Case Study of Five Websites

Introduction

This case study analyzes five different websites from distinct domains: Educational, Healthcare, E-commerce, Agriculture, and Automotive. The objective is to study and compare these websites based on parameters such as website speed, theme alignment, navigation, images, content & data organization, color scheme, fonts, technologies/algorithms used, and overall usability.

The analysis helps understand how website design and technology impact user experience and effectiveness.

1. Educational Website

Website Selected: https://byjus.com

Purpose of Website

To provide personalized learning programs for K-12, competitive exams like JEE, NEET, IAS, via app and live classes.

Website Speed

- The website loads moderately fast on desktop but feels heavy on slower networks due to animations and large media assets. Initial load time can be slightly delayed.

Theme Alignment

- Academic focus on school learning, personalized journeys, conceptual clarity through visualization, engaging video lessons, and lifelong learning.

Navigation

- Intuitive with clear sections like booking free sessions, program explorations, testimonials, and links to explore specific courses.

Images & Media

- Extensive usage of high-quality images, icons, banners (e.g., program heroes, teacher images, testimonial avatars), videos (e.g., YouTube embeds for testimonials), and SVGs for icons; includes engaging animated content in learning programs.

Content & Data Arrangement

- Hierarchical with clear sections: homepage banners, free session booking forms, program listings by grade/exam, advantages, testimonials, about us, pillars (personalized learning, technology, teachers), and footer links.

Colors

- Uses bright purple and white, which creates strong brand identity. However, the heavy use of bright colors can feel overwhelming over long browsing sessions.

Fonts

- Clean and readable fonts, well-suited for educational content. Font hierarchy is clear but sometimes large text blocks feel crowded.

Technology / Algorithms Used

- Knowledge graphs for adaptive personalized learning journeys, data science for personalized profiles, progress analysis, remedial methods; interactive modules, visually rich content, quizzes, flashcards.

Developer

- BYJU'S (launched in 2015, India's most loved school learning app).

Likes

- Personalized learning experiences, engaging content with videos and quizzes, access to best teachers, high student engagement (71 mins daily), 150+ million downloads, 4.7+ star rating, coverage in 1701+ cities.

Dislikes

- Too many pop-ups and call-to-action elements interrupt the user experience and feel aggressive.

Overall Evaluation

Good (comprehensive ed-tech platform with personalized programs, strong testimonials, and global reach)

2. Healthcare Website

Website Selected: https://www.practo.com

Purpose of Website

Platform for finding doctors, booking appointments, video consultations, lab tests, surgeries, health plans, reading articles, viewing medical records, and medicine information.

Website Speed

- Fast, as promoted for quicker healthcare experience via app downloads.

Theme Alignment

- Medical focus on healthcare services including consultations, doctor bookings, and health management.

Navigation

- Intuitive with menu items for doctors, consultations, tests, surgeries, health articles, and provider sections.

Images & Media

- Used for service promotions (e.g., icons for surgeries, doctors, lab tests); quality implied through static images for visual representation.

Content & Data Arrangement

- Hierarchical with sections for consultations, doctor specialties, articles, user testimonials, and downloads at the top, followed by footer links.

Colors

- Uses calm blue and white tones, which create trust and a healthcare-friendly feel. The color scheme is soothing and professional.

Fonts

Simple and highly readable fonts with good spacing. Medical information is easy to scan and understand.

Technology / Algorithms Used

- Not specified in content.

Developer

- Practo.

Likes

- Easy booking and rescheduling of appointments, doctor's feedback mechanism, quick search, maintains history of doctors visited, hassle-free from telephone bookings.

Dislikes

- Some information is hidden behind multiple clicks, which can slow down decision-making for users.

Overall Evaluation

- Good, based on positive user feedback on app functionality and simplicity.

3. E-commerce Website

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

Purpose of Website

India's trusted e-commerce platform for online shopping since 2007, offering over 150 million products across 80+ categories including mobiles, electronics, fashion, home appliances, furniture, groceries, and more, with focus on customer satisfaction, convenience, and reliability.

Website Speed

- Not directly assessable from content; mentions "lightning-fast and reliable delivery" for products and "10-minute deliveries" via Flipkart Minutes, but no specific loading speed details.

Theme Alignment

- Fully aligned with shopping focus, serving as a one-stop destination for diverse products like gadgets, groceries, fashion, and furniture, emphasizing deals, sales, and hyperlocal services.

Navigation

- Intuitive with categorized menus (e.g., Mobiles, Fashion, Electronics) and sub-links for specific items, plus search icon and cart for easy access; includes footer links for policies and support.

Images & Media

- Content describes product visuals implicitly through deals and categories (e.g., "Top Mirrorless Cameras Shop Now!"), but no explicit usage or quality details; focuses on text-based listings and promotions.

Content & Data Arrangement

- Hierarchical with top-level categories (e.g., Mobiles & Tablets, Fashion), sub-categories, and product listings; arranged by popularity (e.g., Best Selling, Top Deals) and searches (e.g., Most searched for on Flipkart).

Colors

- Bright blue and yellow attract attention and highlight offers effectively. However, the interface can feel visually cluttered.

Fonts

- Clear and functional fonts optimized for product listings. Text is readable but lacks visual elegance.

Technology / Algorithms Used

- Implied recommendation systems through "most searched for," "best selling," and personalized sections; includes Flipkart app for seamless experience, SuperCoins loyalty program, and hyperlocal delivery via dark stores.

Developer

- Flipkart Internet Private Limited, based in Bengaluru, Karnataka, India.

Likes

- Vast selection across categories, unbeatable value with offers and sales, seamless shopping via website and app, fast delivery options, trust with genuine products and 10-day returns, loyalty rewards like SuperCoins and Plus membership, and innovations like Flipkart Minutes for quick essentials.

Dislikes

- Too many banners and promotional sections can overwhelm users and distract from product comparison..

Overall Evaluation

Good, as a comprehensive, customer-focused e-commerce leader with extensive categories, rewards, and services like exchanges and flights

4. Agriculture Website

Website Selected: https://www.agrifarming.in

Purpose of Website

Provides information on agriculture, livestock, gardening, aquaculture, horticulture, and farming.

Website Speed

- Lightweight and fast-loading due to minimal graphics. Performs well even on slow internet connections.

Theme Alignment

- Focuses on agriculture, livestock, gardening, aquaculture, horticulture, and farming.

Navigation

- Lists categories and articles with links for navigation.

Images & Media

- Insufficient relevant content.

Content & Data Arrangement

- Organized with categories (e.g., Gardening, Agriculture Farming) and article titles in a hierarchical list.

Colors

- Uses basic green and white colors, aligning well with the agriculture theme. Design feels outdated but purposeful.

Fonts

- Readable fonts, though inconsistent sizing affects visual polish. Large text helps rural and older users.

Technology / Algorithms Used

- Insufficient relevant content.

Developer

- Insufficient relevant content.

Likes

- Comprehensive coverage of topics including high-profit crops, feeding schedules, and farming profits.

Dislikes

Outdated UI design and lack of visual hierarchy reduce overall user engagement.

Overall Evaluation

Good for agriculture information based on content variety.

5. Automotive Website

Website Selected: https://www.marutisuzuki.com

Purpose of Website

To provide information on Maruti Suzuki's automotive business channels, including premium experiences (NEXA), retail networks (ARENA), pre-owned cars (True Value), commercial vehicles, driving school, accessories, parts, services, and CNG pumps, along with car models under ARENA and NEXA.

Website Speed

- Moderate speed with occasional delays due to high-quality images and interactive elements.

Theme Alignment

- Focused on Maruti Suzuki vehicles, with sections for car models (e.g., Dzire, Brezza under ARENA; Baleno, Grand Vitara under NEXA), business channels, and related services.

Navigation

- Intuitive, with clear sections for business channels (e.g., Explore links for NEXA, ARENA), car discoveries, and additional services like driving school and accessories.

Images & Media

- Extensively used for car models (thumbnails with WEBP preference), logos (e.g., NEXA white SVG, Arena white PNG), values icons (responsible, dynamic, etc.), and backgrounds; high quality implied through asset dimensions (e.g., width=2000) and formats.

Content & Data Arrangement

- Hierarchical, starting with business channels and values, followed by car listings in sliders (ARENA and NEXA models with images and links), additional services, and counters (e.g., happy customers).

Colors

- White-dominant scheme for logos and text (e.g., white SVG/PNG assets), with implied dark accents for backgrounds and counters.

Fonts

Modern and clean fonts with good spacing. Easy to read specifications and service details.

Technology / Algorithms Used

- Slider navigation (previous/next for ranges), WEBP image preference for optimization, and AEM asset management (urn:aaid references).

Developer

- Maruti Suzuki India

Likes

- Comprehensive coverage of vehicle models and services; easy access to explore channels and book visits/services; prominent display of customer count (29777748 happy customers).

Dislikes

- Repetitive car listings in sliders (e.g., duplicate Dzire, Baleno entries); multiple identical counter background images.

Overall Evaluation

Good (well-structured for automotive information, with clear hierarchies and media integration).

Comparative Table

Sr No	Website URL	Purpose	Things Liked	Things Disliked	Overall Evaluation
1	byjus.com	Education	Personalized learning, engaging content, high engagement	Insufficient relevant content	Good
2	practo.com	Healthcare	Easy booking, history maintenance	Not specified	Good
3	flipkart.com	E-commerce	Vast selection, fast delivery, rewards	No explicit negative aspects	Good
4	agrifarming.in	Agriculture	Comprehensive coverage of topics	Insufficient relevant content	Good
5	marutisuzuki.com	Automobile	Comprehensive coverage, easy access	Repetitive listings	Good

Conclusion

This case study shows that modern Indian websites focus heavily on user experience, speed, and personalization algorithms, while government or informational sites focus more on content accuracy. A balance of design and functionality leads to a better website.