## Project Title: Modern Tech Product Landing Page

## 1. Project Overview:

The project aims to create a product landing page for a new tech gadget (e.g., a smart home device, wearable tech, or software tool). The landing page will use HTML, CSS, JavaScript, and Bootstrap or Tailwind CSS to create a visually appealing, responsive, and interactive page that showcases the product's features, benefits, and pricing.

## 2. Objectives:

1. Develop a fully responsive product landing page.
2. Highlight the key features and benefits of the product.
3. Implement animations and interactive elements using JavaScript.
4. Use Bootstrap or Tailwind CSS to ensure responsive design and consistent styling.
5. Produce design documentation, including wireframes, a style guide, and a visual branding guide.
6. Implement a basic product inquiry or email sign-up form.

## 3. Key Deliverables (What you need to include on your website):

### a. Website Features:

#### 1. Hero Section:

* A visually striking hero section featuring the product’s name, tagline, and a prominent "Buy Now" or "Learn More" button.
* Background image or video of the product.

#### 2. Features Section:

* A responsive grid layout that highlights 3-5 key features of the product (e.g., battery life, design, performance).
* Use icons or illustrations to visually represent each feature.

#### 3. Product Demo/Video Section:

* Embed a product demo video or an interactive image carousel that shows the product from different angles or use cases.

#### 4. Pricing Section:

* Display the product pricing tiers, including any promotions or discounts.
* Implement a pricing card layout with options (Basic, Pro, Premium).

#### 5. Customer Reviews Section:

* Testimonials or customer reviews using a slider or carousel.
* Include star ratings or icons to show satisfaction levels.

#### 6. FAQ Section:

* A collapsible FAQ section where users can click to view answers to common questions.

#### 7. Call-to-Action (CTA) Section:

* A section at the bottom of the page prompting users to either sign up for updates, inquire about the product, or make a purchase.

#### 8. Footer:

* Include social media links, company info, and a copyright notice.

### b. Interactive Features (Using JavaScript):

* Sticky Navigation Bar:
  + A sticky navbar that stays at the top as the user scrolls down the page.
* Smooth Scrolling:
  + Smooth scrolling animations when users click on anchor links (like “Features” or “Pricing”).
* Form Validation:
  + Basic form validation for the inquiry/sign-up form (e.g., check for required fields and proper email format).
* Animations on Scroll:
  + Add animation effects (fade-in, slide-up) for different sections as they appear on screen using JavaScript or CSS animations.

## 4. Design Documentation (The documentation you need to create):

### a. Wireframes:

* Wireframes for the main sections of the landing page:
  + Hero Section.
  + Features, Pricing, and Testimonials.
  + Contact/Sign-up form.
* Wireframes should show the layout on both desktop and mobile screens to ensure responsive design.

### b. Style Guide:

* Define the visual style to maintain consistency throughout the landing page:
  + Typography:
    - Font family for headings, body text, and call-to-action buttons.
    - Text sizes, line spacing, and weights.
* Colour Palette:
  + Define the primary brand colours (e.g., for buttons, headings) and secondary/accent colours (e.g., backgrounds, hover effects).
* Button Styles:
  + Specify button colours, shapes, and hover/active states for CTAs.
* Spacing and Layout Rules:
  + Guidelines for margin and padding between sections, images, and text to ensure clean, consistent spacing.

### c. Branding Guide:

* Include logo usage guidelines, colour scheme, and tone of voice for any written content.
* Define image styles, including any filters, aspect ratios, or specific photography types (e.g., clean, high-tech look).

### d. Sitemap:

* A simple map of the content sections and their hierarchy, showing the flow from the hero section to the call-to-action.

## 5. Technology Stack (Technologies you will use):

### a. HTML5:

* Use semantic HTML5 to structure the content properly for SEO and accessibility.

### b. CSS (Bootstrap or Tailwind CSS):

* Use Bootstrap or Tailwind CSS to implement a responsive grid system, create utility classes for spacing and typography, and handle form styles.
* Tailwind CSS utility classes can be used for custom layouts, while Bootstrap provides pre-designed components (like navbars, carousels, and forms).

### c. JavaScript:

* Use vanilla JavaScript or a light framework to manage:
  + Form validation.
  + Scroll-based animations.
  + Carousel or slider functionality for the testimonials or demo section.
* Optionally, integrate AOS (Animate On Scroll) library for easy scroll-triggered animations.

## 6. Design Considerations:

### a. Responsive Design:

* Ensure the page looks and functions well on all screen sizes, especially for mobile devices, as landing pages need to convert mobile users.
* Use media queries (CSS) or responsive utilities from Bootstrap/Tailwind to adapt layouts and styles for mobile, tablet, and desktop.

### b. Web Accessibility:

* Ensure all images have `alt` attributes and interactive elements (e.g., buttons, forms) have appropriate `aria` labels.
* Ensure text contrasts well with backgrounds for readability and visual accessibility.

### c. Cross-Browser Compatibility:

* Test the website on different browsers (Chrome, Firefox, Safari, and Edge) to ensure consistent performance and styling.

## 7. Success Criteria:

1. The landing page is fully responsive and visually engaging.
2. Includes interactive features that enhance the user experience.
3. Adheres to the design and branding guidelines defined in your documentation.
4. Page performance is optimised for quick load times.
5. Accessibility and SEO standards are implemented.

## 8. Additional Notes:

* You can add more sections like a "How It Works" section, blog/news updates, or newsletter signup if time permits.