Table of contents

[**Annotation** 1](#_Toc186240756)

[**Report on the "Avenue Flowers" Web Page** 1](#_Toc186240757)

[**Report on the "About Us" Page** 3](#_Toc186240758)

[**Brief Report on the "Arrangements" Page** 4](#_Toc186240759)

[**Brief Report on the “Blog” page** 6](#_Toc186240760)

[**Report on the "Contacts" Page** 8](#_Toc186240761)

[**Conclusion** 9](#_Toc186240762)

[**References** 10](#_Toc186240763)

# **Annotation**

The **Avenue Flowers** project is a comprehensive website designed for a flower shop. It features key pages such as "Main," "About Us," "Arrangements," "Blog," and "Contacts." The primary goal of the site is to provide users with a convenient interface for exploring the shop's services, selecting bouquets, obtaining useful information, and interacting with the business.

The website is built using modern web technologies:

* **HTML** for structuring the pages.
* **CSS** for styling and responsive design.
* **JavaScript** for interactive functionalities such as product filtering, modal pop-ups, and slideshows.

Key features include:

1. **Dynamic filtering** by color and price on the "Arrangements" page.
2. **Modal window** for user login and registration.
3. **Homepage video** with text overlays to capture user attention.
4. **Customer reviews** displayed through an interactive gallery.
5. **Google Maps integration** on the "Contacts" page.

# **Report on the "Avenue Flowers" Web Page**

**Introduction**

The web page is designed for the "Avenue Flowers" online flower shop and provides users with a convenient interface for selecting bouquets, learning about the company’s services, and managing their accounts. The page is built using HTML, CSS, and JavaScript, ensuring its functionality, aesthetics, and interactivity.

**Main Components**

**1. HTML: Page Structure**

The HTML file (“main.html”) forms the backbone of the web page:

* **Header:**
  + Contains the logo, navigation menu, and icons (login, cart, favorites).
  + The menu allows navigation between the main sections of the site.
* **Modal Window:**
  + Features two forms: login and registration.
  + Forms can be toggled via links within the modal window.
* **Slideshow:**
  + Displays a video with text overlay instead of static images.
  + The video adds visual dynamics to the page.
* **"Bestsellers" Section:**
  + A grid of cards with descriptions and prices of popular bouquets.
  + Cards include buttons for ordering, adding to the cart, or saving to favorites.
* **"Services" Section:**
  + Describes key offerings such as event decoration and delivery services.
* **Footer:**
  + Includes contact information, links to social media, and legal details.

**2. CSS: Visual Styling**

The CSS file (“main.css”) provides styling for the elements:

* **General Style:**
  + Uses Google Fonts (“Montserrat” and “Playfair Display”).
  + The color palette is soft, with pastel pink tones as the primary accent.
* **Modal Window:**
  + Animates opening with transform: scale().
  + The dimmed background focuses attention on the modal content.
* **Product Cards:**
  + Cards feature rounded corners and shadows for visual depth.
  + Buttons change color on hover, enhancing interactivity.
* **Slideshow:**
  + The video spans the full width of the screen and is dimmed using a filter: brightness(70%).

**3. JavaScript: Interactivity**

The JavaScript file (“main.js”) adds functionality to the page:

* **Slideshow Control:**
  + Implements functions for switching slides (“prevSlide()” and “nextSlide()”).
  + The first video is displayed upon page load.
* **Modal Window:**
  + Modal opening and closing are managed by adding and removing CSS classes.
  + Clicking on the background also closes the modal.
* **Form Toggle:**
  + Clicking on the links (“Register” or “Login”) toggles the displayed form using the active class.
* **Key Code Fragments:**

Managing modal visibility:



This code adds interactivity for opening and closing the modal window.

Switching between slides:

Изображение выглядит как текст, Шрифт, линия, снимок экрана

Автоматически созданное описание

Implements cyclic navigation through slideshow elements.

# **Report on the "About Us" Page**

The "About Us" page of Avenue Flowers introduces the business, highlighting its prime location in Almaty, extensive flower selection, and unique services. Key features include:

1. **Header and Navigation**: Logo, links, and breadcrumb trail for easy navigation.
2. **Slideshow**: Interactive image transitions with manual and automatic controls.
3. **Content**:
   * Details about services, location, and diverse flower offerings.
   * Emphasis on reliable delivery and customer convenience.
4. **Forms**: Options for custom bouquet requests and newsletter subscriptions.
5. **Footer**: Legal and contact information with social media links.

The page combines visually appealing design with functional elements, making it both informative and user-friendly.

# **Brief Report on the "Arrangements" Page**

The "Arrangements" page is designed to showcase and filter flower compositions based on user preferences. It is built using HTML, CSS, and JavaScript for structure, styling, and interactivity.

**Sorting by Colors**

Sorting by colors enables users to filter flower compositions by specific color (e.g., red, white, yellow).

**Key Code Snippets:**

1. **HTML for Color Buttons**:

Изображение выглядит как текст, Шрифт, снимок экрана, линия

Автоматически созданное описание

Each color button is linked to the filterFlowersByColor function, which accepts a color name (e.g., 'red', 'yellow').

1. **JavaScript for Filtering**:

Изображение выглядит как текст, снимок экрана, Шрифт

Автоматически созданное описание

The data-color attribute in each card specifies its color.

Only cards matching the selected color remain visible (display: block), while others are hidden (display: none).

1. **Example of a Card with data-color**:

Изображение выглядит как текст, Шрифт, снимок экрана, линия

Автоматически созданное описание

**Sorting by Price**

Sorting by price allows users to display flower compositions within a specified price range.

**Key Code Snippets:**

1. **JavaScript for Filtering by Price**:

Изображение выглядит как текст, снимок экрана, Шрифт

Автоматически созданное описание

The data-price attribute holds the price of each bouquet.

Cards with prices above 100,000 remain visible, while others are hidden.

1. **HTML for Triggering Price Filtering**:



1. **Example of a Card with data-price**:

Изображение выглядит как текст, Шрифт, снимок экрана, линия

Автоматически созданное описание

**Filter Workflow**

1. **Initialization**:
   * All cards are displayed by default when the page loads.
2. **User Interaction**:
   * Users click a color or type filter button (e.g., VIP).
   * The corresponding JavaScript function is triggered.
3. **JavaScript Processing**:
   * Each card is checked against the filter condition using its data-color or data-price attribute.
   * Matching cards are displayed, while others are hidden.

**Conclusion**

Sorting by colors and prices is implemented using data-color and data-price attributes. These attributes are processed by JavaScript functions that toggle the visibility of cards (display: block or display: none). This approach efficiently manages the dynamic display of products on the page.

# **Brief Report on the “Blog” page**

The "Blog" page is designed to share tips and information about flowers while maintaining user interactivity and appealing design. It combines HTML, CSS, and JavaScript to achieve these functionalities:

**Key Features**

1. **Header and Navigation**:
   * A header contains the logo, navigation links, and account/cart icons.
   * Provides quick navigation to other pages like "Main," "About Us," "Arrangements," and "Contacts."
2. **Video Slider**:

A background video is displayed as a slider.

**HTML**:

Изображение выглядит как текст, Шрифт, снимок экрана

Автоматически созданное описание

* + **CSS Styling**:

Изображение выглядит как текст, Шрифт, снимок экрана, линия

Автоматически созданное описание

1. **Content Rows**:

Alternating rows with an image and text provide flower care tips.

**HTML**:

Изображение выглядит как текст, снимок экрана, Шрифт

Автоматически созданное описание

1. **Footer and Instagram Section**:

Provides contact information and a call-to-action to follow on Instagram.

**HTML**:

Изображение выглядит как текст, Шрифт, снимок экрана

Автоматически созданное описание

**Interactivity**

1. **Modal Functionality**:

JavaScript toggles the visibility of the login/register modal:

Изображение выглядит как текст, Шрифт, снимок экрана

Автоматически созданное описание

1. **Responsive Design**:

CSS ensures the layout adapts to different screen sizes using flexible widths and responsive elements.

**Conclusion**

The Blog page effectively combines aesthetics and functionality, with features like a video slider, alternating content rows, and a modal for user authentication. These elements create an engaging and user-friendly experience.

# **Report on the "Contacts" Page**

The "Contacts" page of Avenue Flowers provides essential contact details, customer reviews, and a map for locating the business.

**Key Features with Code Explanation:**

1. **Map Embedding**:

The Google Map iframe allows users to locate the business visually.

Изображение выглядит как текст, Шрифт, линия, белый

Автоматически созданное описание

1. **Customer Reviews**:

Images of reviews are displayed in a responsive gallery with hover effects.

Изображение выглядит как текст, Шрифт, снимок экрана

Автоматически созданное описание

1. **Review Pagination**:

JavaScript manages the display of reviews in groups.

Изображение выглядит как текст, снимок экрана, Шрифт

Автоматически созданное описание

**Conclusion**

This page integrates advanced features such as a map, dynamic reviews, and responsive design. It uses well-structured HTML, styled with CSS, and enhanced by JavaScript for interactivity. This makes the "Contacts" page both functional and visually appealing.

# **Conclusion**

The **Avenue Flowers** project successfully combines functionality and aesthetics, providing an intuitive and visually appealing platform for user interaction with the flower shop.

**Future Plans**:

1. **Enhancing responsiveness** to improve the user experience on mobile devices.
2. **Implementing online payment functionality** to allow users to make purchases directly through the site.
3. **Introducing a content management system (CMS)** to simplify updates to products, prices, and information.
4. **Integrating analytics tools** to track user activity and improve UX/UI design.
5. **Optimizing page loading speed** to enhance site performance.

# **References**

1. **Google Fonts**: Fonts like Montserrat and Playfair Display were used to enhance visual appeal.
   * <https://fonts.google.com/>
2. **Ionicons**: Icon library for navigation and buttons.
   * <https://ionic.io/ionicons>
3. **Google Maps Embed API**: Used to display the shop's location on the map.
   * <https://developers.google.com/maps/documentation/embed>
4. **Open-source resources**: Templates and design references for HTML/CSS/JS.
5. **Images and media files**: Provided by Avenue Flowers to enrich the visual presentation.

The project will continue to evolve to improve convenience and functionality for customers.