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Day 1: Summary Document On Introduction To Front-End Development.

Company Overview

PRKS Consulting, is a Boutique Real Estate Consulting Firm dealing in Retail, Commercial, Office, Standalone Independent Buildings, Co-Living, Student or Executive Living, Villas, Bungalows, Independent Homes, Luxury Apartments, Land Bank, Development, Build to Suit Solutions, Warehousing, Cold Storage and Logistics and They are located in Hyderabad, India.

Understanding of Main Goals

In my understanding, it seems like we need to improve our website. I see a lot of areas that could be improved and needs improvement.

User Friendliness

First of all I think we need to make our website more user-friendly, responsive, understandable, and easy to navigate.

Organization

Another thing I think that could be improved on could be neatness and attractiveness.

Content

It could have more content explaining who we are and what we do.

How Front-End Development Will Address These Problems

First and foremost this could all be solved using front-end developing tools like HTML, CSS, Javascript and Responsive Design. So we have to understand what these front-end development tools are.

HTML

HTML stands for HyperText Markup Language. It is used for defining the structure and content of webpages using elements, tags and attributes to organize texts, images and other multimedia. In this case HTML could be used to add more content and more images to our website for better understanding of what we do.

CSS

CSS stands for Cascading Style Sheets. CSS is used to define styles for your web pages, including the design, layout and variations in display for different devices and screen sizes. You can also design grids, flex items and also design tables, texts and images. In this case CSS could be used to add more style and design to our website to make it more attractive and appealing.

Responsive Design

As the number of mobile phone users on the internet increases, it has become more and more important for web designers to lay out content in ways that work well for a variety of screen sizes. Responsive web design, originally defined by Ethan Marcotte, is a design strategy that responds to users' needs and their devices' capabilities by changing a site's layout to suit the device being used. For example, a responsive site might show content in a single-column view on a phone, two columns on a tablet, and three or four columns on a desktop computer. In this case we could use responsive design to help our website be usable on all different types of screens like iPads, mobile phones, desktops, computers, laptops and even smart TVs.

Javascript

JavaScript is a versatile, lightweight, interpreted programming language primarily used to create interactive effects within web browsers. It is essential for front-end web development, and with frameworks like Node.js, it's also used for back-end development. In this case we would focus on using the front end part of javascript but use it to add interactivity and dynamic functionality to our website, allowing for features like animations, interactive elements, and real-time updates.

By using all these tools we can improve our website significantly and attract more clients.

So based on PRKS Consulting needs I think we need to:

- Improve content quality and content quantity .
- Improve design, style and attractiveness.
- Improve interactivity and functionality.
- Improve responsiveness and user friendliness.

- Add slots to add reviews and testimonials to see if we can still improve or have reached peak client satisfaction.

Questions and Clarifications.

- Will the new website utilize a CMS (Content Management System) for content updates?
- Are there SEO strategies that should be integrated during development?
- Is there a need for the website to support multiple languages?