Vivati Design

# Project Synopsis Report

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**ABSTRACT**

In today’s digital era, a strong online presence is crucial for businesses to establish credibility and attract clients. Interior design companies require visually engaging and user-friendly platforms to showcase their creativity and expertise. This project focuses on the development of a website for **Vivati Design**, an interior design firm, using **HTML, CSS, JavaScript and CDN libraries**. The website is designed to provide immersive user experience by incorporating an intuitive layout, responsive design, and interactive portfolio. One of the major challenges interior designers face is effectively displaying their work online while maintaining seamless client engagement. To address this, the website includes **high-quality image galleries**, a **smooth navigation system**, and **optimized performance** to enhance accessibility across various devices. Additionally, integrated social handles and client inquiry sections ensure efficient communication. The implementation of modern web development techniques ensures a fast-loading, aesthetically pleasing layout, and a fully functional website. This project contributes to the digital transformation of the interior design industry by providing an effective solution for Vivati Design to expand their online presence and engage with a broader audience.

***KEYWORDS: Web Development, Interior Design Company, HTML, CSS, JavaScript, CDN libraries, Responsive Design, UI/UX.***

# INTRODUCTION

In the modern digital landscape, having an online presence is essential for businesses to showcase their services and engage with potential clients. The interior design industry relies heavily on visual appeal and seamless user experience to communicate creativity and expertise. With increasing competition, interior designers need a well-structured and aesthetically pleasing platform to highlight their portfolio and connect with clients efficiently.

Traditional marketing methods, such as physical brochures and word-of-mouth recommendations, are no longer sufficient to reach a wide audience. Potential customers now turn to the internet for inspiration, seeking design ideas and professional services through online platforms. Without an engaging and interactive website, interior design businesses risk losing valuable opportunities in an increasingly digital world.

This project focuses on developing a website for Vivati Design, an interior design company, using HTML, CSS, JS, and libraries like font-awesome, Bootstrap, Owl Carousel, Google Fonts, etc. The website is designed to be responsive, visually engaging, and user-friendly, ensuring an optimal experience for visitors on various devices. By incorporating various sections like Inspiration, Testimonials, Manufacturing, About, FAQs, Contact, etc. the website aims to create an immersive platform for showcasing interior design projects.

With the right blend of modern web development techniques and user-centric design principles, this website will serve as a powerful digital presence for Vivati Design, enhancing client engagement and expanding business opportunities in the competitive interior design market.

# MOTIVATION

In today’s digital era, an online presence is crucial for businesses to establish credibility, attract clients, and showcase their expertise. Interior design is a highly visual industry where potential clients seek inspiration and services through online platforms. A well-designed website not only serves as a portfolio but also acts as a bridge between designers and clients, offering greater interaction and engagement with customers.

Many interior design firms struggle with ineffective or outdated websites that fail to capture their artistic vision or provide a user-friendly experience. A poorly structured website can drive potential clients away, reducing business opportunities. With increasing competition in the design industry, companies must have a professionally crafted digital platform to stay relevant.

This project focuses on developing a modern, responsive, and visually appealing website for Vivati Design LLP. The motivation behind this initiative is to enhance online visibility, provide interactive user experience, and streamline client interactions.

By creating a functional and aesthetically pleasing platform, this project aims to help Vivati Design stand out in the competitive interior design industry, attract more clients, and establish a strong digital presence that effectively represents their creative vision.

# LITERATURE REVIEW

Websites that we used as inspiration while developing our project because they had a similar objective are noted below:

**DTALE MODERN:**

Dtale Modern is a high-end interior design website that effectively balances minimalism and functionality. The website features a modern navigation bar, a sticky contact button, and a clean, well-structured footer, ensuring easy access to essential information. The use of high-resolution images and dynamic content enhances the user experience, making it a strong reference for our project.

**LIVSPACE:**

Livspace is a widely recognized platform for home interiors, offering a well-structured image carousel that showcases multiple design inspirations. The use of information cards provides clear and concise details about services, while the FAQ section ensures that visitors can quickly find answers to common questions. These elements contribute to an interactive and user-friendly experience, which influenced our project’s layout and information architecture.

**WOODWORM:**

Woodworm focuses on wood-based interiors with an emphasis on detailed typography and UI/UX elements. The site employs small, elegant fonts and a sophisticated color palette, which creates a premium feel. Additionally, its subtle animations and well-placed CTAs (Call-To-Actions) improve engagement. We incorporated similar font styles and UI aesthetics to enhance the elegance of Vivati Design’s website.

**ARTENSPACE:**

ArtenSpace is a contemporary design firm that leverages strong calls to action and a well-organized About section to communicate its brand identity effectively. The website’s intuitive layout makes navigation seamless, while its high-quality portfolio gallery showcases the company’s design capabilities. These elements guided our approach in structuring Vivati Design’s content to create an engaging and informative experience for potential clients.

Literature Review Table

|  |  |  |
| --- | --- | --- |
| Website | Source | Findings |
| Dtale Modern | <https://www.dtalemodern.com> | Modern Navbar, Sticky contact buttons, Clean Footer |
| Livspace | <https://www.livspace.com/in> | Image Carousel, Info cards, FAQs section |
| Woodworm | <https://woodworm.in/> | Small font, typography, UI/UX elements |
| ArtenSpace | <https://www.artenspace.com/> | Strong call to action, About section |

This literature review provided valuable insights into best practices in UI/UX design, content structuring, and functionality for an interior design website. These findings were integrated into our project to enhance Vivati Design’s digital presence and user experience.

# GAP ANALYSIS

Numerous websites exist in the field of interior design, offering visually appealing layouts, service descriptions, and project showcases. However, most existing platforms either lack a seamless user experience, fail to effectively highlight the brand’s unique offerings, or do not provide a well-structured portfolio that is easily accessible to clients. Many websites focus solely on aesthetic appeal while neglecting functionality, ease of navigation, and interactive features that can enhance user engagement.

Additionally, several interior design websites provide limited customization options for users to explore different design possibilities. Some websites lack an intuitive call-to-action (CTA), which can lead to a lower conversion rate for potential clients looking to book consultations or explore services further.

Our project, Vivati Design, aims to bridge this gap by creating a visually engaging, user-friendly, and functionally rich website. The site incorporates modern UI/UX principles, clear service categorization, interactive design elements, and strong CTAs to encourage potential clients to take action. By integrating an image carousel, detailed project portfolios, and easy-to-access contact options, we ensure that users have a seamless and informative experience while exploring Vivati Design’s services.

This approach sets our website apart from standard interior design platforms, making it a comprehensive, client-focused solution tailored to modern design enthusiasts and homeowners looking for professional interior design services.

# PROBLEM STATEMENT

Interior design companies need a strong digital presence to effectively showcase their work and attract clients.

Many existing interior design websites suffer from:

* Poor UI/UX design, making navigation difficult.
* Lack of clear structure, leading to confusion about services.
* Ineffective call-to-action (CTA) elements, reducing user engagement.
* Limited interactive features, such as image carousels and smooth scrolling.

Some websites fail to present projects and services effectively, making it hard for potential clients to understand the company's offerings. There is a need for a modern, visually appealing, and functional website that provides:

* A user-friendly interface for easy navigation.
* Engaging features like image galleries, responsive design, and quick contact options.
* A structured portfolio showcases to highlight past projects effectively.

**Proposed Solution:**

* Developed website using HTML, CSS, and JavaScript for a seamless experience.
* Modern UI/UX design for better engagement and navigation.
* Responsive and interactive elements to enhance user experience.
* Clear call-to-action (CTA) buttons for easy client interaction.

This project aims to bridge the gap in interior design websites by creating a well-structured, visually appealing, and highly functional digital platform for showcasing services and engaging potential clients.

# OBJECTIVES

1. **Develop a Modern, User-Friendly Website:** Design and build a visually appealing, responsive, and intuitive website for Vivati Design using HTML, CSS, and JavaScript to enhance the company's digital presence.
2. **Enhance User Experience & Engagement:** Implement smooth navigation, interactive elements (image carousels, hover effects, smooth scrolling), and a well-structured portfolio to showcase projects effectively.
3. **Optimize Performance & Visibility:** Ensure fast loading speeds, SEO-friendly structure, and responsiveness across desktops, tablets, and mobile devices for a seamless browsing experience.
4. **Facilitate Client Interaction & Conversion:** Integrate well-placed CTAs, an easy-to-use contact and inquiry system, and user-friendly forms to enable potential clients to connect and request consultations effortlessly.

# Tools/Technologies Used

For the development of the Vivati Design website, we have utilized modern web technologies to ensure seamless user experience, responsive design, and high performance. Below is a breakdown of the key technologies used:

**PROGRAMMING LANGUAGES & FRAMEWORKS**

**HTML**

HTML is the foundation of any website, providing the structure and layout of web pages. It is used to create headings, paragraphs, images, buttons, and other essential elements of the Vivati Design website.

Reasons for Selecting HTML:

1. Universal Language
2. Simplicity
3. SEO Friendly
4. Highly Compatible

**CSS**

CSS is used to enhance the visual appeal of the website, ensuring an aesthetically pleasing design that aligns with the modern and elegant brand image of Vivati Design.

Reasons for Selecting CSS:

1. Design Flexibility
2. Responsive Design
3. Animations & Effects
4. Faster Page loading

**JS**

JavaScript is used to make the website interactive and dynamic, improving the overall user experience. It enables smooth transitions, image sliders, form validation, and real-time interactions.

Reasons for Selecting JS:

1. Client side scripting
2. Interactivity and animation
3. Widespread support
4. Improves functionality

**Other Tools used:**

* 1. **Owl Carousel:** For info cards carousel in manufacturing section.
  2. **Google Fonts & Font awesome:** For typography and icons
  3. **VS Code:** Used as the primary code editor
  4. **GitHub:** For version control and project management

These technologies collectively ensure that Vivati Design has a modern, visually appealing, and highly functional website that enhances user engagement and showcases the company’s portfolio effectively.

# METHODOLOGY

For the development of the Vivati Design website, a structured approach was followed to ensure an intuitive, visually appealing, and user-friendly experience. The methodology consists of various stages, from planning and research to development and testing.

**1. Research & Competitor Analysis**

Before starting design and development, extensive research was conducted on leading furniture websites such as Dtale Modern, Livspace, Woodworm, and ArtenSpace. Key elements such as navigation structure, UI/UX design, product showcasing techniques, and user engagement strategies were analyzed.

**Findings from research:**

* Clean and modern UI enhances user experience.
* Strong call-to-action (CTA) elements improve conversions.
* Interactive features like image carousels and hover effects increase engagement.

**2. Wireframing & Design**

A wireframe was created to outline the website structure, ensuring logical flow and easy navigation. The design phase focused on:

* Minimalist Aesthetics – A clean, modern, and elegant UI.
* Typography & Color Scheme – Selected fonts and colors that align with the brand identity.
* Responsive Design – Ensuring seamless experience across different devices.

**3. Development Phase**

The website was built using a combination of front-end and back-end technologies to ensure functionality, performance, and scalability.

**Technologies Used:**

* HTML & CSS – For structure and styling.
* JavaScript – For interactive elements.
* Bootstrap – For responsive design.
* Google Fonts & Icons – For typography enhancements.

**4. Testing & Optimization**

Once the development was completed, rigorous testing was conducted to ensure optimal performance and user experience.

* Cross-Browser Testing – Ensured compatibility with Chrome, Firefox, Edge, and Safari.
* Mobile Optimization – Verified responsiveness across different screen sizes.
* Performance Optimization – Minimized load time by optimizing images and code.

**5. Deployment & Maintenance**

The final step involved deploying the website on vercel and ensuring its smooth functioning. Regular updates and maintenance were planned too:

* Fix bugs and improve performance.
* Add new features based on user feedback.
* Keep the design up to date with modern trends.

Once the last revisions are done, we will be transitioning from vercel to deployment on the company’s own bought domain at <vivatidesign.com>

**6. Final product and UX flow chart**

The final design can be accessed at: <https://vivati-design-main.vercel.app/>

It has the following UX flow chart:

A diagram of a product

Description automatically generated

Note: The images and media present are currently placeholder images and will be updated with real client images as soon as they are made available to us.