ACS-1809-001

Web design and Development

Project Report

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Date – 11th December, 2019

Introduction

I have planned to design website for Flawless Shoe. It is an company in India famous for its fashionable shoe designs and trending collection

About

This company was started by Sam Patil in 1947. It was just a shoe mending and repairing company at that time. After some time Mr. Patil got an idea to try his own unique designs on customer's shoes which became very popular and this is how it all started. At this very moment the company in managed by his Grandson who has taken the company sales to all new level by using advance technology in their business. The company now offers a wide range of footwear for men, women and children of all ages. Planning. we believe style shouldn't demand a huge investment of time or money. Style should be comfortable, accessible and easy to achieve. That's why our footwear feels as good as it looks, effortlessly taking you from the boardroom to the restaurant, to the park with your family. We strive to ensure your shopping experience is easy on your wallet, and your schedule, by delivering fashion and value to everyone in your

household. Flawless Shoes is your place for athletic and casual shoes for the whole family from hundreds of name brands. You'll find styles for women, men and kids from brands like Nike, Converse, Vans, Sperry, Madden Girl, Skechers, ASICS and more! With stores in the India. Today, Patil's Grandson Michael is the president of Flawless shoes, and has successfully expanded the chain to over several locations throughout India. He was the first retailer outside of India to win the prestigious Micam award for his fashion interpretation, his knowledge of craftsmanship and his success in promoting the Indian shoe industry. Michael has brought the company to the forefront of the 21st century by creating a new chain of stores, B2, that focuses on the edgy, street fashion that appeals to a younger generation as well as to trend-conscious consumers. Michael has also continued the company's tradition of creating personal relationships with the leading shoe designers of today, who provide company with many exclusive styles.

Planning Stage

1.Targeted Audience

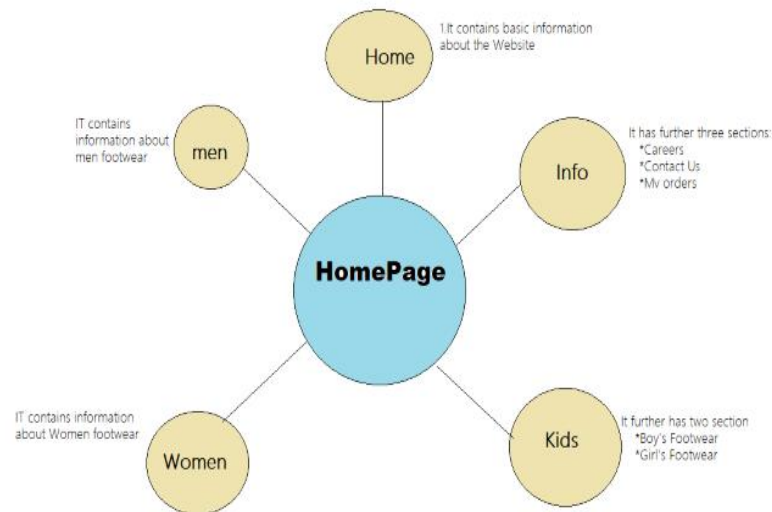| User Group	Functions Performed	Age	Gender	Web Experience
Customers	. Shopping online . Placing Orders . Selecting delivery and payment methods . Viewing information about the owner . Viewing their order information	4+	M/F	Varies
Business Competitor	. Viewing trending style . Contacting owners for further business	18+	M/F	Varies
Future Employees	. Going through job listing . Using the job search tool	18+	M/F	Varies

2.Goals and Objectives

- Increasing company sales

- Increasing customer satisfaction

- Advertising

- Decreasing order errors

- Expanding business

- Recruit potential employees

3.Main Topic Areas

- Home

  - Men

  - Women

  - Kids

  - Info

4.Website Structure

This main area of website are:

• Home- Information about the company

• Men- showing all footwears for men.

• Women- showing all footwears for women.

• Kids- showing all footwears for kids. It further has two sub section:

*Boys Footwear

*Girls Footwear.

• Info- Important job related, contact and orders information. It further has three sub section:

*Careers- presenting all available jobs and provide tools for searching more jobs

*Contacts- provide all the necessary information of the owner.

* My Orders- provides all the information regarding the customer's order.

5.Content Organizer

Girls Sports	Kids/Girls/Sports
Boys Sneakers	Kids/Boys/Sneakers
Job listing/job search	Information/Careers
Address/Email/phone number	Information/Contact Us
Order summary	Information/My Orders

6. Navigation

The website user left hand navigation. Whole website has pink, blue, black and white color scheme. The Name of the company is at the top center of the page in orange color. Current tab is highlighted by currency symbol and the color changes to Burly Wood. Also the Info tab is opened in new window so that customers can easily navigate through the site.

°Home	Men	Women	Kids	Info

7. Problems and Solution

Problems Encountered & Solutions I have faced quite a few problems while working on the project

1.The form in the info menu was difficult to build but then I started of with my assignment3 that really helped me to understand how form and table works

2. Background photo: url("xyz.jpg")-I wanted to add the associated background image to the header section of my web pages, but the issue was that it was just shown until the navigation menu, so I pulled up my lecture notes and read about the block show. There were a number of minor problems, too, and I could solve that these things are not important enough to be in the section above by simply reading through the text or observations.

 Standout Features of My Website

1.Form in the info menu

2.Background Images

3.Page Layouts

8. Conclusion

Through this Project, I came to know all the key concepts to develop a website. This Project taught me how concepts used in class can help to solve real life problems. This is an imaginary website but it helped me in understanding how to code for a real website. It also helped me to start preparing for my final exam.

9. References

1. https://courses.acs.uwinnipeg.ca/1809-002/Chapter%202.pdf
2. For background images-
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3. Wikipedia and Youtube