technova

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Phone
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Website
www.technova.com

Project Title:

TechNova – Technology Startup Website

GROUP MEMBERS:

- Sabeen Waqas – 2025-GA-48
- Iffah Farhan – 2025-GA-32
- Shiza Eman – 2025-GA-58
- Tahira Batool – 2025-GA-44
- Huma Imam – 2025-GA-25

Course:

Applications of Information and Technology (Lab)

Instructor:

Ms. Ramsha Khalid

Date:

06-01-2026

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Executive Summary

This project presents the design and development of a professional technology startup website named *TechNova*. The website highlights the startup's careers and team's contacts using a modern and responsive design. Supporting data has been documented and quantified using MS Excel to ensure consistency across the website, documentation, and presentations.

Project Objectives & Scope

Objectives:

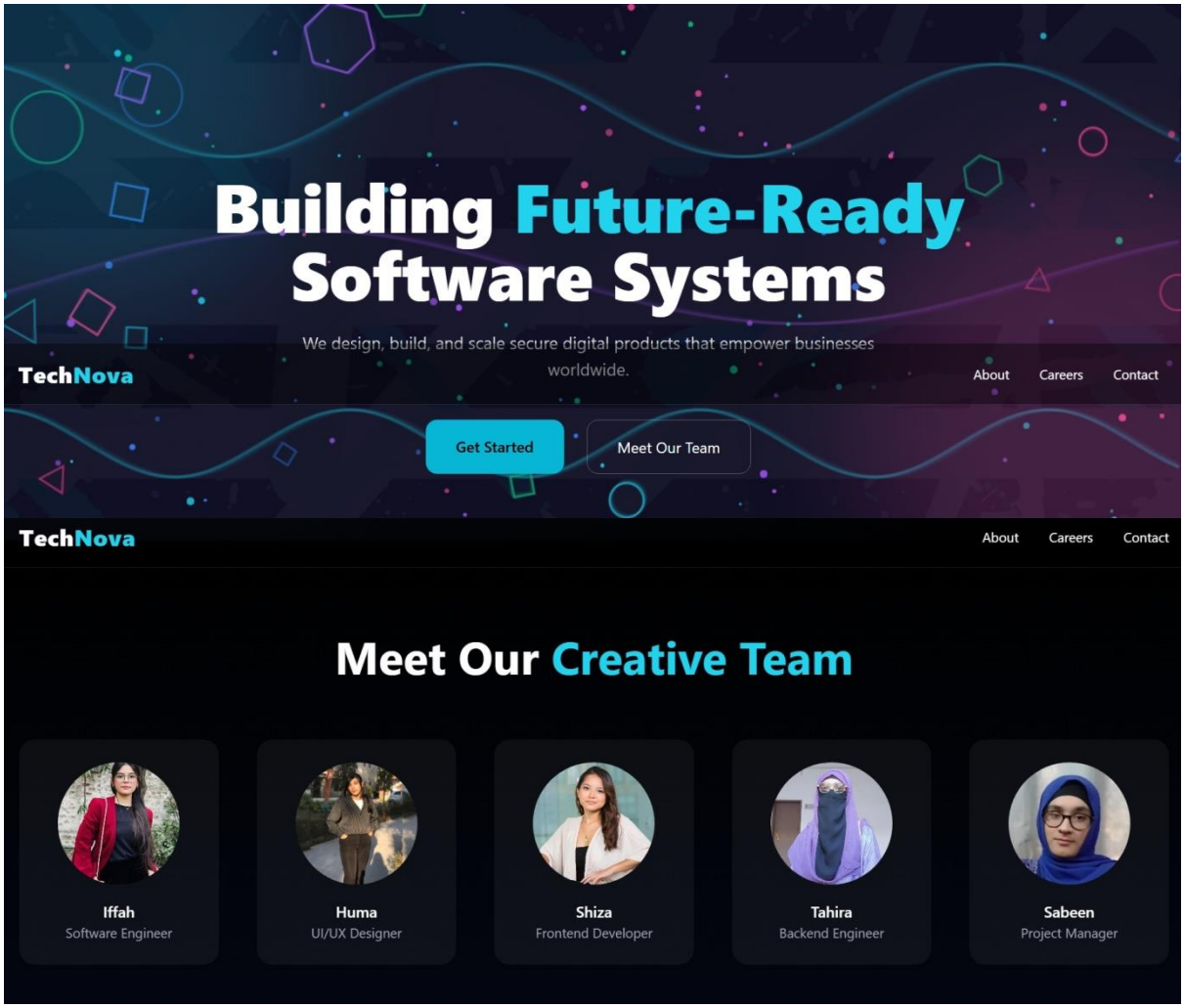
- To design a modern tech startup website
- To present careers and clearly
- To apply structured documentation and data handling

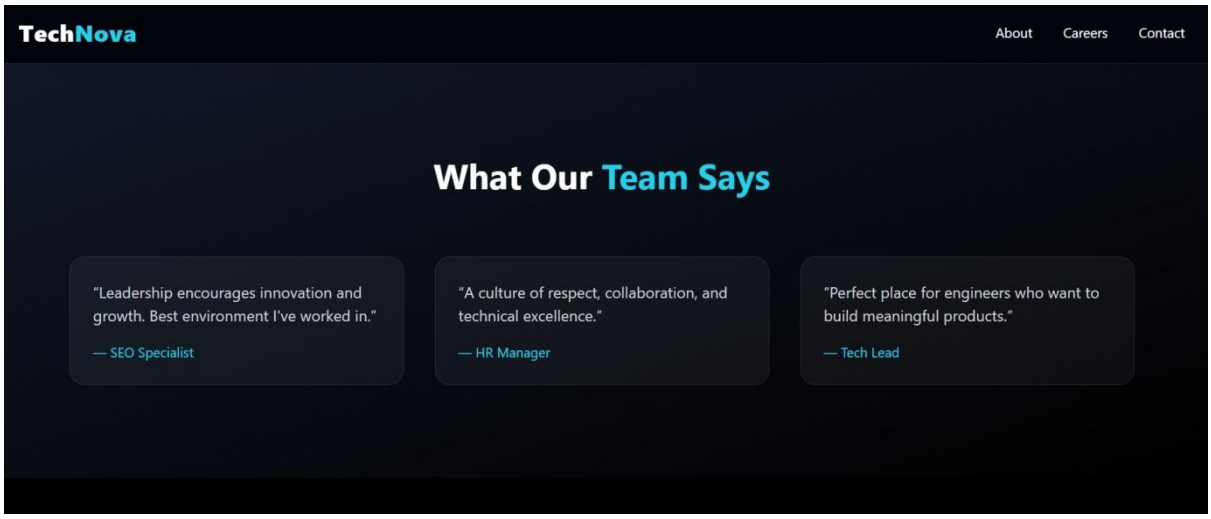
Scope:

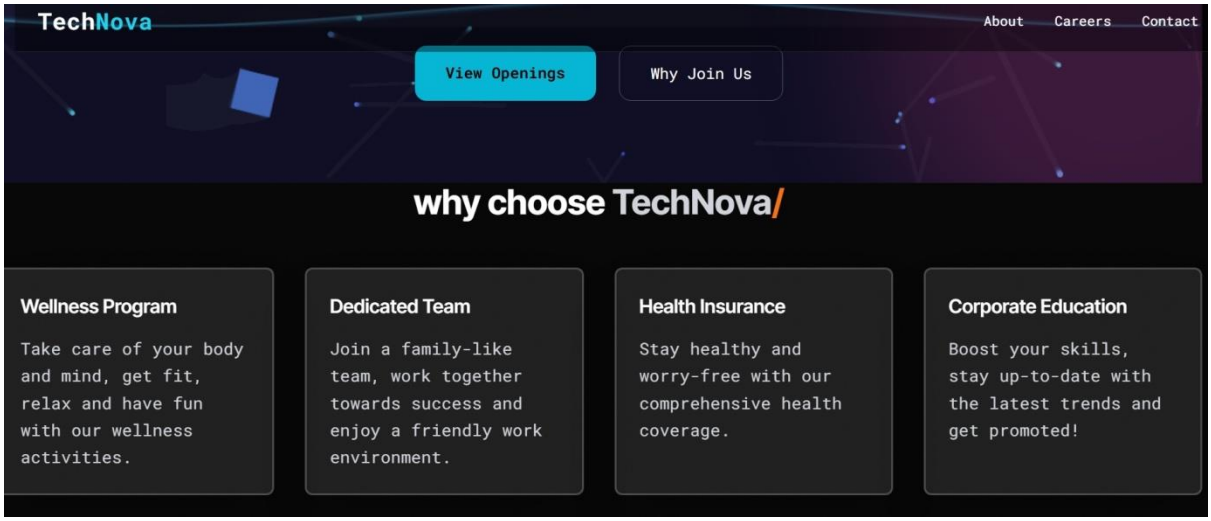
- Static front-end website
- Includes Home, About, Careers and Contact pages
- Uses mock business data
- No backend or live transactions

Site Structure & Navigation

Page Name	Purpose
Home	Startup introduction and highlights
Careers	Display tech services offered
About Us	Company vision and team
Contact	Contact form and details


Building Future-Ready Software Systems
We design, build, and scale secure digital products that empower businesses worldwide.
TechNova
About
Careers
Contact
Get Started
Meet Our Team
TechNova
About
Careers
Contact
Meet Our Creative Team
Iffah
Software Engineer
Huma
UI/UX Designer
Shiza
Frontend Developer
Tahira
Backend Engineer
Sabeen
Project Manager


TechNova
About
Careers
Contact
What Our Team Says
"Leadership encourages innovation and growth. Best environment I've worked in."
— SEO Specialist
"A culture of respect, collaboration, and technical excellence."
— HR Manager
"Perfect place for engineers who want to build meaningful products."
— Tech Lead



Design Choices

The TechNova website follows a consistent modern and technology-focused design across all pages to maintain a strong and professional brand identity. A unified visual style is applied throughout the website to ensure clarity, usability, and a seamless user experience.

Color Scheme

A dark-themed color palette is used across the entire website, primarily consisting of dark navy and black backgrounds. White text is used for primary content to ensure high readability, while cyan accents are consistently applied to highlight headings, icons, links, and call-to-action buttons. This color consistency reinforces brand recognition and improves visual hierarchy on all pages.

Typography

Sans-serif fonts are used throughout the website to maintain a clean and modern appearance. Headings are bold and prominent to clearly distinguish sections, while body text remains simple and readable. Font sizes are kept consistent across pages to ensure uniformity and visual balance.

Layout Consistency

All pages follow a structured layout with a fixed top navigation bar, allowing users to easily access different sections of the website. Content is arranged using grid-based layouts, ensuring proper alignment, spacing, and

responsiveness. Adequate white space is maintained to prevent visual clutter and enhance readability.

Page-Specific Design Considerations

- **Home Page:** Features a centered hero section with a strong headline, background visuals, and clear call-to-action buttons to immediately engage users.
- **Services Page:** Uses card-style sections and icons to present services in a clear and organized manner.
- **About Page:** Focuses on textual content with supporting visuals to communicate the company's mission, vision, and team.
- **Careers Page:** Designed with structured listings to display job opportunities clearly.
- **Contact Page:** Uses a simple and accessible layout with contact information and form elements for user interaction.

Visual Elements

Abstract geometric shapes, icons, and subtle graphical elements are used throughout the website to represent technology and innovation. These visuals enhance the aesthetic appeal without distracting from the main content.

User Experience & Responsiveness

The website is designed to be responsive, ensuring proper display on desktops, tablets, and mobile devices. Interactive elements such as buttons and links are clearly distinguishable, improving usability and navigation across all pages.

Assets Used

Assets Source

Icons	Font Awesome
Fonts	Google Fonts
Data	Self-created startup mock data
Images	Unsplash

How to Run / Publish the Website

Steps:

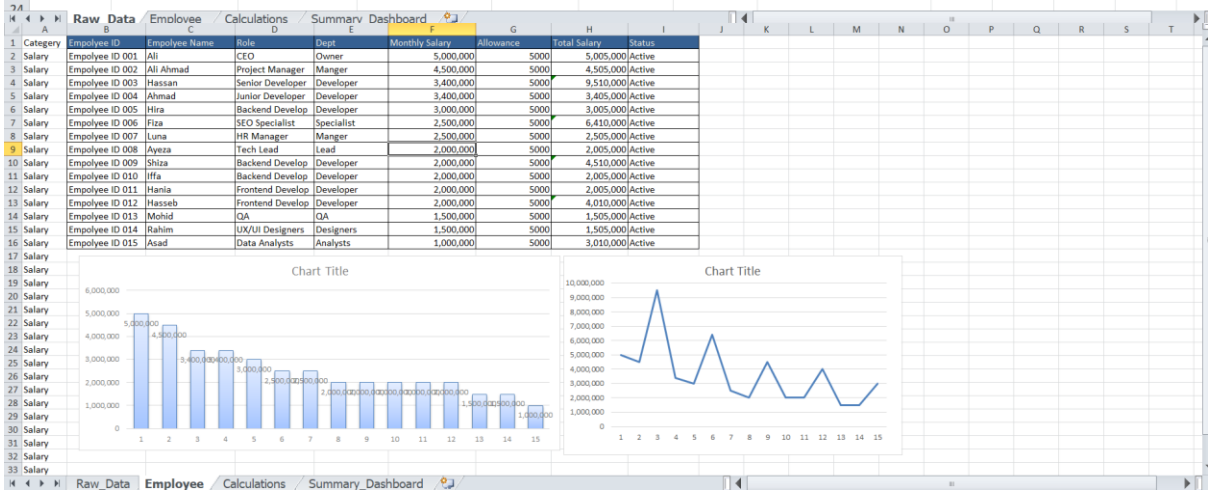
1. Download the project folder
2. Open index.html in a browser
3. To publish, upload files to GitHub Pages or Netlify

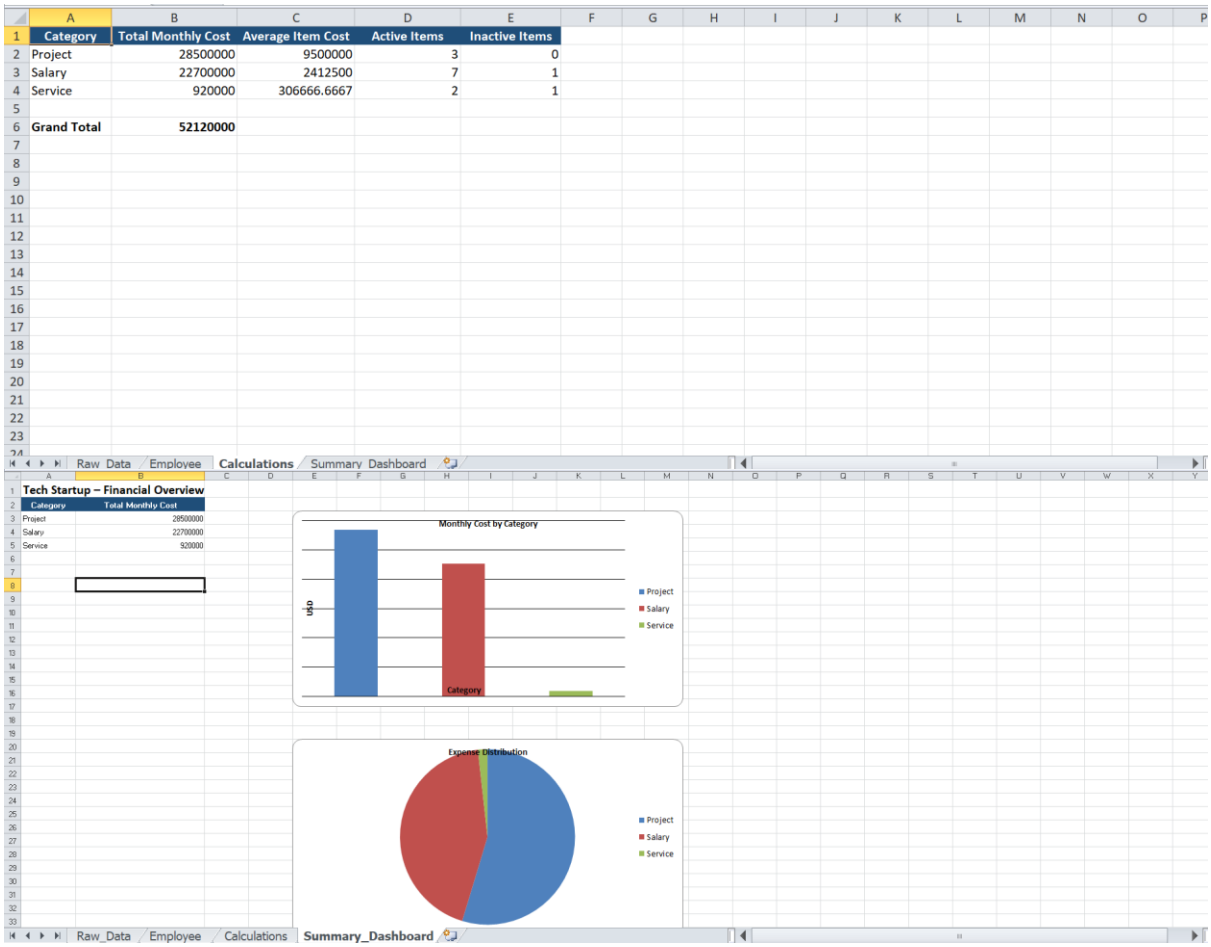
Live Website URL:

https://github.com/iffafarhan85-sudo/Tech-Company

Excel Sheets

Category	Item / Service Name	Department	Monthly Cost (USD)	Quantity	Total Cost	Status	Website Display (Yes/No)
Project	Company Website	IT	10000000	1	10000000	Active	Yes
Project	Mobile Application	IT	9,500,000	1	9500000	Active	Yes
Project	CRM System	IT	9,000,000	1	9000000	Active	No
Salary	CEO	Owner	5,000,000	1	5000000	Active	No
Salary	Senior Developer	Develop	3,400,000	2	6800000	Active	No
Salary	Junior Developer	Develop	3,400,000	1	3400000	Active	No
Salary	Marketing Executive	Marketing	0	1	0	Inactive	No
Service	Cloud Hosting	IT	450000	1	450000	Active	Yes
Service	Email Services	IT	120000	1	120000	Active	Yes
Service	Marketing Tools	Marketing	350000	1	350000	Inactive	Yes
Salary	Devolper	Develop	2,000,000	1	2000000	Active	Yes
Salary	HR manger	Manger	2,500,000	1	2500000	Active	Yes
Salary	Data Analayzie	Data	1,000,000	1	1000000	Active	Yes
Salary	Tech leader	Leader	2,000,000	1	2000000	Active	Yes



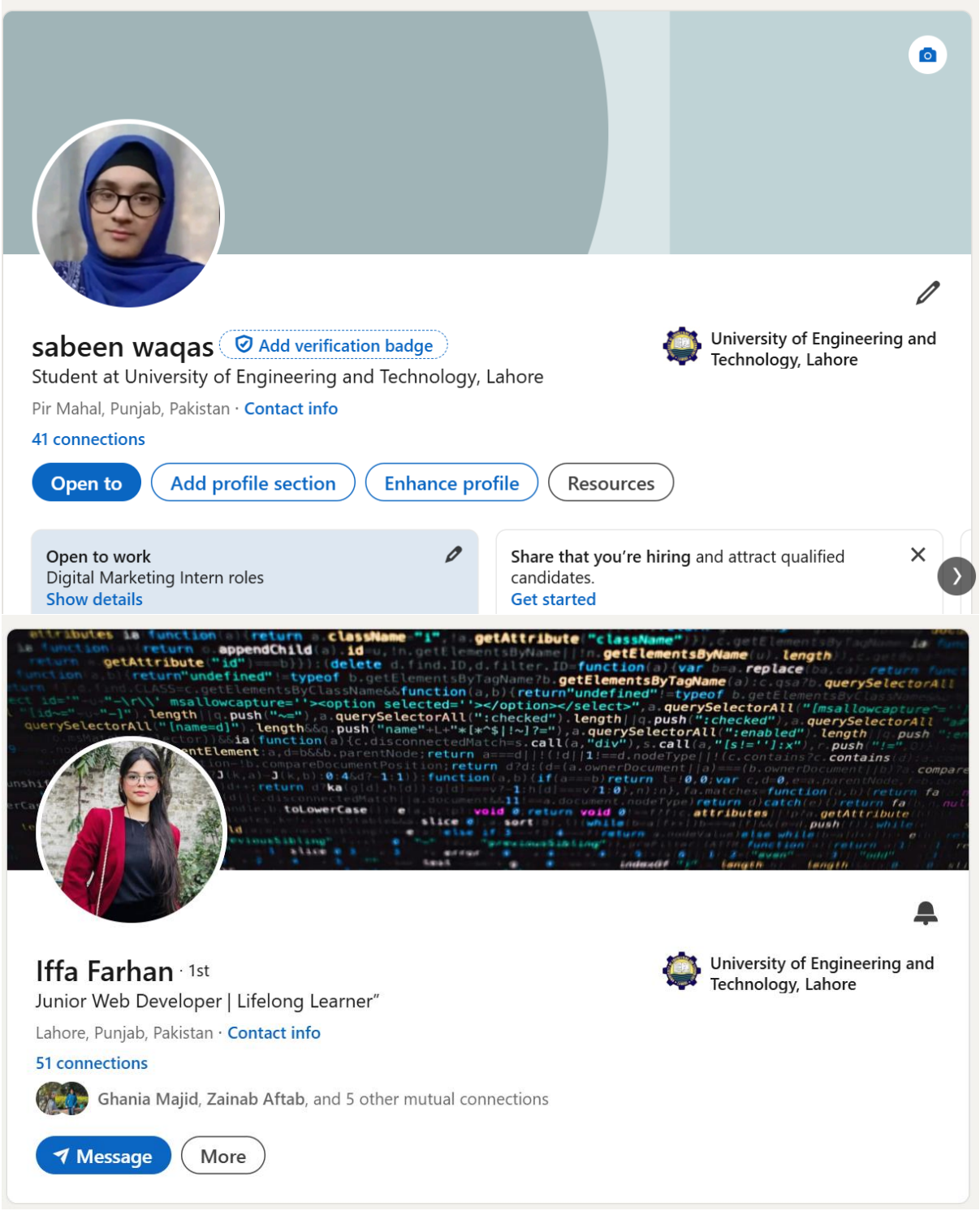


Category	Total Monthly Cost	Average Item Cost	Active Items	Inactive Items
Project	28500000	9500000	3	0
Salary	22700000	2412500	7	1
Service	920000	306666.6667	2	1
Grand Total	**52120000**			

Reflection

This project helped us understand how web design, documentation, and data quantification are interconnected. I learned how consistent data presentation improves project credibility. Future improvements could include backend integration, user authentication, and real-time analytics.

LinkedIn Screenshots



Shiza Eman · 1st

AR/ VR developer

Lahore, Punjab, Pakistan · Contact info

27 connections

Ghania Majid, Zainab Aftab, and 9 other mutual connections

University of Engineering and Technology, Lahore

Message + Follow More

Huma imam · 1st

Student at University of Engineering and Technology, Lahore

Lahore, Punjab, Pakistan · Contact info

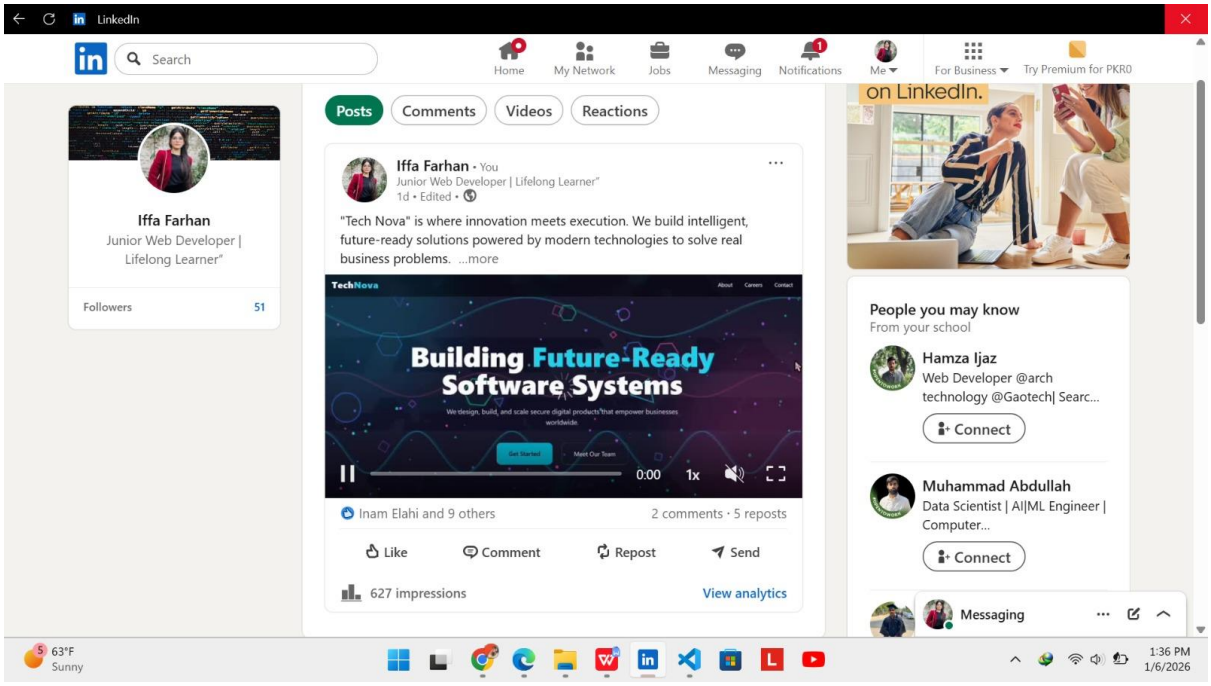
21 connections

Shiza Eman, Ghania Majid, and 13 other mutual connections

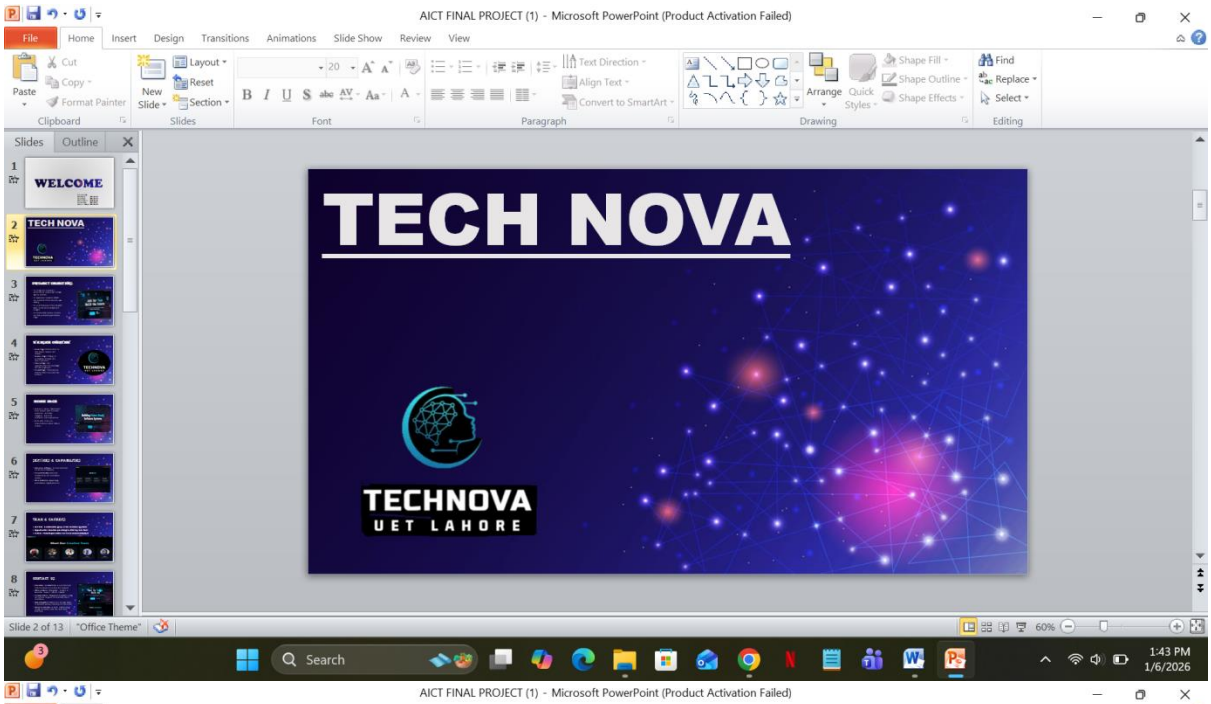
University of Engineering and Technology, Lahore

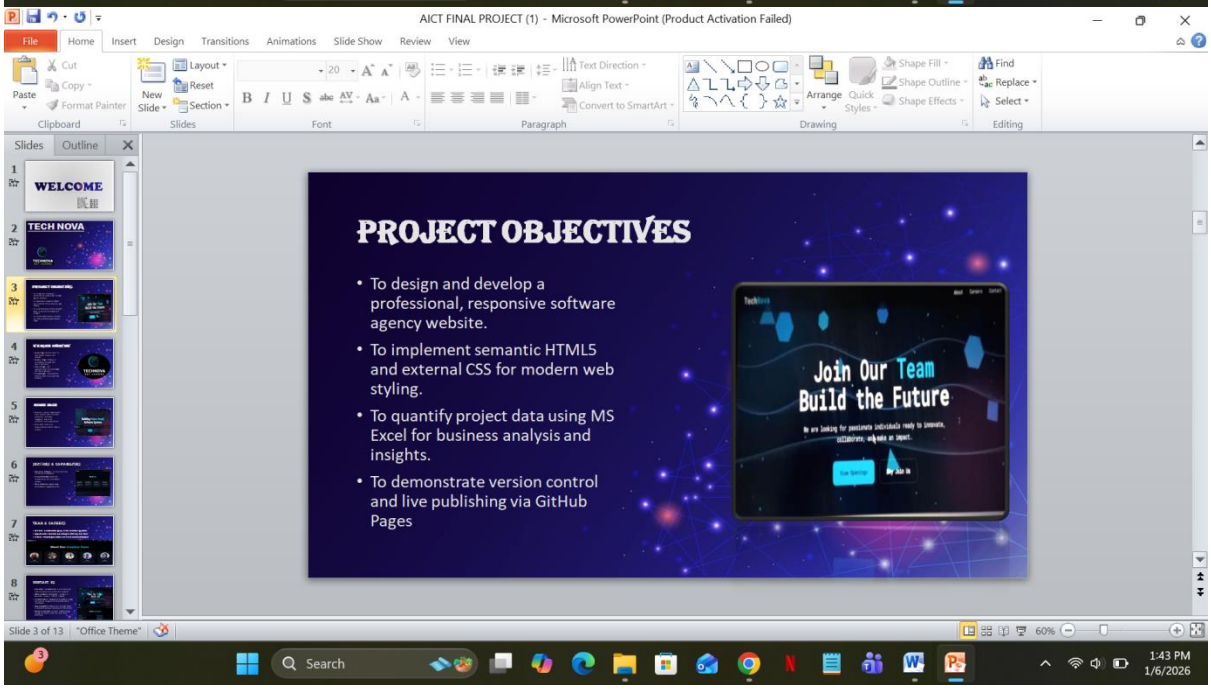
Message + Follow More

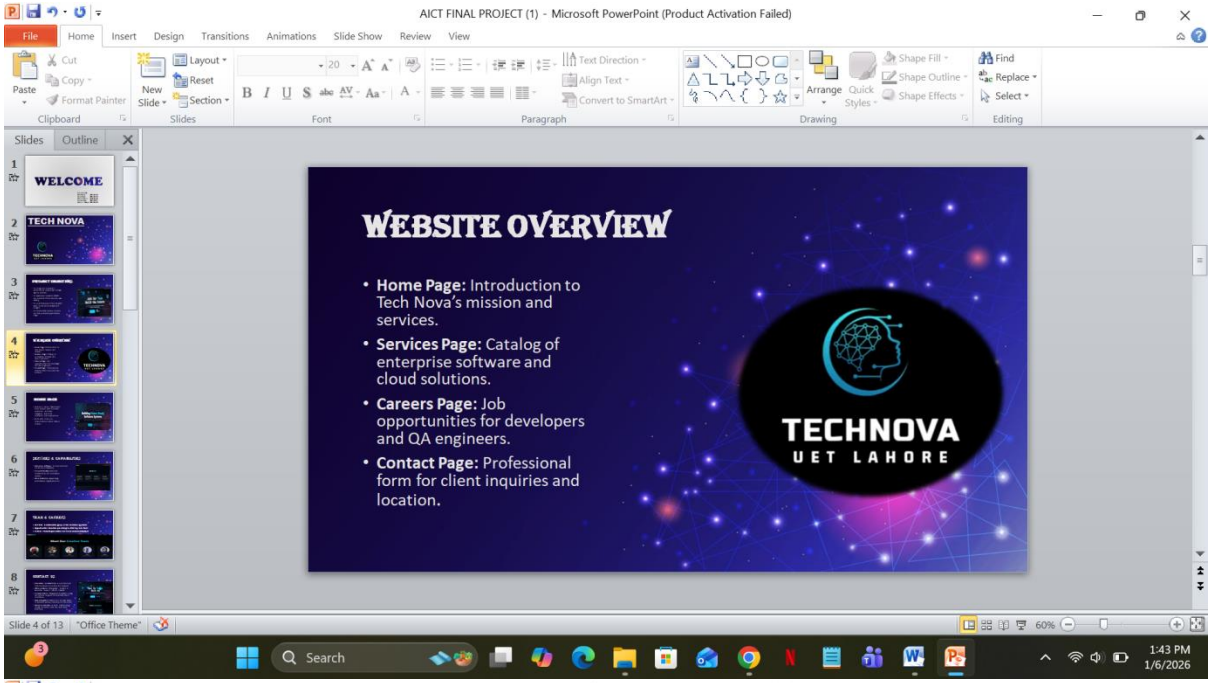
Tahira Batool · 1st
Student at University of Engineering and Technology, Lahore
Lahore, Punjab, Pakistan · Contact info
13 connections
Shiza Eman, Ghania Majid, and 6 other mutual connections
Message
More
University of Engineering and Technology, Lahore

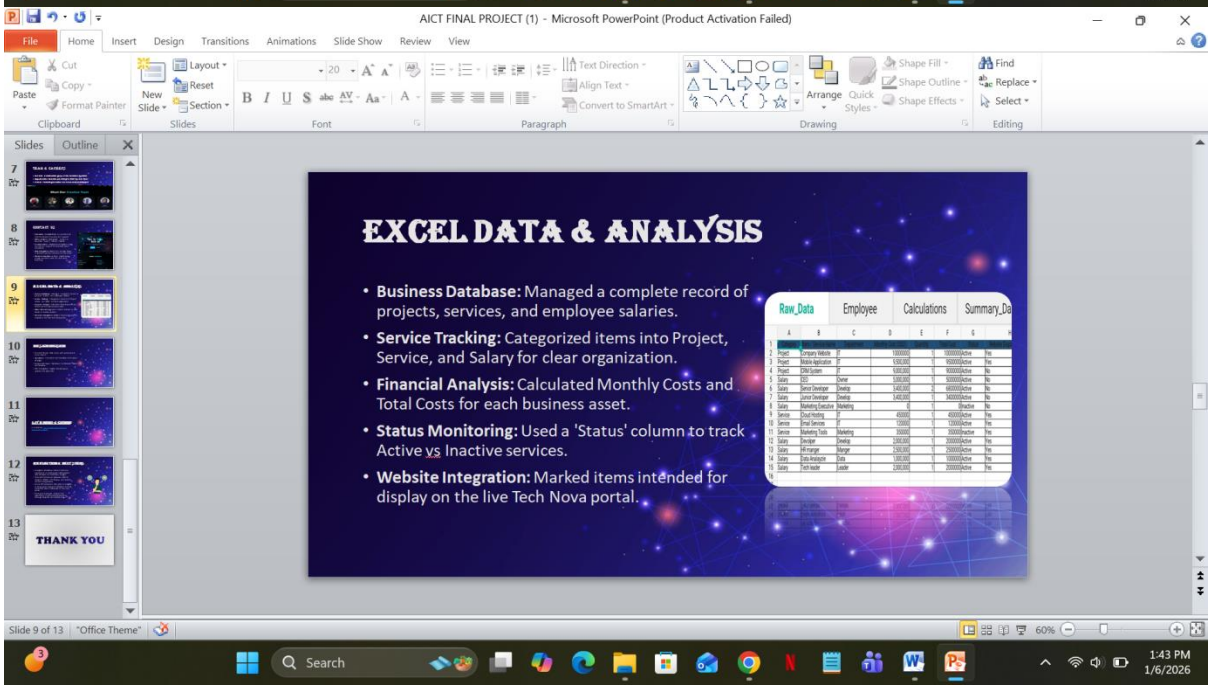

LinkedIn
Search
Home
My Network
Jobs
Messaging
Notifications
Me
For Business
Try Premium for PKR0
Iffa Farhan
Junior Web Developer | Lifelong Learner"
Followers 51
Posts
Comments
Videos
Reactions
Iffa Farhan · You
Junior Web Developer | Lifelong Learner"
1d · Edited ·
"Tech Nova" is where innovation meets execution. We build intelligent, future-ready solutions powered by modern technologies to solve real business problems. ...more
TechNova
Building Future-Ready Software Systems
0:00
1x
Inam Elahi and 9 others
2 comments · 5 reposts
Like
Comment
Repost
Send
627 impressions
View analytics
on LinkedIn.
People you may know
From your school
Hamza Ijaz
Web Developer @arch technology @Gaotech| Searc...
Connect
Muhammad Abdullah
Data Scientist | AI|ML Engineer | Computer...
Connect
Messaging
63°F
Sunny
1:36 PM
1/6/2026

POWERPOINT KEY SLIDES






AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)
WEBSITE OVERVIEW
Home Page: Introduction to Tech Nova's mission and services.
Services Page: Catalog of enterprise software and cloud solutions.
Careers Page: Job opportunities for developers and QA engineers.
Contact Page: Professional form for client inquiries and location.
TECHNOVA
UET LAHORE
Slide 4 of 13
1:43 PM
1/6/2026


AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)
EXCEL DATA & ANALYSIS
Business Database: Managed a complete record of projects, services, and employee salaries.
Service Tracking: Categorized items into Project, Service, and Salary for clear organization.
Financial Analysis: Calculated Monthly Costs and Total Costs for each business asset.
Status Monitoring: Used a 'Status' column to track Active vs Inactive services.
Website Integration: Marked items intended for display on the live Tech Nova portal.
Raw_Data
Employee
Calculations
Slide 9 of 13
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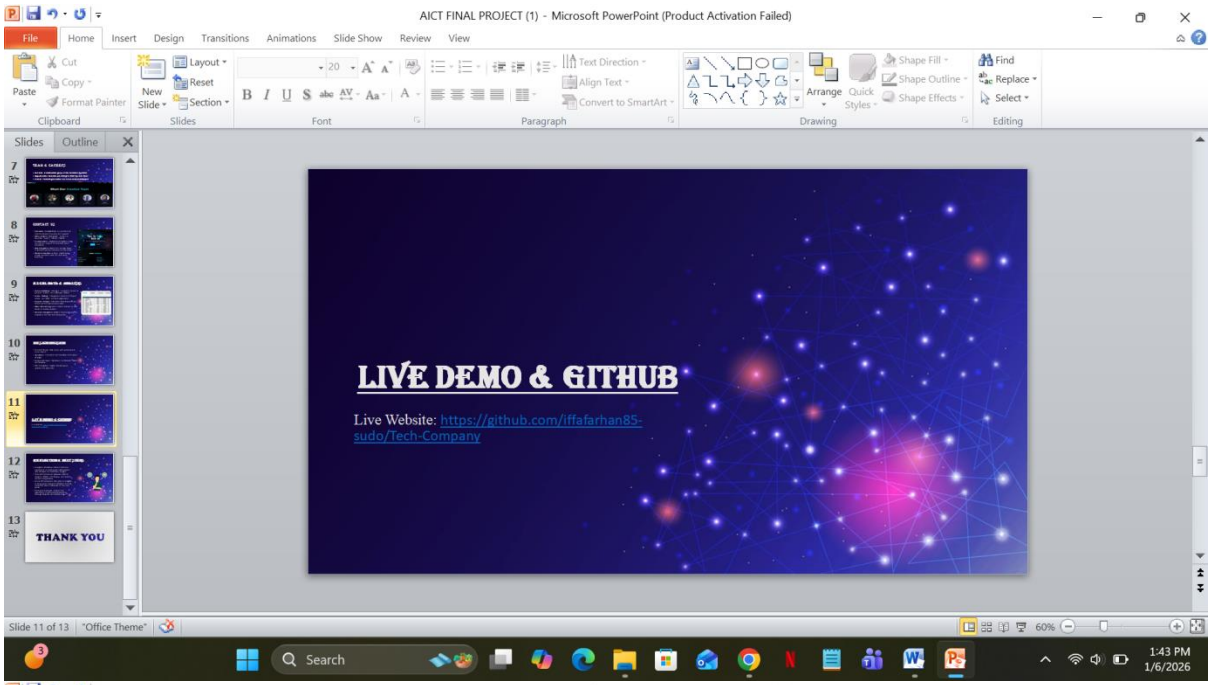
1/6/2026


AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)
LIVE DEMO & GITHUB
Live Website: https://github.com/iffafarhan85-sudo/Tech-Company
THANK YOU
Slide 11 of 13
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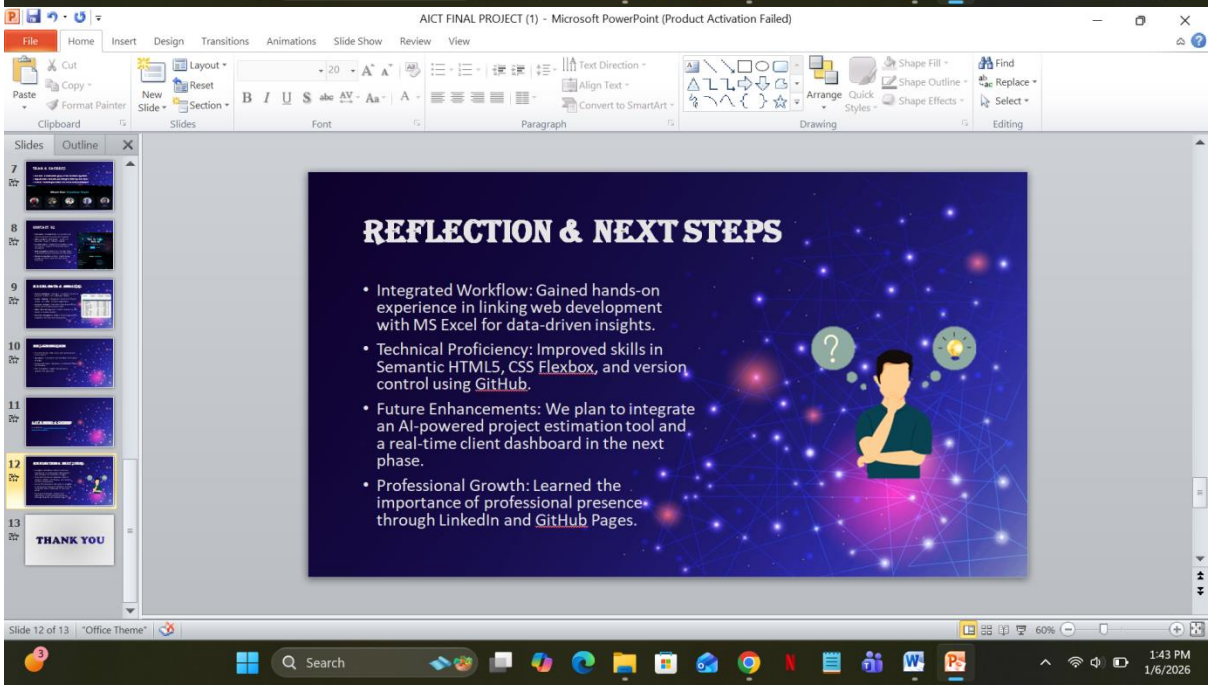
1/6/2026


AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)
REFLECTION & NEXT STEPS
Integrated Workflow: Gained hands-on experience in linking web development with MS Excel for data-driven insights.
Technical Proficiency: Improved skills in Semantic HTML5, CSS Flexbox, and version control using GitHub.
Future Enhancements: We plan to integrate an AI-powered project estimation tool and a real-time client dashboard in the next phase.
Professional Growth: Learned the importance of professional presence through LinkedIn and GitHub Pages.
THANK YOU
Slide 12 of 13
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1/6/2026