ACS-1809-004

Web Design and Development

Final Project:

Website Report

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**Introduction**

I am designing a website for online shopping company as it’s high time for everything to go online as the pandemic changed the system recklessly. The company name is “Clothing Online Shop”. Basically, they are going to sell their clothing products and some custom-made orders to the customer by delivering them from shop to door in a short period of time.

**The Organization**

Clothing Online Shop started its journey 1997-1998 approx. With the hand of Fahim Bin one of the owners of the company and the founder of the company. He wasn’t alone. He and his wife started his business by printing souvenir tees in Toronto Downtown. The idea of this business came from Fahim Bin, as one day he was going home from work at that time he was working in a factory 8-10 hours a day. He saw someone was printing souvenir tees and selling it on the street and there was a huge line up for those tees. So, he thought he would give it a shot. He shared the matter with his wife and got a positive view from her, so he rented a shop and started together. At the beginning, it was really slow selling, as they were new and was not really good at English so it was hard for them to attract customers. Also, the cloths they were selling was the same price as their competitor, then they started to bring cloths from Bangladesh, they first bought some stock lot items to see how it’s going to go, they got shocked because it was a great move for them and all of their tees were sold out. That’s how they started their journey.

Now it’s working 7 days a week with an open hour of 10 to 11 hours a day. Because of covid they got hit in their sales and now they are looking to make their website and start selling online.

**Target Audience**

|  |  |  |  |
| --- | --- | --- | --- |
| User Group | Function Performed | Age | Web Experience |
| Men | View available items  View current offers  View new arrivals items  Can review a product  Can know new fashion trends | 18+ | varies |
| Women | View available items  View current offers  View new arrivals items  Can review a product  Can know new fashion trends | 18+ | varies |
| Kids | View available items  View current offers  View new arrivals items | 0-12  12-18(youth) | varies |

**Main Topic Areas:**

* Home
* Shop
* Blog
* About
* Contact

**Goals of the Site:**

* Increase Sales
* Collect feedback to increase sales
* To expand the customer base
* To increase methods for customers to interact
* Improve interaction with existing customers
* Build his own brand

**Website Structure:**

As the below diagram depicts, the website for “Clothing Online Shop”, include five main topic areas. Home page provides an introduction to new trends of fashion, offers etc. By clicking Shop link on the navbar, every customer can see all products which is available in stock and where they could place order as their choice. In Blog link, a customer can read recent trends about fashion written by famous fashion designer. We post their thoughts about recent fashion based on season, trends etc.

By clicking About link, one can know about the company, how we have started our journey, how’s going our business and our future goal. In Contact link a customer can find us on google map and to feedback us or any objections one can tell us by filling up the form.

Tie

New Arrival

Cap

Hot Offer

Winter

All

Summer

Contact

About

Clothing Online Shop

Blog

Shop

Home

**Content Organization**

The “content organization” of the website is listed below.

|  |  |
| --- | --- |
| **Category Name** | **Folder Name** |
| Home | T-shirt Bazar/index.html |
| Shop | T-shirt Bazar/Shop/shop.html |
| Blog | T-shirt Bazar/Blog/blog.html |
| About | T-shirt Bazar/About/about.html |
| Contact | T-shirt Bazar/Contact/contact.html |

**Project Log**

Planning/Research: I spent the first week to plan & research about to set the website pages layout, functionality, products and its consumer. I have gone through so many online stores and themes/templates. I planned how many products will be shown in my site and collects and sized them to same ratio. During planning session, I note down all of my ideas and key point. This helps me most in execution part.

Creation of HTML Pages: I spent a whole week to make the website structure and design it. In first two days I have made a mockup web structure using div, p, h1-h4 tags etc. After completing the structure I have started to give color to them. I didn’t use any CSS framework, I have used external CSS file.

Form Creation: I have just used only form in my contact.html page. I give simple style and color in button.

Formatting: To format code automatically I used VScode code formatting extension. It helps me a lot.

**Problem and Solutions:**

Margin-auto in Navbar: I used margin: auto that’s why all the navlink formed in center. But need to form it in left. After identify my mistakes, I used display: flex, justify-content: space-between, align-items: center & it solved my problems.

Different size of card: For different size of images it causes different size of card to show products. I resized the images and make the problem solved.

Sub-category of Shop page doesn’t work: I have make some sub categories like hot offer, new arrivals, tie etc. These link of categories doesn’t work without applying JavaScript.

Responsive: I didn’t make this full site responsive for all device. But I have tried to do responsive in some pages.

**Highlights**:

The website provides easy navigation, any visitors can interact easily in this site, the loading time becomes low cause of resizing the images. I picked light colors frequently which makes this site more attractive. I believe that this site is aesthetically pleasing in its simple format using primarily black, white and dark gray color schemes. These color selections, along with the minimal text on each page, allow for ease of reading and understanding of information supplied. This is especially important for our target audiences because they are typically in a state of grieving when navigating our website.

**Conclusion**

This project helps me a lot to learn new things. I gradually applied new things and styles by reading blog post in some websites, watch YouTube videos. I felt that it gave me a lot of practice in exploring the concepts taught in the lectures. It helps me to know how to think from the company view and from the user view at the same time to understand the main goals for them also make it easy to navigate for the user with increased sales.

**Reference**:

1. <https://www.w3schools.com/>
2. <https://codeacademy.com/>
3. <https://www.google.com/maps>
4. <https://rakib5090.github.io/responsive-website/>