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*Web/App Development And Digital  
Marketing*

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**TRAINING/INTERNSHIP/PROJECT  
REPORT**

*Submitted in partial fulfillment of the requirements for*

*the award of the degree Of*

**-BACHELOR OF TECHNOLOGY-**

*In*

COMPUTER SCIENCE ENGINEERING

**By**

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## SUMMARY

The Anveshan Foundation, associated with the Indira Gandhi Delhi Technical University for Women (IGDTUW), recently organized an internship program aimed at providing participants with valuable insights into the fields of web/app development and digital marketing. The internship aimed to equip the participants with the necessary knowledge and skills to excel in these domains.

Throughout the internship, participants were exposed to various aspects of web and app development, including programming languages, software development frameworks, and user interface design. They also gained an understanding of digital marketing strategies, such as search engine optimization (SEO), social media marketing, and content creation.

Upon the successful completion of the internship, participants were required to apply their newly acquired knowledge by developing a project. This project served as a practical demonstration of their skills and understanding of the concepts taught during the program. It provided an opportunity for participants to showcase their creativity and problem-solving abilities in a real-world scenario.

The internship provided a platform for aspiring web/app developers and digital marketers to enhance their expertise and gain hands-on experience. By encouraging the participants to create a project based on their learning, the internship fostered practical application and ensured a well-rounded understanding of the subject matter.

This report provides a comprehensive overview of a project focused on the development and implementation of a personal portfolio website using HTML, CSS, and JavaScript. The project aimed to create a visually appealing and user-friendly website to showcase the individual's skills, experiences, and projects. Through careful planning and requirements gathering, the objectives of the website were defined, and the target audience was identified. The review of literature emphasized the importance of effective web design, user experience, and interactivity in creating a successful personal portfolio.

The proposed project work involved the creation of a one-page website with sections such as the home, introduction, projects, and contact information. HTML was used to structure the content, while CSS was applied to enhance the visual aspects and ensure a consistent design. JavaScript was utilized to add interactivity and dynamic functionality to the website, providing a seamless user experience.

The implementation methodology followed a systematic approach, starting with planning and requirements gathering, followed by design concept creation, HTML structure implementation, CSS styling, JavaScript functionality, content creation, rigorous testing, and deployment. Throughout the process, thorough testing and debugging were conducted to ensure the functionality, usability, and compatibility of the website across different browsers, devices, and screen sizes.

The results of the project demonstrated the successful creation of a visually appealing and user-friendly personal portfolio website. The carefully crafted structure, layout, and design elements effectively showcased the individual's qualifications and achievements. The website's responsive design ensured optimal viewing experience across various devices.

In conclusion, the project provided valuable learning opportunities in web development, including the practical application of HTML, CSS, and JavaScript. The future scope of the project includes further enhancing the website's attractiveness by incorporating advanced CSS styling techniques, expanding content and functionality, and integrating backend technologies such as Supabase for data management. The project also highlights the potential to leverage frameworks like React to create a full-stack website with advanced features.

Overall, the project successfully achieved its objectives of creating a personal portfolio website, serving as a powerful tool for self-promotion, professional growth, and networking. The actual code of the project is available for reference, enabling future development and improvement. By continuously refining and expanding the website, the individual can create a compelling online presence and effectively showcase their capabilities as a web developer.

## INTRODUCTION

- The Anveshan Foundation of IGDTUW conducted an internship program centered around web/app development and digital marketing. The internship aimed to impart knowledge in these domains to the participants.
- Upon completion of the program, participants were required to create a project that demonstrated their understanding of the concepts learned during the internship.
- This practical application of skills provided an opportunity for participants to showcase their abilities and gain hands-on experience in their chosen field.

# Learning Outcomes & OBJECTIVES

*The objectives of the internship program conducted by the Anveshan Foundation of IGDTUW in Web/App Development and Digital Marketing were multifaceted and aimed to provide participants with a comprehensive understanding of these domains. The program focused on equipping interns with practical skills, theoretical knowledge, and industry-relevant experiences to enhance their employability and foster professional growth.*

- **Knowledge Enhancement:** The primary objective of the internship was to expand participants' knowledge and expertise in the fields of web/app development and digital marketing. The program covered a wide range of topics, including programming languages, software development frameworks, user interface design, search engine optimization (SEO), social media marketing, content creation, and more. Through workshops, seminars, and hands-on training, interns were exposed to the latest industry practices and emerging trends, ensuring they gained a solid foundation in these domains.
- **Practical Application:** Along with theoretical learning, the internship program emphasized practical application. Participants were provided with opportunities to work on real-world projects, allowing them to apply their newfound knowledge and skills in a practical setting. By completing project-based assignments, interns were able to hone their problem-solving abilities, develop critical thinking skills, and gain hands-on experience in web/app development and digital marketing.
- **Project Development:** A significant objective of the internship was the completion of a project that showcased the interns' understanding and proficiency in the areas of web/app development and digital marketing. This project-based learning approach encouraged participants to apply the concepts and techniques they had learned throughout the program. By working on a project, interns gained practical experience, enhanced their portfolio, and demonstrated their ability to deliver tangible results.
- **Skill Development:** The internship aimed to foster the development of various skills that are essential for success in web/app development and

digital marketing. Participants had the opportunity to improve their technical skills by gaining proficiency in programming languages, web development frameworks, design principles, and digital marketing tools. Additionally, they developed essential soft skills such as teamwork, communication, problem-solving, and time management, which are highly valued in the professional world.

- **Industry Exposure:** Another objective of the internship was to expose participants to the industry landscape and provide them with insights into the professional practices and requirements of web/app development and digital marketing. This was achieved through interactions with industry experts, guest lectures, and networking opportunities. Interns had the chance to learn from experienced professionals, gain industry perspectives, and understand the latest trends, ensuring they were well-prepared to enter the job market or pursue further education in these fields.
- **Career Advancement:** The internship program aimed to enhance the participants' employability and career prospects. By equipping interns with the necessary skills, knowledge, and practical experience, the program aimed to make them industry-ready professionals. The project developed during the internship served as a valuable addition to their portfolio, showcasing their capabilities to potential employers and increasing their chances of securing rewarding job opportunities or pursuing entrepreneurial ventures.

In summary, the objectives of the Anveshan Foundation internship program in Web/App Development and Digital Marketing were to enhance participants' knowledge, provide practical application opportunities, encourage project-based learning, develop essential skills, expose them to the industry landscape, and advance their careers in these domains. The program aimed to create a well-rounded learning experience that empowered interns with the tools and confidence to succeed in the dynamic and competitive world of web/app development and digital marketing.



# **REVIEW OF LITERATURE**

## **INTRODUCTION:**

The Anveshan Foundation Course of Web Development at Indira Gandhi Delhi Technical University for Women (IGDTUW) aims to provide students with a comprehensive understanding of web development technologies, principles, and practices. This literature review investigates existing resources and studies related to web development courses and their effectiveness, as well as the importance of promoting gender diversity in technical education.

This review of literature aims to provide a detailed exploration of the topics covered throughout the duration of the internship. The program commenced with an introductory session on web development, offering participants a foundational understanding of this dynamic field. Subsequently, the interns delved into the intricacies of HTML, learning its structure, tags, and elements, followed by an in-depth exploration of CSS, where they gained expertise in styling web pages and manipulating their visual presentation.

The curriculum then progressed to the popular front-end framework, Bootstrap, which equipped the participants with the ability to develop responsive and visually appealing websites efficiently. The interns further enhanced their skill set by

The interns further enhanced their skill set by immersing themselves in the world of JavaScript, a fundamental programming language for web development. Through hands-on exercises and projects, they grasped concepts such as variables, functions, DOM manipulation, and event handling, enabling them to add interactivity and dynamic functionality to their web projects.

A significant emphasis was placed on the importance of website responsiveness, considering the proliferation of mobile devices. The interns were introduced to techniques like media queries, flexible grids, and fluid layouts, ensuring their websites adapt seamlessly to different screen sizes and resolutions.

Transitioning from web development to digital marketing, the program dedicated an entire week to provide a comprehensive understanding of this ever-evolving field. The interns were exposed to an overview of digital marketing, including its significance in today's digital landscape, and the key elements of a successful digital marketing strategy. The curriculum delved into the intricacies of planning for digital marketing, encompassing market research, identifying target audiences, and defining marketing objectives. Case studies were presented to exemplify successful digital marketing campaigns across various industries, allowing the interns to gain valuable insights into the

strategies and techniques employed.

In addition, the interns delved into the world of email marketing, learning the art of creating compelling email campaigns, effective content creation, and the measurement of campaign performance. The program also touched upon the dark side of technology, highlighting the ethical considerations and privacy concerns surrounding digital marketing. Simultaneously, it shed light on the promises and possibilities offered by technology, illustrating how it has revolutionized marketing practices.

Social media advertising emerged as another significant facet of digital marketing covered during the internship. The participants gained a comprehensive understanding of social media platforms, their advertising capabilities, and the development of effective strategies to reach and engage target audiences through these channels.

Concluding the program, the interns ventured into the realm of app development. They were introduced to the fundamental principles and concepts, including different types of mobile apps and platforms. The curriculum covered app design, user interfaces, and the app development lifecycle. Participants also explored popular programming languages and frameworks utilized in app development, such as Java, Swift, Kotlin, and React Native.

In summary, the internship program conducted by the Anveshan Foundation of IGDTUW provided participants with a holistic learning experience in web development, digital marketing, and app development. The comprehensive curriculum encompassed introductory sessions, practical exercises, and real-world applications, equipping the interns with the knowledge and skills necessary to excel in these domains.

## **INTRODUCTION TO WEB DEVELOPMENT**

The internship program commenced with a comprehensive and enlightening introductory session on web development, setting the stage for participants to delve into the vast and ever-expanding realm of designing and building websites and web applications. This in-depth review of literature aims to provide an extensive overview of the topics covered during the program, highlighting the significance and multifaceted nature of each aspect within the field of web development.

### **1. HTML (Hypertext Markup Language):**

On the second day of the internship, participants embarked on a detailed exploration of HTML, the foundational language that serves as the backbone of every web page. This immersive training session offered participants a comprehensive understanding of HTML tags, elements, and attributes, enabling them to effectively structure web content with precision and semantic meaning. Through a series of hands-on exercises and practical examples, participants gained proficiency in constructing well-organized web pages, incorporating essential components such as headings, paragraphs, lists, hyperlinks, and images. Furthermore, the session emphasized the importance of semantic markup and its profound impact on search engine optimization, ensuring that websites are not only visually appealing but also easily discoverable by search engines.

### **2. CSS (Cascading Style Sheets):**

Building upon the solid foundation laid during the introductory phase, subsequent days of the internship program were dedicated to a comprehensive exploration of CSS, the dynamic language that enhances the visual appeal and aesthetics of web pages. Participants delved into the core principles of CSS, mastering the intricacies of selectors, properties, and values. They acquired the skills to manipulate various aspects of web page design, including colours, fonts, margins, and padding, thus enriching the overall visual presentation of their creations. The session also covered the CSS box model, equipping participants with the knowledge and techniques required to effectively structure and position elements within a web page. Moreover, the concept of responsive design was introduced, enabling participants to create websites that seamlessly adapt to different screen sizes and devices, providing an enhanced user experience across various platforms.

### **3. Bootstrap:**

To further augment their web development prowess, participants were introduced to Bootstrap, a widely embraced front-end framework known for its efficiency and versatility. The dedicated training sessions provided participants with a comprehensive understanding of Bootstrap's key features and functionalities, empowering them to harness its extensive library of pre-built CSS and JavaScript components. Participants learned how to leverage Bootstrap's robust grid system, navigation bars, forms, buttons, and other UI components to streamline their development process and create visually captivating and responsive websites. By incorporating Bootstrap into their workflow, participants were able to expedite website development while ensuring consistent and professional design aesthetics.

### **4. JavaScript:**

Recognizing the pivotal role of interactivity and dynamic functionality in modern web development, a significant portion of the internship program was devoted to JavaScript, a powerful scripting language that adds life and interactivity to web pages. Participants embarked on a comprehensive journey through the core concepts of JavaScript, acquiring proficiency in syntax, variables, data types, control flow, and functions. Through a combination of theoretical lectures, practical exercises, and real-world examples, participants gained practical experience in utilizing JavaScript to manipulate the Document Object Model (DOM), handle events, and create interactive features that elevate the user experience. Participants also learned how to seamlessly integrate JavaScript with HTML and CSS, resulting in cohesive and engaging web experiences that respond to user interactions.

### **5. Responsiveness of Websites:**

In today's mobile-centric world, the internship program placed significant emphasis on the creation of mobile-friendly websites that adapt seamlessly to various devices and screen sizes. Participants engaged in in-depth sessions on responsive web design, gaining a comprehensive understanding of media queries, flexible grids, and fluid layouts. Through practical exercises and real-world examples, participants acquired essential techniques and best practices for designing and developing

responsive websites. The training emphasized the importance of optimizing the user experience across desktop computers, laptops, tablets, and smartphones, ensuring that websites provide optimal functionality, readability, and visual appeal regardless of the device used. By mastering the art of responsive web design, participants were empowered to create websites that effortlessly adapt to the evolving technological landscape and cater to the diverse needs of users.

*Overall, the internship program provided participants with a holistic and immersive learning experience in the realm of web development. From the foundational concepts of HTML and CSS to the power of JavaScript and the intricacies of responsive design, participants gained a well-rounded skill set to embark on successful careers in this dynamic and ever-evolving field. The program not only equipped participants with the technical knowledge necessary for web development but also fostered creativity, critical thinking, and problem-solving skills, enabling them to tackle real-world challenges with confidence. With hands-on experience and mastery of key technologies and concepts, participants are now well-prepared to contribute to the development of captivating and user-friendly websites and web applications.*

## **DIGITAL MARKETING:**

The internship program dedicated an extensive and transformative week to the study of digital marketing. Throughout this immersive experience, participants delved deep into the multifaceted world of digital marketing, gaining comprehensive knowledge and practical skills in various key areas. The week-long curriculum covered essential topics such as the definition and significance of digital marketing, an overview of its core components, the planning process for successful digital marketing campaigns, case studies showcasing real-world examples, understanding the power of email marketing, exploring the promises and potential pitfalls of technology, and harnessing the potential of social media advertising.

The journey into the work of digital marketing began with an exploration of its fundamental principles and importance in the modern business landscape. Participants gained a clear understanding of what digital marketing encompasses, its key objectives, and how it differs from traditional marketing methods. They learned about the evolution of digital marketing and how it has transformed the way businesses connect with their target audiences. The sessions highlighted the unique advantages of digital marketing, such as its ability to reach a global audience, provide precise targeting, and offer real-time data analytics.

An in-depth overview of digital marketing followed, where participants gained insights into the various components and strategies employed in successful digital marketing campaigns. They explored the different digital channels available, including search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, and influencer marketing. The sessions delved into the advantages and limitations of each channel, providing participants with the knowledge needed to make informed decisions when selecting the most appropriate digital marketing strategies for their specific objectives and target audience.

The planning process for effective digital marketing campaigns was a crucial aspect covered during the week. Participants learned the importance of developing a comprehensive digital marketing strategy that aligns with business goals and objectives. They were introduced to market research techniques, enabling them to identify target audiences, analyse competitors, and gain insights into industry trends. Armed with this knowledge, participants were able to develop well-defined digital marketing plans that encompassed clear objectives, target audience segmentation, messaging, and the selection of appropriate digital channels and tactics.

Case studies played a significant role in the digital marketing module, offering participants the opportunity to gain practical insights from successful digital marketing campaigns across diverse industries. By analysing and deconstructing these case studies, participants were able to understand the strategies, techniques, and best practices employed by leading brands. This exercise provided them with valuable knowledge and inspiration for creating their own effective digital marketing campaigns tailored to their specific business needs.

Understanding email marketing was another pivotal aspect of the curriculum. Participants gained a deep understanding of the power of email as a direct and personalized communication channel with customers. They learned about the different types of email marketing campaigns, including newsletters, promotional emails, and automated email sequences. The sessions covered best practices for creating compelling email content, designing visually appealing email templates, and optimizing email campaigns for maximum engagement and conversions. Additionally, participants gained proficiency in using email marketing tools to segment audiences, track email performance, and measure campaign success.

The program also addressed the impact of technology on digital marketing practices. Participants engaged in thought-provoking discussions about the potential pitfalls and ethical considerations associated with technology-driven marketing. They explored issues such as data privacy concerns, digital ad fraud, and the responsible use of customer data. The sessions also highlighted the promises and possibilities offered by technology, including artificial intelligence, machine learning, automation, and data analytics. Participants gained insights into how these advancements are revolutionizing marketing strategies, enabling personalization, and driving efficiency.

Social media advertising emerged as a critical component of the digital marketing module. Participants gained a comprehensive understanding of various social media platforms, their advertising capabilities, and the strategies for leveraging them effectively. They explored different social media advertising formats, targeting options, and campaign optimization techniques. The sessions emphasized the importance of crafting compelling ad content, utilizing engaging visuals, and leveraging audience insights to create impactful social media advertising campaigns. Participants were also introduced to tools and platforms that enable efficient management and measurement of social media advertising efforts.

By the end of the immersive week in digital marketing, participants had developed a holistic understanding of the field, along with the skills and knowledge needed to thrive in the digital marketing landscape. They had mastered the art of creating effective digital marketing strategies, leveraging email marketing to engage audiences, understanding the potential risks and rewards of technology, and harnessing the power of social media advertising. Equipped with this extensive training, participants were ready to embark on successful careers in the dynamic and ever-evolving field of digital marketing, making a significant impact in the digital realm and contributing to the growth and success of businesses in the digital era.

The week-long curriculum served as a transformative learning experience, providing participants with a comprehensive understanding of digital marketing and empowering them with the tools and insights necessary to excel in this ever-expanding field. With their newfound knowledge and practical skills, participants were well-prepared to navigate the complexities of the digital marketing landscape, adapt to emerging trends, and drive impactful marketing campaigns that connect with target audiences, elevate brands, and generate measurable results.



## **APP DEVELOPMENT**

*During the program, our journey into the world of app development began with a comprehensive introduction to the subject, encompassing a wide range of topics and technologies. One of the key technologies we explored MIT App Inventor, which is a user-friendly, visual programming platform that allows users to create mobile applications for Android devices without the need for traditional coding skills.*

- **Overview of MIT App Inventor:**

MIT App Inventor is an open-source web application developed by the Massachusetts Institute of Technology (MIT). It provides a block-based programming interface, enabling users to drag and drop visual components and program their behaviour through simple blocks.

- **Advantages of Using MIT App Inventor:**

**User-Friendly Interface:** The visual interface of MIT App Inventor makes it accessible to both beginners and experienced developers.

**Rapid Prototyping:** App development becomes faster due to the drag-and-drop approach and pre-built components.

**Real-Time Testing:** Apps can be tested instantly on connected Android devices using the MIT AI Companion app.

**No Coding Background Required:** The platform is suitable for individuals with little to no coding experience, making it an excellent educational tool.

- **App Development Process:**

a. **Setting up the Environment:**

Registering for an MIT App Inventor account.

Downloading the MIT AI Companion app on the Android device.

b. **Designing the App Interface:**

Creating screens and adding components such as buttons, labels, images, and text boxes.

Adjusting the layout and appearance using the component properties.

c. **Programming the App Behaviour:**

Utilizing event handlers (e.g., button clicks) to define the app's behaviour.

Using blocks to implement logic, calculations, and data manipulation.

d. Testing the App:

Connecting the Android device to MIT App Inventor via the MIT AI Companion app. Testing the app in real-time on the connected device to check its functionality.

Throughout the program, we were not only introduced to the technical aspects of app development but also learned about the essential design principles that contribute to a successful and user-friendly app. We explored the importance of creating intuitive user interfaces, implementing smooth and responsive animations, and ensuring the functionality and usability of our apps. By understanding these fundamental concepts, we gained insights into the user-centric approach required for building engaging and enjoyable app experiences.

Overall, the program provided us with a solid foundation in app development. Through hands-on exercises and practical examples, we gained a deeper understanding of the app development process and learned how to leverage these technologies to bring our ideas to life. The knowledge and experience gained during the program will undoubtedly serve as a strong springboard for our future endeavours in the exciting and ever-evolving field of app development.

# **PROPOSED PROJECT WORK**

## **Introduction:**

Welcome to our online shopping website, where convenience meets endless possibilities! Step into a world of seamless retail therapy, where you can discover a vast assortment of products, from trendy fashion pieces to cutting-edge gadgets and everything in between. We are thrilled to bring you an unparalleled shopping experience, right from the comfort of your own home.

At our online store, we believe that shopping should be enjoyable, stress-free, and tailored to your unique preferences. That's why we've curated an extensive collection of top-quality products, sourced from renowned brands and trusted suppliers. Whether you're looking for the latest fashion trends to elevate your style, innovative tech gadgets to stay ahead of the curve, or thoughtful gifts to delight your loved ones, we have something to suit every taste and need.

Say goodbye to crowded malls, long queues, and the hassle of searching for parking spaces. Our user-friendly website is designed to make your shopping journey a breeze. With intuitive navigation, powerful search tools, and secure payment options, you can find and purchase your favourite items in just a few clicks.

As you explore our virtual aisles, you'll discover exclusive deals, exciting promotions, and seasonal offers that will make your shopping experience even more rewarding. Our dedicated customer support team is always on standby to assist you with any queries or concerns, ensuring that your satisfaction remains our top priority.

Embrace the convenience of modern-day shopping without compromising on quality or variety. We take pride in delivering an exceptional online shopping experience that leaves you coming back for more.

Thank you for choosing our online shopping website. Get ready to embark on a shopping journey like no other, where your desires are just a click away!

# NAVBAR SECTION:

1. Logo: At the top left corner of the navbar, you will find the Amazon logo, which serves as a link to the homepage. Clicking on the logo allows users to return to the main landing page from any other section of the website.
2. Search Bar: Located prominently at the center of the navbar, the search bar enables users to quickly search for products, brands, or specific keywords. Users can enter their search queries and hit the search button or press "Enter" to view relevant search results.
3. Departments or Categories: On the right side of the navbar, you'll find a dropdown menu or a list of main product categories, such as "Electronics," "Books," "Fashion," "Home & Kitchen," "Toys & Games," and more. Hovering over or clicking on these categories reveals subcategories, allowing users to explore a wide range of products within their area of interest.
4. Your Account: To the right of the categories menu, you'll typically find a link or icon representing the user's account. Clicking on it allows users to sign in or create an account. Once logged in, users can access their account information, order history, wish lists, and other personalized features.
5. Cart: Adjacent to the account section, there is usually an icon or link indicating the user's shopping cart. Clicking on it displays a summary of the items currently in the cart, as well as the total price. Users can proceed to checkout or manage their cart contents from this section.
6. Language and Country Selection: In some versions of Amazon's website, there might be an option to select the preferred language and country. This feature allows users to shop in their native language and view products available in their region.
7. Sign-In Options: On the right end of the navbar, there may be additional links or icons for signing in or registering as a new customer. This area might also include links to help pages, customer service, or Amazon Prime membership information.

Kharido's navbar is designed for easy accessibility and quick navigation, allowing users to move seamlessly through the website's extensive catalog and find the products they desire efficiently. Note that the actual design and layout of the navbar might have evolved or changed since my last update, so for the most current information, it's best to visit Amazon's website directly.

# PANEL SECTION

1. **Product Panels:** On product pages, you'll typically find a panel that displays detailed information about the product being viewed. This panel may include the product's title, images, price, availability, product description, customer reviews, and seller information.
2. **Recommended Products Panel:** often includes panels that suggest related or recommended products based on the user's browsing and purchase history. These recommendation panels aim to personalize the shopping experience and help users discover items they might be interested in.
3. **Deal of the Day Panel:** frequently features a "Deal of the Day" panel on its homepage or category pages. This panel highlights a specific product or set of products that are offered at discounted prices for a limited time.
4. **Top Picks Panel:** Some pages, especially in categories like electronics or books, may have panels showcasing the top-rated or best-selling products in that category.
5. **Amazon Prime Panel:** As a prominent feature of Amazon's website, a panel may be dedicated to promoting the benefits of Prime membership, offering quick links to sign up or learn more about the membership program.
6. **Ads and Promotions Panels:** Amazon utilizes panels to display advertisements for its own products, services, or promotions. Additionally, third-party sellers might use sponsored ads displayed in panels to promote their products on Amazon's platform.
7. **Navigation Panels:** Amazon's website often includes navigation panels or menus that provide links to different sections of the site, such as "Your Account," "Customer Service," "Help," and "Prime Video."
8. **Shopping Cart Panel:** When a user adds items to their shopping cart, a panel may appear showing the cart's contents and the total price. This panel allows users to review and adjust their cart before proceeding to checkout.

It's important to note that website designs are subject to change, and the specific panels and their layout might have evolved since my last update. To see the current layout and design of Kharido's website, it's best to visit the site directly.

# MAIN SECTION:

The "Products" section in the footwear website is a central and essential part of the overall user experience. It serves as the primary destination for users to explore the diverse range of footwear offerings available on the website. Here's a comprehensive guide on how to create an effective and user-friendly "HERO" section:

- **Clear Categorization:** Organize footwear products into clear and relevant categories.

Common categories could include men's shoes, women's shoes, kids' shoes, sports shoes, casual shoes, formal shoes, boots, sandals, and more. This categorization helps users quickly find the type of items they are interested in.

- **Navigation and Filters:** Implement user-friendly navigation and filtering options. Allow users to easily switch between different categories and apply filters such as size, color, price range, brand, and style. This makes it convenient for users to narrow down their search and find the perfect items.

- **High-Quality Images:** Use high-resolution images that showcase the footwear products from different angles. Clear and appealing visuals allow users to get a better sense of the shoe's design, color, and texture, thereby increasing the likelihood of making a purchase.

- **Product Descriptions:** Provide detailed and informative product descriptions for each good. Include essential details such as materials used, features, sizing guide, and care instructions.

This helps users make informed decisions and reduces the likelihood of returns due to damage.  
misaligned expectations.

## FOOTER SECTION

. The footer is located at the bottom of every page on the website and is consistent across most of Kharido's webpages. Here's a description of what you might find in the footer section of Kharido:

1. Navigation Links: The footer usually includes a set of navigation links that allow users to explore different sections of the website. Common links might include "About Us," "Careers," "Press Releases," "Investor Relations," "Sell on Kharido," and "Kharido Devices."

2. Help & Customer Service: This section provides links to Kharido's customer service and help resources. Users can find links for "Your Orders," "Shipping Rates & Policies," "Returns & Replacements," "Manage Your Content and Devices," and other support-related pages.

3. Kharido Payment Products: Kharido often features links to its various payment products and services. These may include "Kharido Rewards Visa Signature Cards," "Kharido.com Store Card," "Kharido Business Card," and "Kharido Business Line of Credit."

4. Language and Region Settings: In the footer, you may find a dropdown menu or links to change the website's language or region settings. This feature allows users to view the website in different languages and shop from Kharido's various regional stores.

5. Privacy Notice and Terms of Use: Kharido is committed to safeguarding user privacy and provides links to its Privacy Notice and Terms of Use in the footer section. Users can learn more about how their data is collected, used, and protected while using the platform.

6. Conditions of Use & Sale: Kharido's Conditions of Use and Conditions of Sale are essential legal documents outlining the rules and terms for using the website and making purchases. Links to these documents are typically included in the footer.

7. Kharido Affiliate Program: If applicable, the footer may contain information about Kharido's affiliate program, where website owners can earn commissions by promoting Kharido products on their sites.

8. Kharido Mobile App: In the footer, there might be links to download the Kharido mobile app for convenient shopping on smartphones and tablets.

9. Social Media Links: Kharido usually provides links to its official social media profiles (e.g., Facebook, Twitter, Instagram) so users can stay connected and receive updates on deals and promotions.

## Login Form Section:

The "Login Form" section in the footwear website is a critical element that enables users to access their accounts, view personalized information, and manage their preferences. Here's a comprehensive guide on how to design an effective and user-friendly "Login Form" section:

- **Simple Design:** Keep the design of the login form clean and straightforward. Use a minimalist layout with clear labels for each input field.
- **Username and Password Fields:** Include input fields for users to enter their username/email and password. Use appropriate placeholders within the fields to guide users on what information to provide.
- **Password Recovery:** Provide a link to the password recovery or reset page. If users forget



their passwords, this link allows them to initiate the process to regain access to their accounts.

- **Social Media Login:** Optionally, consider integrating social media login options (e.g., "Sign In with Google" or "Sign In with Facebook"). This provides a convenient and quick login alternative for users.

- **"Create Account" Link:** Include a link to the registration or sign-up page for new users who don't have an account yet. Make it clear that they can create an account if they are new to the website.

- **Privacy and Security Information:** Assure users that their data is protected and include a link to the website's privacy policy to instil trust in the login password.

## Use of html and CSS:

1. The combination of HTML and CSS in Food Shop website allows for a delightful experience. The HTML defines the structure and content, while CSS applies the visual design and styling, resulting in an inviting and engaging website that leaves visitors craving the delectable culinary delights offered by the food shop.
2. HTML (Hypertext Markup Language) serves as the backbone of web pages, defining their structure and content. It accomplishes this through a system of tags and elements, where each tag represents a specific type of content or function.
3. HTML's rich set of tags and elements enables developers to structure web pages logically, making them easy to read, maintain, and understand. By defining the content's hierarchy, HTML ensures that web browsers can interpret the page correctly and display it appropriately to users. The

content's semantic structure also plays a crucial role in search engine optimization and ensures a positive user experience.

4. CSS (Cascading Style Sheets) is a powerful language used to provide styling and presentation to HTML elements, enhancing the visual appearance and layout of web pages. CSS achieves this by applying styles to HTML elements, allowing developers to control colors, fonts, spacing, positioning, and other visual aspects of the content. Here's how CSS provides styling:
  - a. Selection of HTML Elements: CSS targets HTML elements through selectors. Selectors can be based on element names, classes, IDs, attributes, and more. This allows developers to apply styles to specific elements or groups of elements.
  - b. Property-Value Pairs: CSS styling is defined in the form of property-value pairs. Each property specifies a visual attribute (e.g., color, font-size, margin), and the value determines how the attribute should be applied (e.g., blue, 16px, 20px).
  - c. External or Embedded Stylesheets: CSS can be added to an HTML document in three ways: external stylesheets, embedded styles, and inline styles. External stylesheets are separate CSS files linked to the HTML document, allowing for centralized styles and easy maintenance. Embedded styles are placed directly within the `<style>` element in the HTML document. Inline styles are applied directly to HTML elements using the style attribute.
  - d. Selectors and Rules: CSS uses selectors to target specific HTML elements or groups of elements. Each selector is followed by a set of rules enclosed in curly braces `{}`. Within the rules, one or more property-value pairs define the desired style.
5. By applying CSS styles to HTML elements, developers can create visually appealing, consistent, and responsive web pages. CSS empowers web designers to customize the look and feel of their websites, making it an indispensable tool for web development. The separation of content (HTML) from presentation (CSS) also enables efficient maintenance and updates, ensuring that websites remain visually appealing and engaging to users.

# Digital Marketing:

*By leveraging the Food Shop website in their digital marketing strategies, the food shop gains a competitive edge in the digital landscape. The website becomes a central hub for branding, customer engagement, lead generation, and data analysis, empowering the food shop to reach a broader audience, build lasting relationships with customers that significantly boosts the effectiveness of the shop's marketing efforts, and achieve success in the competitive culinary market.*

## IMPLEMENTATION

*Implementing a successful shopping website requires careful planning, design, and execution. Here's a step-by-step guide on how to implement a shopping website effectively:*

- **Market Research:** Conduct thorough market research to understand your target audience, their preferences, and the competitive landscape. Identify key trends, customer pain points, and opportunities that will shape your website's design and content strategy.
- **Define Website Goals:** Clearly outline the objectives of your footwear website. Whether it's

increasing online sales, driving foot traffic to physical stores, or building brand awareness, having clear goals will guide the entire implementation process.

- **Choose a Domain and Hosting:** Select a domain name that reflects your brand and is easy for customers to remember. Choose a reliable web hosting service to ensure your website is fast and accessible to users.

- **Website Design and Development:** Work with professional web designers and developers to create a visually appealing and user-friendly website. Ensure the design aligns with your brand identity, and the layout is intuitive for easy navigation.

- **Product Catalogue and Descriptions:** Create a comprehensive product catalogue with high quality images and detailed descriptions for each item. Include essential product information like sizes, colours, materials, and pricing.

- **Mobile Optimization:** Optimize your website for mobile devices to provide a seamless experience for users browsing on smartphones and tablets.

- **Social Media Integration:** Integrate social media buttons and sharing options on your product pages to encourage customers to share your products with their networks.

- **Customer Support and Feedback:** Provide clear contact information and a customer support system to address inquiries and concerns promptly. Encourage customers to leave reviews and feedback to build social proof.

By following these steps and staying committed to delivering a top-notch customer experience, your footwear website can thrive and achieve success in the competitive online market.

- **Interactive Elements:** Implement interactive features, such as hover effects on menu items, smooth scrolling, and engaging animations to enhance user experience.
- **Contact Form and Social Media Integration:** Create a functional contact form for inquiries and feedback. Integrate social media links to allow visitors to follow the food shop's updates.
- **Testing and Debugging:** Conduct thorough testing to ensure the website functions correctly and is compatible with various browsers and devices. Address any issues or bugs found during testing.
- **Deployment:** Host the website on a web server and make it publicly accessible. Ensure the domain name is registered and set up correctly.

## ***PROPOSED METHODOLOGY***

Proposing a methodology for the development and implementation of a website involves outlining the systematic approach and steps to ensure the website's success. Here's a comprehensive methodology:

### **Project Planning:**

- Define the project scope, goals, and objectives of the footwear website.
- Conduct a feasibility study to assess resources, budget, and timeline.
- Create a project plan with specific tasks, responsibilities, and milestones.

### **Market Research and Analysis:**

- Conduct market research to understand the target audience, their preferences, and buying behavior.
- Analyze competitors' websites to identify strengths, weaknesses, and opportunities for differentiation.

### **Information Architecture and Wireframing:**

- Design the website's information architecture to ensure a logical and user-friendly structure.
- Create wireframes to visualize the layout and user interface of key pages.

### **Website Design:**

- Collaborate with professional web designers to create a visually appealing and brand-aligned design.
- Ensure the design is responsive and optimized for mobile devices.

### **Content Creation:**

- Develop engaging and informative content for product descriptions, blog posts, and other

relevant sections.

- Optimize content for SEO by incorporating relevant keywords.

### **E-commerce Integration:**

- Choose an appropriate e-commerce platform and integrate it into the website.
- Set up a secure and user-friendly payment gateway for smooth transactions.

### **Product Catalog and Inventory Management:**

- Create a comprehensive product catalogue with high-quality images, detailed descriptions, and relevant attributes.
- Implement an inventory management system to track stock availability.

### **Customer Support and Feedback:**

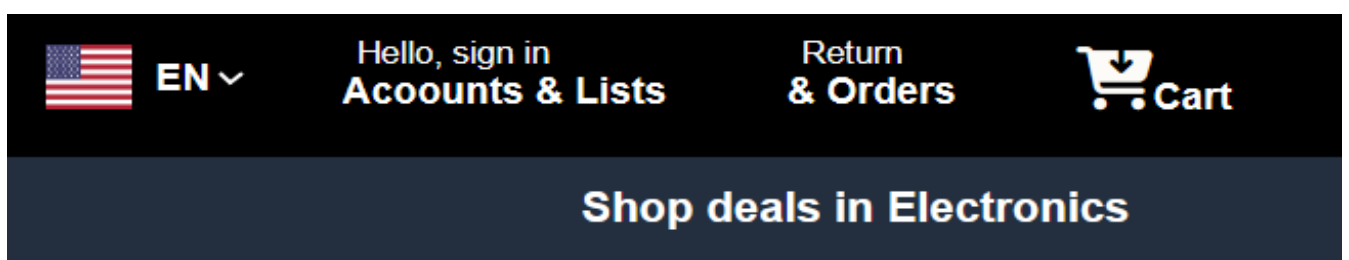
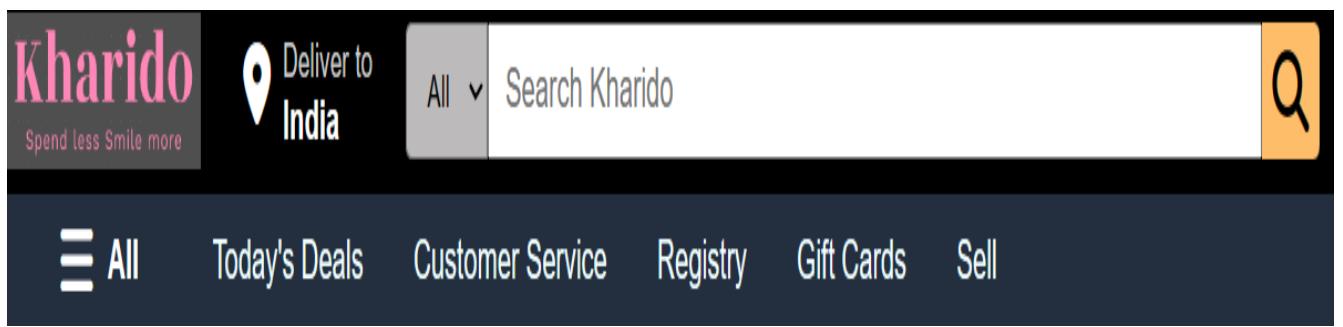
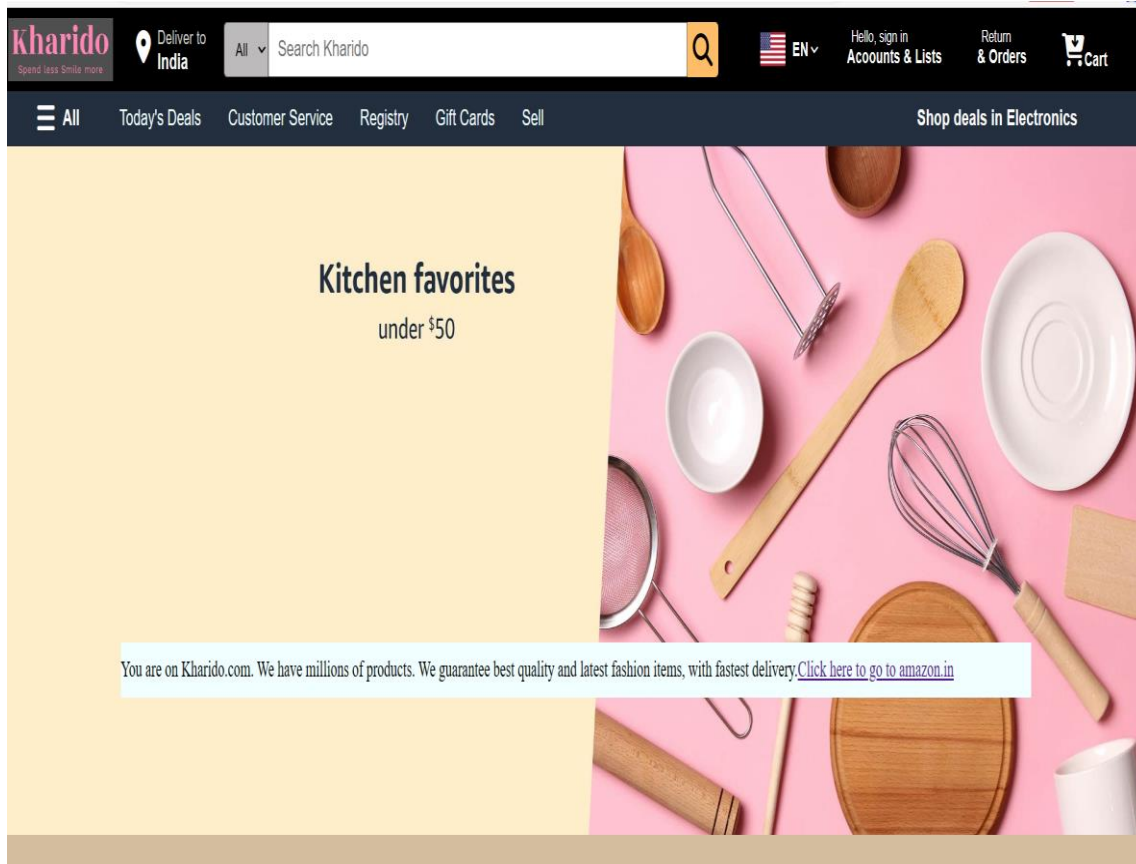
- Set up a customer support system to address inquiries and concerns promptly.
- Encourage customers to provide feedback and reviews
  - **Design and Wireframing:** Create wireframes and design mockups to visualize the website's layout and appearance. Finalize the color scheme, typography, and graphics to achieve the desired design.
  - **Incremental Development:** Adopt an incremental development



approach, where you build the website in small, manageable increments. Begin with the core features, such as the header, hero section, and basic navigation, before moving on to other sections.

- **Version Control:** Use version control systems (e.g., Git) to track changes and maintain code history. This allows you to work on different features simultaneously and roll back changes if needed.
- **Documentation:** Maintain documentation for the project, including design decisions, code comments, and any other relevant information.

## RESULT/ OUTPUT



### Fashion



[See More](#)

### Kid's Section



[See More](#)

### Cute Lil Pets



[See More](#)

### Makeup



[See More](#)

### Home Decor



[Explore](#)

### Toiletries



[Explore](#)

### Electronic Gadgets



[Explore](#)

### Health and Fitness



[Explore](#)

Get your own personalised recommendations

**Sign-in**

New customer? [Start here](#)

[Back to Top](#)

#### Get To Know

Career

Blog

About Kharido

Investor Relations

Our Devices

#### Make Money with Us

Sell products on Kharido

Sell apps on Kharido

Advertise your products

Self Publish with Us

Host a hub

#### Kharido Payment Products

Premier Buyer

Business Card

Currency Converter

Reload your Balance

Shop with Points

**HOVERING BUTTON**

Get your own personalised recommendations

**Sign-in**

New customer? [Start here](#)

[Back to Top](#)


**Clicking on new start leads to:**

# Welcome, dear customer to Kharido.com

**Signing-in will help us improvise your shopping experience.**

First Name  Second Name

Age

Date of Birth  

Email

Password

**Let us know your ideal fit!**

- ☐ Small
- ☐ Medium
- ☐ Large

Your Favorite color most of the days?

**Reset**

**Submit**



## CONCLUSION

This project has been a profound and enriching learning journey, enabling me to put theoretical knowledge into practical use and manifest my skills and accomplishments into a tangible Shopping website.

Creating this website has boosted my confidence and competence, allowing me to effectively demonstrate my capabilities to potential employers, clients, and collaborators, thus unlocking new prospects in the digital realm.

Looking ahead, I am determined to continually enhance and expand the website, integrating fresh projects while refining my abilities further.

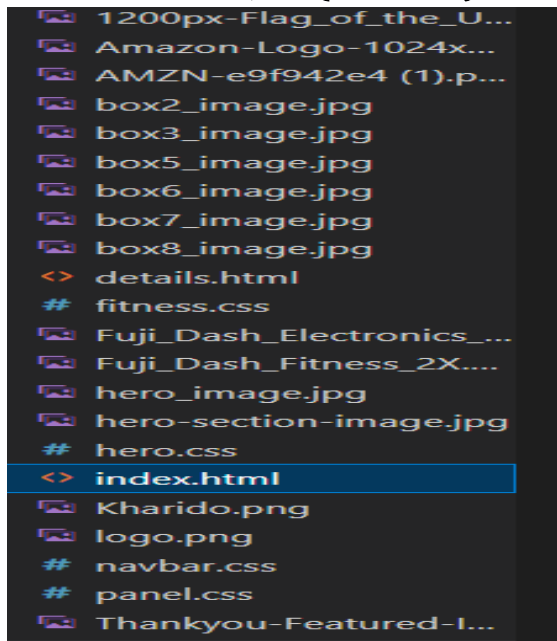
This project has established a strong footing for my career as a web developer and has ignited a fervour for continuous growth and advancement in my field.

*I am eager to learn new technologies in web- D and make more projects to practice existing skills.*

## **SUGGESTIONS AND FUTURE SCOPE**

1. **Expansion of Kharido Web Services (KWS):** KWS is Kharido's cloud computing platform and a significant contributor to the company's revenue. The demand for cloud services was expected to grow, and Kharido could have focused on expanding its KWS offerings to cater to various industries and business needs.
2. **Continued E-commerce Dominance:** Kharido has been a dominant force in the e-commerce space, and it was likely to continue expanding its product range, logistics capabilities, and global reach to maintain its competitive edge.
3. **AI and Robotics Integration:** With its acquisitions of AI and robotics companies, Kharido had been integrating advanced technologies into its operations, such as warehouse automation, drone delivery, and personalized shopping experiences. The company could have continued investing in cutting-edge technologies to streamline processes and improve customer experiences.
4. **Healthcare and Pharmacy Services:** Kharido had been exploring opportunities in the healthcare sector, such as its acquisition of PillPack, an online pharmacy. The company might have expanded its presence in the healthcare space by exploring telemedicine services, medical supply distribution, and other health-related initiatives.
5. **Entertainment and Media:** Kharido Prime Video and Kharido Studios were gaining popularity, and the company could have invested further in producing original content and expanding its entertainment offerings to compete with other streaming platforms.
6. **Physical Retail Innovations:** Despite its digital dominance, Kharido had been experimenting with physical retail concepts like Kharido Go stores and Kharido Fresh supermarkets. The company might have continued refining and expanding these concepts in the future.
7. **International Growth:** Kharido's global presence was already extensive, but there were still untapped markets and regions where the company could have expanded its operations and customer base.
8. **Sustainability and Environmental Initiatives:** Kharido faced criticism over its environmental impact, and the company had committed to becoming carbon-neutral by 2040. Future developments might include further investments in renewable energy, eco-friendly packaging, and sustainable practice.

## ANNEXURE (CODE)



## HTML

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <meta name="viewport" content="width=device-width, initial-scale=1.0">
6   <title> Kharido.com. Spend less Smile more </title>
7   <link rel="icon" href="logo.png">
8   <link rel="stylesheet" href="navbar.css">
9   <link rel="stylesheet" href="panel.css">
10  <link rel="stylesheet" href="hero.css">
11  <script src="https://kit.fontawesome.com/32dc70efaa.js" crossorigin="anonymous"></script>
12  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.0/css/all.min.css"
13    integrity="sha512-iecLmaskl7CVkqkXNQ/ZH/XLlvWZOJyj7Yy7tcenmpD1ypASozpmT/E0iPtmFIB46ZmdtAc9eNBvH0H/ZpiBw=="
14    crossorigin="anonymous" referrerpolicy="no-referrer" />
15 </head>
16 <body>
17   <header>
18   <nav class="nav-bar" id="Navigation">
19     <div class="nav-box1 box"></div>
20     <div class="nav-box2 box">
21       <div class="box2-left"> <i class="fa-solid fa-location-dot fa-xl" style="color: ■white"></i></div>
22       <div class="box2-right">
23         <p class="first-box2"> Deliver to </p>
24         <p class="second-box2"> India </p>
25       </div>
26     </div>
27     <div class="nav-box3">
28       <select name="" id="" class="nav-select">
29         <option value=""> All </option>
30       </select>
31       <input type="search" placeholder="Search Kharido" class="nav-input">
32       <div class="box3-icon">
33         <i class="fa-solid fa-magnifying-glass fa-xl" style="color: □black"></i></div>
34     </div>
35     <div class="nav-box4 box">
36       
37       <select class="box4-select"> <option> EN </option></select>
```



```

37     <select class="box4-select"> <option> EN </option></select>
38 </div>
39 <div class="nav-box5 box">
40     <p class="box-first"> Hello, sign in</p>
41     <p class="box-second"> Acoounts & Lists </p>
42 </div>
43 <div class="nav-box6 box">
44     <p class="box-first"> Return </p>
45     <p class="box-second"> & Orders </p>
46 </div>
47 <div class="nav-box7 box">
48     <i class="fa-solid fa-cart-arrow-down fa-xl" style="color: ■#fcfbf8;"></i>
49     <p> Cart </p>
50 </div>
51
52 </nav>
53 <div class="panel">
54     <div class="panel1 box"> <i class="fa-solid fa-bars fa-xl" style="color: ■white;"></i>
55     | <p> <b> All </b></p>
56     </div>
57     <div class="panel2" style="color: ■azure">
58     | <p class="box"> Today's Deals</p>
59     | <p class="box"> Customer Service</p>
60     | <p class="box"> Registry </p>
61     | <p class="box"> Gift Cards</p>
62     | <p class="box"> Sell </p>
63     </div>
64     <div class="panel3 box">
65     | <p> Shop deals in Electronics </p>
66     </div>
67 </div>
68 </header>
69 <main>
70     <div class="hero">
71     | <div class="hero-box">
72     | | You are on Kharido.com. We have millions of products.

```

```
72         You are on Kharido.com. We have millions of products.
73         We guarantee best quality and latest fashion items, with fastest delivery.
74         <a href="" > Click here to go to amazon.in </a>
75     </div>
76 </div>
77 <div class="shopping">
78     <div class="shop-box">
79         <div class="box-content box">
80             <h2> Fashion </h2>
81             
82             <a href=""> See More </a>
83         </div>
84     </div>
85     <div class="shop-box">
86         <div class="box-content">
87             <h2> Kid's Section </h2>
88             
89             <a href=""> See More </a>
90         </div>
91     </div>
92     <div class="shop-box">
93         <div class="box-content">
94             <h2> Cute Lil Pets </h2>
95             
96             <a href=""> See More </a>
97         </div>
98     </div>
99     <div class="shop-box box">
100         <div class="box-content">
101             <h2> Makeup </h2>
102             
103             <a href=""> See More </a>
104         </div>
105     </div>
```

```

05 </div>
06 <div class="shop-box box">
07 <div class="box-content">
08 <h2> Home Decor </h2>
09 
10 <a href=""> Explore </a>
11 </div>
12 </div>
13 <div class="shop-box box">
14 <div class="box-content">
15 <h2> Toiletries </h2>
16 
17 <a href=""> Explore </a>
18 </div>
19 </div>
20 <div class="shop-box box">
21 <div class="box-content">
22 <h2> Electronic Gadgets </h2>
23 
24 <a href=""> Explore</a>
25 </div>
26 </div>
27 <div class="shop-box box">
28 <div class="box-content">
29 <h2> Health and Fitness </h2>
30 
31 <a href="http://127.0.0.1:5500/health.html"> Explore </a>
32 </div>
33 </div>
34 </div>
35 <br>
36 <div class="sign-in">
37 <p> Get your own personalised recommendations </p>
38 <button> Sign-in </button>
39 <p> New customer? <a href="http://127.0.0.1:5500/details.html"> Start here </a></p>
40 <br>

```

```
141 </div>
142 </main>
143 <footer>
144   <div class="top">
145     <a href="#Navigation"> Back to Top </a>
146   </div>
147   <div class="customer">
148     <div class="cust1">
149       <ul class="heading"> Get To Know </ul>
150       <ul class="base"> Career </ul>
151       <ul class="base"> Blog </ul>
152       <ul class="base"> About Kharido </ul>
153       <ul class="base"> Investor Relations </ul>
154       <ul class="base"> Our Devices </ul>
155
156     </div>
157     <div class="cust1">
158       <ul class="heading"> Make Money with Us </ul>
159       <ul class="base"> Sell products on Kharido </ul>
160       <ul class="base"> Sell apps on Kharido </ul>
161       <ul class="base"> Advertise your products </ul>
162       <ul class="base"> Self Publish with Us </ul>
163       <ul class="base"> Host a hub </ul>
164
165     </div>
166     <div class="cust1">
167       <ul class="heading"> Kharido Payment Products </ul>
168       <ul class="base"> Premier Buyer </ul>
169       <ul class="base"> Business Card </ul>
170       <ul class="base"> Currency Converter </ul>
171       <ul class="base"> Reload your Balance </ul>
172       <ul class="base"> Shop with Points </ul>
173
174     </div>
175   </div>
176 </footer>
177 </body>
178 </html>
179
```

## HTML FOR FORM

```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta name="viewport" content="width=device-width, initial-scale=1.0">
6      <title> Sign-In</title>
7  </head>
8  <body style="background-color: ■rgb(221, 195, 161);">
9      <h1 style="color: □black"> Welcome, dear customer to Kharido.com</h1>
10     <h2 style="color: ■brown;"> Signing-in will help us improvise your shopping experience. </h2>
11     <form action="">
12         <label for=""> First Name </label>
13         <input type="text">
14         <label for=""> Second Name </label>
15         <input type="text">
16         <br> <br>
17         <label for=""> Age</label>
18         <input type="number">
19         <br> <br>
20         <label for=""> Date of Birth</label>
21         <input type="date">
22         <br> <br>
23         <label for=""> Email </label>
24         <input type="email">
25         <br> <br>
26         <label for=""> Password </label>
27         <input type="password">
28         <h3>
29             <pre style="color: ■blueviolet"> Let us know your ideal fit!</pre>
30         </h3>
31         <input name="Size" type="radio">
32         </h3>
33         <input name="Size" type="radio">
34         <label for=""> Small </label> <br>
35         <input name="Size" type="radio">
36         <label for=""> Medium </label> <br>
37         <input name="Size" type="radio">
38         <label for=""> Large </label> <br>
39         <label for="color"> Your Favorite color most of the days?</label>
40         <input id="color" type="color">
41         <br><br>
42         <input type="reset" style="background-color: ■crimson" style="font-family: 'Franklin Gothic Medium', 'Arial Narrow', Arial, sans-serif;"
43         style="font-size: 5px;">
44         <input type="submit" style="background-color: ■crimson" style="font-family: Verdana, Geneva, Tahoma, sans-serif;">
45         </form> <br><br>
46         
47     </body>
48 </html>
```

## CSS FOR NAVBAR:

```
1  *{
2      padding: 0;
3      margin: 0;
4      box-sizing: border-box;
5  }
6  .box{
7      border: 2px solid transparent;
8  }
9  }
10 .box:hover{
11     border: 1.5px solid white;
12     transition: 0.3s;
13 }
14 .nav-bar{
15     background-color: black;
16     height: 60px;
17     display: flex;
18 }
19 }
20 .nav-box1{
21     background-image: url(Kharido.png);
22     background-position: center;
23     background-repeat: no-repeat;
24     background-size: contain;
25     height: 50px;
26     width: 130px;
27     margin-top: 5px;
28 }
29 .nav-box2{
30     display: flex;
31     padding-left: 10px;
32     padding-right: 10px;
33 }
34 .box2-left{
35     /*location icon*/
36     padding-top: 18px;
37     margin-left: 15px;
```


```
margin-left: 15px;
}
.box2-right{
margin-left: 8px;
padding-top: 12px;
}
.first-box2{ /* Deliver to*/
font-family: Arial, Helvetica, sans-serif;
font-size: 14px;
color: ■ #cccccc;
}
.second-box2{ /*India*/
font-family: Arial, Helvetica, sans-serif;
font-size: 16px;
font-weight: 700;
color: ■ #FFFFFF;
}
.nav-box3{
display: flex;
margin-left: 10px;
width: 600px;
justify-content: space-evenly;
height: 40px;
border: none;
margin-top: 10px;
}
.nav-select{
padding: 10px;
background-color: ■ rgb(188, 186, 186);
border-top-left-radius: 4px;
border-bottom-left-radius: 4px;
}
.nav-input{
padding: 10px;
```




```
69 .nav-input{
70     padding: 10px;
71     font-size: 16px;
72     width: 100%;
73     font-family: Arial, Helvetica, sans-serif;
74 }
75 .box3-icon{
76     width: 45px;
77     align-items: center;
78     display: flex;
79     justify-content: center;
80     background-color: #febd69;
81     border-top-right-radius: 4px;
82     border-bottom-right-radius: 4px;
83 }
84 .nav-box4{
85     align-items: center;
86     display: flex;
87     justify-content: center;
88     margin-left: 50px;
89 }
90
91 .nav-box4 img{
92     width: 30px;
93     height: 25px;
94     margin-right: 5px;
95 }
96 .box4-select{
97     font-family: Arial, Helvetica, sans-serif;
98     font-size: 14px;
99     font-weight: 600;
100    background-color: black;
101    color: white;
102    border: none;
103 }
```



```
111 .box-first {
112     font-family: Arial, Helvetica, sans-serif;
113     font-size: 12px;
114     color: ■white;
115     margin-left: 5px;
116 }
117 .box-second {
118     font-family: Arial, Helvetica, sans-serif;
119     font-size: 14px;
120     color: ■white;
121     font-weight: 700;
122 }
123 .nav-box6 {
124     padding-left: 10px;
125     padding-right: 10px;
126     margin-top: 12px;
127     margin-left: 20px;
128 }
129 .nav-box7{
130     margin-left: 20px;
131     padding-left: 10px;
132     padding-right: 10px;
133     padding-top: 4px;
134     padding-bottom: 4px;
135 display: flex;
136 align-items: center;
137 }
138 .nav-box7 p{
139     color: ■white;
140     font-family: Arial, Helvetica, sans-serif;
141     font-size: 14px;
142     font-weight: 700;
143     padding-top: 15px;
144 }
```

## PANEL-BAR CSS

# panel.css >  .heading

```
1  .panel {
2      height: 40px;
3      background-color:  #232f3e;
4      display: flex;
5      align-items: center;
6      justify-content: space-evenly;
7      font-family: Arial, Helvetica, sans-serif;
8      padding: 4px 10px;
9
10
11 }
12 .panel1{
13     display: flex;
14     color:  white;
15     align-items: center;
16 }
17 .panel1 p{
18     margin-left: 10px;
19 }
20 .panel2 {
21     display: flex;
22     font-family: Arial, Helvetica, sans-serif;
23     width: 70%;
24 }
25 .panel2 p {
26     margin-left: 10px;
27     font-weight: 400;
28     padding: 4px 10px;
29 }
30 .panel3 p {
31     color:  white;
32     font-weight: 700;
33     padding: 4px 10px;
34     width: 250px;
35 }
```

```

36  .top{
37      height: 50px;
38      background-color: rgb(57, 57, 67);
39      display: flex;
40      align-items: center;
41      justify-content: space-evenly;
42  }
43  .top a{
44      color: white;
45      font-size: 24px;
46      font-family: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif;
47      font-weight: 500;
48  }
49  .customer{
50      background-color: #232f3e;
51      height: 400px;
52      display: flex;
53      justify-content: space-evenly;
54      align-items: center;
55  }
56  .heading {
57      color: white;
58      font-size: 18px;
59      font-weight: 700;
60      font-family: Arial, Helvetica, sans-serif;
61      margin-top: 10px;
62  }
63  .base {
64      color: white;
65      font-size: 16px;
66      font-weight: 400;
67      font-family: Arial, Helvetica, sans-serif;
68      margin-top: 10px;
69      padding: 5px 5px;
70  }

```

## HERO CSS

```
1  .hero{
2      background-image: url(hero-section-image.jpg);
3      height: 500px;
4      background-image: center;
5      background-repeat: no-repeat;
6      background-size: cover;
7      display: flex;
8      align-items: flex-end;
9      justify-content: center;
10 }
11 .hero-box {
12     background-color: ■ azure;
13     height: 40px;
14     width: 80%;
15     margin-bottom: 100px;
16     text-align: center;
17     display: flex;
18     align-items: center;
19 }
20 .shopping {
21     display: grid;
22     grid-template-columns: auto auto auto auto;
23     grid-gap: 20px;
24     background-color: ■ rgb(212, 189, 159);
25     padding: 10px 20px;
26 }
27 .shop-box {
28     margin-top: 20px;
29     margin-bottom: 20px;
30     width: 300px;
31     height: 400px;
32     border: none;
33     background-color: ■ rgb(236, 202, 202);
34     border-radius: 10px;
35 }
36 .box-content{
37     margin: 20px 15px;
```

```
39 .box-content h2{
40     font-size: 21px;
41     font-weight: 700;
42     color: □black;
43     margin-bottom: 10px;
44     font-family: Arial, Helvetica, sans-serif;
45 }
46 .box-content img {
47     width: 260px;
48     height: 300px;
49     margin-bottom: 10px;
50     border: solid 4px □black;
51     margin-right: 15px;
52 }
53 .sign-in {
54     margin-left: 40%;
55     font-size: larger;
56     font-weight: 500; }
57 button {
58     background-color: ■rgb(240, 240, 66);
59     transition-duration: 0.5s;
60     font: bold;
61     color: □black;
62     font-weight: 500;
63     text-align: center;
64     text-decoration: none;
65     display: inline-block;
66     font-size: 26px;
67     width: 300px;
68     height: 50px;
69     font-family: Impact, Haettenschweiler, 'Arial Narrow Bold', sans-serif;
70 }
71 button:hover {
72     background-color: ■blueviolet;
73     border-radius: 5px;
74     border-style: dashed; }
```

## ***REFERENCE***

Help and references were taken from videos uploaded by 'Anveshan Foundation' on their YouTube playlist " Web/App Development & Digital Marketing (Summer Internship Programme)" on channel 'IGDTUW Anveshan Foundation' and live classes taken by them with mentors ***Mr. Rohit Kapoor for Web Development, Mrs. Aditi Aggarwal for Digital Marketing, Dr. Rashmi and Dharam Raj Panwar for App Development***

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