# IBM Assignment:

**Landing Page:**

Full background video is used for the following reasons:

* Grabs user’s attention and at the same time displays our commercial.
* Looks very attractive.
* Goods such as shoes are something that a user would like to see in actions before buying them online.

I have kept minimum content on the landing page to keep the focus on the video and to give user just a brief introduction to what’s next.

**Product Page:**

This page contains the main content. It describes the product and the features that can attract potential buyers. Various functionalities are provided to keep the site as lively as possible. For example – Carousel and JavaScript effects of transitions as we scroll through the page. Features like modals increase user engagement.

I have not provided any links to buttons inside the carousel. Photos and videos have been taken from various websites. **The pictures are used for demonstrating the functionality and may not be of the same shoe. The content inside different objects might be repeating. It is just used to demonstrate the functionality of the objects.**