Front End Engineering-II

Project Report

Semester-III (Batch-2023)

Fashion Webpage Using Parallax

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Abstract

This project explores the development of a fashion webpage utilizing a parallax scrolling effect achieved through HTML, CSS, and JavaScript. Parallax scrolling enhances user engagement by creating a three-dimensional depth effect as users scroll through the site, providing an immersive browsing experience.

The design focuses on showcasing fashion items through dynamic background images and layered content that move at different speeds.

Key features include a responsive layout, visually appealing transitions, and an intuitive navigation system. The project incorporates visually appealing transitions, smooth animations, and an intuitive navigation system, allowing users to easily explore different sections of the site. By integrating modern web technologies, this webpage not only highlights the latest fashion trends but also demonstrates the potential of interactive design to elevate user experience in the digital fashion landscape.

The outcome aims to inspire fashion brands to adopt innovative web techniques to captivate their audience.

Introduction

1. Background

In the fast-paced world of fashion, having a captivating online presence is essential for brands seeking to engage consumers and drive sales. A fashion webpage serves as a digital storefront, showcasing collections, highlighting trends, and creating a unique brand narrative. To stand out in a saturated market, many designers and retailers are turning to innovative web design techniques, one of which is parallax scrolling.

1.1 Objective

The primary objectives of this project are:

- To develop an interactive and responsive web application for fashion website.
- To allow users to explore fashion products, search products according to their skin.
- To offer a seamless user interface that facilitates efficient personality development.
- To integrate features for packing creation, and associating with courier companions

1.2 Significance

Our Fashion Hub enhances the experience of fashion enthusiasts by offering:

- **Effortless Style Discovery:** Easily find the latest trends, timeless classics, and style inspiration curated from top designers, saving you time and effort.
- **Seamless Organization**: Our platform simplifies outfit planning and wardrobe management, helping you effortlessly coordinate looks for every occasion.
- **Community and Inspiration:** Share your outfits and engage with a vibrant community of fashion lovers, where you can exchange ideas, get feedback, and collaborate on style choices.

2. Problem Statement

Traditional fashion shopping and styling can often feel overwhelming, with endless choices across numerous stores, catalogs, and social media platforms. This scattered approach can be time-consuming and lead to missed opportunities for finding the perfect pieces. Our Fashion Hub addresses this challenge by centralizing style inspiration, shopping options, and fashion advice in one place. This creates a more streamlined, efficient, and personalized experience, empowering users to curate their unique wardrobe effortlessly.

2.1 Software Requirements

1. Front-end

- HTML5 (Hypertext Markup Language 5)
- CSS3 (Cascading Style Sheets 3)
- JS (JavaScript)
- ReactJS

2. Text Editor /IDE

- Visual Studio Code (version 1.57.1)

3. Web Browser

- Google Chrome (version 90.0.4430.212) or Mozilla Firefox (version 88.0.1)

2.2 Hardware Requirements

- Client Devices:
- Desktop computers: Window / MACOS
- Laptops: Window / MACOS
- Mobile devices: Android / IOS

2.3 Data Sets

- **Fashion Insights:** Detailed descriptions of the latest trends, must-have pieces, styling tips, and fashion inspiration for every occasion. Explore curated collections and learn how to pair different styles for maximum impact.
- **User Preferences:** Customize your experience by providing style preferences, body measurements, favorite brands, and budget. Receive tailored outfit recommendations and fashion content that aligns with your unique style.

3. Proposed Design and Methodology

3.1 Schematic Diagram

The website follows a multi-page structure, including the following pages:

- **Signup Page:** Features available are user login and signup page.
- **Home Page:** The main page includes the categories to explore from.
- **Accessories Page:** It include accessories such as handbags, watches, earrings and neckpieces.
- **Fragrance and Beauty Page:** It includes options such as perfumes and makeup products.
- **Sunglasses and Scarves Page:** It includes sunglasses and scarves.
- **Explore Page:** It has info about our brand.

3.2 File Structure

The website files are organize as follows**:**

- index.html: The signup page.
- login.html: Login page.
- main.html: Main page.
- Accessories.html: This page includes product details and specifications.
- frag.html: This page includes product details and specifications.
- sunglasses.html: This page includes product details and specifications.
- explore.html: This page includes introduction to website.
- cart.html: This page includes the cart for the website.
- A Folder for the images.

3.3 Consideration for design & methodology

3.3.1 User Experience (UX) design:

- **Homepage (main.html):**
    - Clear and concise headline that communicates the essence of Girlies.
    - Prominent call-to-action buttons encouraging users to start shopping.
    - Featured products section showcasing popular items
- **About Us(explore.html):**
    - Briefly describe Girlies and its mission.
    - Highlight what makes Girlies unique or different from competitors, such as customer service, product variety, or exclusive deals.
- **Services (Accessories.html, frag.html, sunglasses.html):**
    - Style Discovery: Browse an extensive collection of fashion styles and trends, categorized by season, occasion, or personal taste. Find inspiration from global fashion scenes and curated looks.
    - Budget-Friendly Shopping: Manage your fashion budget effortlessly by tracking expenses and exploring budget-friendly yet stylish options, ensuring a guilt-free shopping experience.
    - Stay Updated: Subscribe to receive real-time notifications about the latest fashion drops, exclusive offers, style tips, and seasonal trends. Be the first to know and never miss out on must-have pieces and special promotions.
- **Login/Sign-in (login.html/index.html):**
    - Implement a secure login and signup system for customers.
    - Ensure password strength requirements are clearly stated, guiding users to create secure passwords.
    - Provide account recovery options for users who forget their passwords, enhancing user experience and security.

3.3.2 HTML Structure:

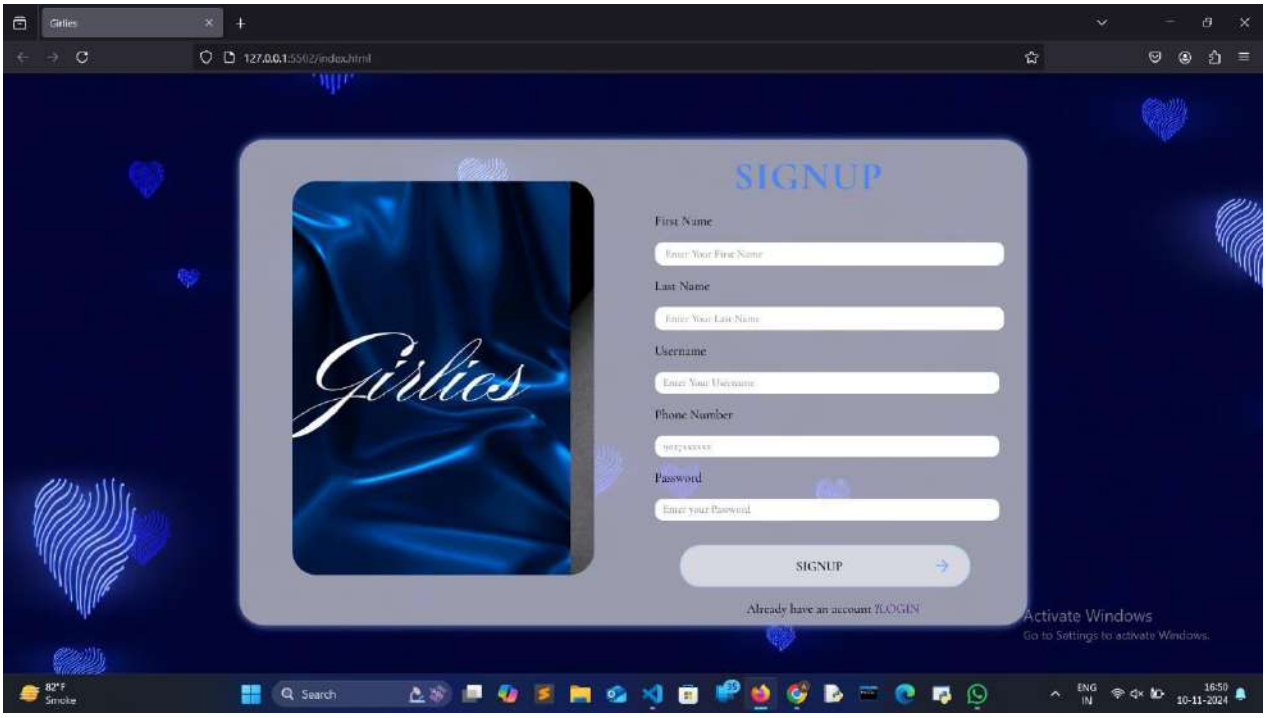
- **Semantic HTML:** Use meaningful HTML tags like <header>, <nav>, <main>, and <footer> to structure your content, enhancing accessibility and search engine optimization (SEO). This approach helps search engines better understand the content and improves user experience.
- **Responsive Design:** Make your website adaptable to different screen sizes (desktop, tablets, mobile) using CSS media queries. This ensures a seamless experience for users across various devices, increasing engagement and accessibility.
- **Parallax Effect:** Create a visually engaging and immersive experience by implementing the parallax scrolling effect, where background images move at a different speed than the foreground content. This modern design feature adds depth and dynamism to your website, capturing users' attention and enhancing the overall user experience.

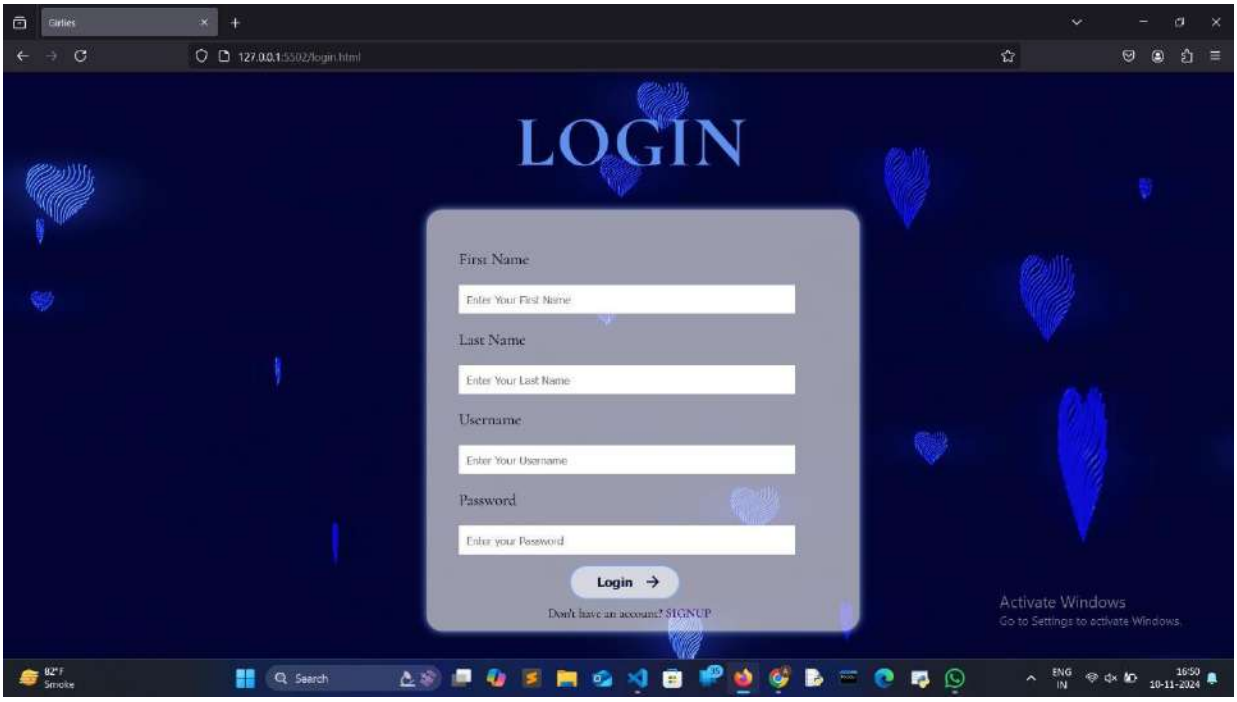
3.3.3 CSS Styling:

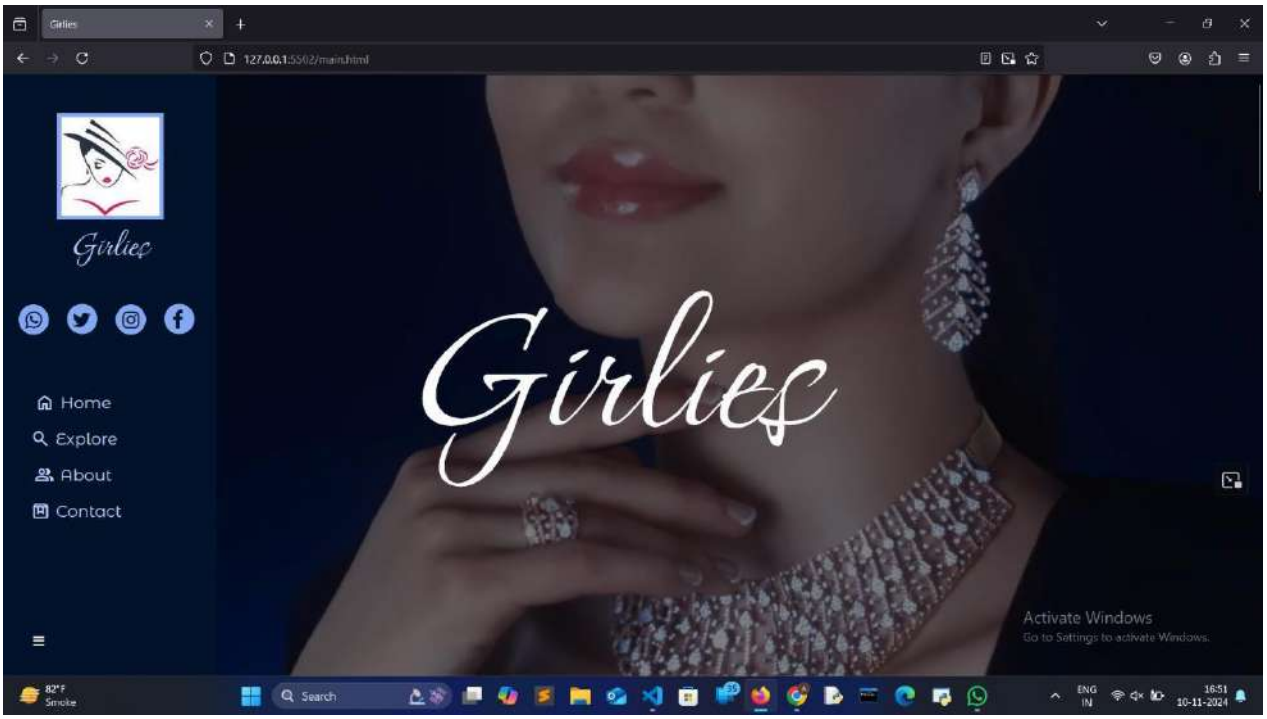
Visually Appealing Design: Choose a consistent color scheme, font styles, and overall aesthetic that aligns with the Girlies brand and resonates with the target audience. A cohesive design helps establish brand identity and improves user trust

- **Navigation**: Ensure that users can easily navigate between pages by using a clear and concise menu structure. Dropdown menus or sticky navigation bars can enhance usability and accessibility.
- **Typography:** Select readable fonts that work well for both headlines and body text. Consistent typography enhances readability and contributes to the overall aesthetic of the website.
- **Visual Hierarchy**: Guide the user's eye by using size, color, and spacing to emphasize important elements. Highlighting calls to action and featured products will help drive user engagement and conversions.

Our Project


Girlies
SIGNUP
First Name
Enter Your First Name
Last Name
Enter Your Last Name
Username
Enter Your Username
Phone Number
Password
Enter your Password
SIGNUP
Already have an account ?LOGIN
Activate Windows
Go to Settings to activate Windows.


LOGIN
First Name
Enter Your First Name
Last Name
Enter Your Last Name
Username
Enter Your Username
Password
Enter your Password
Login
Don't have an account? SIGNUP
Activate Windows
Go to Settings to activate Windows.


Girlies
127.0.0.1:5502/main.html
Girlies
Home
Explore
About
Contact
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Activate Windows
Go to Settings to activate Windows.
Search
ENG
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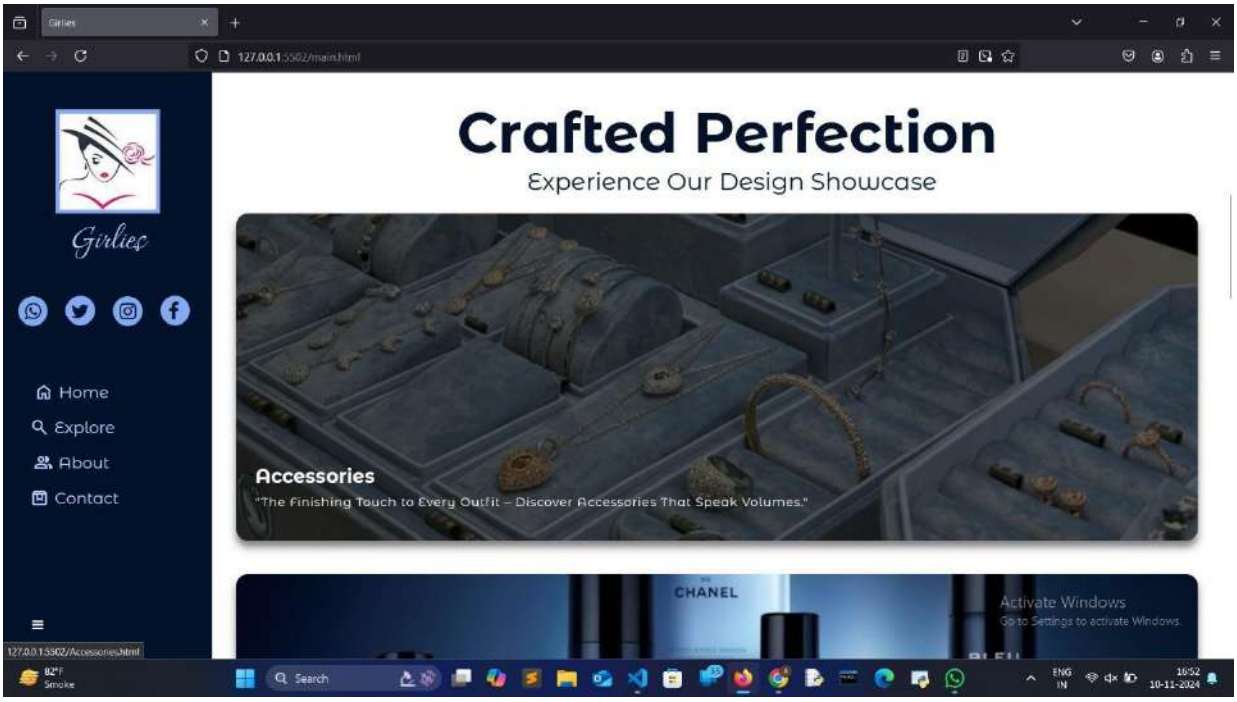
Girlies
127.0.0.1:5502/main.html
Crafted Perfection
Experience Our Design Showcase
Girlies
Home
Explore
About
Contact
Accessories
"The Finishing Touch to Every Outfit – Discover Accessories That Speak Volumes."
CHANEL
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Go to Settings to activate Windows.
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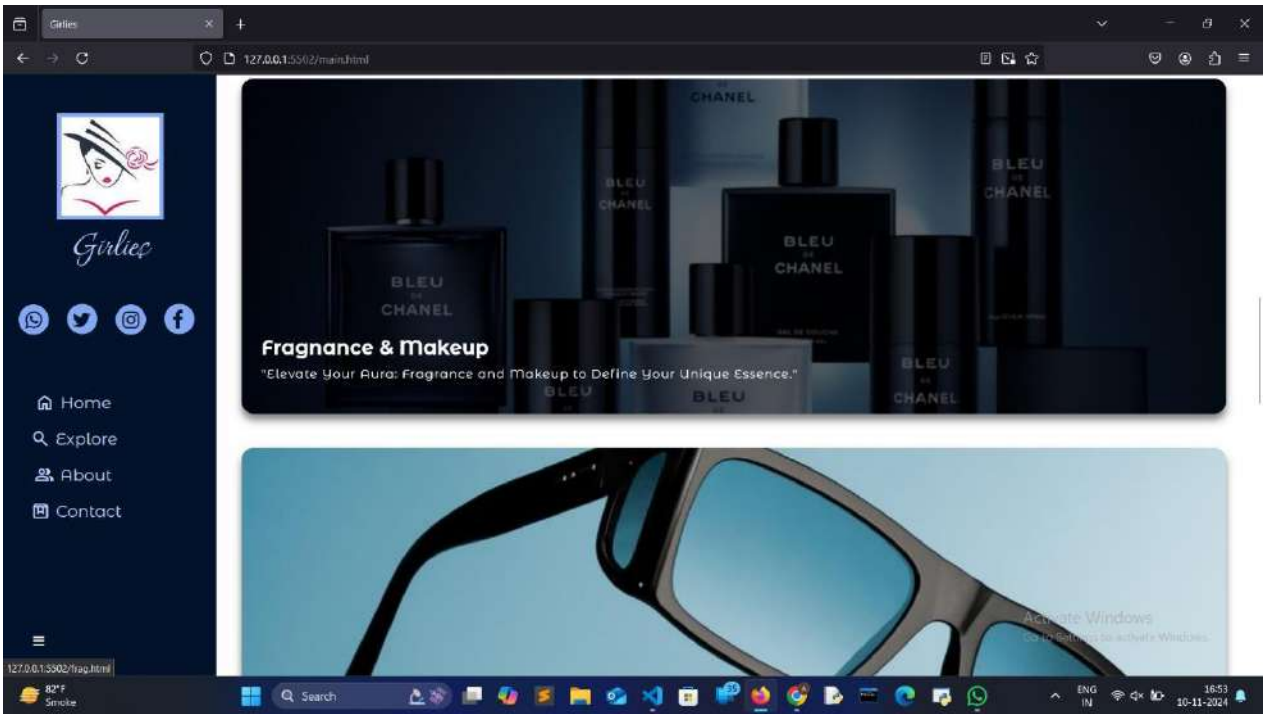
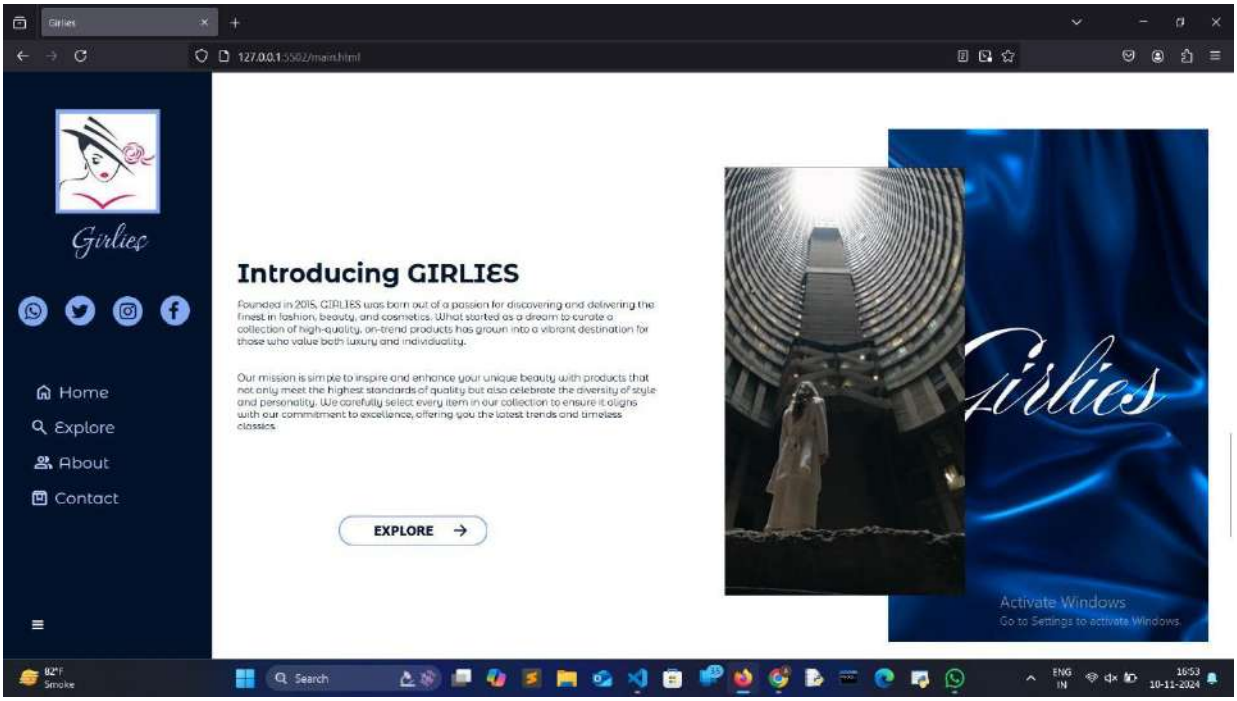
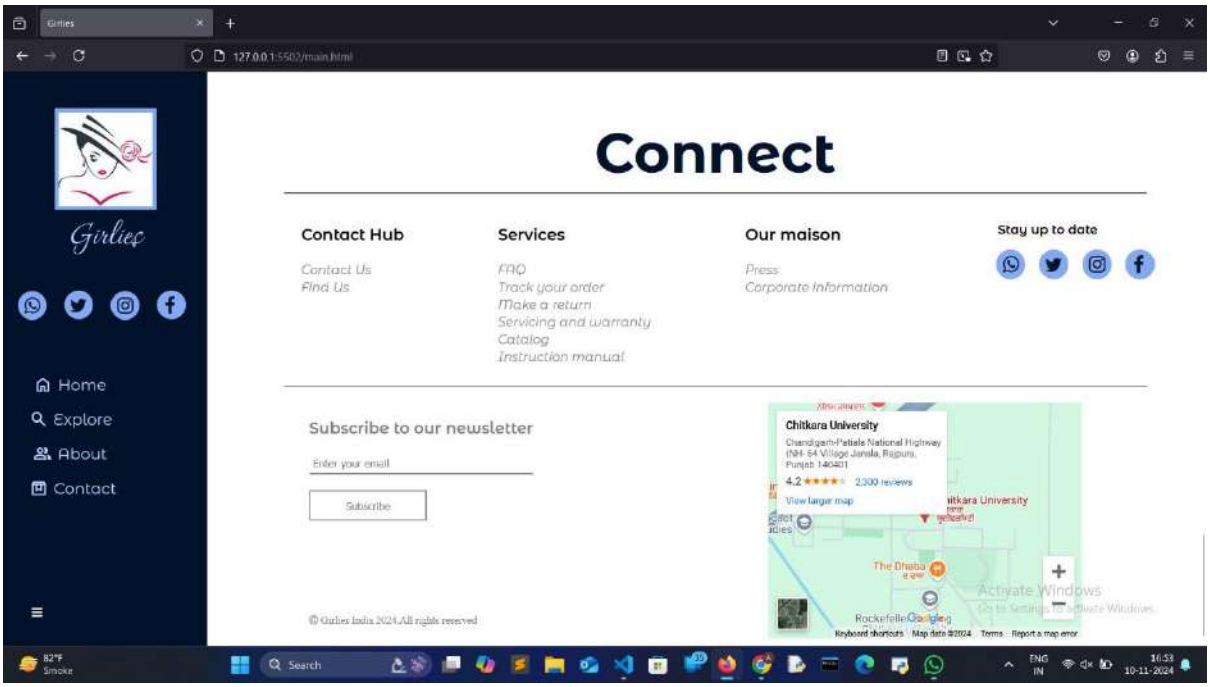

Girlies
Home
Explore
About
Contact
Fragnance & Makeup
"Elevate Your Aura: Fragrance and Makeup to Define Your Unique Essence."


Girlies
Home
Explore
About
Contact
Introducing GIRLIES
Founded in 2015, GIRLIES was born out of a passion for discovering and delivering the finest in fashion, beauty, and cosmetics. What started as a dream to curate a collection of high-quality, on-trend products has grown into a vibrant destination for those who value both luxury and individuality.
Our mission is simple: to inspire and enhance your unique beauty with products that not only meet the highest standards of quality but also celebrate the diversity of style and personality. We carefully select every item in our collection to ensure it aligns with our commitment to excellence, offering you the latest trends and timeless classics.
EXPLORE
Girlies
Activate Windows


Girlies
127.0.0.1:5502/main.html
Girlies
Home
Explore
About
Contact
Connect
Contact Hub
Contact Us
Find Us
Services
FAQ
Track your order
Make a return
Servicing and warranty
Catalog
Instruction manual
Our maison
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4.2
2,300 reviews
View larger map
The Dhaba
Rockefeller Garden
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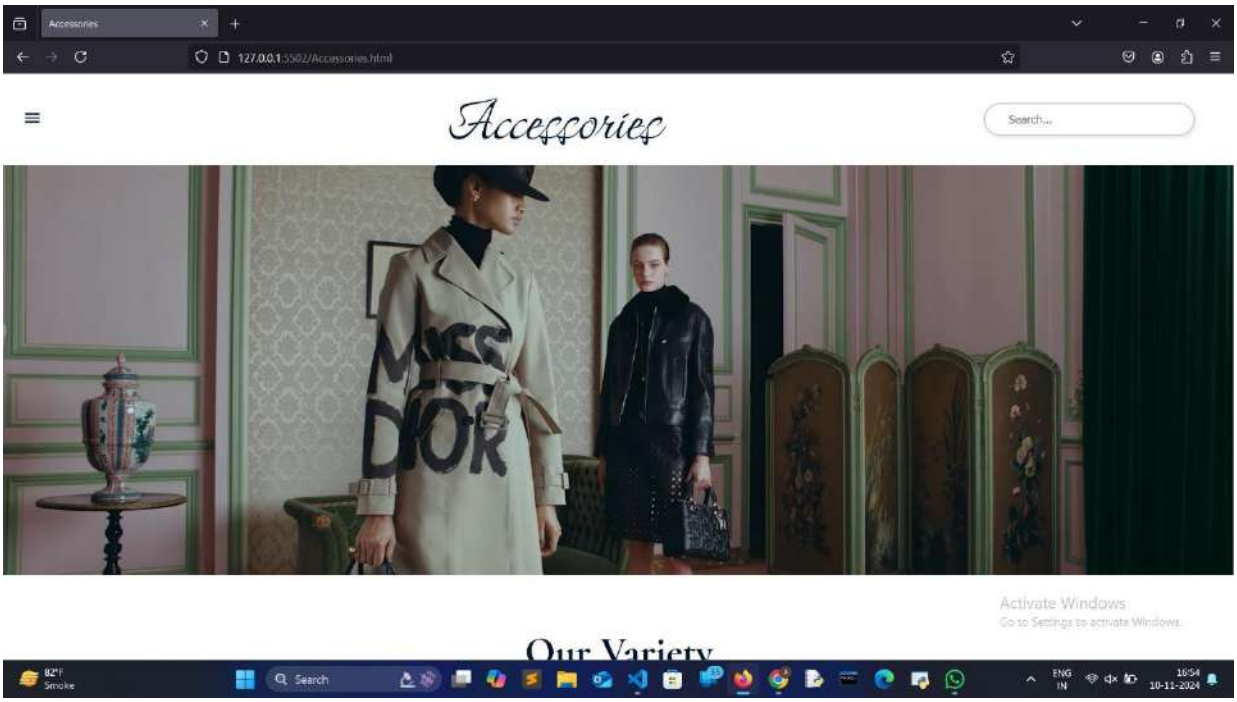
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127.0.0.1:5502/Accessories.html
Accessories
Search...
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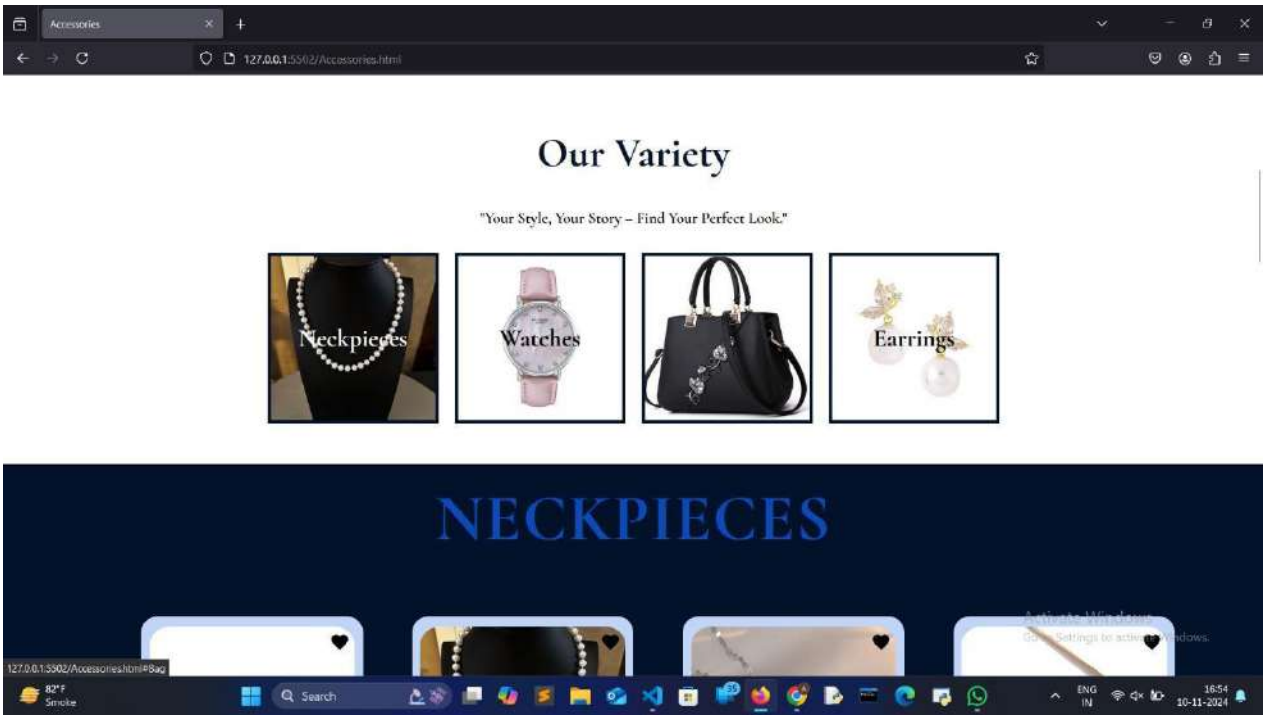
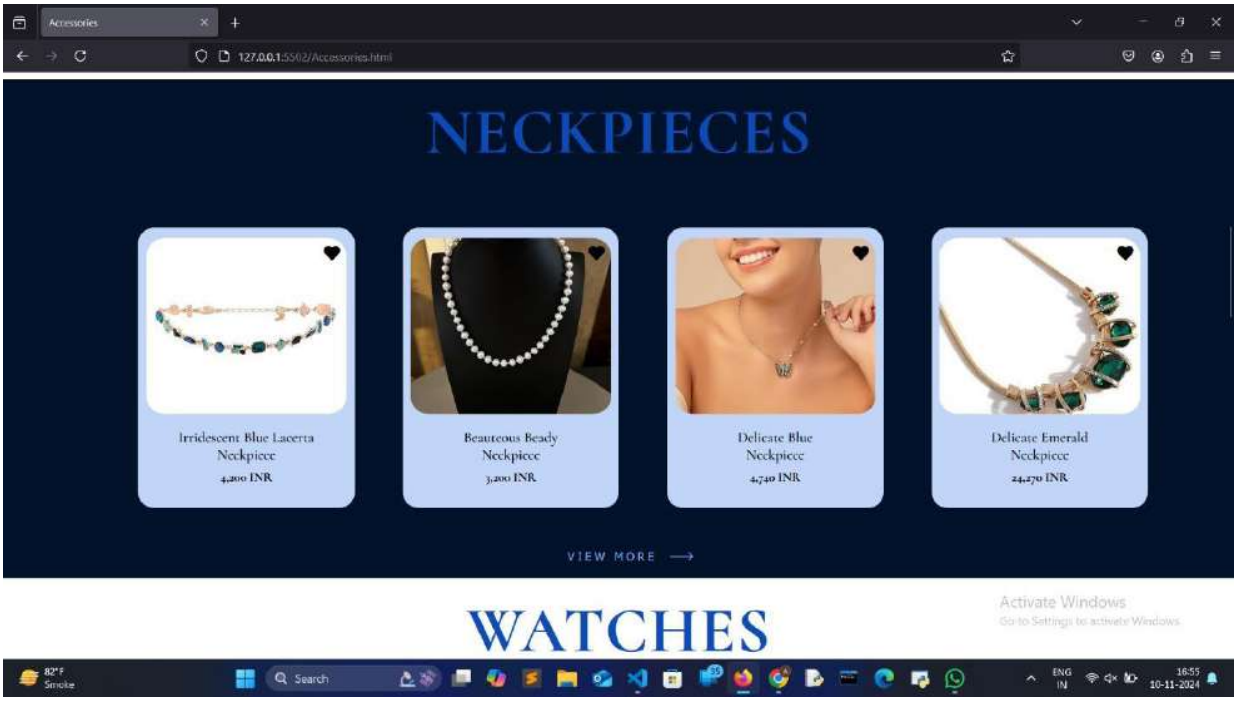

Accessories
127.0.0.1:5502/Accessories.html
Our Variety
"Your Style, Your Story – Find Your Perfect Look."
Neckpieces
Watches
Earrings
NECKPIECES
Search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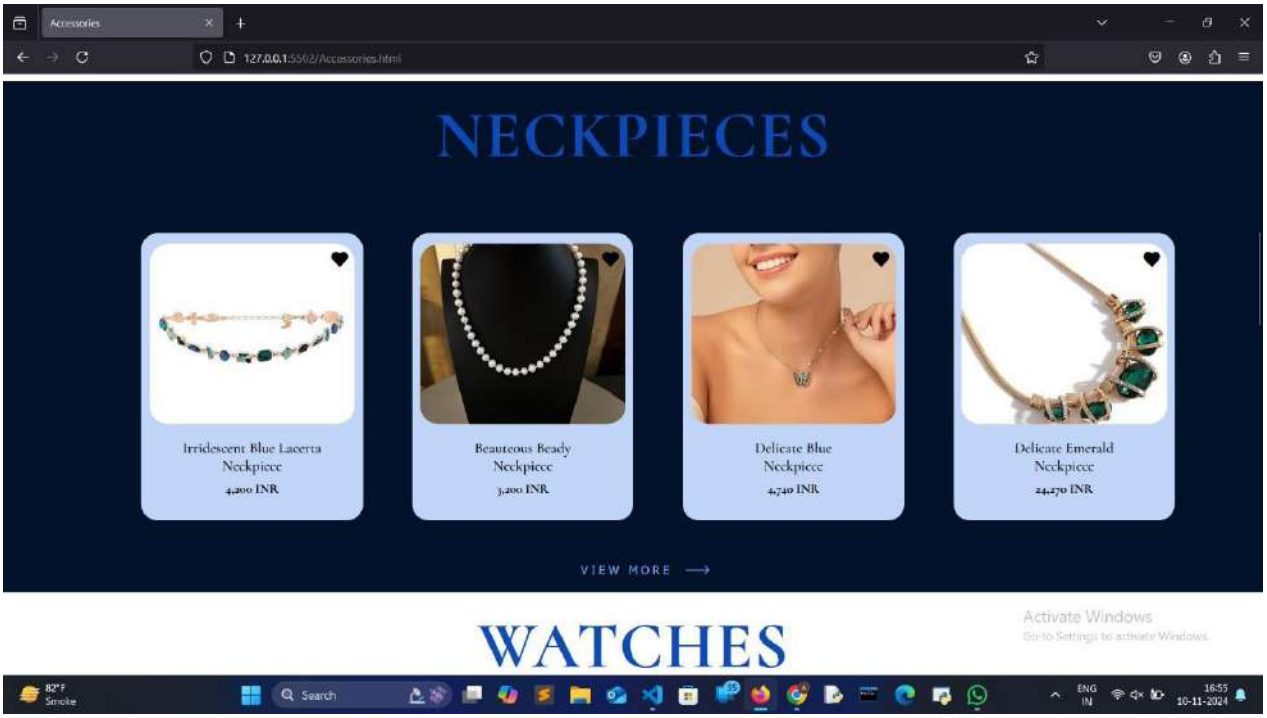
127.0.0.1:5502/Accessories.html
NECKPIECES
Irridescent Blue Lacerta Neckpiece
4,200 INR
Beauteous Beady Neckpiece
3,200 INR
Delicate Blue Neckpiece
4,749 INR
Delicate Emerald Neckpiece
24,270 INR
VIEW MORE
WATCHES
Activate Windows
Search



WATCHES

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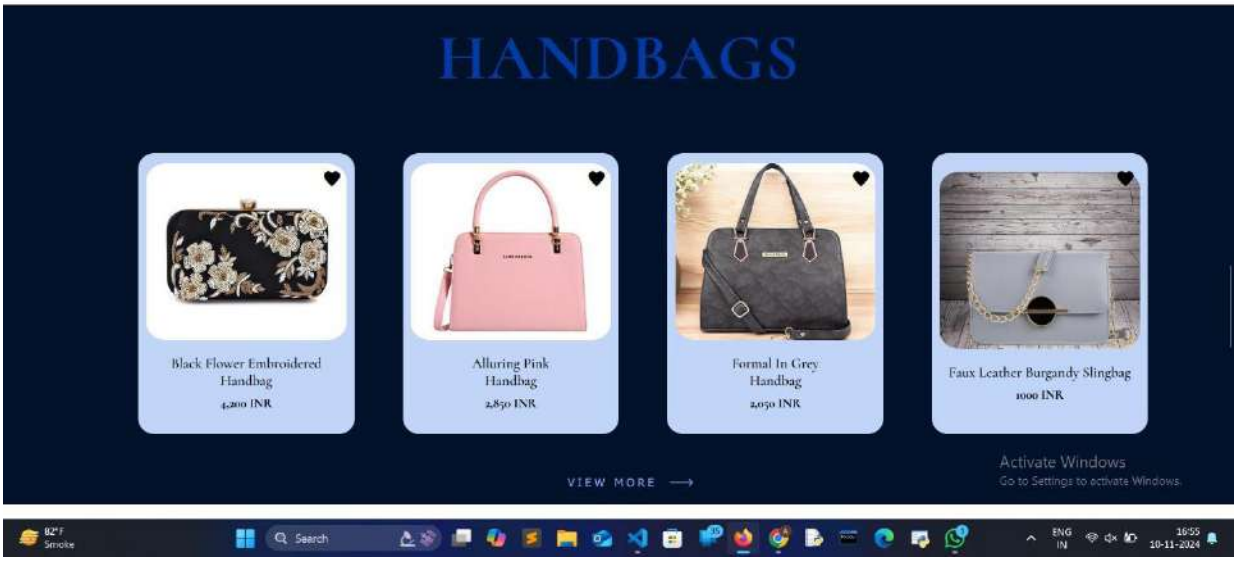

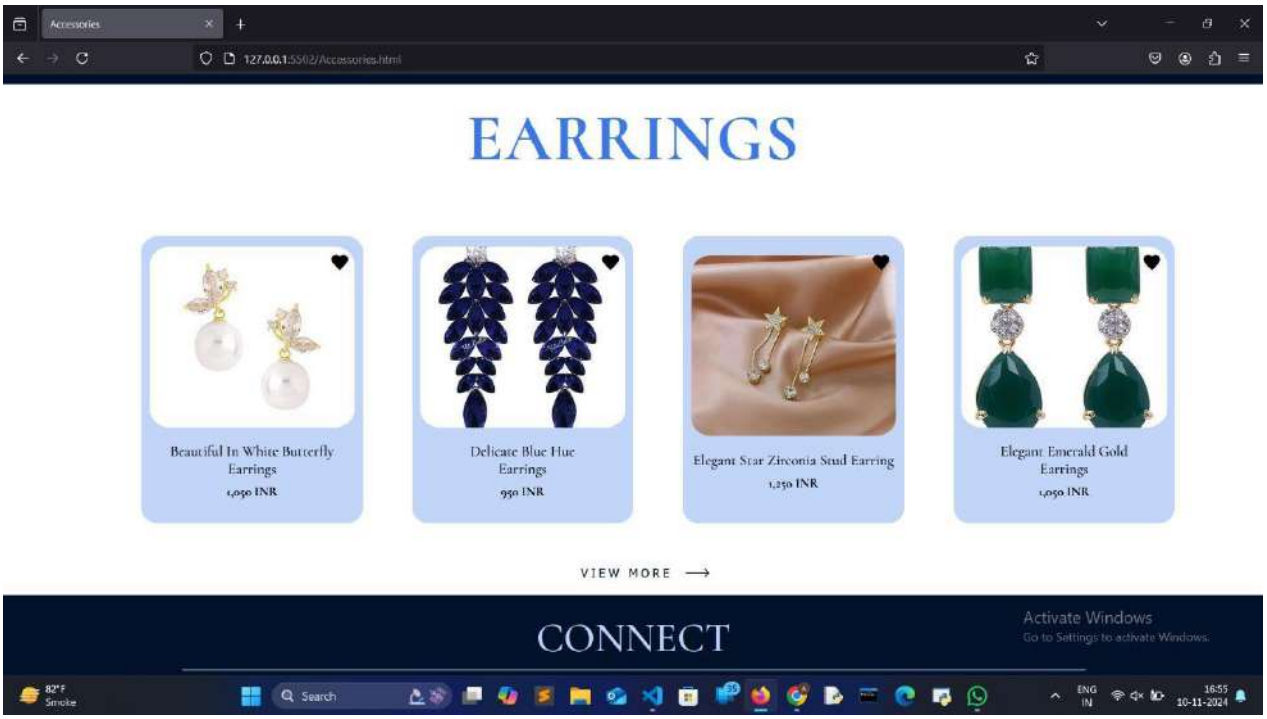
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EARRINGS
Beautiful In White Butterfly Earrings
1,050 INR
Delicate Blue Hue Earrings
950 INR
Elegant Star Zirconia Stud Earring
1,250 INR
Elegant Emerald Gold Earrings
1,050 INR
VIEW MORE
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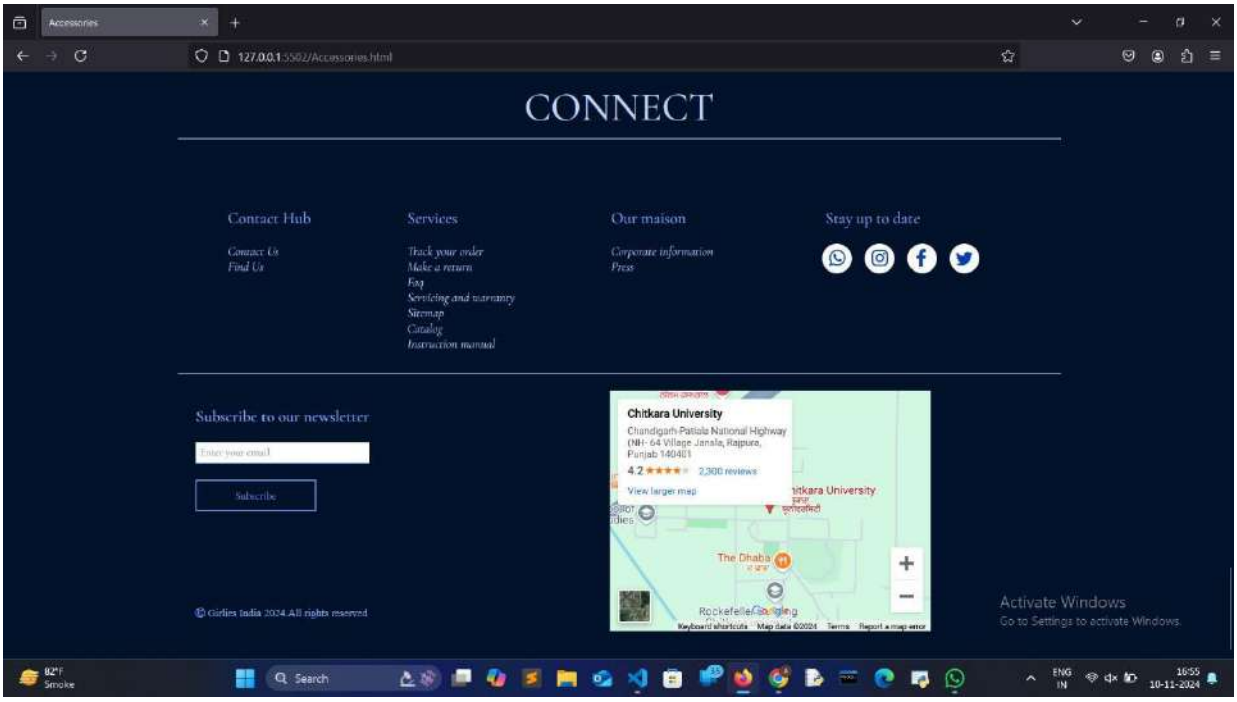
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CONNECT
Contact Hub
Contact Us
Find Us
Services
Track your order
Make a return
Faq
Servicing and warranty
Sitemap
Catalog
Instruction manual
Our maison
Corporate information
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Chandigarh-Patiala National Highway (NH- 64 Village Jansla, Rajpura, Punjab 140401
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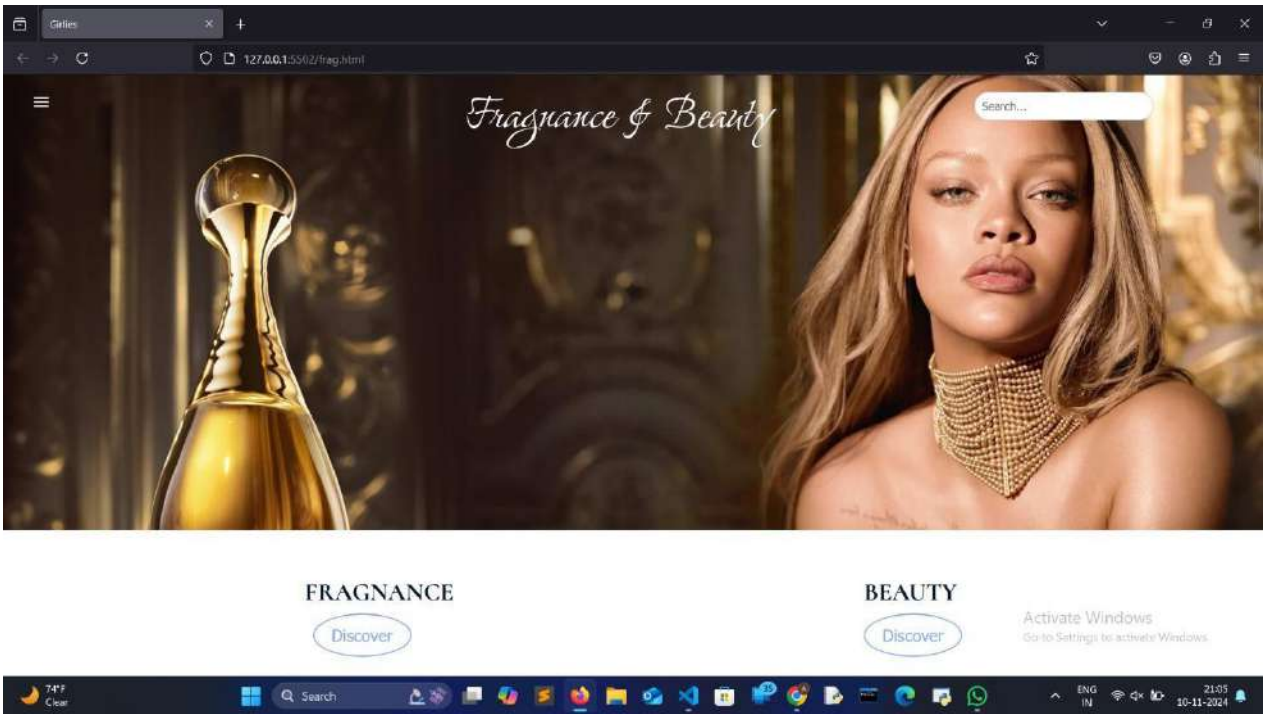
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Search...
FRAGNANCE
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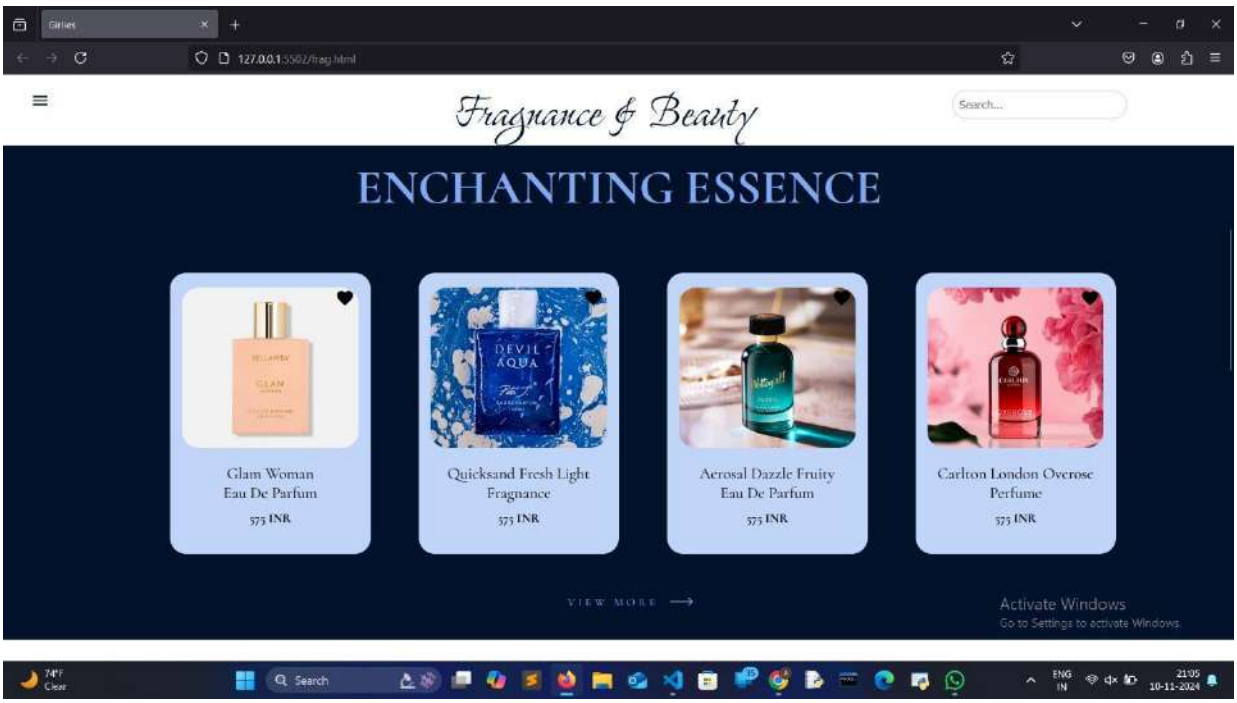
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Fragrance & Beauty
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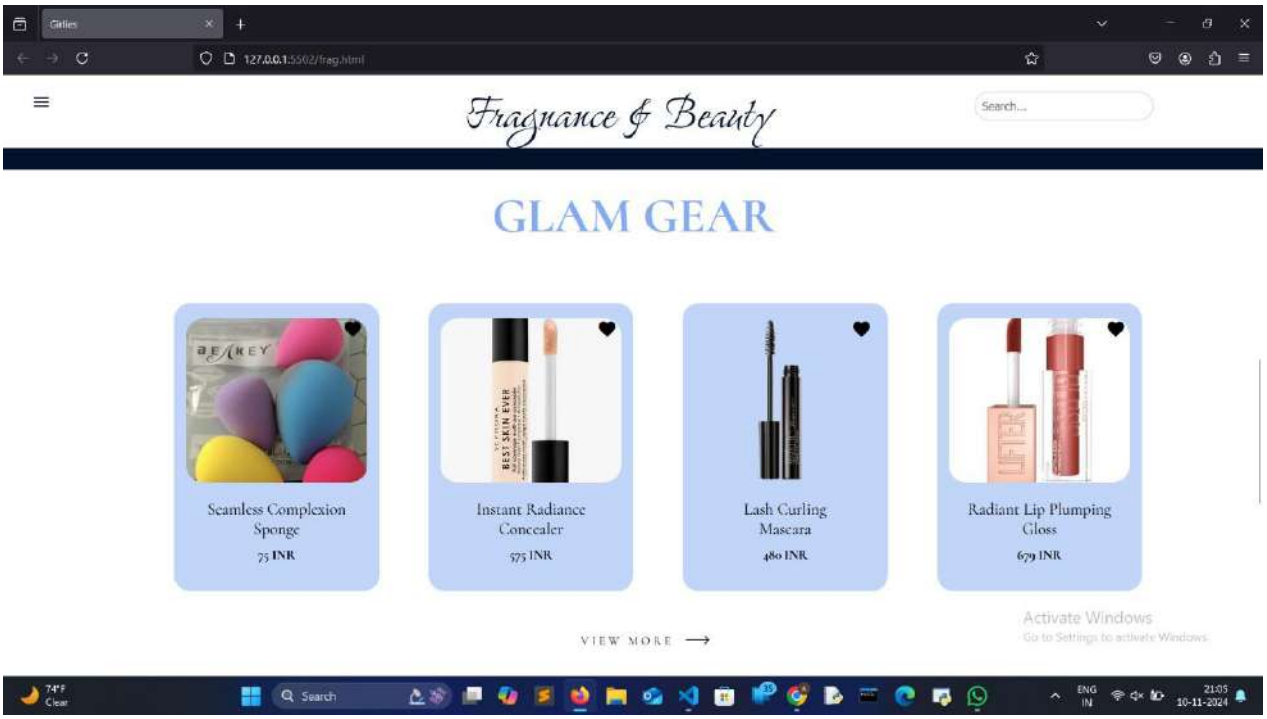
ENCHANTING ESSENCE
Glam Woman
Eau De Parfum
575 INR
Quicksand Fresh Light
Fragnance
575 INR
Aerosal Dazzle Fruity
Eau De Parfum
575 INR
Carlton London Overose
Perfume
575 INR
VIEW MORE
Activate Windows
Search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Fragnance & Beauty
Search...
GLAM GEAR
Seamless Complexion Sponge
75 INR
Instant Radiance Concealer
575 INR
Lash Curling Mascara
480 INR
Radiant Lip Plumping Gloss
679 INR
VIEW MORE
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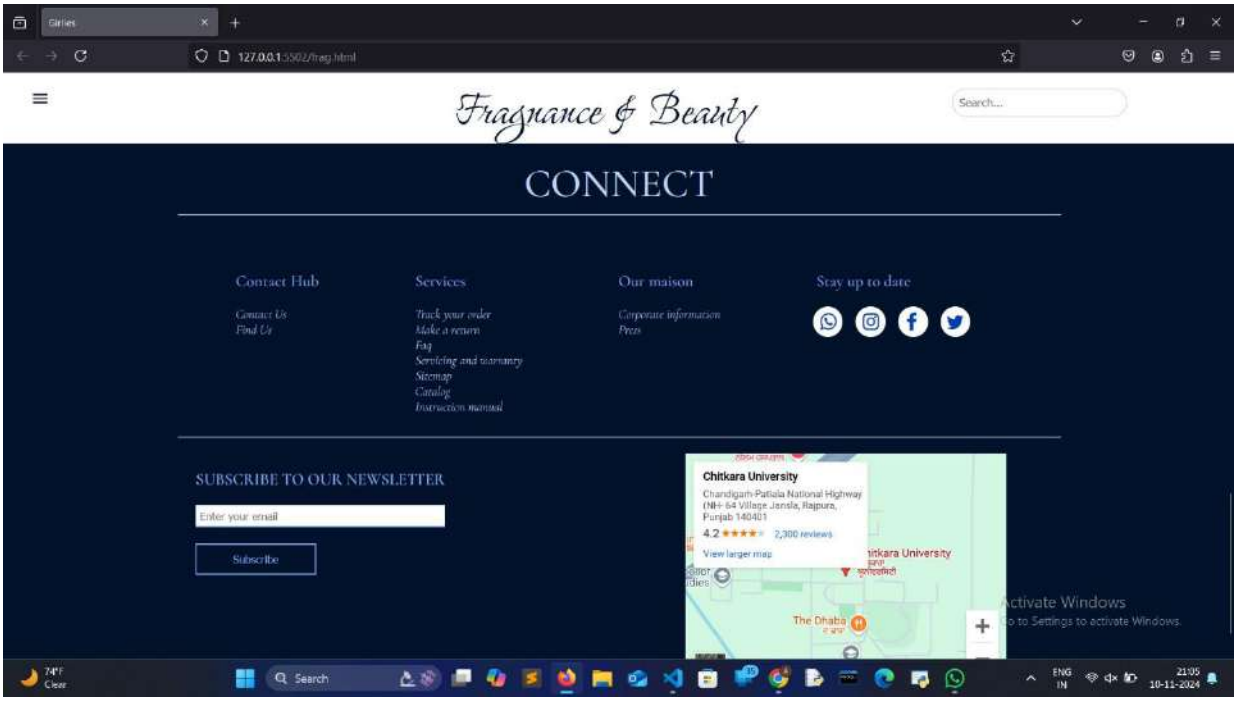
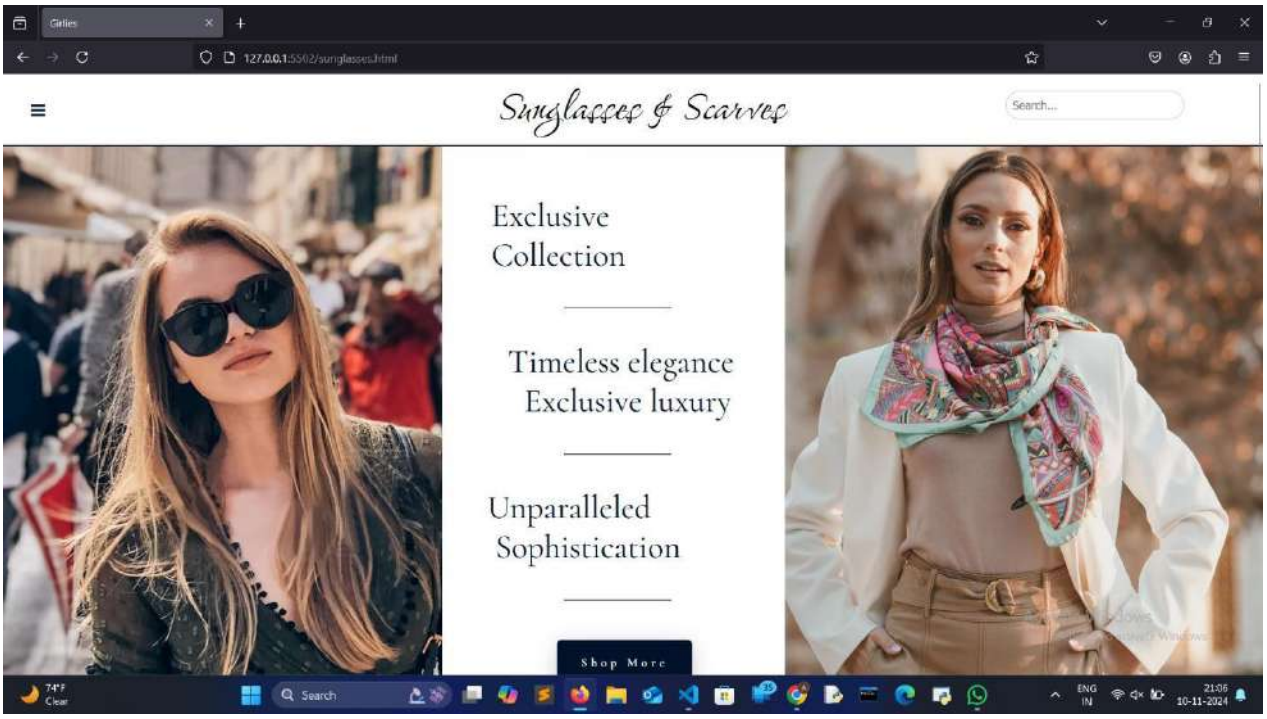
Search


Girlies
127.0.0.1:5502/frag.html
Fragnance & Beauty
Search...
CONNECT
Contact Hub
Contact Us
Find Us
Services
Track your order
Make a return
Faq
Servicing and warranty
Sitemap
Catalog
Instruction manual
Our maison
Corporate information
Press
Stay up to date
SUBSCRIBE TO OUR NEWSLETTER
Enter your email
Subscribe
Chitkara University
Chandigarh-Patiala National Highway (NH- 64 Village Jansla, Rajpura, Punjab 140401
4.2
2,300 reviews
View larger map
The Dhaba
Activate Windows
Search


Girlies
127.0.0.1:5502/sunglasses.html
Sunglasses & Scarves
Search...
Exclusive
Collection
Timeless elegance
Exclusive luxury
Unparalleled
Sophistication
Shop More
74°F
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Search
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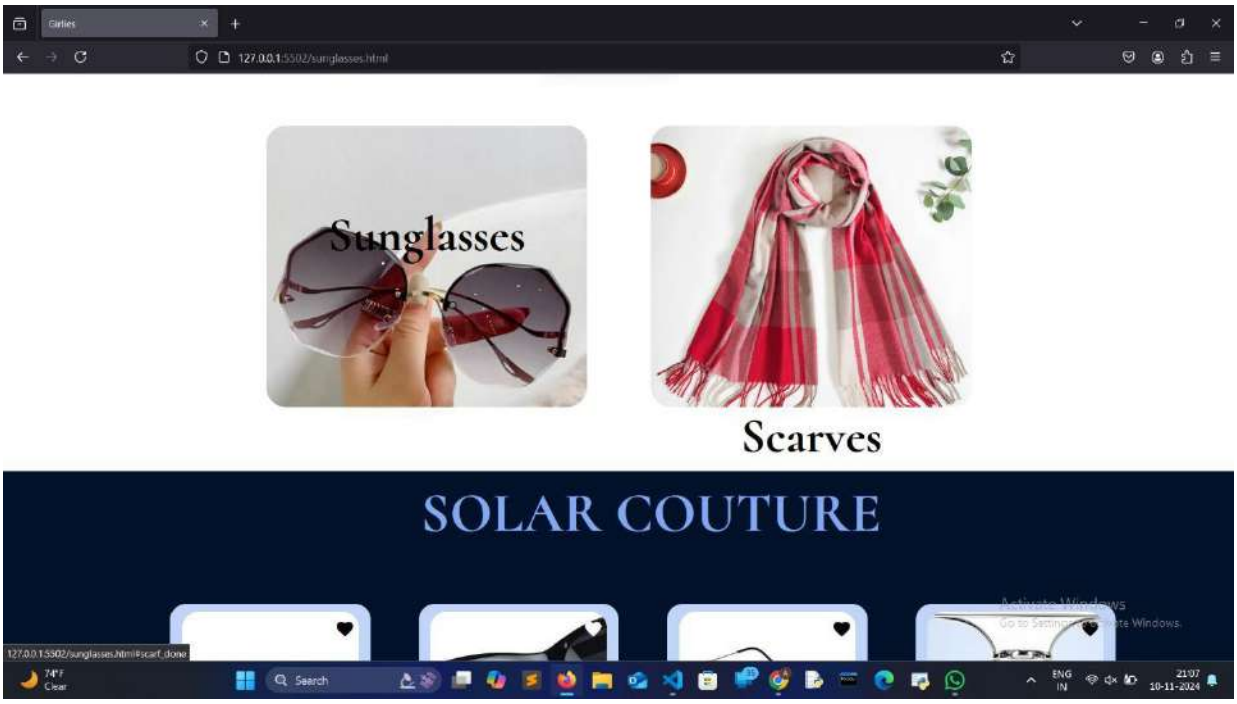
Girlies
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Sunglasses
Scarves
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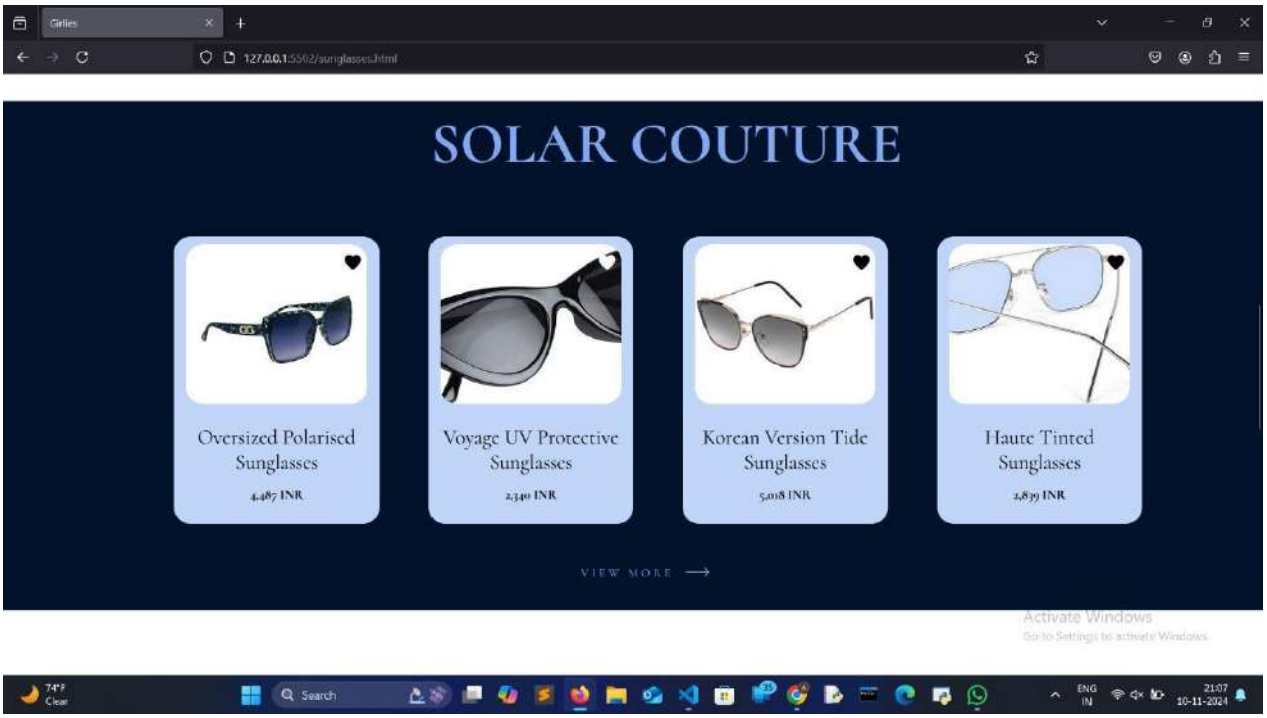
Girlies
127.0.0.1:5502/sunglasses.html
SOLAR COUTURE
Oversized Polarised Sunglasses
4,487 INR
Voyage UV Protective Sunglasses
2,340 INR
Korean Version Tide Sunglasses
5,018 INR
Haute Tinted Sunglasses
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VIEW MORE
Activate Windows
Go to Settings to activate Windows.
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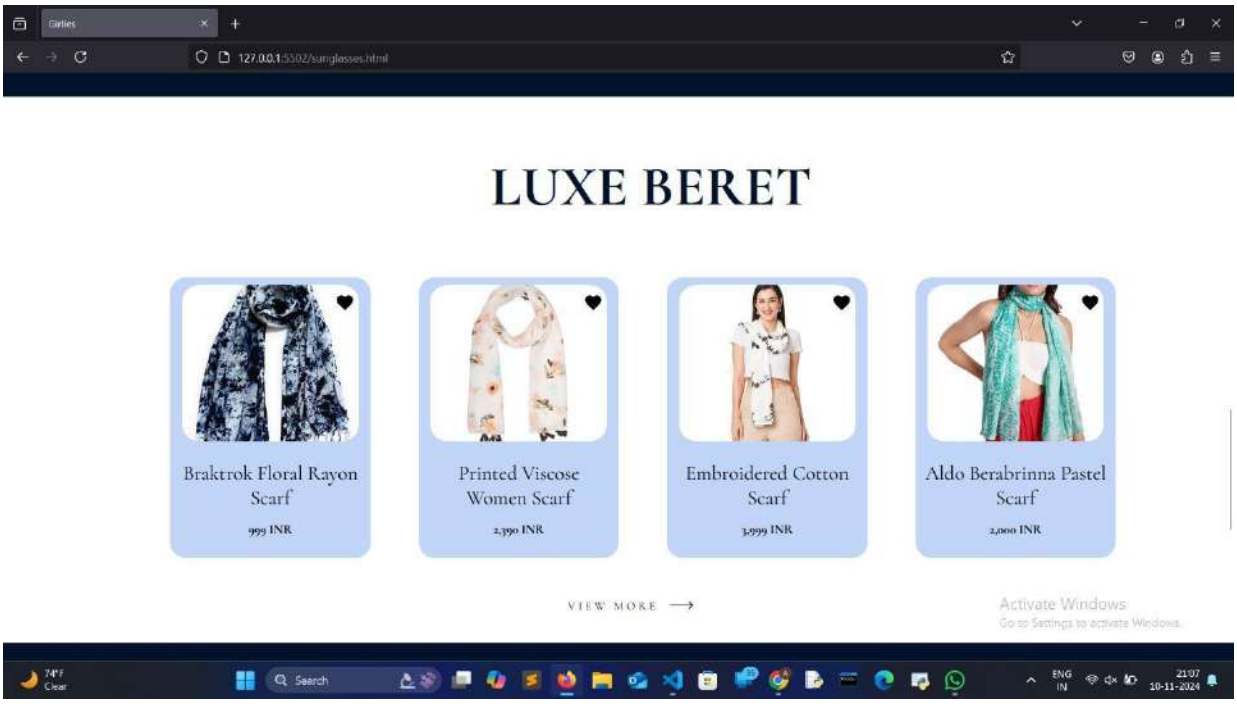
Girlies
127.0.0.1:5502/sunglasses.html
LUXE BERET
Braktrok Floral Rayon Scarf
999 INR
Printed Viscose Women Scarf
2,390 INR
Embroidered Cotton Scarf
3,999 INR
Aldo Berabrinna Pastel Scarf
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VIEW MORE
Activate Windows
Go to Settings to activate Windows.
74°F Clear
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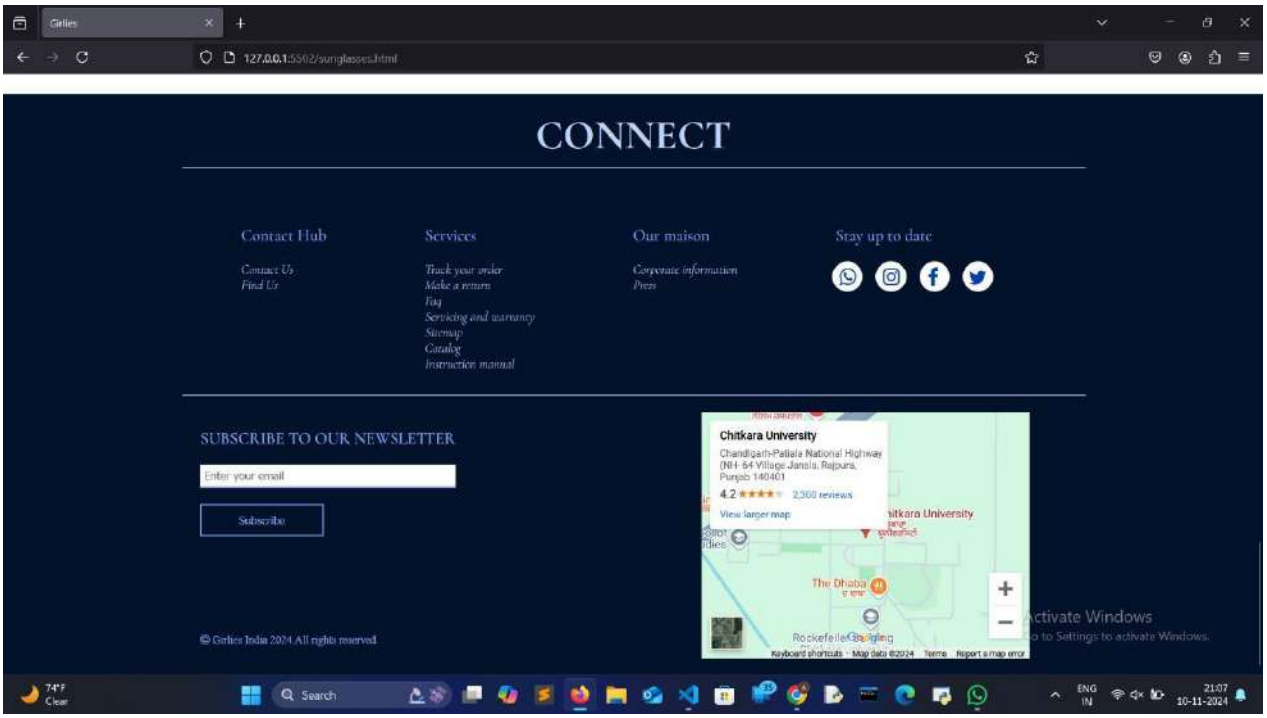
21:07 10-11-2024


Girlies
127.0.0.1:5502/sunglasses.html
CONNECT
Contact Hub
Contact Us
Find Us
Services
Track your order
Make a return
Faq
Servicing and warranty
Sitemap
Catalog
Instruction manual
Our maison
Corporate information
Press
Stay up to date
SUBSCRIBE TO OUR NEWSLETTER
Enter your email
Subscribe
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Chandigarh-Patiala National Highway (NH 64 Village Jansla, Rajpura, Punjab 140401
4.2 2,900 reviews
View larger map
The Dhaba
© Girlies India 2024 All rights reserved.
Activate Windows
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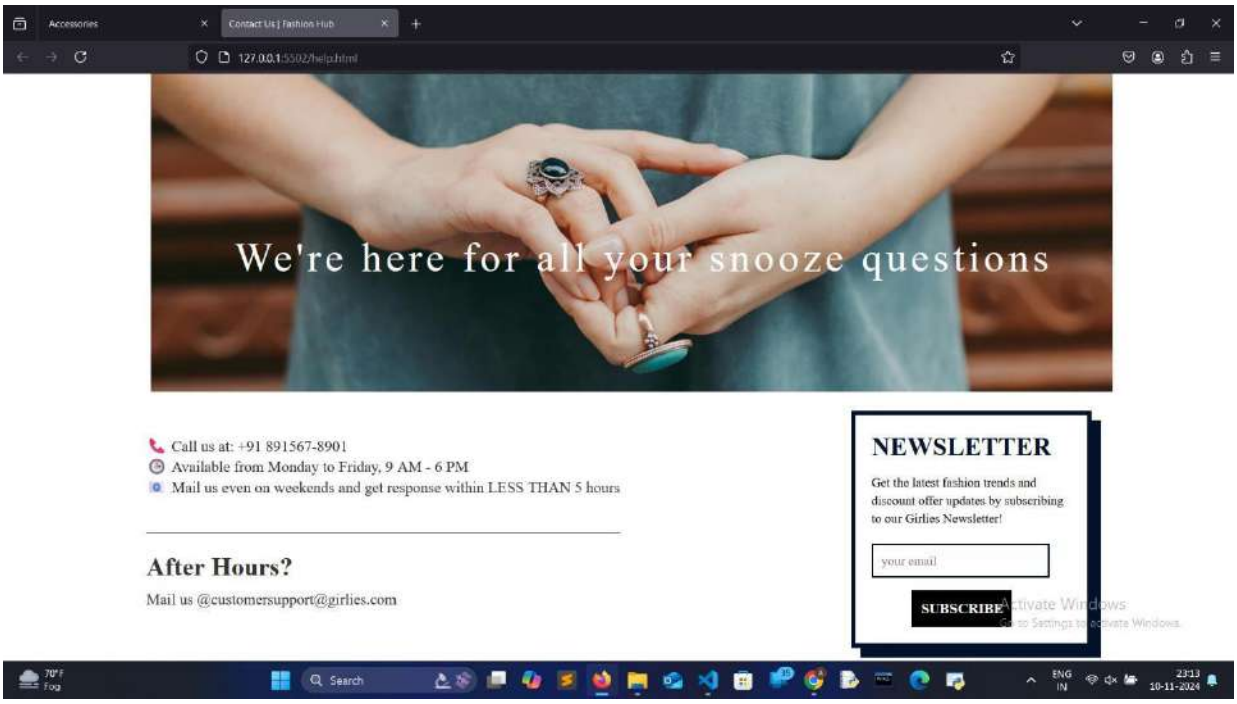
Accessories
Contact Us | Fashion Hub
127.0.0.1:5502/help.html
We're here for all your snooze questions
Call us at: +91 891567-8901
Available from Monday to Friday, 9 AM - 6 PM
Mail us even on weekends and get response within LESS THAN 5 hours
After Hours?
Mail us @customersupport@girlies.com
NEWSLETTER
Get the latest fashion trends and discount offer updates by subscribing to our Girlies Newsletter!
your email
SUBSCRIBE
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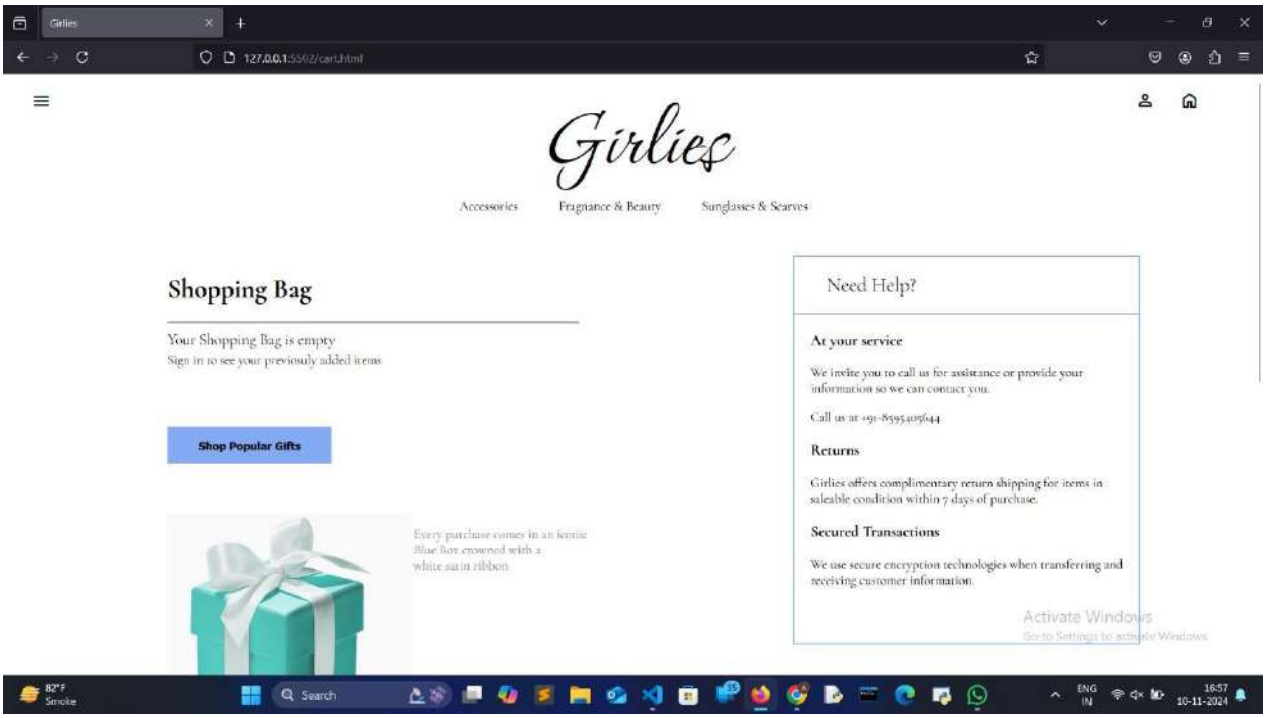
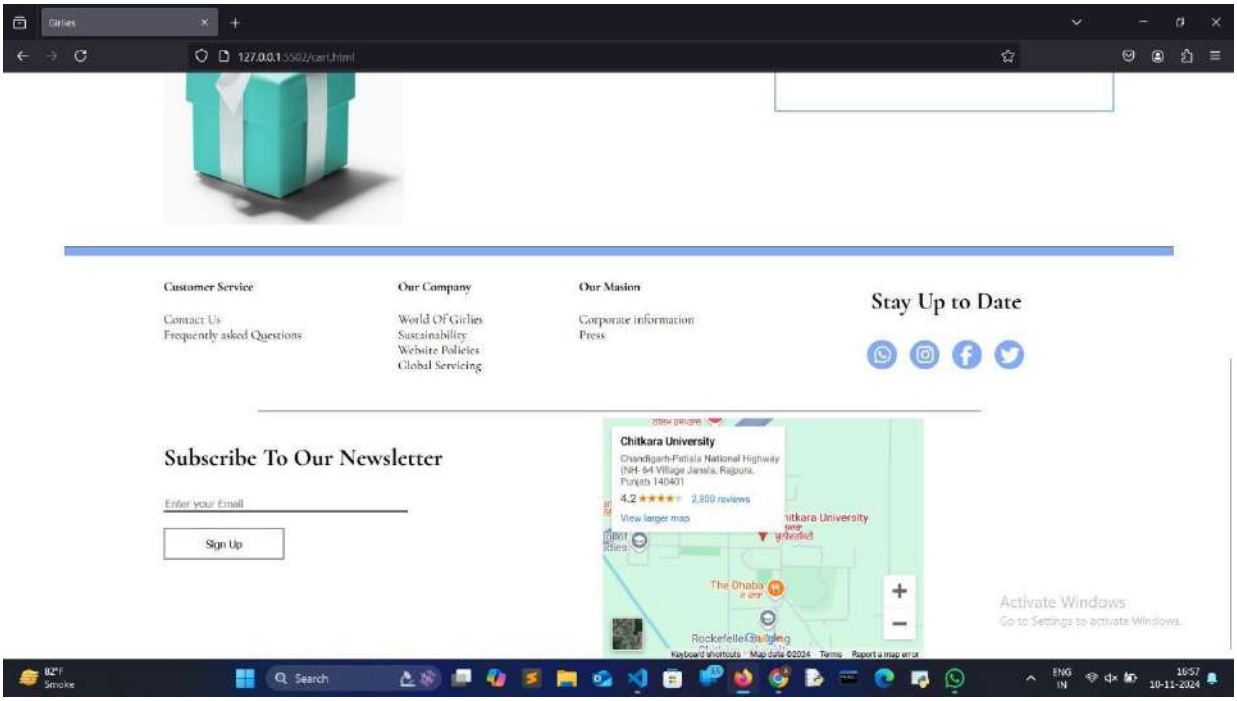
Search
ENG IN
23:13
10-11-2024


Girlies
Accessories
Fragrance & Beauty
Sunglasses & Scarves
Shopping Bag
Your Shopping Bag is empty
Sign in to see your previously added items
Shop Popular Gifts
Every purchase comes in an iconic Blue Box crowned with a white satin ribbon
Need Help?
At your service
We invite you to call us for assistance or provide your information so we can contact you.
Call us at +91-8595405644
Returns
Girlies offers complimentary return shipping for items in saleable condition within 7 days of purchase.
Secured Transactions
We use secure encryption technologies when transferring and receiving customer information.
Activate Windows
Go to Settings to activate Windows.


Customer Service
Contact Us
Frequently asked Questions
Our Company
World Of Girlies
Sustainability
Website Policies
Global Servicing
Our Mission
Corporate information
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2,800 reviews
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Go to Settings to activate Windows.

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