Final Exam Project:
Documentation of a Static
Website (HUMCOM1)

Submitted by: Lelis, Izza Belle B. IAA2

Submitted to:

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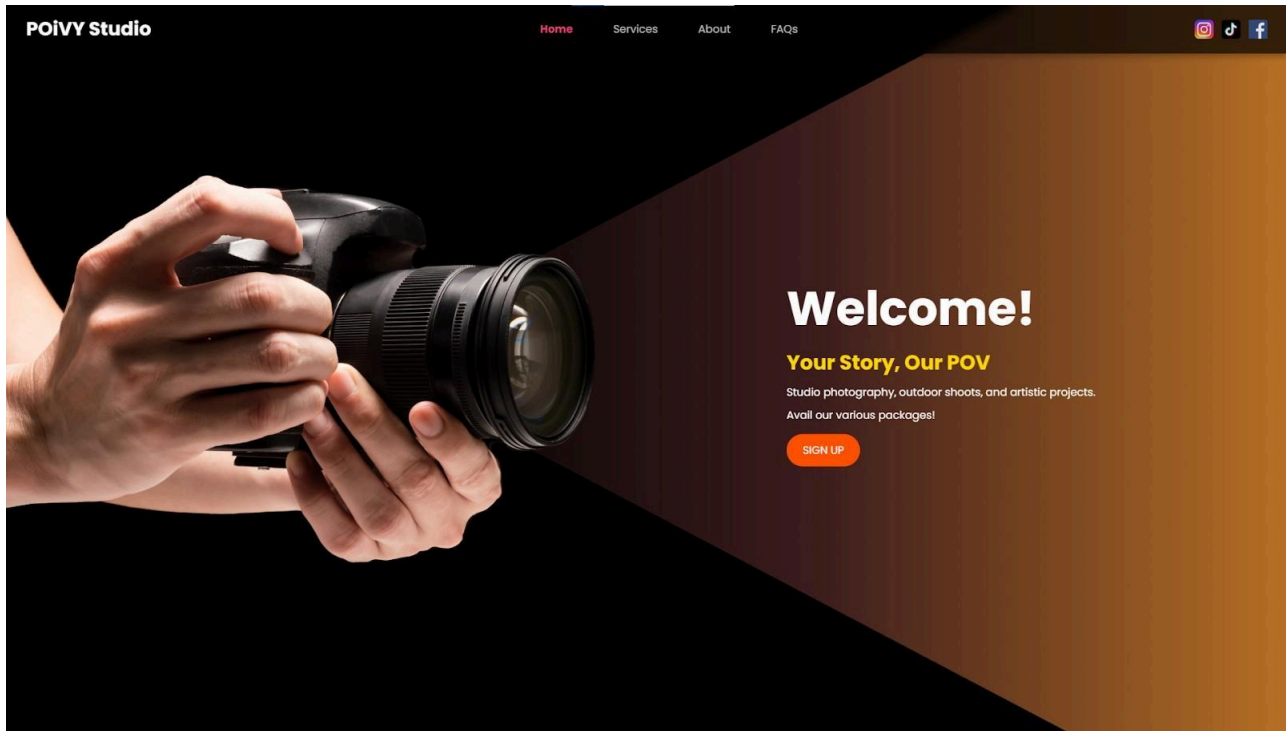
Submitted on:

April 30, 2025

SCHOOL OF INFORMATION TECHNOLOGY

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I.   Phase 1 - 30%

POiVY Studio is a creative photography website that showcases a modern and professional approach to capturing life's most cherished moments. The website is designed to present the studio's services, packages, and overall in an aesthetically pleasing and user-friendly manner.
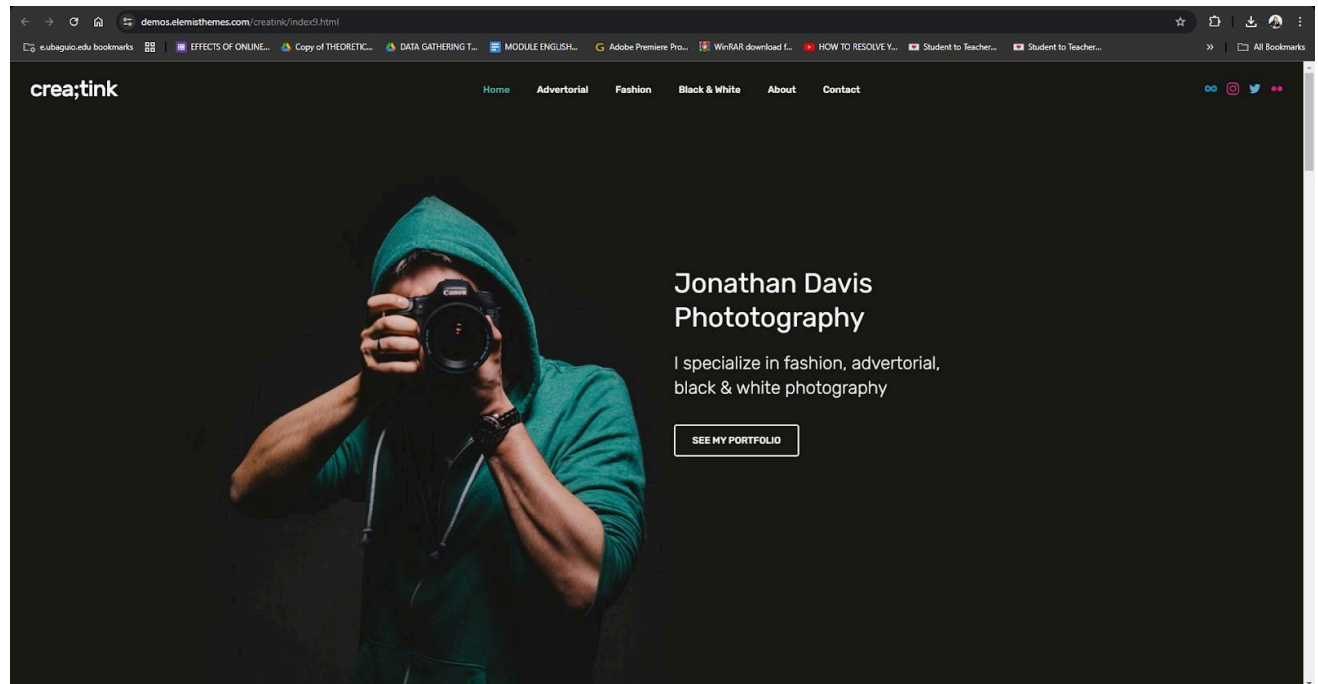
This website was inspired by the Crea;tink. I like how minimalistic and the layout of this design

Target Audience

1. Young Adults and Teens (16-35)

Focus: Fun, social moments (e.g., "BFF Package") for casual photoshoots, birthdays, and milestones.

Interests: Creativity, social media-friendly content (Instagram, TikTok, Facebook).

2. Couples and Wedding Parties (25-40)

Focus: Engagement, wedding, and anniversary photography.

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Interests: Capturing special moments with professional, high-quality images.

3. Families (30-50)

Focus: Portrait sessions for family reunions, milestones, and children's birthdays. Interests: Preserving memories with high-quality family photography.

4. Creative Professionals & Influencers (20-40)

Focus: Artistic, high-quality photography for personal branding.

Interests: Unique, professional images for social media and career growth.

5. Event Planners & Businesses (30-50)

Focus: Corporate events, team portraits, and promotional photography.

Interests: High-quality visuals for business marketing and branding.

6. Social Media Enthusiasts & Trendsetters

Focus: Trendy, high-quality photography and social media presence.

Interests: Creating engaging, shareable content for Instagram, TikTok, and Facebook.

HTML (HyperText Markup Language):

- <!DOCTYPE html> declares the document type.

- <meta charset="UTF-8"> ensures proper character encoding.

- <meta name="viewport" content="width=device-width, initial-scale=1.0"> enables mobile responsiveness.

- <nav> is used for the navigation bar linking different sections of the site.

- <a> tags provide interactive links and navigation.

- <div> tags organize content into sections.

- <video> tag is used for embedding a looping, autoplay video.

- <form>, <input>, <select>, <textarea>, and <button> elements are used for the interactive booking form.

CSS (Cascading Style Sheets):

- Styles typography (font family, size, color, and alignment).
- Designs navigation bar with horizontal layout and hover effects.
- Styles buttons and links with custom colors and transitions.
- Adjusts images and video placement and size.
- Uses Flexbox for layout structuring and spacing.
- Applies media queries for responsiveness on different screen sizes.
- Implements a glassmorphism design on the booking form using backdrop-filter.
- Includes hover effects, border-radius, and shadows for modern appearance.

External Resources

- Linked social media profiles:
  - Instagram
  - TikTok
  - Facebook

Web Design Concepts Used

- Call-to-action buttons to prompt user interaction.
- Mobile-first design using viewport settings and media queries.
- Branding through studio name, visuals, color themes, and fonts.
- Social proof through social media links.

II.   Phase 2 - 50%
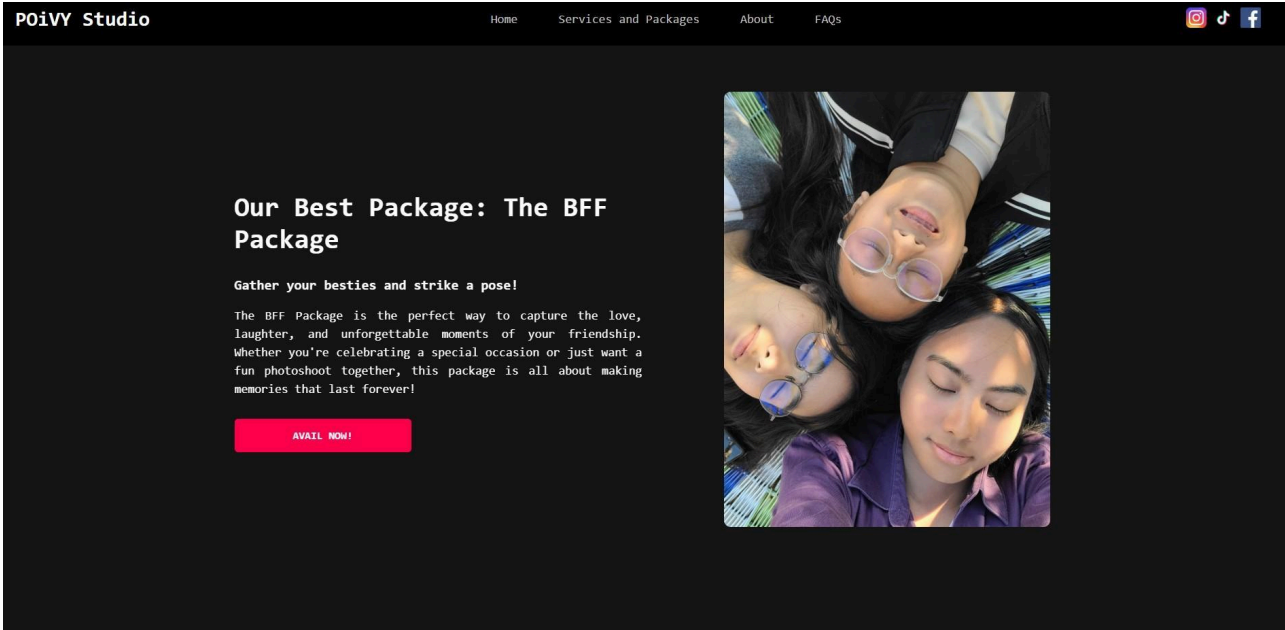
1.   Basic Structure Built
- HTML skeleton created:
  <head> contains metadata, title, and internal styles.
  <body> includes a background video, navigation bar, main sections, and footer.

- Main layout is divided
  into: section-1: Welcome
  intro.
  section-2: Services or photo packages.
  section-3: BFF Package promotion.
  Footer with copyright.

2.   Navigation Bar
- Created a fixed navbar at the top. Includes:
  - Navigation links (Home, Services and Packages, About, FAQs)
  - Social media icons (Instagram, TikTok, Facebook)

- Styling:
  - Black background, white/silver text.
  - Hover effect changes link color to pink (#ff3e88).
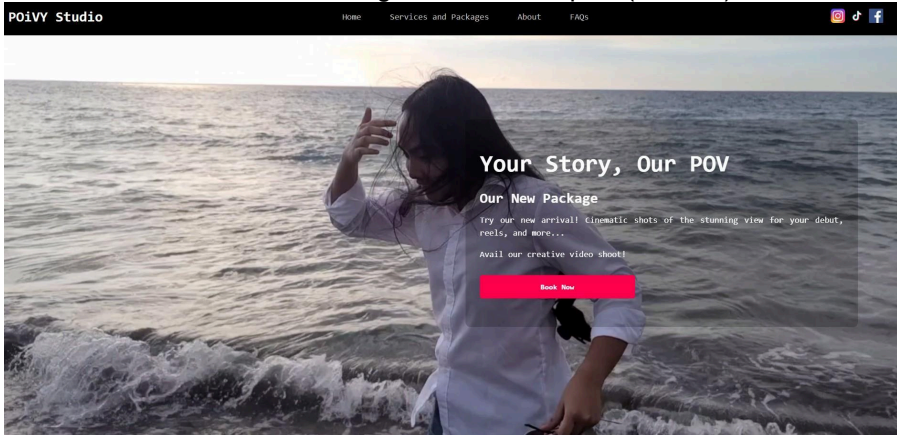
3.   Background Video (Hero Section)
- Full-screen background video (creativeshoot.mp4).
  - <video> tag with autoplay, muted, loop, and playsinline attributes.
  - Video placed behind all elements using z-index: -1.

4.   Section 1: Welcome Section
- .head1 floats welcome text over video.
- Improvements made:

.section-1 now a flex container for better centering.

- .head1 includes:
  - Heading 1: Welcome!
  - Heading 2: Your Story, Our POV
  - Descriptive paragraphs.
  - "AVAIL" call-to-action button.

- Design enhancements:
  - Darkened background with rgba(0, 0, 0, 0.7).
  - Button centered using flexbox and margin auto.
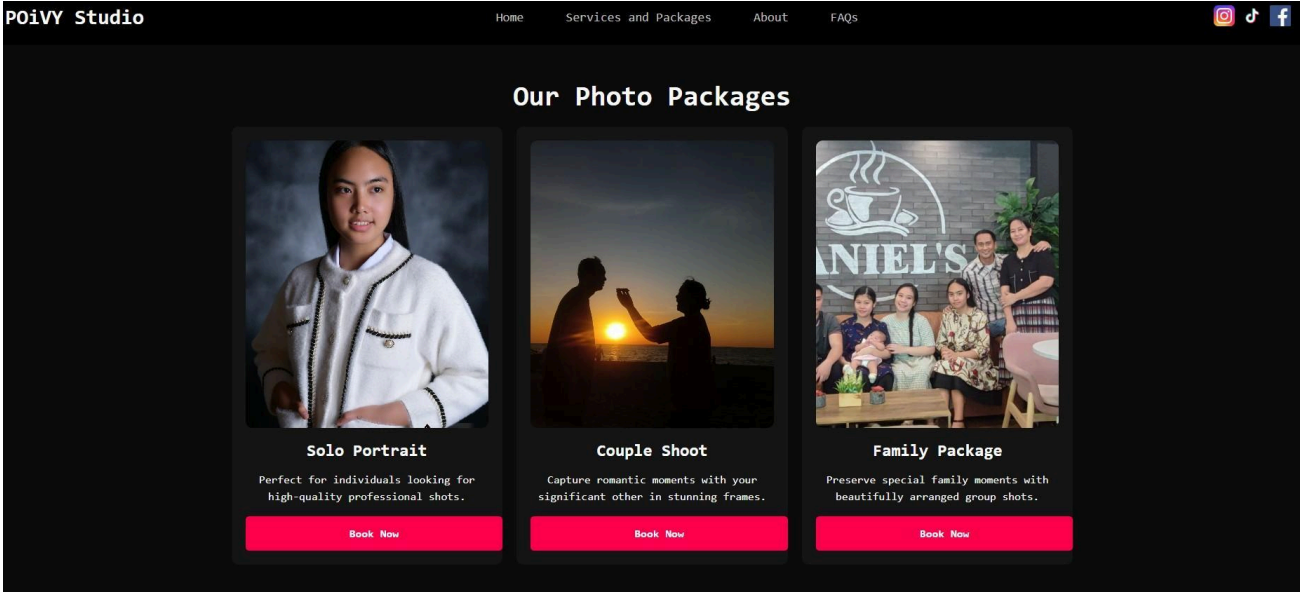
5. Section 2: Services / Packages Grid (Planned)

- Initially, sections 2 and 3 were mixed.
  - Section 2 will now feature a responsive CSS grid layout to display photography packages.
  - Grid layout being prepared.

6. Section 3: BFF Package

- Highlights a special "BFF Package".

- Layout:
  - Text and image side-by-side.

- Button: "AVAIL NOW" with a hover effect.

7. Footer

- Centered footer:
  - White text on black background.
  - Displays copyright.

8. Next Planned Improvements

- Insert real package photos and details into Section 2's grid.
- Improve responsiveness for mobile and tablets.
- Add smooth scrolling and minor animations.
- Move CSS into an external styles

![University of Baguio logo] **UNIVERSITY OF Baguio**

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III. Phase 3 - 75%
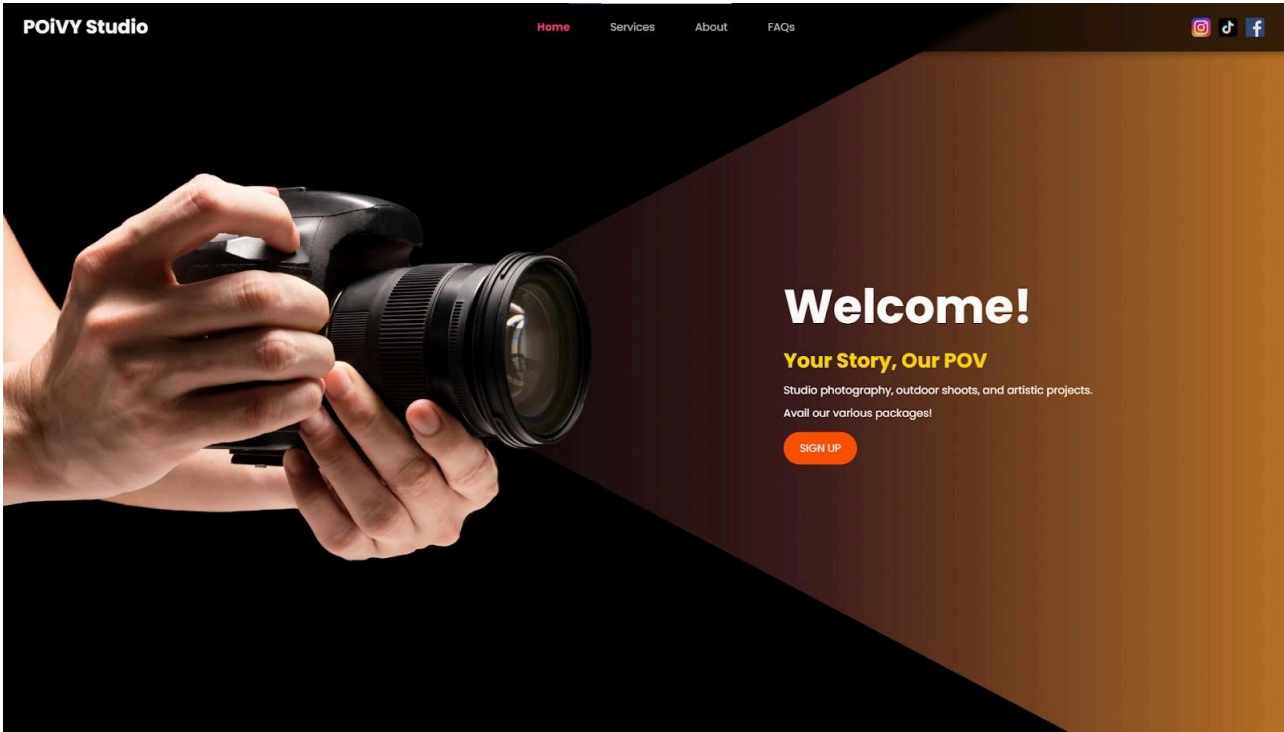
Pages Created

1. Home Page

- Features a main visual image and centered title: "POiVY Studio".
- Includes a fixed navigation bar with links to Home, About, Services, and FAQs.
- Social media icons (Instagram, TikTok, Facebook) are placed on the right side of the navbar.
- Footer is fixed at the bottom of the page.
- Layout is responsive using Flexbox and media queries.
- The design uses a dark theme, modern fonts, and a creative aesthetic.
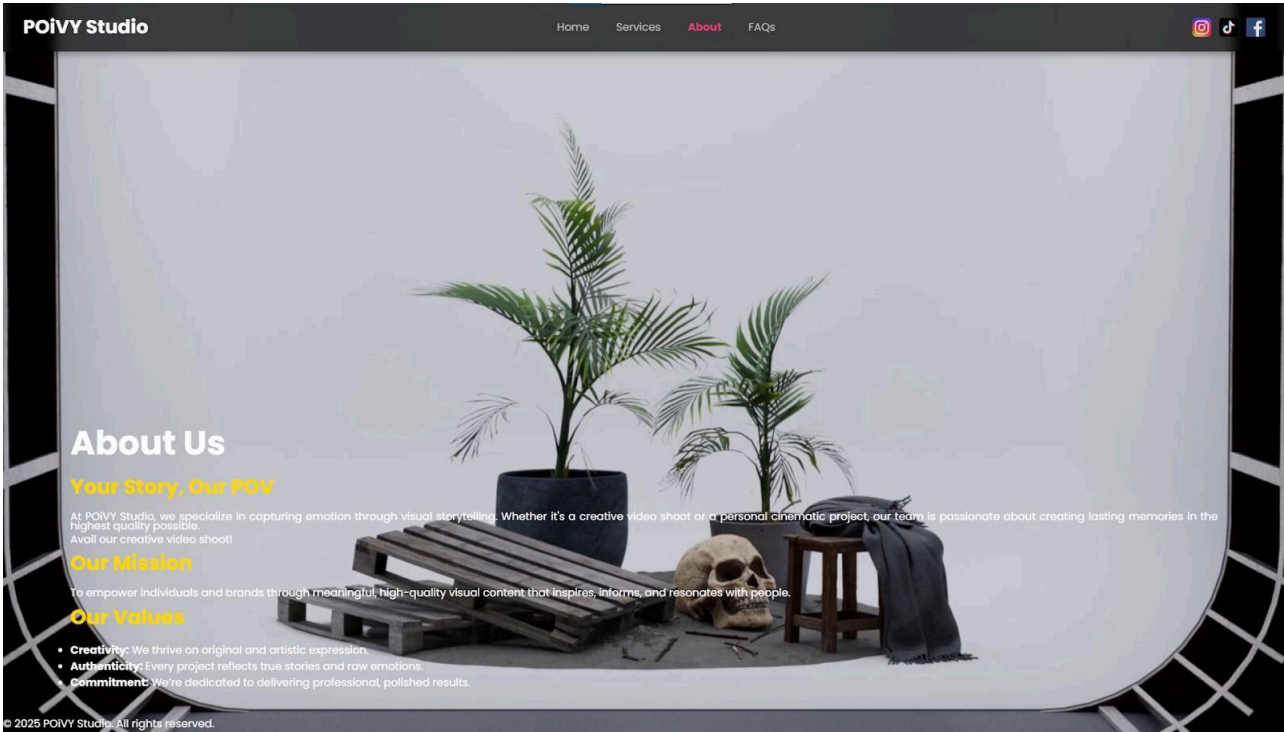
2. About Page

- Features a two-column layout with an image on one side and introduction text on the other.

- Introduces POiVY Studio with a welcome message and mission statement.
- Maintains a clean, minimalist color scheme.
- Fully responsive on all screen sizes.

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3. Booking Page (Video Creative Shoot)

- Features a looping, autoplay video on the left.

- Includes a booking form on the right with the following fields:

    - Full Name

    - Email

    - Preferred Date

    - Video Duration (Dropdown: 1-3 minutes)

    - Special Requests (Textarea)

- Styled using a card layout with a blurred glass background.

- Includes call-to-action button: "Proceed to Checkout".

- Social media icons remain visible.

- Fully responsive layout that adjusts on smaller screens.

Styling and Visual Design

- Color theme: Dark background with white/silver text and orange highlights (#ff5100).

- Font: Poppins for readability and modern appearance.

- Glassmorphism: Used in booking card with blur and transparency.

- Elegant design includes soft shadows, padding, and rounded corners.

Responsive Features

- Media queries adapt layout for smaller screen sizes.

- Flexbox rearranges content vertically on mobile.

- Images, forms, and video scale fluidly to maintain usability and aesthetics across all devices.

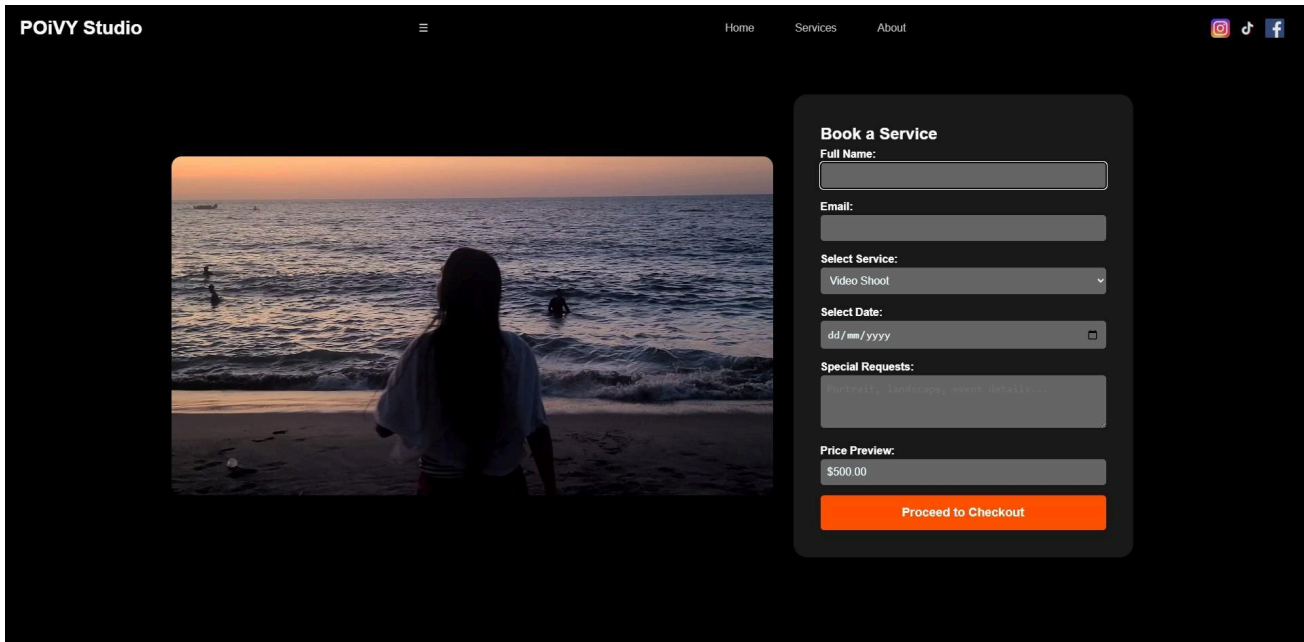| HTML Elements	Function
<!DOCTYPE html>	Declares the document type and HTML version.
<html>	Root element of the HTML document.
<head>	Contains meta-information about the webpage (title, styles, viewport).
<meta>	Sets character encoding and viewport settings for responsive design.
<title>	Defines the title shown in the browser tab.
<link rel="stylesheet">	Links external CSS files for styling.
<body>	Contains the main visible content of the webpage.
<header>	Wraps the title and navigation bar at the top.
<nav>	Holds the navigation menu (links to other pages).
,	Unordered list used to structure the navigation links.
<a>	Anchor tag for linking to other pages and external URLs.
<div>	Container element used for layout and grouping content.
<img>	Embeds images (e.g., logos, background, photos).
<video>	Embeds a video background (creative shoot video).
<source>	Provides multiple video formats for compatibility.
<main>	The main content area of a page.
<form>	Collects user input for booking services.
<input>	Takes user text input (name, email, date).
<select>, <option>	Dropdown menu for selecting video duration.
<textarea>	Multi-line input for user requests.
<button>	Submits the form for booking.
<footer>	Displays copyright and contact info.

CSS Feature	Purpose
* { box-sizing: border-box; }	Ensures padding/borders don't affect element size.
font-family	Sets custom typography (e.g., 'Poppins', 'Georgia').
background-color / background-image	Applies colors or images to sections.
display: flex	Aligns elements horizontally/vertically with Flexbox.
justify-content / align-items	Positions elements inside a flex container.
padding / margin	Adds space inside and around elements.
position: fixed	Fixes navbars at the top of the viewport.

z-index	Controls element stacking order (used for overlays).
border-radius	Adds rounded corners to elements.
box-shadow	Applies shadows to elements (e.g., cards, images).
transition	Smooths hover effects (e.g., nav link color change).
@media	Creates responsive design rules based on screen width.
backdrop-filter: blur()	Creates glassmorphism blur effect on card background.

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IV.   Phase 4 - 90%

1.   Overview

- **Developed a Booking System for service-based activities such as video shoots, photo shoots, and event coverage.**
- **The system includes three main pages:**
  - **Booking Page:** Service selection with live preview and user details form.
  - **Checkout Page:** Summary of selected services and user details.
  - **Confirmation Page:** Thank-you message and order confirmation.

- The design follows a modern dark mode theme with black background, white/silver text, orange highlights, and blur effects.
- JavaScript is used for:
  - A.   Live preview switching
  - B.   Price calculations
  - C.   Add to cart / confirm prompts
  - D.   Redirection between pages
  - E.   Passing user data between pages temporarily
  - F.   Displaying booking summary before final confirmation

2.   Pages and Features

- **Booking Page:**
  - Dropdown menu for service selection (Video Shoot, Photo Shoot, Event Coverage).
  - Dynamic video preview based on selected service.
  - Form fields for name, email, phone, event type, event date, and notes.
  - Real-time price preview.
  - "Add to Cart" prompt asking if the user wants to book another service:
    - "Yes" returns to service selection.
    - "No" proceeds to the Checkout Page.

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- **Checkout Page:**
  - Displays booking summary with user details.
  - Calculates and shows total price.
  - "Checkout" button redirects to Confirmation Page
- **Confirmation Page:**
  - Displays a thank-you message.
  - Shows booking details recap.
  - Confirm button available for future backend integration.

3. CSS Styling

- Dark background with white/silver text.
- Blurred, semi-transparent cards and sections.
- Vibrant orange buttons with hover effects.
- Responsive layouts optimized for mobile, tablet, and desktop screens.
- Flex containers are used for side-by-side video and form layouts.
- Soft-gray form backgrounds and large, readable Poppins font family.

4. File Structure

- /booking.html → Booking Page
- /checkout.html → Checkout Summary Page
- /confirmation.html → Final Confirmation Page
- /assets/css/style.css → Centralized CSS (modern dark theme)
- /assets/videos/ → Service preview videos
- /assets/images/ → Optional images for services
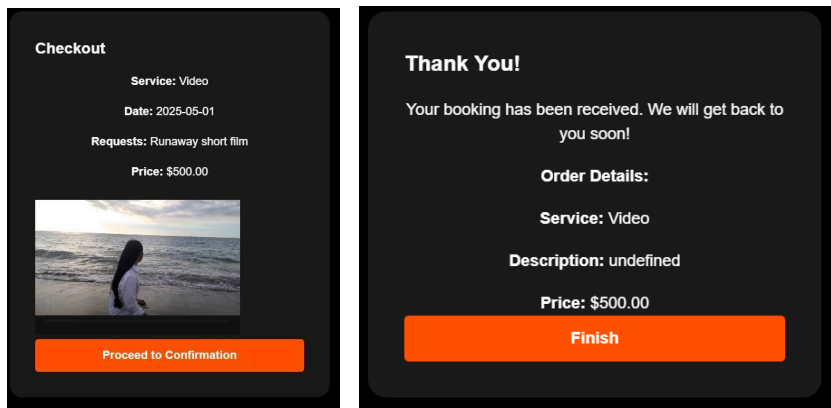
5. Page Navigation Flow

- **Booking Page** → (User selects service, fills form, clicks Add to Cart)
- **Checkout Page** → (User reviews details and total price)
- **Confirmation Page** → (Displays booking confirmation and recap)
- Navigation handled through simple JavaScript redirects based on user actions

6.   Progress and Improvements

- Cleaned and refactored CSS for consistency.
- Improved responsiveness across all screen sizes.
- Enhanced mobile navigation with hamburger menu and smooth active state transitions.
- Improved UI/UX with animations, hover and focus effects, and faster loading time

7.   Next Steps (Optional Enhancements)

- Integrate a backend system for storing and managing bookings.
- Send automatic email notifications after booking confirmation.
- Integrate payment gateways (Stripe, PayPal) for online transactions.
- Create an Admin Dashboard for booking and user management.
- Add loading spinners, animation on page transitions, and an optional light/dark mode toggle.

8.   Summary

- Successfully created a live service preview system.
- Implemented user-friendly booking forms.
- Achieved a smooth, professional, and fully responsive design.
- Ensured easy and intuitive navigation from booking to checkout to confirmation.
- The system is ready for frontend deployment with potential backend integration.

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V.   Phase 5 - 100%

Improved Booking Service and Integration of Backend Using Google Sheets

1. `booking.html` Documentation
Purpose:
Allows users to select a photography/videography service, preview media, enter booking details, and submit to localStorage + Google Sheets. It also routes to `checkout.html` after submission.

Key Components:
Header & Navigation
```
<header>
 <nav class="navbar"> ... </nav>
</header>
```

- Purpose: Displays the site logo, navigation links, and social media icons.
- Features: Mobile-friendly hamburger menu toggle.

Booking Form Layout
```
<div class="booking-container"> ... </div>
```

- Splits the page:
  - Left: Media preview (video/image based on service)
  - Right: Booking form

Media Preview Logic
```
serviceSelect.addEventListener('change', () => {
 // Switch media preview depending on selected service
});
```

- Purpose: Updates the media preview to show either a video or image.
- Also: Adjusts the price based on the selected service.

Booking Submission Logic
```
document.getElementById('bookingForm').addEventListener('submit', function(e) {
 e.preventDefault();

 const bookingDetails = {
   name: ...,
   email: ...,
   service: ...,
   ...
 };

 localStorage.setItem('bookingDetails', JSON.stringify([...]));
 fetch('https://script.google.com/macros/s/AKfycby.../exec', {...})
   .then(...)
});
```

- Purpose:
  - Collects form data.
  - Saves data to `localStorage` (for use in checkout and confirmation).
  - Sends data to Google Sheets via Apps Script endpoint.
  - Redirects user to `checkout.html`.

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UI Enhancements

- Navbar shrink on scroll
- Hamburger menu toggle on mobile

2. `checkout.html` Documentation

Purpose:

Displays the selected booking from `booking.html`, lets user confirm and proceed.

Booking Display Logic

```
const bookingData = JSON.parse(localStorage.getItem("bookingDetails") || "[]");
const latestBooking = bookingData[bookingData.length - 1];
```

- Purpose: Fetches the latest booking entry from localStorage to show details.

HTML Booking Summary UI

```html
<div class="checkout-container">
 <div class="summary">
   <h2>Booking Summary</h2>
   <ul id="summary-list"> ... </ul>
   <div class="checkout-actions">
     <button onclick="goBack()">Back</button>
     <button onclick="confirmBooking()">Confirm Booking</button>
   </div>
 </div>
</div>
```

- Purpose: Shows a summary of the booking, and allows the user to confirm or return.

Confirm Button Logic

```js
function confirmBooking() {
  window.location.href = "confirmation.html";
}
```

- Purpose: Navigates the user to the confirmation page.

Back Button Logic

```js
function goBack() {
  window.location.href = "booking.html";
}
```

- Purpose: Allows user to return to edit booking.

3. `confirmation.html` Documentation

Purpose:

Final thank-you page displaying the confirmed booking details and sending a confirmation email.

Displaying Confirmation Info

```js
const bookings = JSON.parse(localStorage.getItem("bookingDetails") || "[]");
const latestBooking = bookings[bookings.length - 1];
```

- Purpose: Loads the most recent booking from localStorage.

EmailJS Integration

```js
emailjs.send("service_id", "template_id", {
```

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```
  name: latestBooking.name,
  email: latestBooking.email,
  ...
})
.then(...)
```

- Purpose:
  - Sends a confirmation email with dynamic booking details using EmailJS.

Confirmation Page Layout
```
<div class="confirmation-container">
  <h2>Thank You, [Name]!</h2>
  <p>Your booking has been received.</p>
  <ul class="confirmation-details"> ... </ul>
  <a href="booking.html" class="book-again">Book Again</a>
</div>
```

- Purpose: Visual confirmation and "Book Again" CTA.

Storage Flow Summary

Page	Function	Data Handling
booking.html	User inputs data and previews service	Saves to localStorage and Google Sheets
checkout.html	Reads and displays last booking	Confirms intent before finalization
confirmation.html	Confirms booking and sends EmailJS email	Reads from localStorage for display/email

POiVY Studio Web Optimization & SEO Setup Documentation

Project Repository:
GitHub: https://github.com/izzabellefolio/POiVY-Studio

Live Site: https://izzabellefolio.github.io/POiVY-Studio/

1. Sitemap Integration
Purpose: To inform Google of all publicly available URLs on your site.

File: sitemap.xml (added to root)

Submitted in Google Search Console > Sitemaps

2. Robots.txt Integration
Purpose: Gives crawling instructions to search engines.

robots.txt added and accessible at: https://izzabellefolio.github.io/POiVY-Studio/robots.txt

3. Google Search Console Submission
Sitemap submitted and URL Inspection used to request indexing for all major pages.

4. Meta Tags & SEO Enhancements

Each main HTML file should include the following tags in <head>:

<title>POiVY Studio | Book Creative Services</title>
<meta name="description" content="Book and explore creative services at POiVY Studio — your go-to studio for photography, styling, and more.">
<meta name="keywords" content="POiVY Studio, booking, photo studio, creative services, styling">
<meta name="author" content="POiVY Studio">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta property="og:title" content="POiVY Studio">
<meta property="og:description" content="Discover and book creative services at POiVY Studio.">
<meta property="og:url" content="https://izzabellefolio.github.io/POiVY-Studio/">
<meta property="og:type" content="website">

5. Post-Indexing Best Practices

Monitor Search Console, confirm indexing via site: search, and share site to improve visibility.

6. Custom Domain (Optional)

Domain like www.poivystudio.com to be set up later via DNS and GitHub Pages.

Summary of Achievements:

Feature	Status	Notes
Sitemap (sitemap.xml)	✅ Complete	Submitted and live
Robots.txt	✅ Complete	Points to sitemap
Meta Tags in HTML	✅ Provided	To be implemented per file
Google Search Console	✅ Used	Sitemap + URL Inspection done
Indexing Requests	✅ Done	All major pages submitted
Custom Domain	❌ Not yet	Plan to use www.poivystudio.com

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Reflection

Challenges Faced and How They Were Overcome

1. Storing and Transferring Data Across Pages

    ○ *Challenge*: Maintaining user input from the booking form across multiple pages (booking, checkout, confirmation) without using a database.
    ○ *Solution*: Used `localStorage` to temporarily store booking data. Carefully structured data retrieval and updates at each step to ensure accuracy and continuity.
2. Integrating Google Sheets for Data Storage

    ○ *Challenge*: Setting up Google Apps Script to receive and store form data remotely.
    ○ *Solution*: Created a Google Apps Script web app endpoint and sent form data using a POST request with `fetch()`. Resolved issues by debugging CORS errors and ensuring the script was deployed correctly with permissions.
3. Dynamic Media Preview Implementation

    ○ *Challenge*: Switching between video and image previews based on the selected service.
    ○ *Solution*: Wrote JavaScript logic that dynamically creates and replaces HTML elements depending on file type, improving UX by offering an immediate visual context.
4. EmailJS Integration

    ○ *Challenge*: Sending real-time booking confirmation emails with custom content.
    ○ *Solution*: Integrated EmailJS and configured it to use dynamic template variables. Encountered issues with keys, which were resolved by referencing EmailJS docs and ensuring the template matched the form data fields.
5. Responsive Design

    ○ *Challenge*: Ensuring the layout worked across desktop and mobile views.
    ○ *Solution*: Used CSS Flexbox for layout and implemented a hamburger menu to handle navigation on smaller screens.

Lessons Learned and Skills Developed

● Front-End Development:

    ○ Learned how to build a multi-page user experience with continuity using HTML, CSS, and JavaScript.
    ○ Developed clean and user-friendly UI/UX design with responsive layouts.
● Data Management:

    ○ Mastered client-side storage with `localStorage` and sending data to Google Sheets via APIs.
● Third-Party API Integration:

    ○ Gained practical experience working with EmailJS and Google Apps Script.
● Debugging and Problem Solving:

    ○ Strengthened skills in diagnosing JavaScript errors, handling API issues, and testing form behavior across edge cases.

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Potential Future Improvements or Enhancements

1. Add Real-Time Availability Calendar

    ○   Prevent double bookings by integrating a live calendar showing available slots.
2. Back-End Integration

    ○   Move from `localStorage` to a secure server/database (e.g., Firebase, MongoDB) for persistent booking storage and admin access.
3. Admin Dashboard

    ○   Create a dashboard for studio staff to view, edit, and manage incoming bookings.
4. Payment Integration

    ○   Add Stripe or PayPal for secure online payments during booking.
5. Booking Confirmation PDF

    ○   Automatically generate and email a PDF summary of the booking.
6. User Accounts

    ○   Allow customers to create accounts to manage, view, or cancel their bookings.
7. Enhanced Media Preview

    ○   Add image carousels or video controls for a more interactive preview.

Overall Experience

The development of the POiVY Studio static website was an enriching and insightful experience. It provided me with the opportunity to refine my skills in HTML, CSS, and JavaScript, while learning how to structure and design a responsive, user-friendly website. One of the most rewarding aspects was overcoming technical challenges, such as ensuring data continuity across pages using `localStorage` and integrating Google Sheets for data storage. Debugging issues like CORS errors and fine-tuning dynamic media previews also contributed to my problem-solving growth. From a design perspective, creating a modern, mobile-first website with engaging elements like a full-screen background video and glassmorphism was an enjoyable and creatively fulfilling process. The experience also introduced me to third-party API integrations, such as Google Sheets and EmailJS, which enhanced the site's functionality by enabling real-time data storage and email notifications. Working on this project allowed me to understand the practical challenges of web development, like ensuring cross-browser compatibility and optimizing for different screen sizes. Looking ahead, there are opportunities for further improvements, including backend integration for persistent data storage, payment gateways, and enhanced UI features. Overall, this project was a valuable learning journey that strengthened both my technical and design skills while providing a practical, hands-on web development experience.