

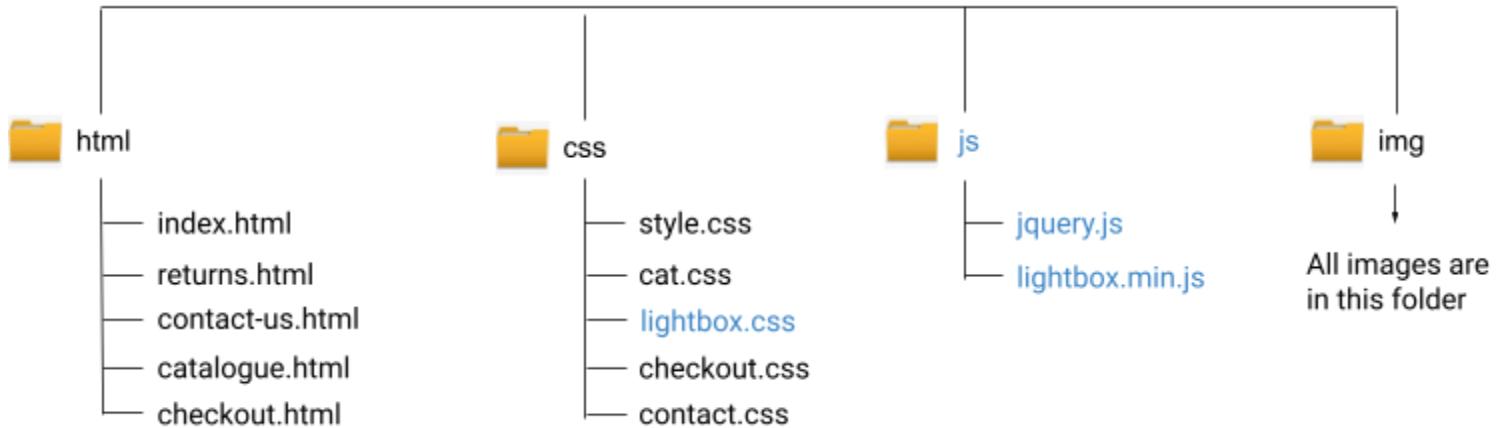
Criterion E: Product development

List of advanced techniques:

- Manipulation of HTML codes
- Use of Cascading Style Sheets
- Navigation using customized buttons

Organization of the website:

ZiShi's Wardrobe Website Folder



*The files written in blue are files that contain code taken directly from online sources, and have not been coded by me.

The files of the website are organized into folders based on their file type, and all the images simply go into the img folder. All the webpages are in the HTML folder, and all the Cascading Styles Sheets are in the CSS folder. This helps keep things organized and easy to find.

Complex techniques:

1. Manipulation of HTML coding

HTML was used to create the online store. Everything displayed on the page, including images, forms, and links were incorporated using HTML. This allows all the information a customer might want to be available easily.

It allows for divisions, such as navigation, head, main, content, and footer. There are also DIV tags that can be given names for organization and styling.

```
2 ▼ <html>
3 ▼ <head>
4   <meta charset="utf-8">
5   <title>ZiShi's Wardrobe</title>
6   <link href="../css/stule.css" rel="stylesheet" type="text/css">
7 
8 ▼ <body>
9 ▼   <nav>
10 ▼     <ul>
11       <li><a href="catalogue.html">Catalogue</a></li>
12     </ul>
13   </nav>
14   <br><br><br>
15 ▼   <div id="top">           ←
16     <!--replace heading with banner at one point-->
17 ▼   <div id="logo">
18     
19   </div>
20   <div id="info">           ←
21     <p>The ultimate destination for finding your favorite salwaar
22   </div>
23 ▼   <div id="banner">           ←
24     
```

Code divided into divisions, makes things easier to categorize, resulting in better organization.

Outcome of code above:



HTML was used to insert images to the catalogue, allowing users to view what items were for purchase. My client also wanted the image to expand so it could be viewed more clearly, so the image links to itself. When clicked, it comes up as a pop-up, which was accomplished using a solution called Lightbox, created by Lokesh Dhakar.

```
<div class="items">
  <div id="dress">
    <a href="../img/260988238_194543456198851_8971113594015371733_n.jpg" data-lightbox="gallery">
      </a>
      <p>CHARIZMA ANIQ CHUNRI: Blue and Purple<br>2000 tk</p>
      <a href="checkout.html" target="_blank"><button>Buy Now</button></a>
    </div>
```

DIV tag that houses all the images

Individual product divisions

The DATA-LIGHTBOX attribute allows the picture to be presented as a pop-up when clicked.

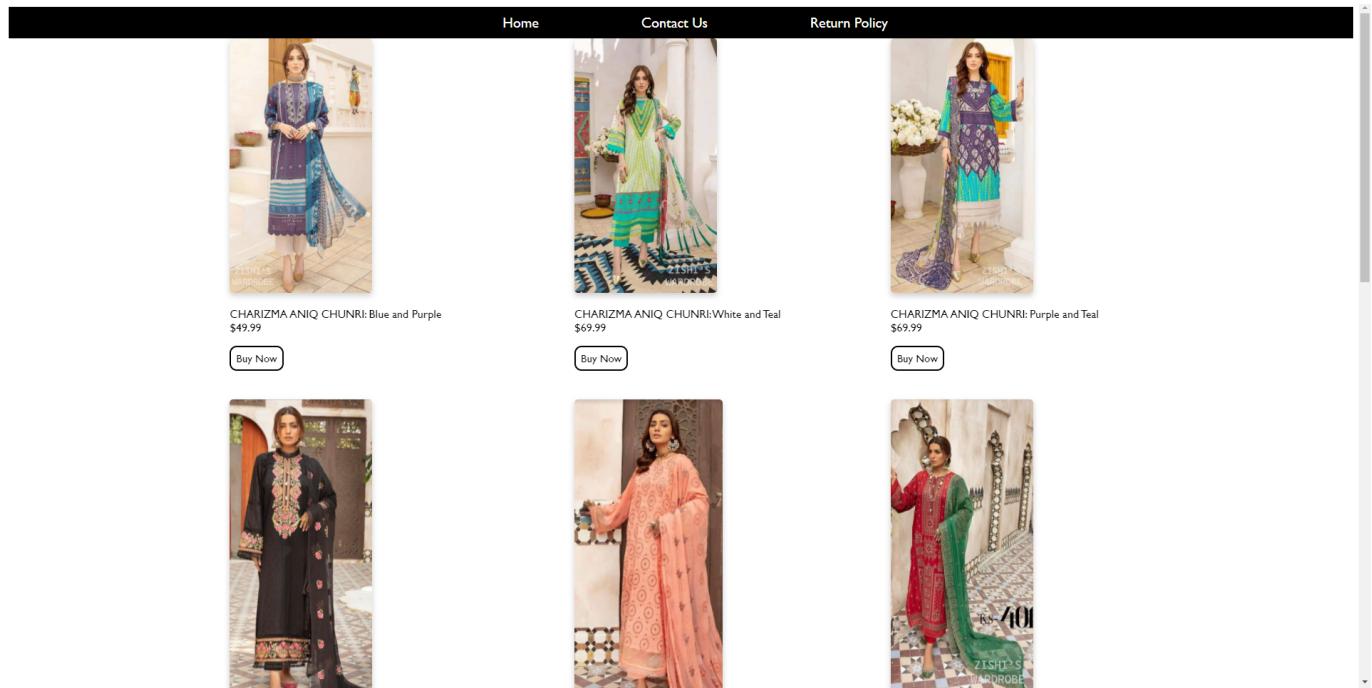
Text stating the name of the piece and its price

The Buy Now button is linked to the Checkout page through the A tag. The TARGET attribute, when set as _blank, will make the page open in another tab, so the user can reference the catalogue while having it open.

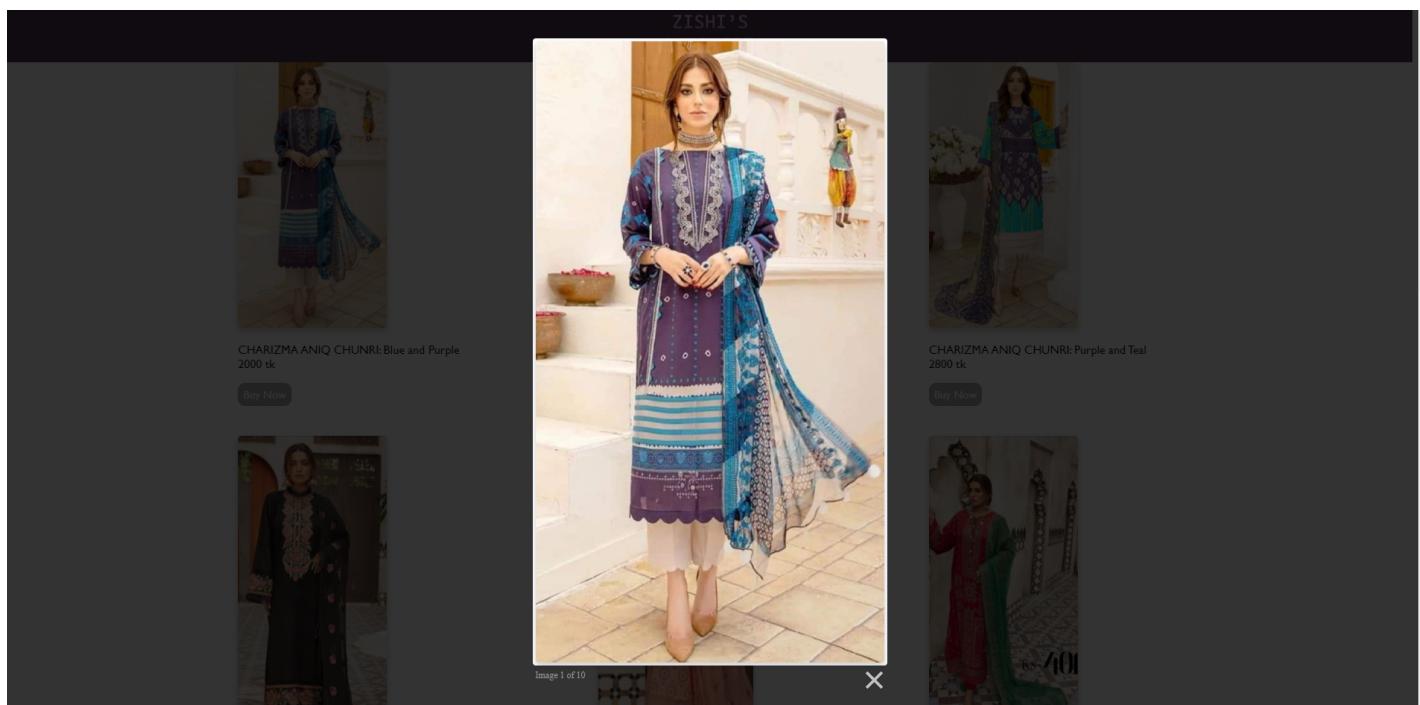
The IMG tag displays the picture, and the A tag makes it a link. In this case it links to itself, so it can be enlarged.

The code, excluding the `<div class="items">`, is repeated for all images in the catalogue, with the changes being the picture that is being referenced, and the text stating the name and price.

Outcome of code above:



When clicking on the first image:



HTML was used to input and manipulate text, which informs customers about the products (such as the text beneath the product photo shown in the previous screenshot) as well as general information.

```
Heading of the page  
<h1>Return Policy</h1>  
<div id="info">  
<p>We only accept <strong>undamaged products up to 30 days</strong> after the time  
will be examined before a refund can be given.  
<br><br>If you have received a <strong>damaged product</strong>, or would like to  
that the product does not fit with our standards, we will send over a replacement  
<br><br> If you would like to <strong>cancel your order</strong>, please contact us  
48 hours to respond to concerns. Please be patient while we process the requests.</p>  
</div>
```

BR tag creates a line break, which separates lines of text, making it easier to read.

STRONG tag bolds certain parts of the text

P tag encompasses text so that it may be styled later in CSS.

Note that the screenshot of the code is cut off so that the important details are easier to view.

Outcome of code above:

Return Policy

We only accept **undamaged products up to 30 days** after the time of purchase. The product should still have tags attached and be sent back in the original packaging. The product will be examined before a refund can be given.

If you have received a **damaged product**, or would like to speak with us regarding quality issues, please visit the Contact Us page to see how to get in touch. If we determine that the product does not fit with our standards, we will send over a replacement free of charge.

If you would like to **cancel your order**, please contact us via WhatsApp or Facebook. Visit our Contact Us page to see how to get in touch.

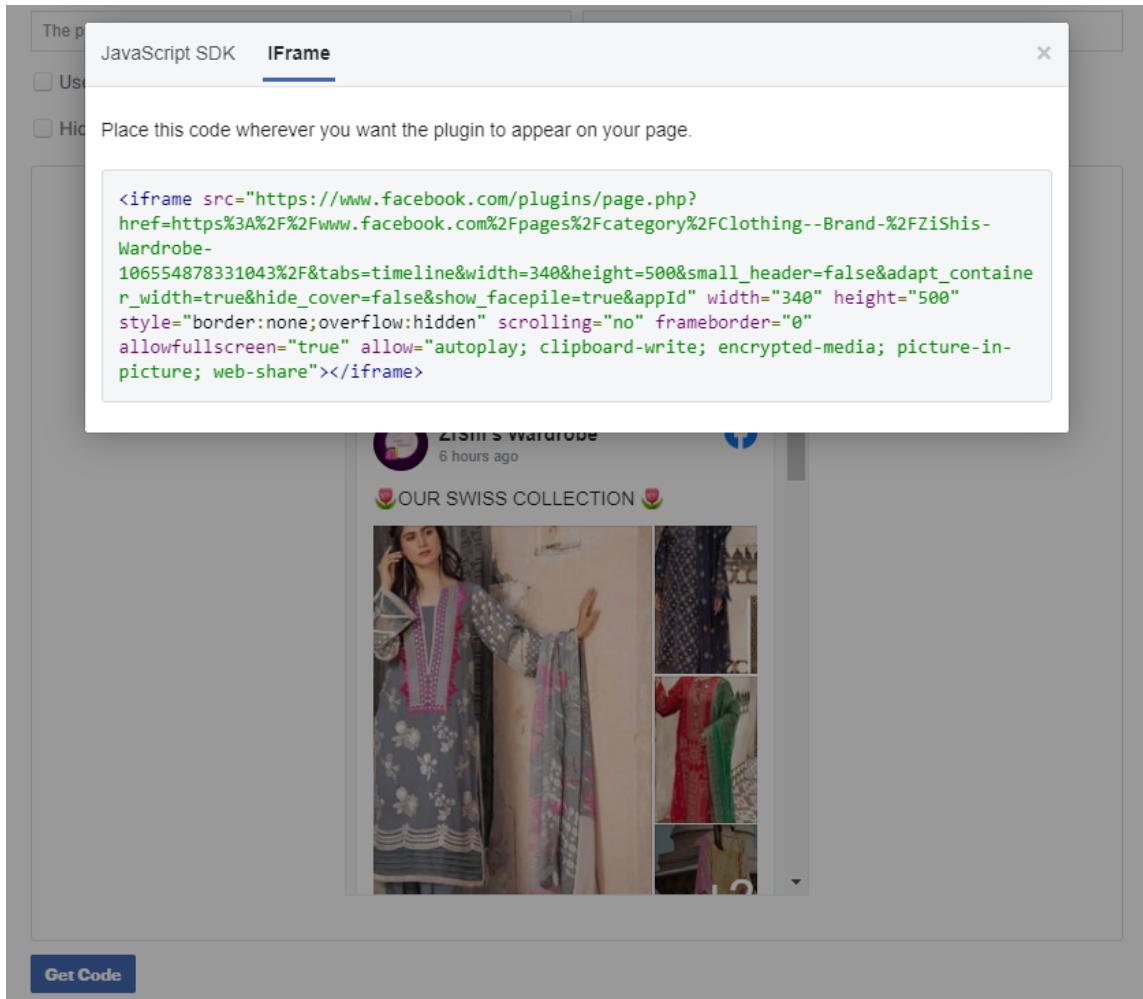
It will take us 24 to 48 hours to respond to concerns. Please be patient while we process the requests.

HTML was used to embed ZiShi's Wardrobe's Facebook page in the contact page. My client specifically requested that the Facebook page be referenced in the website.

I visited the Page Plugin site from Meta for Developers, and put the URL for the page

The screenshot shows the "Page Plugin" configuration page on the Meta for Developers website. The left sidebar lists various social plugin types: Social Plugins, Comments, Embedded Comments, Embedded Posts, Embedded Videos, Group Plugin, Like Button, **Page Plugin**, Save Button, Share Button, oEmbed, oEmbed (Legacy), Child-Directed Sites, FAQs, and Deprecated. The main content area is titled "Page Plugin". It explains that the plugin lets users easily embed and promote any public Facebook Page on their website. A preview window shows a Facebook page for "ZiShi's Wardrobe" with 11,126 likes and options to "Like Page" and "Share". Below the preview are input fields for "Facebook Page URL" (set to <https://www.facebook.com/pages/category/Clothing--Brand-/ZiShis-War>), "Tabs" (set to "timeline"), "Width" (set to "The pixel width of the embed (Min: 180 to Max: 500)"), and "Height" (set to "The pixel height of the embed (Min: 70)"). There are also checkboxes for "Use Small Header", "Hide Cover Photo", "Adapt to plugin container width", and "Show Friend's Faces". On the right side, there are links for "On This Page" (Page Plugin, Settings, Adding the Page Plugin to a Website, Call to Action, Page Tabs: Timeline, Events & Messages, Adding Multiple Tabs, Single Tab, Adaptive Width, No Dynamic Resizing, Show Friend's Faces, Privacy Restricted Pages, Changing the Language) and a "Related Topics" sidebar with links to Social Plugins, FAQs, and Other Social Plugins.

I clicked the Get Code button and copied the iframe code.



I put it into my file and changed the width to 400.

```
<p>Visit our <strong>Facebook</strong> page and send us a message on Messenger.<br><br><code><iframe src="https://www.facebook.com/plugins/page.php?&h...&style="border:none;overflow:hidden" scrolling="no" frameborder="0" width="400" height="500" allowfullscreen="true" allow="autoplay; clipboard-write; encrypted-media; picture-in-picture; web-share"></code></p><br>
```

width="400" height="500"

A red arrow points from the original 'width="340" height="500"' in the copied code to the 'width="400"' in the highlighted section of the pasted code.

Outcome of code above:

Visit our **Facebook** page and send us a message on Messenger.



HTML was used to create forms, such as in the Checkout and Contact Us pages. My client wanted a place to send feedback directly on the website as well as a space to fill out details when making orders.

```
<form>           ← Start of the form division
  <label for="name">Name:</label>   ← Label associated with first input field
  <input type="text" id="name" name="fullname" placeholder="First Last">
  <label for="email">Email:</label>   ← Input area is a place to type the information
  <input type="text" id="email" name="contact-email" placeholder="someone@example.com">
  <label for="purchase">Have you purchased something from us before?</label>
  <select id="purchase" name="purchase">
    <option value="yes">Yes</option>
    <option value="no">No</option>
  </select>           ← Input area is a drop down menu with pre-set options
  <label for="concern">What is your reason for contacting us?</label>
  <textarea id="concern" name="concern" placeholder="Write something" style="height:200px"></textarea>
  <input type="submit" value="Submit">   ← Input area is a large typing area
</form>           ← Submit button when finished
```

My client didn't want me to create a method of saving the information yet because she wanted to find an option for herself at a later date. She also wanted to leave the Submit buttons unlinked because she had some ideas on what to link them to and would like to try those out for herself.

Outcome of code above:

Complete the **form** below for specific concerns and questions.

Name:

First Last

Email:

someone@example.com

Have you purchased something from us before?

Yes

What is your reason for contacting us?

Write something

Submit

2. Use of Cascading Style Sheets

Cascading Style Sheets (CSS) was used to style the website and orient the pieces of information so that it is visually appealing and easy to read. My client wanted the website to be visually appealing and easy to navigate, so CSS was the main way this could be accomplished.

I have several CSS files because some pages have different elements in them that need to be arranged specifically for that page.

CSS is linked to each page, and some have two CSS files linked.

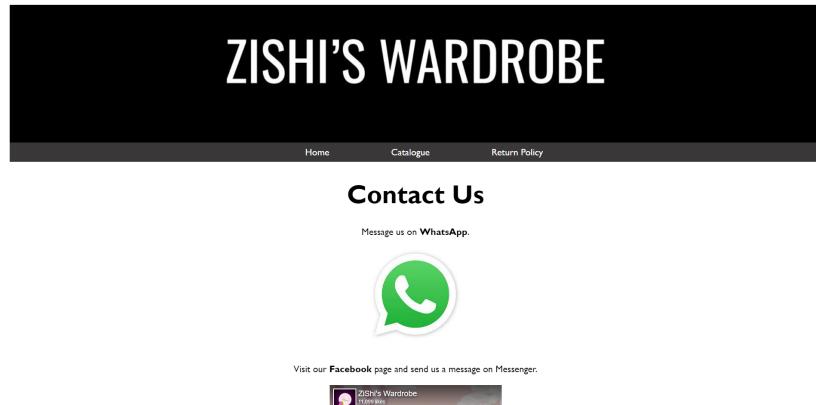
```
<link href=".../css/style.css" rel="stylesheet" type="text/css">
```

Defines which file is being linked

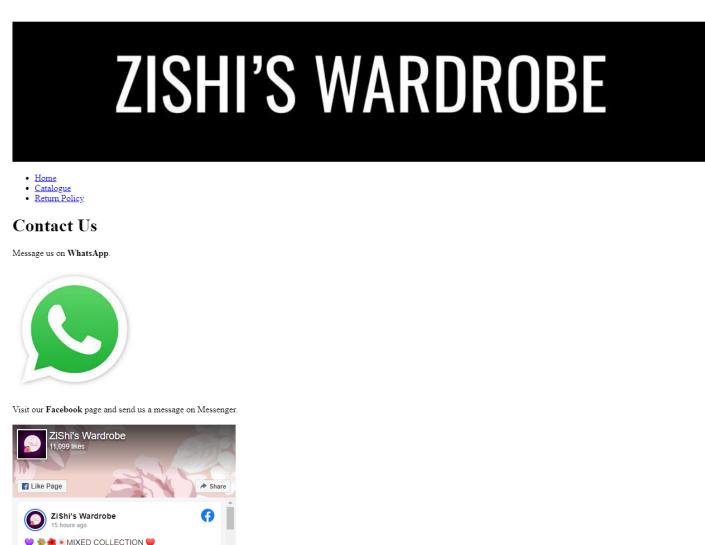
Defines relationship between HTML document and linked file. This is the preferred style.

This indicates the content is CSS

Outcome of code above:



Without the code it would look like:



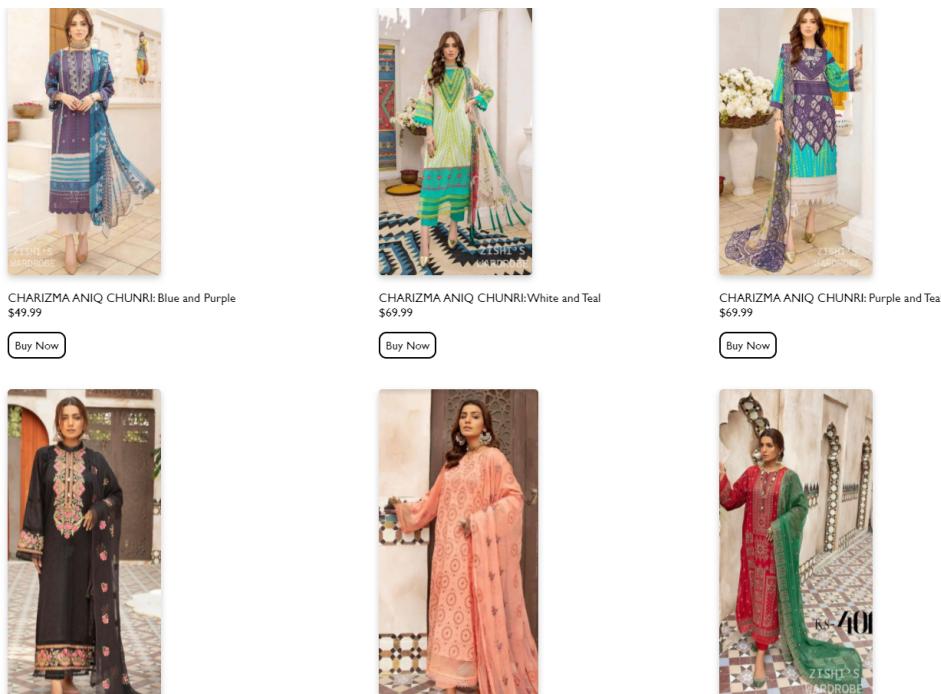
CSS was used to format the pages, such as the grid in the catalogue. This allowed the images to take up the appropriate amount of space on the screen, making them front and center.

Referring to the content within the division with class="items"

```
.items {  
    display: grid; ← Display the contents as a grid  
    grid-template-columns: auto auto auto; ← Automatically make columns based on container size  
    grid-row-gap: 40px; ← Gap size between the rows  
    justify-content: center; ← Align the grid to be at the center of the page  
    grid-column-gap: 150px; ← Gap size between the columns  
}
```

Since the catalogue will be the most visited and most important page on the site, it is essential that its contents are presented in an organized way.

Outcome of code above:



CSS was used to format the pages which includes font, sizing, positioning, colors, and more. Below is an example of how text was styled using Cascading Style Sheets.

```
p,a {  
    Addressing the content within the P and A tags in HTML  
    font-family:"Gill Sans", "Gill Sans MT", "Myriad Pro", "DejaVu Sans Condensed", Helvetica, Arial, "sans-serif";  
    font-size: 22px; ← Size of text  
    text-align: center; ← Centering the text  
    text-decoration: none; ← Eliminating extra details  
                           other than the text itself,  
                           such as lines when it  
                           becomes a hyperlink.  
}
```

Font types of the text. There are multiple for compatibility reasons, in order of priority.

Outcome of code above:

The ultimate destination for finding your favorite salwar kameez.

Shop our extensive catalogue containing all different colors, styles, and patterns.

New items are added every few days!

3. Navigation using customized buttons

Using customized buttons to navigate throughout the site adds to the aesthetic, as well as improving functionality. The buttons were made with HTML and CSS. HTML was used to identify the content of the button, and what it linked to. CSS was used to customize the button to best fit the presentation of the page.

An example of this is the navigation bar.

```
<nav>
<ul style="background-color: #393737">
<li><a href="contact-us.html">Contact Us</a></li>
<li><a href="catalogue.html">Catalogue</a></li>
<li><a href="returns.html">Return Policy</a></li>
</ul>
</nav><br><br><br><br>
```

The diagram illustrates the breakdown of the CSS code into five numbered sections:

- Section 1: Points to the first three list items and their links within the `` tag.
- Section 2: Points to the `ul, footer` selector and its properties.
- Section 3: Points to the `li, ul a, footer a` selector and its properties.
- Section 4: Points to the `li, li img` selector and its properties.
- Section 5: Points to the `li a:hover` selector and its properties.

1	2	3
This is the HTML code for the navigation bar. It is put as an unordered list, with each page name linking to that page.	This refers to the unordered list itself. Some things done are removing the bullets that would be there and giving it a background color.	This refers to the individual list items and their labels. Some things done are making the text white and adding padding to space out each link.

4	5	
This makes the list items act like a block rather than just text, and inline ones to keep them horizontal to each other.	This changes the appearance of the list item when the cursor is hovered over it. Instead of white text on dark background, it becomes black text on white background.	

Outcome of code above:



When hovering over the Catalogue button:



The Buy Now buttons underneath a product card were also customized, which navigates users to the checkout.

```
<a href="checkout.html" target="_blank"><button>Buy Now</button></a>
```

Open in new tab
Linked to Checkout page
Text seen
Makes button shape

```
button {  
    background-color:white;  
    color: black;  
    border-color: #000000;  
    font-size: 15px; ← Size of text  
    cursor: pointer;  
    border-radius: 10px; ← Changes how round the corners of the button are  
    padding: 7px;  
}
```

Referring to buttons
Colors of text, border, background
Size of text
Changes how round the corners of the button are
Making spacing around text

```
li a:hover {  
    background-color: white;  
    color: black;  
}
```

Changing colors when hovering over button

Outcome of code above:

Buy Now

When hovered over,

Buy Now

Resources

“CSS Grid Layout Module.” *W3Schools*, https://www.w3schools.com/css/css_grid.asp. Accessed 24 March 2022.

“CSS Horizontal Navigation Bar.” *W3Schools*,
https://www.w3schools.com/css/css_navbar_horizontal.asp. Accessed 24 March 2022.

“Learn CSS.” *Codecademy*, <https://www.codecademy.com/learn/learn-css>. Accessed 24 March 2022.

“Learn HTML.” *Codecademy*, <https://www.codecademy.com/learn/learn-html>. Accessed 24 March 2022.

“Page Plugin - Social Plugins.” *Facebook for Developers*,
<https://developers.facebook.com/docs/plugins/page-plugin/>. Accessed 24 March 2022.

“Releases · lokesh/lightbox2 · GitHub.” *GitHub*, 10 July 2020,
<https://github.com/lokesh/lightbox2/releases>. Accessed 10 February 2022.

Word count: 921 words