

Web page design for e-commerce clothes shopping

Introduction of e-commerce:

An e-commerce website is one that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service.

Introduction of online cloth e-commerce:

A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores usually enable shoppers to use "search" features to find specific models, brands or items.

1. advantages for a clothing retailer to rely uniquely on an ecommerce online selling strategy

It can help to drive engagement, gather data on consumers and build long lasting brand loyalty. All of this helps to contribute to building the brand for the better in the short and long term.

1. DESIGN GOALS

Broadly, there are four major website goals you could have, and they are: Increase sales/conversions. Become a subject matter expert. Improve customer interactions. Build a brand image/reputation.

1. Mobile Compatibility

As more and more people use their mobile phones to access the Internet, creating a mobile optimized website has become a necessity.

The first step is to check how your existing website appears on mobile. You can use Google mobile site tester to find this out. If your website cannot currently be accessed on mobile, you can create a mobile version of your website for free with the help of web-based mobile website builders.

2. Accessible to All Users

A user-friendly website should also be accessible to everyone including blind, disabled or the elderly. These users typically use screen-readers to access the Internet. The 508 website accessibility guidelines highlights simple web design techniques that can be applied to make sure your website can be accessed easily on-screen readers, making your website available to a larger audience.

3. Well Planned Information Architecture

How information is organised and presented on your website is vital for good usability. However, it is often neglected. It has become even more important today as websites offer a wide range of information and resources to attract their target market. Plan your website sections and categories carefully and present information in a way that it is easy for users to find. Always think from the perspective of your users. This is particularly important if you offer a lot of content on your company's website.

4. Well-Formatted Content That Is Easy to Scan

The average Internet user skims through the content on a web page instead of reading each and every word from top to down. Users tend to scan through key parts of the page quickly to determine if it is relevant to their needs.

It is important to format your content with this in mind. Correct use of headings, sub-headings, paragraphs, bullets or lists help to break up text, making it easy for readers to scan.

5. Fast Load Times

Nothing is more annoying for website visitors than a website that takes long to load. In fact, slow speed is one of the main reasons why visitors leave a website. Making sure your website loads within 4 to 6 seconds is important for good usability. It also affects your search engine ranking.

You can use free tool such as Pingdom to test the speed of your website and to get suggestion on what you can do to improve your speed.

I have found third-party website plugins and widgets including website tracking, social media, to be one of the most common factors that affects

website speed. Try to limit their use and only use the ones that are absolutely necessary.

It is also one of the main reasons visitors leave your site. Customer expectations have changed significantly in recent years. A typical customer will only wait for a few seconds for your page to load, after which they will most likely navigate away to a competitor's site never to visit again.

6. Browser Consistency

Browser compatibility can be easily overlooked. Even the websites of some of the most reputable companies suffer from this problem due to neglect. This is bad for branding and has a negative affect on website usability.

Although modern browsers have evolved and become more efficient, some inconsistencies still exist in how a website is interpreted by different browsers. It is important to ensure your website appears and behaves consistently across all major browsers such as Chrome, Internet Explorer, Firefox, Safari and Opera. Simple things like this set a professionally designed website apart from the rest.

7. Effective Navigation

Good navigation is one of the most important aspects of website usability. Simple HTML or JavaScript menus tend to work best and appear consistent on all browsers and platforms.

It is equally important for the navigation to be clutter-free. Try to limit the number of menu items as far as possible. A drop-down menu or sub-navigation may work better on large site with many sections and pages.

Advancement in DHTML, and JavaScript libraries such as Motools and Ajax also opened the doors to many new possibilities for creating innovative navigation systems.

There is more to navigation than menu. Here are some other aspects to consider:

- Good search feature.
- Multiple ways to explore content e.g. top 10, most rates, most popular, etc.
- Custom 404 Page.
- Good Internal Linking
- Informative header and footer

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- Good search feature.
- Multiple ways to explore content e.g. top 10, most rates, most popular, etc.
- Custom 404 Page.

9. Valid Mark-Up & Clean Code

A website that adheres to the relevant web design best practices and standards is often more robust and dependable. It also ensures the website will load faster and appear consistent across browsers and devices. It also makes it easier to locate problems and troubleshoot if the need arises.

More information and mark-up validation tools can be found on W3C's website.

- Informative header and footer

10. Contrasting Colour Scheme

The right contrast between the background of the website and content is one of the most basic yet most important web design principles that should never be overlooked. Good contrast between background and text e.g. black text on a white background makes your content legible and easy to read. Lack of contrast, on the other hand, makes it very difficult for visitors to read your content.

11. Usable Forms:

Forms are a very important element on business websites. They allow users to interact with the site. Forms are also very useful for generating leads for a business.

To get the most out of your site, it is important to ensure the forms are easy to use and accessible to everyone.

Importance of these goals for a successful e-commerce

- lower costs,
- increasing sales,
- improving customer satisfaction.

2.Target Audience

in the next instalment of #RealAudiences, we are diving into the world of fashion retail. We look at some of the best audience segments that fashion retail brands should target to get the best out of their campaigns. Several of the world's top fashion brands spare no effort to ensure that their communication is seen and have an impact on the right audiences. Based on the data we've gathered, here are 5 audience segments that are resulting in high ROI for such brands.

1.Clothing and Accessories Shoppers

Consumers who are trendy and fashion-oriented who shop regularly

Frequent shoppers of clothing and accessories or as some like to call them, "Shopaholics", are a passionate crowd. They are generally up to date with the latest fashion trends and ensure that shopping is a constant entry in their monthly budgeting. Brands in the fashion industry dealing with clothes and accessories should definitely focus on this audience as they are sure to be guaranteed repeat customers for them.

2. Luxury Shoppers

Consumers who tend to shop for high-end luxury and high ticket items.

Luxury consumers may not be as frequent in their shopping as some of their peers, however they are more willing to buy luxury and high ticket price items such as jewellery, watches etc. By targeting this segment, brands can promote their high-end luxury items to a more receptive audience to their communications. For example, a jewellery brand would have a better chance of engagement from this audience rather than a consumer who is more attuned to be a convenience store shopper.

3. Mall Visitors

Consumers who frequently visit malls

The typical mall visitor is an audience segment that definitely needs to be targeted by brands to ensure that the consumers walk into their store and not just walk by without any action. Most visitors to malls generally do not come in with just a single purpose for their visit. They come in to spend time window shopping and to spend time with friends and family. Brands can use this to their advantage by offering exclusive offers at their outlets in certain malls to entice consumers.

4. Fashion e-commerce app users

Consumers who use e-commerce apps that focus on fashion products

This audience segment consists of people who are both fashion conscious as well as used to online shopping behaviour. They have various e-commerce apps on their phones through which they conduct their shopping escapades. This is a consumer who checks the products that they want online but can be tempted to come to the store if there are exclusive offers there. This would be a great way to bring in footfalls.

5. Nightlife Spots Visitors

Consumers who visit popular nightlife spots

The people who enjoy at clubs, discos and other nightlife spots tend to be quite trendy and fashionable. Targeting this audience set is a logical decision for fashion brands that portray trendiness and modern aesthetics. By targeting consumers who frequent nightlife spots brands can start to see higher conversion rates as the consumers that see their messaging are always looking for newer and newer looks. The above high-quality audience segments used in combination or individually can help ensure your target the right customer who would be the most receptive to your communication, resulting in higher conversions and better ROI. Lifesight has an audience size of over 152 Million users who can be classified as fashion retail shoppers based on places visited, geo-behavioural data, brand affinities, as well as app usage. This is a gold-mine for fashion brands looking for a refined audience targeting strategy.!

How e-commerce platforms can meet new-age consumer expectations

Driven by social media and other catalysts, consumer behaviour was already changing in recent years as customer cohorts spent more time online. But the pandemic turned things on their head by accelerating the process almost overnight. Until a couple of years ago, for instance, food and personal care products had been the least preferred online order but today it's otherwise. No doubt, consumer trends and behaviour underwent a dramatic change since 2020 as people were forced to stay indoors leading to a spurt in ordering items online. In catering to the diverse expectations of these new-age consumers, e-commerce platforms must know their evolving habits and preferences that impact them and how to address the same.

Fair pricing and discounts are now taken for granted. What consumers also expect is proactive service, personalised engagements and seamless shopping experiences across all channels and touchpoints.

Here are some major online consumer preferences and shopping trends e-retailers must understand and address:

- **Convenience:** Although convenience was always valued by online shoppers the pandemic made it a priority. As a result, online platforms must facilitate a faster browsing experience with fewer queries, forms or other barriers that impede the shopping journey and could culminate in cart abandonment. The greater the convenience and speed of purchase, the faster will be the consumer conversion that ends in seamless sales and checkout.
- **Swift access across all devices:** Most online shoppers want a seamless transfer between devices during their buying journey. Many consumers may begin the buying journey on their mobiles and end up on another device, such as their desktop, or vice versa. During these transitions, the last thing they appreciate is interruptions. Consumers also expect the smooth cross-device experience to include checkouts with personal details already filled in, even if they had done this earlier on another device.
- **Easy omni-channel shopping:** Platforms that engage customers across multiple channels of their choice stand a higher chance of attracting attention, driving sales, and ensuring repeat visits. Ubiquitous technological options have made consumers shop while multitasking. Retailers with a presence spanning legacy and new-age channels can then attract more consumer attention, particularly if they deploy a cross-channel marketing strategy. But omni-channel sales only work if supported by blended, consistent and compelling experiences spanning diverse channels and touchpoints.
- **Seamless payment options:** To provide an end-to-end convenient shopping experience, online platforms must have gateways that offer

multiple popular payment options. Simple, speedy payment choices encourage consumers to make faster purchase decisions.

Conversely, inadequate payment options can lead to something that e-commerce players dread the most – abandoned carts. Significantly, the Global Payments Report 2021 estimated that mobile commerce and digital wallets would account for about 40% of online purchases and payments worldwide in 2022.

- **Faster deliveries:** Almost every customer expects speedy delivery alternatives when shopping online. Therefore, shipping options should be both fast and transparent. Lack of transparency in shipping can lead to many consumers abandoning their purchase. With global e-commerce platforms offering next-day deliveries, nowadays consumers expect expedited, convenient, and transparent shipping options from all online retailers.
- **Simple returns process:** When it comes to online orders, the consumer journey may not necessarily end with a purchase. Aftersales services, regular interactions, if required, and a frictionless returns policy are also mandatory to ensure customer loyalty and satisfaction. Accordingly, customers must be assured of a simple, swift, and convenient returns process, followed by a speedy replacement or refund, as requested by buyers.
- **Personalised purchase experience:** By using AI, machine learning and data analytics, e-commerce companies can provide a curated, bespoke buying experience based on consumers' searches, views, and purchase history. Demographic data such as the background and location of buyers can also help in determining their needs or problems that require resolution. This can be done through a scalable, automated process of cross-channel marketing platforms. Personalisation should transcend cross-selling and upselling by covering the entire journey from ads and emails to checkouts. As per a 2023 Global Web Index report, 70% of customers will willingly share data with companies offering a more

personalised experience while 72% would only engage with portals providing personalised messaging.

- **Immersive buying:** As augmented and virtual reality gradually gain greater traction among online shoppers; e-commerce brands will need to consider a presence in the Metaverse to offer buyers a truly immersive buying experience. Such immersive experiences will be akin to virtual twins of real-world shopping environments whereby customers can ‘try’ out items before making a purchase.

Meanwhile, as consumer attention spans get shorter, the 24×7 presence of the online world is leading to greater competition in e-commerce. Therefore, an online or hybrid model is imperative for retailers to remain on top of the competition. Online retailers who tick all the above boxes in meeting the evolving needs of their new-age consumers can then hope to stay one step ahead of the digital disruptions curve.

Wireframes and Layout

NAV BAR
LOGO

HEADER.

Pop-up
alert box.

Search

Home

About

collection

sign

Cart

Form

email

Pass

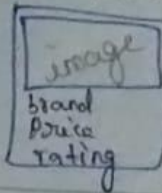
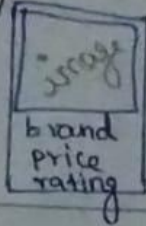
and

button.

image

Boly

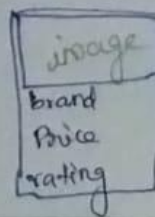
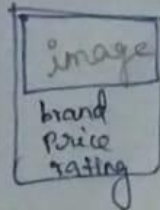
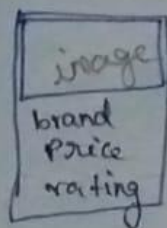
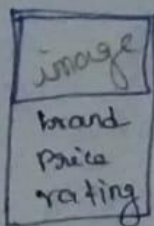
New Arrivals



60% Offers & Repair

BANNERS Explores.

Featured images



Crazy
deals

Learn more

SUMMER
OFFER

Special

button

FOOTER:-

contact
details.

About us

Account

Install APP

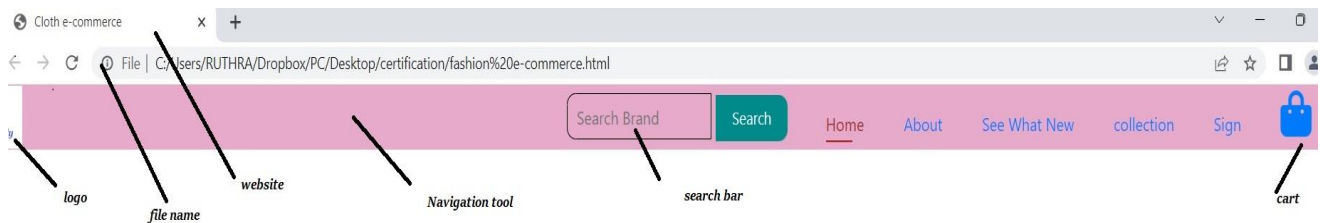
APP

Google play

Payment

Annotation

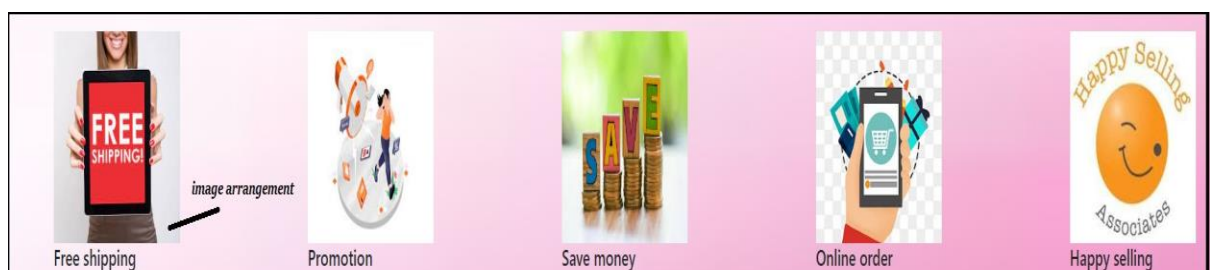
NAVIGATION BAR:



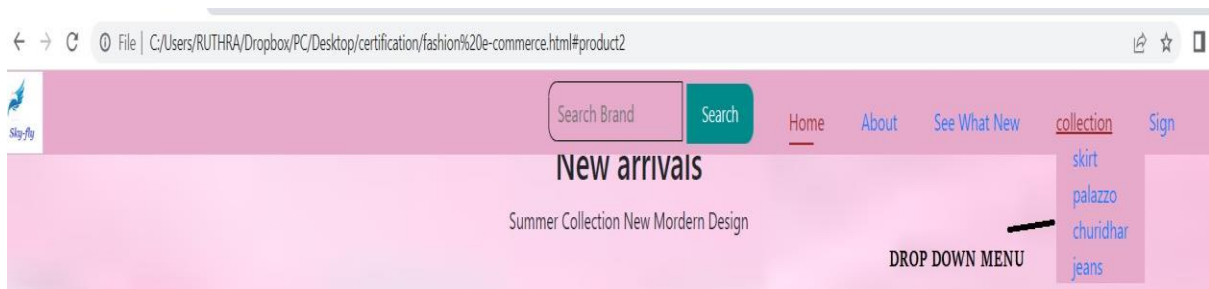
Inside body:



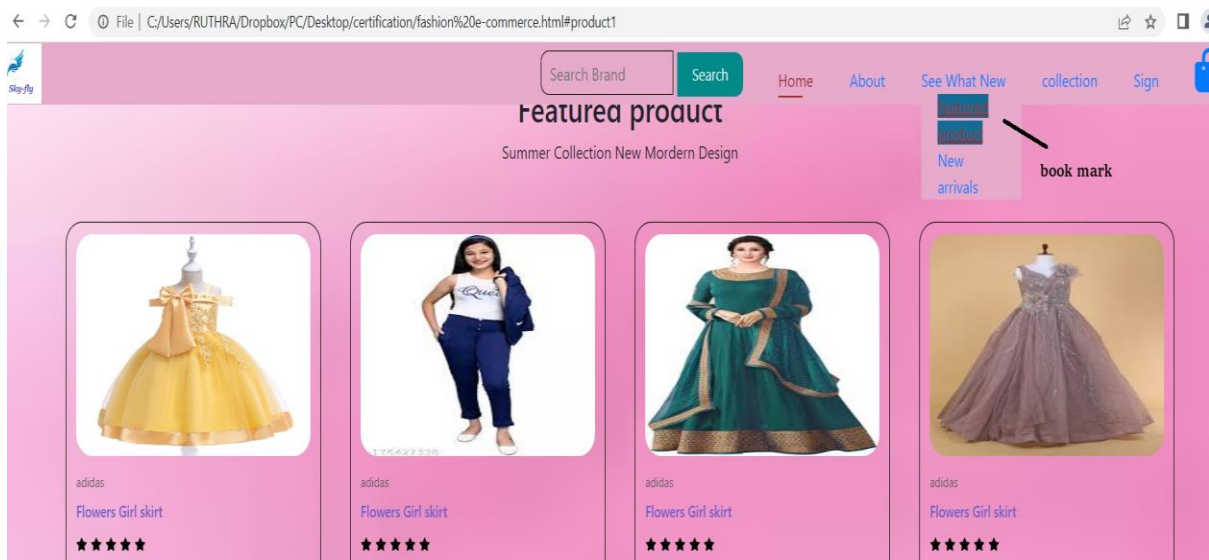
Rating and arranged image:



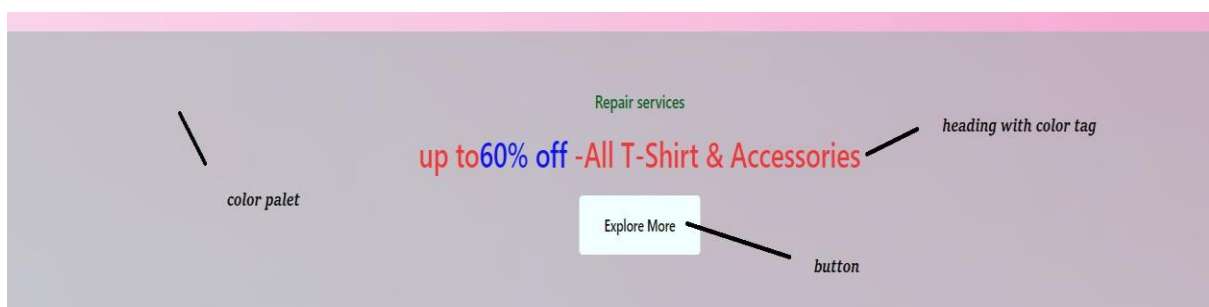
DROPDOWN MENU



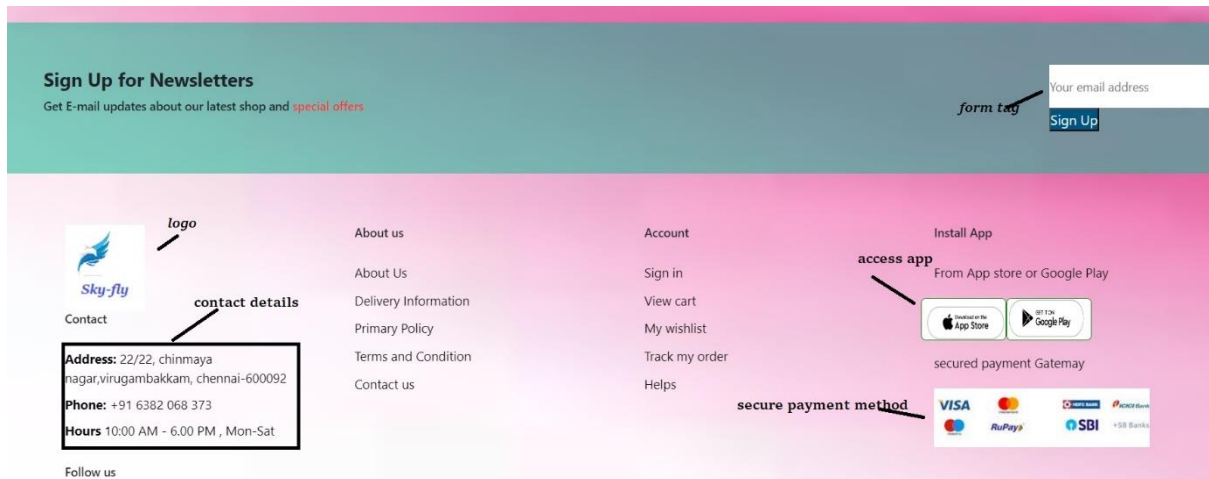
BOOKMARK:



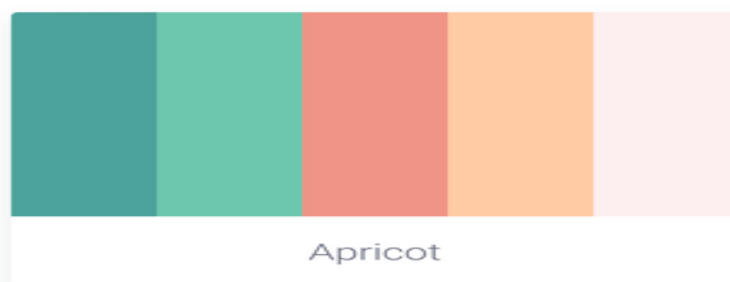
Banner type:



FOOTER



Colour palette



©palettees

HTML STRUCTURE AND CSS STYLE

HTML

Design: (Head tag)

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1">

<link rel="stylesheet"
href="https://cdn.jsdelivr.net/npm/bootstrap@4.6.2/dist/css/bootstrap.mi
n.css">

<script src="https://kit.fontawesome.com/114017c6ab.js"
crossorigin="anonymous"></script>

<link rel="stylesheet" href="fashion.css">

<title>Cloth e-commerce</title>

</head>
```

Explanation:

Meta scale

```
<meta name="viewport" content="width=device-width, initial-scale=1">
```

This gives the browser instructions on how to control the page's dimensions and scaling.

The **width=device-width** part sets the width of the page to follow the screen-width of the device (which will vary depending on the device).

The **initial-scale=1.0** part sets the initial zoom level when the page is first loaded by the browser.

TITLE

```
<title>Cloth e-commerce</title>
```

The contents of a page title is very important for search engine optimization (SEO)! The page title is used by search engine algorithms to decide the order when listing pages in search results.

The `<title>` element:

- defines a title in the browser toolbar
- provides a title for the page when it is added to favorites
- displays a title for the page in search-engine results.

Link with external files

```
<script src="https://kit.fontawesome.com/114017c6ab.js"
        crossorigin="anonymous"></script>
```

The fontawesome.com externally merge with the html file for icons

Body tag

Navigation bar

```
<div>

  <nav id="navbar">

    <div class="search">

      <input type="text" class="search-box" placeholder="search
brand">

      <button class="search-btn" type="submit">search</button>

    </div>

    <ul>

      <li><a class="active" href="index.html">Home</a></li>

      <li><a href="about.html">About</a>
```


contact

E-mail

Address

See What New

Featured product

New arrivals

collection

skirt

palazzo

churidhar

jeans

Sign


```
<li> <h1><a href="cart.html"><i class="fa fa-shopping-  
bag"></i></a></h1></li>  
  
</ul>  
  
</nav>  
  
</div>
```

NAVBAR

```
<nav id="navbar">
```

The purpose of a navigation bar is to help your user browse through your website effortlessly. A navigation bar is usually placed at the top of your website.

SEARCH BUTTON:

```
<div class="search">  
  
  <input type="text" class="search-box" placeholder="search  
brand">  
  
  <button class="search-btn" type="submit">search</button>  
  
</div>
```

The `<div>` tag is easily styled by using the class or id attribute.

BUTTON

`<button>` tag defines a clickable button. Inside a `<button>` element you can put text (and tags like `<i>`, ``, ``, `
`, ``, etc.). That is not possible with a button created with the `<input>` element!.

INPUT

The `<input>` tag specifies an input field where the user can enter data.

The `<input>` element is the most important form element.

The `<input>` element can be displayed in several ways, depending on the type attribute.

UNORDER LIST

An unordered list starts with the `` tag. Each list item starts with the `` tag.

The list items will be marked with bullets (small black circles) by default:

Anchor tag

The `<a>` tag defines a hyperlink, which is used to link from one page to another.

The most important attribute of the `<a>` element is the `href` attribute, which indicates the link's destination.

BOOKMARK

```
<ul>

  <li><a href="#product1">Featured product</a></li>

  <li><a href="#product2">New arrivals</a></li>

</ul>
```

Bookmarks can be useful if a web page is very long.

To create a bookmark - first create the bookmark, then add a link to it.

When the link is clicked, the page will scroll down or up to the location with the bookmark.

SECTION-1

```
<section id="hero">

  <h4> Trade-in-offer</h4>

  <h4>Super value deals</h4>

  <h1> You Should Always Feel Pretty</h1>

  <p>save more with coupons& upto 50% offer !!!</p>
```

```
<button>2023 collection &#8594;</button>
```

```

```

```
</section>
```

Section tag defines the section of documents such as chapters, headers, footers or any other sections. The section tag divides the content into section and subsections. The section tag is used when requirements of two headers or footers or any other section of documents needed.

HEADING TAG:

search engines use the headings to index the structure and content of your web pages.

Users often skim a page by its headings. It is important to use headings to show the document structure.

<h1> headings should be used for main headings, followed by **<h2>** headings, then the less important **<h3>**, and so on.

PARAGRAPH:

The HTML **<p>** element defines a paragraph.

A paragraph always starts on a new line, and browsers automatically add some white space (a margin) before and after a paragraph.

IMAGE SOURCE:

The **** tag is used to embed an image in an HTML page. Images are not technically inserted into a web page; images are linked to web pages.

SECTION-2

```
<section id="product1" class="section-p1">
```

```
<h2>Featured product</h2>
```

```
<p>Summer Collection New Mordern Design</p>
```

```
<div class="pro-container">
```

```

<div class="pro">

    <div class="des">

        <span>adidas</span>

        <h5>Flowers Girl skirt</h5>

        <div class="star">

            <i class="fa-sharp fa-solid fa-star"></i>

            <i class="fa-sharp fa-solid fa-star"></i>

            <i class="fa-sharp fa-solid fa-star"></i>

            <i class="fa-sharp fa-solid fa-star"></i>

            <i class="fa-sharp fa-solid fa-star"></i>

        </div>

        <h4>$450</h4>

    </div>

    <a href="#"><i class="fa fa-shopping-cart"></i></a>

</div>

```

SPAN TAG

The `` tag is an **inline container** used to mark up a part of a text, or a part of a document. The `` tag is easily styled by CSS or manipulated with JavaScript using the class or id attribute. The `` tag is much like the `<div>` element, but `<div>` is a block-level element and `` is an inline element.

ICON TAG

To insert an icon, add the name of the icon class to any inline HTML element.

The `<i>` and `` elements are widely used to add icons.

All the icons in the icon libraries below, are scalable vector icons that can be customized with CSS (size, color, shadow, etc).

Font Awesome 5 Icons

To use the Free Font Awesome 5 icons, go to fontawesome.com and sign in to get a code to use in your web pages.

SECTION-3

BANNER

```
<section id="banner" class="section-m1">

    <h4>Repair services</h4>

    <h2>up to<span>60% off</span> -All T-Shirt & Accessories</h2>

    <button class="normal">Explore More</button>

</section>
```

SECTION-4

NEWSLETTER

```
<section id="newsletter">

<div class="newsletter">

<h4>Sign Up for Newsletters</h4>

<p> Get E-mail updates about our latest shop and<span> special offers
</span></p>

</div>

<div class="form">
```

```
<input type="text" id="email" placeholder="Your email address"
name="emails" multiple>

<button type="button" onclick="alert('please wait a second!!')">Sign
Up</button>

</div>

</section>
```

FORM:

Element provide a document section to take input from user. It provides various interactive controls for submitting information to web server

FOOTER:

```
<footer class="section-p1">

  <div class="col">

    <h4>Contact</h4>

    <p><strong> Address:</strong> 22/22, chinmaya nagar,virugambakkam,
chennai-600092</p>

    <p><strong> Phone:</strong> +91 6382 068 373</p>

    <p><strong>Hours</strong> 10:00 AM - 6.00 PM , Mon-Sat</p>

    <div class="follow us">

      <h4>Follow us</h4>

      <div class="icon">

        <a href="#" ><i class="fa-brands fa-facebook"></i></a>

        <a href="#" > <i class="fa-brands fa-twitter"></i></a>

        <a href="#" ><i class="fa-brands fa-instagram"></i></a>
```

</div>

</div>

</div>

<div class="col">

<h4>About us</h4>

About Us

Delivery Information

Primary Policy

Terms and Condition

Contact us

</div>

<div class="col">

<h4>Account</h4>

Sign in

View cart

My wishlist

Track my order

Helps

</div>

```

<div class="col install">

    <h4>Install App</h4>

    <p>From App store or Google Play</p>

    <div class="row">

    </div>

    <p>secured payment GateWay</p>

    </div>

</footer>

```

The **<footer>** tag defines a footer for a document or section.

A **<footer>** element typically contains:

- authorship information
- copyright information
- contact information
- sitemap
- back to top links
- related documents

You can have several **<footer>** elements in one document.

CSS STYLE

```

#navbar{

    display: flex;    /*adding content with in arow*/

```



```
align-items: center;

justify-content: space-between;

z-index: 999;
}

#navbar ul {

list-style-type: none;

margin: 0;

padding: 0;

background:rgb(232, 170, 202);
}

#navbar li{

list-style: none; /*using to remove the bullet*/

padding:0 20px;

position: relative;

display: inline-block;
}

#navbar li a:hover, /*everytime we want change the color*/

#navbar li a.active{

color: brown; /*everytime the home show active its highlighted*/
}

#navbar li a.active::after{

content: "";

width: 30px;
```

```
height: 2px;

background: brown;

position: absolute;

bottom: -4px;

left: 20px;

}

/* Style the dropdown menu */

#navbar ul ul {

    position: absolute;

    top: 100%;

    display: none;

}

#navbar ul ul li {

    display: block;

}

#navbar li:hover ul {

    display: block;

}

/* Change the background color of dropdown links on hover */

#navbar ul ul li a:hover {

    background-color: #136c96;

}

.search{
```

```
        width: 500px;

        display: flex;

    }

.search-box{

    width: 60%;

    height: 40px;

    padding: 10px;

    border-top-left-radius: 10px;

    border-bottom-left-radius: 10px;

    border: 1px solid black;

    text-transform: capitalize;

    background: none;

    color: #cce7d0;

    outline: none;

}

.search-btn{

    width: 30%;

    height: 40px;

    padding: 5px 10px;

    border: none;

    outline: none;

    cursor: pointer;

    background: darkcyan;
```

```
color:aliceblue;

text-transform: capitalize;

font-size: 15px;

border-top-right-radius: 10px;

border-bottom-right-radius:10px ;

}

#hero{

    height: 90vh;

    width:100%;

    background-position: top 25% right 0;

    background-size: cover;

    background-repeat: no-repeat;

    padding: 0 80px;

    display: flex;

    flex-direction: column;

    align-items: flex-start;

    justify-content: center;

}

#hero h4{

    padding-bottom: 15px;
```

```
    color: blue;
}

#hero h1{
    color: darkcyan;
}

#hero p{
    color:rgb(59, 6, 6);
}

#hero button{
    background-color:transparent ;
    display: inline-block;
    background:#ff77cd;
    border-radius: 30px;
    padding: 10px 20px;
    text-decoration: none;
    box-sizing: border-box;
    color: blueviolet;
    transition: 0.5s;
}

.features-img{
    height: 90%;
    position: absolute;
    bottom: 0;
```

```
right: 160px;

opacity:0.9;

border-radius: 90%;

padding-top: 5%;

}

.section-p1{

padding: 40px 80px;

}

#Feature.fe-box{

width:180px;

text-align: center;

padding: 25px 15px;

box-shadow:20px 20px 34px rgba(0 ,0 ,0 ,0.03);

border:1px solid #cce7d0;

border-radius: 4px;

margin:15px 0;

}

#Feature .fe-box:hover{

box-shadow:20px 20px 54px rgba(70 ,62 ,221,0.1);

}

#Feature{

display:flex;
```

```
    align-items: center;

    justify-content: space-between;

    flex-wrap: wrap;
}

#Feature.fe-box h6{

    display:inline-block;

    padding:9px 8px 6px 8px;

    line-height:1;

    border-radius:4px;

    color:rgb(24, 122, 180);

    background-color:#ff77cd;

}

#product1 .pro-container{

    display: flex;

    justify-content: space-between;

    padding-top: 20px;

    flex-wrap:wrap;

}

#product1{

    text-align: center;

}

#product1 .pro{

    width: 23%;
```

```
min-width: 250px;

padding: 10px 12px;

border: 1px solid black;

border-radius: 20px;

cursor: pointer;

box-shadow: 20px 20px 30px rgba(0,0,0,0.02);

margin: 15px 0;

transition: 0.2s ease;

position: relative;
}

#product1 .pro: hover{

    box-shadow: 20px 20px 30px rgba(0,0,0,0.06);

}

#product1 .pro img{

    width: 100%;

    border-radius: 20px;

}

#product1 .pro .des{

    text-align: start;

    padding: 10px 0;

}

#product1 .pro .des span{

    color: #606063;
```



```
    font-size: 12px;
}

#product1 .pro .des h5{
    padding-top:7px ;
    color: slateblue;
    font-size: 14px;
}

#product1 .pro .des i{
    color:black;
    font-size: 12px;
}

#product1 .pro .des h4{
    padding-top: 7px;
    font-size: 15px;
    font-weight: 700;
    color: #088178;
}

#product1 .pro-container{
    display: flex;
    justify-content: space-between;
    padding-top: 20px;
    flex-wrap:wrap;
}
```

```
#product2{
    text-align: center;
}
#product2 .pro{
    width: 23%;
    min-width: 250px;
    padding:10px 12px;
    border:1px solid black;
    border-radius: 20px;
    cursor:pointer;
    box-shadow: 20px 20px 30px rgba(0,0,0,0.02);
    margin:15px 0;
    transition: 0.2s ease;
    position: relative;
}
#product2 .pro:hover{
    box-shadow: 20px 20px 30px rgba(0,0,0,0.06);
}
#product2 .pro img{
    width: 100%;
    border-radius: 20px;
```

```
}  
  
#product2 .pro .des{  
    text-align: start;  
    padding: 10px 0;  
}  
  
#product2 .pro .des span{  
    color: #606063;  
    font-size: 12px;  
}  
  
#product2 .pro .des h5{  
    padding-top: 7px ;  
    color: slateblue;  
    font-size: 14px;  
}  
  
#product2 .pro .des i{  
    color: black;  
    font-size: 12px;  
}  
  
#product2 .pro .des h4{  
    padding-top: 7px;  
    font-size: 15px;  
    font-weight: 700;  
    color: #088178;
```

```
}
```

```
#product2 .pro-container{
```

```
    display: flex;
```

```
    justify-content: space-between;
```

```
    padding-top: 20px;
```

```
    flex-wrap: wrap;
```

```
}
```

```
.section-m1{
```

```
    margin: 40px 0;
```

```
}
```

```
#banner{
```

```
    display: flex;
```

```
    flex-direction: column;
```

```
    justify-content: center;
```

```
    align-items: center;
```

```
    text-align: center;
```

```
    background-color: rgba(151, 177, 171, 0.54);
```

```
    width: 100%;
```

```
    border: 15px solid rgba(29, 6, 1, 0.74);
```

```
    border-style: hidden;
```

```
    padding: 50px;
```

```
    margin: 20px;
```

```
}  
  
#banner h4{  
    color: #016316;  
    font-size: 16px;  
}  
  
#banner h2{  
    color:#ea3b3b;  
    font-size: 30px;  
    padding:10px 0;  
}  
  
#banner h2 span{  
    color:rgb(11, 19, 239);  
}  
  
button.normal{  
    font-size: 14px;  
    font-weight: 600;  
    padding: 15px 30px;  
    color: black;  
    background-color: azure;  
    border-radius:4px;  
    cursor:pointer;  
    border:none;  
    outline: none;
```

```
    transition: 0.2s;
}

#banner button:hover{
    background-color:blue;
}

#sm-banner{
    display:flex;
    justify-content: space-between;
    flex-wrap: wrap;
}

#sm-banner .banner-box{
    display: flex;
    flex-direction: column;
    justify-content: center;
    align-items: center;
    text-align: center;
    position: relative;
    font-family: Arial;
}

button.white{
    font-size: 13px;
    font-weight: 600;
```

```
padding: 11px 18px;

color: white;

background-color: palevioletred;

border-radius: 4px;

cursor: pointer;

border: none;

outline: none;

transition: 0.2s;

}

button.white:hover{

    background-color: #088178;

}

#sm-banner .h4{

    color: #cce7d0;

    font-size: 20px;

    font-weight: 300;

}

.text-block1 {

    position: absolute;

    bottom: 20px;

    left: 20px;

    background-color: rgb(223, 186, 118);
```

```
opacity:0.7;

color: black;

padding-left: 20px;

padding-right: 20px;

}

.text-block2 {

    position: absolute;

    bottom: 20px;

    left: 20px;

    background-color: rgb(195, 184, 163);


    color: black;

    padding-left: 20px;

    padding-right: 20px;

}

#newsletter{

    display: flex;

    justify-content: space-between;

    flex-wrap: wrap;

    align-items: center;

    background-color: rgba(21, 185, 147, 0.54);

    width: 100%;
```



```
border: 15px solid rgba(29, 6, 1, 0.74);  
  
border-style: hidden;  
  
padding: 50px;  
  
margin: 20px;  
}
```

```
#newsletter h4{  
  
    font-size: 22px;  
  
    font-weight: 700;  
  
}
```

```
#newsletter p{  
  
    font-size: 14px;  
  
    font-weight: 600;  
}
```

```
#newsletter p span{  
  
    color: #ea3b3b;  
}  
#newsletter .form{  
  
    display: flex;  
  
    width: 30ex;  
}
```

```
#newsletter input{  
  
    height: 3.125rem;
```

```
padding: 0.12cm;

font-size: 14px;

width: 100%;

border: 1px solid transparent;

border-radius: 4px;

outline: none;

border-top-left-radius: 0;

border-bottom-left-radius: 0;

}

#newsletter button{

    background-color: rgb(0, 85, 128);

    color: azure;

    white-space: nowrap;

}

footer{

    display: flex;

    flex-wrap: wrap;

    justify-content: space-between;

}

footer .col{

    display: flex;
```

```
flex-direction: column;

align-items: flex-start;

margin-bottom: 20px;
}

footer .logo{

margin-bottom: 30px;

}

footer h4{

font-size: 14px;

padding-bottom: 20px;

}

footer p{

font-size: 15px;

text-decoration: none;

color: black;

margin: 0 0 8px 0;

}

footer a{

font-size: 15px;

text-decoration: none;

color: black;

margin-bottom: 10px;
```

```
}

footer .follow{

    margin-top: 20px;

}

footer .follow i{

    color:#465b52;

    padding-right: 4px;

    cursor: pointer;

}

footer .install .row img{

    border: 1px solid green;

    border-radius: 6px;

}

footer .install img{

    margin:10px 0 15px 0;

}

footer.follow i:hover,

    footer a:hover{

        color: #ff77cd;}
```

EXPLANATION;

- **list-style-type: none;** - Removes the bullets. A navigation bar does not need list markers
- Set **margin: 0;** and **padding: 0;** to remove browser default settings

BACKGROUND

Sets the background color of an element

PADDING

Padding is used to create space around an element's content, inside of any defined borders.

COLOR

Colors are specified using predefined color names, or RGB, HEX, HSL, RGBA, HSLA values.

DISPLAY

- The **display** property specifies if/how an element is displayed.
- Every HTML element has a default display value depending on what type of element it is. The default display value for most elements is **block** or **inline**.

BORDER WIDTH:

The **border-width** property specifies the width of the four borders.

The width can be set as a specific size (in px, pt, cm, em, etc) or by using one of the three pre-defined values: thin, medium, or thick.

Z-INDEX

When elements are positioned, they can overlap other elements.

The **z-index** property specifies the stack order of an element (which element should be placed in front of, or behind, the others).

ALIGN-ITEM

The flex columns can be aligned left or right by using the align-content property in the flex container class. The align-content property changes the behaviour of the flex-wrap property. It aligns flex lines. It is used to specify the alignment between the lines inside a flexible container.

- For aligning columns to the left, the align-content property will set to 'flex-start'.
- For aligning columns to the right, the align-content property will set to 'flex-end'.
- For aligning columns to the extreme ends, the align-content property will set to 'space-between'.

OPACITY:

The opacity property specifies the opacity/transparency of an element. Transparent Image. The opacity property can take a value from 0.0 - 1.0.

FONT FAMILY:

The right font can create a strong identity for your brand.

Using a font that is easy to read is important. The font adds value to your text. It is also important to choose the correct color and text size for the font.

Font Style

The **font-style** property is mostly used to specify italic text.

This property has three values:

- normal - The text is shown normally
- italic - The text is shown in italics
- oblique - The text is "leaning" (oblique is very similar to italic, but less supported)

Font Size

The **font-size** property sets the size of the text.

Being able to manage the text size is important in web design. However, you should not use font size adjustments to make paragraphs look like headings, or headings look like paragraphs.

Always use the proper HTML tags, like <h1> - <h6> for headings and <p> for paragraphs.

The font-size value can be an absolute, or relative size.

Absolute size:

- Sets the text to a specified size
- Does not allow a user to change the text size in all browsers (bad for accessibility reasons)
- Absolute size is useful when the physical size of the output is known

Relative size:

- Sets the size relative to surrounding elements
- Allows a user to change the text size in browsers

CSS Transitions

CSS transitions allows you to change property values smoothly, over a given duration.

justify-content Property

The **justify-content** property aligns the flexible container's items when the items do not use all available space on the main-axis (horizontally).

flex-start: Default value. Items are positioned at the beginning of the container.

flex-end: Items are positioned at the end of the container.

center : Items are positioned in the center of the container.

space-between: Items will have space between them.

space-around: Items will have space before, between, and after them.

space-evenly: Items will have equal space around them.

initial: Sets this property to its default value. Read about initial.

inherit: Inherits this property from its parent element. Read about inherit.

CURSOR:

Pointer : The cursor is a pointer and indicates a link.

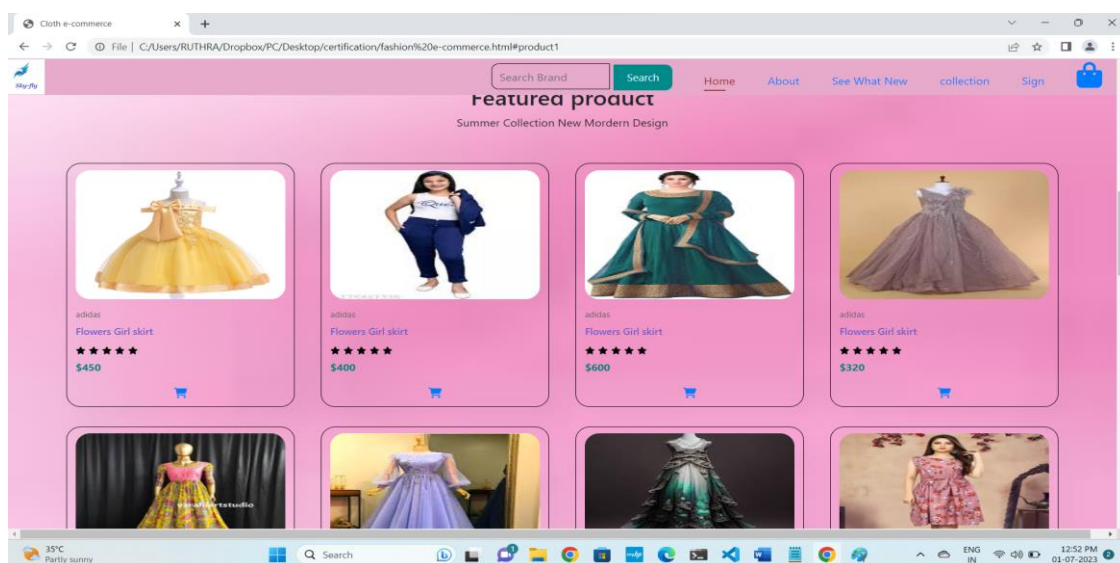
Code breakdown:

- **Setting max-width** allows the image to adjust its size based on its container width.
- **picture, source, and img** tags are combined so that only one image is rendered, and that it fits best on the user's device.
- **source** is used to reference a WebP image that can be used by browsers supporting it. A second source tag references a PNG file of the same image for browsers without WebP support. *WebP is an image format with advanced compression for web-based images.*

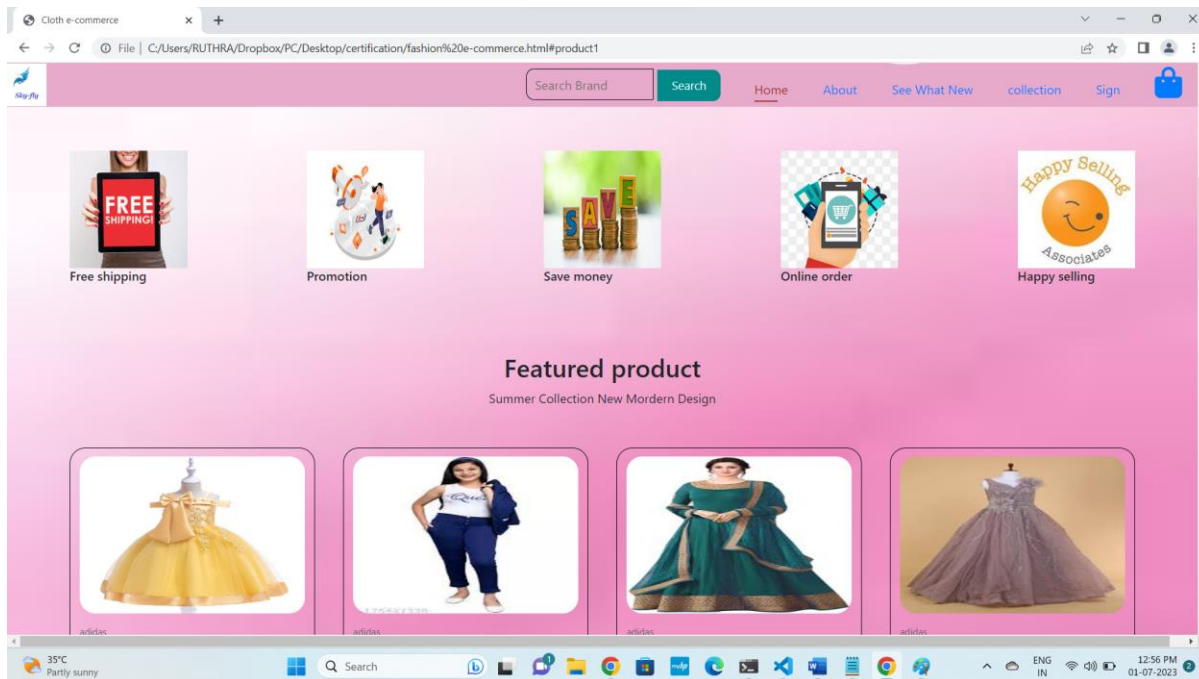
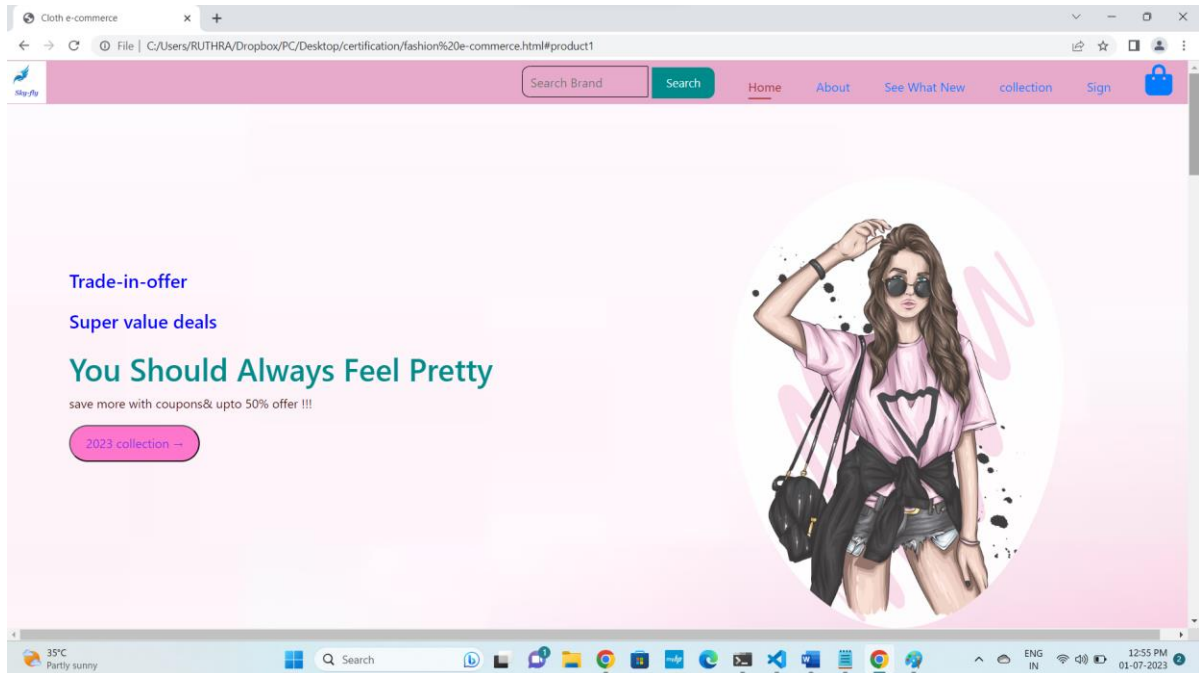
How to run responsive tests on real browsers and devices

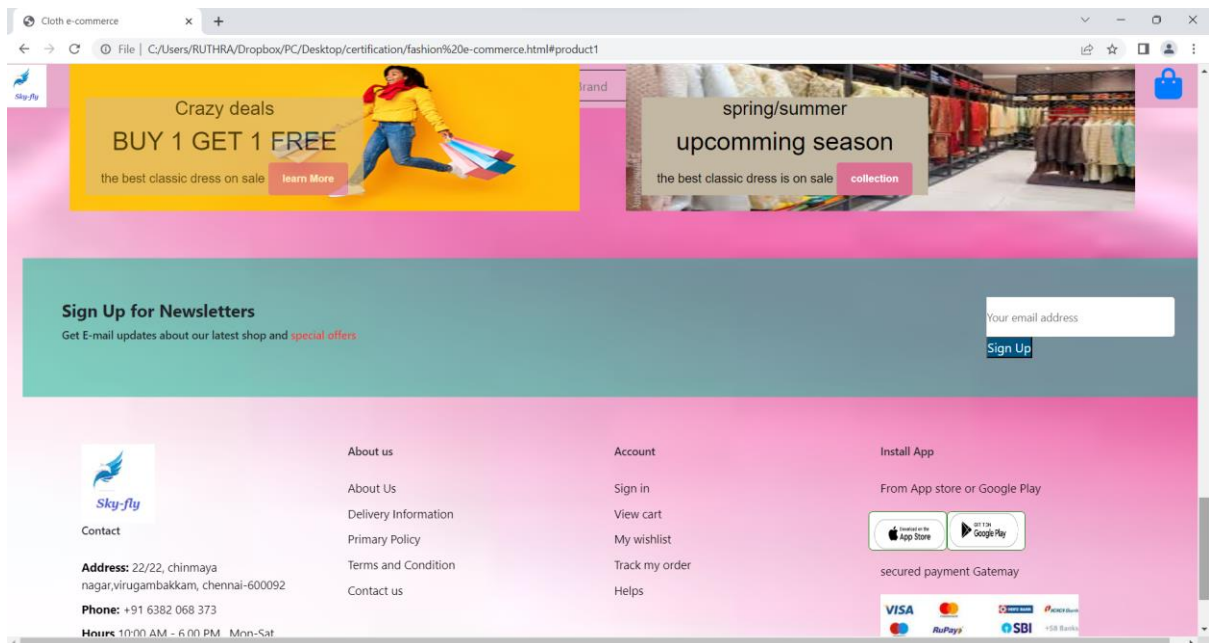
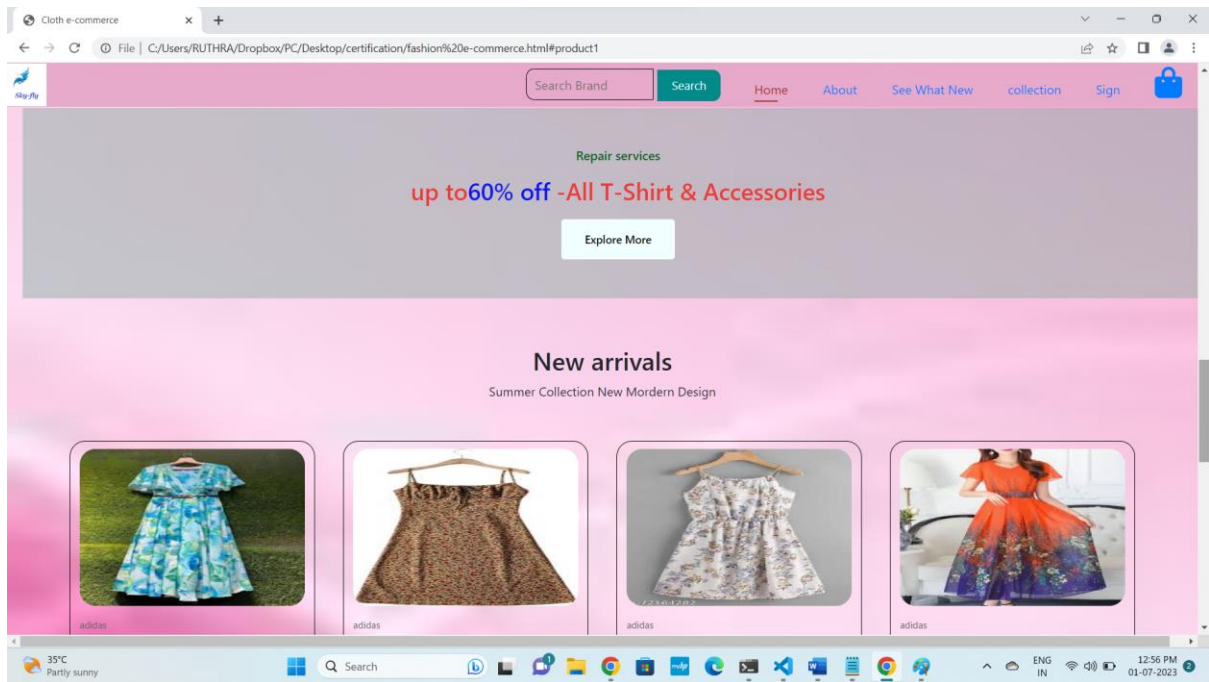
Once the research is complete, and the responsive website has been built, it needs to be tested. If a website has to be validated as responsive, it must be tested on multiple real browsers and devices. That is the only way to check the success of responsive design in [real user conditions](#).

To do this, use a [responsive design checker](#). Instead of purchasing multiple devices, enter the URL into the checker and monitor what it looks like on different real devices, all online. The checker linked above offers responsive checking on the latest mobile devices such as iPhone X, Galaxy Note 10, iPhone 8 Plus, and more.



Webpage Screenshots





Additional Features

Size Recommendation Engine



Generally, clothing products come in several catalog sizes and the size charts of every brand are different. A customer might fit in size Medium of one brand and size Large of another brand. That's why the size recommendation engine is crucial for fashion eCommerce stores that mainly offer clothing products.

It is a type of recommendation engine that suggests properly fitting apparel and clothing after analyzing customer behavior depending on previous purchases. It can detect a shopper's shape, height, and weight to recommend perfect sizes and

expedite the shopping process.

ZOOM



image.

Add the [zoom] shortcode to a page, post or custom post-type post. If the post has a featured image it will displayed on the page, and when you move the cursor over the image, the image will be magnified with the image viewport remains constrained to the dimensions of the original

USAGE

Ensure that your post/page has a featured image defined.

Use a **[zoom]** shortcode to your page.

Some optional shortcode parameters can also be used.

=size=

The **large** image is used by default for the unzoomed image. Use the size parameter to use a different defined image size.

eg '[zoom size=thumbnail]'

Conclusion

In conclusion, online shopping has revolutionized the way we shop, offering unparalleled convenience, a vast selection of products, competitive prices, and doorstep delivery. It has empowered consumers with information, simplified the shopping process, and provided access to a global marketplace