Milestone 1: Application Home Page

CPS 353: Internet Programming
Web Development Project
Due Wednesday, September 9, 2015 by the start of class

Introduction

In this milestone, you will create the home page for your web application. A website's home page is typically designed to engage potential users and get them excited about the application can do. It highlights the key features and provides convenient ways to navigate and continue using the application.

Your home page will be written using HTML and CSS, and will include the following components.

- A "splash" section designed to attract new users to the application.
- Zip code field to allow visitors to change their shopping zip code
- A set of navigation controls that enables users to locate and access the application's key features quickly and easily.
- A footer containing copyright and other general information about the application.

Each of these components is discussed in detail in the specifications below.

Specifications

The "Splash" Section

This is the marketing material designed to attract new users to the application. At a minimum, it should include a title, tagline, brief description of your application and a featured product, along with a clear call to action for potential users. However, for full credit, you will need to use your imagination to come up with content that draws potential users in. Here are some questions to help you get started.

- What is a catchy name and tagline for the application, and what is an engaging way to display them?
- What color schemes, images, or even videos could be created and tastefully incorporated into the home page to make it appealing to potential users?
- What is the best way to briefly and convincingly describe the main features of the application (i.e. font families, sizes, colors, bulleted lists, text positioning, etc.) so that a new user will naturally respond to the page's call to action (i.e. sign up for an account)?

Be creative and have fun with this part of the milestone.

Zip Code Field

There should be a zip code field to allow for the user to enter their zip code. Eventually the price of our products will change based on what zip code the user is shopping from. But for now create a place for the zip to be entered and a "submit" or "go" button to be clicked. It might be nice to put in javascript validation to make sure they only enter a 5 digit zip code, but that is out of the scope of this milestone.

Navigation Controls

Most applications (on the web or otherwise) include controls that allow users to easily access the main features of the system. In a web application, such navigation controls are typically located at the top, left, or right side of a page and are usually accompanied by the application title and/or logo. The controls remain consistent across each page of the application (with rare exceptions).

Make sure that your navigation works for responsive dimensions. This may mean using a hamburger icon when the dimensions are smaller to hide and show the menu or some other approach.

Your web application will need navigation controls (i.e. hyperlinks or buttons) to allow users to quickly access the following key features.

- View items in various categories that you define
- Get to the shopping cart (if the user has items in it)
- Signing in or out of the application.
- Getting to the application's home page (via a linked title or logo).

Implement a set of navigation controls on your home page such that they can appear in the same place and format on every page of your web application.

Footer

End your home page with a brief footer that includes copyright information and anything else you want users to know about the site. This footer should be set up so that it can be reproduced at the bottom of every page of the application.

Technical Requirements

- The HTML for your home page should reside in a single file named *index.html*.
- All CSS rules should reside in a single file named *styles.css* file, and be applied to HTML elements via appropriate class or id attributes.
- The *index.html* and *styles.css* files should reside in the same directory. However, you must completely separate your HTML from your CSS, putting each into its appropriate file.
- Your home page should employ at least 5 distinct block level HTML elements and at least 2 inline HTML elements.
- Your home page should employ a minimum of 5 distinct CSS rules. Wherever possible, use CSS to format the content of your home page.
- Any other resources needed by your home page (i.e. image files) should reside in the same directory as the *index.html* and *styles.css* files.
- Your home page must look and work correctly in the latest versions of the Firefox, Chrome, and Internet Explorer.

- Your home page should work well in responsive dimensions. The navigation should not dominate the view unless the user wants to use the navigation. Product image should fit nicely in the page. Always keep the responsive view in mind when developing web UIs

Additional Guidelines

- Think carefully about styling your home page – that is the color scheme, background, fonts, images, etc. you use in it. Consider how these might make your application's user experience more appealing to your target audience (e.g. a hungry group of college students).

- Bear in mind that the styles you use for your application's home page should be replicated across other pages of your site. This will foster a consistent experience for your users.
- Again, have fun! Express yourself throughout this project in a manner consistent with who you are as a person. (For instance, if you are analytical and logical, your application's user interface might like different than if you have a goofy sense of humor.) This is art as well as science.