



The Hindu Clone – Documentation

1) Problem Statement

The Hindu

Industry: News & Media

Problem Statement:

The Hindu focuses on in-depth journalism with detailed articles and editorials. The site must provide a clean, distraction-free reading experience, along with archive access and multi-device support. The challenge was to recreate this user experience through a functional and user-friendly clone.

2) Technical Implementation

- HTML:

Structured semantic markup for articles, headlines, categories, authors, and footers.

- CSS:

Clean and minimalistic UI, dark/light mode toggle, and responsive design for smooth vertical scrolling.

- JavaScript:

Lazy loading of images, bookmarking functionality, theme toggling, and user preferences for font size and reading mode.

- Figma:

Interactive layout design for homepage, article view, featured sections, and subscription prompts.

3) Creative Features Added

“On This Day” Widget

- A sidebar widget that fetches and displays historical events that occurred on the current date.
- Adds educational and engaging value for daily readers.
- Lightweight design that doesn't distract from main content.

4)Product & Pricing Strategy

- Free access to basic news and editorials.
- Premium subscription for archive access, exclusive columns, and reader tools.
- Reader Benefits
 - Early access to investigative stories.
 - Bookmark and highlight features for premium members.
- Minimal Ads
 - Ads kept to a minimum to ensure focus on content readability.


5) Tools & Technologies Used

- Frontend: HTML, CSS, JavaScript
- UI/UX Design: Figma

5) Figma Prototype

Prototype Access

- Explore the interactive design of The Hindu Clone – from homepage layout to article view.
- View elements like the navigation bar, featured articles, “On This Day” widget, and subscription prompts in action.

 **Figma Link:** <https://www.figma.com/design/2631AuXzESRvuIH8U8Va5e/The-Hindu?node-id=0-1&t=805BqszZDtZCE6Fq-1>