**Product Page Website**

**Project Title:** Responsive Product Landing Page for Nikeys

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**Course:** UI/UX Design Fundamentals

**Instructor Name:** [Faculty Name]

**Institution:** Christ University

**Date of Submission:** 26/09/2025

**2. Abstract**

This project focuses on designing and developing a responsive product landing page for the brand **Nikeys**. The main goal was to create an engaging, visually appealing, and interactive interface that highlights the product’s features, gallery, pricing, testimonials, and allows users to contact the brand directly. Core technologies used include **HTML, CSS, and JavaScript**, with advanced styling, interactive carousels, and responsive layouts using CSS Flexbox and Grid. The final outcome is a fully functional front-end page suitable for marketing a product, improving user engagement, and providing a professional brand showcase.

**3. Objectives**

* Design a **user-friendly, interactive interface** for a product landing page.
* Develop a **fully responsive layout** using HTML, CSS, and JavaScript.
* Implement **structured HTML5 semantic elements** for accessibility and SEO.
* Apply **CSS styling and color branding** (wine red, black, and white theme) for a polished look.
* Include **interactive elements** like gallery carousel, testimonial section, and form validation.
* Ensure **readability and usability across devices** (desktop, tablet, mobile).

**4. Scope of the Project**

* Focused purely on **front-end development**; no server-side integration.
* Implemented interactive features with **JavaScript** (gallery carousel, contact form validation).
* Designed for **all modern viewports**, ensuring responsiveness using CSS Flexbox and Grid.
* Used **pure code only**, no external libraries except images from open sources.

**5. Tools & Technologies Used**

| **Tool/Technology** | **Purpose** |
| --- | --- |
| HTML5 | Markup and content structure |
| CSS3 | Styling, layout, and responsive design |
| JavaScript | Interactive functionalities (carousel, form validation) |
| VS Code | Code editing and development |
| Chrome DevTools | Testing, debugging, and responsive checks |

**6. HTML Structure Overview**

* **Semantic tags used:** <header>, <nav>, <main>, <section>, <footer>.
* **Sections implemented:**
  + Hero Section with brand message and CTA.
  + Features Section highlighting product advantages.
  + Gallery Section with interactive carousel.
  + Pricing Section with multiple product options.
  + Testimonials Section featuring user feedback.
  + Contact Section with validated form.
* **Navigation menu:** <ul> list with anchor links for smooth scrolling.

**7. CSS Styling Strategy**

* External CSS embedded in the project for **flexible styling**.
* **Color Scheme:** Wine red (#b11226), black (#111), and white (#fff) for modern branding.
* **Techniques used:**
  + Flexbox for layout alignment in features, pricing, and testimonial sections.
  + Grid for responsive design adjustments in gallery and pricing.
  + Media queries for **mobile responsiveness**.
  + Hover effects on buttons and navigation links for better interactivity.
* Fonts chosen to improve **readability and aesthetic appeal** (Poppins).

**8. Features & Interactivity**

1. **Hero Section:** Eye-catching image background with brand slogan and CTA button.
2. **Features Section:** Highlights Comfort, Style, and Performance.
3. **Gallery Section:** Carousel slider with clickable previous/next buttons showing product images.
4. **Pricing Section:** Three product tiers (Basic, Premium, Limited Edition) with purchase buttons.
5. **Testimonials Section:** Rotating user reviews with real names (Adithya Boopy, Rahul P P, Abhi Natty).
6. **Contact Form:** Validates user input and displays confirmation message.

**9. Final Outcome and Usefulness**

* The project successfully showcases a **professional, interactive landing page** for the Nikeys brand.
* It demonstrates **modern UI/UX principles**, responsiveness, and interactive elements.
* Can be directly used as a **marketing and product promotion page**.
* Serves as a **portfolio project** demonstrating front-end development skills, design aesthetics, and interactivity.