

Project Report **on** **House of Jobhan E-commerce Website**

Submitted to
the Savitribai Phule Pune University In partial fulfillment of
“Artificial Intelligence and Machine Learning”

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CERTIFICATE

This is to certify that the project report titled "House of Jobhan E-commerce Website" being submitted by Arjun Deshmukh is a record of the work carried out by him under the supervision and guidance of Prof. Gauri Mathad in partial fulfillment of the requirement for the development of a responsive e-commerce website.

Date:

Place: Pune

Prof.Mrs.Gauri Mathad
Guide of Web Technology

ACKNOWLEDGEMENT

I would like to express my deep gratitude to all those who have helped me throughout the course of this project. I am especially grateful to Prof. Gauri Mathad for trusting me with the responsibility of designing and developing the House of Jobhan website.

I would also like to thank my family and friends for their constant support and encouragement, which motivated me throughout this project. Their insights were valuable in refining and enhancing the final product.

Lastly, I would like to extend my sincere thanks to Mentor, whose guidance and input helped shape the development process and allowed me to meet the expectations for this project.

- Arjun Deshmukh [33518]

Introduction

In today's competitive online market, having a functional, visually appealing, and user-friendly website is crucial for any brand. House of Jobhan, a luxury gifting brand, required an e-commerce platform to showcase their unique product offerings and facilitate both individual and corporate gift orders.

This project report outlines the design and development of a responsive multi-page e-commerce website for House of Jobhan. The site was built with a focus on luxury branding, intuitive navigation, responsiveness, and modern web technologies. The project involved creating three distinct pages: the Index (homepage), Bulk Orders, and Corporate Orders pages, with corresponding media queries to ensure the site functions optimally across devices.

Objective

The primary objective of the House of Jobhan E-commerce Website is to create a user-friendly and aesthetically pleasing platform that provides users with:

- A luxury shopping experience: Highlighting House of Jobhan's premium products and services.
- Responsiveness: Ensuring that the website is accessible and functional on various devices, including desktops, tablets, and mobile phones.
- Intuitive navigation: Allowing users to seamlessly explore the brand's offerings and place bulk or corporate orders.
- Distinct pages for key services: Providing specialized pages for Bulk Orders and Corporate Orders to cater to different customer segments.

Project Scope

The scope of this project includes the design and implementation of the following:

1. Homepage (Index Page): The landing page that introduces visitors to the brand, showcasing products, client testimonials, and the company's background.
2. Bulk Orders Page: This page provides details on placing bulk gift orders for events, highlighting available services with imagery and descriptions.
3. Corporate Orders Page: A page designed for corporate clients interested in customized gifting solutions, emphasizing the brand's flexibility in corporate gifting.

Each page is tailored to its target audience, while maintaining a consistent branding and user experience across the site.

Website Features

1. Responsive Design

The website was developed with a mobile-first approach to ensure smooth functionality across all devices. Key responsive features include:

- Hamburger Menu: For mobile devices, the navigation menu transforms into a hamburger menu, allowing users to access links without crowding the screen.
- Flexible Carousels: The homepage's image carousel and gallery automatically adjust based on screen size to maintain clarity and impact.
- Text and Button Adaptation: Text size and button dimensions adjust based on the user's device for optimal readability and usability.

2. Interactive Elements

Several interactive components were incorporated to enhance the user experience:

- Back-to-Top Button: A floating button allows users to quickly navigate back to the top of the page, improving ease of use on long pages.
- Image Carousels: Carousels on the homepage dynamically cycle through featured images, creating a lively and engaging browsing experience.
- Hover Effects: Buttons and images respond to user interaction with hover effects, improving visual feedback and interactivity.

Technical Implementation

1. HTML Structure

The website is built using semantic HTML5 elements for clarity and accessibility:

- Header: Includes the navigation menu, logo, and icons for user interactions.
- Main Content: Divided into well-organized sections for each service offering, ensuring the user can easily locate information.
- Footer: Includes social media links, secondary navigation, and legal information.

2. CSS and Media Queries

External CSS files were used to handle styling, including layout, color schemes, fonts, and visual design. Media queries allow for responsive design adjustments:

- Max-width 1400px: Targets large desktop screens.
- Max-width 1200px: Adjusts layouts for tablets and smaller desktops.

3. JavaScript for Interactivity

JavaScript was employed to manage interactive elements:

- Hamburger Menu Toggle: JavaScript handles the visibility of the mobile navigation menu.
- Back-to-Top Button: Displays when the user scrolls down and provides smooth scrolling to the top.

Challenges and Solutions

1. Ensuring Cross-device Responsiveness

Creating a consistent experience across devices was a primary challenge. Media queries were used to adjust layout, text size, and images based on the screen size, ensuring clarity on all platforms.

2. Maintaining Design Consistency

The challenge was to maintain a consistent design across three distinct pages while catering to different user needs. This was achieved by using shared CSS for common elements and additional styles for page-specific customizations.

3. Optimizing Image Load Times

Given the visual nature of the website, optimizing image sizes without losing quality was critical. Compressed images were used alongside lazy loading techniques to ensure fast page load times.

Conclusion

The development of the House of Jobhan e-commerce website successfully meets the client's requirements for a dynamic, functional, and visually appealing platform. By focusing on responsiveness, interactive features, and a clean user interface, the website offers a seamless experience across devices.

The site is ready to serve both individual customers and corporate clients, providing easy navigation and clear information. Future enhancements could include adding more interactive elements such as customer reviews or integrating a full-fledged shopping cart for online purchases.

Overall, the project highlights the importance of combining strong design principles with technical functionality to create an e-commerce platform that effectively serves its purpose.

This report captures the essence of the House of Jobhan E-commerce Website project, from conception to final implementation, demonstrating how modern web development techniques can create impactful user experiences.