



**Misr University for Science & Technology
College of Information Technology**

IS301 (Electronic Commerce)

Project Title: Style hub

Project No: 13

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Introduction:

Project Overview The retail industry has seen a massive paradigm shift from physical brick-and-mortar stores to digital platforms, making E-commerce an essential component of the global economy. As user expectations for digital experiences rise, the frontend interface of a website has become the critical determinant of customer engagement and retention.

This project focuses on the development of "**Style Hub**," a modern, web-based fashion retailer. The application is built exclusively using core frontend technologies: **HTML5** for structure, **CSS3** for presentation, and **Vanilla JavaScript** for logic and interactivity. Unlike traditional static websites, Style Hub utilizes client-side scripting to simulate a dynamic shopping environment, bridging the gap between static design and full-stack functionality.

Scope and Purpose The primary purpose of this project is to demonstrate advanced proficiency in Frontend Engineering. By eschewing third-party frameworks and backend databases, the project highlights the capabilities of the native web stack. The application simulates the complete user journey, including product discovery, category filtering, cart management, and a simulated checkout process, all tailored to provide a seamless User Experience (UX).

Problem Statement:

While the E-commerce sector is saturated with platforms, many existing implementations suffer from fundamental design and usability flaws that degrade the user experience. This project addresses the following specific issues prevalent in web development:

- **Lack of Responsiveness:** A significant portion of legacy E-commerce sites are not optimized for the diverse range of devices used today (smartphones, tablets, and wide-screen desktops). This leads to broken layouts and frustrated users.
- **Static User Interaction:** Many basic web implementations feel "static" or "dead," requiring full page reloads for minor actions. This friction disrupts the shopping flow and leads to higher bounce rates.
- **Visual Clutter and Poor Hierarchy:** Ineffective use of whitespace and typography often results in cognitive overload, making it difficult for users to navigate catalogues or identify call-to-action elements.

- **Inconsistent Data Validation:** Poorly implemented frontend validation often allows users to submit incomplete or incorrect forms, leading to errors in the simulated transaction process.

Style Hub solves these problems by adopting a "Mobile-First" design philosophy and implementing robust JavaScript logic to provide immediate visual feedback, ensuring a fluid and intuitive interface.

Objectives:

The objective of this project is to design and develop a responsive, interactive, and semantically correct frontend application. The specific academic and technical objectives are:

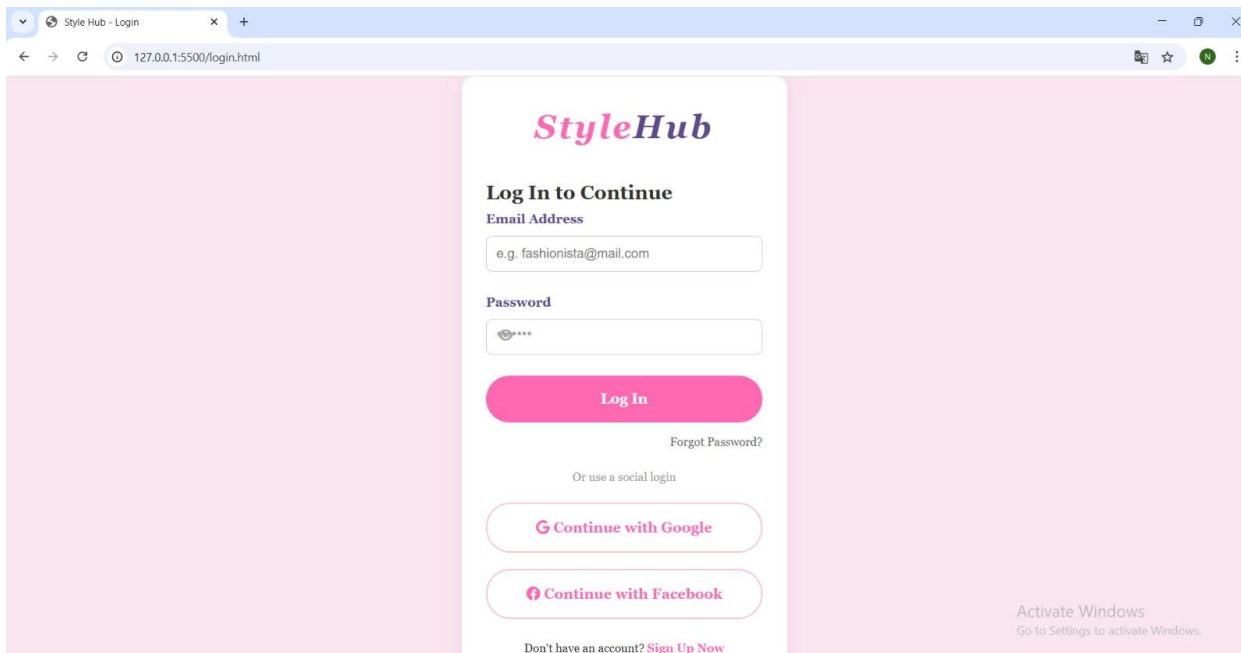
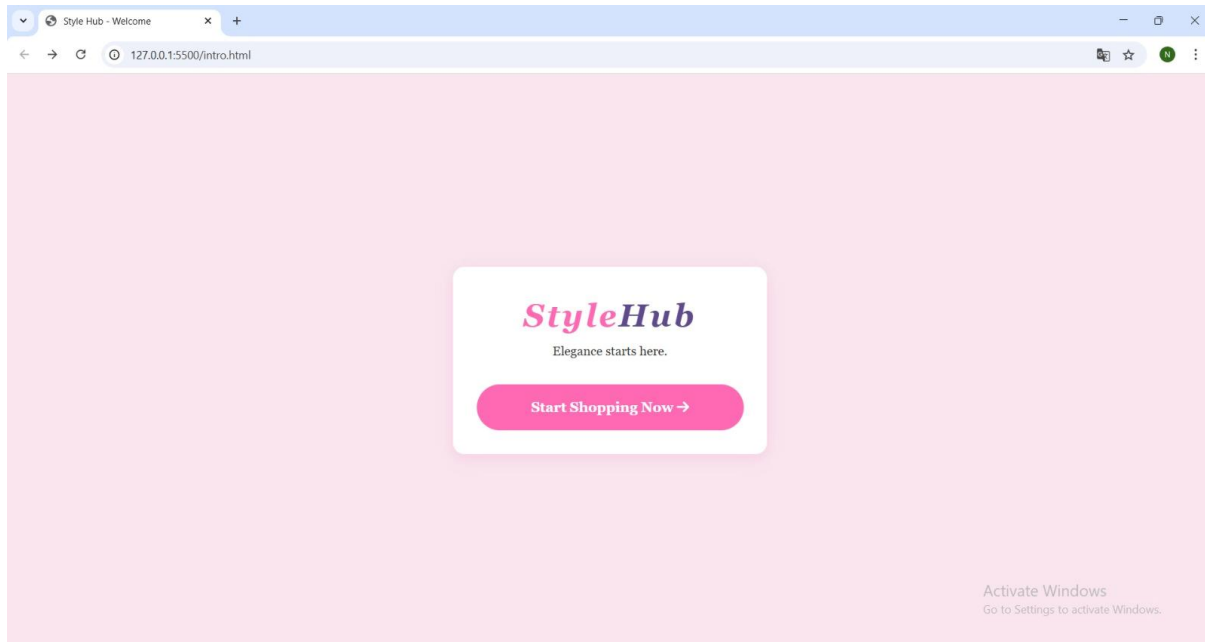
General Objectives

- To create a professional brand identity and visually engaging user interface that rivals commercial fashion outlets.
- To simulate the logical flow of an E-commerce transaction—from browsing to checkout—entirely within the client-side environment.
- To enhance user retention through optimized performance and intuitive navigation structures.

Technical Objectives

- **Responsive Layout Implementation:** To utilize **CSS Flexbox** and **CSS Grid** alongside Media Queries to ensure the application renders perfectly across all screen resolutions (Mobile, Tablet, Desktop).
- **DOM Manipulation & Interactivity:** To employ **JavaScript** for dynamic content rendering, enabling features such as adding/removing items from the cart, updating price totals in real-time, and filtering product categories without page reloads.
- **Data Persistence Simulation:** To utilize **HTML5 Web Storage (Session/Local Storage)** to maintain cart state across page refreshes, simulating a persistent user session.
- **Input Validation:** To implement strict client-side validation using **Regular Expressions (Regex)** for the "Contact Us" and "Checkout" forms, ensuring data integrity before simulated submission.
- **Semantic Development:** To strictly adhere to W3C standards by using semantic HTML tags, ensuring the code is clean, maintainable, and accessible.

Website Screen Shots




☰

Search for a style (Max, Evening, Summer, ...)


🔍

🛒


New Arrivals - Dresses




Elegant Floral Maxi Dress
Summer Collection
★★★★★ (150 Reviews)
\$120.00




Princess Pink Tulle Dress
Evening Wear
★★★★★ (95 Reviews)
\$250.00



Casual Denim Shirt Dress
Daily Chic
★★★★★ (320 Reviews)
\$85.00



Ruffled Mini Party Dress
Limited Edition
★★★★★ (45 Reviews)
\$150.00



Velvet Long Sleeve Dress
Winter Style
★★★★★ (120 Reviews)
\$99.00

▼ Filter

🔼 Sort By

← Back to Home

Our Magical Journey

From a dream in a small studio to your favorite dress destination.

2018: The Spark

The Vision is Born

It all started with a simple notebook full of sketches and a passion for making every girl feel like a princess. Style Hub was just a dream in a tiny studio apartment.

2019: Grand Launch

Our First Online Store

We launched our first collection of 10 handcrafted pastel dresses. We focused on quality fabrics and unique designs, quickly winning the hearts of our first customers!

2021: Expanding Dreams

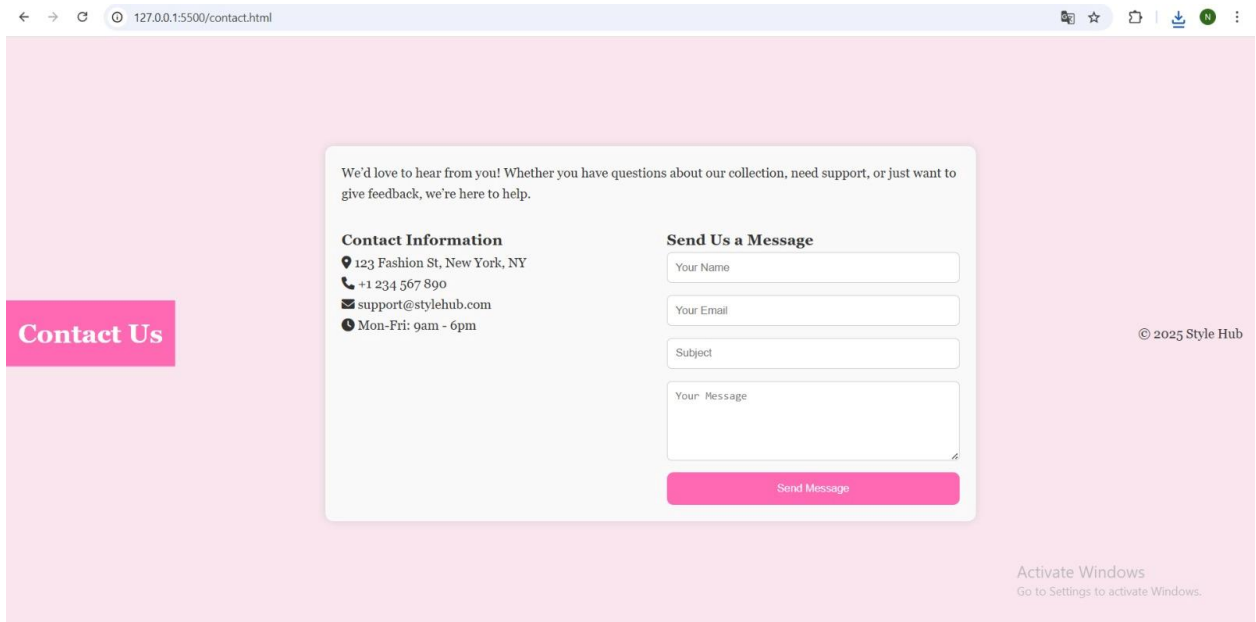
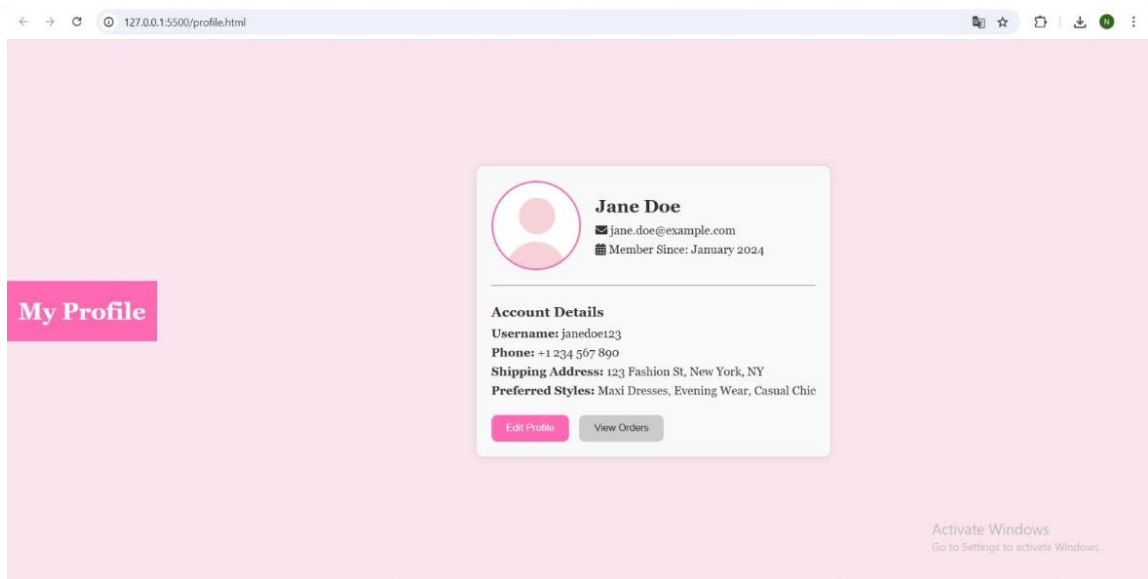
The Customization Feature

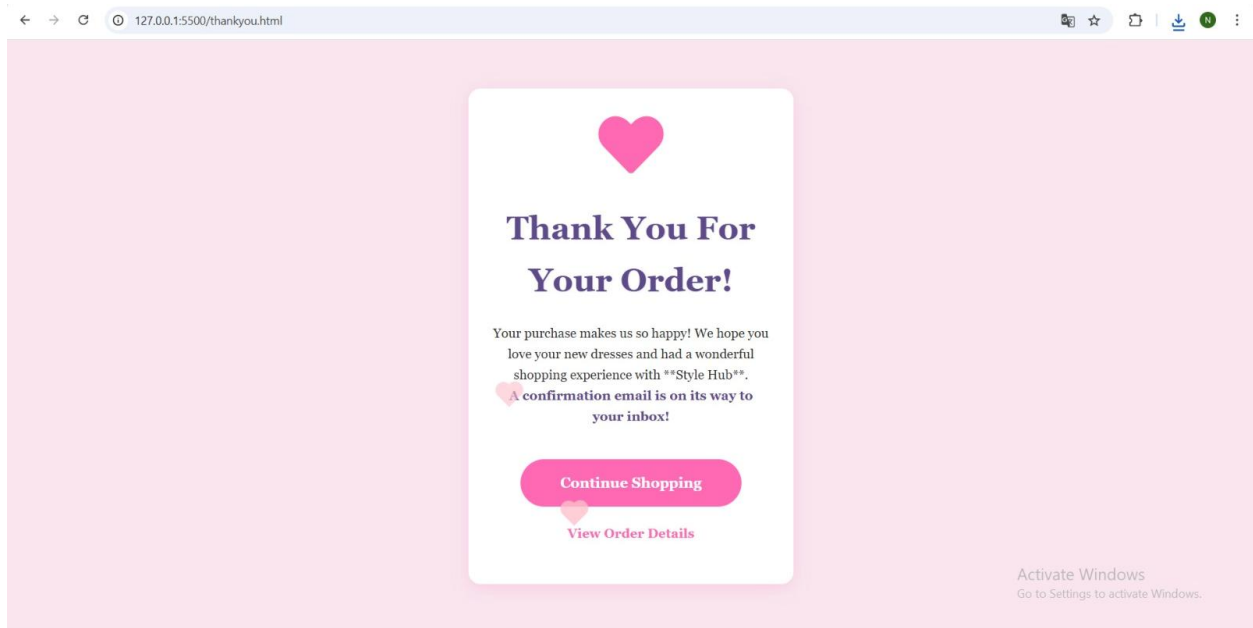
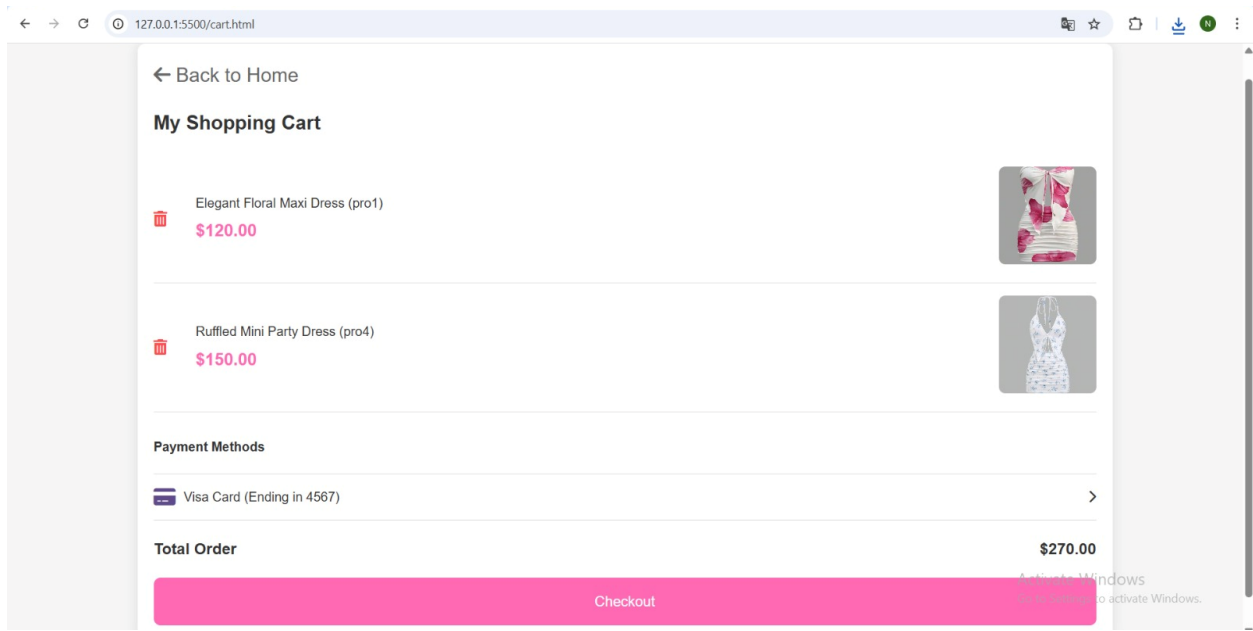
Listening to your feedback, we introduced the "Design Your Own" feature, allowing you to personalize every detail and truly own your unique style.

Today & Beyond: Thank You!

A Growing Family

Thanks to your support, Style Hub is now a thriving community! We promise to keep bringing you the latest trends with that sweet, personal touch you love.





Code Snapshot

Html Login page

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```

<title>Style Hub - Login</title>
<link rel="stylesheet" href="style.css">
<link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
  <div class="container">
    <div class="logo">
      <h1>Style<span>Hub</span></h1>
    </div>
    <h2>Log In to Continue</h2>

    <form>
      <div class="form-group">
        <label for="email">Email Address</label>
        <input type="email" id="email" placeholder="e.g.
fashionista@mail.com" required>
      </div>

```

Html intro page

```

DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Style Hub - Welcome</title>
  <link rel="stylesheet" href="style.css">
  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
  <div class="container intro-container">
    <div class="logo">
      <h1>Style<span>Hub</span></h1>
      <p>Elegance starts here.</p>
    </div>
    <a href="login.html" class="btn btn-primary">Start Shopping Now <i
class="fas fa-arrow-right"></i></a>
  </div>

```



```
</body>
</html>
```

Html Home page

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Style Hub - Home</title>
  <link rel="stylesheet" href="style.css">
  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
  <div class="home-container">
    <header>
      <div class="menu-dropdown">
        <div class="icon"><i class="fas fa-bars"></i></div>

        <div class="dropdown-content">
          <a href="profile.html">My Profile</a>
          <a href="history.html">Our History</a>
          <a href="contact.html">Contact Us</a>
          <a href="login.html">Log Out</a>
        </div>

      </div>
      <div class="search-bar">
        <input type="text" placeholder="Search for a style (Maxi, Evening,
Summer...)">
        <i class="fas fa-search search-icon"></i>
      </div>
      <a href="cart.html" class="icon" style="position: relative;">
        <i class="fas fa-shopping-bag"></i>
        <span style="position: absolute; top: -5px; right: -5px; background-
color: var(--primary-color); color: white; border-radius: 50%; padding: 0px 6px;
font-size: 0.6em; font-weight: bold;">2</span>
      </a>
    </header>
```

```

    <h2 style="padding: 20px 30px; color: var(--dark-text);">New Arrivals -
Dresses</h2>
    <div class="product-grid">
        <div class="product-card" id="pro1">
            
            <div class="product-info">
                <h3>Elegant Floral Maxi Dress</h3>
                <p>Summer Collection</p>
                <div class="rating">★★★★★ (150 Reviews)</div>
                <div class="price">$120.00</div>
                <i class="fas fa-plus-circle icon" style="font-size: 1.5em; cursor:
pointer;"></i>

```

Html History page

```

<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Style Hub - Our Story</title>
    <link rel="stylesheet" href="style.css">
    <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
    <div class="container history-container">
        <a href="home.html" style="font-size: 1.5em; display: block; margin-bottom:
20px; color: #666; text-align: left;"><i class="fas fa-arrow-left"></i> Back to
Home</a>
        <h2>Our Magical Journey</h2>
        <p class="subtitle">From a dream in a small studio to your favorite dress
destination.</p>
        <div class="timeline">
            <div class="timeline-item">
                <div class="timeline-content">
                    <span class="timeline-date">2018: The Spark</span>
                    <h3>The Vision is Born</h3>
                    <p>It all started with a simple notebook full of sketches and a passion
for making every girl feel like a princess. Style Hub was just a dream in a tiny
studio apartment.</p>

```

```
</div>
</div>
```

Html Cart Page

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Style Hub - Shopping Cart</title>
  <link rel="stylesheet" href="style.css">
  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
  <style>
    body {
      margin: 0;
      font-family: Arial, sans-serif;
      background-color: #f5f5f5;
    }
    .cart-container {
      max-width: 1200px;
      width: 95%;
      margin: 30px auto;
      padding: 20px;
      background-color: white;
      border-radius: 10px;
      box-shadow: 0 0 15px rgba(0,0,0,0.1);
    }

    .cart-container h2 {
      margin-top: 0;
      margin-bottom: 20px;
    }

    .cart-item {
      display: flex;
      align-items: center;
      justify-content: space-between;
      border-bottom: 1px solid #ddd;
      padding: 15px 0;
    }
  </style>
```

```
.cart-item-details {
  flex: 1;
  margin-left: 20px;
}
```

Html Contact Page

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Style Hub - Contact Us</title>
  <link rel="stylesheet" href="style.css">
  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
  <header style="padding: 15px; background-color: var(--primary-color); color:
white;">
    <h1>Contact Us</h1>
  </header>

  <div class="contact-container" style="max-width: 800px; margin: 30px auto;
padding: 20px; background-color: #f9f9f9; border-radius: 10px; box-shadow: 0 0
10px rgba(0,0,0,0.1);">
    <p>We'd love to hear from you! Whether you have questions about our
collection, need support, or just want to give feedback, we're here to help.</p>
```

Html Profile Page

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Style Hub - My Profile</title>
  <link rel="stylesheet" href="style.css">
  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
```

```

<header style="padding: 15px; background-color: var(--primary-color); color:
white;">
  <h1>My Profile</h1>
</header>

```

```

<div class="profile-container" style="max-width: 800px; margin: 30px auto;
padding: 20px; background-color: #f9f9f9; border-radius: 10px; box-shadow: 0 0
10px rgba(0,0,0,0.1);">
  <div style="display: flex; align-items: center; gap: 20px;">
    
  </div>

```

Html Thank you page:

```

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Style Hub - Thank You!</title>
  <link rel="stylesheet" href="style.css">
  <link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/font-
awesome/6.0.0-beta3/css/all.min.css">
</head>
<body>
  <div class="container thankyou-container">
    <i class="fas fa-heart" style="font-size: 5em; color: var(--primary-color);
margin-bottom: 30px; animation: bounceIn 1s ease-out;"></i>

    <h2>Thank You For Your Order!</h2>

```

```

    <p>Your purchase makes us so happy! We hope you love your new dresses
and had a wonderful shopping experience with *Style Hub*.</p>

```

Html Css Page:

```

:root {
  --primary-color: #FF69B4;
  --secondary-color: #F8E5EE;
  --accent-color: #FFC0CB;

```

```

--text-color: #333;
--light-bg: #FFFFFF;
--dark-text: #5F4B8B;
--border-color: #E0BBE4;
--font-family: 'Georgia', 'Times New Roman', Times, serif;
}
* {
  box-sizing: border-box;
  margin: 0;
  padding: 0;
}
body {
  font-family: var(--font-family);
  line-height: 1.6;
  background-color: var(--secondary-color);
  color: var(--text-color);
  display: flex;
  justify-content: center;
  align-items: center;
  min-height: 100vh;
}
a {
  text-decoration: none;
  color: var(--primary-color);
}
.container {
  max-width: 400px;
  width: 100%;
  padding: 30px;
  background-color: var(--light-bg);
  box-shadow: 0 5px 20px rgba(255, 105, 180, 0.2);
  border-radius: 15px;
}

.logo {
  text-align: center;
  margin-bottom: 30px;
}
.logo h1 {
  font-size: 2.5em;

```

```
    color: var(--primary-color);  
    letter-spacing: 3px;  
    font-style: italic;  
}
```

```
.logo span {  
    color: var(--dark-text);  
    font-weight: bold;  
}
```