



# **An Undergraduate Internship on Website Development as**

Intern Developer at

**OQTAVE**

By:

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**Spring, 2021**

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**June 17, 2021**

**Dissertation submitted in partial fulfillment for the degree of Bachelor of Science in Computer Science**

**Department of Computer Science & Engineering**

**Independent University, Bangladesh**

## **Attestation**

I hereby attest that this is an original work done by me in the last three month Internship period. I am conscious of the University's policy and understand the nature of plagiarism. I declare that the above statement is true and accurate to the best of my knowledge.

Signature: \_\_\_\_\_

Date: 17th June 2021

Name: Nusrath Jabin Chowdhury

## **Acknowledgement**

I would start by conveying my sincere gratitude to **Mr Shah Shamauzzaman** sir, CEO, OQTAVE, for his support during my internship. With a pandemic going on and then a lockdown, it would have been quite impossible for me to complete my internship if not for him. Without his valuable input, this report and my internship could not have been successful.

Most importantly, as a female working from Sylhet in a situation like this, it wasn't easy to find an internship program in the first place. I could not have achieved everything that I have without the blessing and aid from my creator, who accepted my prayers and helped me succeed in this difficult phase.

I would also like to thank my honourable faculty and supervisor, **Mrs Sabrina Alam** ma'am, Lecturer, Department of Computer Science and Engineering, Independent University, Bangladesh, for her constant guidance throughout this period.

A special mention to my organization supervisor **Mashrur Bin Ahad**, Head of Development sir, OQTAVE. Without his proper supervision, cooperation and help, especially while working from home it would be not easy to continue with the work.

## **Letter of Transmittal**

17th June, 2021

Mrs. Sabrina Alam

Lecturer,

Department of Computer Science & Engineering,

School of Engineering & Computer Science,

Independent University, Bangladesh

**Subject:** Letter of Transmittal

Dear Madam,

I would like to start by showing my sincere gratitude towards you for your supervision. Also, for the constant help you've given, during my System Analysis course, that I have completed under your guidance. I believe most of my documentation skills and a huge part of this report have learned from that course. And all the credit goes to you.

It is indeed a great pleasure for me to be able to submit the result of my hard work on the FastSoleUK web development project under the supervision of Mashrur Bin Ahad, Head of Development, OQTAVE.

The information of this paper is mainly based on Internet information and things I have learned during my courses in university and the initial training I got during my internship period. Some other details were gathered from my supervisor in the company. I have followed your guidelines to write this internship report and I hope this report will serve the purpose of my internship program. Hope you will appreciate my hard work and excuse the minor errors. Thank you for your cooperation.

Sincerely,

Nusrath Jabin Chowdhury

ID#1720196

Department of Computer Science,

School of Engineering & Computer Science,

Independent University, Bangladesh

## Evaluation Committee

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Name

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Convener

## **Abstract**

This paper focuses on the web development sector of OQTAVE. It further includes my contribution to the website design of a project entitled FastSoleUK. FastSole is a UK based website, and it is their new website that I am working on. FastSole is one of the fastest news providers of upcoming sneaker releases in the UK/Europe. The report is categorized into nine different chapters. Starting with the introduction, which is the very first section. This section includes details about the company, its vision, mission and objective. This part also includes the details of the company's services. The second part of this report focuses on my internship experience and observation details. The third part is about the outcome and issues analysis. That is, this chapter includes problems & challenges I faced in the workplace. And analyzing the issues based on relevant theory. Finally, the last part includes the conclusion and limitations. This internship allowed me to work on a website that will be handed over to a real client. It gave me hands-on experience in dealing with real-world projects. Also, both academic and practical exposures. This report documents my work in the company as an Intern Developer.

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# **CHAPTER 1:**

## **INTRODUCTION**

## **1.0 Introduction**

An internship gives us the opportunity for career exploration, development and learning new skills. Real-life work and doing projects in university is quite different. An internship is a professional learning experience offering practical work related to our study and career interest. I believe these three credits are very important in building our career.

I started my internship journey on the 26th of February 2021 at OQTAVE as an Intern Developer. I had to get familiar with new and professional tools that I was not aware of at all. Due to the lockdown, as we had to start working from home, I had to build the skill required for the company by myself. Therefore, I have realized in this process that it is possible to learn anything if you have the willpower. Without my organizations' constant guidance, I must admit it wouldn't be possible to find the right learning material and prepare myself for the task I was assigned. And I believe all the technical and non-technical(communication) skills I have gained during this internship process will be very useful for my future career.

Section 1 focuses on the company profile and all the details of the FastSole website I worked on. [FastSole](#) is one of the fastest news providers (news website) of upcoming sneaker releases in UK/Europe. They provide the precise release date, times and stockists for sneaker releases. This is the company's new website, and I have completed working on the front-end development so far. The project is still ongoing. And I will be working on the database section as well. Therefore, for this internship report, I have included details of the front-end and back-end development part that I have worked on so far.

### 1.0.1 Overview/Background of the Work

The new FastSole website design is an updated version of their previous website. The website features up to date information on sneakers along with information and direct links to where you can purchase the sneaker from. The initial task was to work on the UI design. Then work on the desktop view, then the responsive mobile website view and responsible ipad view. The next target was to start designing separate pages such as the subscription page. Finally working adding the already existing data( Data Migration).

The team also needs to work on quality assurance and user acceptance testing, site launch and support according to the methodology.

The main goal of this project is to produce a new upgraded website for the client.

## **1.1 Company Profile**

### **1.1.1 Vision, mission & objective**

OQTAVE is an IT firm based in Bangladesh that has been providing services in the arena of information technology since 2020. Whether you are planning on a fresh start or moving your existing business to a robust future, OQTAVE has got you covered with the best service.

#### **Vision:**

As an IT company, OQTAVE aims to maintain rock steady perfection.

#### **Mission:**

OQTAVE strives to bring the latest technology solutions to businesses in a far efficient and convenient way. They are on board to create a good impression and a long-lasting relationship by executing the client's needs and satisfaction. The company scrutinizes to initiate in a way that overcomes the recess between its contributions and client needs, until both parties are in a common ground.

#### **Objective:**

The team at OQTAVE takes an active approach for proffering technology aids from concept to execution.

### **1.1.2 Corporate divisions**

- ☐ Development Department
- ☐ Marketing Department
- ☐ Sales Department
- ☐ SEO Department

### **1.1.3 Product/Service**

- ☐ SEO Services
- ☐ Pay-per-click
- ☐ Social Media
- ☐ Web Development
- ☐ Virtual Marketing
- ☐ Email Marketing
- ☐ Content Management
- ☐ Blog Management

### 1.1.4 Operation details

#### ❑ SEO Services:

##### 1. LOCAL ON-PAGE OPTIMIZATION:

It is important that the search engines have a clear understanding of what your business does and where you are located. OQTAVE's local search ranking techniques get the job done.

- Optimizing your website for local search: We ensure the search engines understand your business and your target area. We achieve this through schema markup, NAP data, and localized keyword optimization.
- Local Maps Optimization: Now more than ever it is imperative your business is found on Google Maps. We improve your maps listing by completing your profiles, claiming missing listings, encouraging reviews, and standardizing NAP data.
- Localized Content Marketing: We optimize your content to draw in customers in your local area. Our goal is to work with you to develop informative, creative content that will keep your local audience coming back for more.

##### 2. LINK BUILDING & LOCAL LISTING CITATIONS:

When it comes to local SEO, creating a link building strategy focused around your business's service area and industry is vital. OQTAVE helps customers find you over your competition.

- Reputable industry citations: One of the most important components of Google's local ranking algorithm are business listing citations. We build/standardize citations from well-established and authoritative portals (i.e., Yelp, Yellowpages, etc).
- Hyperlocal resources: In most areas there are websites that are well regarded in the community and are looked at strongly by the search engines. Our technology helps identify where you need to be listed.
- Targeted outreach: Through many research tools and tactics we've discovered over the years, we work hard to find authoritative websites in your industry that may offer a link building opportunity.



### 3. ACCURATE AND CONCISE REPORTING:

There are several different layers to local SEO marketing and we don't believe in keeping you in the dark. We make sure that you know what you're paying for and see the results that you expect.

- Detailed ranking reports: You should know where you stand when it comes to local search. We provide you with a dashboard offering detailed reports and screenshots on your search position for any given keyword. Reports are updated every 24 hours.
- Link building & citation reporting: We have no secrets. Our team provides ongoing reporting detailing every single link we have earned for your website because we are proud of what we build.
- Website analytic reporting: Our client dashboard integrates with Google Analytics data to help give you direct insight into how our marketing strategies are impacting your business.

#### ❑ **Web Development:**

1. Making Wordpress website
2. PSD To WordPress
3. WordPress theme customization and development
4. Develop WordPress custom themes
5. Designing and implementing new features and functionality

## **CHAPTER 2:**

# **LITERATURE REVIEW**

## **2.0 Literature Review**

### **2.1 Relationship with Undergraduate Studies**

The courses below are courses I studied in university and which helped during my internship period.

Web Application and Internet: In this course, I learnt the very basics of web development. HTML and Cascading Style Sheet, HTTP, HTTPS, FTP, Client and Server-side scripts, Scripting (JavaScript, AJAX, XML) with jQuery libraries, Web Servers (IIS, Apache) and a lot more. The basics I gained from this course played an important role in my understanding of the job.

Introduction to communication: This course helped me gain the communication skill I needed for face to face interaction.

Database Management: Even though I did not complete the database part of the website yet. The basics I got from this course helped me understand the project better. The course includes detailed coverage of the development process, basics of MySQL, XAMPP tutorials and much more.

# **CHAPTER 3:**

## **INTERNSHIP EXPERIENCE**

### **AND OBSERVATION DETAILS**

### **3.0 Internship Experience & Observation Details**

I started working with OQTAVE on the 26th of February 2021 in the development team as an intern developer. I found the working environment proper, and each and every person working in the company was very cooperative. Growing up in Sylhet had a totally different opinion about working here when compared to Dhaka. I was afraid to start working here. However, OQTAVE changed my idea completely. I have gained a lot of knowledge while working with them, and the list is endless. One crucial point in job life is working under pressure and before the deadline. I learned how to cope up with that pressure efficiently. Moreover, this job experience made me realise how important it is to maintain timing even if you're working from home. I believe punctuality is the key to work-life.

### **3.1 Functions of the Department**

The development team focuses on designing and maintenance of the websites. Developers need to ensure that the back end handles the data and sends it back to the front end in a secure, correct and stable way. The team also needs to understand clients requirements and later make updates according to the client's feedback.

Moreover, the team in OQTAVE also does the UI/UX design work. And Search Engine Optimization.

## **CHAPTER 4:**

# **METHODOLOGY**

## **4.0 Methodology**

This paper has been prepared based on the experience I gathered during the period of internship and my own learning and understanding. The methodology section outlines the tools for collecting data, process of collecting data and how

the life cycle of the Fast Sole project works.

### **4.1 Development Life Cycle of a the Website**

This cycle shows how the proposed website will be developed. It consists of a number of phases.

#### **4.1.1 Project Initiation**

After the client and the agency have agreed upon and signed a contract, there will be multiple meetings discussing the understanding of what the client wants to achieve with their WordPress site. This includes general project goals, design requirements and website data details.



### 4.1.2 Design Phase

Just like Fast Sole, a majority of clients desire a refreshed design for their website. After working directly with the clients and understanding the requirements, the UI/UX designers work on a prototype using tools such as Figma. The team typically has two to three rounds in the design phase. To ensure that the website features the latest web design elements while considering responsiveness and accessibility.

### 4.1.3 Data Migration

When migrating from another content management system or even if the client needs a fresh WordPress install, the website will need data migration. The data migration step typically starts by providing access to the client's previous database or database files. The development team pulls together a data mapping document with access to your database, writes a data migration script, and starts the import process. Once the initial import into our development

When the environment is completed, the team does a quality assurance review against the data mapping document to ensure all content imported correctly.

### 4.1.4 Active Development

Once the design and project plan is approved, the development team starts programming the website. They will create all page templates using the coding standards. We will code custom features and functionality based on the project requirements using custom code and plugins.

## 4.1.5 Quality Assurance (QA) and User Acceptance Testing (UAT)

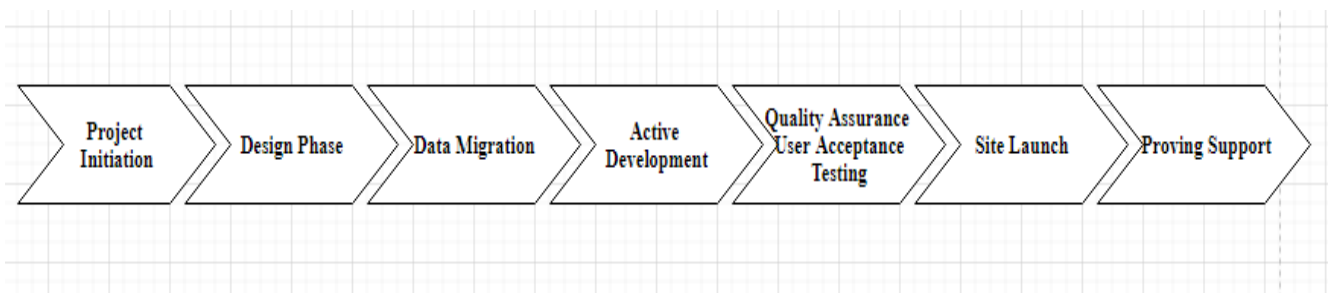
Once all development tasks are complete, the development team performs tests. Such as **Functional Testing, Usability Testing, Compatibility Testing, Performance Testing** and **Security Testing**.

## 4.1.6 Site Launch

After the new site and its new content have been placed in the new environment, the development team performs a quality check. If there are no issues, then the website will be live and ready to meet its visitors.

## 4.1.7 Providing Support

For customer satisfaction, the Development team provides a support period for the project, once it is complete.



**Figure 1.4.1 Development Life Cycle of the website**

## **CHAPTER 5:**

# **BODY OF THE PROJECT**

## **5.0 Body of the Project**

### **5.1 Work Description**

In the first week I have focused on research and development. The following week I learnt more in detail about the project and methodology. After that I started working on the UI design and then the WordPress development of the pages. In between I again got assigned to research on related topics such as hosting.

Due to the lockdown, we did get a leave in between and started working from home. Initially my work hours would start from 10AM and finish at 4PM, with a break in between. Due to the lockdown as not everything could be done from home, my internship hours changed from 10AM to 2PM.

I am now working on the product pages.

## **5.2 System Analysis**

### **5.2.1 Existing System**

The existing system already functions quite well, allowing readers to search for their desired product, subscribing to the news portal and also quickly redirecting to the seller website and other external links. However it needed an upgrade, additional plugins and a fresh look.

### **5.2.2 Requirements Analysis**

#### **5.2.2.1 User Requirements (Functional Requirements)**

- ☐ The system should be able to search and redirect to the desired content.
- ☐ System should let the audience subscribe to the news portal so that they get notified every time there is a new sneaker in town.
- ☐ System should redirect to the seller website. So that it is easier for the user who wants to purchase the sneaker.

<b>Name of the Function:</b> <i>Subscription</i>		
<b>Input:</b> 1. Email, first name, last name	<b>Process:</b> 1. The system should enable the user/audience to enter their email and subscribe to the website. 2. Email with verification link is sent to the reader's email. 3. The system will send an email notification if there is a new product available after the user is subscribed.	<b>Output:</b> 1. Email notification
<b>Precondition:</b> 1. Users should have a verified email address.		
<b>Post condition:</b> 1. User email had been stored in the system database automatically. 2. User receives email notification		
<b>Alternate Options:</b> 1. If the email invalid a popup message will be shown on the subscription page.		
<b>Side Effects:</b>		

**Table 1.5.2.2.1 Functional Requirement**

<b>Name of the Function:</b> <i>Search product</i>		
<b>Input:</b> 1. Product name or ID	<b>Process:</b> 1. The system should allow the user to type in their desired product name or ID 2. The member should be directed to the product page 3. System shall keep track of search history	<b>Output:</b> 1. Product page
<b>Precondition:</b>		
<b>Post condition:</b> 1. The system should redirect to the product page.		
<b>Alternate Options:</b> 1. If the product page doesn't load, give an error message.		
<b>Side Effects:</b>		

**Table 2.5.2.2.1 Functional Requirement**

### **5.2.2.2 Functional Requirements (Admin)**

- ☐ Access and update website when needed

### **5.2.2.3 Non Functional Requirements**

- ☐ Search results should populate within acceptable time limits
- ☐ Data in the database should be updated within 2 seconds.
- ☐ Redirect to seller website within acceptable time limits
- ☐ Users should be helped appropriately when invalid email given



### 5.2.3 Data Flow Diagram

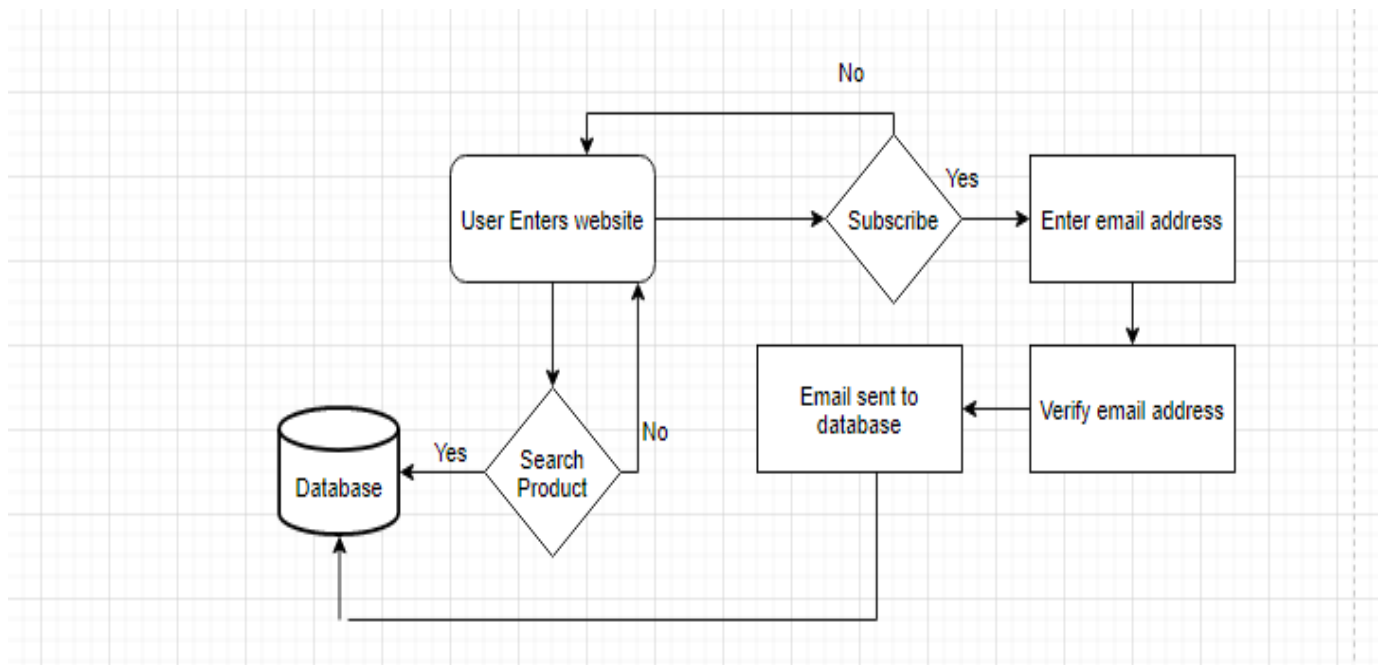
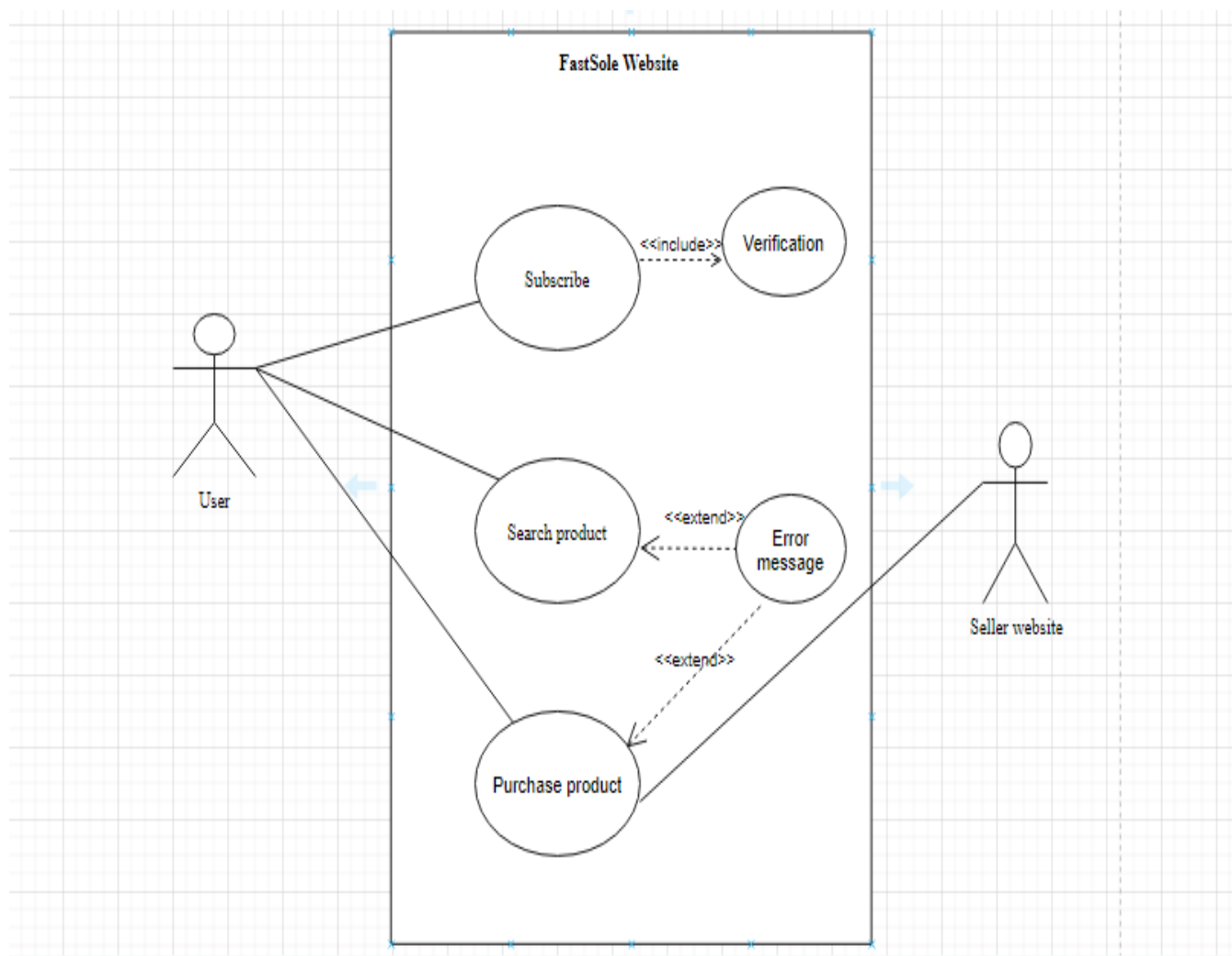


Figure 2.5.2.3 Data Flow Diagram

## 5.2.4 Use Case Diagram



**Figure 3.5.2.4 Use Case Diagram**

# **CHAPTER 6:**

## **INTERNSHIP OUTCOME**

### **AND ISSUE ANALYSIS**

## **6.0 Internship outcome & issue analysis**

### **6.1 Problems & challenges faced in the workplace**

The last three months were a completely new phase in my life. I have taken it as a challenge as after months of continuous effort and searching; I finally managed to find an internship opportunity in Sylhet. So I had to be prepared for every situation that came up. I believe this determination will help me later in my career path. Listing down some of the difficulties I had to overcome:

- ❑ The time I had in hand(especially when a lockdown started in between) was not sufficient to learn everything and then make a complete website. I, therefore, am still working on the project.
- ❑ It was difficult for me to catch up with the team while working from home. I was slow initially. As I am still learning, it would be much easier and more efficient if I could work in the office. And definitely much faster.

### **6.2 Recommendation**

Here are some of my recommendation for OQTAVE:

- ❑ Focus more on promotional activities. The more the advertisement, the more the reach and the more the clients.
- ❑ Work more on web development projects because a website is a very important part of any business nowadays.

# **CHAPTER 7:**

## **CONCLUSION AND**

## **IMPLICATION**

## **7.0 Conclusion and Implication**

I worked on the Fast Sole website during my internship period. I learned many new terms and used many tools such as Figma, Elementor, Wordpress and many more. For communication, we used a platform called Slack, which was new to me too.

This internship gave me the skills I need to go ahead with my web development career and gave me the knowledge and skills I need to sustain in an office. Working under pressure, maintaining deadlines and being punctual are some of them. I also had a great experience learning how to be productive and how to work efficiently from home. Setting up a proper workstation and a comfortable and quiet environment for work are the extra things I did during work from home.

Earlier I only had the web development concepts but didn't know how to go ahead with them. After this internship program at OQTAVE, I now know the road map to be a professional web developer, particularly a front-end developer. The knowledge I gained in this period shall remain with me throughout my career.

## **CHAPTER 8:**

## **REFERENCES**

## **8.0 References**

<http://oqtave.org/#top>

<https://fastsole.co.uk/>

<https://wordpress.org/>

<https://elementor.com/>

<https://www.figma.com/>

<https://en.wikipedia.org/wiki/XAMPP>



## **CHAPTER 9:**

## **APPENDIX**

## **9.0 Appendix**

### **9.1 Appendix A**

<b>Date</b>	<b>Web Site</b>	<b>Task Type</b>	<b>Task Description</b>	<b>Task Status</b>	<b>Sample</b>	<b>Assignee</b>	<b>Assigned By</b>
26-Feb-2021						Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
28-Feb-2021						Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
1-Mar-2021	Wordpress Site	RND	WordPress and ecosystem	RnD Stage	WordPress video tutorials	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
2-Mar-2021	Wordpress Site	RND	WordPress and ecosystem	RnD Stage	WordPress video tutorials-theme s and plugins	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
3-Mar-2021	Wordpress Site	RND	WordPress and ecosystem	RnD Stage	Getting to know the back-end of WordPress	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
4-Mar-2021	Wordpress Site	RND	WordPress and ecosystem	RnD Stage		Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
5-Mar-2021	Wordpress Site	RND	Elementor and ecosystem	RnD Stage	Elementor video tutorials	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
8-Mar-2021	Wordpress Site	RND	Figma and ecosystem	RnD Stage		Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
9-Mar-2021	Wordpress Site	RND	Figma and ecosystem (Design Breakdown Doc)	RnD Stage		Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
10-Mar-2021	Wordpress Site	RND	Project Methodology	RnD Stage	Understanding the project and how the company works	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim

					one a project as such		
11-Mar-2021	Figma Site	RND	Homepage UI design	Approved		Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
12-Mar-2021	Figma Site	RND	Homepage UI design	Approved		Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
15-Mar-2021	WordPress Site	Environment Setup	Local Environment Setup (Xampp Installation)	RnD Stage	Understanding and installing Xampp	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
16-Mar-2021	WordPress Site	Environment Setup	WordPress installation and Database Setup	RnD Stage		Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
17-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Started WordPress design	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
18-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	WordPress FastSoleUK homepage design continued	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
19-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Previous task continued	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
20-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Previous task continued	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
21-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Previous task continued	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
22-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Homepage design	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
23-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Homepage design	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
24-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Desktop)	Approved	Finish homepage design	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
29-Mar-2021	Figma Site	Markup Implementation	Homepage From Figma (Tab &	Approved	Responsive website mobile	Nusrath Jabin	Mashrur Bin Ahad Fahim

		ion	Mobile)-UI		view-UI	Chowdhury	
30-Mar-2021	Figma Site	Markup Implementation	Homepage From Figma (Tab & Mobile)-UI	Approved	Responsive website tab view-UI	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
31-Mar-2021	WordPress Site	Markup Implementation	Homepage From Figma (Tab & Mobile)	Approved	Responsive website mobile view	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
1-Apr-2021	WordPress Site	Markup Implementation	Homepage From Figma (Tab & Mobile)	Approved	Responsive website tab view	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
2-Apr-2021	WordPress Site	Markup Implementation	Subscription page	Approved	Subscription page design	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
3-Apr-2021	WordPress Site	Markup Implementation	Subscription page	Approved	Subscription page button, back-end work	Nusrath Jabin Chowdhury	Mashrur Bin Ahad Fahim
5-Apr-2021							

## 9.2 Appendix B (Screenshots)

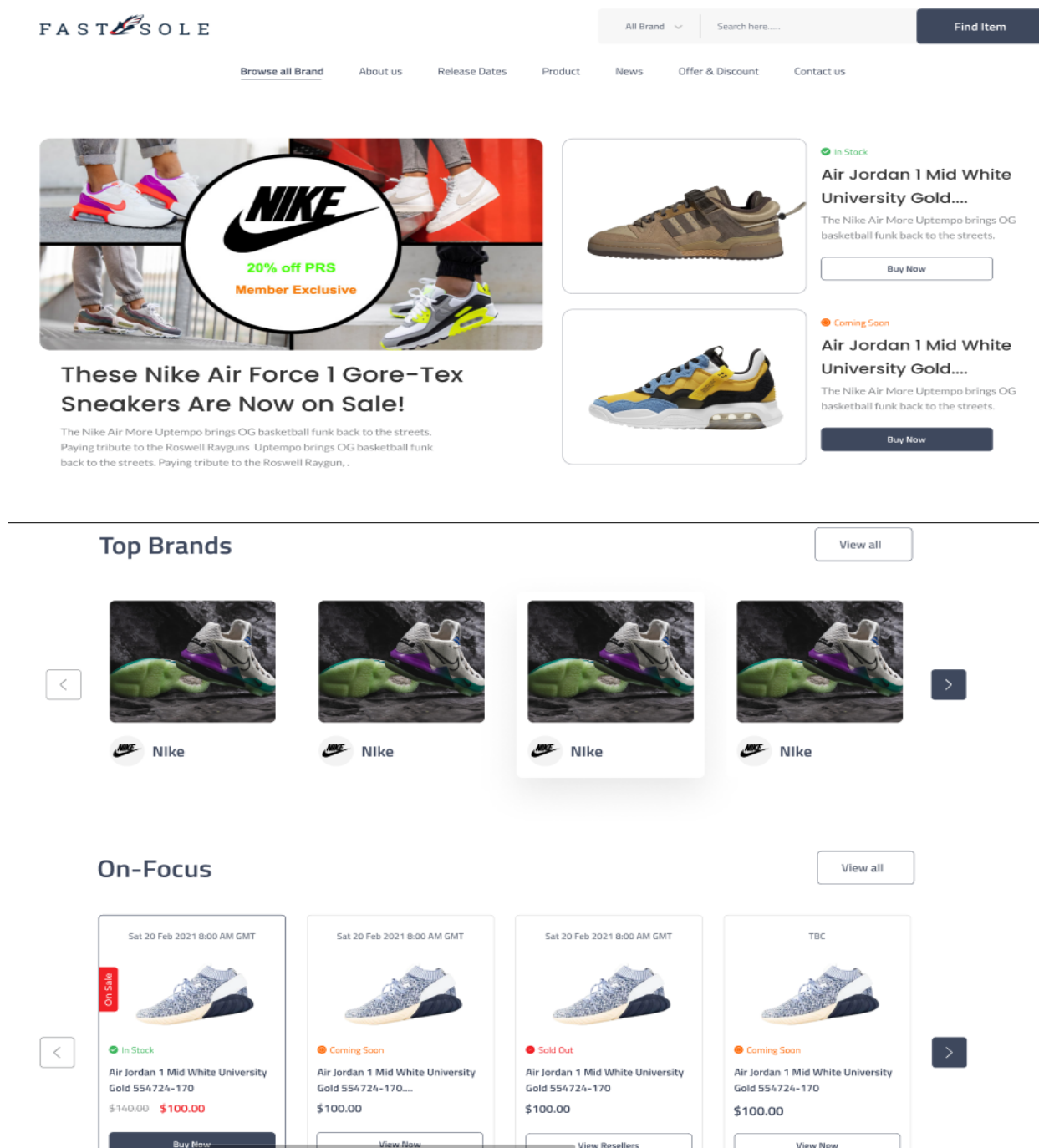


Figure 4.9.2.1 Desktop View of website

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**Figure 5.9.2.1 Desktop View of website**

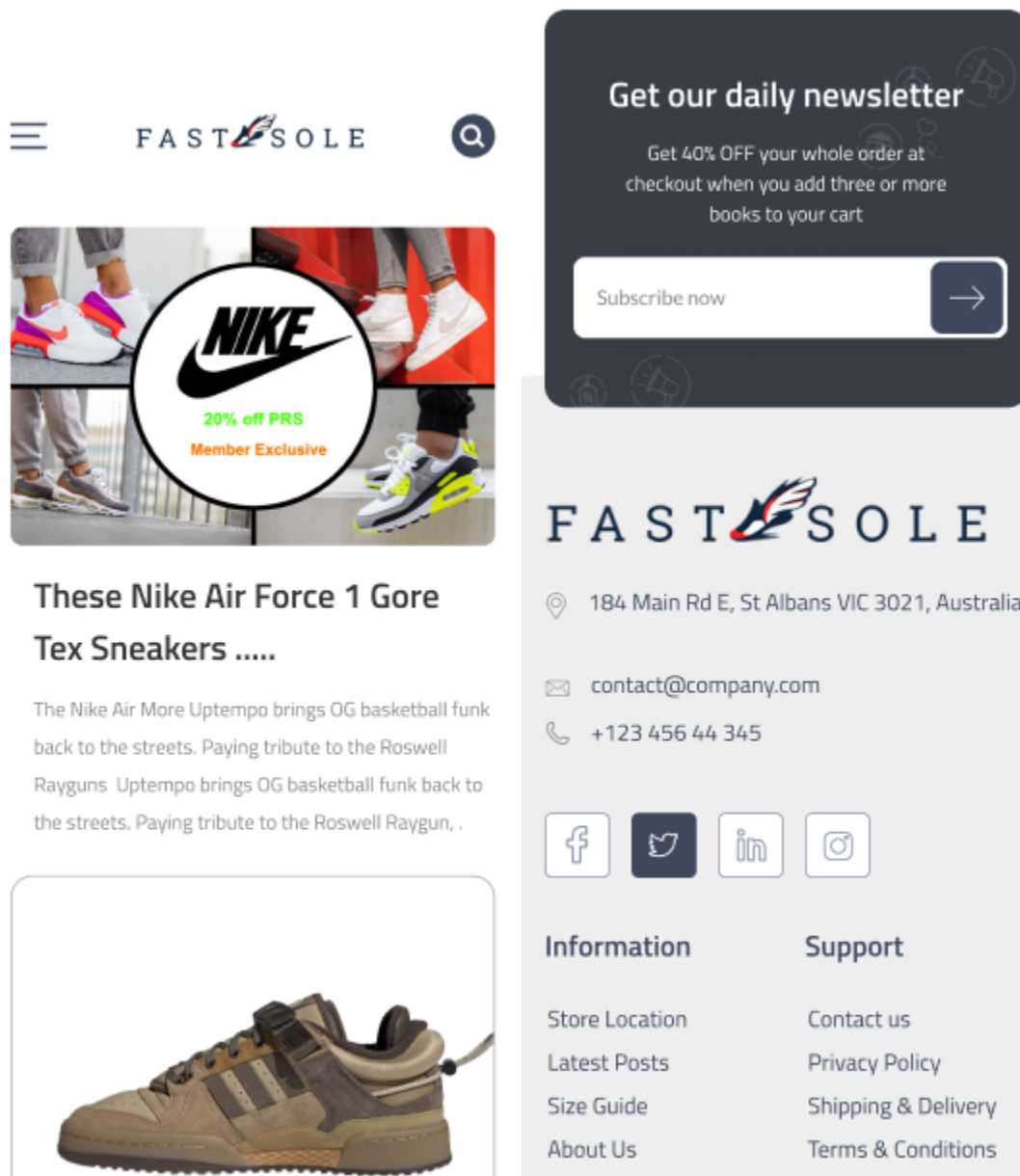


Figure 6.9.2.2 Mobile View of website

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**Figure 7.9.2.3** Tab View of website



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**Figure 8.9.2.4 Subscription page**

The top screenshot displays the WordPress back-end for the FastSole website using the Elementor page builder. The sidebar on the left shows various widgets like Inner Section, Heading, Image, Text Editor, Video, Button, Divider, Spacer, Google Maps, and Icon. The main preview area shows a promotional banner for Nike sneakers with a 20% off PRS Member Exclusive offer. Below the banner, there are two product listings for Air Jordan 1 Mid White University Gold sneakers, each with a 'Buy Now' button.

The bottom screenshot shows the 'Edit Text Editor' view of a newsletter sign-up form. The sidebar on the left shows various styling options like Advanced, Motion Effects, Background, Border, Mask, Positioning, Responsive, Attributes, and Custom CSS. The main preview area shows a dark-themed newsletter sign-up form with the text 'Get our daily newsletter' and 'Get 40% OFF your whole order at checkout when you add three or more books to your cart'. Below the form is a 'Subscribe now' button.

Figure 9.9.2.4 Wordpress website back-end