

WTL – 1: Case study

Roll No.: 31446

Visit various websites available online for different client projects, identify and note down the evaluation results in following format and note down and learn and conclude different website design issues that should be considered while designing a web site.

Sr N o	Website URL	Purpose of Website	Things liked in the website	Things disliked in the website	Overall Evaluation (Good/ Bad)
1	https://www.india.gov.in/	National portal providing links to Indian government services, departments, and information	<ul style="list-style-type: none"> • Centralized access to government services • Well-structured categories (citizen, business, government) • Accessibility features • Multilingual support 	<ul style="list-style-type: none"> • Homepage contains too much textual content • Slow Loading • No AI-based chatbot 	Average
2	https://www.mygov.in/	Citizen engagement platform for surveys, discussions, tasks, & public participation	<ul style="list-style-type: none"> • Modern UI with clear icons and sections • Accessibility features • Multilingual support 	<ul style="list-style-type: none"> • Homepage cluttered • Navigation complex • No AI chatbot for quick guidance 	Average
3	https://www.mea.gov.in/	Official website of Ministry of External Affairs for foreign policy, visas, press releases	<ul style="list-style-type: none"> • Authentic and accurate information • Organized sections • Modern UI • Accessibility features • Multilingual support 	<ul style="list-style-type: none"> • Some pages load slowly • No AI or chatbot support for FAQs 	Good
4	https://niti.gov.in/	Policy think tank website providing reports, strategies, and initiatives	<ul style="list-style-type: none"> • Clean layout • Well-organized reports and publications • Easy to search 	<ul style="list-style-type: none"> • Heavy loading time • Too many images • No AI chatbot • No Accessibility features 	Good
5	https://maharashtra.gov.in/	Official portal of Maharashtra state government for services and departmental information	<ul style="list-style-type: none"> • Information divided by departments • Search functionality available • Quick link available • Accessibility features • Multilingual support 	<ul style="list-style-type: none"> • Homepage is overcrowded • Navigation is not very user-friendly • No AI chatbot or virtual assistant • Inconsistent UI And colors 	Good

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6	https://sbi.bank.in/	Official website of State Bank of India — online banking, accounts, loans, services	<ul style="list-style-type: none"> Provides secure online banking access and net banking info (YONO) Easy access to services Clear service menus for personal & corporate banking Multilingual support Search feature Quick links 	<ul style="list-style-type: none"> Outdated UI Homepage feels complex due to many services Some users find navigation confusing due to many options No AI/chatbot support 	Average
7	https://www.axis.bank.in/	Official Axis Bank site — banking products, net banking login, loans, cards	<ul style="list-style-type: none"> Clean layout with clear product sections No information overload Quick links AI Chatbot available Modern & Sleek UI Search feature 	<ul style="list-style-type: none"> No Accessibility features No Multilingual support 	Good
8	https://www.hdfc.bank.in/	HDFC Bank official site — accounts, transactions, banking services	<ul style="list-style-type: none"> No overload Clear presentation Accessibility features Multilingual support Search feature Provides branch/ATM locator Secure online website Quick links 	<ul style="list-style-type: none"> No AI/chatbot support Inconsistent UI 	Average
9	https://bankofmaharashtra.bank.in/	Official Bank of Maharashtra portal — personal & corporate banking services	<ul style="list-style-type: none"> Accessibility features AI Chatbot available Multilingual support Organized product information Search feature Quick links 	<ul style="list-style-type: none"> Overload of information Interface looks basic and outdated Navigation takes time to find specific sections Too much promotion and images 	Bad
10	https://www.canarabank.bank.in/	Canara Bank official website — accounts, services, online banking	<ul style="list-style-type: none"> Organized product information Easy access AI Chatbot available Multilingual support Search feature No information overload 	<ul style="list-style-type: none"> Looks slightly outdated Not responsive Theme not correctly applied Window stuck and small screen size of content Navigation takes time to find specific sections 	Bad

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11	https://www.amazon.com/	Global e-commerce platform for buying and selling products online	<ul style="list-style-type: none"> Very fast and reliable website performance Excellent product search and filtering options Personalized recommendations using AI AI chatbot and customer support available Secure payment and trusted reviews system 	<ul style="list-style-type: none"> Homepage feels overcrowded Too many recommendations can confuse users Ads and sponsored products dominate search results Navigation can feel complex for first-time users 	Good
12	https://www.flipkart.com/	Indian e-commerce platform for electronics, fashion, and daily needs	<ul style="list-style-type: none"> Clean UI with Indian user focus Strong product categorization AI-based product recommendations Chatbot support available for customer help Offers and discounts clearly highlighted 	<ul style="list-style-type: none"> Heavy banners slow initial page load Too many pop-ups and notifications Search results sometimes show irrelevant products Cart and checkout process can feel long Visual clutter during sale events 	Good
13	https://www.meesho.com/	Social commerce platform focused on reselling and budget shopping	<ul style="list-style-type: none"> Simple and minimal design Easy navigation for mobile users Affordable product pricing Fast loading compared to large platforms Easy product sharing feature 	<ul style="list-style-type: none"> Limited product information No visible AI chatbot for assistance Search and filter options are basic Website looks less professional 	Good
14	https://www.snapdeal.com/	Online shopping platform for electronics, fashion, and home products	<ul style="list-style-type: none"> Lightweight website Simple product listing structure Clear pricing display Easy sign-up and login process Good deals in selected categories 	<ul style="list-style-type: none"> Outdated UI design Limited AI personalization No visible chatbot support Less product variety compared to competitors Trust level feels lower due to fewer reviews Slow loading 	Bad
15	https://www.ebay.com/	Global marketplace for buying and selling new and used products	<ul style="list-style-type: none"> Unique auction and bidding system Advanced search filters AI-based recommendations for items Trusted global seller ecosystem Secure payment integration 	<ul style="list-style-type: none"> No prominent AI chatbot on homepage Too many seller variations confuse users Checkout experience varies by seller Not optimized well for casual shoppers Slow loading 	Good

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16	https://www.iitb.ac.in/	Official website of IIT Bombay – academics, research, admissions, institute info	<ul style="list-style-type: none"> • Clean and professional academic layout • Well-structured navigation for students, faculty, and visitors • Authentic and up-to-date academic information • Easy access to departments and research pages 	<ul style="list-style-type: none"> • Visual design is very minimal and plain • Homepage has limited visual engagement • No AI chatbot • Some pages feel text-heavy • Search feature can be improved 	Bad
17	https://www.coeptech.ac.in/	College of Engineering Pune (COEP Tech) – academics, admissions, events	<ul style="list-style-type: none"> • Modern and clean UI design • Important notices clearly visible • Well-organized academic sections • Mobile-responsive layout • Good use of banners for announcements • Multilingual support 	<ul style="list-style-type: none"> • Homepage slightly cluttered during events • Some links open PDF directly • No AI chatbot for student assistance • Page load slightly slow at times • Search available but is slow 	Good
18	https://pict.edu/	Pune Institute of Computer Technology – academics, placements, departments	<ul style="list-style-type: none"> • Simple and structured layout • Clear placement and academic information • Easy access to department pages • Fast loading website • Useful links for students • Search functionality • Notice/ Announcements • AI Chatbot 	<ul style="list-style-type: none"> • Design looks slightly outdated • Limited visual appeal • Some pages are text-heavy • Mobile UI can be improved 	Average
19	https://www.vit.edu/	Vishwakarma Institute of Technology – academics, research, admissions	<ul style="list-style-type: none"> • Attractive and modern design • Well-organized menu structure • Good use of images and icons • Clear admission and program details • Mobile-friendly interface 	<ul style="list-style-type: none"> • Homepage has many banners • Can feel crowded during admission season • No visible AI chatbot for admission queries • Some pages take multiple clicks to access 	Good
20	https://mitwpu.edu.in/	MIT World Peace University – programs, admissions, campus info	<ul style="list-style-type: none"> • Very modern and visually appealing UI • Well-structured academic program pages • Responsive design • Good branding and consistency • Virtual Campus Tour 	<ul style="list-style-type: none"> • Homepage slightly promotional • Heavy animations increase load time • No AI Chatbot • Some academic info buried under marketing content • Too many pop-ups during admissions 	Average

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21	https://www.youtube.com/	Video sharing and streaming platform for user-generated and professional content	<ul style="list-style-type: none"> Extremely fast and responsive UI Powerful search functionality AI-based video recommendations Supports live streaming and shorts Personalized home feed 	<ul style="list-style-type: none"> Too many ads for free users AI recommendations can be distracting Comment moderation issues Content overload on homepage No direct chatbot support for users 	Good
22	https://www.netflix.com/in/	Subscription-based video streaming platform for movies and TV series	<ul style="list-style-type: none"> Clean and modern UI design High-quality streaming performance Strong AI-based content recommendations Profiles and parental controls Minimal ads 	<ul style="list-style-type: none"> Subscription required for most content Limited free previews No visible chatbot on homepage Heavy images slow loading on low-speed internet Search filters could be improved 	Good
23	https://www.primevideo.com/	Amazon's video streaming service for movies, series, and originals	<ul style="list-style-type: none"> Large content library including regional content AI-based recommendations and watch history tracking Integrated with Amazon ecosystem Download and offline viewing options Multiple language support 	<ul style="list-style-type: none"> Interface feels cluttered Confusing distinction between free and paid content Chatbot not directly visible on main pages Navigation takes extra clicks Promotional banners reduce clarity 	Good
24	https://www.hotstar.com/in/home	Streaming platform for movies, TV shows, sports, and Disney content	<ul style="list-style-type: none"> Live sports streaming (cricket, football) Clear content categorization AI-based content suggestions Multi-device compatibility Regional language support 	<ul style="list-style-type: none"> Frequent ads in free tier Video buffering during peak hours No visible AI chatbot for help Homepage feels crowded Search sometimes slow 	Good
25	https://open.spotify.com/	Music and podcast streaming platform	<ul style="list-style-type: none"> Clean and modern interface Excellent AI-based music recommendations Personalized playlists (Discover Weekly) Cross-device synchronization Fast search and playback 	<ul style="list-style-type: none"> Ads in free version interrupt experience Limited skips for free users No chatbot visible for user support Heavy reliance on recommendations Some features locked behind premium 	Good

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26	https://www.geeksforgeeks.org/	Programming tutorials, coding practice, interview preparation	<ul style="list-style-type: none"> • Huge collection of programming articles • Well-organized topic-wise tutorials • Practice problems and quizzes available • AI-based content recommendations • Community contributions and discussions 	<ul style="list-style-type: none"> • Too many ads on free version • Homepage feels cluttered • AI chatbot not clearly visible for guidance • Same topics repeated in different formats • Heavy pages sometimes load slowly 	Good
27	https://www.tutorialspoint.com/	Tutorials on programming, IT, and engineering subjects	<ul style="list-style-type: none"> • Simple and easy-to-understand tutorials • Clean and consistent content structure • Covers wide range of technologies • Lightweight pages load quickly • Good for beginners 	<ul style="list-style-type: none"> • Visual design looks outdated • Limited interactive learning • No AI chatbot for instant help • Few real-world examples • Minimal practice exercises 	Good
28	https://www.w3schools.com/	Web development tutorials and references	<ul style="list-style-type: none"> • Interactive code editor (Try it Yourself) • Beginner-friendly explanations • Well-structured navigation • Fast and responsive UI • Covers HTML, CSS, JS, and more 	<ul style="list-style-type: none"> • Excessive ads in free version • Limited advanced-level content • No AI chatbot for personalized help • Certification is paid • Some examples are very basic 	Good
29	https://www.skillshare.com/	Online learning platform for creative and technical skills	<ul style="list-style-type: none"> • High-quality video-based courses • Well-designed modern interface • Personalized course recommendations using AI • Creative skill focus (design, art, media) • Easy progress tracking 	<ul style="list-style-type: none"> • Subscription required for full access • Limited free content • No visible chatbot for learner support • Less technical depth for programming topics • Courses depend heavily on instructor quality 	Good
30	https://www.udemy.com/	Global online course marketplace for professional and technical skills	<ul style="list-style-type: none"> • Massive course library • AI-based personalized course recommendations • Lifetime access to purchased courses • Ratings and reviews help decision-making • Frequent discounts 	<ul style="list-style-type: none"> • Course quality varies widely • No clear AI chatbot on homepage • Heavy promotional banners • Some courses become outdated • Navigation can feel overwhelming 	Good