CLO2

Assignment 01 – Website Content and Design Analysis and Mockup creation

Web Technologies – FA24

Maximum Marks: 10

Explore and analyze three different websites with a similar purpose in the domains of business, marketing, branding, or any related field.

1. Your task is to compare three different pages built for different functionalities of all three selected websites (e.g. home page, order taking page, product description pages, dashboards, different portal functions, ticket booking page, reservation page, etc.). A comparison should be made regarding layout and design, content, provided functionality, processes followed, ease of use, user experience, etc. This should be a to the point concise analysis no longer than 1-2 pages.
2. List any of the flaws (in functionality) that you may find.
3. Design 3 mockup pages using the **wireframes only**, for a similar business, that you feel is another way of portraying the same information as in the 3 example websites. You are not required to develop digital mockups or working prototypes that resemble the actual webpages. Also, do not provide HTML/CSS code. Hand drawn mockups are encouraged. Other tools like Balsamiq or Sketch can be used to develop Wireframe mockups.

Submit on Teams, also provide in hardcopy form. The assignment should not be more than 5 pages long.
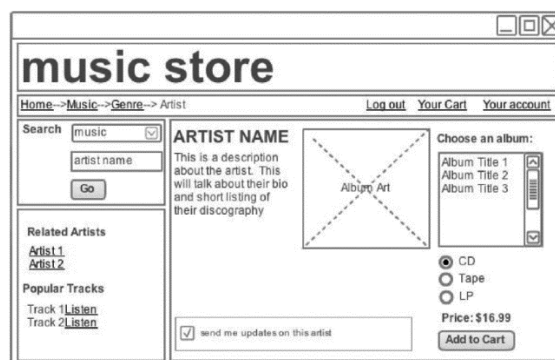
Include following in the document:

Page 1: Short description of business and Thumbnail sized screenshots for example webpages.

Page 2: Description, analysis, flaws.

Page 3: Your own wireframe mockups for three different web pages for a single website. Creative ideas are welcomed. These shouldn't be the prototypes of actual pages.

Example wireframe mockup:

Submission deadline: September 29, 2024