

WEB TECHNOLOGY

MINI PROJECT

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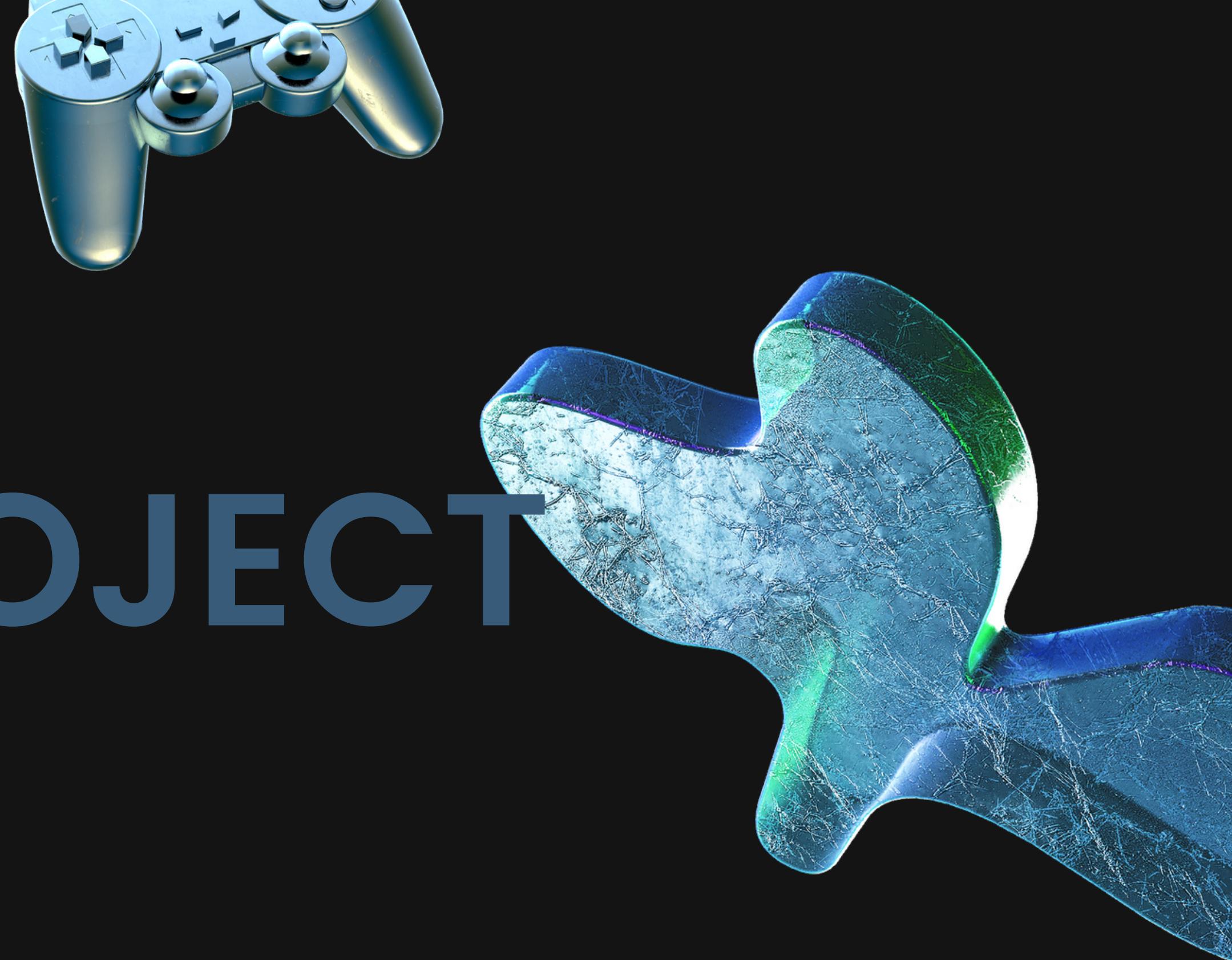


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Introduction



Little research, however, has been conducted to define the specific elements that constitute effective website design. One of the key design measures is usability. The International Standardized Organization (ISO) defines usability as the extent to which users can achieve desired tasks (e.g., access desired information or place a purchase) with effectiveness, efficiency, and satisfaction within a system. However, there is currently no consensus on how to properly operationalize and assess website usability. Similar to usability, many other key design elements, such as scannability, readability, and visual aesthetics, have not yet been clearly defined, and there are no clear guidelines that individuals can follow when designing websites to increase engagement.

Why is an Ecommerce Website Important?

Benefits of an e commerce website

INCREASED CUSTOMER REACH

Provides access to consumers worldwide through e-commerce website. At the same time, companies who limit themselves to the traditional form of marketing will have the same number of customers available in their locality.

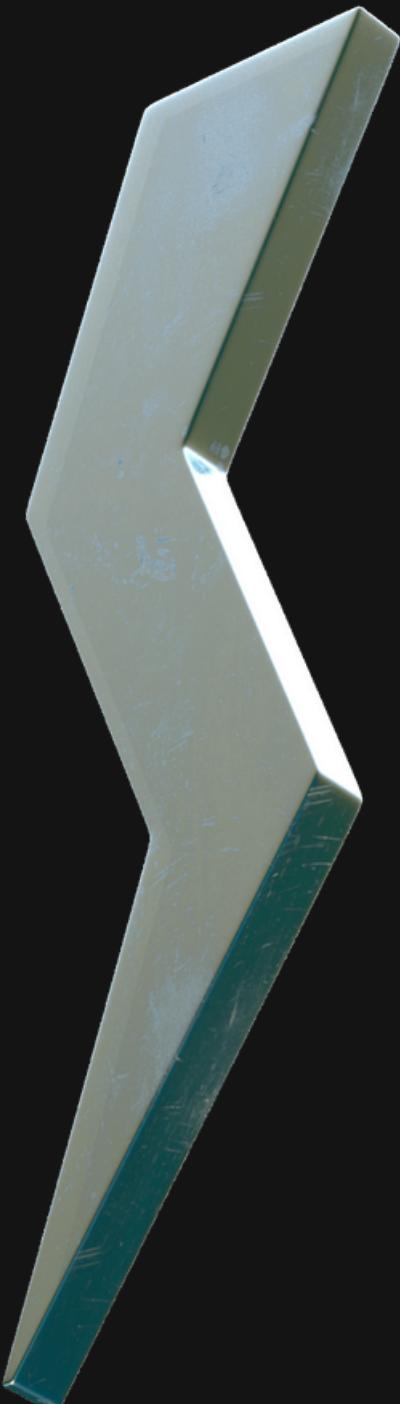
ESTABLISH AND STRENGTHEN YOUR BRAND

e-commerce helps you establish a brand image for yourself online so that customers can know more about your company's offerings and services and make it easy for them to distinguish between different brands and purchase the desired product. This generates greater revenue numbers.

FLEXIBILITY FOR CUSTOMER

An important advantage of ecommerce to business is that sellers can provide flexibility to customers. One highlight is that the product and services are ready 24x7. The result is that seller can offer his item any place, any time.

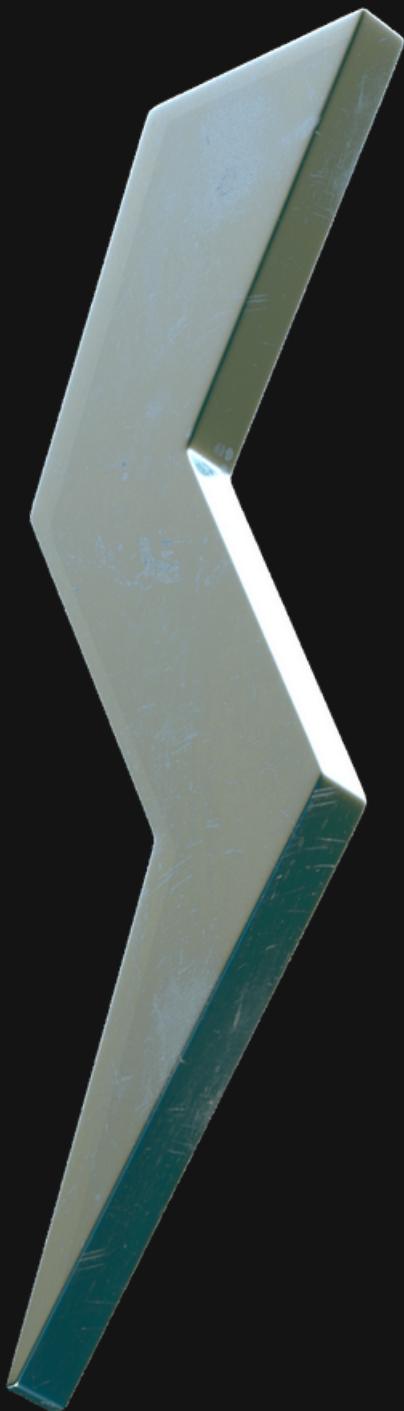
PROBLEM STATEMENT



PROBLEM STATEMENT: Redesigned a website for "HMT WATCHES". E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites.

OBJECTIVE: Redesigned an interactive website for the brand through thorough research on existing websites and improved the flaws in the current website of the brand.

Changes made to improve the website

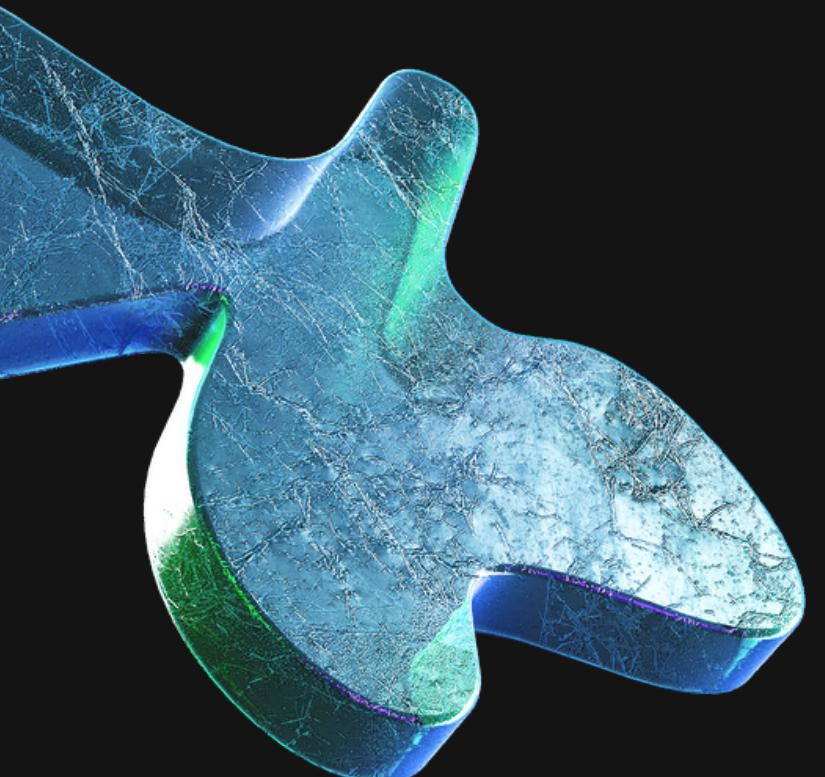


- Kept the layout simple.
- Made navigation easy to follow.
- With content, less is more.
- Don't be afraid of whitespace.
- Enhanced the website design with eye-catching colors.
- Engaged users with video and rich images.

Tools used

- HTML (Hyper Text Markup Language) is used to describe how a web browser should display a text file retrieved from a web server. HTML defines how a page is displayed and is a derivative of SGML – Standard Generalised Markup Language which is a standard system (an ISO standard) used to specify document structure. HTML allows the developer of a web page to define hyperlinks between that document and any others that are required.
- CSS3: CSS3 stands for Cascading Style Sheet level 3, which is the advanced version of CSS. It is used for structuring, styling, and formatting web pages. Several new features have been added to CSS3 and it is supported by all modern web browsers. The most important feature of CSS3 is the splitting of CSS standards into separate modules that are simpler to learn and use.
- JavaScript is an Object-Oriented scripting language that is used to design interactive websites. It is developed by Netscape and works in all major browsers such as internet explorer, Firefox, chrome, opera. Web developers can use JavaScript with HTML code to add dynamic content to their websites. JavaScript is an interpreted language implying JavaScript requires an interpreter to execute its code.

Improved Areas

- 
1. Logo Location
 2. Search Bar
 3. Login / Registration Location and Color
 4. Content Alignment and Color Code
 5. Need of a Chat box
 6. Description Layout
 7. Product Images
 8. Buy Links
 9. Footer
 10. Cookies
 11. Color Code of Whole website
 12. Offers, Sale and Alert Notification System
 13. Categorization of Product
 14. Feedback, Ratings and Reviews
 15. Guarantee, Return and Shipping Details
 16. App Link and Social Media Links
 17. Wishlist
 18. Nearby Stores

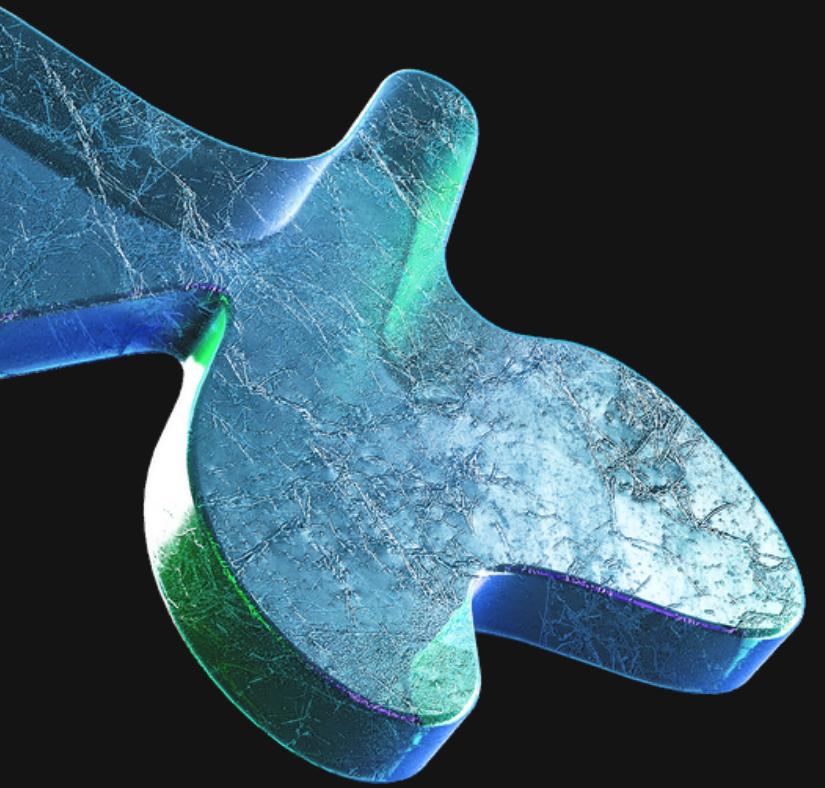
Previous Website

The screenshot shows the HMT website's homepage. At the top, there is a navigation bar with links for Home, About Us, Products, Sales, Orders, Contact Us, and Customer Care. A "Go" button is located next to the search bar. On the right side of the header, there are links for Login / Register and a Shopping Cart showing 0 items. Below the header, there is a large banner featuring four HMT watches against a purple background with a pattern of small cyan dots. The watches are of different models and colors, including gold and silver tones. At the bottom of the page, there is a section with text about purchasing genuine HMT watches through their website and showrooms, along with contact information for customer care and grievances. A "Welcome to" message is also present.

Current Website

The screenshot shows the Contrast website's homepage. At the top, there is a navigation bar with links for HOME, WATCHES, PREMIUM WATCHES, CLOCKS, and CONTACT. Social media icons for Facebook, Twitter, Pinterest, and Google+ are also present. Below the header, there is a large banner with a dark, textured background. The text "IT DOESN'T JUST TELL TIME" and "IT TELLS HISTORY" is displayed prominently. Below this, it says "YOU MAKE MEMORIES" and "WE WILL MAKE THEM TIMELESS". In the center of the banner, there is a call-to-action button that says "Find the watches that perfectly define you YOU". Below the banner, there is a section with the text "Find watches for the perfect occasion" and two buttons labeled "BROWSE" and "BUY". At the bottom of the page, there is a footer message stating "Contrast is a **business** place for watches".

LITERATURE SURVEY



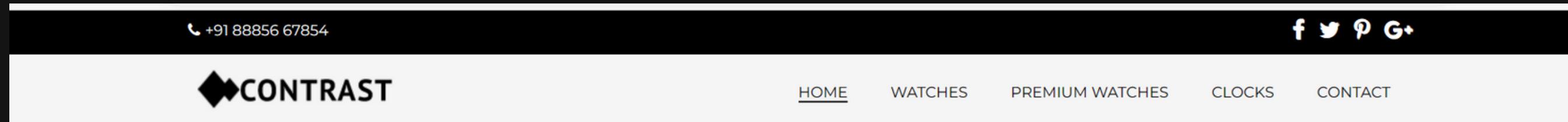
NAVIGATION BAR

The purpose of a navigation bar is to help your user browse through your website effortlessly. A navigation bar is usually placed at the top of your website. On a mobile phone, the navigation bar is usually placed on your website's top left and looks like a hamburger or, as typically referred to – a hamburger button.

We have placed the navigation bar at placed at the top right corner with a separate header so it does not interfere with the contents of the main webpage. A navigation menu is important because it's there to facilitate the user's search

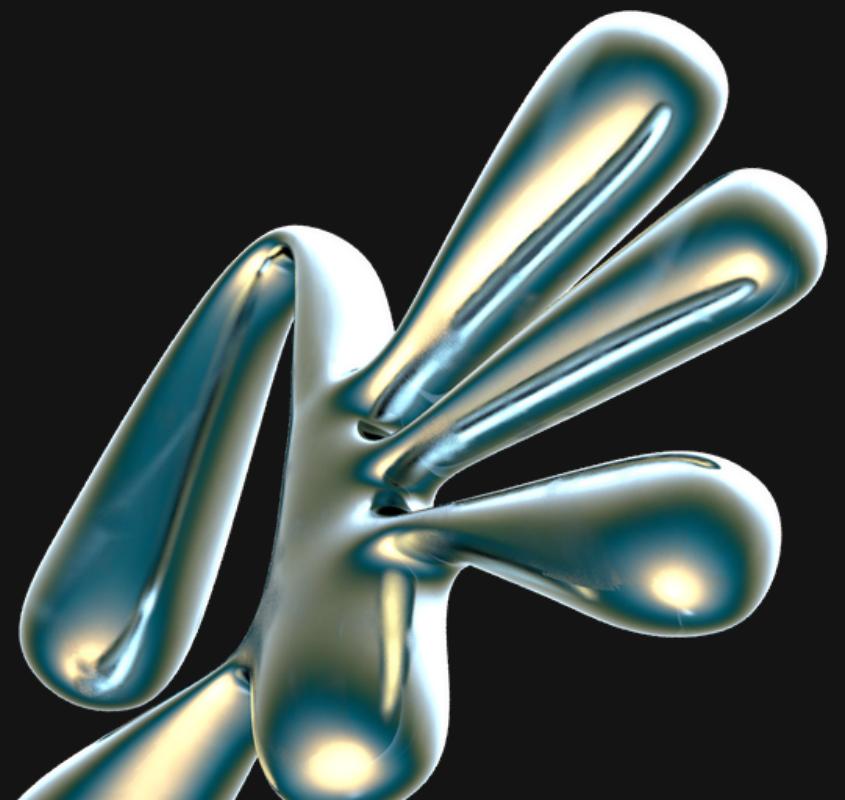


NAVIGATION BAR



Elements we have considered in the navigation bar:

- The content and design of the navigation menu such as hypertext and colours.
- Using links, not buttons in the navigation menu.
- Hiding the search field.
- Sticky navigation bar.

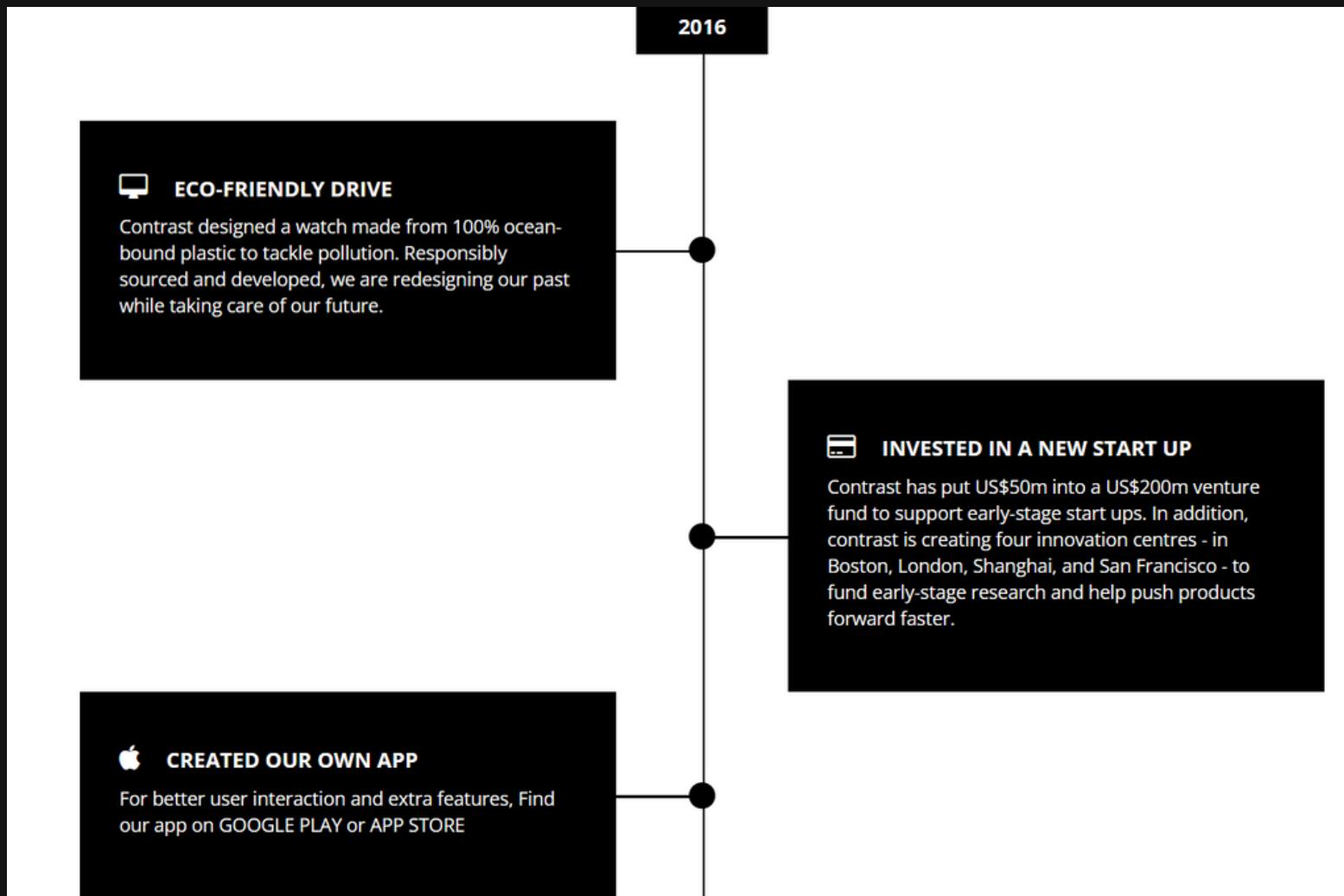


```
... index.html X watch1.jpg top.png small-logo.png page-loader.gif banner.jpg about-us.jpg E3

< index.html > html > body > div.banner > div.opacity_overlay > div.secondary_layer > div.container > div.col-md-8.col-sm-6 > p.msg > span

83     <div class="collapse navbar-collapse cbp-spmenu cbp-spmenu-vertical cbp-spmenu-left" id="bs-example-navbar-collapse-1">
84
85         <ul class="nav navbar-nav">
86             <li><a href="index.html"><span>Home</span></a></li>
87             <li><a href="services.html">Watches</a></li>
88             <li><a href="company.html">Premium Watches</a></li>
89             <li><a href="clients.html">Clocks</a></li>
90             <li><a href="contact.html">Contact</a></li>
91         </ul>
92     </div>
93 </div>
94 </nav>
95
96 <style>
97
98     .navbar-default {
99         background: #F5F5F5;
100    }
101
102    .navbar-default .navbar-nav li a {
103        color: #000;
104    }
105
106    .navbar-default .navbar-toggle .icon-bar {
107        background: #000;
108    }
109
110    .navbar-nav {
111        float: right;
112    }
113
114    @media screen and (max-width: 768px) {
115        .navbar-nav {
116            float: left;
117        }
118    }
119
```

LAYOUT



The text in the layout has been decongested with interesting alignment which attracts the customers to read it and gather the information. Some beautiful themes and color combinations have been used to make it look stylish.

LAYOUT

Home / Premium Watches

OUR COLLECTION



Waterbury Ocean Recycled Plastic Bracelet Watch
₹7,436



Mechanical Hand Wind Blue Dial Men Watch
₹14,396



Silver Dial Full Skeleton Automatic Watch
₹10,796



Timex Quartz Watch with Date Window



Timex Chronograph Watch with Multifunction Dial



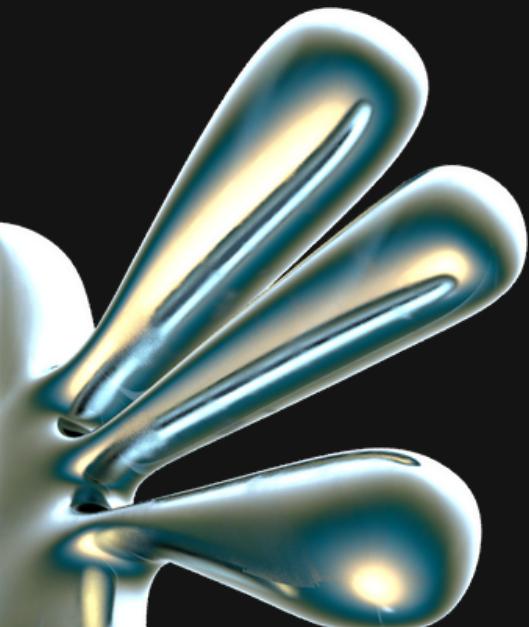
Timex Chronograph Watch with Blue and Black Accents

```
4   <div class="services">
5     <div class="container">
6       <h2>Contrast is a <span id="rotate"></span> place for watches</h2>
7       <h3></h3>
8       <div class="overview">
9
0         <div class="col-md-4 col-sm-4">
1           <div class="feature-box">
2             
3           </div>
4
5           <div class="feature-body">
6             <h4>The Wave of Change</h4>
7             <p>The first ever contrast to be crafted from upcycled, ocean-bound plastic, Waterbury Ocean's classic construction hor<span id="rotate"></span>
8             <p></p>
9           </div>
0
1         </div>
2
3         <div class="col-md-4 col-sm-4">
4           <div class="feature-box">
5             
6           </div>
7
8           <div class="feature-body">
9             <h4>Speedmaster Moonwatch Professional</h4>
0             <p>Loved on Earth and beyond, the Speedmaster Moonwatch remains a true icon in the world of watchmaking. For its most r<span id="rotate"></span>
1           </div>
2
3         </div>
4
5         <div class="col-md-4 col-sm-4">
6           <div class="feature-box">
7             
8           </div>
9
10        </div>
11
12      </div>
13
14    </div>
15
16  </div>
17
18</div>
```

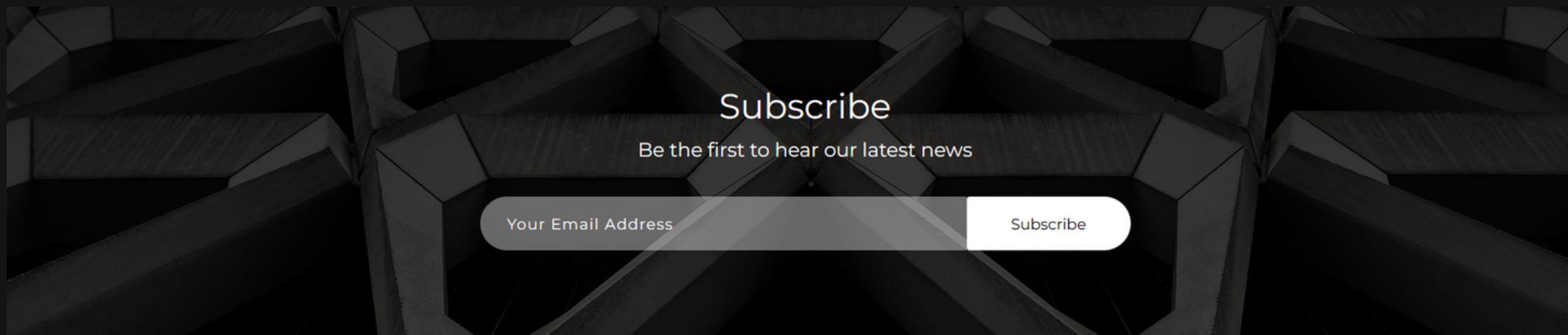
FOOTER

Changes made in a footer:

- Copyright Notice
- Privacy Policy Link
- Sitemap
- Logo
- Contact Information
- Social Media Icons
- Email Sign-up Form
- Any more information would make the footer look cluttered like the one on HMT's website.
- The choice of colors makes it hard to read the text.
- Lacks social media icons and links.
- Contents from the navigation bar are repeated. It can be avoided to give a cleaner look.



FOOTER



CONTRAST

ABOUT US

Timex Group India has one of the most powerful portfolios of brands in the watch industry. With technological innovation and cutting-edge design, we recognize the tremendous opportunity to leverage the reach and appeal of each brand's individual identity, personality and customer base.

CONTACT INFO

Trafalgar Square, Westminster, London WC2N 5DN
 0800 240 0905
 support@yourdomain.com



```
396     <div class="container">
397         <div class="col-md-4 col-sm-6">
398             <h3>Contrast</h3>
399             <hr>
400             <p></p>
401         </div>
402         <div class="col-md-4 col-sm-6">
403             <h3>About Us</h3>
404             <hr>
405             <p>Timex Group India has one of the most powerful portfolios of brands in the watch industry. With technological innovation ar
406         </div>
407         <div class="col-md-4 col-sm-6">
408             <h3>Contact Info</h3>
409             <hr>
410             <ul class="contact-list">
411                 <li>
412                     <p>
413                         <i class="fa fa-home"></i>
414                         Trafalgar Square, Westminster, London WC2N 5DN
415                     </p>
416                     <p>
417                         <i class="fa fa-phone"></i>
418                         0800 240 0905
419                     </p>
420                     <p>
421                         <i class="fa fa-envelope-o"></i>
422                         support@yourdomain.com
423                     </p>
424                 </li>
425             </ul>
426         </div>
427     </div>
428 </footer>
429
430 <div class="copyright-part">
431     <p>&copy 2016 <span>Contrast</span> All Rights Reserved</p>
432 </div>
```

REGISTER / LOG IN

The image shows a composite of two web pages. At the top is a map of the London area around Trafalgar Square, with various landmarks labeled. Below the map is a registration form titled 'Login'. The form includes fields for 'Name', 'Email', 'Phone Number', and 'Address', each with a corresponding input box. To the right of the form is a section titled 'Contact Info' containing static contact details. A 'Login' button is located at the bottom left of the form area.

Home / Contact

Map of London showing landmarks like Trafalgar Square, Piccadilly Circus, and the National Portrait Gallery.

Login

Name
Email
Phone Number
Address

Contact Info

Address: Trafalgar Square, Westminster WC2N 5DN
Mail: company@domain.com
Phone: +44 0799 6789 1234
Fax: +44 1234 22 9876

Login

- A Registration form is used to register or create a new account for a new user for a website and a login form is used to enter the details of a registered user into their particular account or portal.
- The design of the form is made high class.
- The layout is cluttered and rustic.
- Choice of colors or lack of thereof brings down the overall look of the website.

```
(contact.html) ...
127 |     <ul class="breadcrumb">
128 |         <li><a href="index.html">Home</a> <span class="divider">/</span></li>
129 |         <li class="active">Contact</li>
130 |     </ul>
131 | </div>
132 |
133 <div style="-webkit-filter: grayscale(100%); filter: grayscale(100%);>
134 |     <iframe width="100%;" height="400" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" style="pointer-events: none;" src=
135 </div>
136 |
137 <div class="contact">
138     <div class="container">
139         <div class="col-md-8">
140             <div class="contact-form">
141                 <h3>Login</h3>
142                 <hr>
143                 <form action="#" method="post">
144                     <input id="name" name="name" type="text" placeholder="Name" required>
145                     <input id="email" name="email" type="text" placeholder="Email" required>
146                     <input id="subject" name="subject" type="text" placeholder="Phone Number" required>
147                     <textarea id="message" name="message" placeholder="Address" rows="5" required></textarea>
148                     <button name="submit" id="submit" type="submit">Login</button>
149                 </form>
150             </div>
151         </div>
152         <div class="col-md-4">
153             <div class="contact-info">
154                 <h3>Contact Info</h3>
155                 <hr>
156                 <p><strong>Address:</strong> Trafalgar Square, Westminister WC2N 5DN</p>
157                 <p><strong>Mail:</strong> company@domain.com</p>
158                 <p><strong>Phone:</strong> +44 0799 6789 1234</p>
159                 <p><strong>Fax:</strong> +44 1234 22 9876</p>
160             </div>
161         </div>
162     </div>
163 </div>
164
165
166
```



THANK YOU



UNDER THE GUIDANCE OF
Mrs. Akshatha Ullal Nayak