



International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 3, March 2025

Discover the World's Largest Shared Adventure: ZENTRY

Stebin Boban, Mrs. Kinjal Gandhi

U.G. Student, Department of Computer Science and Engineering, Parul University, Vadodara, Gujarat, India

Assistant Professor, Department of Computer Science and Engineering, Parul University, Vadodara, Gujarat, India

ABSTRACT: The gaming industry has rapidly evolved, driven by cutting-edge technology and immersive digital experiences. Zentry, a prominent gaming company, is undertaking a front-end redesign to offer a more dynamic and captivating user interface. This project focuses on building a visually engaging website featuring a full-screen game video, followed by a trailer, game previews, and a contact section. The development leverages HTML, CSS, and JavaScript to create a responsive and interactive design. This document outlines the methodology, technological approach, and the significance of user-centric front-end design in enhancing brand presence and player engagement.

KEYWORDS: gaming, frontend, HTML, CSS, JS

I. INTRODUCTION

In today's digital landscape, a gaming company's website is more than just an online presence—it serves as a gateway to the gaming world. With the rise of online gaming, companies need interactive, visually appealing, and performance-optimized websites to attract and retain users.

Zentry, a gaming company known for its innovative and adventurous games, is revamping its website's front-end interface to create a more immersive experience. The redesigned website will highlight Zentry's existing and upcoming games, starting with a captivating game video as the main visual. Below the video, a game trailer will provide further insights into the gameplay. The scrolling experience will feature game previews, a "Coming Soon" section, and a contact area.

The objective of this project is to develop a modern, responsive front-end using HTML for structure, CSS for styling, and JavaScript for interactivity. This website will deliver a seamless and engaging experience, enhancing Zentry's online presence.

II. LITERATURE SURVEY

The literature survey reviews existing front-end development practices, emphasizing the significance of UI/UX design in the gaming industry.

2.1 The Importance of Front-End Design in Gaming

An intuitive and visually engaging website significantly impacts user experience. According to research by Statista (2024), over 70% of users rely on a game's website for insights before deciding to play or purchase it. A poor front-end design can lead to higher bounce rates, while a well-designed interface boosts engagement and conversions.

2.2 Front-End Development Technologies

The Zentry website redesign relies on:

- **HTML (HyperText Markup Language):** Provides the structural foundation for the webpage, defining the layout and content hierarchy
- **CSS (Cascading Style Sheets):** Handles the styling and visual presentation, including colors, fonts, and layouts.
- **JavaScript (JS):** Adds dynamic elements and interactivity, such as animations, scroll effects, and trailer playback controls.

2.3 Responsive Web Design

With users accessing websites on multiple devices, responsive design is critical. Using **media queries**, **flexbox**, and **grid layouts** ensures that the website adjusts smoothly to various screen sizes, offering a consistent user experience.

2.4 Modern Trends in Gaming Website UI

Trends in gaming website design include:

- **Full-screen background videos:** Adds visual appeal and showcases gameplay footage effectively.
- **Parallax scrolling effects:** Creates depth and motion as users scroll.
- **Hover effects and animations:** Enhance interactivity and create a more engaging experience.
- **Lazy loading:** Improves page load speed by only loading images and videos when they come into view.

III. METHODOLOGY

The Zentry website redesign follows a systematic approach, encompassing planning, design, and development phases.

3.1 Project Requirements and Planning

The website layout is structured to provide a smooth and engaging user experience:

- **Hero Section:** Displays a full-screen game video upon page load.
- **Trailer Section:** Features a trailer directly beneath the hero section.
- **Welcome Section:** Contains an image of the game with a “Welcome to Zentry” message.
- **Game Showcase:** Lists the upcoming game releases alongside currently available games.
- **Contact Section:** Includes a form where visitors can submit inquiries or feedback.

3.2 Front-End Design Process

The website layout follows a modular design approach:

Header: Includes a navigation menu with links to different sections.

Hero Section: Displays the game’s video in full-screen mode with controls.

Game Previews: Grid-based layout showing the games currently available and those launching soon.

Footer: Contains company information, contact details, and social media links.

3.3 Technology Stack

The website uses a combination of front-end technologies:

HTML: Defines the website structure and semantic layout.

CSS: Styles the interface, applying colors, fonts, spacing, and animations.

JavaScript: Introduces interactivity, including video controls and scroll effects.

Media Queries: Ensures the website adapts to various devices (mobile, tablet, desktop).

3.4 Development Steps

1. HTML Implementation

- Create the basic structure using `<header>`, `<section>`, and `<footer>` tags.
- Embed the game video and trailer using the `<video>` tag.
- Add anchor links for navigation.

2. CSS Styling

- Apply **background gradients**, **shadows**, and **font styles** for visual enhancement.
- Use **Flexbox** and **Grid** for consistent layout structure.
- Add hover effects and transitions for interactive elements.

3. JavaScript Functionality

- Include event listeners for scroll animations.
- Add controls for video play/pause and trailer functionality.
- Implement lazy loading for optimized performance.

4. Responsive Design

- Use **media queries** to make the website adaptable across screen sizes.
- Test the layout on different devices to ensure uniformity.

IV. EXPERIMENTAL OUTCOMES

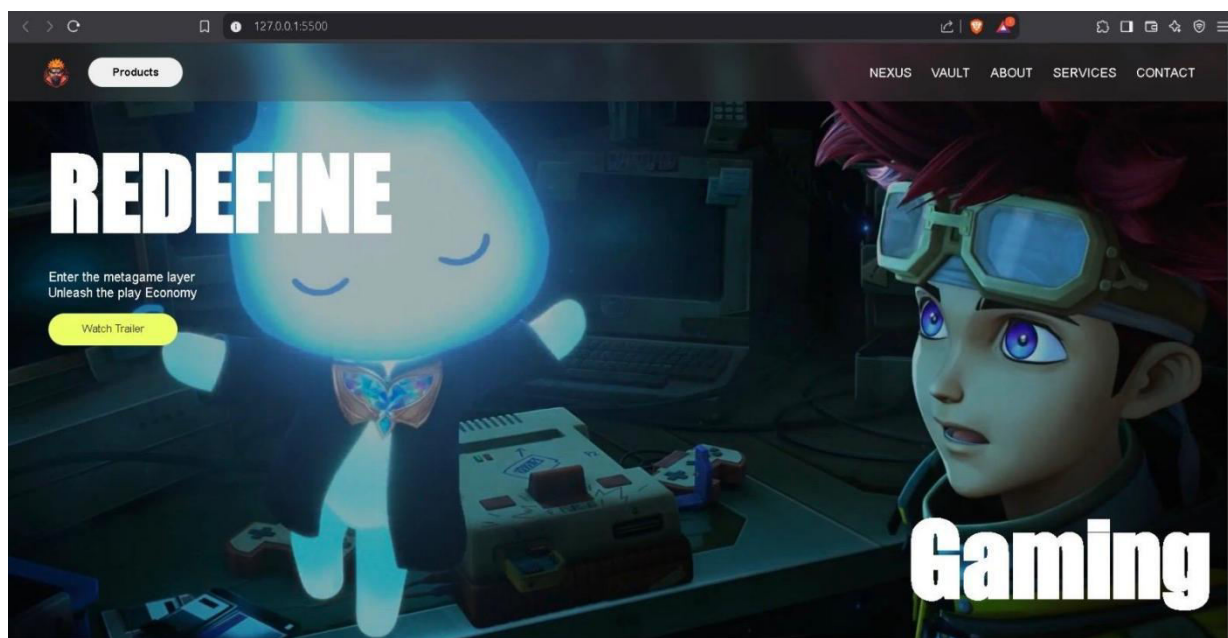


Figure 1- Shows the video of the game

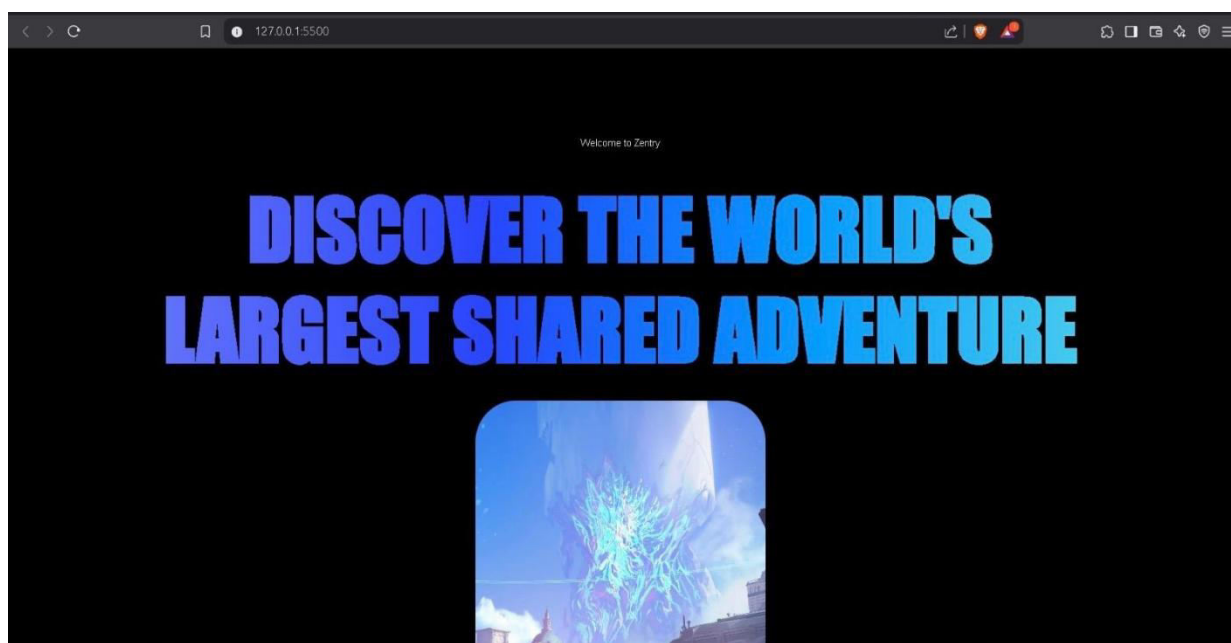


Figure 2- Shows the name of the organization and their aim

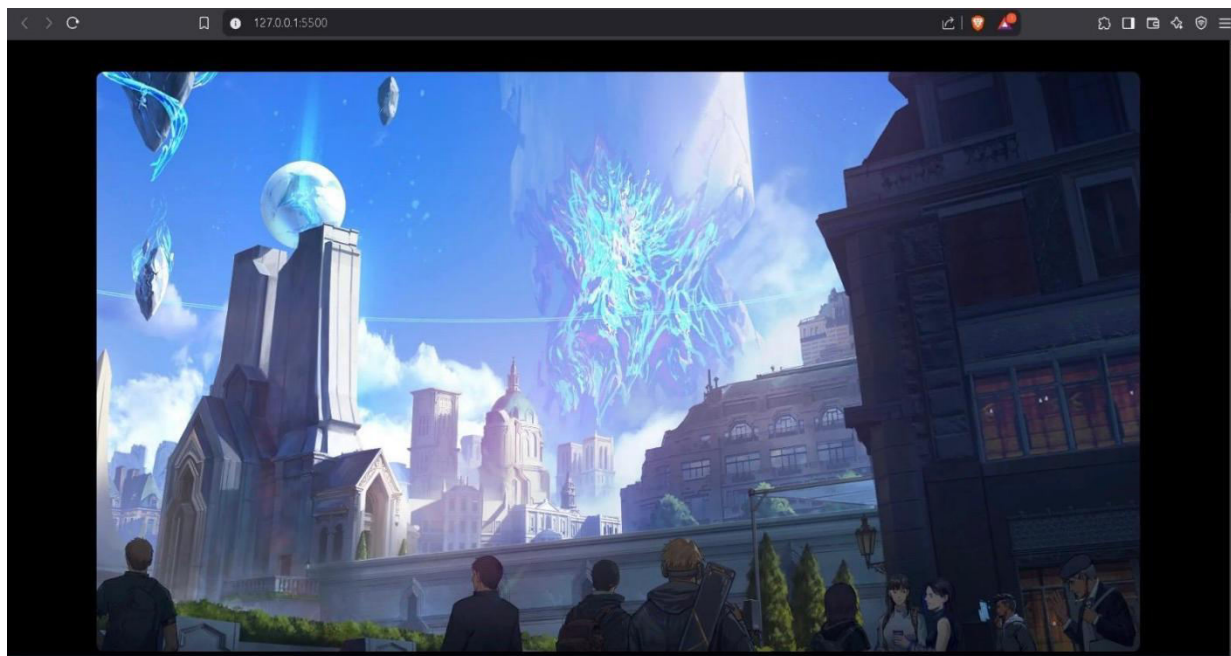


Figure 3- Shows the picture of the game

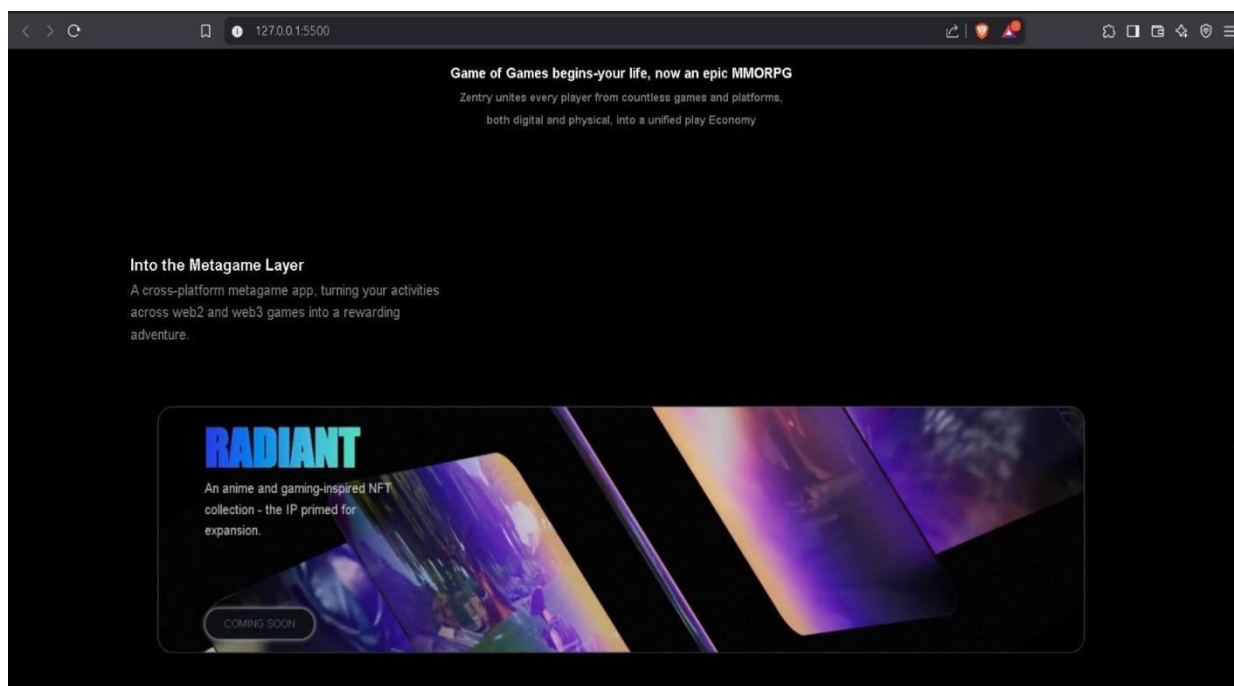


Figure 4- Shows the Upcoming games and event

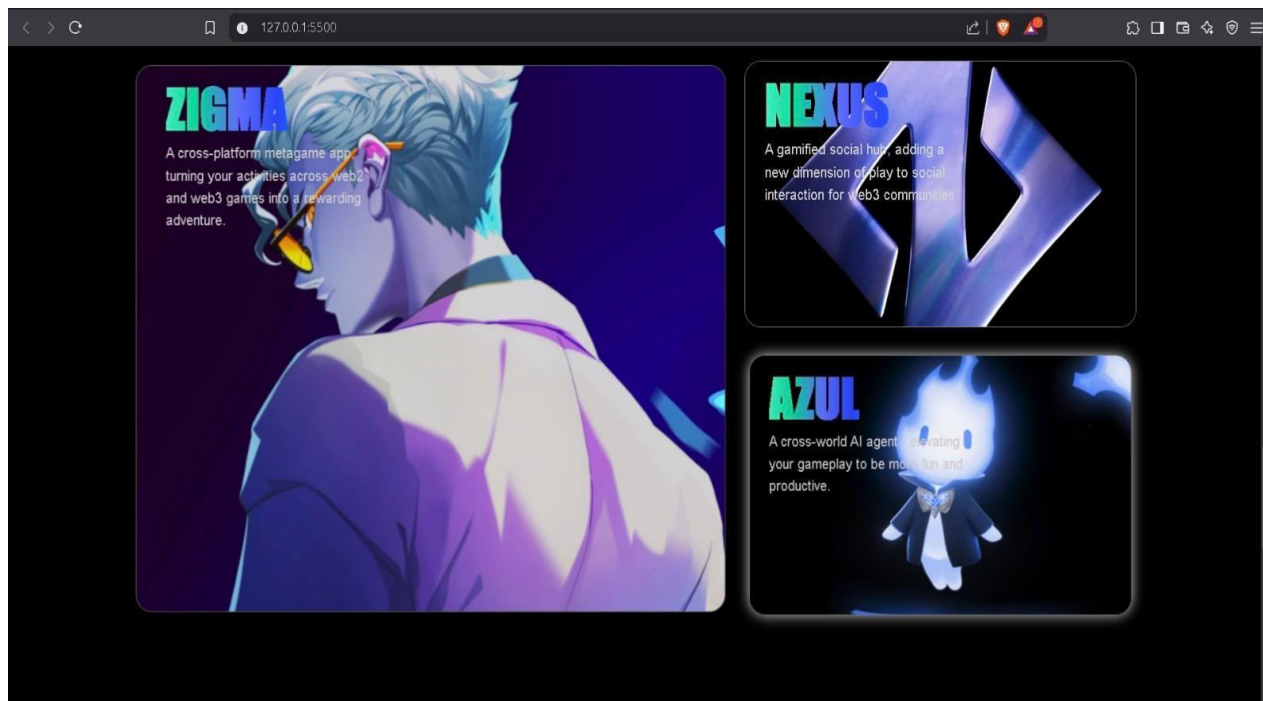


Figure 5- Shows the different modes and features of the website

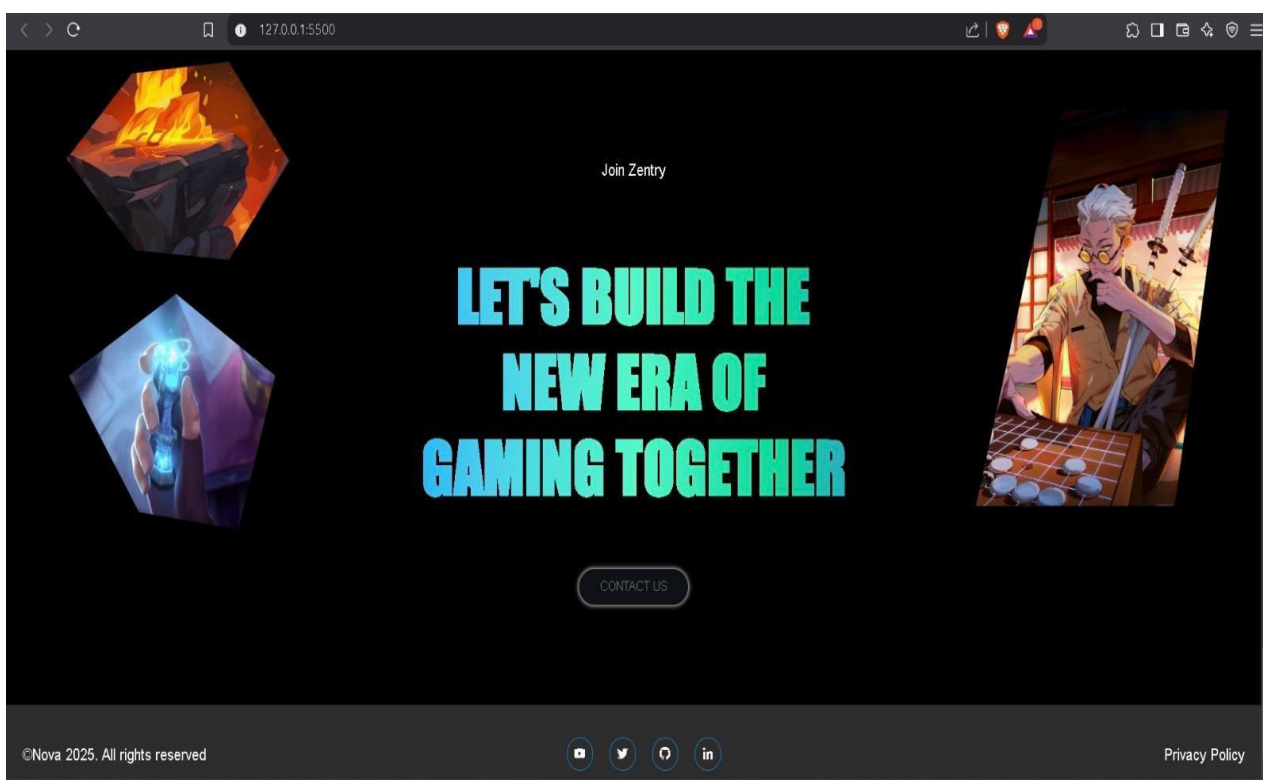


Figure 6- Shows the contact us page

V. CONCLUSION

The front-end redesign of Zentry's website aims to create an interactive and engaging platform that reflects the company's gaming portfolio. By utilizing HTML, CSS, and JavaScript, the website offers a visually captivating experience, starting with a full-screen video and continuing with game trailers, previews, and contact options.

The design enhances usability with smooth scrolling, responsive elements, and interactive animations. This project highlights the impact of a well-structured front-end in building a strong online presence, attracting new players, and retaining the existing gaming community.

REFERENCES

1. Statista. (2024). Gaming Website Trends and User Engagement. Retrieved from www.statista.com
2. Mozilla Developer Network. (2024). HTML, CSS, and JavaScript Documentation. Retrieved from developer.mozilla.org
3. W3Schools. (2024). Responsive Web Design Techniques. Retrieved from www.w3schools.com
4. Smashing Magazine. (2024). UI/UX Trends for Gaming Websites. Retrieved from www.smashingmagazine.com



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  ijirset@gmail.com



www.ijirset.com

Scan to save the contact details