



# Project Report

## FITNESS BUSINESS WEBSITE

MODULE TITLE: WEB AND MOBILE TECHNOLOGIES

MODULE CODE: B9IS124

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## 1. INTRODUCTION

E-commerce has become more powerful and is expanding exponentially in the modern period because of technological advancements, leaving other brick-and-mortar businesses in the dust. Along with this quick expansion, there is a rising demand for responsive web design and development, which emphasizes the construction of dynamic web pages that appear effectively on a variety of devices while guaranteeing compliance with the display size to ensure usability and satisfaction. To have a seamless and fluid experience on practically any device, employing the responsive web design process is the preferred solution.

## 2. DESIGN APPROACH

There were the following steps taken into consideration to design the application:

- Understanding Requirements and Gathering Information
- Design a Mock-up
- Technology Stack and Tools
- Web Development approach and Implementation
- Testing of the Design

Let us understand the above steps in brief

### 1. Understanding Requirements and Gathering Information

During this phase, we went through the requirements and had a brainstorm to provide a good conceptual approach for the problem statement to align with modern web requirements along with standards and specifications. The approach we followed was to design a good simple and dynamic website that complies with the user requirements.

### 2. Design a Mock-Up

After gathering the information, we involved ourselves in making a simple wireframe of the application on a page and also like a prototype on an app known as “Marvel App”. Since the requirements of the assignment were clear about the business flow and rules, we designed a prototype that accommodates 2 screens considering the design should give a unified and vivacious user experience.



### 3. Technology Stack and Tools

We kept in mind to use several front-end technologies including HTML5, CSS, and JavaScript along with a few animated works like Sweet Alert to develop dynamic web pages to satisfy the needs for responsive design. Aside from that, we have established a git hub repository and given access so that the correct code base can be maintained and check-ins can be made to follow the rules of software design.

### 4. Web Development approach and Implementation

Although the design and tools were decided, it was time to implement the catered information in a well-structured way using Code. We have started with designing the Navbar having **keyframes** for animation, the hero section with a good video along with text having the **cubic-bezier** effect. Then, we moved on to the content section and footer which were implemented using various functions to read data from the JSON and also the footer with CSS3, hover effects, and responsiveness. To make a more user-friendly design and provide a great user experience, we chose to design using three colors white, grey, and black as a theme. We started with implementing the next page for displaying the single product and a button to reserve the product. Not only we have created a modal popup with validations using CSS and JQuery but also added the sweet alert popup to confirm whether the product is reserved or not.

### 5. Testing of the Design

Alongside the development, we pushed the code to the main branch in GitHub to integrate with different features and was testing parallelly. Despite this, once the complete design was implemented we made sure all the features such as layouts, hover effects, animations, reserve form, products displayed and validations were functioning as required along with the beautification of it.



### 3. SITE MAP

Below Figure is the site map for the “INJAY FITNESS STORE”. The template encompasses the most important elements of the website where the user’s focus is on the central parts like the home page, products, search and contact us. Selecting the “View Product” button on any particular product will navigate to the details of the product. Furthermore, the customer can reserve the product by using the reserve button and a popup form to reserve the item. It also displays the stylish beautiful Navbar and footer design.

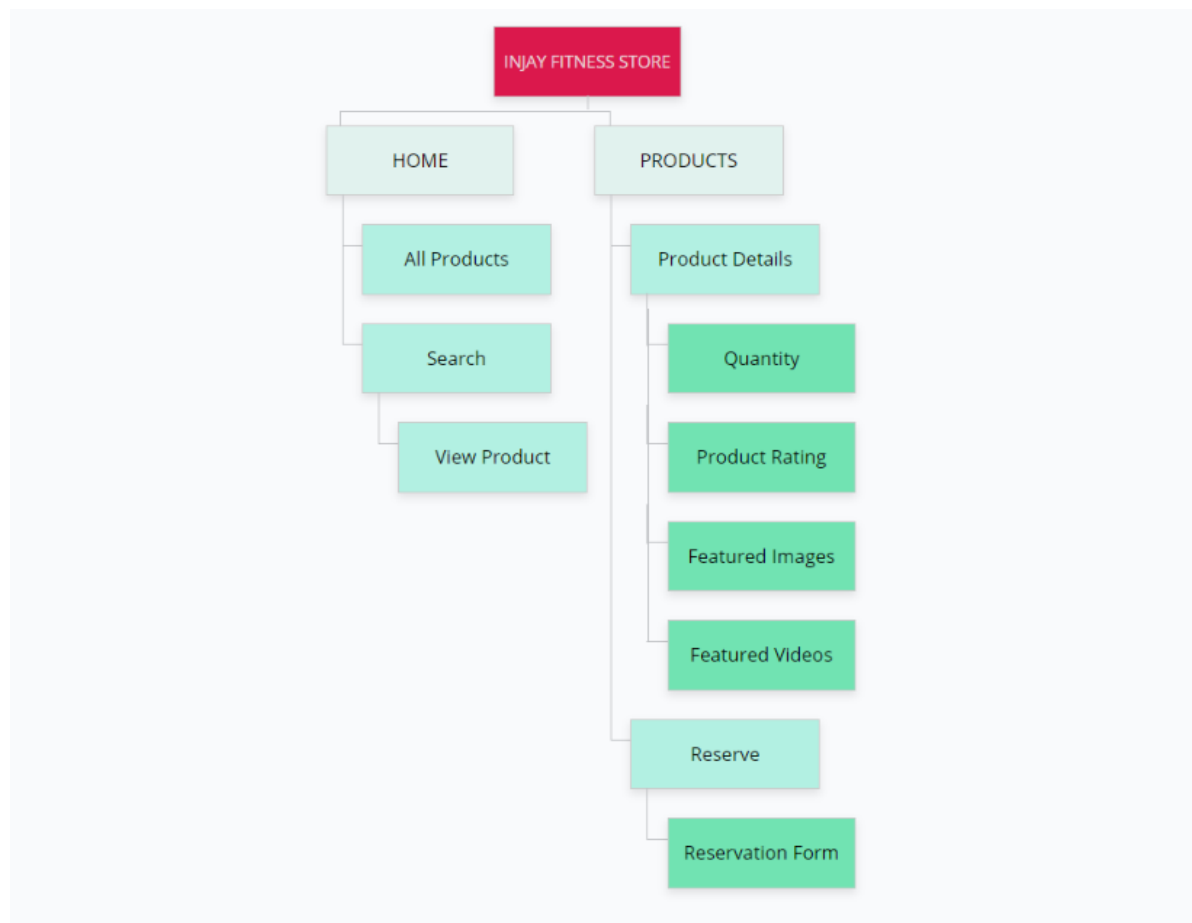
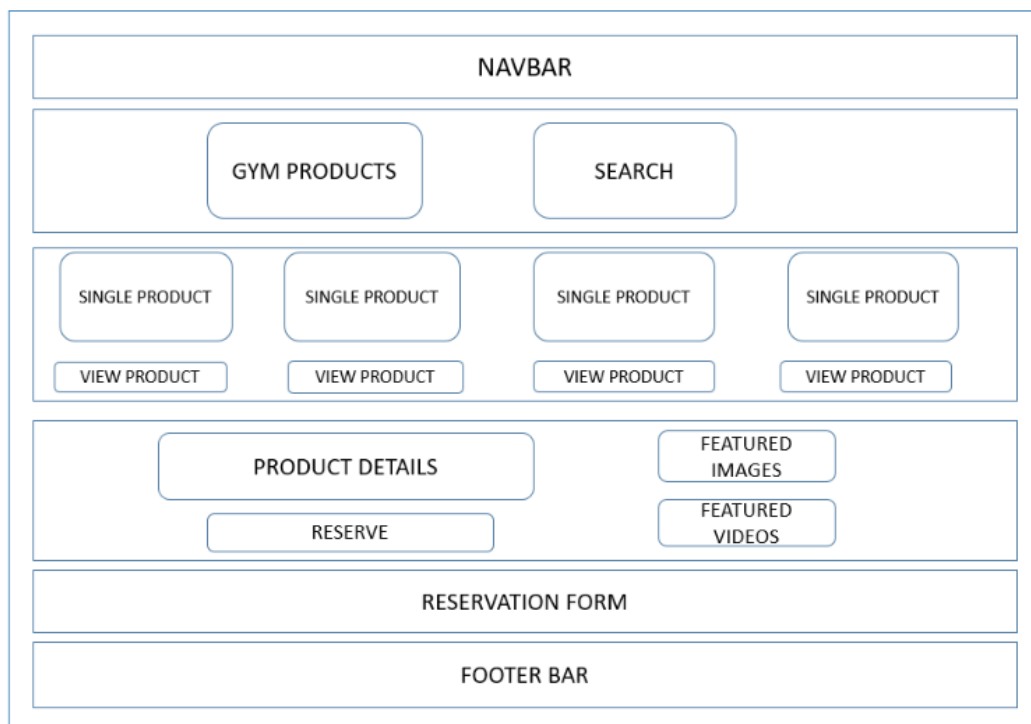


Figure No. 3.1

#### 4. LAYOUT STRUCTURE

To provide user-friendly websites with an eye-catching yet straightforward interface. The website is designed into sections and features. The home page consists of the navbar, hero section, gym products section, and footer. The product page consists of product detail, featured images, product videos, product ratings, product quantity, and a reserve button. Selecting the quantity and clicking the reserve button navigates to the reservation form to fill in the details for reserving a particular gym product. On submission of the reservation form, it pops up with the sweet alert option to display the product status.



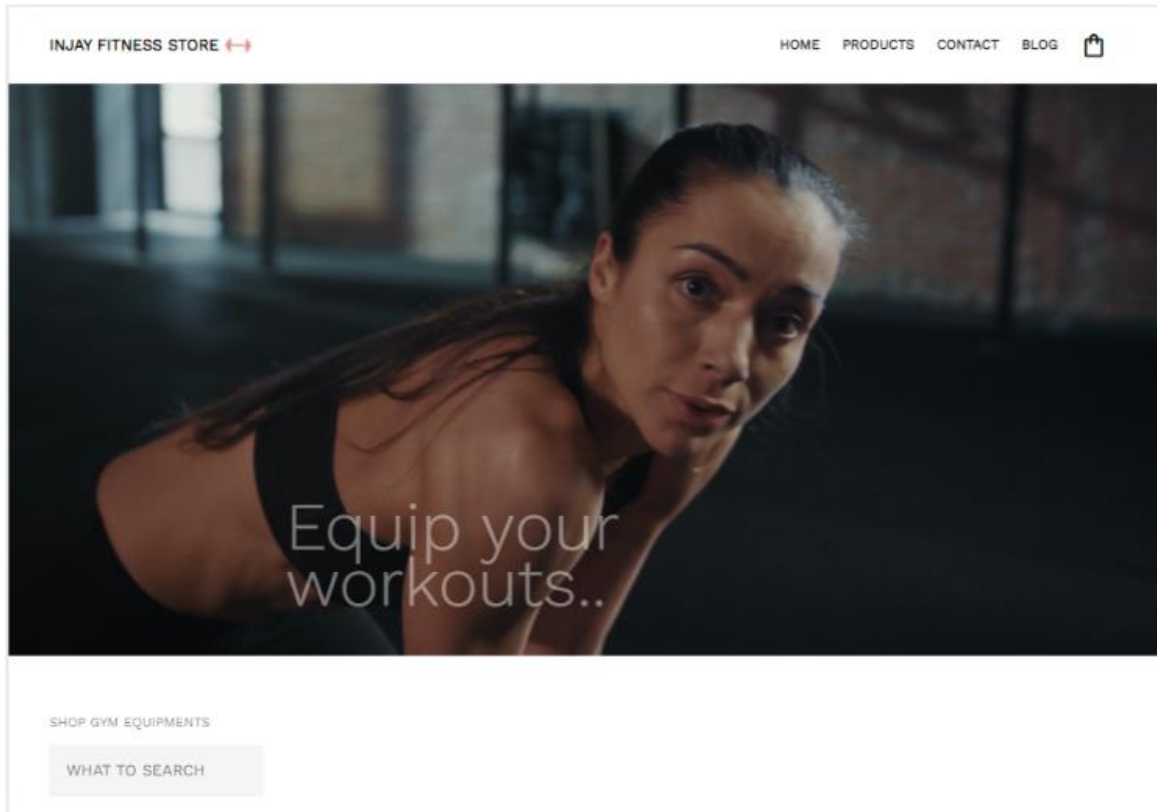
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Figure No. 4.1



## 5. IMPLEMENTATION

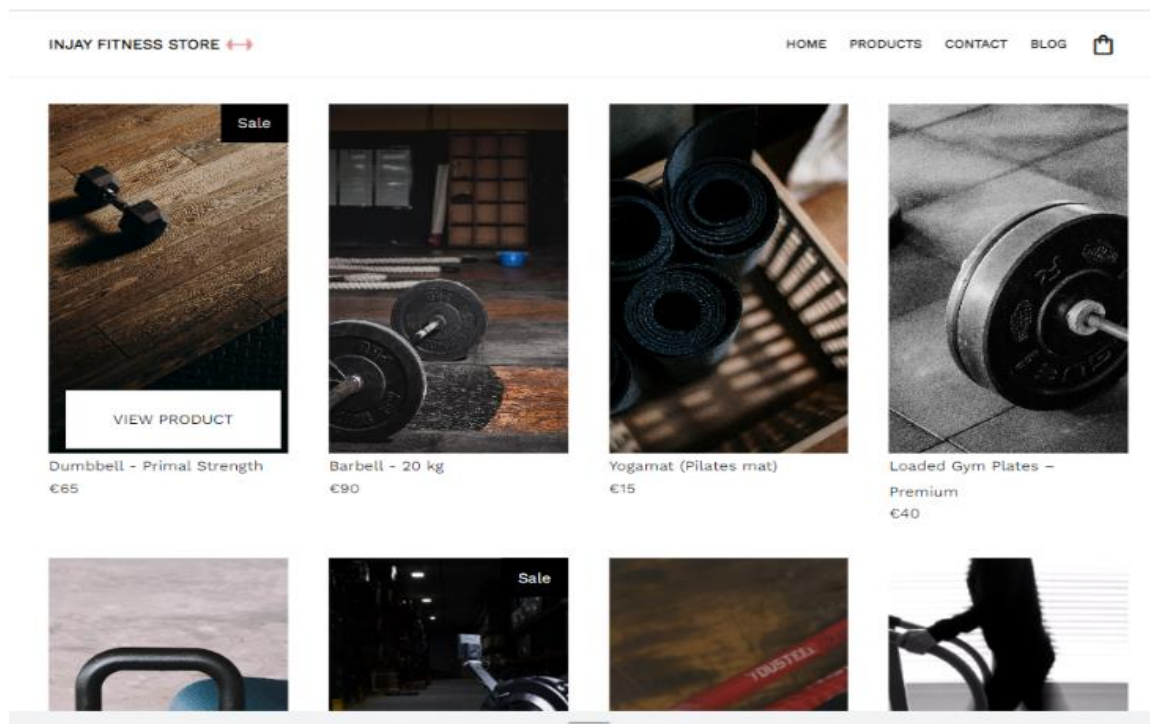
In our design, we have implemented the user interface to be responsive and the data used for the products to be fetched dynamically. Have used different CSS and javascript to show effects, animations, feature images, videos, and validations.



**Figure No. 5.1**

The above image describes the functionalities involved in a navbar with animated keyframes and the hero section with a good video along with text having the **cubic-bezier** effects. The other functionalities such as the search bar implemented using javascript to check the inner elements and filter data by item name that includes the given word.



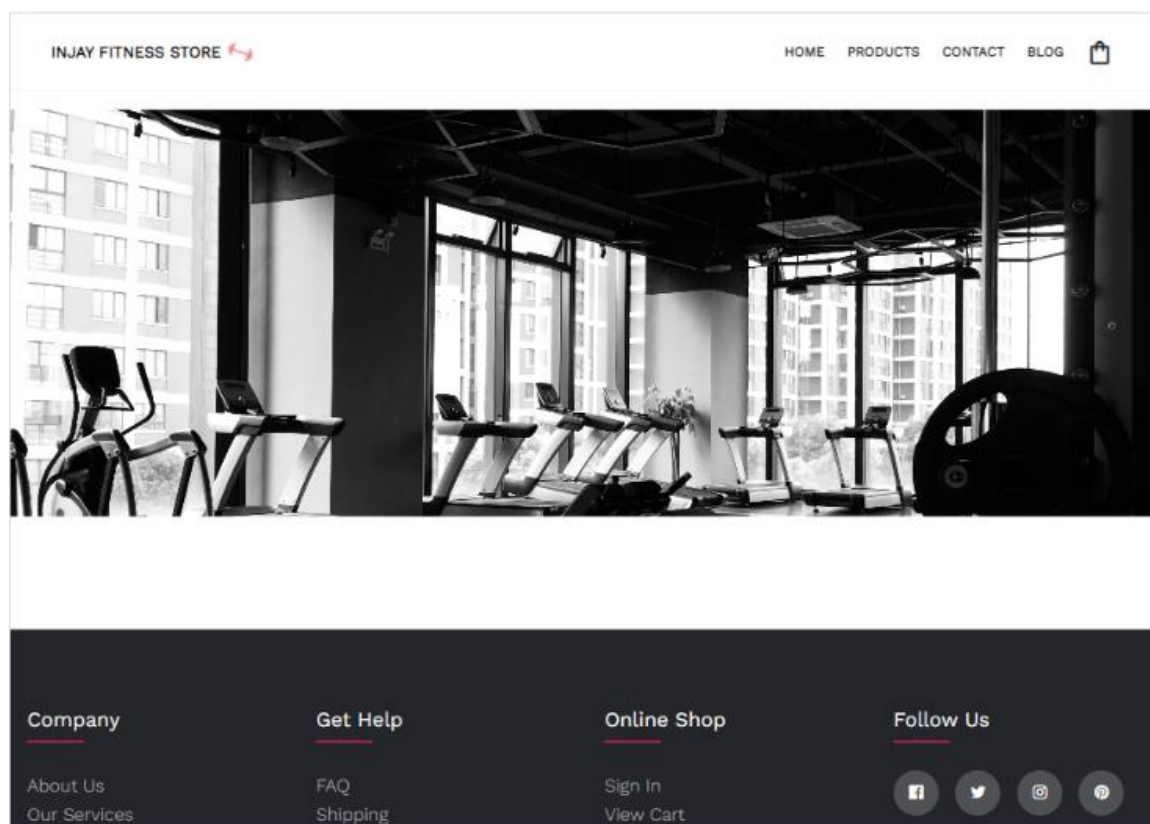


**Figure No. 5.2**

For the home page of Figure 5.2, we used the implementation of the JSON function to fetch item data. After the products are fetched, they will be listed as widgets on our home page. Besides, we have added the view product button through which it can be navigated to the products section to check on the details of the product.







**Figure No. 5.3**

Figure No. 5.3 states the background image which could go with the theme of the website and a scrolling effect. Besides, we have designed the footer with responsiveness and hover effects adding to the font awesome icons.



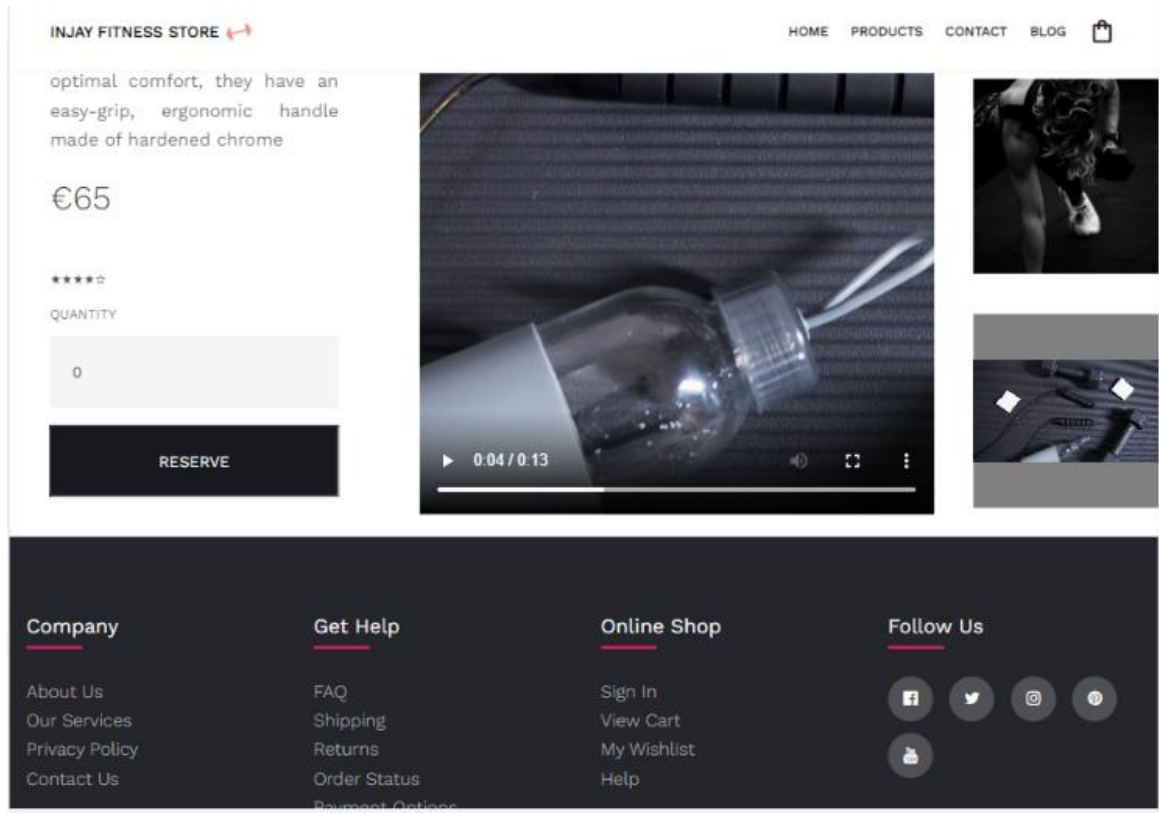
## Dumbbell - Primal Strength

The sizes 1kg to 30kg of the Primal Strength Rubber Hex Dumbbells are offered in pairs. The dumbbells have a lovely design that makes them both attractive in your gym and



**Figure No. 5.4**





**Figure No. 5.5**

The product detail image shown in figures 5.4 and 5.5 above is divided into three sections: the middle section contains the product's main image, which will be displayed while scrolling through all the featured images; the third column contains the feature images and the featured videos. Each section has a three-column layout. Every item has a reserve button that can be used to reserve the product.



The screenshot displays the INJAY FITNESS STORE website. A modal form titled "Equipment Reservation Form" is overlaid on the page. The form contains the following fields: First Name, Last Name, Email ID, Phone Number, and Address. A blue "RESERVE NOW" button is positioned at the bottom of the form. In the background, a product listing for a hand tool is visible, showing a price of €65 and a "RESERVE" button. The website's navigation bar includes links for HOME, PRODUCTS, CONTACT, and BLOG. The footer contains a "Company" section with links to About Us, Our Services, Privacy Policy, and Contact Us, as well as a "Follow Us" section with social media icons for Facebook, Twitter, Instagram, and YouTube.

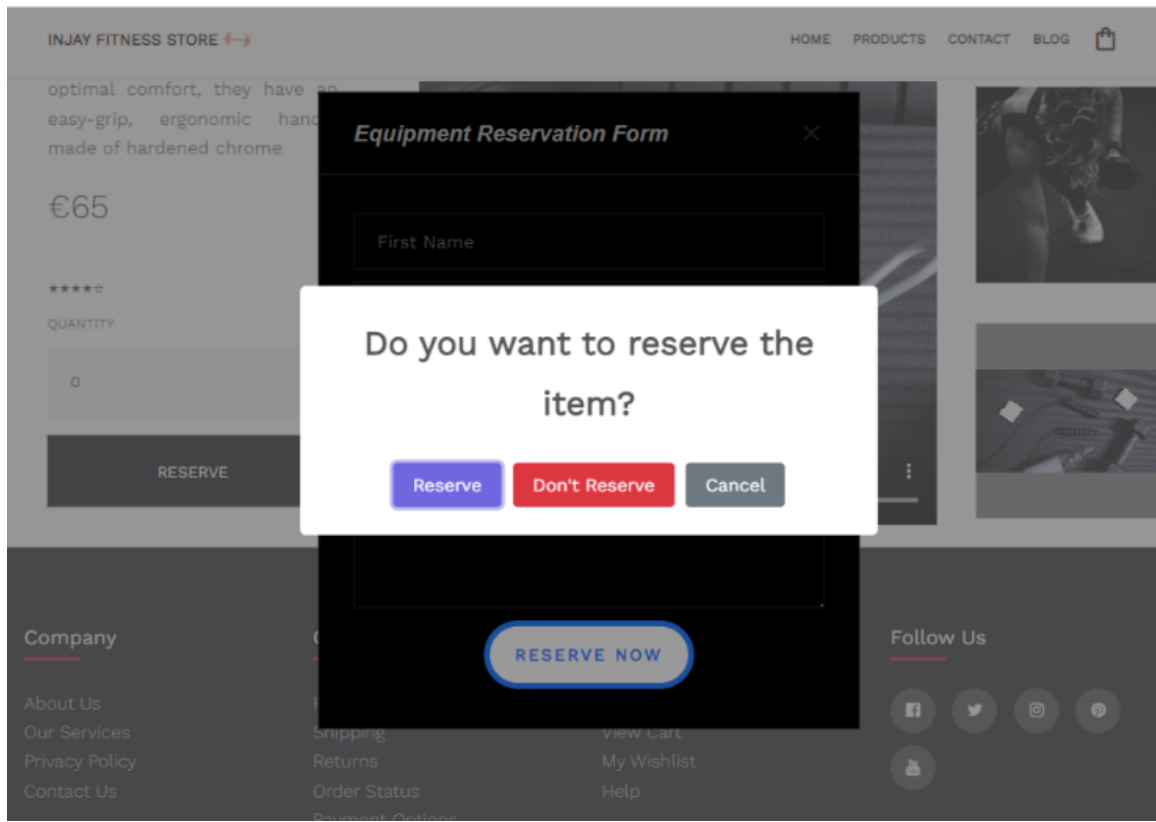
**Figure No. 5.6**

Figure 5.6 consists of an equipment reservation form that needs to be filled out and is designed with validations and a reserve button with a hover effect.

The below image shows an alert option designed using the sweet alert option to display whether the product should be reserved, don't reserve, or canceled and once any of the buttons is clicked it shows the particular text.

For the final phase, we just verify that our app is completely responsive and that all of the capabilities are operating as intended. We have chosen to complete and deliver our application after making sure it is free of problems.





**Figure No. 5.7**

**Conclusion** - The creation of this user-friendly and responsive website will make it simple for consumers to make reservations for their preferred gym equipment. Users will be able to use any personal device to visit the website.

**GitHub Link** - <https://github.com/jatkardigvijay/fitnessBusiness.git>

## 6. REFERENCES

From internet –

W3|HTML&CSS (2020) About Technology – HTML, CSS & JavaScript.



Available at :

<https://www.w3.org/standards/webdesign/htmlcss.html>

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For implementation-

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