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Assignment No. 1 : Case Study: Before Coding of the website, planning is important, students should visit different website (Min. 5) for the different client projects and note down the evaluation results for these websites, either good website or bad website in following format.

Case Study of Website 1
Amazon

1. Website Information
Website URL: https://www.amazon.in/
Category: E-Commerce / Online Marketplace
Target Users: General consumers, sellers, businesses, students

2. Purpose of the Website
The main purpose of Amazon is to provide an online platform for buying and selling products such as electronics, books, clothing, groceries, and digital services. It enables customers to shop conveniently while allowing sellers to reach a large customer base.

3. Description of the Website
Overview
Amazon is one of the world's largest e-commerce platforms. It offers a wide range of products along with services such as Amazon Prime, digital streaming, cloud services, and online payments. The website focuses on user convenience, fast delivery, and personalized recommendations.

Likes
• Wide variety of products
• Easy search and filtering options
• Fast delivery and return policies
• Secure payment methods
• User reviews and ratings

Dislikes
• Excessive advertisements and promotions
• Some fake or misleading reviews
• Price fluctuation issues
• Heavy data usage

Findings
• Strong focus on customer experience
• Uses AI for recommendations
• Reliable logistics and delivery system

Technology Used
• HTML, CSS, JavaScript
• Cloud computing (AWS)
• AI and recommendation algorithms
• Secure payment gateways

Owner of the Website

• **Owner**: Amazon.com, Inc.

Issues in the Website

• Overloaded interface during sales

• Fake seller listings

• Dependence on internet speed

Facts

One of the largest e-commerce platforms globally

• Operates in many countries

• Serves millions of users daily

4. Summary Table

Parameter	Details
Website Name	Amazon
URL	https://www.amazon.in/
Category	E-Commerce
Purpose	Online Shopping & services
Strengths	Product variety , delivery
Weaknesses	Ads, fake reviews
Overall Evaluation	**Good**

Overall Evaluation

Amazon effectively delivers a seamless online shopping experience and remains a leader in global e-commerce.

Case Study of Website 2
Wikipedia

1. Website Information

Website URL: https://www.wikipedia.org/

Category: Education / Information

Target Users: General public, Students, reserchers

2. Purpose of the Website

Wikipedia aims to provide free, reliable, and easily accessible knowledge on a wide range of topics.

3. Description of the Website

Overview

Wikipedia is a free online encyclopedia maintained by volunteers. It provides articles on science, history, technology, culture, and more.

Likes

• Free access to information
• Simple and clean design
• Multi-language support
• Useful for academic learning

Dislikes

Content accuracy depends on contributors
• Limited multimedia
• Not always accepted as a primary source

Findings

• Widely used for quick learning
• Community-driven content
• Regular updates

Technology Used

• HTML, CSS, JavaScript
• MediaWiki platform
• Open-source technologie

Owner of the Website

- **Owner:** Wikimedia Foundation

Issues in the Website

• Risk of misinformation
• Requires fact verification

Facts

• Non-profit platform

• One of the most visited websites worldwide

4. Summary Table

Parameter	Details
Website Name	Wikipedia
URL	https://www.wikipedia.org/ -*
Category	Education
Strengths	Free Knowledge
Weaknesses	Content reliability
Overall Evaluation	**Good**

Overall Evaluation

Wikipedia is an extremely valuable educational resource that provides free and easy access to information for users worldwide. Although content accuracy may vary due to its open-editing model, it remains a reliable starting point for learning and research when used with proper verification. Overall, Wikipedia is a useful and impctful educational website.

Case Study of Website 3
LinkedIn

1. Website Information
Website URL: https://www.linkedin.com/
Category: Professional Networking / Career Development
Target Users : Students, professionals, job seekers, recruiters, businesses, organizations

2. Purpose of the Website
The main purpose of LinkedIn is to provide a **professional networking platform** where users can connect with industry professionals, search for job opportunities, showcase skills and experience, and build their professional identity. It also helps companies in recruitment, branding, and talent acquisition.

3. Description of the Website
Overview
LinkedIn is the world's largest professional social networking website. It allows users to create professional profiles highlighting their education, skills, experience, and achievements. The platform supports job searching, professional networking, learning resources, business pages, and industry-related content sharing. LinkedIn is widely used by recruiters and employers to find suitable candidates and by professionals to grow their careers

Likes
• Professional and career-focused platform
• Helps in job searching and recruitment
• Easy networking with professionals and companies
• Skill endorsement and recommendation features
• Learning resources through LinkedIn Learning

Dislikes
• Many useful features require a paid subscription
• Spam messages and unwanted connection requests
• Algorithm may limit post visibility
• Can feel overwhelming for new users

Findings
• Widely used by recruiters and job seekers
• Strong focus on professional branding
• Effective platform for career growth and networking
• Popular among students and working professionals

Technology Used
• HTML, CSS, JavaScript
• Cloud-based infrastructure

- AI and machine learning for job recommendations
- Data analytics and security systems

Owner of the Website
- **Owner:** LinkedIn Corporation
- **Parent Company:** Microsoft

Issues in the Website
- Overdependence on paid features
- Privacy concerns related to user data
- Spam and fake job postings
- Limited customization for free users

Facts
- World's largest professional networking platform
- Millions of active users worldwide
- Used by companies, startups, and recruiters globally
- Strong presence in career and recruitment services

4. Summary Table

Parameter	Details
Website Name	LinkedIn
URL	https://www.linkedin.com/
Category	Professional Networking
Strengths	Career growth, networking
Weaknesses	Paid features, spam
Overall Evaluation	**Good**

Overall Evaluation

LinkedIn is a powerful professional networking platform that plays a crucial role in career development and recruitment. Despite limitations such as paid features and spam issues, it effectively connects professionals and organizations, making it a valuable website for students, job seekers, and working professionals.

Case Study of Website 4
Wipro

1. Website Information
Website URL: https://www.wipro.com/
Category: Corporate / Information Technology & Consulting
Target Users: Business clients, enterprises, job seekers, investors, professionals, students

2. Purpose of the Website
The main purpose of the Wipro website is to present the company's IT services, consulting solutions, digital transformation offerings, career opportunities, and corporate information. It acts as an official platform for clients, employees, investors, and partners to understand Wipro's capabilities and global operations.

3. Description of the Website
Overview
Wipro is a multinational IT services and consulting company. The website highlights technology solutions, industry expertise, sustainability initiatives, innovation labs, and career paths. It is designed with a professional and enterprise-focused layout, emphasizing credibility, innovation, and large-scale business solutions.
The content is structured to address different stakeholders such as clients, job seekers, and investors.

Likes
- Clean and professional corporate design
- Clear presentation of services and industries
- Strong careers and campus hiring section
- Focus on sustainability and innovation
- Well-organized navigation menus

Dislikes
- Content-heavy pages may feel overwhelming
- Less engaging for non-technical users
- Minimal interactive elements
- Some sections require multiple clicks to reach

Findings
- Website is mainly enterprise and client-focused
- Emphasizes digital transformation, cloud, AI, and consulting
- Designed more for information delivery than interaction
- Reflects a strong global corporate brand

Technology Used
- HTML, CSS, JavaScript
- Enterprise-level content management system (CMS)
- Cloud infrastructure and analytics tools

- Secure web hosting and optimization technologies

Owner of the Website
- **Owner:** Wipro Limited

Issues in the Website
- Too much corporate information for first-time visitors
- Limited personalization features
- Navigation can feel complex for casual users
- Heavy content may affect page load times

Facts
- One of the top IT services companies in India
- Operates globally with clients in multiple industries
- Strong focus on sustainability and ethical practices
- Major recruiter of engineering graduates

4. Summary Table (Short)

Parameter	Details
Website Name	Wipro
URL	https://www.wipro.com/
Category	Corporate / IT Services
Strengths	Clear services, strong brand
Weaknesses	Content-heavy, less interactive
Overall Evaluation	**Good**

Overall Evaluation
The Wipro website effectively represents a global IT and consulting enterprise. It clearly communicates services, innovation, and career opportunities. Although it may feel complex for general users, it serves its intended audience—**business clients and professionals—very well**, making it a solid corporate website.

Case Study of Website 5
Flipkart

1. Website Information
Website URL: https://www.flipkart.com/
Category: E-Commerce / Online Shopping
Target Users: General consumers, sellers, businesses, students

2. Purpose of the Website
The main purpose of Flipkart is to provide an **online marketplace** where users can buy and sell products such as electronics, fashion items, home appliances, books, and groceries. It aims to offer convenient shopping, competitive pricing, and reliable delivery services across India.

3. Description of the Website
Overview
Flipkart is one of India's leading e-commerce platforms. It provides a wide range of products along with features such as product comparison, customer reviews, secure payments, and doorstep delivery. The website is designed to handle high user traffic and offers personalized recommendations to enhance the shopping experience.

Likes
• Wide range of products across categories
• User-friendly interface and easy navigation
• Multiple secure payment options
• Regular discounts and offers
• Customer reviews and ratings for products

Dislikes
• Delivery delays in some regions
• Quality issues with third-party sellers
• Heavy advertisements during sales
• Return process can be time-consuming

Findings
• Strong focus on Indian consumers
• High usage during festive sales
• Competitive pricing strategy
• Efficient logistics network

Technology Used
• HTML, CSS, JavaScript
• Cloud computing infrastructure
• AI-based product recommendations
• Secure payment gateway systems

Owner of the Website

- **Owner:** Flipkart Internet Private Limited

Issues in the Website

• Fake or misleading seller listings

• Overloaded interface during major sales

• Customer support delays

Facts

• One of the largest e-commerce platforms in India

• Serves millions of users daily

• Strong presence in electronics and fashion categories

4. Summary Table (Short)

Parameter	Details
Website Name	Flipkart
URL	https://www.flipkart.com/
Category	E-Commerce
Strengths	Product variety, discounts
Weaknesses	Delivery and seller issues
Overall Evaluation	**Good**

Overall Evaluation

Flipkart effectively provides a convenient and affordable online shopping experience for Indian consumers. Despite minor issues related to delivery and seller quality, it remains a popular and reliable e-commerce platform.

Final Conclusion

All five websites effectively serve their respective domains, including **entertainment, information services, and corporate IT solutions**. While corporate websites focus more on information and credibility, platforms like YouTube and Yahoo emphasize engagement and accessibility. Despite minor usability and content overload issues, **all websites successfully achieve their intended purpose**, resulting in an overall evaluation of **Good**.

Sr. No.	Website URL	Purpose of Website	Things Liked in the Website	Things Disliked in the Website	Overall Evaluation
1	https://www.amazon.in/	Online shopping, e-commerce services & digital marketplace	Huge product variety, fast delivery, secure payments, user reviews, easy navigation	Too many ads, fake reviews, price fluctuations, high data usage	Good
2	https://www.wikipedia.org/	Free online encyclopedia & information sharing	Free access to knowledge, simple design, multi-language support, useful for education	Content accuracy depends on contributors, limited multimedia, needs verification	Good
3	https://www.linkedin.com/	Professional networking, job search & career development	Job opportunities, professional networking, skill endorsements, learning resources	Paid features, spam messages, privacy concerns, limited reach for free users	Good
4	https://www.wipro.com/	IT services, consulting, digital transformation & careers	Clean corporate design, strong careers section, sustainability focus	Less interactive, information overload	Good
5	https://www.flipkart.com/	Online shopping & e-commerce platform	Wide product range, frequent discounts, easy UI, multiple payment options	Delivery delays, seller quality issues, heavy advertisements	Good