Front-End UI/UX Mini Project

Project Submission Template

1. Title Page

- **Project Title**: *"Product Launch Website – NovaSmart Watch*

- **Submitted By**:

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- **Course**: *UI/UX Design Fundamentals*

- **Instructor Name**: Nagaveena

- **Institution**: *Christ University*

- **Date of Submission**: *13/08/2025*

2. Abstract

This project presents the design and development of a product launch website for the NovaSmart Watch using only HTML5 and CSS3. The goal was to create an elegant, user-friendly, and responsive platform to promote the smartwatch, highlight its features, and enable pre-orders. The site includes an "About" section, a "Key Features" list, pre-order call-to-action, and contact details. Built with semantic HTML and styled via an external CSS file, the project emphasizes visual hierarchy, clean layout, and accessibility. The outcome is a responsive, attractive, and functional promotional website, ideal for marketing a consumer tech product.

3. Objectives

- Design a user-friendly product launch website using modern UI/UX principles.

- Implement semantic HTML5 for structured content.

- Use CSS3 for branding, layout, and responsive design.

- Highlight product features and enable quick navigation.

- Ensure accessibility and readability across devices.

4. Scope of the Project

- Focused solely on front-end design and structure.

- No JavaScript or backend integration.

- Optimized for desktop and mobile viewports.

- Used only HTML5 and CSS3 with open-source assets.

5. Tools & Technologies Used

Tool/Technology	Purpose
HTML5	Markup and content structure
CSS3	Styling and layout management
VS Code	Code editor
Chrome DevTools	Testing and debugging

6. HTML Structure Overview

- Semantic tags: <header>, <nav>, <section>, <footer>.

- Sections: About, Key Features, Pre-Order, Contact.

- Navigation menu with anchor links for smooth scrolling.

- Product images embedded with descriptive alt text.

7. CSS Styling Strategy

- Used an external CSS file (style.css).

- Techniques:

  - Flexbox-based layouts for navigation and content blocks.

  - Hover effects on navigation links and buttons.

  - Color palette with high contrast for readability.

  - Mobile-friendly scaling for images and typography.

8. Key Features

Feature	Description
Responsive Layout	Works across devices with different screen sizes
Product Showcase	Dedicated section with product image and description
Feature List	Highlighted selling points in bullet format
Pre-Order CTA	Clear call-to-action button for early buyers
Contact Details	Email and phone for user queries

9. Challenges Faced & Solutions

Challenge	Solution
Image scaling on mobile	Used percentage-based widths and max-width for responsive resizing
Navigation spacing	Adjusted padding and margins in CSS
Text readability over background	Applied clear color contrast and increased font size

10. Outcome

- Delivered a visually appealing, clean, and responsive promotional website.
- Met project objectives using only HTML and CSS.
- Enhanced skills in semantic HTML structuring, CSS styling, and UI design principles.

11. Future Enhancements

- Add JavaScript for animations and form interactivity.

- Include a functional online payment/pre-order form.

- Integrate social media links.

- Add theme customization (dark/light mode).

12 Sample code

13 Screenshots of Final Output
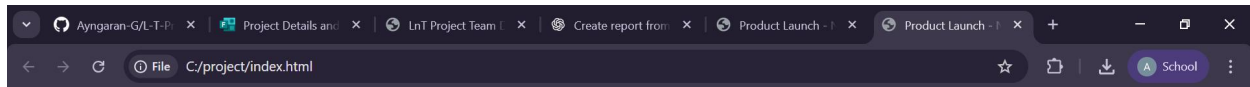
The NovaSmart Watch is the next generation of wearable technology. Combining style, durability, and cutting-edge features, it keeps you connected and healthy on the go. It is designed to seamlessly blend advanced technology with elegant design, making it your perfect daily companion. Crafted with a sleek, durable body and a customizable high-resolution display, it adapts to your style while keeping you connected and informed.

Key Features

24/7 Heart Rate Monitoring
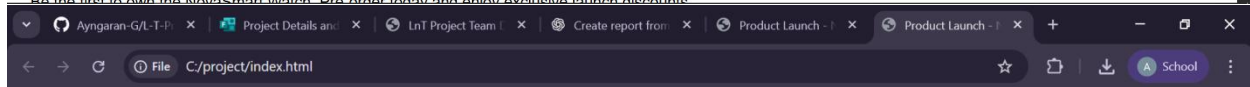
GPS & Fitness Tracking

Waterproof up to 50m

7-Day Battery Life

Customizable Watch Faces

Pre-Order Now

Be the first to own the NovaSmart Watch. Pre-order today and enjoy exclusive launch discounts.

About   Features   Pre-Order   Contact

About the Product

7-Day Battery Life

Customizable Watch Faces

Pre-Order Now

Be the first to own the NovaSmart Watch. Pre-order today and enjoy exclusive launch discounts.

Pre-Order

Contact Us

Email: info@novasmart.com

Phone: +91 91234 56789

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14. Conclusion

This project successfully demonstrates the creation of a product launch website using only HTML and CSS. It strengthened understanding of UI/UX fundamentals, semantic structuring, and responsive web design. The end result is a professional, accessible, and visually appealing site tailored for promoting a tech product.

15. References

- W3Schools HTML & CSS Tutorials – https://www.w3schools.com

- L&T LMS – https://learn.lntedutech.com