SANJIVANI COLLEGE OF ENGINEERING, KOPARGAON

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Web Technology Laboratory (PCIT311)

Report on: Case Study on Website Evaluation and Planning

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Case Study on Website Evaluation and Planning

Introduction:

In the modern digital era, the success of a software project is rarely determined solely by the cleanliness of its code. Rather, it is the pre-coding phase—planning, designing, and evaluating—that dictates the final user experience. Novice developers often fall into the trap of 'coding first', diving immediately into HTML and CSS without a clear visual hierarchy. This report documents the findings of a comprehensive case study of five distinct websites to understand design issues before development begins.

The primary objective was to visit at least five different client projects, ranging from e-commerce platforms to educational portals, and evaluate them based on specific criteria: purpose, aesthetics, functionality, and user friction points.

Objectives:

- To critically analyze five diverse websites to identify industry standards.
- To distinguish between subjective preference and objective usability flaws.
- To document 'Good' vs. 'Bad' design patterns in a structured format.
- To formulate a list of pre-coding requirements (Enhancements) for future projects.
- To understand that design must facilitate the user's end goal with minimal friction.

Website Evaluation Details:

1. Amazon India:

Website Link: https://www.amazon.in/

About the Website: Amazon is an E-Commerce platform designed to facilitate the purchase of physical goods with minimal friction. Upon landing on the homepage, the user is immediately presented with a search bar.

Things Liked: Fast search functionality, user reviews, prominent 'Buy Now' buttons utilizing color psychology.

Things Disliked: Cluttered homepage with too many suggestions can lead to decision paralysis.

Overall Evaluation: Good

2. Khan Academy:

Website Link: https://www.khanacademy.org/

About the Website: Khan Academy is an educational portal providing free content. The design relies heavily on white space and clean typography to make reading easy.

Things Liked: Clean layout focused on learning, hierarchical navigation, no distracting ads.

Things Disliked: Deep menus sometimes require multiple clicks.

Overall Evaluation: Good

3. Apple Services Plumbing:

Website Link: https://goappleplumbing.com/

About the Website: A local service business website intended to generate phone calls for service appointments.

Things Liked: N/A (Represents a 'Bad' design example).

Things Disliked: Unreadable text (dark blue on black), non-responsive design (tiny text on mobile), contact number hidden.

Overall Evaluation: Bad

4. The Hindu:

Website Link: https://www.thehindu.com/

About the Website: A news and media platform that delivers updates while maximizing ad impressions.

Things Liked: High-quality news content, organized grid-based layout.

Things Disliked: Intrusive advertising (popups, auto-play videos), hostile user experience.

Overall Evaluation: Bad

5. Active Theory (Portfolio):

Website Link: https://www.active-theory.com/

About the Website: A creative portfolio designed to showcase high-end design skills using advanced visuals.

Things Liked: Stunning visuals, immersive experience, aesthetic minimal design.

Things Disliked: Confusing navigation hidden in menus, prioritizes 'coolness' over usability.

Overall Evaluation: Average

Comparative Evaluation Table

Sr No	Website URL	Purpose	Liked	Disliked	Evaluation
1	amazon.in	E-Commerce	Fast Search, Reviews	Cluttered Home	Good
2	khanacademy.org	Education	Clean Layout, No Ads	Deep Menus	Good
3	goappleplumbing.com	Service	N/A	Unreadable, Not Mobile	Bad
4	thehindu.com	News	Good Content	Intrusive Ads	Bad
5	active-theory.com	Portfolio	Visuals	Confusing Nav	Average

Conclusion:

In conclusion, this case study has been a vital exercise in understanding the full lifecycle of web development. We have learned that writing code is merely the final step in a long process of decision-making. The difference between a 'Good' website and a 'Bad' website is rarely the complexity of the Javascript, but rather the empathy shown to the user.

Through the analysis of these five websites, it is clear that user-friendly design, easy navigation, and mobile responsiveness are critical. Common problems like intrusive advertisements and non-responsive layouts can severely damage user trust.

References:

1. Amazon India - https://www.amazon.in/
2. Khan Academy - https://www.khanacademy.org/
3. Apple Services Plumbing - https://goappleplumbing.com/
4. The Hindu - https://www.thehindu.com/
5. Active Theory Portfolio - https://www.active-theory.com/