Web Technology Assignment 1

Title: Case Study Before Coding the Website, planning is important, students should visit the different websites (min. 5) for the different client projects and note down the evaluation results for these websites, either good or bad website in the following format

1. Flipkart

Website URL: https://www.flipkart.com

Purpose of Website: Flipkart's primary purpose is to serve as an **online marketplace** where customers can browse, select, and purchase a wide range of products — from books and electronics to fashion, home goods, and more — with ordering, payment, and delivery services completely online.

Domain of Website: E-Commerce/ Online Retail

Description:

1. **What it is?**
   Flipkart is an Indian e-commerce platform headquartered in Bengaluru, founded in October 2007. It started as an online bookstore and expanded into one of India's biggest online retailers across categories like electronics, fashion, home appliances, groceries, and more.

2. **Things liked in Website**
   - Attractive Color Scheme in Website (Blue and yellow)
   - High Quality Product Images
   - Clear pricing and discount visibility
   - Product images and descriptions arranged in good fashion

3. **Things Disliked in Website**
   - Frequently pop-ups interrupt Browsing
   - Sponsored products dominate search results
   - Too many steps in checkout process
   - Most Searches on Flipkart should be arranged propoerly

4. **Technologies used**
   - **React.js**: Main web frontend framework
   - **Java Microservices:** Backend
   - **Apache Kafka:** Real time Data Streaming
   - **MySQL and NoSQL Databases:** Managing the Data
   - **Original Architecture:** PHP

5. **Business Idea**
   To attract users through **visually aggressive promotions**, discounts, and personalized product displays to increase sales and engagement.

6. **Inventor of Business**
   - **Sachin Bansal**
   - **Binny Bansal**

7. **Advantages**
    - Easy Product Discussion Through categories
    - Visually appealing sale Banners
    - Fast access to offers and deals
    - Strong mobile app experience

8. **Issues**
    - Notifications and Pop-up Overload
    - Navigation becomes complex with Deep Categories
    - Cluttered Interface

9. **Facts**
    - Promotion Driven Design
    - Uses seller-controlled products
    - Optimized mainly for mobile devices

Overall Evaluation: Good Website

2. <u>Apollo Hospitals</u>

Website URL: https://www.apollohospitals.com

Purpose of Website: The Apollo Hospitals Website serves as a comprehensive digital platform designed to provide accessible, high-quality, and integrated healthcare services. Key purposes include facilitating online doctor consultations, booking appointments, viewing health records, ordering medicines, accessing diagnostic services, and providing information on emergency/ambulance services.

Domain of Website: HealthCare / Medical Services

Description:

1. **What it is?**
   Apollo Hospitals is one of India's largest private healthcare groups, founded in 1983 by **Dr. Prathap C. Reddy**. The website acts as a digital platform for patients to explore hospital services, book appointments, access health packages, and get information about treatments, doctors, and hospital locations.

2. **Things Liked in Website**
    - Clean and professional design suitable for healthcare.
    - Animations are Designed well
    - Clear information about treatments and specialties.
    - Good use of white space which improves readability.
    - Hospital locations and contact details are easy to find.

3. **Things Disliked in Website**
    - Homepage feels content-heavy for first-time users.
    - Too much medical information can confuse non-medical users.
    - Some pages take time to load.
    - Navigation can feel complex due to many services

4. **Technologies used**

- **HTML5, JavaScript:** Core web technologies for UI/ Styling
- **React.js:** Used in interactive UI components
- **Backend Technologies:** Java-based and enterprise systems
- **Microsoft Azure**: For scalability and data handling
- **MySQL, Azure SQL**: Managing the Patient Data

5. **Business Idea**
   To provide quality healthcare services through a strong digital presence that allows patients to easily access doctors, hospitals, medical services, and health information online.

6. **Inventor of Business**
   - Dr. Prathap C. Reddy

7. **Advantages**
   - Easy online appointment booking.
   - Wide range of healthcare services under one platform
   - Trusted brand in Indian healthcare
   - Good mobile responsiveness
   - Clear hospital and doctor details

8. **Issues**
   - Website feels information-heavy
   - Navigation could be simplified
   - Limited personalization for users
   - Some features require multiple clicks

9. **Facts**
   - Healthcare-focused design
   - Patient-centric services
   - Strong on Trust and Relability
   - Designed mainly for services info and bookings.

Overall Evaluation: Good Website

3. <u>Government Data Platform India</u>

Website URL: https://data.gov.in

Purpose of Website: The purpose is to provide a single-point, open-access platform for sharing non-sensitive, machine-readable data from various Indian government ministries and departments. It promotes transparency, accountability, and citizen participation by enabling public, research, and commercial use of government data for analysis and innovation.

Domain of Website: Government / Open Data Portal

Description

1. **What it is?**
   Data.gov.in is the official open data platform of the Government of India. It allows users to explore, download, and analyze datasets related to various government departments and public services.

2. **Things Liked in Website**
   - Clear Categorization of Datasets.
   - Simple and Clean User Interface
   - Consistent layout across different pages
   - Search bar placed prominently on the homepage.

3. **Things Disliked in Website**
   - User interface looks outdated
   - Too much text without proper spacing
   - Color scheme is dull and not visually engaging

4. **Technologies used**
   - **HTML, CSS3, JavaScript:** Frontend Technologies
   - **CKAN (Comprehensive Knowledge Archive Network):** Data Management
   - **Microservices Based Architecture:** Cloud
   - **PostgreSQL:** Database

5. **Business Idea**
   To promote transparency and data accessibility by providing a centralized digital platform for public datasets.

6. **Inventor of Website**
   - Government of India

7. **Advantages**
   - Easy access to public datasets
   - Clean and distraction-free UI
   - Consistent navigation structure
   - Lightweight pages load faster

8. **Issues**
   - UI lacks modern design elements
   - Poor visual engagement for non-technical users
   - Limited mobile-friendly optimization
   - Accessibility features are minimal

9. **Facts**
   - Official open data portal of India
   - Used by researchers and developers
   - Designed mainly for data access rather than user engagement

Overall Evaluation: Average Website

4. <u>Netflix</u>

Website URL: https://www.netflix.com

Purpose of Website: The primary purpose of Netflix is to function as a premier, on-demand streaming platform, allowing users to discover, sign up for, and instantly watch a vast library of TV shows, movies, anime, and documentaries

Domain of Website: OTT Platform / Entertainment

Description:

1. **What it is?**
   Netflix is a global OTT streaming platform launched in 1997. It allows users to watch a wide range of entertainment content on demand across multiple devices such as mobiles, laptops, smart TVs, and tablets.

2. **Things liked in Website**
   - Clean and modern user interface
   - Dark theme reduces eye strain
   - Smooth animations and transitions
   - Well-organized content rows
   - Banners and Thumbnails are maintained in High Quality

3. **Things Disliked in Website**
   - Auto-playing previews can be distracting
   - Search results sometimes feel cluttered

4. **Technologies used**
   - **React.js:** Core Frontend Framework
   - **Java/ Spring Microservices:** Backend Framework
   - **AWS Cloud infrastructure:** Cloud
   - **Cassandra, MySQL:** Database

5. **Business Idea**
   To offer a subscription-based digital entertainment platform that provides unlimited streaming of movies and TV shows with personalized content recommendations.

6. **Inventor of Website**
   - Reed Hastings
   - Marc Randolph

7. **Advantages**
   - User-friendly and attractive interface
   - Personalized recommendations
   - Smooth streaming experience
   - Cross-device compatibility

8. **Issues**
   - Content overload for new users
   - Auto-play affects user experience
   - Requires high internet bandwidth

9. **Facts**
   - One of the largest OTT platforms globally

- Subscription-based service
- Strong focus on UI/UX design
- Optimized mainly for streaming performance

Overall Website: Good Website

5. <u>Steam</u>

Website URL: https://store.steampowered.com

Purpose of Website: The Steam serves as the primary digital storefront, community hub, and web interface for Valve's Steam platform, allowing users to purchase, download, and manage PC games. It enables browsing over 30,000 titles, managing user accounts, accessing community forums, viewing game libraries, and utilizing features like the community market and trading.

Domain of Website: Gaming / Digital Game Distribution

Description:

1. **What it is?**
   Steam is a popular digital game distribution platform developed by Valve Corporation. It allows users to buy games, download them directly to their system, receive updates automatically, and interact with other gamers through community features such as reviews, forums, and friends lists.

2. **Things liked in Website**
   - Dark theme suitable for gaming environment
   - Game banners and trailers are visually attractive
   - Well-organized categories like action, RPG, multiplayer, etc.

3. **Things Disliked in Website**
   - Footer is not attractive
   - The navbar is not in right fashion or alignment
   - Some unnecessary banners

4. **Technologies used**
   - **React.js:** Core UI Framework
   - **Chromium Embedded Framework (CEF):** Rendering Engine
   - **Typescript/ Javascript:** Language
   - **C++:** Backend Framework
   - **Nginx:** Web Server

5. **Business Idea**
   To create a **centralized digital gaming ecosystem** where users can buy, download, play, and manage games while also interacting with a global gaming community.

6. **Inventor of Website**
   - **Valve Corporation**
   - **Founder: Gabe Newell**

7. **Advantages**

- Large collection of games from different genres
- Frequent discounts and seasonal sales
- Strong community features like reviews and forums
- Automatic game updates and cloud saves

8. **Issues**
   - Complex UI for new users
   - Heavy content affects page loading speed
   - Not beginner-friendly in terms of navigation
   - Interface consistency varies across sections

9. **Facts**
   - One of the largest gaming platforms worldwide
   - Supports indie and AAA games
   - Strong focus on community-driven content
   - Optimized mainly for desktop users

Overall Evaluation: Good Website

Summary of all Websites

Sr. No.	Website URL	Purpose	Things liked	Things disliked	Overall Evaluation
01	https://www.flipkart.com	Ecommerce platform to buy Products Online	Easy Navigation Good Search and Filter Options Strong product images	Most Search on flipkart should be arranged. Footer should be arranged properly	Good Website
02	https://www.apollohospitals.com	Hospital website giving healthcare info, doctor booking and patient services	Dedicated appointment booking, clear sections for specialities and patient resources	Some pages may load slowly; not all services without scrolling	Good Website
03	https://data.gov.in	Indian Government open data portal to access public datasets and tools (for citizens, businesses)	Official data repository, lots of datasets, free access	UI is plain and sometimes not engaging	Average Website
04	https://www.netflix.com	OTT platform for streaming movies, TV shows, and original content	Clean and modern UI High-quality visuals Smooth navigation	Auto-play previews can be distracting Too much content on homepage	Good website
05	https://store.steampowered.com	Gaming platform for purchasing, downloading, and managing video games	Attractive dark theme Detailed game pages Strong community features	Interface is complex for beginners Too much information on pages	Good Website