

Contents

Introduction	2
Audience Profile.....	2
Target audience.....	2
Why?	2
Function and Features.....	3
Explanation.....	4
Features	6

Introduction

The website can be accessed via the link <https://purevirtual-cw.netlify.com/>. The name of the website is PureVirtual. It is a creative/business website for an IT consulting agency. The site follows the modern design principles and looks clean and beautiful. The main goal of the website is to inform users with the services of the Consulting agency and get potential leads.

Audience Profile

Target audience

The main audience of the website is entrepreneurs and small business owners who want to start up an IT-related business. Taking into consideration the fact that young people account for most of the entrepreneurs who want to create an IT startup, the website was created in a clean, minimalistic way that is appealing to millennials. The website is not necessarily focused on male or female users, but targets both genders. It reflects on the design as well.

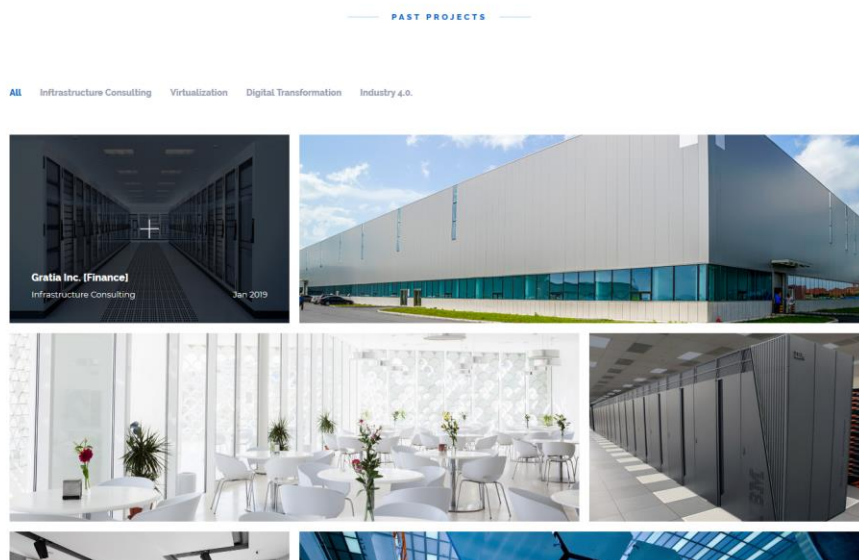
Why?

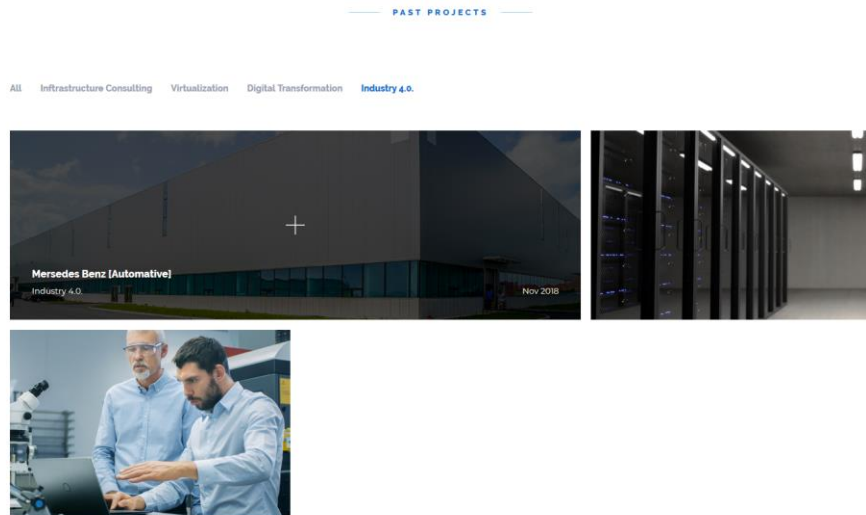
When it comes to the reason of why this theme was chosen, it can be claimed that today Information Technology Area of Life is growing rapidly and there are lots of news, new projects, new ideas and plans in every second. And people who have some new ideas or opinions are struggling with how to initialize these plans to a real, useful, profit-maker project. And this website or, in another words, project helps very much to them in every part of launching their startups. This project gives, more specifically, great instructions from the very first step of launching a startup to the

point which is when the new company reaches it, the company makes their first profits. So, this is a very useful and urgent part of starting a new startup.

Function and Features

The website includes 4 main pages, 4 individual pages for services and contact section on every main page of the website. The main purpose of the website is to get users contact to the business owners. As the target of the website is young people who are invested in IT related business, it is assumed that users are tech-savvy and can use advanced web design features and find necessary information by carousels, tabs and hovers. On the projects page, the company can put all the featured projects that they worked on. And there is a functionality that can show only selected category of past projects without refreshing the page. It is very intuitive and useful feature. Users can find past projects of the company based on the category that they are searching for.





Explanation

This feature works using JavaScript. The style and positioning is created using CSS Grid. First, the html code of the projects page was written. All the information about every past project was written on the html part, images, tags, date included.

```
<!-- Projects -->
<section class="projects">
  <div class="container">
    <div class="title d-flex align-items-center justify-content-center">
      <div class="line"></div>
      <h2 class="title-text">Past Projects</h2>
      <div class="line"></div>
    </div>
    <div class="projects-menu">
      <ul class=>
        <li class="active" data-filter="*"> All</li>
        <li data-filter=".infr">Infrastructure Consulting</li>
        <li data-filter=".virt">Virtualization</li>
        <li data-filter=".digit">Digital Transformation</li>
        <li data-filter=".inds">Industry 4.0.</li>
      </ul>
    </div>
    <div class="projects-grid">

      <!-- project-1 -->
      <div class="grid-item infr project-one animated fadeIn d-block" data-category="infr" style="background-image: url('img/project-1.png')">
        <div class="project-content">
          
          <div class="row">
            <div class="col-9">
              <h4>Gratia Inc. [Finance]</h4>
              <p>Infrastructure Consulting</p>
            </div>
            <div class="col-3">
              <p class="date">
                Jan 2019
              </p>
            </div>
          </div>
        </div>
      </div>
    </div>
  </div>
</section>
```

```

      .
      .
      .
<!-- project 11 -->
<div class="grid-item digt project-eleven animated fadeIn d-block" style="background-image: url('img/history-1.png')">
  <div class="project-content">
    
    <div class="row">
      <div class="col-9">
        <h4>Moon Inc [Finance]</h4>
        <p>Digital Transformation</p>
      </div>
      <div class="col-3">
        <p class="date">
          July 2019
        </p>
      </div>
    </div>
  </div>
</div>
</div>
</section>

```

Then, once is stylized and made responsive, the JavaScript is used to make the functionality.

```

$($('.projects-menu ul li').click(function(){
  $($('.projects-menu ul .active').removeClass('active');
  $(this).addClass('active');

  var selector = $(this).attr('data-filter');
  if(selector == '*'){
    $($('.grid-item').removeClass('d-block');
    $($('.grid-item').addClass('d-block');
  }
  if(selector == '.infr'){
    $($('.grid-item').removeClass('d-block');
    $($('.infr').addClass('d-block');
  }
  if(selector == '.virt'){
    $($('.grid-item').removeClass('d-block');
    $($('.virt').addClass('d-block');
  }
  if(selector == '.digt'){
    $($('.grid-item').removeClass('d-block');
    $($('.digt').addClass('d-block');
  }
  if(selector == '.inds'){
    $($('.grid-item').removeClass('d-block');
    $($('.inds').addClass('d-block');
  }
}));

```

First step is to get the clicked menu item using DOM, and give it the “active” class.

Then, we create a variable and set its value to the data-filter attribute of the selected

menu item. The last step is simply creating a list of if statements (switch statements could be used as well) that gives “d-block” class to all the grid items that match the data-filter, and removes “d-block” class from all the other grid items.

Features

The best feature of the site is that it is completely responsive. It looks as beautiful on mobile phone displays as it does on desktops. The language switch feature can also be easily included in the website. It just involves a lot of copy pasting.