

SANJIVANI COLLEGE OF ENGINEERING

KOPARGAON - 423 603

(An Autonomous Institute)

VSS

Department _____ Engineering

PRACTICAL / TERM - WORK REPORT

Subject WTL Lab

Name of the Student shaikh Fiza

Class TY Division B

Batch No. T2 Roll No. 1055

Name of the Experiment / Title of Term Work case study Report
on various websites

Experiment / Term - Work No. : _____

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Checked by Prof. G. Muthuraj

(Name of the Teacher)

Remarks _____

4+4+2

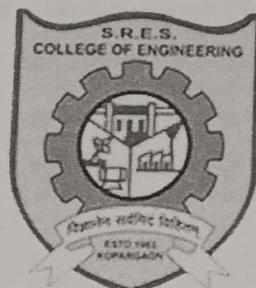
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**SANJIVANI COLLEGE OF ENGINEERING,
KOPARGAON**

(An autonomous Institute affiliated to SPPU Pune)

Department of Information Technology

Academic Year 2025-26 Sem-II



Web Technology Laboratory

Case Study Report

Case Study: Before coding of the website, planning is important, students should visit different websites for the different client project/domain and note down the evaluation results for these websites, either good website or bad website.

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1. Introduction:

Understanding existing websites is a key step before creating a new one, as it helps in learning what improves user experience and what causes difficulties. A website's quality depends not only on the content it provides, but also on how that content is structured, how quickly pages respond, how easy it is to navigate, and how visually comfortable the design feels. For this case study, six websites from different fields—Coursera (Education), AJIO (E-commerce), Cisco (Corporate), JioHotstar (Entertainment), ISRO (Government), and MDN Web Docs (Technology)—were explored and reviewed by interacting with their pages like a regular user. The analysis focuses on usability, layout, navigation flow, design clarity, and overall performance. The goal of this study is to learn from real websites by recognizing their effective features and limitations, which can guide better design decisions in future web development projects.

The selected websites are:

1. **Coursera** – Education
2. **AJIO** – E-commerce
3. **Cisco** – Corporate
4. **JioHotstar** – Entertainment
5. **ISRO** – Government
6. **MDN Web Docs (Mozilla Developer Network)** – Technology

1) COURSERA

Website: <https://www.coursera.org>

Domain: Educational

Purpose of the Website

The Coursera website is an online learning platform designed to offer courses, professional certificates, and degree programs in collaboration with universities and companies. It mainly serves college students, working professionals, and learners who want to gain new skills or advance their careers through structured online education.

Things Liked

- **Theme Alignment:** The clean and professional theme clearly matches an academic learning platform.
- **Navigation:** Course categories, search options, and learning paths are easy to find.
- **Images & Media:** Course thumbnails and instructor videos help in understanding course content.
- **Content & Data Arrangement:** Courses are properly organized by subject, skill level, and duration.
- **Colors:** White background with blue highlights gives a calm and educational feel.
- **Fonts:** Fonts are simple and readable, suitable for long reading.
- **Technology Used:** Learning management system, progress tracking, and personalized course recommendations.

Things Disliked

- **Website Speed:** Some course pages take extra time to load due to heavy content.
- **Navigation:** Advanced filters and options may feel confusing for first-time users.
- **Images & Media:** Video previews increase page loading time.
- **Content Arrangement:** Important information sometimes requires scrolling.
- **Colors:** The design feels plain and less engaging visually.
- **Fonts:** Text size appears slightly small on mobile devices.
- **Technology:** Many useful features and certificates require payment.

Overall Summary

Coursera is a reliable and well-structured educational website that provides high-quality learning resources from reputed institutions. While the platform performs well in content delivery and organization, paid features and heavy course pages slightly affect the user experience. Overall, it remains an effective and trusted platform for online education.

2) AJIO

Website: <https://www.ajio.com>

Domain: E-commerce

Purpose of the Website

The AJIO website is an online shopping platform developed to sell fashion-related products such as clothing, footwear, and accessories for men, women, and kids. It mainly focuses on branded and trendy fashion items and targets young and fashion-conscious users.

Things Liked

- **Navigation:** Product categories and filters for size, brand, and price are available.
- **Images & Media:** Product images are clear and help in understanding product details.
- **Content & Data Arrangement:** Product information like price, size options, and offers is clearly displayed.
- **Technology Used:** Online payment system, order tracking, and user account management.
- **Offers & Discounts:** Frequent sales and discount offers attract users.

Things Disliked

- **Frontend Design:** The overall frontend design feels poorly structured and not visually appealing.
- **Color Combination:** The color scheme does not look balanced and feels uncomfortable in some sections.
- **Animations:** Excessive animations and transitions make the website feel heavy and distracting.
- **Website Speed:** Some pages load slowly due to heavy images and animations.
- **Navigation:** Homepage feels cluttered with too many banners and sections.
- **Mobile Experience:** Scrolling and responsiveness are not smooth on mobile devices.

Overall Summary

AJIO provides a wide range of fashion products and attractive discounts, but the overall user experience is affected by weak frontend design, poor color combination, and unnecessary animations. While the website serves its shopping purpose well, improvements in layout clarity, visual consistency, and performance would make it more user-friendly.

3) CISCO

Website: <https://www.cisco.com>

Domain: Company

Purpose of the Website

The Cisco website is the official corporate platform of Cisco Systems. It is designed to provide information about networking products, enterprise solutions, cloud services, cybersecurity offerings, company updates, technical resources, and career opportunities. The website also helps Cisco communicate with businesses, IT professionals, partners, and job seekers.

Things Liked

- **Theme Alignment:** The professional and technology-focused theme suits a global networking company.
- **Navigation:** Main sections such as Products, Solutions, Support, and Careers are clearly listed.
- **Images & Media:** Corporate visuals and product graphics give a trustworthy impression.
- **Content & Data Arrangement:** Information is structured according to industries and solutions.
- **Colors:** Blue and white color scheme reflects reliability and professionalism.
- **Fonts:** Clean and formal fonts improve readability.
- **Technology Used:** Secure cloud infrastructure, documentation systems, and enterprise-level tools.

Things Disliked

- **Website Speed:** Some pages load slowly due to heavy scripts and dynamic content.
- **Navigation:** Multiple submenus make it difficult for first-time users to find information quickly.
- **Images & Media:** Some visuals appear repetitive across pages.
- **Content Arrangement:** Technical content feels dense and lengthy for non-technical users.
- **Colors:** Design looks too plain and lacks visual variety.
- **Fonts:** Small text size in documentation sections reduces comfort.
- **Technology:** Heavy enterprise features affect performance on low-end devices.

Overall Summary

The Cisco website effectively represents the company's global presence and technical expertise. It provides detailed and reliable information for professionals and businesses. However, complex navigation, dense content, and heavy pages can overwhelm new users. Simplifying the layout and improving performance would create a better overall user experience.

4) JioHotstar

Website: <https://www.hotstar.com>

Domain: Entertainment

Purpose of the Website

The JioHotstar website is an online entertainment streaming platform developed to provide movies, TV shows, web series, live sports, and original content to users through the internet. It allows users to browse, watch, and manage entertainment content across multiple devices using a single account.

Things Liked

- **Theme Alignment:** The modern and media-focused theme suits an entertainment streaming platform.

- **Navigation:** Sections such as Movies, TV Shows, Sports, and My Space are clearly arranged.
- **Images & Media:** Attractive posters, thumbnails, and preview clips engage users.
- **Content & Data Arrangement:** Content is organized by language, genre, and popularity.
- **Colors:** Dark background with bright highlights gives a cinematic look.
- **Fonts:** Clean and readable fonts improve viewing comfort.
- **Technology Used:** Video streaming technology, content recommendation system, and cloud servers.

Things Disliked

- **Website Speed:** Streaming quality drops and buffering occurs on slow internet connections.
- **Navigation:** Homepage feels crowded with many content suggestions.
- **Images & Media:** Auto-playing previews consume extra data.
- **Content Arrangement:** Premium content is locked behind subscriptions.
- **Colors:** Dark theme can feel heavy during long usage.
- **Fonts:** Small text size affects readability on mobile devices.
- **Technology:** Requires stable internet for smooth playback.

Overall Summary

JioHotstar offers a wide range of entertainment content, including movies, shows, and live sports, with a visually appealing interface. However, heavy data usage, buffering issues on slow networks, and a crowded homepage affect the user experience. With improved layout simplicity and better data optimization, the platform can become more user-friendly.

5) ISRO – Indian Space Research Organisation

Website: <https://www.isro.gov.in>

Domain: Government

Purpose of the Website

The ISRO website is an official government platform developed to share information about India's space programs, satellite launches, missions, research activities, and technological achievements. It is mainly used by students, researchers, media, and the general public to access authentic updates, mission details, press releases, and educational resources related to space science.

Things Liked

- **Theme Alignment:** The website follows a serious and informative theme suitable for a national space agency.
- **Content Authenticity:** Information about missions and launches is reliable and official.
- **Navigation:** Major sections like missions, launches, and announcements are available on the homepage.
- **Images & Media:** Mission photos and launch visuals add credibility and interest.
- **Colors:** Simple color scheme that matches a government and scientific website.
- **Technology Used:** Secure government infrastructure for publishing official information.

Things Disliked

- **Website Speed:** Some pages load slowly, especially pages with images or documents.
- **Navigation:** Finding specific older information requires multiple clicks.
- **Content Arrangement:** Information is text-heavy and not well summarized.
- **Design:** The overall layout looks outdated compared to modern websites.
- **Fonts:** Font size is small in many sections, reducing readability.
- **Mobile Experience:** Website is not fully optimized for mobile users.

Overall Summary

The ISRO website performs well in delivering accurate and trustworthy information related to India's space missions and research. However, from a user's point of view, the website feels outdated in terms of design, navigation, and mobile usability. While it successfully fulfills its informational role, improvements in layout, readability, and responsiveness would greatly enhance the overall user experience.

6) MDN Web Docs (Mozilla Developer Network)

Website: <https://developer.mozilla.org>

Domain: Technology

Purpose of the Website

MDN Web Docs is a technical documentation website developed by Mozilla to provide learning resources and reference material for web technologies. It is mainly used by students, developers, and professionals to learn and understand HTML, CSS, JavaScript, and other web standards.

Things Liked

- **Theme Alignment:** The minimal and technical theme perfectly suits a developer-focused website.
- **Navigation:** Sidebar menus and search functionality make topics easy to access.
- **Content & Data Arrangement:** Documentation is well structured with clear headings and examples.
- **Website Speed:** Pages load quickly and smoothly while browsing.
- **Colors:** Simple color scheme reduces distractions during reading.
- **Fonts:** Clean and readable fonts suitable for long technical content.
- **Technology Used:** Modern web technologies, documentation tools, and open-source platforms.

Things Disliked

- **Images & Media:** Very limited use of images or visual explanations.
- **Navigation:** Deep topic links may confuse beginners.
- **Content Arrangement:** Long text-heavy pages can feel overwhelming.
- **Colors:** Plain design may feel dull to non-technical users.
- **Fonts:** Continuous long paragraphs cause reading fatigue.
- **Technology:** Beginners may find the content too technical without guidance.

Overall Summary

MDN Web Docs is a highly reliable and accurate resource for learning web development technologies. It performs exceptionally well in terms of speed and content quality. However, the text-heavy nature and limited visual support can make it challenging for beginners. With more visual aids and beginner-friendly guidance, the platform could become more accessible to new learners.

2. Comparative Analysis of Selected Websites

Sr. No	Website URL	Purpose of website	Things liked in the website	Things disliked in the website	Overall evaluation of website
1	https://www.coursera.org	To provide online courses and certifications (Education)	Quality courses, organized structure, trusted institutions	Paid certificates, heavy course pages, less visual engagement	Very Good
2	https://www.ajio.com	To sell fashion products online such as clothing and accessories (E-Commerce)	Good product variety, filters, frequent discounts	Poor frontend design, bad color combination, heavy animations slow loading	Good
3	https://www.cisco.com	To provide corporate information, products, and enterprise solutions (Company)	Professional design, detailed technical content, clear structure	Complex navigation, text-heavy pages, not beginner-friendly	Very Good

4	https://www.hotstar.com	To stream movies, TV shows, sports, and web series online (Entertainment)	Wide content variety, smooth streaming on good network, attractive interface	Heavy data usage, ads and paid content, crowded homepage	Very Good
5	https://www.isro.gov.in	To provide official information about space missions, research, and launches (Government)	Authentic content, informative mission details, official updates	Outdated design, slow loading pages, poor mobile support	Good
6	https://developer.mozilla.org	To provide web development documentation and learning resources (Technology)	Accurate content, fast loading, well-structured documentation	Text-heavy content, limited visuals, difficult for beginners	Excellent

3. Final Conclusion

This case study of six websites from different domains highlights that an effective website is not defined only by the information it contains, but also by how comfortably users can access and interact with that information. Factors such as layout clarity, navigation flow, content structure, visual design, and loading performance strongly influence the overall user experience. Websites like **Coursera**, **JioHotstar**, and **MDN Web Docs** stand out due to their organized content, reliable performance, and purpose-driven design, whereas platforms such as **ISRO** and **AJIO** fulfill their core objectives but show limitations in design modernity, navigation simplicity, or visual consistency.

The analysis also indicates that each domain has its own set of design challenges based on user expectations. Government websites require modernization and better accessibility, educational platforms should focus on reducing clutter while maintaining performance, e-commerce websites

must improve frontend design and responsiveness, and corporate and technical websites should simplify complex content for wider audiences. Overall, this study demonstrates that combining strong functionality with user-friendly design and performance optimization is essential for developing successful and impactful websites in the future.

12/21/28