Project Launch Website :

Super Gadget 3000

Submitted by :

Name: Sharon Cheriyan , Reg.no: 2462146

Name: Aderu Raghavendra Bhanu Teja , Reg.no: 2462014

Name: Sreedev Binoj , Reg.no: 2462152

Course : Front End UI/UX

Instructor : Nagaveena

Institution : Christ Deemed to be University, Kengeri.

Date of submission : 13-08-2025

Abstract

This project is a responsive product launch webpage for the SuperGadget 3000, designed using only HTML5 and CSS3. The primary goal was to create an attractive, user-friendly landing page to showcase the gadget's features, customer testimonials, and pricing plans. The page includes a hero section with a call-to-action, feature highlights, testimonials, and pricing tiers. Core technologies used were HTML5 for semantic structure and CSS3 for styling, layouts, and hover effects. The outcome is a visually appealing, mobile-friendly product launch site that effectively markets the SuperGadget 3000

Objectives

➤ Design a clean, modern UI using HTML5 and CSS3
➤ Create a responsive layout adaptable to desktop, tablet, and mobile devices- Highlight key product features with visual emphasis
➤ Provide easy navigation to pricing and order sections
➤ Ensure accessibility and readability

Scope of the Project

- ➢ focused entirely on the front-end design.
- ➢ No JavaScript or backend functionalities.
- ➢ Includes hero section, features, testimonials, and pricing sections.
- ➢ Optimized for multiple screen sizes

Tools and Technologies Used

- ➢ HTML5 - Page structure and content CSS3
- ➢ Styling, layout, and responsiveness VS Code
- ➢ Code editor Chrome DevTools
- ➢ Testing and debugging

HTML Structure Overview

➢ Used semantic tags: <header>, <section>, <footer>.

➢ Organized into reusable sections: Hero, Features, Testimonials, Pricing, Call-to-Action, Footer.

➢ Navigation using anchor links for quick access to pricing.

CSS Styling Strategy

- ➢ Internal CSS styling within <style> tag
- ➢ Techniques used:
- ➢ Flexbox for layout alignment
- ➢ Hover elements for interactive alignment.
- ➢ Box shadows for depth.
- ➢ Border radius for smooth UI feel.
- ➢ Mobile first approach for responsiveness.

Key Features

Hero Section - Large background image with overlay and call-to-action.

Product Description - Highlights the benefits and subscription model
Features Grid - Visual cards with icons/images.

Testimonials - User feedback cards with ratings.

Pricing Plans - Three-tier pricing with CTA buttons.

Call-to-Action - Encourages quick purchase.

Challenges Faced & Solutions

Maintaining text readability over hero background - Added semi-transparent overlay Aligning feature cards consistently - Used Flexbox for equal spacing.

Making pricing cards stand out - Applied hover effects and border highlights.

Outcome

- ➢ Created a functional and visually appealing product landing page.
- ➢ Ensured responsive design for various devices.
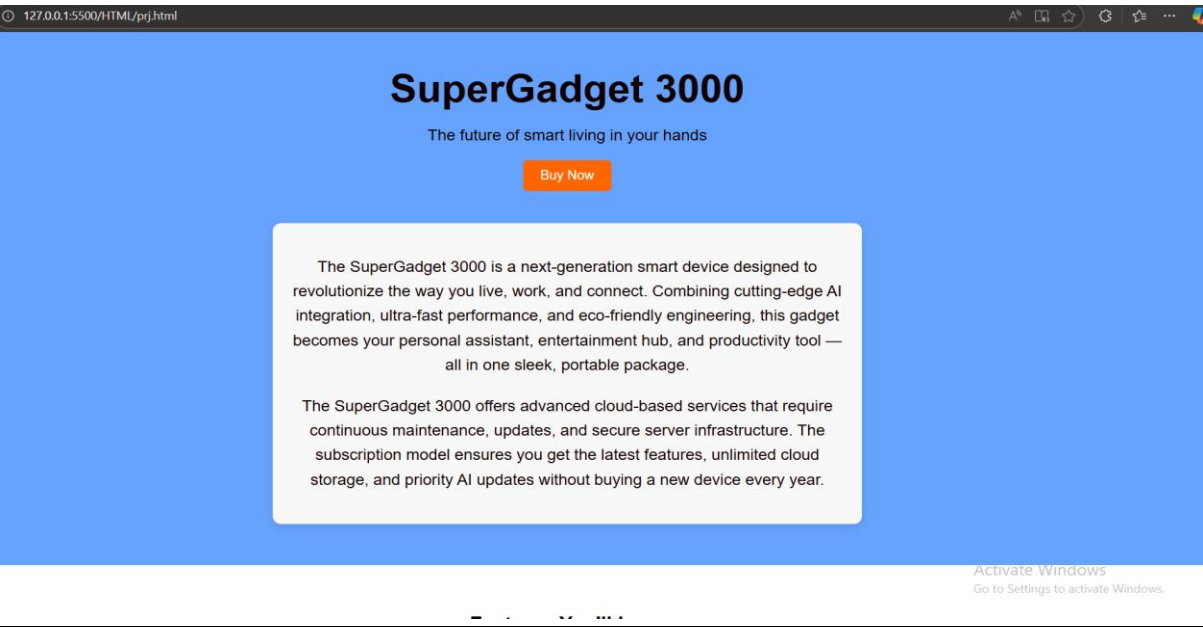- ➢ Applied modern UI/UX design concepts using only HTML and CSS.

Future Enhancements

- ➢ Add JavaScript for interactivity and animations.
- ➢ Implement a backend for order processing.
- ➢ Add a product video section.
- ➢ Introduce a dark mode toggle.

Sample Code

```html
<header class="hero">

   <div class="hero-overlay"></div>

   <div class="hero-content">

      <h1>SuperGadget 3000</h1>

      <p>The future of smart living in your hands</p>

      <a href="#pricing" class="cta-button">Buy Now</a>

   </div>

</header>
```

Screenshots of Final Output

What Our Users Say

"The SuperGadget changed my life! Absolutely worth every penny."

★★★★★

"Incredible design, smooth performance, and eco-friendly. Love it!"

★★★★★

Choose Your Plan

Basic

Rs-199

Buy Now

Pro

Rs-299

Buy Now

Premium

Rs-399

Buy Now

Choose Your Plan

Basic

Rs-199

Buy Now

Pro

Rs-299

Buy Now

Premium

Rs-399

Buy Now

Don't Miss Out!

Order today and be among the first to own the future.

Order Now

Conclusion

The SuperGadget 3000 product launch webpage successfully delivers a modern, responsive, and visually engaging layout using HTML and CSS. This project strengthened my skills in semantic HTML structuring, Flexbox-based layouts, and responsive design principles. It also enhanced my understanding of designing user-focused marketing pages.

References

- L&T LMS: https://learn.lntedutech.com/Landing/MyCourse