

Abstract

This report presents an analysis of a Shoe Mart website, focusing on its structure, design, and functionality. The website offers a variety of shoes from different brands and provides users with a seamless shopping experience.

Objective

The primary objective of this analysis is to evaluate the website's design, user interface, and functionality. The report aims to identify the strengths and weaknesses of the website and provide recommendations for improvement.

Introduction

The Shoe Mart website is an e-commerce platform that offers a wide range of shoes from various brands. The website has a clean and modern design, with a user-friendly interface that makes it easy for users to navigate and find what they are looking for.

Methodology

The analysis was conducted by examining the website's source code, design elements, and functionality. The website's HTML, CSS, and JavaScript code was analyzed to understand its structure and functionality. Additionally, the website's user interface and user experience were evaluated by navigating through the website and testing its features.

Source Code

HTML

```
<html lang="en">

<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <link rel="preconnect" href="https://fonts.googleapis.com">
  <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
```

```

<link
href="https://fonts.googleapis.com/css2?family=League+Spartan:wght@500&family=
Nunito&family=Palanquin+Dark:wght@500&family=Roboto+Slab:wght@700&display=swap
" rel="stylesheet">
  <link rel="stylesheet" href="style.css">
  <title>Shoe Mart</title>
</head>

<body>
  <nav id="nav">
    <div class="navTop">
      <div class="navItem">
        <h2>Shoe Mart</h2>
        <!--  --
      >
    </div>
    <div class="navItem">
      <div class="search">
        <input type="text" placeholder="Search..."
class="searchInput">
        
      </div>
    </div>
    <div class="navItem">
      <span class="limitedOffer">Limited Offer!</span>
    </div>
  </div>
  <div class="navBottom">
    <h3 class="menuItem">AIR FORCE</h3>
    <h3 class="menuItem">JORDAN</h3>
    <h3 class="menuItem">BLAZER</h3>
    <h3 class="menuItem">CRATER</h3>
    <h3 class="menuItem">HIPPIE</h3>
  </div>
</nav>
<div class="slider">
  <div class="sliderWrapper">
    <div class="sliderItem">
      
      <div class="sliderBg"></div>
      <h1 class="sliderTitle">AIR FORCE</br> NEW</br> SEASON</h1>
      <h2 class="sliderPrice">Rs.1999</h2>
      <a href="#product">
        <button class="buyButton">BUY NOW!</button>
      </a>
    </div>
  </div>

```

```

        <div class="sliderItem">
            
            <div class="sliderBg"></div>
            <h1 class="sliderTitle">AIR JORDAN</br> NEW</br> SEASON</h1>
            <h2 class="sliderPrice">Rs 1149</h2>
            <a href="#product">
                <button class="buyButton">BUY NOW!</button>
            </a>
        </div>
        <div class="sliderItem">
            
            <div class="sliderBg"></div>
            <h1 class="sliderTitle">BLAZER</br> NEW</br> SEASON</h1>
            <h2 class="sliderPrice">Rs 2100</h2>
            <a href="#product">
                <button class="buyButton">BUY NOW!</button>
            </a>
        </div>
        <div class="sliderItem">
            
            <div class="sliderBg"></div>
            <h1 class="sliderTitle">CRATER</br> NEW</br> SEASON</h1>
            <h2 class="sliderPrice">Rs 2999</h2>
            <a href="#product">
                <button class="buyButton">BUY NOW!</button>
            </a>
        </div>
        <div class="sliderItem">
            
            <div class="sliderBg"></div>
            <h1 class="sliderTitle">HIPPIE</br> NEW</br> SEASON</h1>
            <h2 class="sliderPrice">Rs 999</h2>
            <a href="#product">
                <button class="buyButton">BUY NOW!</button>
            </a>
        </div>
    </div>
</div>

<div class="features">
    <div class="feature">
        
        <span class="featureTitle">FREE SHIPPING</span>
    </div>

```

```

        <span class="featureDesc">Free worldwide shipping on all
orders.</span>
    </div>
    <div class="feature">
        
        <span class="featureTitle">30 DAYS RETURN</span>
        <span class="featureDesc">No question return and easy refund in 14
days.</span>
    </div>
    <div class="feature">
        
        <span class="featureTitle">GIFT CARDS</span>
        <span class="featureDesc">Buy gift cards and use coupon codes
easily.</span>
    </div>
    <div class="feature">
        
        <span class="featureTitle">CONTACT US!</span>
        <span class="featureDesc">Keep in touch via email and support
system.</span>
    </div>
</div>

<div class="product" id="product">
    
    <div class="productDetails">
        <h1 class="productTitle">AIR FORCE</h1>
        <h2 class="productPrice">Rs 1999</h2>
        <p class="productDesc">Lorem ipsum dolor sit amet consectetur
impal adipisicing elit. Alias assumenda
        dolorum
        doloremque sapiente aliquid aperiam.</p>
        <div class="colors">
            <div class="color"></div>
            <div class="color"></div>
        </div>
        <div class="sizes">
            <div class="size">42</div>
            <div class="size">43</div>
            <div class="size">44</div>o
        </div>
        <button class="productButton">BUY NOW!</button>
    </div>
    <div class="payment">
        <h1 class="payTitle">Personal Information</h1>

```

```

        <label>Name and Surname</label>
        <input type="text" placeholder="John Doe" class="payInput">
        <label>Phone Number</label>
        <input type="text" placeholder="+1 234 5678" class="payInput">
        <label>Address</label>
        <input type="text" placeholder="Elton St 21 22-145"
class="payInput">
        <h1 class="payTitle">Card Information</h1>
        <div class="cardIcons">
            
            
        </div>
        <input type="password" class="payInput" placeholder="Card Number">
        <div class="cardInfo">
            <input type="text" placeholder="mm" class="payInput sm">
            <input type="text" placeholder="yyyy" class="payInput sm">
            <input type="text" placeholder="cvv" class="payInput sm">
        </div>
        <button class="payButton">Checkout!</button>
        <span class="close">X</span>
    </div>
</div>
<div class="gallery">
    <div class="galleryItem">
        <h1 class="galleryTitle">Be Yourself!</h1>
        
    </div>
    <div class="galleryItem">
        
        <h1 class="galleryTitle">This is the First Day of Your New
Life</h1>
    </div>
    <div class="galleryItem">
        <h1 class="galleryTitle">Just Do it!</h1>
        
    </div>
</div>
<div class="newSeason">

```

```
<div class="nsItem">
  
</div>
<div class="nsItem">
  <h3 class="nsTitleSm">WINTER NEW ARRIVALS</h3>
  <h1 class="nsTitle">New Season</h1>
  <h1 class="nsTitle">New Collection</h1>
  <a href="#nav">
    <button class="nsButton">CHOOSE YOUR STYLE</button>
  </a>
</div>
<div class="nsItem">
  
</div>
</div>
<footer>
  <div class="footerLeft">
    <div class="footerMenu">
      <h1 class="fMenuTitle">About Us</h1>
      <ul class="fList">
        <li class="fListItem">Company</li>
        <li class="fListItem">Contact</li>
        <li class="fListItem">Careers</li>
        <li class="fListItem">Affiliates</li>
        <li class="fListItem">Stores</li>
      </ul>
    </div>
    <div class="footerMenu">
      <h1 class="fMenuTitle">Useful Links</h1>
      <ul class="fList">
        <li class="fListItem">Support</li>
        <li class="fListItem">Refund</li>
        <li class="fListItem">FAQ</li>
        <li class="fListItem">Feedback</li>
        <li class="fListItem">Stories</li>
      </ul>
    </div>
    <div class="footerMenu">
      <h1 class="fMenuTitle">Products</h1>
      <ul class="fList">
        <li class="fListItem">Air Force</li>
        <li class="fListItem">Air Jordan</li>
```

```

        <li class="fListItem">Blazer</li>
        <li class="fListItem">Crater</li>
        <li class="fListItem">Hippie</li>
    </ul>
</div>
</div>
<div class="footerRight">
    <div class="footerRightMenu">
        <h1 class="fMenuTitle">Subscribe to our Shoe Mart</h1>
        <div class="fMail">
            <input type="text" placeholder="your@email.com"
class="fInput">
            <button class="fButton">Join!</button>
        </div>
    </div>
    <div class="footerRightMenu">
        <h1 class="fMenuTitle">Follow Us</h1>
        <div class="fIcons">
            
            
            
            
        </div>
    </div>
    <div class="footerRightMenu">
        <span class="copyright">@SaiTharun. All rights reserved.
2024.</span>
    </div>
</div>
</footer>
<script src="./app.js"></script>
</body>
</html>

```

CSS

```

html {
    scroll-behavior: smooth;
    font-family: 'League Spartan', sans-serif;
    font-family: 'Nunito', sans-serif;
    font-family: 'Palanquin Dark', sans-serif;
    font-family: 'Roboto Slab', serif;
}

```

```
}

body {
  font-family: "Lato", sans-serif;
  padding: 0;
  margin: 0;
}

nav {
  /* background-color: #111; */
  background-color: #232c5b;
  color: white;
  padding: 20px 50px;
}

.navTop {
  display: flex;
  align-items: center;
  justify-content: space-between;
}

.search {
  display: flex;
  align-items: center;
  background-color: gray;
  padding: 10px 20px;
  border-radius: 10px;
}

.searchInput {
  border: none;
  background-color: transparent;
}

.searchInput::placeholder {
  color: lightgray;
}

.limitedOffer {
  font-size: 20px;
  border-bottom: 2px solid rgb(194, 40, 156);
  cursor: pointer;
}

.navBottom {
  display: flex;
  align-items: center;
  justify-content: center;
}
```



```
}

.menuItem {
  margin-right: 50px;
  cursor: pointer;
  color: lightgray;
  font-weight: 400;
}

.slider {
  background: url(https://images.pexels.com/photos/7078622/pexels-photo-7078622.jpeg?auto=compress&cs=tinysrgb&w=600);
  /* background: url("https://images.unsplash.com/photo-1604147495798-57beb5d6af73?ixlib=rb-1.2.1&ixid=MnwxMjA3fDB8MHxwaG90by1wYWdlfHx8fGVuZDB8fHx8&auto=format&fit=crop&w=2370&q=80"); */
  clip-path: polygon(0 0, 100% 0, 100% 100%, 0 85%);
  overflow: hidden;
}

.sliderWrapper {
  display: flex;
  width: 500vw;
  transition: all 1.5s ease-in-out;
}

.sliderItem {
  width: 100vw;
  display: flex;
  align-items: center;
  justify-content: center;
  position: relative;
}

.sliderBg {
  width: 750px;
  height: 750px;
  border-radius: 50%;
  position: absolute;
}

.sliderImg {
  z-index: 1;
}
#firsts{
  width: 60rem;
}
```

```
#jordan{
  width:50rem;
  transform: rotate(20deg);
}
#thirds{
  width: 50rem;
  transform: rotate(20deg);
  /* filter: invert(100%); */
}
#crater{
  width: 50rem;
}

.sliderTitle {
  position: absolute;
  top: 10%;
  right: 10%;
  font-size: 60px;
  font-weight: 900;
  text-align: center;
  color: rgb(44, 182, 32);
  z-index: 1;
}

.sliderPrice {
  position: absolute;
  top: 10%;
  left: 10%;
  font-size: 60px;
  font-weight: 300;
  text-align: center;
  color: white;
  border: 1px solid gray;
  z-index: 1;
}

.buyButton {
  position: absolute;
  top: 50%;
  right: 10%;
  font-size: 30px;
  font-weight: 900;
  color: white;
  border: 1px solid gray;
  background-color: black;
  z-index: 1;
  cursor: pointer;
}
```

```
.buyButton:hover {
  background-color: white;
  color: black;
}

.sliderItem:nth-child(1) .sliderBg {
  background-color: #e283ce;
}
.sliderItem:nth-child(2) .sliderBg {
  background-color: rebeccapurple;
}
.sliderItem:nth-child(3) .sliderBg {
  background-color: teal;
}
.sliderItem:nth-child(4) .sliderBg {
  background-color: cornflowerblue;
}
.sliderItem:nth-child(5) .sliderBg {
  background-color: rgb(124, 115, 80);
}

.sliderItem:nth-child(1) .sliderPrice {
  color: #369e62;
}
.sliderItem:nth-child(2) .sliderPrice {
  color: white;
}
.sliderItem:nth-child(3) .sliderPrice {
  color: teal;
}
.sliderItem:nth-child(4) .sliderPrice {
  color: cornflowerblue;
}
.sliderItem:nth-child(5) .sliderPrice {
  color: cornsilk;
}

.features {
  display: flex;
  align-items: center;
  justify-content: space-between;
  padding: 50px;
}

.feature {
  display: flex;
  flex-direction: column;
```

```
    align-items: center;
    text-align: center;
}

.featureIcon {
    width: 50px;
    height: 50px;
}

.featureTitle {
    font-size: 20px;
    font-weight: 600;
    margin: 20px;
}

.featureDesc {
    color: gray;
    width: 50%;
    height: 100px;
}

.product {
    height: 100vh;
    background-color: rgb(107, 101, 101);
    position: relative;
    clip-path: polygon(0 15%, 100% 0, 100% 100%, 0% 100%);
}

.payment {
    width: 500px;
    height: 500px;
    background-color: white;
    position: absolute;
    top: 0;
    bottom: 0;
    left: 0;
    right: 0;
    margin: auto;
    padding: 10px 50px;
    display: none;
    flex-direction: column;
    -webkit-box-shadow: 0px 0px 13px 2px rgba(0, 0, 0, 0.3);
    box-shadow: 0px 0px 13px 2px rgba(0, 0, 0, 0.3);
}

.payTitle {
    font-size: 20px;
    color: lightgray;
}
```

```
}

label {
  font-size: 14px;
  font-weight: 300;
}

.payInput {
  padding: 10px;
  margin: 10px 0px;
  border: none;
  border-bottom: 1px solid gray;
}

.payInput::placeholder {
  color: rgb(163, 163, 163);
}

.cardIcons {
  display: flex;
}

.cardIcon {
  margin-right: 10px;
}

.cardInfo {
  display: flex;
  justify-content: space-between;
}

.sm {
  width: 30%;
}

.payButton {
  position: absolute;
  height: 40px;
  bottom: -40;
  width: 100%;
  left: 0;
  -webkit-box-shadow: 0px 0px 13px 2px rgba(0, 0, 0, 0.3);
  box-shadow: 0px 0px 13px 2px rgba(0, 0, 0, 0.3);
  background-color: #369e62;
  color: white;
  border: none;
  cursor: pointer;
}
```

```
.close {
  width: 20px;
  height: 20px;
  position: absolute;
  background-color: gray;
  color: white;
  top: 10px;
  right: 10px;
  display: flex;
  align-items: center;
  justify-content: center;
  cursor: pointer;
  padding: 2px;
}

.productImg {
  width: 50%;
  margin-top: 6rem;
}

.productDetails {
  position: absolute;
  top: 10%;
  right: 0;
  width: 40%;
  padding: 50px;
}

.productTitle {
  font-size: 75px;
  font-weight: 900;
}

.productDesc {
  font-size: 24px;
  color: rgb(241, 234, 234);
}

.colors,
.sizes {
  display: flex;
  margin-bottom: 20px;
}

.color {
  width: 32px;
  height: 32px;
```

```
border-radius: 5px;
background-color: rgb(255, 247, 247);
margin-right: 10px;
cursor: pointer;
}

.color:last-child {
  background-color: darkblue;
}

.size {
  padding: 5px 20px;
  border: 1px solid black;
  margin-right: 10px;
  cursor: pointer;
  font-size: 20px;
}

.productButton {
  float: right;
  padding: 10px 20px;
  background-color: black;
  color: white;
  font-weight: 600;
  cursor: pointer;
}

.productButton:hover {
  background-color: white;
  color: black;
}

.gallery {
  padding: 50px;
  display: flex;
}

.galleryItem {
  flex: 1;
  padding: 50px;
}

.galleryImg {
  width: 100%;
}

.newSeason {
  display: flex;
```

```
}

.nsItem {
  flex: 1;
  background-color: black;
  color: white;
  display: flex;
  flex-direction: column;
  align-items: center;
  justify-content: center;
  text-align: center;
}

.nsImg {
  width: 100%;
  height: 500px;
}

.nsTitle {
  font-size: 40px;
}

.nsButton {
  padding: 15px;
  font-weight: 600;
  cursor: pointer;
}

footer {
  display: flex;
}

.footerLeft {
  flex: 2;
  display: flex;
  justify-content: space-between;
  padding: 50px;
}

.fMenuTitle {
  font-size: 16px;
}

.fList {
  padding: 0;
  list-style: none;
}
```



```
.fListItem {
  margin-bottom: 10px;
  color: gray;
  cursor: pointer;
}

.footerRight {
  flex: 1;
  padding: 50px;
  display: flex;
  flex-direction: column;
  justify-content: space-between;
}

.fInput {
  padding: 5px;
}

.fButton {
  padding: 5px;
  background-color: black;
  color: white;
}

.fIcons{
  display: flex;
}

.fIcon{
  width: 20px;
  height: 20px;
  margin-right: 10px;
}

.copyright{
  font-weight: 300;
  font-size: 14px;
}

@media screen and (max-width:480px) {
  nav{
    padding: 20px;
  }

  .search{
    display: none;
  }
}
```

```
.navBottom{
  flex-wrap: wrap;
}

.menuItem{
  margin: 20px;
  font-weight: 700;
  font-size: 20px;
}

.slider{
  clip-path: none;
}

.sliderImg{
  width: 90%;
}

.sliderBg{
  width: 100%;
  height: 100%;
}

.sliderTitle{
  display: none;
}

.sliderPrice{
  top: unset;
  bottom: -50;
  left: 0;
  background-color: lightgrey;
}

.buyButton{
  right: 0;
  top: 0;
}

.features{
  flex-direction: column;
}

.product{
  clip-path: none ;
  display: flex;
  flex-direction: column;
  align-items: center;
```

```
}

.productImg{
  width: 80%;
}

.productDetails{
  width: 100%;
  padding: 0;
  display: flex;
  flex-direction: column;
  align-items: center;
  text-align: center;
  position: relative;
  top: 0;
}

.productTitle{
  font-size: 50px;
  margin: 0;
}

.gallery{
  display: none;
}

.newSeason{
  flex-direction: column;
}

.nsItem:nth-child(2){
  padding: 50px;
}

footer{
  flex-direction: column;
  align-items: center;
}

.footerLeft{
  padding: 20px;
  width: 90%;
}

.footerRight{
  padding: 20px;
  width: 90%;
  align-items: center;
}
```

```
        background-color: whitesmoke;
    }

    .payment{
        width: 90%;
        padding: 20px;
    }
}
```

Java script

```
const wrapper = document.querySelector(".sliderWrapper");
const menuItems = document.querySelectorAll(".menuItem");

const products = [
    {
        id: 1,
        title: "Air Force",
        price: 119,
        colors: [
            {
                code: "black",
                img: "./img/air.png",
            },
            {
                code: "darkblue",
                img: "./img/air2.png",
            },
        ],
    },
    {
        id: 2,
        title: "Air Jordan",
        price: 149,
        colors: [
            {
                code: "lightgray",
                img: "./img/jordan.png",
            },
            {
                code: "green",
                img: "./img/jordan2.png",
            },
        ],
    },
    {
        id: 3,
        title: "Blazer",
```

```
    price: 109,
    colors: [
      {
        code: "lightgray",
        img: "./img/blazer.png",
      },
      {
        code: "green",
        img: "./img/blazer2.png",
      },
    ],
  },
  {
    id: 4,
    title: "Crater",
    price: 129,
    colors: [
      {
        code: "black",
        img: "./img/crater.png",
      },
      // {
      //   code: "lightgray",
      //   img: "./img/crater2.png",
      // },
    ],
  },
  {
    id: 5,
    title: "Hippie",
    price: 99,
    colors: [
      {
        code: "gray",
        img: "./img/hippie.png",
      },
      {
        code: "black",
        img: "./img/hippie2.png",
      },
    ],
  },
];

let choosenProduct = products[0];

const currentProductImg = document.querySelector(".productImg");
```

```

const currentProductTitle = document.querySelector(".productTitle");
const currentProductPrice = document.querySelector(".productPrice");
const currentProductColors = document.querySelectorAll(".color");
const currentProductSizes = document.querySelectorAll(".size");

menuItems.forEach((item, index) => {
  item.addEventListener("click", () => {
    //change the current slide
    wrapper.style.transform = `translateX(${ -100 * index}vw)`;

    //change the choosen product
    choosenProduct = products[index];

    //change texts of currentProduct
    currentProductTitle.textContent = choosenProduct.title;
    currentProductPrice.textContent = "$" + choosenProduct.price;
    currentProductImg.src = choosenProduct.colors[0].img;

    //assing new colors
    currentProductColors.forEach((color, index) => {
      color.style.backgroundColor = choosenProduct.colors[index].code;
    });
  });
});

currentProductColors.forEach((color, index) => {
  color.addEventListener("click", () => {
    currentProductImg.src = choosenProduct.colors[index].img;
  });
});

currentProductSizes.forEach((size, index) => {
  size.addEventListener("click", () => {
    currentProductSizes.forEach((size) => {
      size.style.backgroundColor = "white";
      size.style.color = "black";
    });
    size.style.backgroundColor = "black";
    size.style.color = "white";
  });
});

const productButton = document.querySelector(".productButton");
const payment = document.querySelector(".payment");
const close = document.querySelector(".close");

productButton.addEventListener("click", () => {
  payment.style.display = "flex";

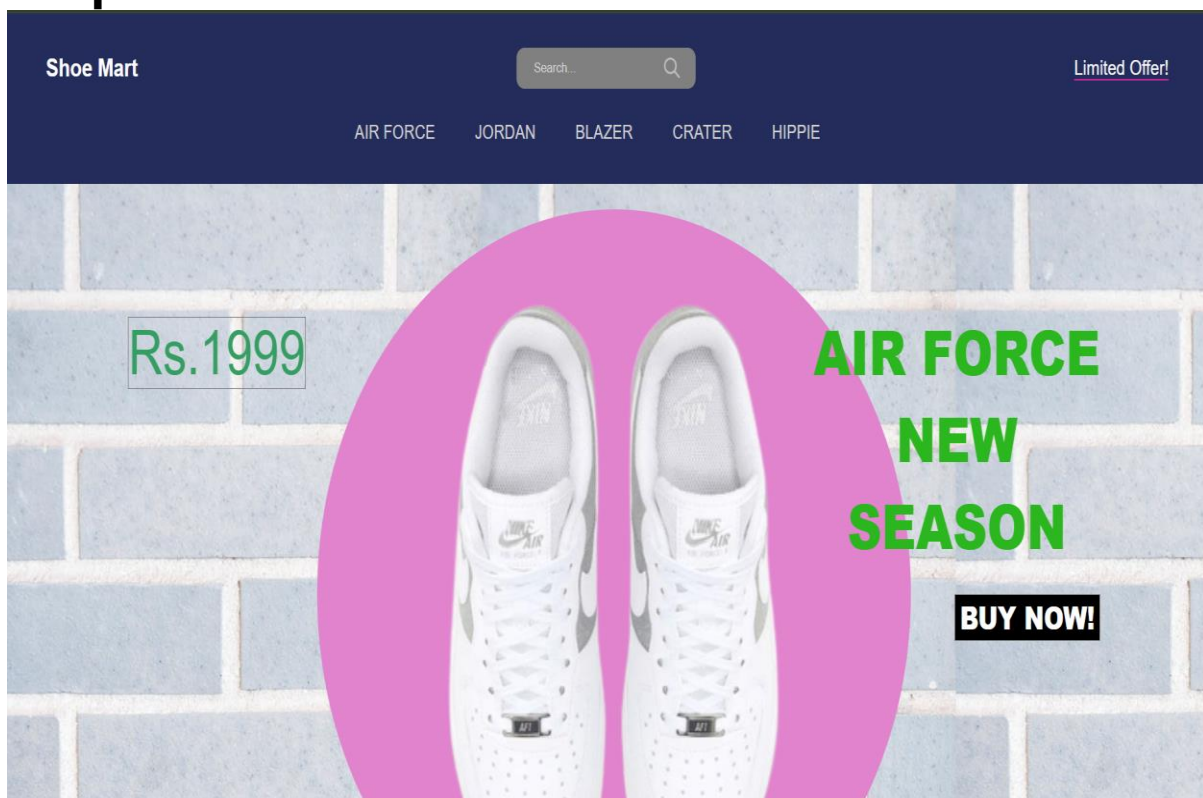
```

```
});  
  
close.addEventListener("click", () => {  
  payment.style.display = "none";  
});
```

The website's source code is well-organized and easy to understand. The HTML code is structured using semantic elements, which makes it accessible and SEO-friendly. The CSS code is organized using a modular approach, which makes it easy to maintain and update. The JavaScript code is used to add interactivity and functionality to the website.

The website's design is clean and modern, with a consistent color scheme and typography. The layout is responsive, which means it adjusts to different screen sizes and devices. The website's user interface is intuitive and easy to use, with clear navigation and calls-to-action.

Output





FREE SHIPPING

Free worldwide shipping on all orders.



30 DAYS RETURN

No question return and easy refund in 14 days.



GIFT CARDS

Buy gift cards and use coupon codes easily.



CONTACT US!

Keep in touch via email and support system.



AIR FORCE

Rs 1999

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BUY NOW!

Be Yourself!



Just Do it!



This is the First Day of



WINTER NEW ARRIVALS

New Season

New Collection

CHOOSE YOUR STYLE



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Conclusion

The Shoe Mart website is a well-designed and functional e-commerce platform that offers a wide range of shoes from various brands. The website's source code is well-organized and easy to understand, and its design is clean and modern. The website's user interface is intuitive and easy to use, with clear navigation and calls-to-action.

However, there are some areas where the website can be improved. For example, the website's loading speed can be optimized by compressing images and minifying code. Additionally, the website's search functionality can be improved by adding filters and sorting options.

Overall, the Shoe Mart website is a great example of a well-designed and functional e-commerce platform. With some minor improvements, the website can provide an even better user experience and increase sales.