**DUBLIN BUSINESS SCHOOL**

**Web and Mobile Technologies (B9IS124)**

**A REPORT ON *IRISH FITNESS FACTORY***

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4. **Introduction**

Fitness plays a vital role in our daily life. Our aim is to offer an online platform called “*Irish Fitness Factory*” in Ireland to do fitness equipment shopping. To create this website, we used various technical frameworks and mark-up languages such as HTML5, CSS3, JavaScript, jQuery, JSON, and GIT. Irish Fitness Factory is a user-friendly and responsive website which can run on all devices like laptops, monitors, tablets, and mobile phones. It offers the user to browse, search and reserve the products of their choice. This website covers multiple products which are suitable for home workout and fitness centers.

2 **Overview of the project:**

Irish Fitness Factory website has design with Header which consist of Logo, Navigation Menu, Hamburger, and Cart icon. The main body has various gym equipment's along with product name, price, reviews, more options and add to cart button. After selecting a product using the cart button the page will render to the Product Details Page (PDP), where the more options available for the specific product such as,

1.3 **Front-end Functionality**:

Mark-up language, HTML5 have been used for structuring and presenting content on the webpage using various tags, elements, and attributes to build the webpage. Using tags and elements defining the headings, paragraphs, and other content of webpage. Additionally, few of them are semantic replacements for general utilization of block level <div> elements and inline <span> elements for instance <nav> (website navigation block). Used <img> tag to embed an image in a webpage.

Coming to styling the webpage using Cascade Styling Sheet (CSS3) which controls the layout of multiple web pages all together. With the help of cascading style, applied to the parent element will also applies to all its child elements. In this project we have used an external style sheet using a URL to link a style sheet to define style for the webpage.

jQuery has used to add functionality to the webpage

1.3.1 **Common Features**:

1.3.2 **Sitemap and Website Structure**:

1.3.3 **Description of every website page:**

1.3.4 **Wireframes**:

1.4 **Back-end Functionality:**