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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.

[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

What Our Team Says

"Leadership encourages innovation and growth. Best environment I've worked in."

— SEO Specialist

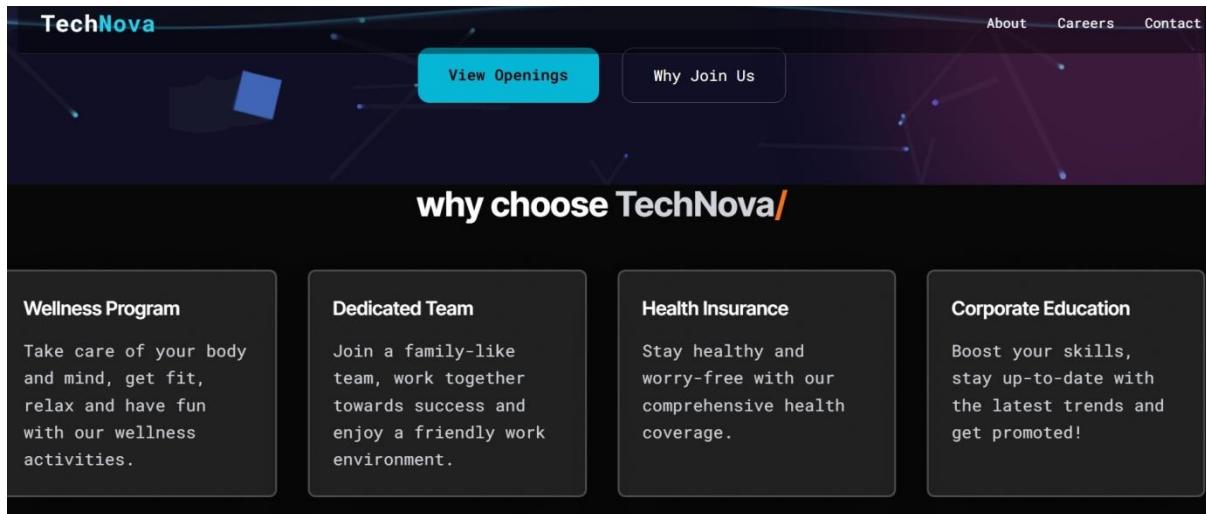
"A culture of respect, collaboration, and technical excellence."

— HR Manager

"Perfect place for engineers who want to build meaningful products."

— Tech Lead

TechNova [About](#) [Careers](#) [Contact](#)



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

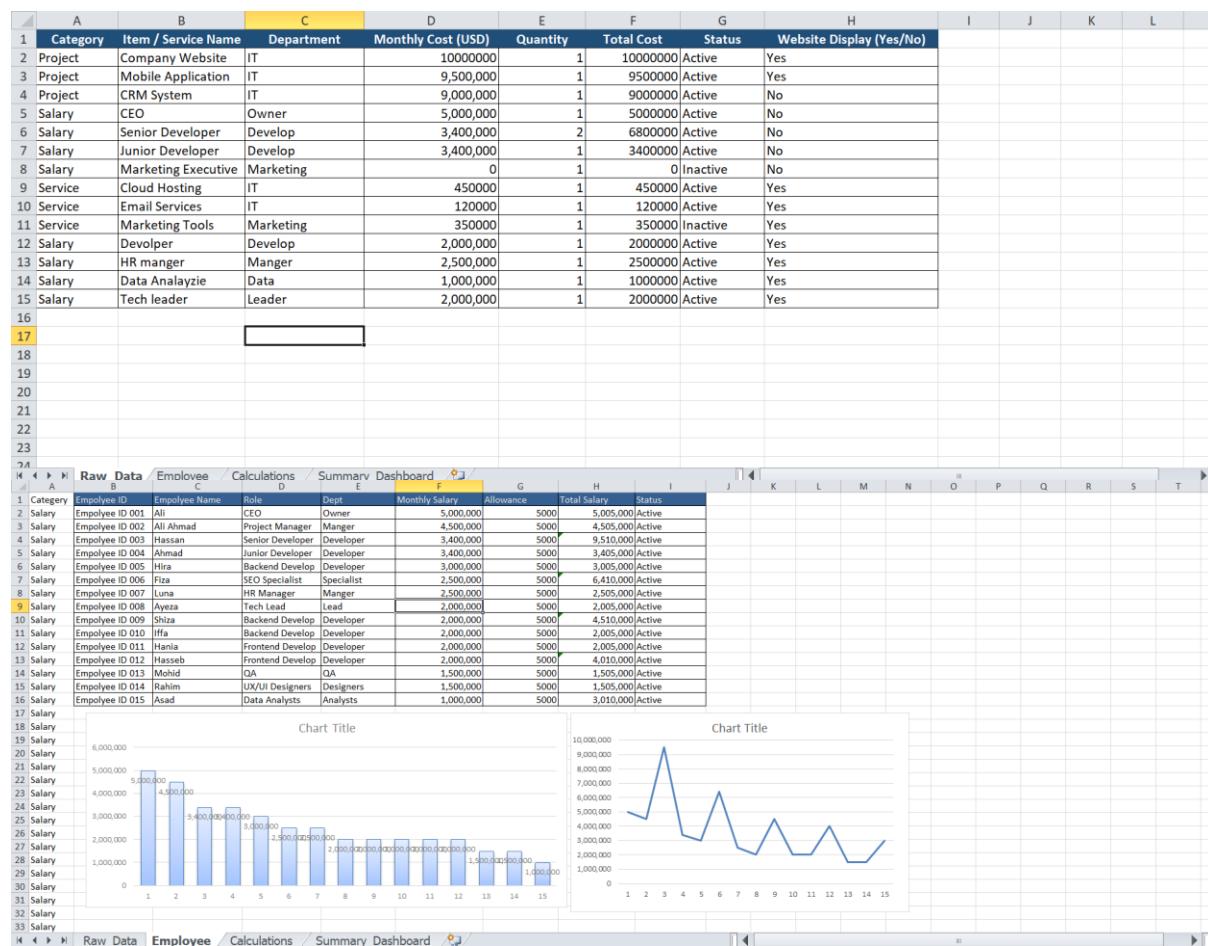
Steps:

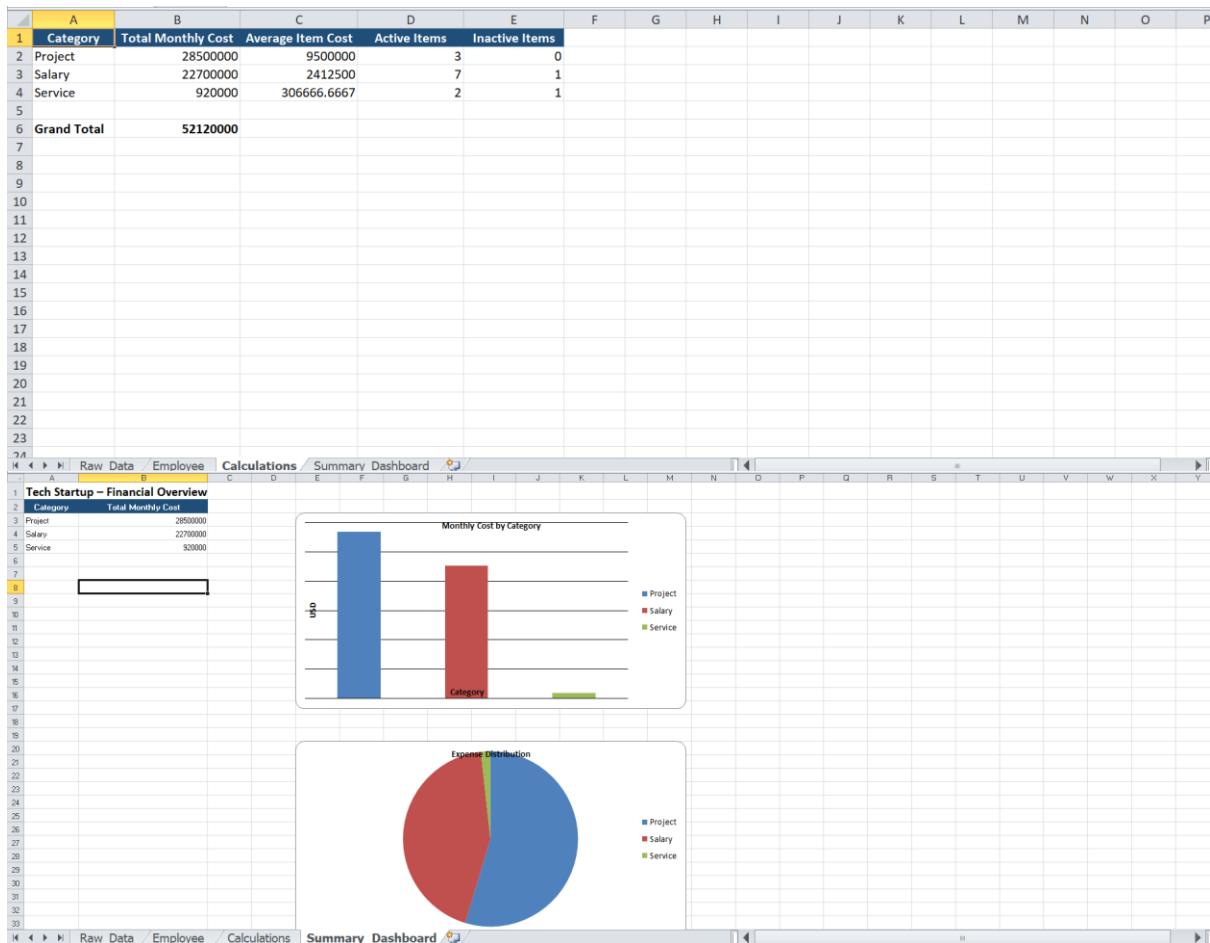
1. Download the project folder
2. Open index.html in a browser
3. To publish, upload files to GitHub Pages or Netlify

Live Website URL:

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

Excel Sheets





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



sabeen waqas [Add verification badge](#)

Student at University of Engineering and Technology, Lahore
Pir Mahal, Punjab, Pakistan · [Contact info](#)

41 connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

Open to work
Digital Marketing Intern roles
[Show details](#)

Share that you're hiring and attract qualified candidates.
[Get started](#)



Iffa Farhan · 1st
Junior Web Developer | Lifelong Learner
Lahore, Punjab, Pakistan · [Contact info](#)

51 connections

 Ghania Majid, Zainab Aftab, and 5 other mutual connections

[Message](#) [More](#)

 University of Engineering and Technology, Lahore

 University of Engineering and Technology, Lahore



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

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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

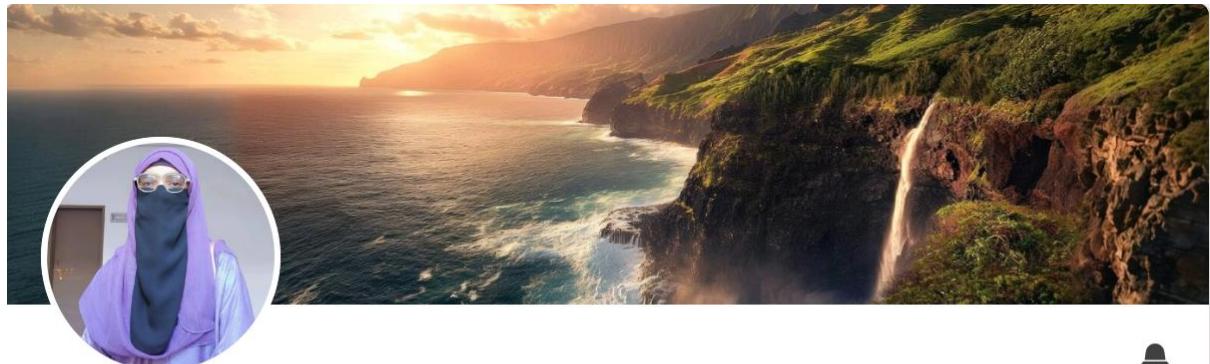


University of Engineering and
Technology, Lahore

[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



University of Engineering and Technology, Lahore

[Message](#)

[More](#)

A screenshot of a LinkedIn post from Iffa Farhan. The post features a banner for "Tech Nova" with the text "Building Future-Ready Software Systems". It includes a video thumbnail showing two people working on laptops. Below the post, there are engagement metrics: 627 impressions, 2 comments, 5 reposts, and a "View analytics" button. On the left, Iffa Farhan's profile card is visible, showing her as a "Junior Web Developer | Lifelong Learner" with 51 followers. On the right, a sidebar shows "People you may know" from her school, listing Hamza Ijaz and Muhammad Abdullah, each with a "Connect" button. The LinkedIn navigation bar is at the top, and the bottom of the screen shows a taskbar with various application icons.

POWERPOINT KEY SLIDES

AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)



The slide features a dark blue background with a network of glowing red and blue dots. In the center, the word "TECH NOVA" is written in large, bold, white capital letters. Below it is a circular logo with a stylized profile of a person's head. Underneath the logo, the text "TECHNOVA" is written in white, followed by "UET LAHORE" in a smaller font.

Slide 2 of 13 | "Office Theme" | 1:43 PM 1/6/2026

AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)



The slide features a dark blue background with a network of glowing red and blue dots. On the left, there is a list of project objectives:

- To design and develop a professional, responsive software agency website.
- To implement semantic HTML5 and external CSS for modern web styling.
- To quantify project data using MS Excel for business analysis and insights.
- To demonstrate version control and live publishing via GitHub Pages

On the right side of the slide, there is a small screenshot of a mobile device displaying a recruitment page for "TechNova". The page has a dark blue background and features the text "Join Our Team Build the Future".

Slide 3 of 13 | "Office Theme" | 1:43 PM 1/6/2026

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.

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	Summary_Data
Project	Employee	Calculated	Summary
1 Computer Website	1 Developer	1000000	1000000 Active Yes
2 Project Mobile Application	2 Developer	900000	900000 Active Yes
3 Project ERP System	3 Tester	800000	800000 Active Yes
4 Project CRM	4 Tester	700000	700000 Active Yes
5 Project HRMS	5 Developer	600000	600000 Active Yes
6 Project E-commerce	6 Tester	500000	500000 Active Yes
7 Project Cloud Storage	7 Developer	400000	400000 Active Yes
8 Project Data Analytics	8 Developer	300000	300000 Active Yes
9 Project Blockchain	9 Developer	200000	200000 Active Yes
10 Project AI	10 Developer	100000	100000 Active Yes
11 Project ML	11 Developer	90000	90000 Active Yes
12 Project Big Data	12 Developer	80000	80000 Active Yes
13 Project Cloud Computing	13 Developer	70000	70000 Active Yes
14 Project DevOps	14 Developer	60000	60000 Active Yes
15 Project Cloud Migration	15 Developer	50000	50000 Active Yes
16 Project Cloud Security	16 Developer	40000	40000 Active Yes
17 Project Cloud Computing	17 Developer	30000	30000 Active Yes
18 Project Cloud Migration	18 Developer	20000	20000 Active Yes
19 Project Cloud Security	19 Developer	10000	10000 Active Yes
20 Project Cloud Computing	20 Developer	9000	9000 Active Yes
21 Project Cloud Migration	21 Developer	8000	8000 Active Yes
22 Project Cloud Security	22 Developer	7000	7000 Active Yes
23 Project Cloud Computing	23 Developer	6000	6000 Active Yes
24 Project Cloud Migration	24 Developer	5000	5000 Active Yes
25 Project Cloud Security	25 Developer	4000	4000 Active Yes
26 Project Cloud Computing	26 Developer	3000	3000 Active Yes
27 Project Cloud Migration	27 Developer	2000	2000 Active Yes
28 Project Cloud Security	28 Developer	1000	1000 Active Yes
29 Project Cloud Computing	29 Developer	900	900 Active Yes
30 Project Cloud Migration	30 Developer	800	800 Active Yes
31 Project Cloud Security	31 Developer	700	700 Active Yes
32 Project Cloud Computing	32 Developer	600	600 Active Yes
33 Project Cloud Migration	33 Developer	500	500 Active Yes
34 Project Cloud Security	34 Developer	400	400 Active Yes
35 Project Cloud Computing	35 Developer	300	300 Active Yes
36 Project Cloud Migration	36 Developer	200	200 Active Yes
37 Project Cloud Security	37 Developer	100	100 Active Yes
38 Project Cloud Computing	38 Developer	90	90 Active Yes
39 Project Cloud Migration	39 Developer	80	80 Active Yes
40 Project Cloud Security	40 Developer	70	70 Active Yes
41 Project Cloud Computing	41 Developer	60	60 Active Yes
42 Project Cloud Migration	42 Developer	50	50 Active Yes
43 Project Cloud Security	43 Developer	40	40 Active Yes
44 Project Cloud Computing	44 Developer	30	30 Active Yes
45 Project Cloud Migration	45 Developer	20	20 Active Yes
46 Project Cloud Security	46 Developer	10	10 Active Yes
47 Project Cloud Computing	47 Developer	9	9 Active Yes
48 Project Cloud Migration	48 Developer	8	8 Active Yes
49 Project Cloud Security	49 Developer	7	7 Active Yes
50 Project Cloud Computing	50 Developer	6	6 Active Yes
51 Project Cloud Migration	51 Developer	5	5 Active Yes
52 Project Cloud Security	52 Developer	4	4 Active Yes
53 Project Cloud Computing	53 Developer	3	3 Active Yes
54 Project Cloud Migration	54 Developer	2	2 Active Yes
55 Project Cloud Security	55 Developer	1	1 Active Yes
56 Project Cloud Computing	56 Developer	0	0 Active Yes

AICT FINAL PROJECT (1) - Microsoft PowerPoint (Product Activation Failed)



LIVE DEMO & GITHUB

Live Website: <https://github.com/iffafarhan85-sudo/Tech-Company>

Slide 11 of 13 | "Office Theme"

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.

Slide 12 of 13 | "Office Theme"