



Technovation Report

Topic- Cloning the landing page of a website

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Introduction

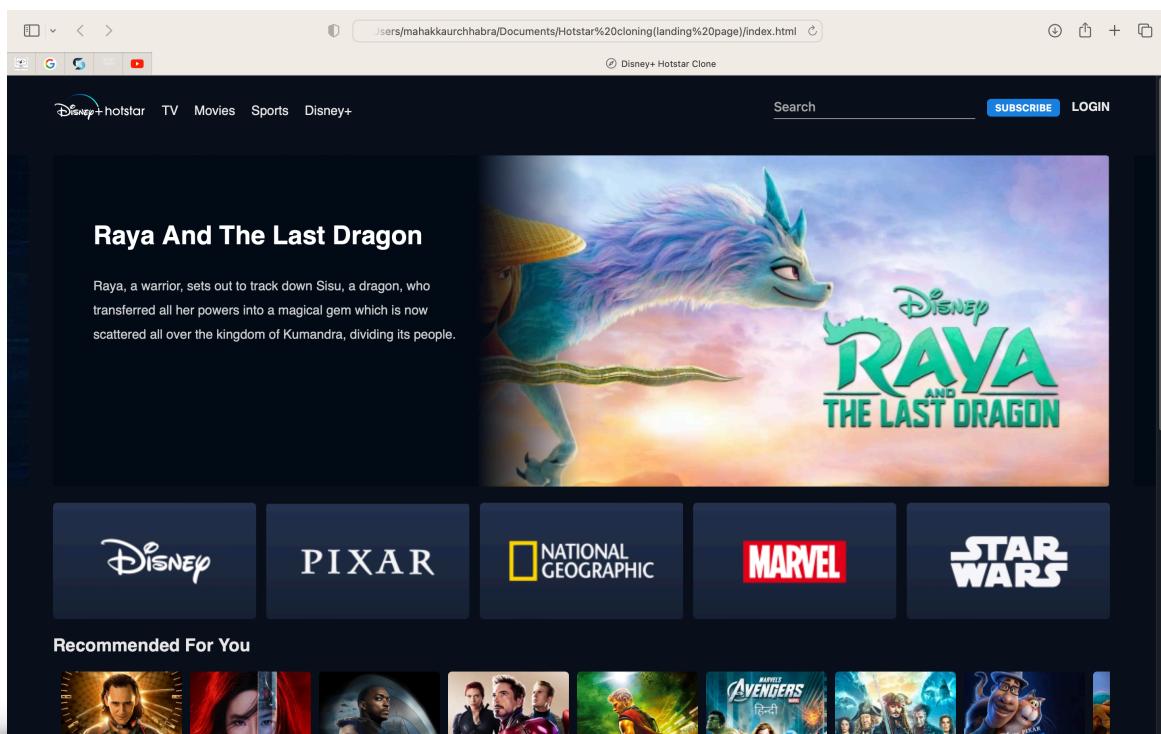
The first thing that we see on opening a website is the landing page. It contains all the important information about the brand/website. It is the first impression that the user has, of the product.

Making a website can be really hectic at times, if we want to grasp the user's attention and at the same time it must look aesthetically pleasing.

Also, designing of the landing page can be related to human psychology at times. So it should be highly functional, innovative and catchy.

Design of the project

- There is a carousel on the top that rotates uniformly in a loop.
- There are animation cards below the carousel that play a video when you hover over it.
- There are 3 sections on the page:
 - Recommended For You
 - Popular Shows
 - Latest and Trending
- The description of the shows have been added to their respective cards.



The screenshot shows a web browser window with the URL `users/mahakaurchhabra/Documents/Hotstar%20cloning(landing%20page)/index.html`. The page is titled "Disney+ Hotstar Clone". At the top, there's a navigation bar with links for Disney+ hotstar, TV, Movies, Sports, and Disney+. On the right side of the header are "SUBSCRIBE" and "LOGIN" buttons. Below the header, there's a search bar and a large promotional image for the Pixar movie "Luca". The image features a young boy lying in the ocean under a bright blue sky with white clouds. To the left of the main content area, there's a sidebar with a vertical gradient background. Below the sidebar, there are five category cards: Disney, Pixar, National Geographic, Marvel, and Star Wars. Underneath these cards, there's a section titled "Recommended For You" featuring a horizontal row of movie posters.

This screenshot shows the same Disney+ Hotstar Clone landing page as the first one, but with different content sections visible. It includes a "Recommended For You" section with a variety of movie posters, a "Popular Shows" section with posters for "Dark Phoenix", "Ford v Ferrari", "Luca", "Raya And The Last Dragon", "Soul", "Pirates Of The Caribbean: Salazar's Revenge", "Avengers: Endgame", "Thor: Ragnarok", and "Soul". There's also a "Latest & Trending" section with posters for "OBI-WAN KENOBI", "The Falcon", and other recent releases. The overall layout is similar to the first screenshot, with a dark theme and a clean, modern design.

Advantages

- It helps us to understand the layout, designing and thought process of an experienced web developer.
- It leaves a good first impression.
- They promote new products and services.
- They are direct and to the point.
- They increase your search traffic.

Limitations/Future Scope of the project

- Many more pages could be created and linked together to make it more functional.
- Media could be uploaded and hence accessed on clicking the cards.
- A proper full stack project could be made out of it.
- This can further be enhanced by converting it into an app which can help us to grab the concept of app development as well.

References

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- <https://www.javatpoint.com/css-tutorial>
- <https://www.javatpoint.com/javascript-tutorial>
- [https://youtube.com/playlist?
list=PL7zl8TDRnbung3xbjIuUKn8XncUCrhQ_w](https://youtube.com/playlist?list=PL7zl8TDRnbung3xbjIuUKn8XncUCrhQ_w)
- <https://www.imdb.com/>