**Lace-Up**

Project Documentation

For final Test submitted

by: -

**N01580830 - Apurva Kansara**

On Date: -

04/12/2023

Under the Guide

**Prof. Akshi Gakhar (Faculty of ITS)**

**Objective:**

The objective section outlines the purpose and goals of the "Lace Up" website. It can include:

* **Objective Statement:** Creating an online platform to showcase and sell Nike footwear products.
* **Goals:** Providing an engaging and user-friendly experience, increasing sales, establishing a reputable online presence for athletic footwear.

**Wireframe: Home page**

A black and white shoe

Description automatically generated

**Features:**

Key Features:

* **Product Showcase:** Displaying featured Nike footwear with images, descriptions, and prices.
* **Product Details:** Providing information on sizes, colours, and detailed product descriptions.
* **Cart Functionality:** Allowing users to add items to the cart and view the cart count.
* **Responsive Design:** Ensuring the website is accessible and functional across various devices.
* **Modal Image Gallery:** Enabling users to view multiple images of a product in a modal window.

Additional Features:

* **Hover Effects:** Enhancing user experience by implementing hover effects on product images and buttons.
* **Animation:** Incorporating animations for transitions between product slides.
* **Navbar with Links:** Including navigation links to various sections of the website.

**Java Script Functionality:**

1. **Slider Functionality:**
   * **let slideIndex = 0;** initializes the index of the current slide.
   * The code selects the slider, slide elements, and slide control items.
   * **slider.style.marginTop = '-' + slideIndex + '00vh'** adjusts the margin-top property of the slider to switch between slides.
   * **setTimeout()** sets the initial active slide and control item after a delay.
2. **Add to Cart Functionality:**
   * The code selects the "Add to Cart" button and the cart count element.
   * **itemCount** variable keeps track of the number of items in the cart.
   * **addToCart()** function increments **itemCount** when the "Add to Cart" button is clicked and updates the cart count displayed.
   * **addToCartBtn.addEventListener('click', addToCart);** adds a click event listener to the "Add to Cart" button to trigger the **addToCart()** function.
3. **Choose Product Functionality:**
   * **chooseProduct(index)** function changes the currently displayed product based on the selected index.
   * The function removes the active class from the current slide and slide control item, then sets the new slide and control item as active after a delay.
   * Event listeners are added to each slide control item to call **chooseProduct()** when clicked.
4. **Modal (Popup) Functionality:**
   * The code selects the modal, close button, more images, and preview images elements.
   * **closeBtn.onclick** function hides the modal when the close button is clicked.
   * **moreImages** elements have click event listeners that trigger a modal popup.
   * When a user clicks on a more image item, a modal is displayed with a larger preview of the clicked image.

These functionalities enable:

* **Slider Navigation**: Allows users to switch between different product slides.
* **Add to Cart**: Enables users to add products to their cart.
* **Product Selection**: Provides interactivity to choose different products in the slider.
* **Modal Popup**: Displays larger images when the user clicks on the additional images associated with a product.

**Business Case:**

Target Audience:

* **Athletic Enthusiasts:** Runners, fitness enthusiasts, athletes looking for quality athletic footwear.
* **Online Shoppers:** Individuals comfortable purchasing goods online.

Value Proposition:

* **Quality Nike Products:** Showcasing high-quality Nike footwear.
* **Convenience:** Offering an online platform for easy browsing and purchase.

Monetization Strategy:

* **Direct Sales:** Selling Nike footwear directly through the website.
* **Affiliate Marketing:** Partnering with affiliates for additional revenue streams.

Competitive Analysis:

* **Competitors:** Analyse other online footwear stores or Nike's official website.
* **Strengths and Weaknesses:** Evaluate what competitors offer in terms of products, user experience, pricing, etc.
* **Differentiation:** Identify areas where "Lace Up" stands out or can improve compared to competitors.

**Here are some Screenshots the Working Website:** -

A computer screen shot of a shoe

Description automatically generated

A computer screen shot of a shoe

Description automatically generated

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Description automatically generated