and two track pants) with prices and size options.
 4. **Cart System:** Users can add products to a cart and view the total instantly.
 5. **Contact Form:** Simple message form with validation to check all fields.
 6. **Navigation Bar with Smooth Scroll:** Easy access to each section of the website.
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5. Scope and Limitations

Scope:

- To build a front-end e-commerce website using only HTML, CSS, and JavaScript.
- To include a homepage, about section, contact form, and functional cart.
- To design a simple and visually appealing layout for an activewear brand.

Limitations:

- No payment gateway or database connection (static project only).
 - Cart data doesn't save after refreshing the page.
 - Product details are hardcoded instead of dynamically loaded.
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6. Wireframes / Mockups

The website consists of the following key pages and sections:

- **Homepage:** Logo, navigation bar, and motivational video background.
- **Product Section:** Displaying four main products with images and descriptions.
- **About Section:** Short paragraph introducing the FitnessDawg brand.

- **Contact Form:** Fields for name, email, and message with validation.
 - **Cart Section:** Shows the added products and running total.
 - **Footer:** Brand copyright.
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7. Justification

I decided to create **FitnessDawg** because fitness and streetwear are both things I personally find inspiring. I wanted to build something that feels modern but not complicated — a website that gives small clothing brands an idea of how they could show their products online.

This project helped me practice HTML, CSS, and JavaScript in a real-world context. It covers everything we've learned in class layout, styling, and interactivity while keeping it simple and functional. FitnessDawg also represents a growing market of people who want to look good while staying active, which makes it meaningful to build.

8. Group Details

Student Names: Ayaan Fodkar, Afraz Hafeel, Safira Lalani

Course: COMP 2680 – Website Design & Development

Instructor: sukhchandan

Submission Date: October 27, 2025

Group Number: 10

9. References

- **Pexels.com** – Free fitness video for background section.
- **Leonardo.ai** – Product images for hoodies and track pants.