



Selcouth Designs Report

A Web Development Report

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ACKNOWLEDGEMENT

It is a genuine pleasure to express our deep sense of thanks and gratitude to our mentor Mrs. Kawalpreet. Her dedication and keen interest above all her overwhelming attitude to help her students had been solely and mainly responsible for completing our project. Her regular check-ins on our project progress, timely and scholarly advice have helped both of us to a very great extent to accomplish this project.

INDEX

S.NO.	TOPIC	PAGE NO.
1.	Introduction	4
2.	Planning	5
3.	Requirements	6
4.	Design	7
5.	Flowchart	8
	Technology Used: Frontend	9
	Technology Used: Backend	10
	Softwares Used	11
	Color Symbolism	13
	Logo Symbolism	14
6.	Process	15
	Homepage	15
	Explore	19
	Image Gallery	23
	Slot Booking Page	26
	About Us	31
7.	Testing	32
8.	Deployment	33
9.	References	34

INTRODUCTION TO PROJECT

Project is a RESPONSIVE WEBSITE on INTERIOR DESIGN.

Interior design describes a group of various yet related projects that involve turning an interior space into an effective setting for the range of human activities that are to take place there.

The project aims to develop an Interior Design website where people can follow up with the latest trends of designing their empty spaces and eliminate the void.

The website is made responsive keeping in mind users need and comfort. The website can be responsive with tab as well as desktop screens.

We have made a perfect gallery for our clients where they can see how they can design their homes, offices, etc.

The ideas to design any place are endless and so is our image gallery. We have categorized our gallery into various sections such as bathrooms, bedrooms, dining rooms, etc so that clients can easily go for what they are looking for.

'BOOK A SLOT' option has been provided on the website so that clients after reviewing our gallery can book a meeting with us according to their preferred time

PLANNING

The first step undertaken during the process of any project/product development is Planning. It is necessary to understand the scope and requirements of the project so that they can be efficiently executed.

Selcouth Designs is an interior designing company based in Chandigarh. They wanted to expand their business and reach out to customers beyond the tri-city. To successfully justify themselves as the best option, they needed an online presence. This would help them to not only expand but also to exhibit their work and to reach directly to customers. Hence, the objective of the company is to build an attractive and robust website.

The human resources needed to accomplish the objective of the project: full-stack web developer, graphic designer, content writer, and quality assurance analyst. Taking into consideration, the cost that this could incur, 2 students with notable skills in the field were hired. The entire website development process from web development to testing was conducted by them very efficiently.

REQUIREMENTS

After figuring what needs to be done, the resources needed to conduct the project are analyzed and utilized. During this phase, several virtual meetings were conducted between the web developers and founders of the company to clearly state/understand each other's requirements and expectations.

Towards the end of this phase, the system and software requirements were stated. These included:

SYSTEM REQUIREMENTS

Operating System	Windows 7 or later
Processor	Intel Premium 4 or later
Memory	2 GB min, 4 GB recommended
Screen Resolution	1280x1024 or larger
Application window size	1024x680 or larger
Internet Connection	Required

SOFTWARE REQUIREMENTS

Browser	Google Chrome (recommended)
Xampp/Wampp Server	Latest Version preferred

DESIGN

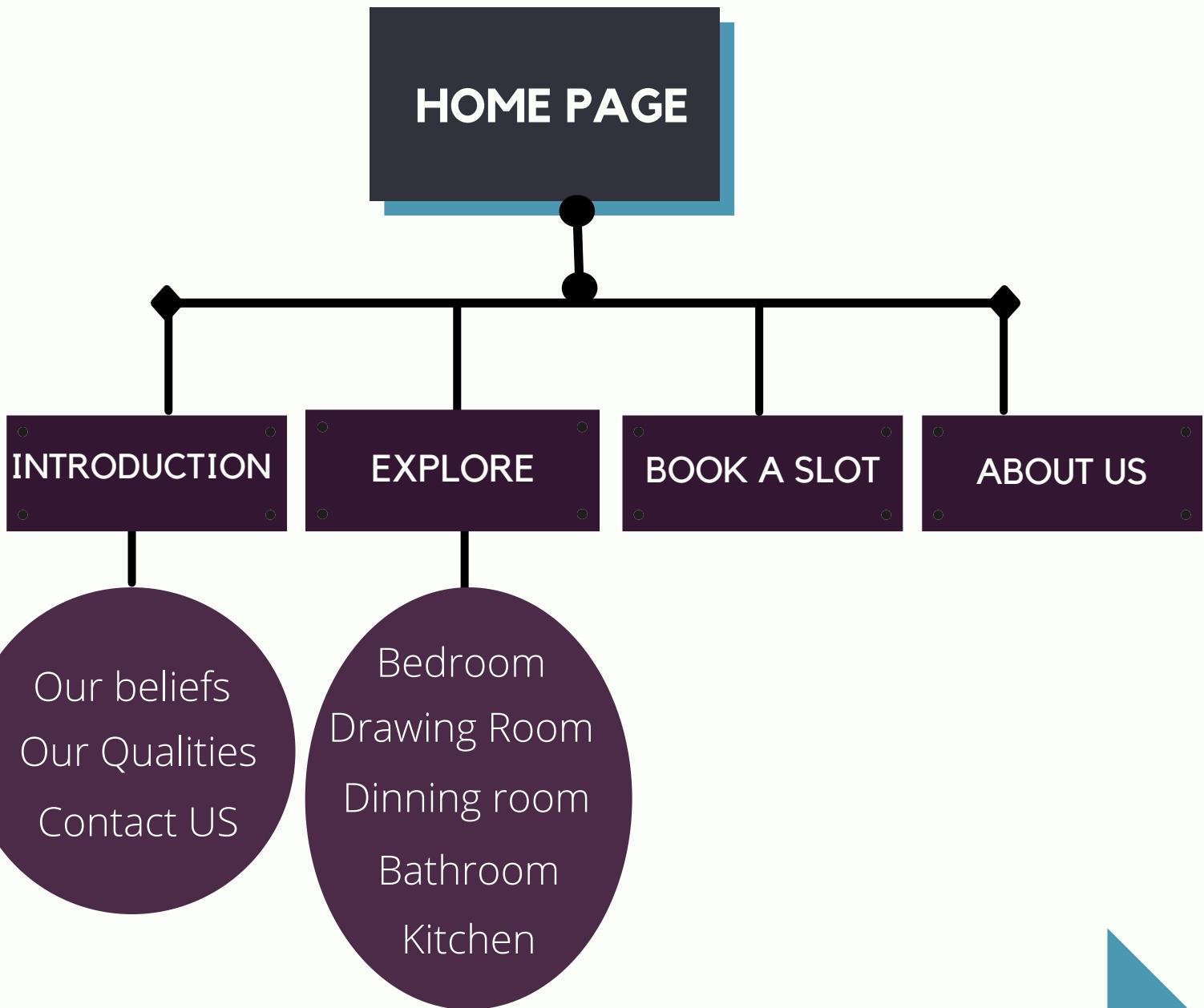
After clearly understanding the requirements of the client, the Design phase begins. This involves planning the outlook of the project and laying the blueprint of the layout. It is an important step in the development cycle as it is going to determine the impact the website/project is going to make on the target audience.

During the design phase, the team decided on the color scheme to be followed, the probable elements that could be involved in logo designing, the content designing, and laying the basic structure of the website specifying the pages that will make the website.

For the website, we have used a blue, black, and white color scheme to signify elegance, grace, purity, and reliability. The content was designed in a manner that sounded formal yet friendly. Grammarly was used to understand the emotion of the text. The homepage is designed in a parallax scrolling manner to enhance the beauty and engagement of the audience to the website. Subsequent pages discuss each design element with more precision.

Flowchart

The Homepage is the main page of the website which contains links to other pages including the Explore Page, Slot Booking page, About Us Page. The output and coding of these pages will be discussed later.



Technologies Used

Frontend: HTML, CSS, JavaScript

HTML: HTML or Hypertext Markup Language, is used to create pages and make them functional.

Hypertext means that the document contains links that allow the reader to jump to other places in the document or to another document altogether. The latest version is known as HTML5.

A Markup Language helps the computers to speak to each other and control how text is processed and presented. This is achieved using various tags and attributes provided by HTML.

JavaScript: JavaScript is a lightweight, interpreted, or just-in-time compiled programming language with first-class functions, mostly known as the language for Web pages. It is a prototype-based, multi-paradigm, single-threaded, dynamic language that supports object-oriented, imperative, and functional programming styles.

It has been used in the website to enhance the functionality of the website and providing the user with an extraordinary experience.

CSS: CSS or Cascading Style Sheets, is a stylesheet language used to describe the outlook of a document, particularly a website, written in HTML or XML. It describes how elements should be rendered on screen, on paper, in speech, or on other media. CSS is among the core languages of the open web and is standardized across Web browsers according to World Wide Web Consortium specifications.



Technologies Used

Backend: PHP, MySQL

PHP: Hypertext Preprocessor, recursive acronym for PHP, is a widely used open-source general-purpose scripting language especially suited for web development and can be embedded into HTML. What distinguishes it from JavaScript is that the code is executed on the server generating HTML and sent to the client. The client would receive the results but not know the underlying code. It is extremely simple, yet offers numerous advanced features for a professional programmer.

MySQL: MySQL is a relational database that uses SQL(or Structured Query Language) to query a database. It is the most widely known Open Source SQL database management system; developed, distributed, and supported by Oracle Corporation. MySQL server works in a client/server or embedded system that supports different backends, several client programs and libraries, administrative tools, and a wide range of APIs(Application Programming Interfaces)



Softwares Used

Editor:Sublime Text

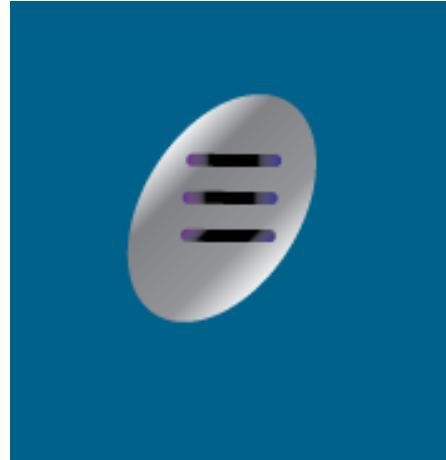
Sublime Text editor is a sophisticated text editor which is widely used among developers. It includes wide features such as Syntax Highlight, Auto Indentation, File Type Recognition, Sidebar, Macros, Plug-in and Packages that make it easy for working with code base.

Design:Adobe Illustrator,Adobe Photoshop

Adobe Illustrator is a professional vector-based design and drawing program. Used as part of a larger design workflow, Illustrator allows for the creation of everything from single design elements to entire compositions.

Adobe Illustrator was used to design the logo of SELCOUTH DESIGNS and the icon on navigation bar on homepage.

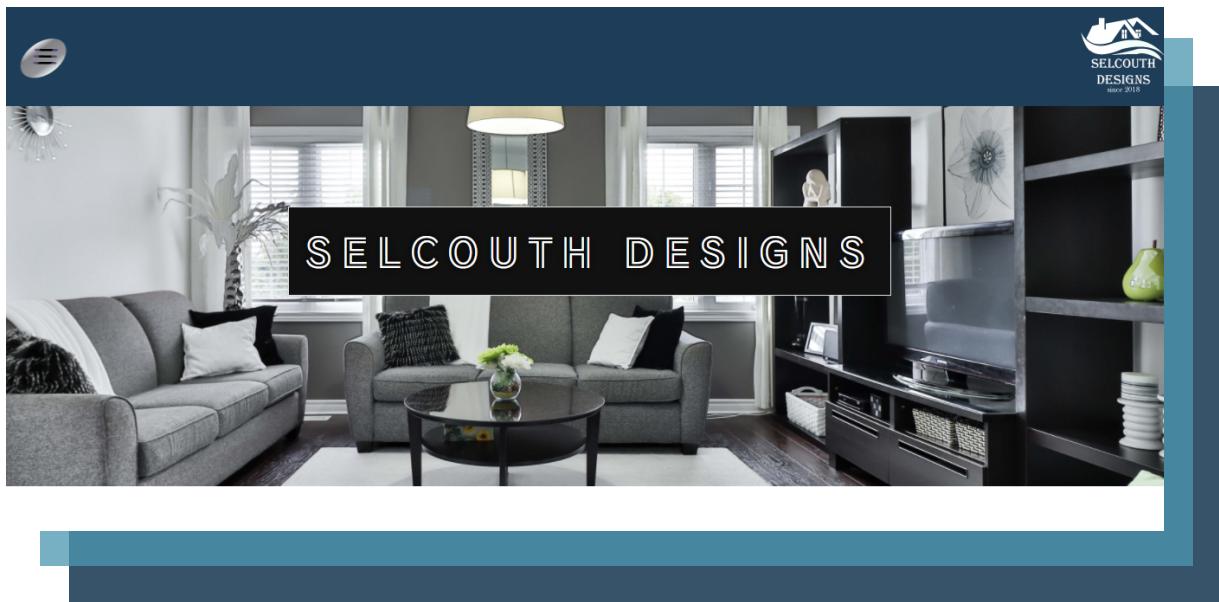
Logo was designed using pen tool and was created in two colors : black and white to match the background and follow the color scheme set for website.



Adobe Photoshop is Adobe's photo editing, image creation and graphic design software. The software provides many image editing features for raster (pixel-based) images as well as vector graphics. For this project Adobe Photoshop was used for resizing images for thumbnails and for creating collages for "Explore" page .

Color Symbolism

A perfect blend of blue, black and white



1

BLACK: Hermann von Helmholtz said, "Black is real sensation, even if it is produced by the entire absence of light. The sensation of black is distinctly different from the lack of all sensation.". Black is symbolic of attractiveness and elegance, perfectly coinciding with the symbolism of our name which is depictive of strangely unique & beautiful designs.

2

WHITE: To overcome the negative emotions associated with black, it has been very intricately blended with white. The color exudes grace and beauty along with elegance.

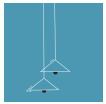
3

BLUE: The hue of blue used in the website projects sophistication and elegance. It is associated with formal occasions and royalty and conveys confidence, power, and authority. It is associated with trustworthiness and reliability.

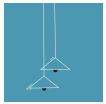
Logo Symbolism

White with a hint of black.



 "Logos and branding are so important. In a big part of the world, people cannot read French or English--but are great in remembering signs"

— Karl Lagerfeld

 **Elements:** The majorly highlighted element in the logo: Two Huts like Houses are laid emphasis on by covering the major space depicting the field that we work in. The window has been coloured differently to bring to attention the beauty in contrast. Apart from that, the name has been specified and the text "since 2018" signifies the credibility of the brand signifying the fact that the brand has been successfully functioning and serving since the past 3 years.

 **Color Scheme:** The logo is designed in white color to emphasize the beauty , purity and grace that resonates with the colour. There is a hint of black to highlight the beauty of contrast and also the elegance associated with the color.

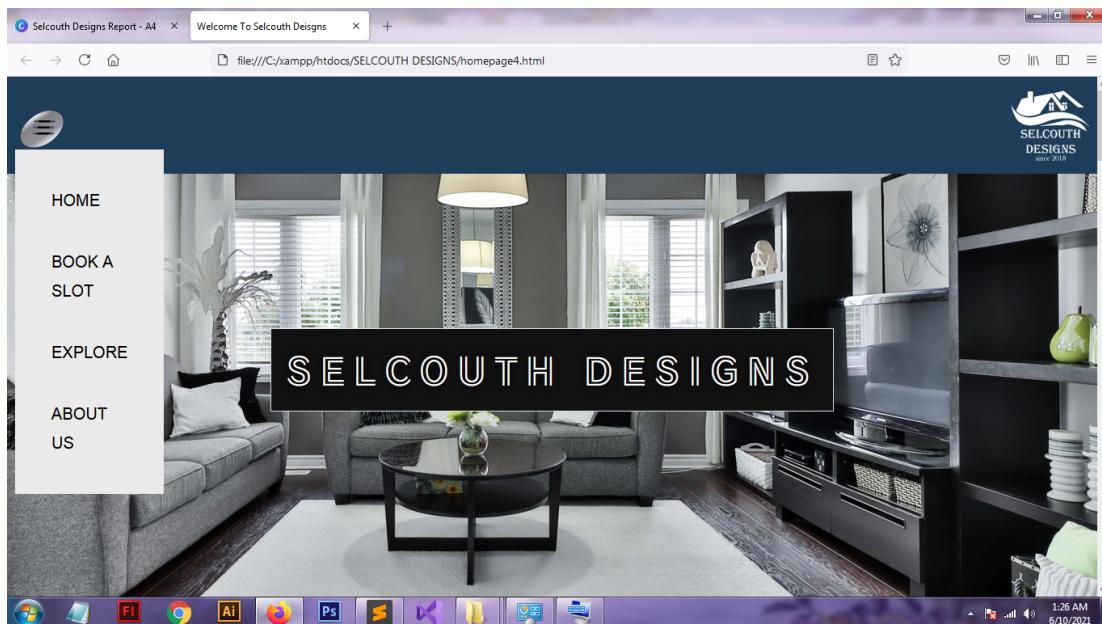
PROCESS

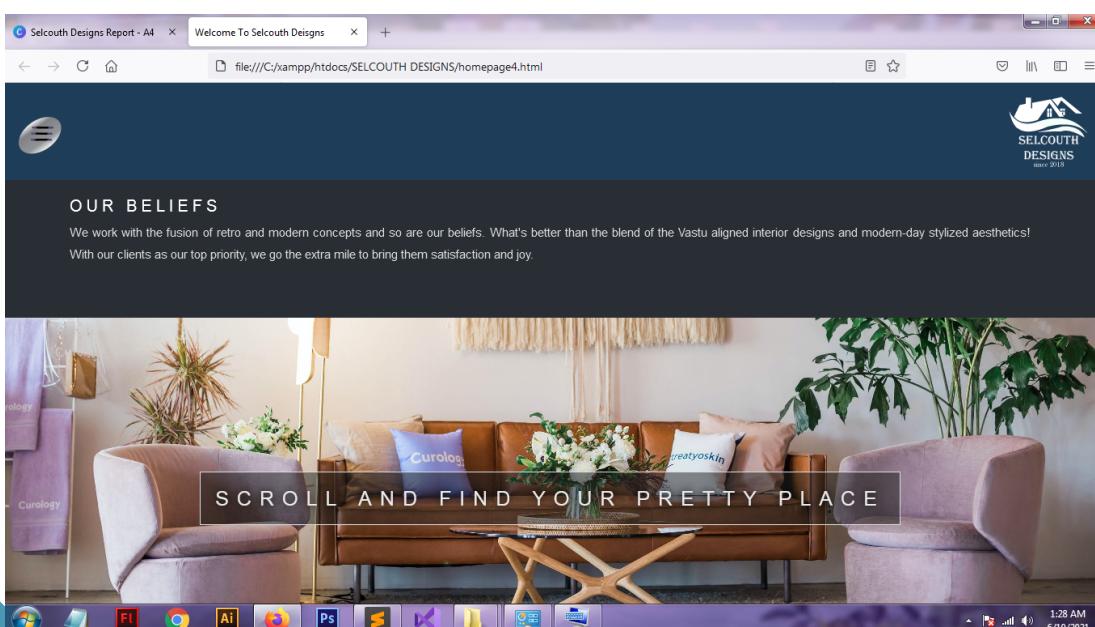
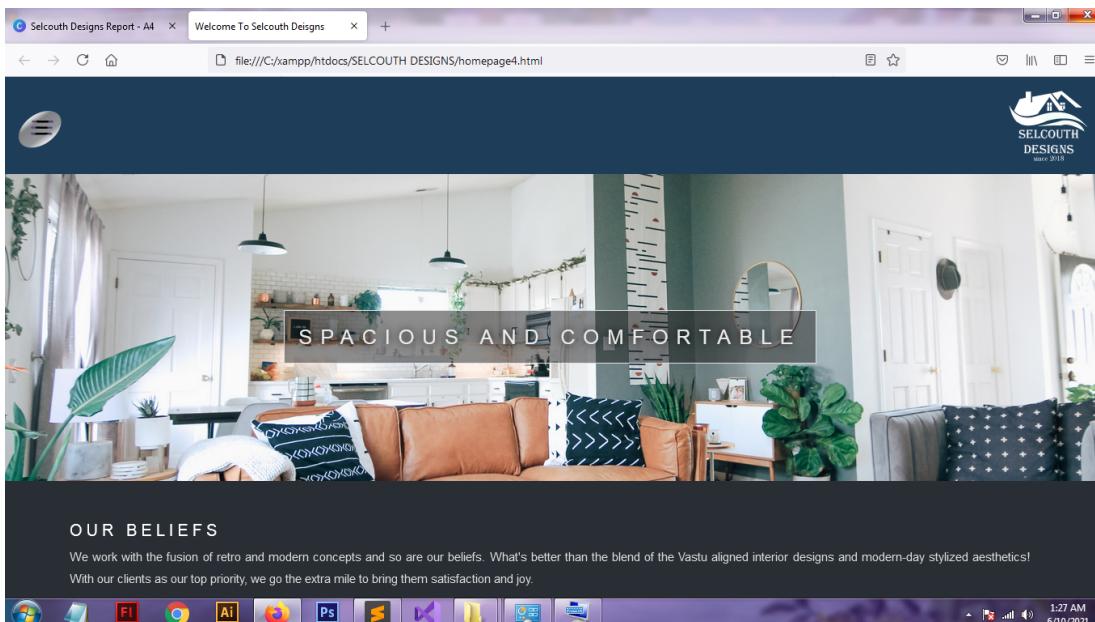
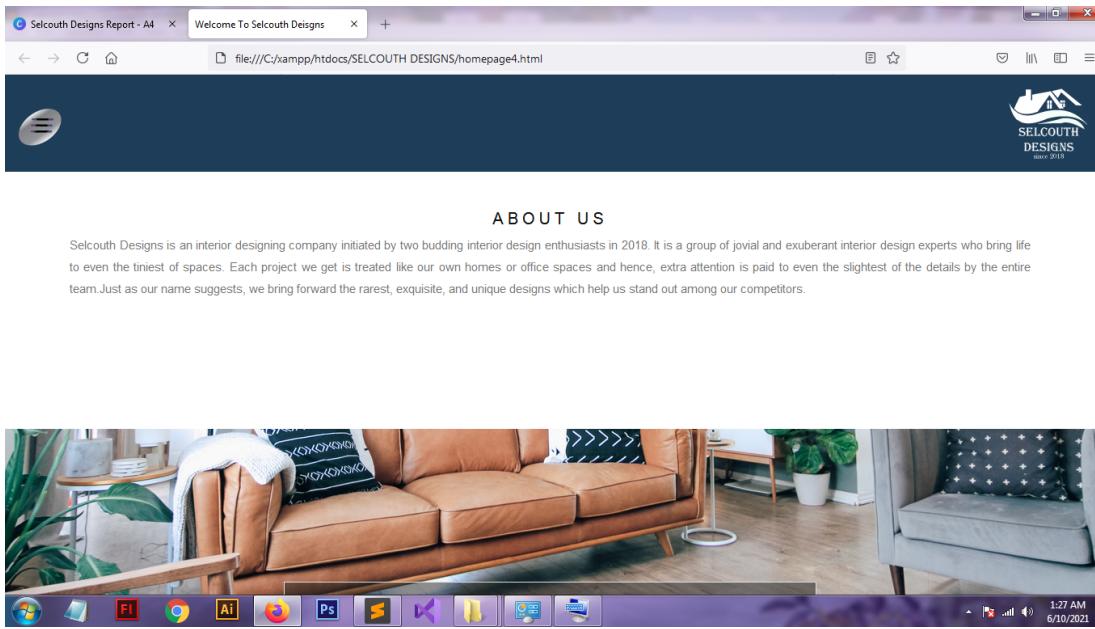
HOME PAGE

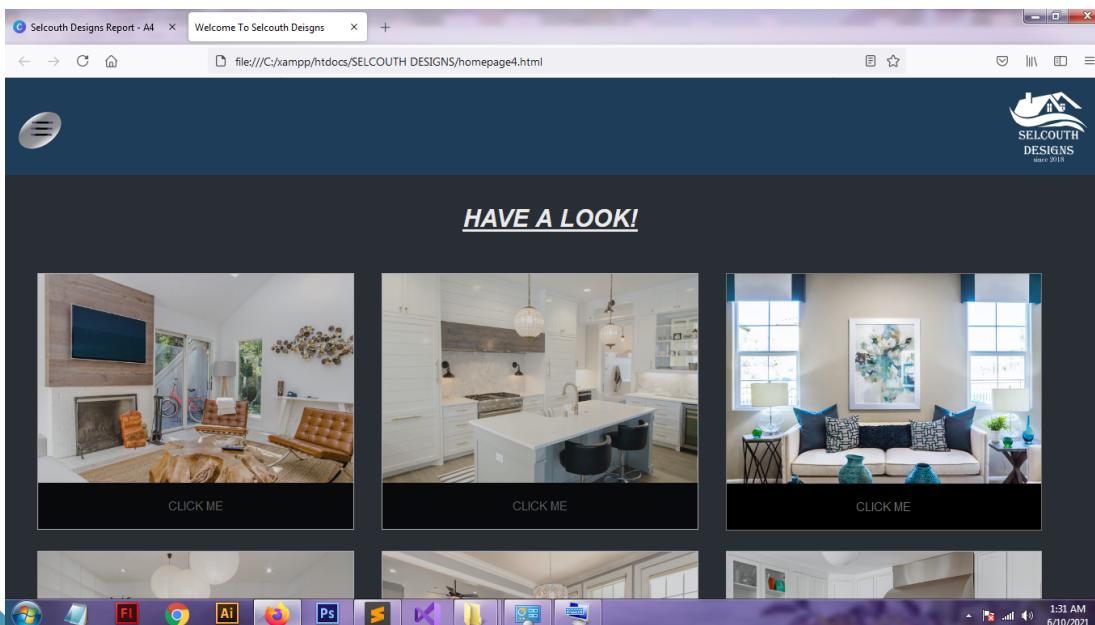
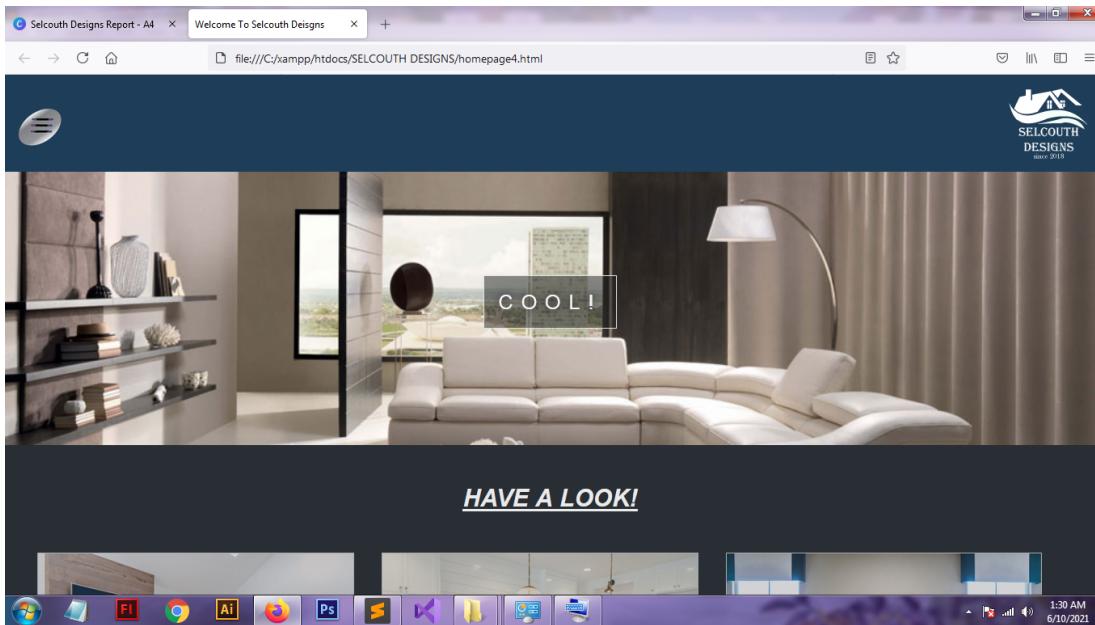
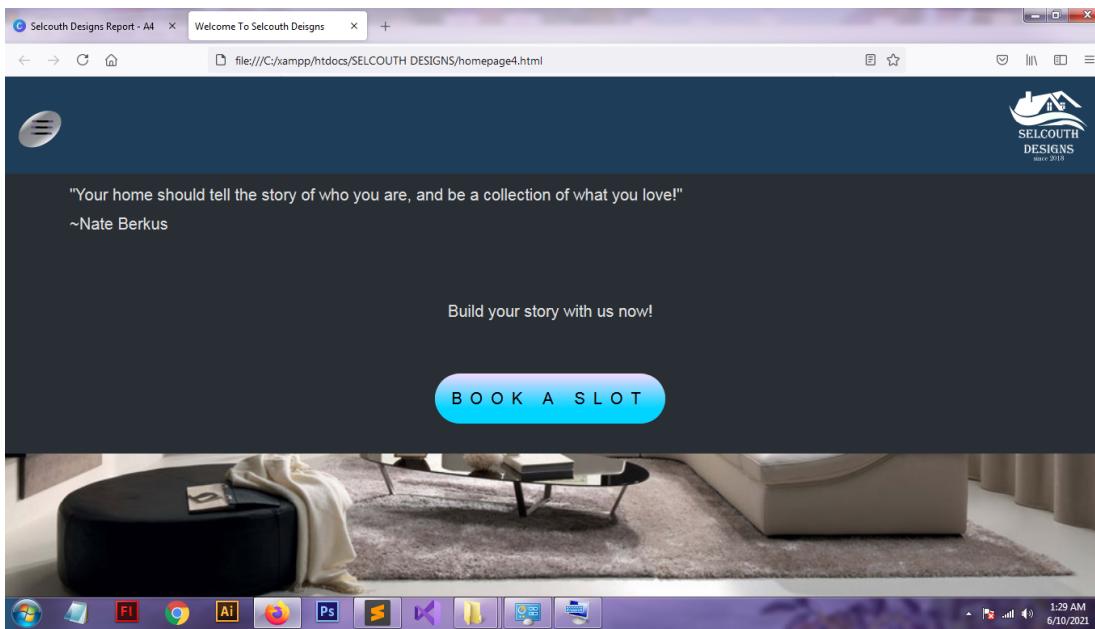
The homepage of Selcouth designs has been given a parallax effect to give users an insight into our interiors in an attractive manner.

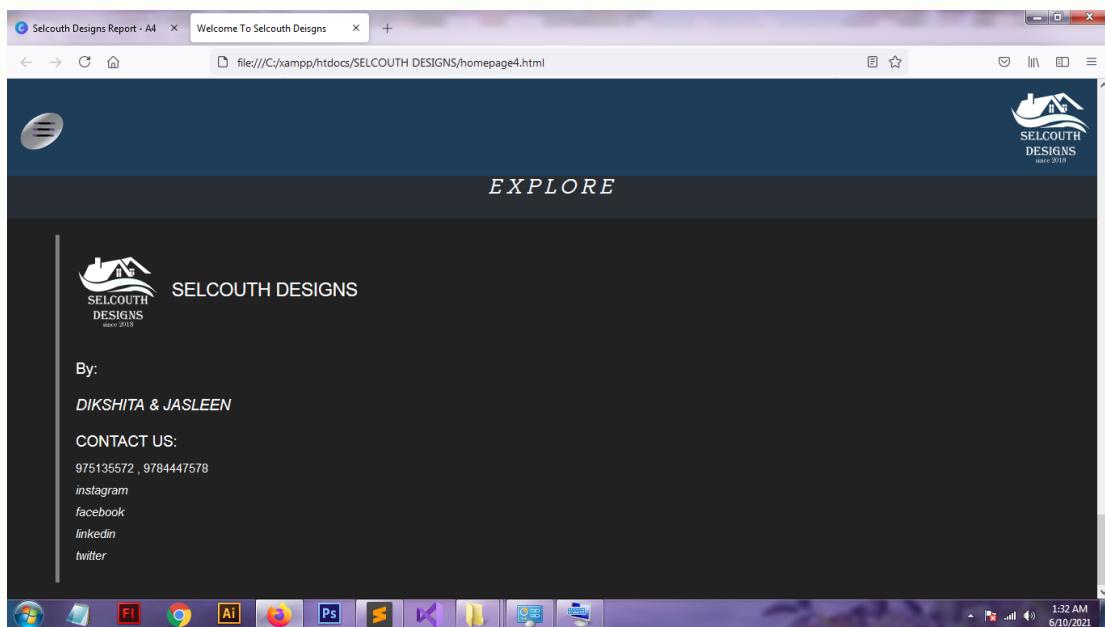
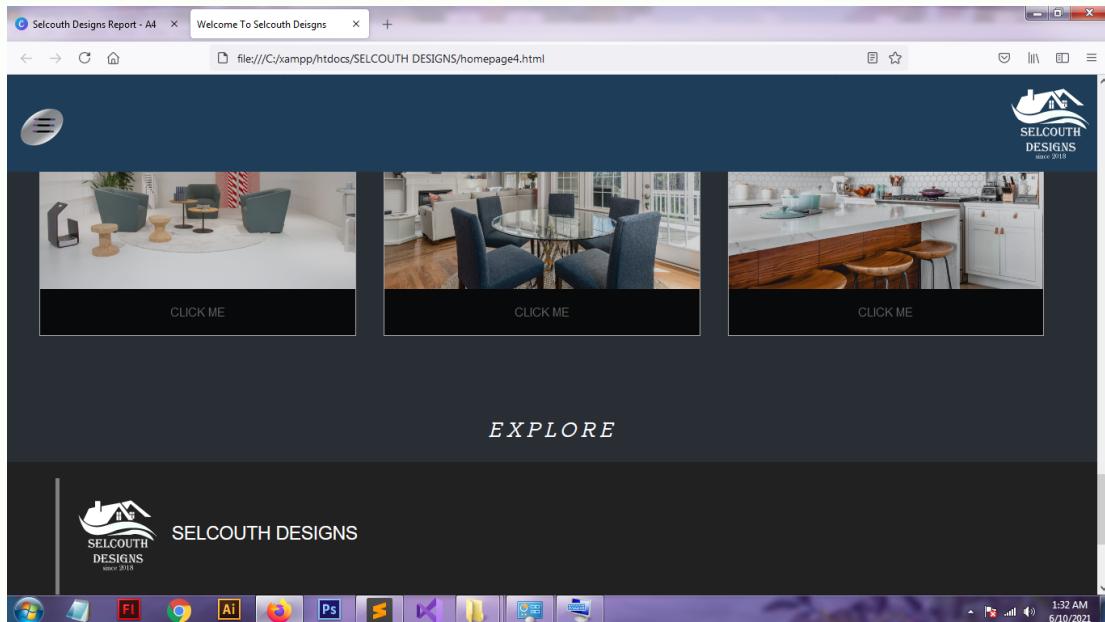
The page also contains information about the beliefs, work ethics, and to go with the attitude of the company.

The navigation bar further gives access to other parts of the website and therefore is made to stick to the top with its position being fixed whilst the user scrolls down to explore more.





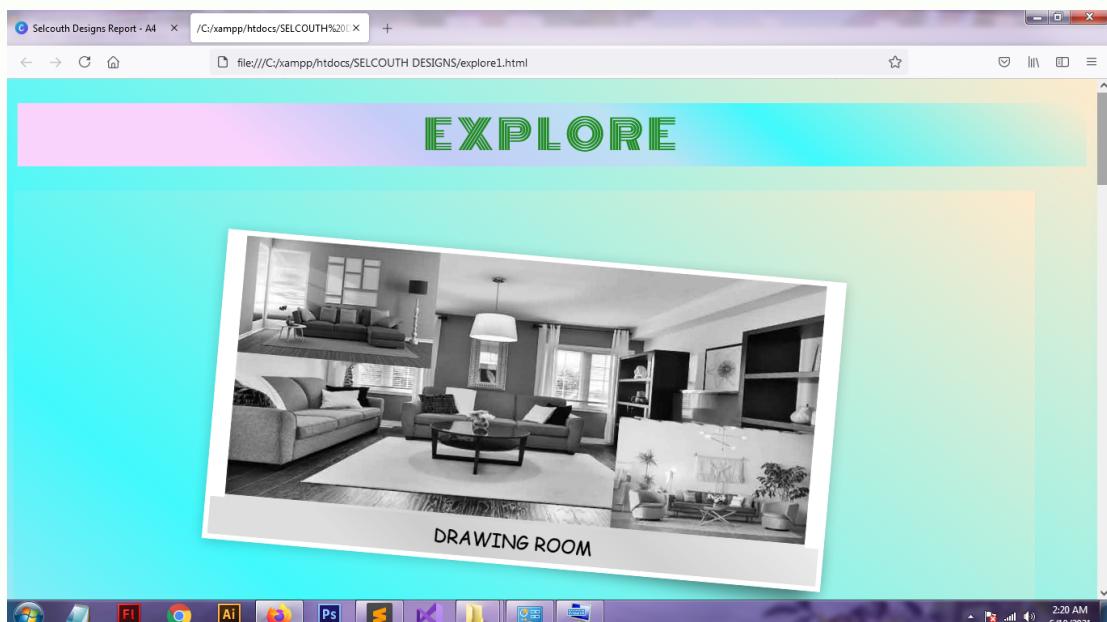


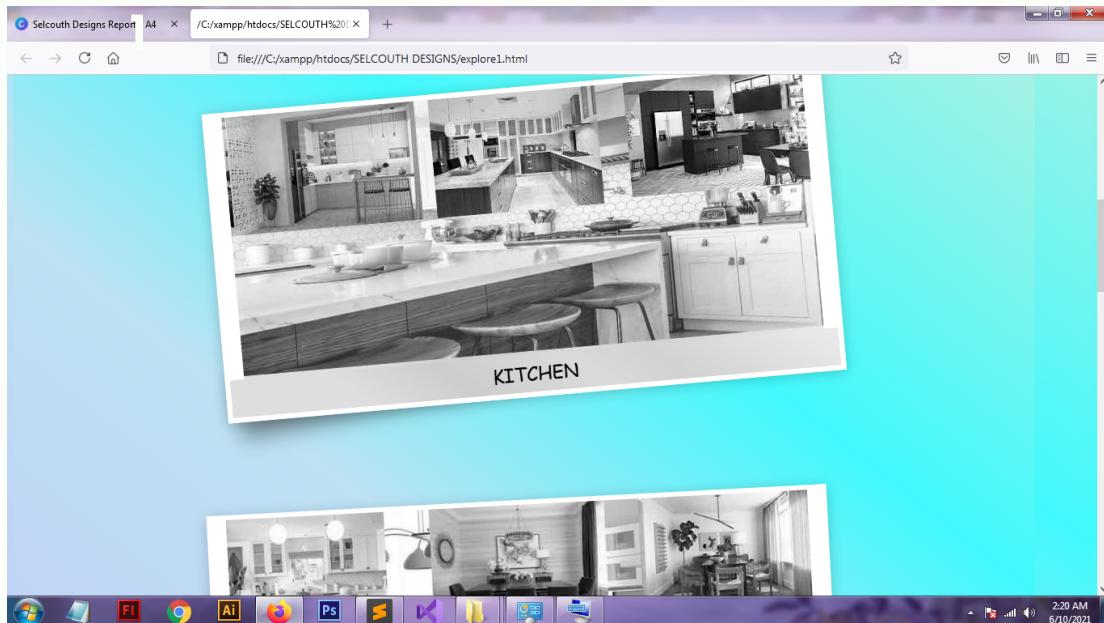
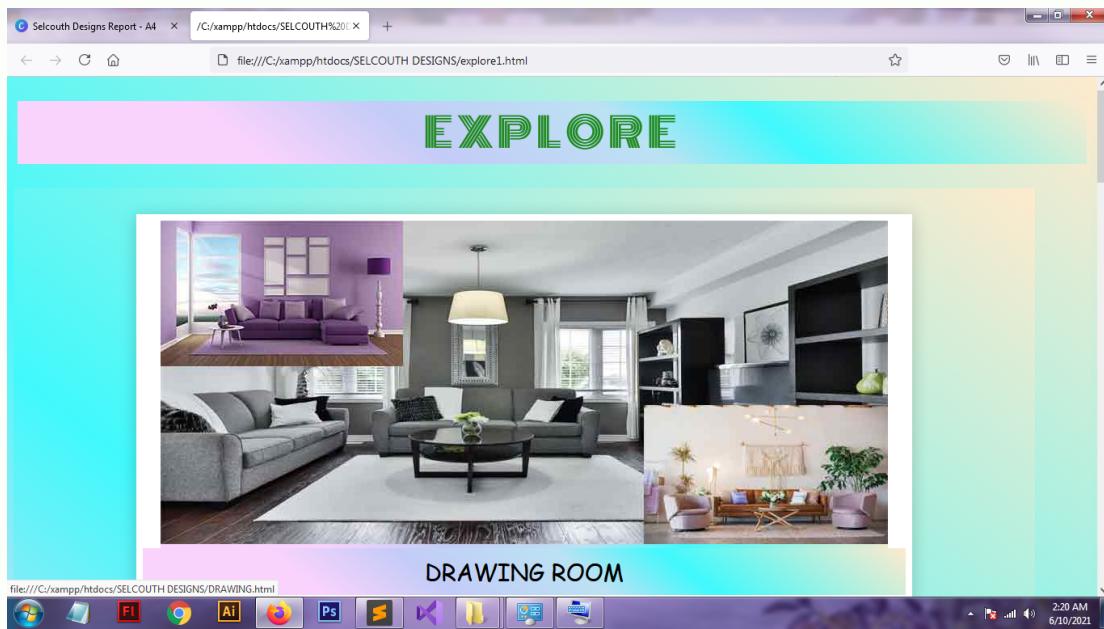


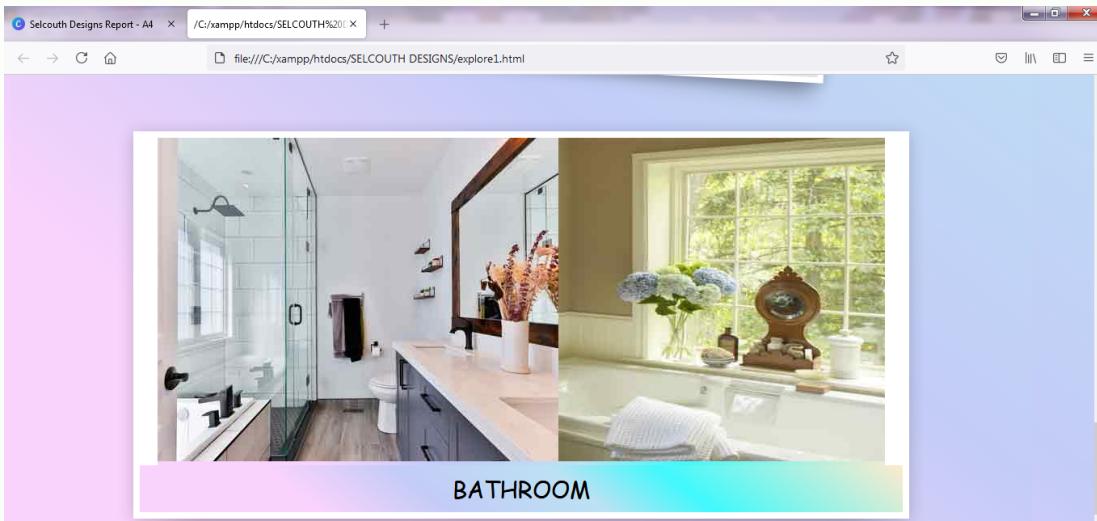
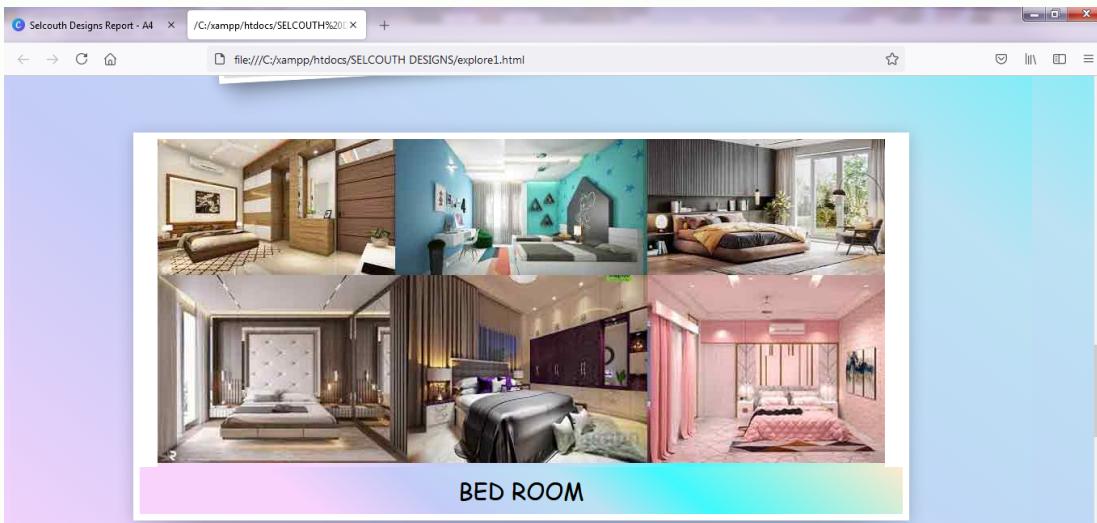
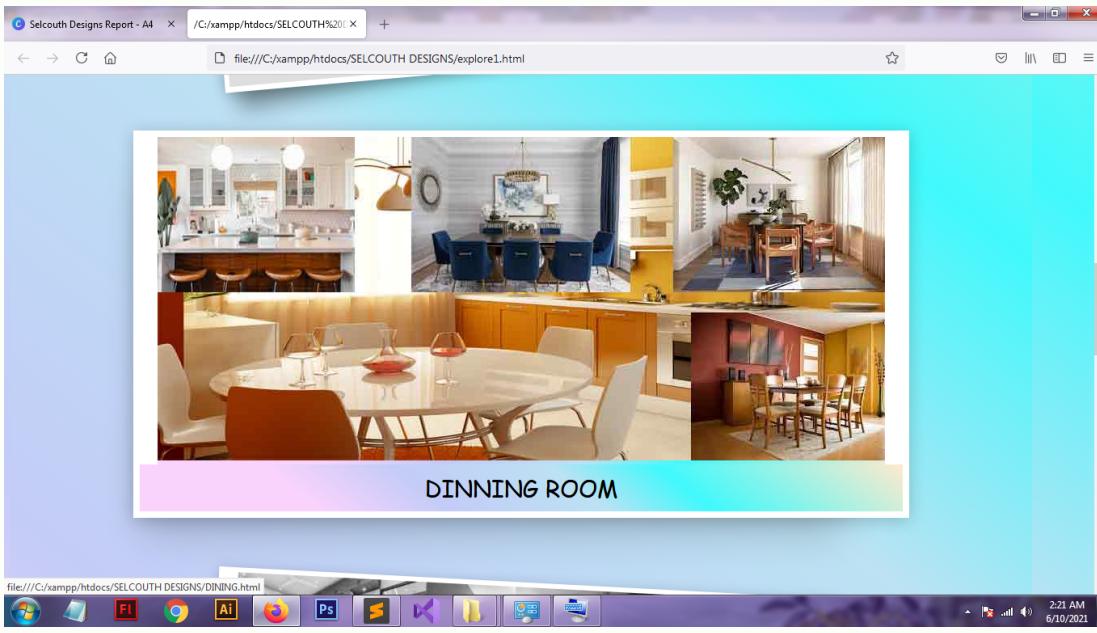
EXPLORE

Explore page of the website is made a bit colorful to draw the attention of the user. To catch the eye of the user and force them to dive deeper into exploring what we have to offer, the polaroid effect is created. The page is divided into different categories by sections eg. Bathroom section, bedroom section, dining, etc.

The introductory image of each section is nothing but a collage of pictures of that particular category(created using photoshop) which first appears to be black and white but when hovered turns colorful. Each section is further a link to the image gallery of that particular field. Each section's image gallery consists of 30-40 images to build customer's confidence in the company and give them an idea of the company's skills and techniques.







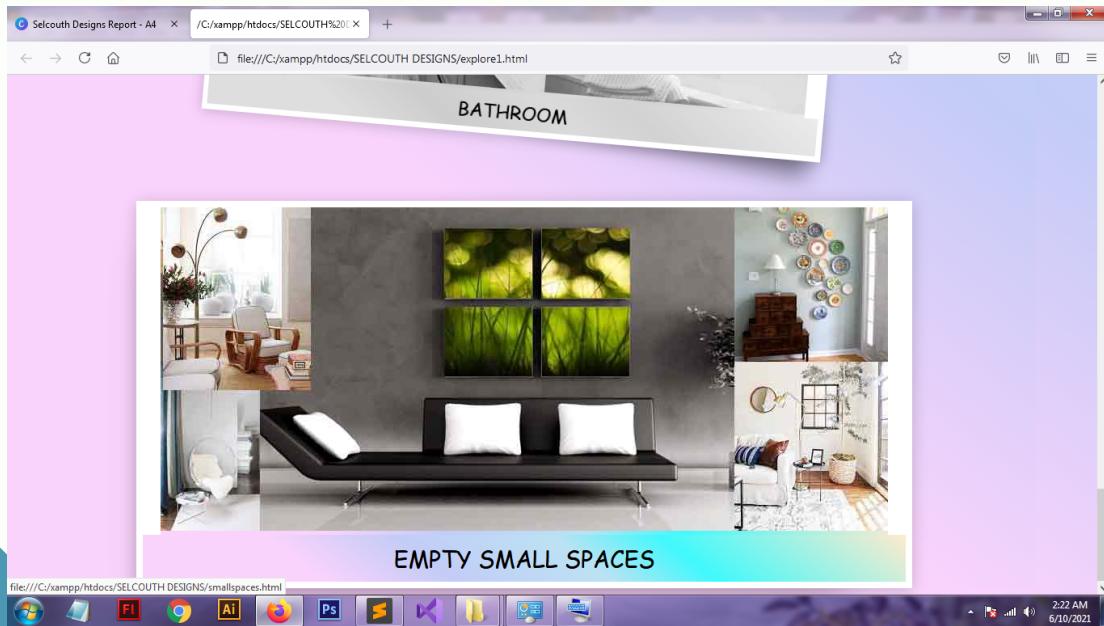
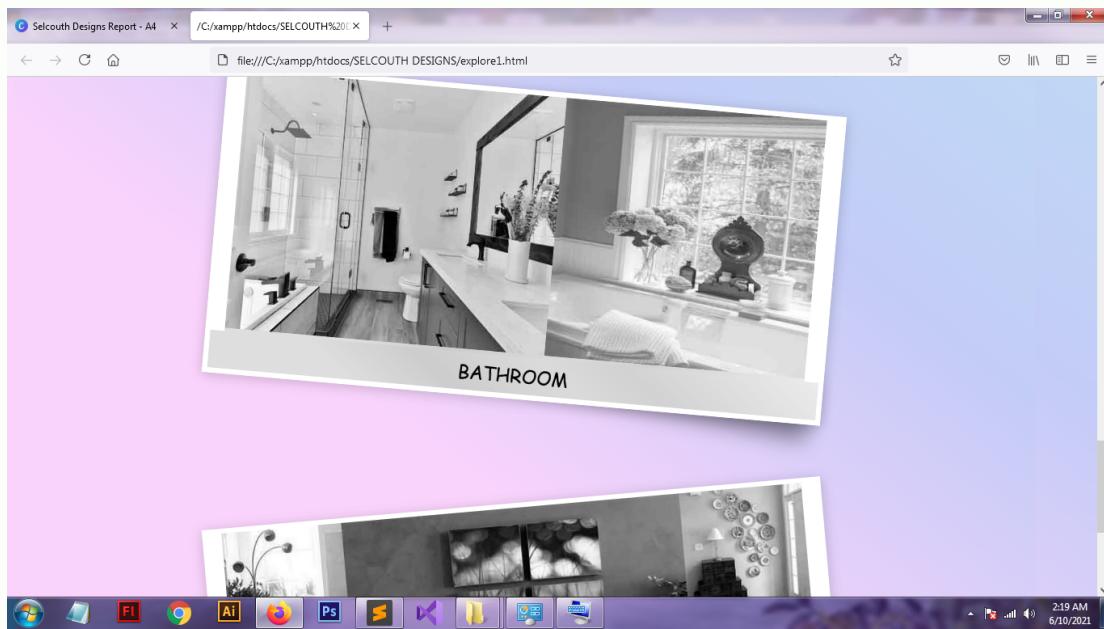
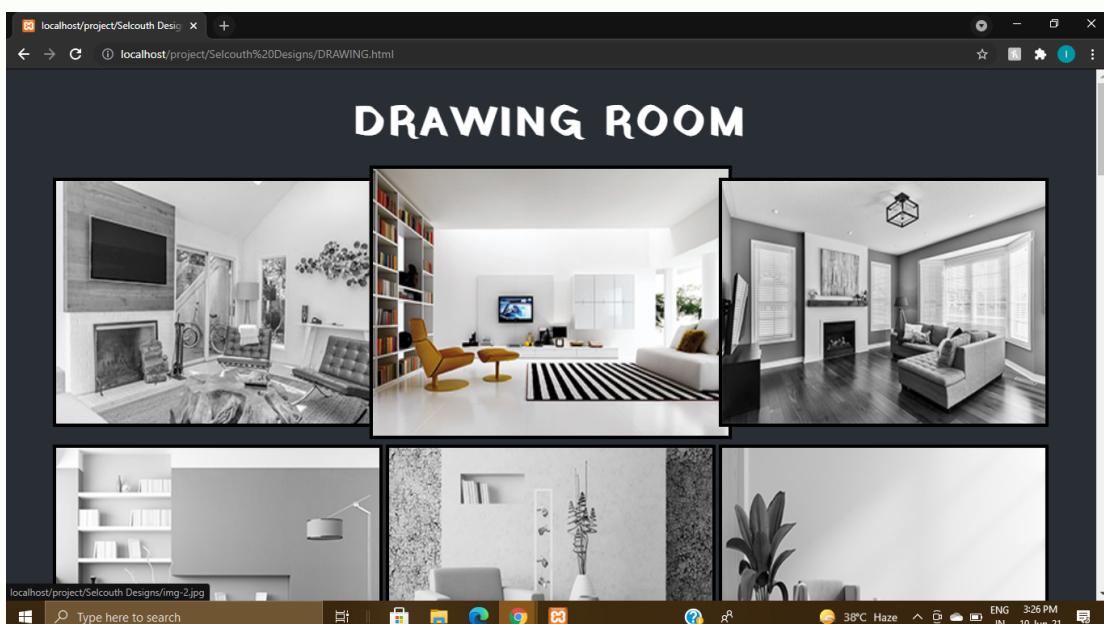
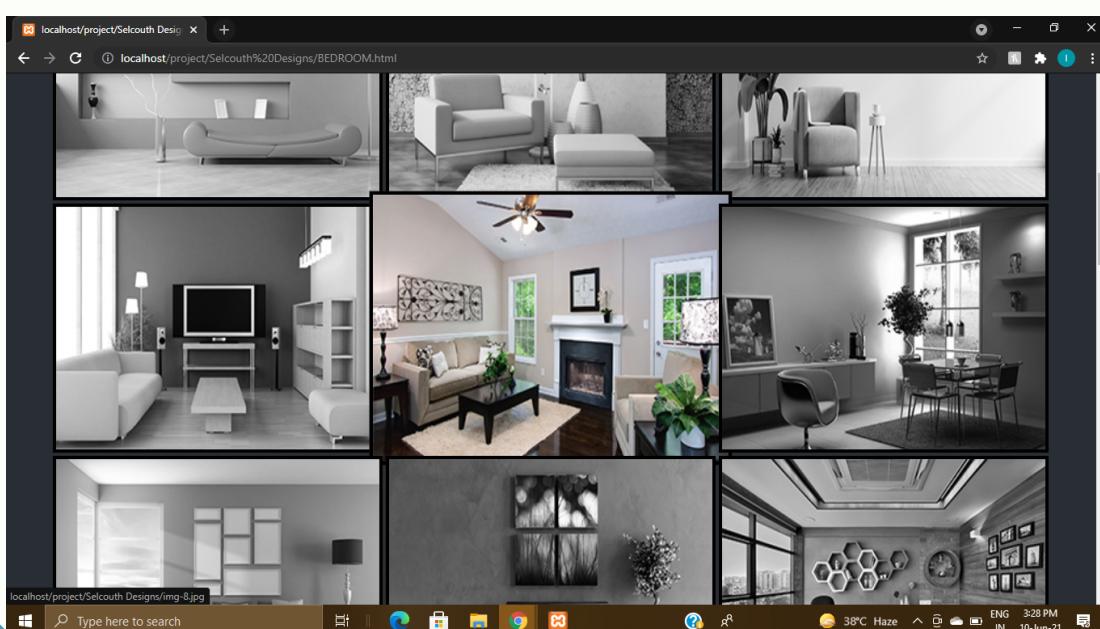
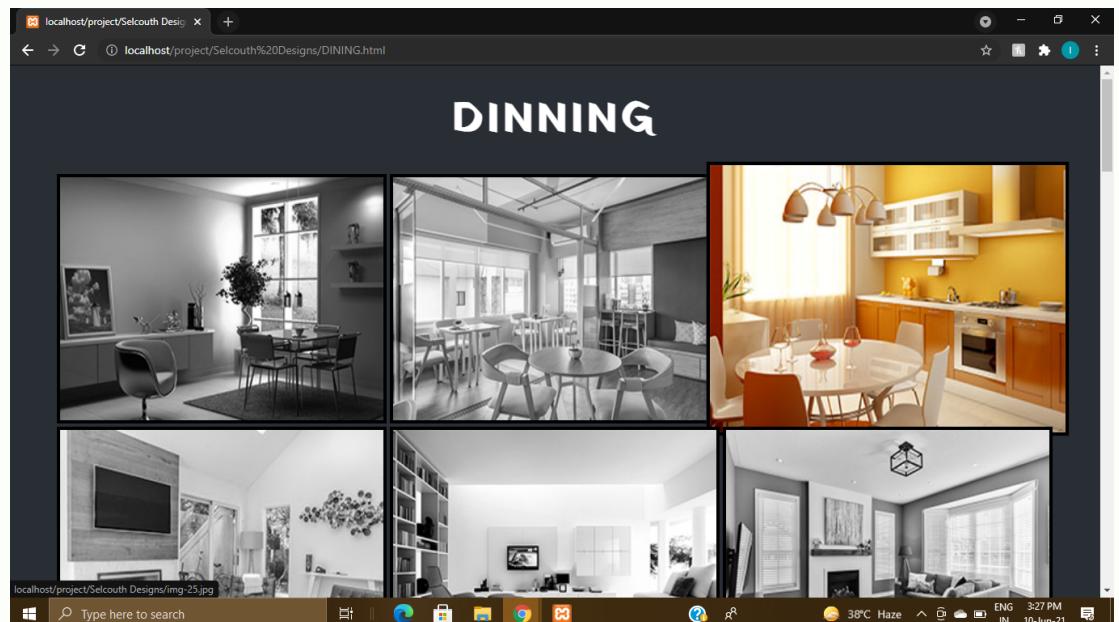
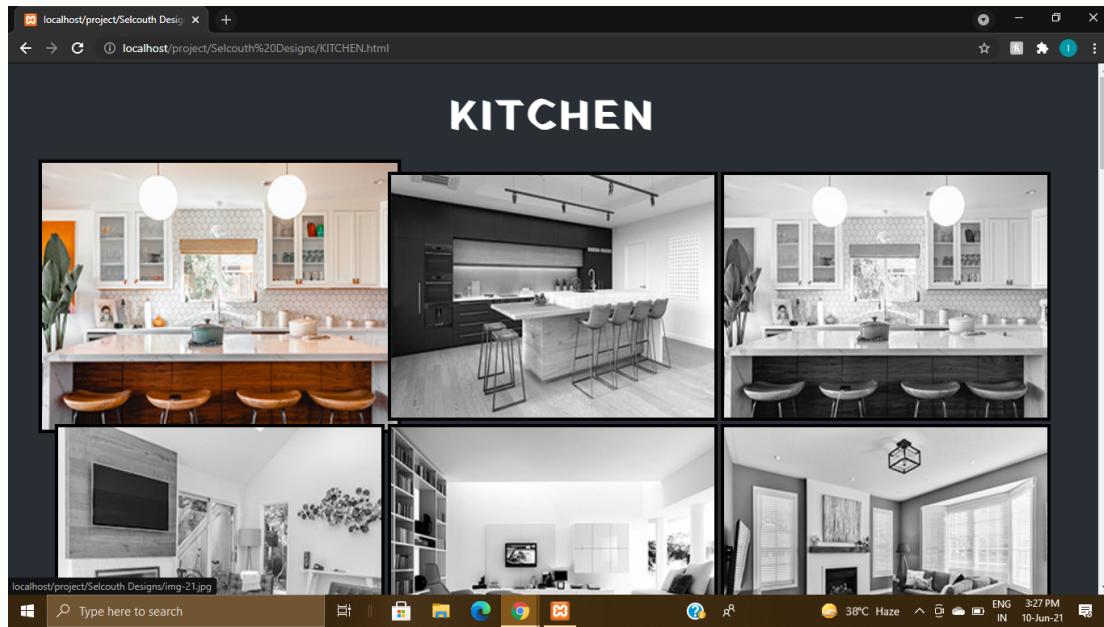


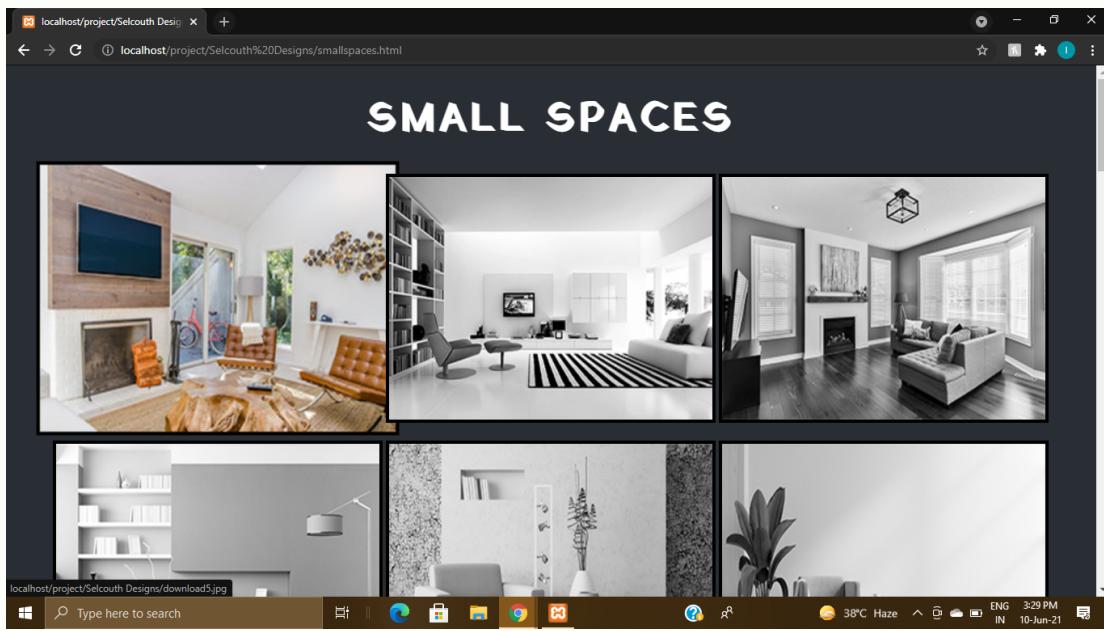
IMAGE GALLERY

When a user clicks on the image in the explore page, the gallery corresponding to it is opened. This Image Gallery consists of pictures from that particular category for the user to see and understand the way Selcouth Designs organizes and puts together different articles and objects to build a home out of just plain floor, walls, and ceiling.

Another feature has been added to extend the functionality and enhance the charisma of the settings: the images are originally set as black and white, whenever the user mouses over the image it adds color to the image and slightly zooms into it. It enhances the user's experience with the image gallery. Without any response from the user, they are involved in putting color and life into the images.





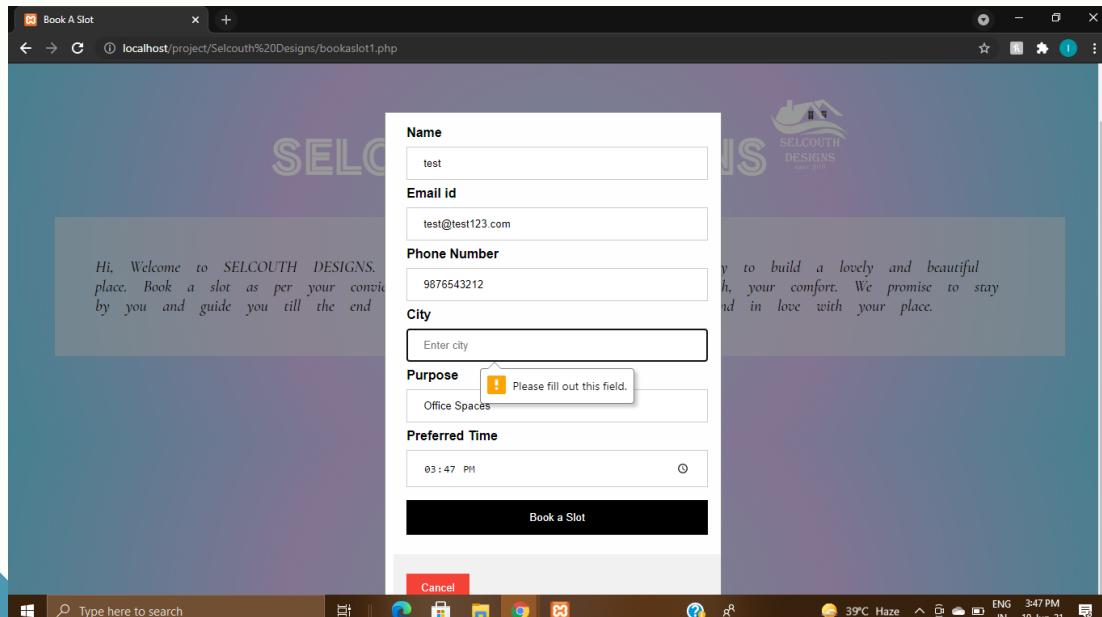
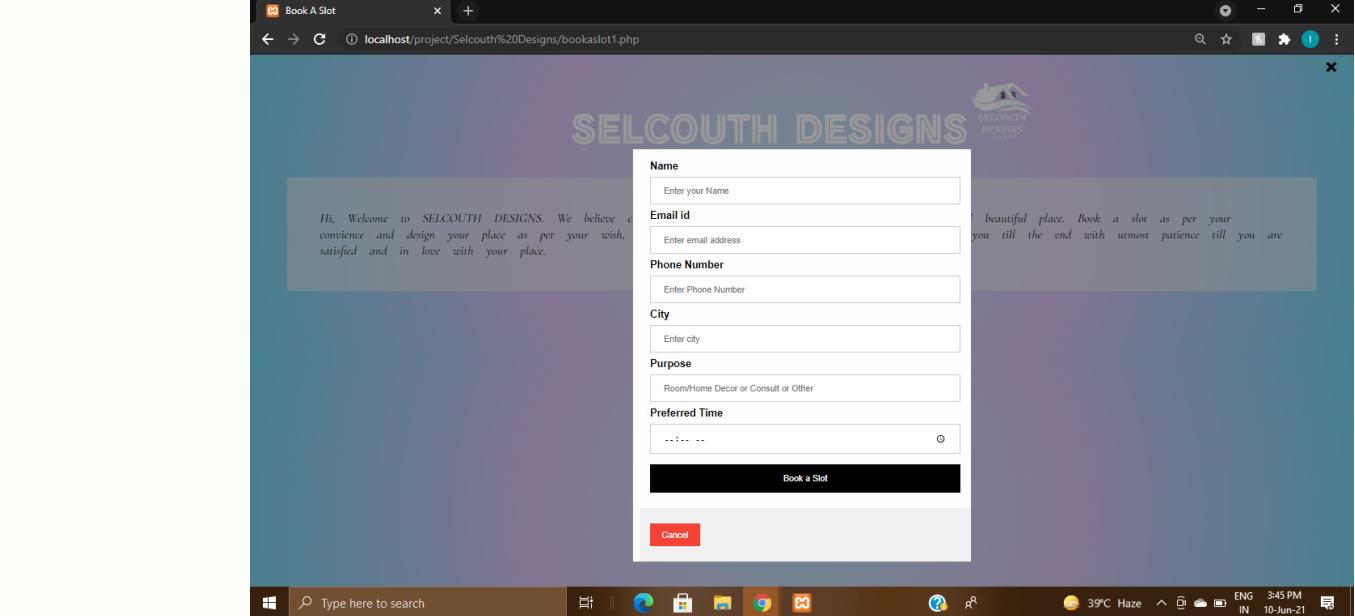
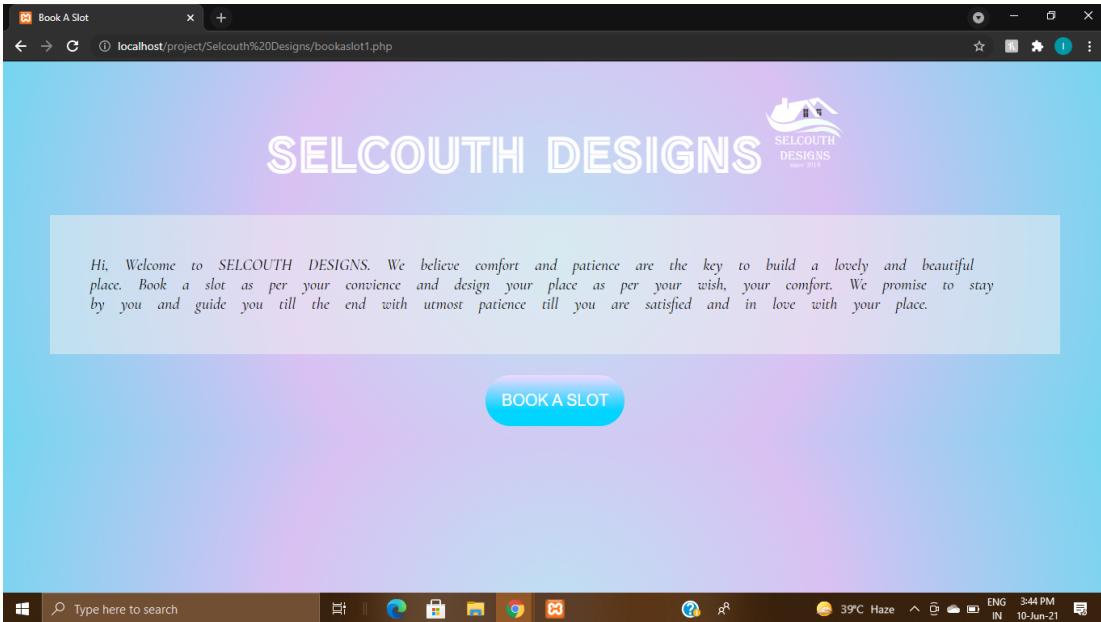


SLOT BOOKING PAGE

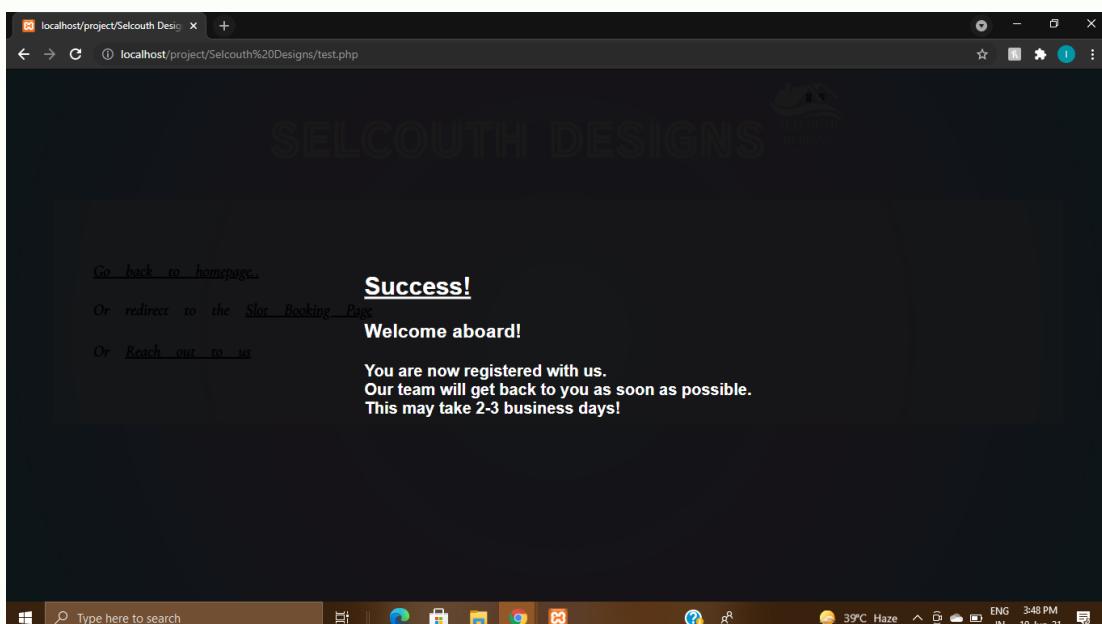
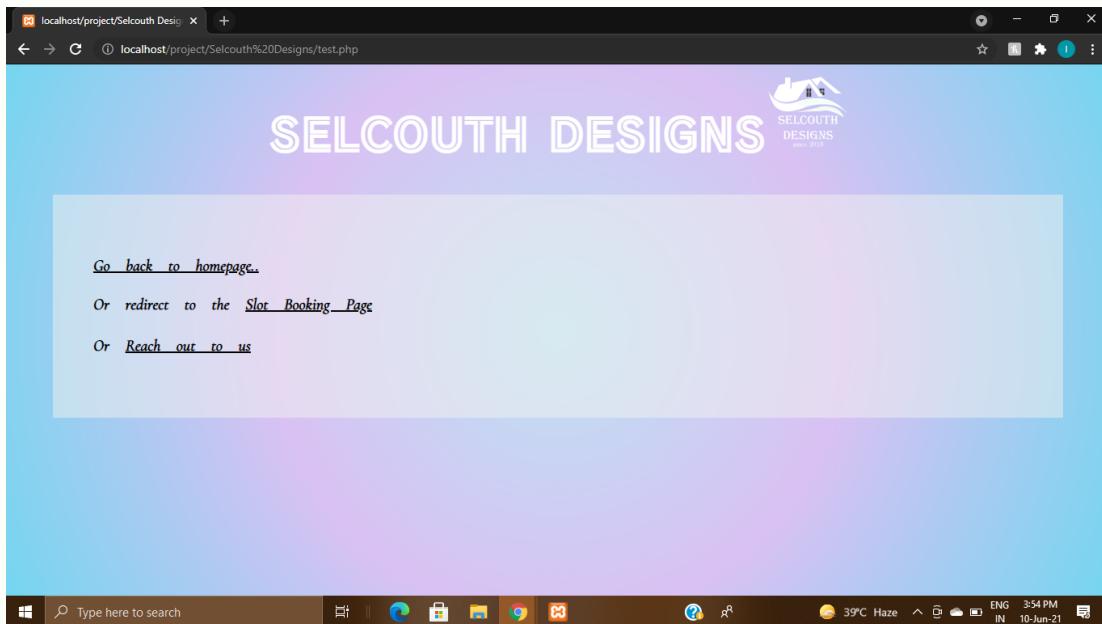
For the purpose of expanding the business online and reaching out to customers beyond the tri-city, a page to book a slot to fix a meeting with the visitor has been set. Through this page, the user can get in touch with the company at the convenience of both parties and discuss what can be done.

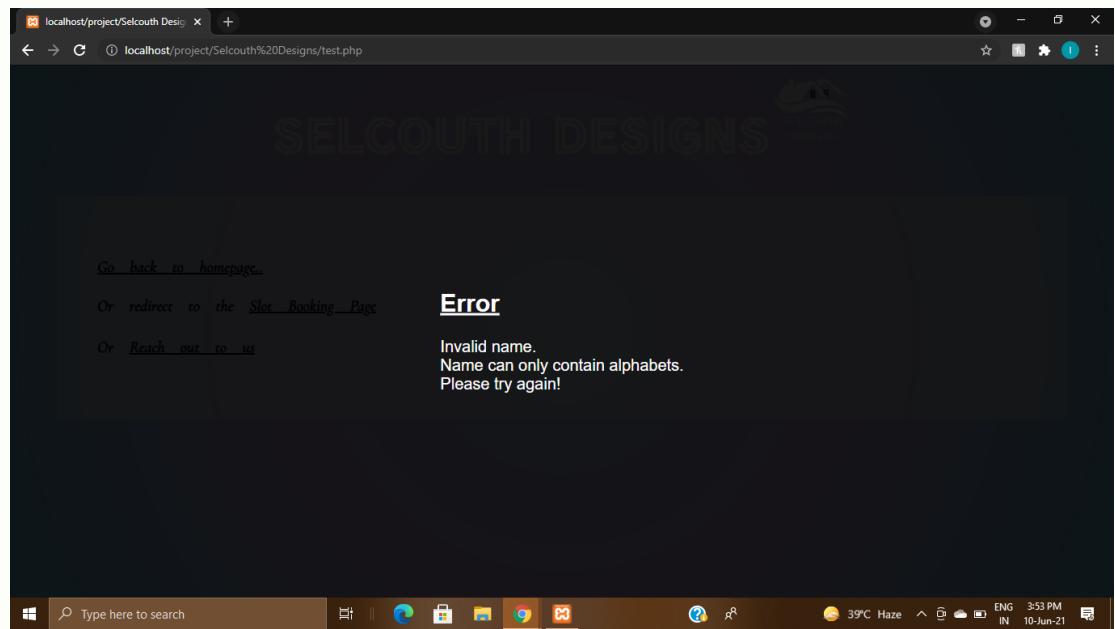
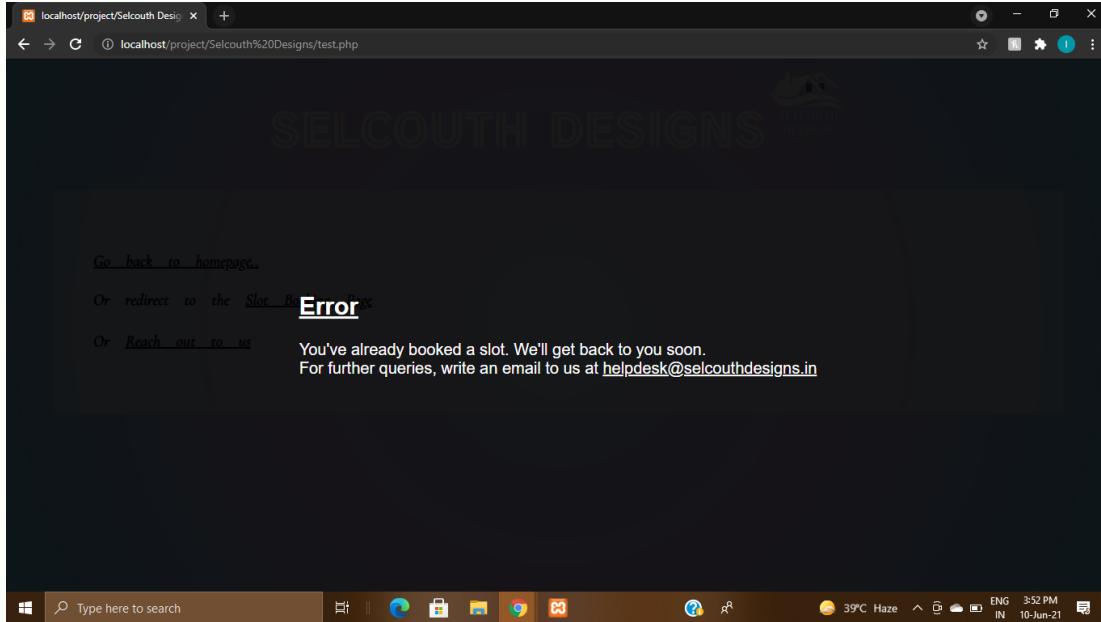
The page tells a little about Selcouth Designs and has a button that opens a modal window containing the form taking the required inputs from the user and saves it to the MySQL server.

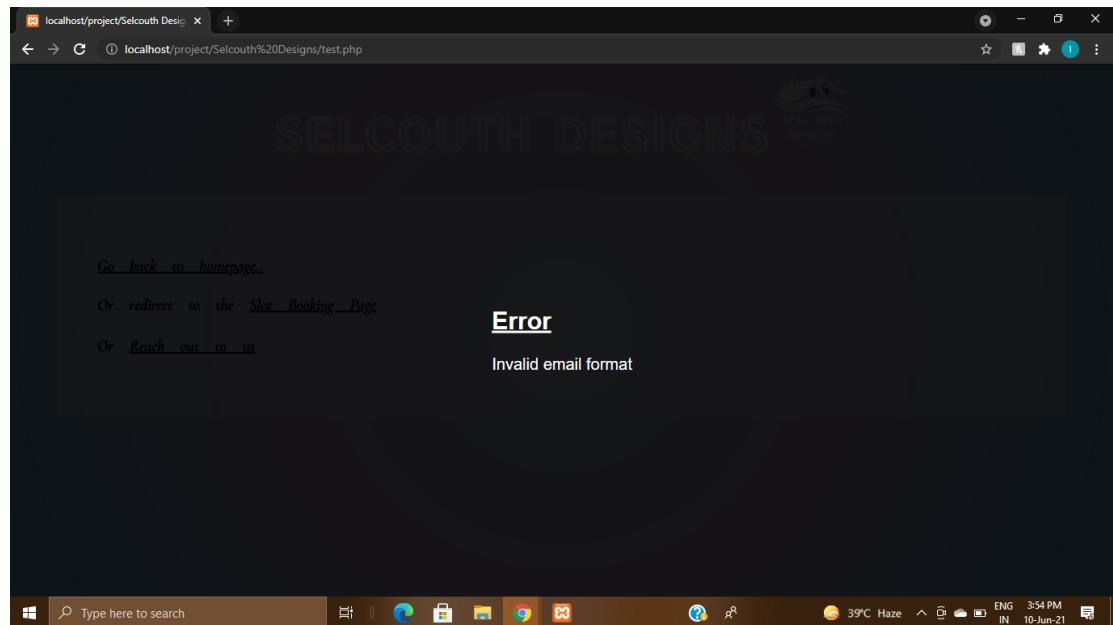
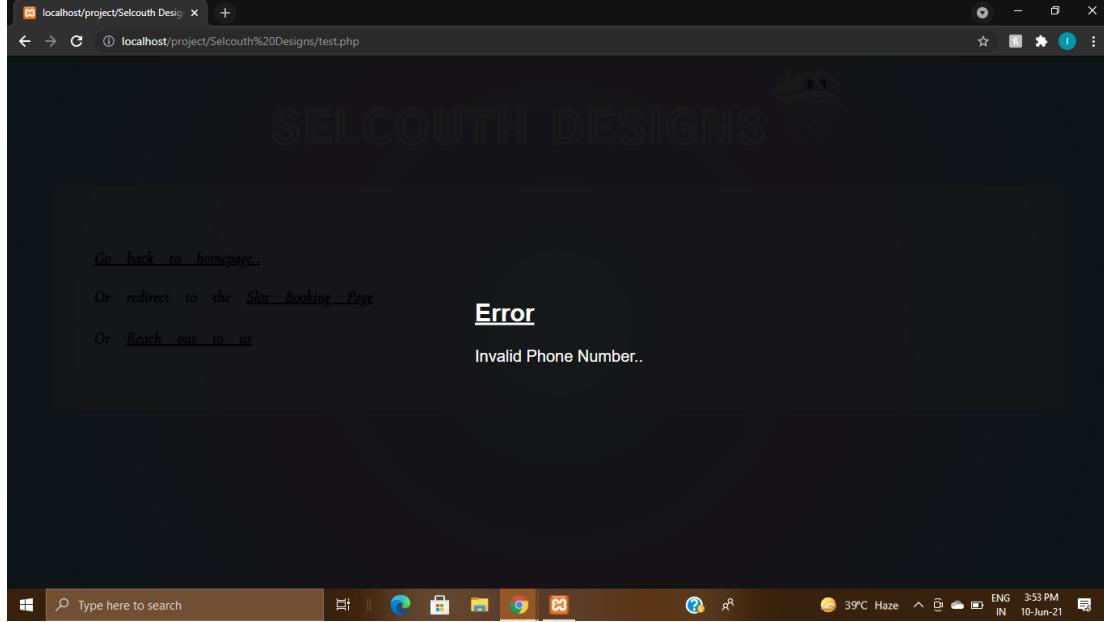
The fields in the form are validated before being entered into the form. All the fields are set to the required parameters. The user wouldn't be allowed to submit if all the fields are not filled. Other than that, specific validations are applied to some fields. The name field checks whether the input entered doesn't contain any data other than alphabets, the email id is checked for a valid email address format. It also ensures that the same email id is not entered again. The phone number field checks if the data entered is a number or not and that there are not more than 10 characters. Relevant errors are shown if the form is not filled correctly, else it shows a success message and stores the data on the server. The Preferred Time field is added for the user to specify the time that suits them and hence fix a virtual meeting with them to proceed with the work.



On submitting the form, the user is directed to a new page. The status of the form successfully submitted or failed is shown on an overlay. When the user clicks anywhere on the screen, the overlay is turned off and the links to return to Homepage, Slot Booking Page or to go to the About Us Page are added.

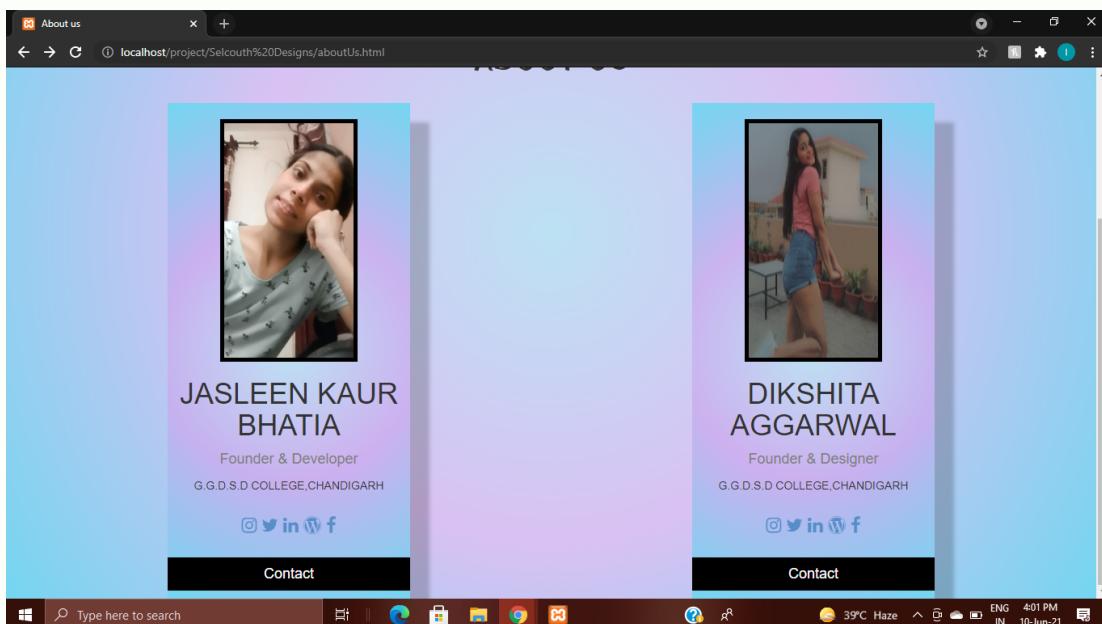
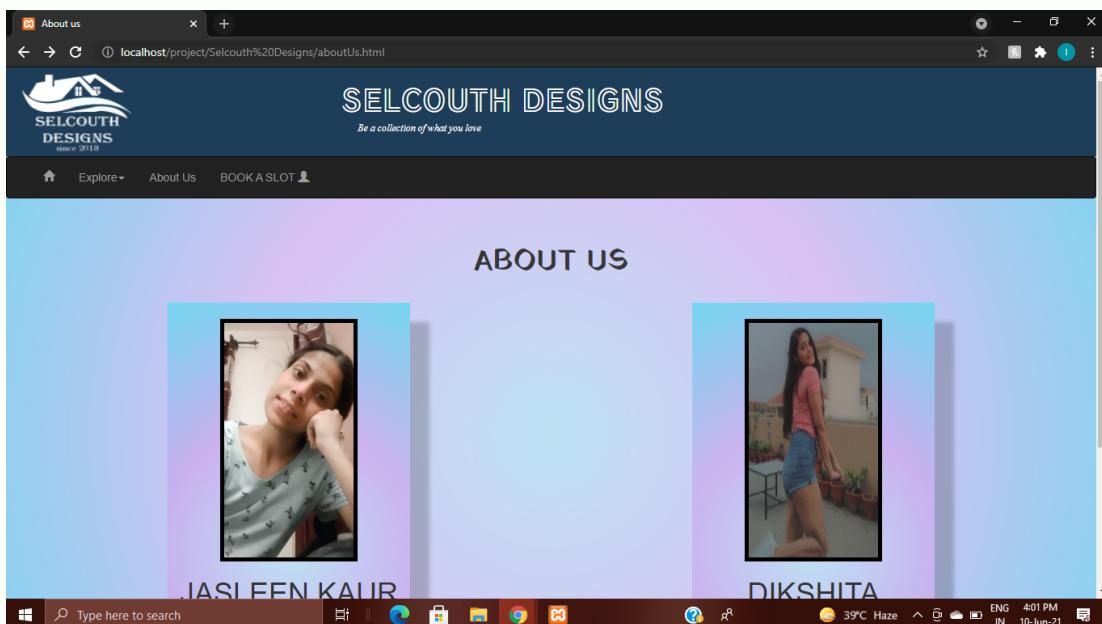






ABOUT US

The About Us page has images and links to the social media profiles of the founders of the brand. It also contains a navigation bar that has links to go to the Explore page, Slot Booking page, or Home Page.



TESTING

After the completion of the coding process, the testing phase comes. This phase is responsible to check for bugs and errors. And also put the project into testing for a limited group of people to understand the changes that can be made.

Mrs. Kawalpreet Kaur was involved in this phase. After the web developers were through with the designing and coding phase, a meeting conducted with Mrs. Kawalpreet Kaur revealed that the Book A Slot needed some changes. Earlier, there were no validations on the phone number and email field, those changes were made.

Later, it was found out that there were errors in the coding on the same page as it allowed users to enter the same email address more than once despite the validation.

All in all, the necessary changes were made after testing and debugging the website.

DEPLOYMENT

This is the most important phase in the Software Development Life Cycle. After weeks and months of iterating between coding, designing, content creation, testing, planning, we finally reach the Deployment Phase. It is the phase in which, the software or the project or website that has been created is released for the use of the general public.

After several discussions and deliberations, the website hosting platform, plan, domain, and all such necessary decisions are taken. These decisions are taken considering the requirements and the budget of the client.

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- 2.Unsplash.com
- 3.W3Schools
- 4.GoogleFonts.com