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Course Name : **Business Analytics and Digital Marketing (BADM)**

Batch : **MBE10**

Capstone Title : **Crafting Compelling Web Presences**

Selected Website : [www.gofrugal.com](http://www.gofrugal.com)

### **About the website selection:**

I have selected **GoFrugal** company's website for this project.

This is one of the rapidly growing companies with various types of products' portfolio, where it is in the stage of **optimizing its online presence** to reaching more audience, improving search engine rankings, and trying to stay top in a competitive market.



# TASK 1

## Company (Brief Description)

GoFrugal is a digital-first technology company that provides software solutions for businesses, mainly in retail, restaurant, and distribution sectors. Their products help businesses simplify tasks like managing inventory, billing and finances, making operations smoother, improving customer service and supporting business growth.



## **GLOBAL PRESENCE:**

Serving 75+ countries, in 70+ industries providing products and reliable solutions to empowers businesses.

Some of the key industries that GoFrugal is working across are,

- Retail
- Pharmacies
- Restaurants
- Healthcare
- Distribution
- Manufacturing
- E-Commerce
- Textiles and Apparel

## **SERVICES:**

GoFrugal offers a range of services to meet the needs of retail, restaurant, and distribution businesses.

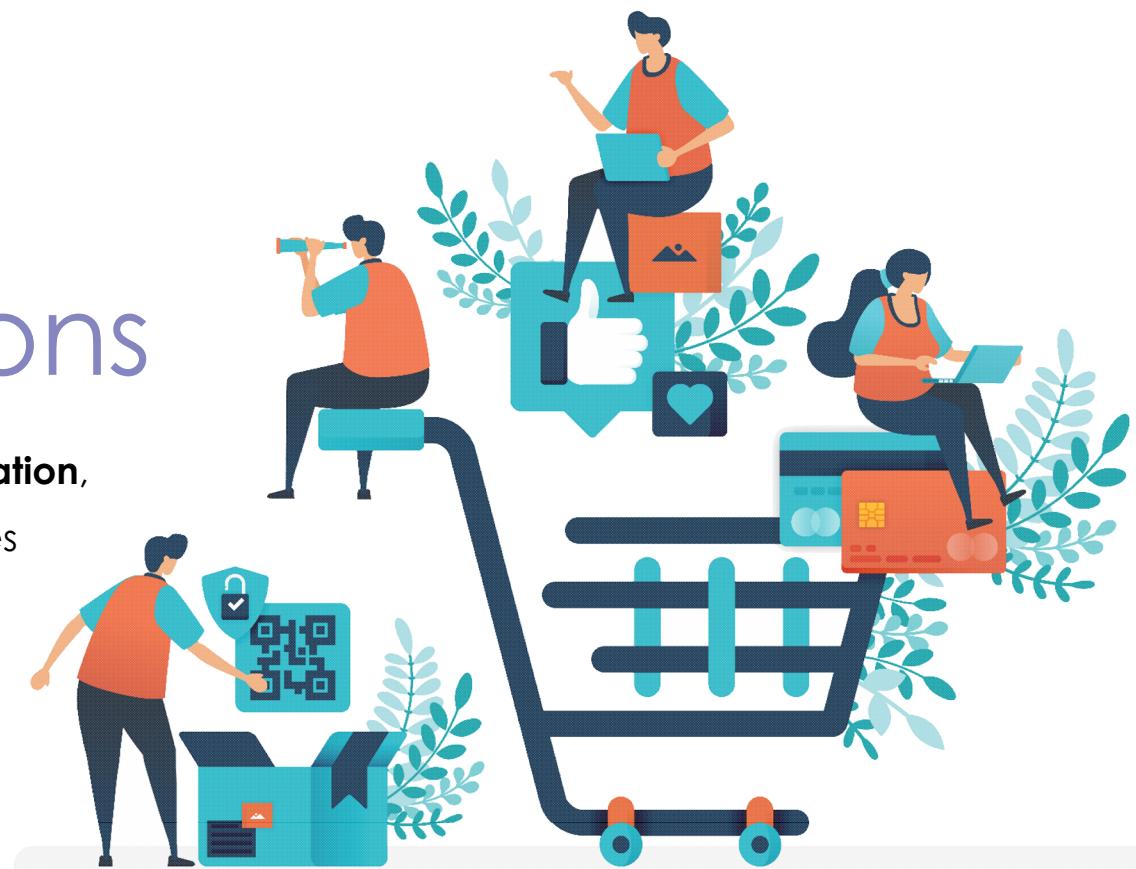
- Point of Sale (POS) Solutions
- Cloud ERP Solutions
- Inventory Management
- Supply Chain Management
- Customer Relationship Management (CRM)
- eCommerce Integration
- Mobile Solutions
- Accounting and Financial Management
- Reporting and Analytics
- Consultation and Support



# TASK 2

## Product and Service Descriptions

From absolute **POS systems** to **e-commerce integration**, GoFrugal's innovative suite of products and services empowers businesses with efficiency and growth.



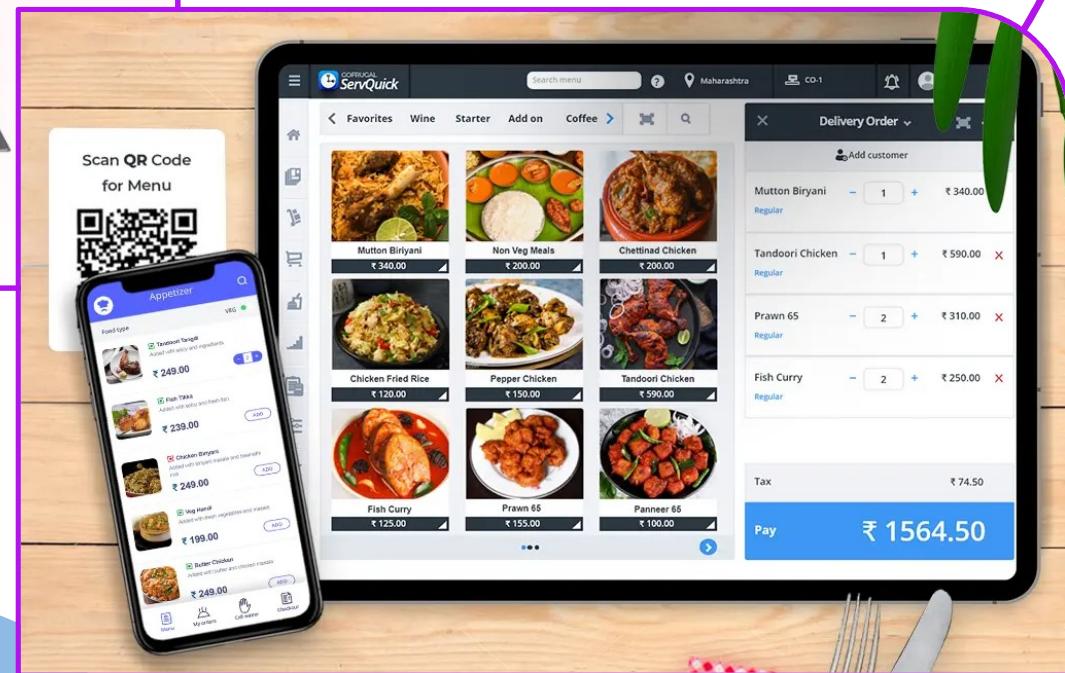


## Retail POS (Point of Sale):

Streamline retail operations with Gofrugal's POS, offering automated billing, inventory tracking, and real-time business insights. Supports multi-store management and integrates seamlessly with payment gateways.

## Restaurant POS:

Simplify restaurant management with tools for real-time menu updates, customizable billing, and delivery app integration. Boost efficiency with recipe cost analysis and wastage management.





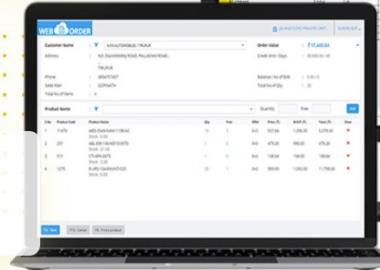
Desktop Billing  
For Windows users



Mobile Order  
For Android/iOS users

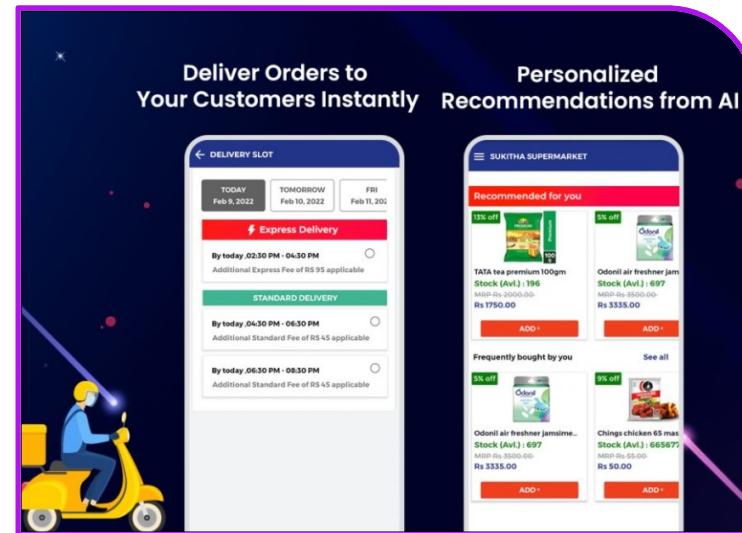


Web Order  
For Cloud users



## Distribution Management System:

Automate supply chain processes with features for multi-warehouse management, real-time inventory tracking, and auto-replenishment requests based on stock levels.



## OrderEasy Mobile App:

Offer personalized customer experiences with this mobile app for placing orders, tracking deliveries, and making payments. Designed for enhanced engagement in a digital-first world.



Catalog



Inventory



Pricing



## E-commerce Integration:

Merge physical and online stores effortlessly. Sync inventory and orders across channels, integrate with Shopify and WooCommerce, and deliver a seamless omnichannel experience.

# TASK 3

## Website Platform Identification

We have identified the platform behind GoFrugal's dynamic website, analyzed using online tools to identify its **development framework** and **technical foundation**.



## Content Management System (CMS)

- **WordPress 4.8.4:** Gofrugal uses WordPress as the CMS (Content Management System) to manage and **organize their website content**. The version in use is WordPress 4.8.4, (which is released in the year 2017) which is **slightly outdated**, indicating it may need an update for better security and performance.
- **Theme:** [Oblique](#) Theme
- **Plugins:** The website uses the following plugins to **enhance functionality**:
  - Jetpack
  - Disqus
  - Email Subscribers
  - Featured Video Plus
  - Contextual Related Posts
  - Custom Share Buttons with Floating Sidebar

## Web Framework

- **Bootstrap:** Bootstrap, a popular **front-end framework**, is used for designing **responsive** and **mobile-friendly web pages**. This ensures that the **site looks good on all devices**.

## Web Server

- **Apache 2.4.6:** The website is hosted on an Apache 2.4.6 web server, a widely used and **reliable** option for website hosting.

## Programming Language

- **PHP 5.3.3:** PHP is used for server-side scripting. The website is running on PHP version 5.3.3, which is **quite old**, and updating to a more recent version would improve both performance and security.

## Dev Tools

- **HTML5 Shiv:** A script used to support HTML5 elements in older browsers, **ensuring compatibility**.

## Analytics

- **Google Analytics UA:** Gofrugal uses Google Analytics UA (Universal Analytics) to track **user activity** and gather insights into **website traffic**, **user behaviour**, and **performance metrics**.

## Font Script

- **Google Font API:** The website uses Google Font API to ensure **consistent font compatible** across different browsers and devices.

## Editors

- **DreamWeaver:** The website is developed or edited using **Adobe Dreamweaver**, a popular website development tool.

## Recommendations:

- **Update PHP Version:** The current **PHP version (5.3.3) is outdated**. **Upgrading to a more recent version** will provide security improvements and performance enhancements.
- **Update WordPress Version:** WordPress 4.8.4 is **not the latest version**. An **update** would provide better security and new features.
- **Mobile Optimization:** The site uses **Bootstrap for responsive design**, but it would be good to **ensure testing across all devices** for a seamless experience.

This comprehensive overview highlights the key technologies Gofrugal is utilizing to manage and enhance their website's functionality.

# TASK 4

## Responsive Design Testing

We have evaluated GoFrugal's website for responsive design and mobile optimization using online tools. This detailed report highlights performance across five key pages.

### Pages Tested:

- Homepage
- Products Page
- Contact Page
- Blog Page
- Downloads Page



## Terms Used

(Loading)

# LCP

Largest Contentful Paint



(Interactivity)

# INP

Interaction to Next Paint



(Visual Stability)

# CLS

Cumulative Layout Shift



### **Largest Contentful Paint (LCP):**

LCP is a web performance metric that measures how long it takes for the largest content on a web page to be visible to a user.

### **Interaction to Next Paint (INP):**

INP is a web performance metric that measures user interface responsiveness – how quickly a website responds to user interactions like clicks or key presses.

### **Cumulative Layout Shift (CLS):**

CLS measures the unexpected shifting of web elements while the page is being rendered. This measurement is then quantified as an aggregate score of all the individual layout shifts on your page.

# FCP

First Contentful Paint



## First Contentful Paint (FCP):

FCP measures how long it takes for content to start appearing on a website.

# SI

Speed Index



**Speed Index (SI):** SI is a metric that measures how quickly a web page's content is visually displayed during the loading process.

## Page 1: Home Page <https://www.gofrugal.com/>

Device: Mobile

**Largest Contentful Paint (LCP):**

Status: **Pass**

Time taken: 2.3s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 2.3s

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.054

**First Contentful Paint (FCP):**

Status: **Fail**

Time taken: 2.3s

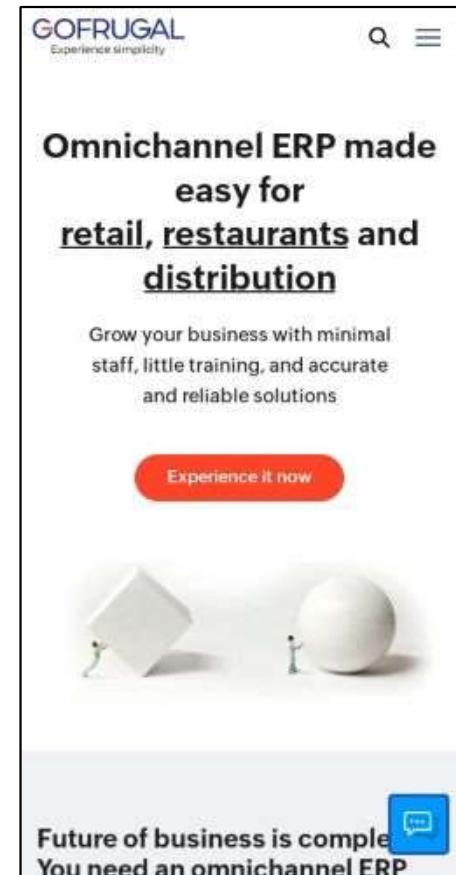
**Speed Index (SI):**

Status: **Pass**

Time taken: 0.8s

### Recommendations:

- Optimize images:** Reduce the size of images without affecting quality.
- Eliminate render-blocking resources:** JavaScript and CSS are common render-blocking resources that can slow down loading speed.



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## Page 1: Home Page <https://www.gofrugal.com/>

Device: Desktop

**Largest Contentful Paint (LCP):**

Status: **Pass**

Time taken: 0.9s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 51ms

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.054

**First Contentful Paint (FCP):**

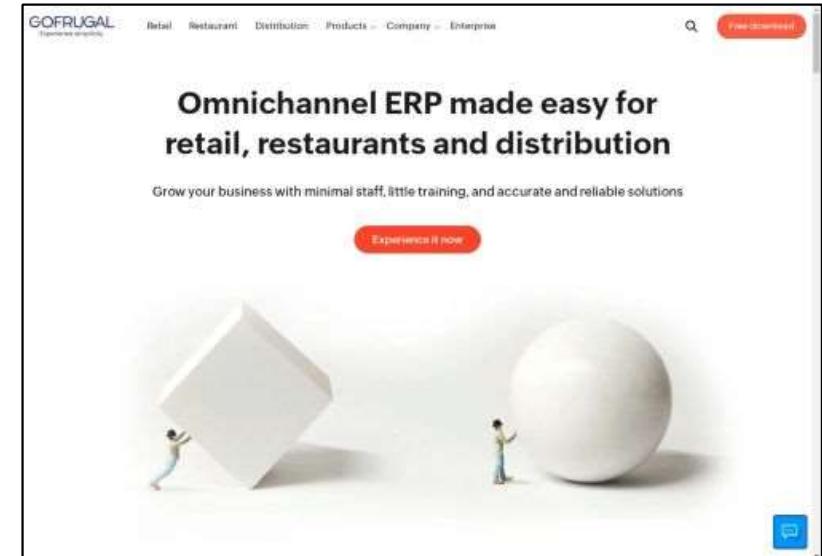
Status: **Pass**

Time taken: 0.5s

**Speed Index (SI):**

Status: **Pass**

Time taken: 0.9s



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## Page 1: Home Page <https://www.gofrugal.com/>

### STRENGTHS:

- Efficiently encoded images
- Multiple page redirects are avoided

### AREAS TO IMPROVEMENT: Accessibility Issues

- **Names and Labels:** Buttons do not have an accessible name. When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers.
- **Form elements do not have associated labels.** Labels ensure that form controls are announced properly by assistive technologies, like screen readers.
- **Links do not have a noticeable name.** Link text is the text you select for a link that describing what happens when a user activates it.

- **Navigation:**  
**Heading elements are not in a sequentially-descending order.**

Omnichannel ERP made easy for retail, restaurants and distribution  
Grow your business with minimal staff, little training, and accurate and reliable solutions

Experience it now

- **Contrast:**  
**Background and foreground colors do not have a sufficient contrast ratio.** Low-contrast text is difficult or impossible for many users to read.



## Page 2: Products Page <https://www.gofrugal.com/retail/>

Device: Mobile

**Largest Contentful Paint (LCP):**

Status: **Fail**

Time taken: 3.9s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 102ms

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.067

**First Contentful Paint (FCP):**

Status: **Fail**

Time taken: 4.3s

**Speed Index (SI):**

Status: **Pass**

Time taken: 3.0s



### Recommendations:

- **Optimize images:** Reduce the size of images without affecting quality.
- **Eliminate render-blocking resources:** JavaScript and CSS are common render-blocking resources that can slow down loading speed.

## Page 2: Products Page <https://www.gofrugal.com/retail/>

Device: DeskTop

**Largest Contentful Paint (LCP):**

Status: **Pass**

Time taken: 1.0s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 55ms

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.054

**First Contentful Paint (FCP):**

Status: **Pass**

Time taken: 0.6s

**Speed Index (SI):**

Status: **Pass**

Time taken: 1.2s



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## Page 2: Products Page <https://www.gofrugal.com/retail/>

### STRENGTHS:

- All text remains **visible during webfont loads**
- Image elements have **explicit width and height**

### AREAS TO IMPROVEMENT: Accessibility Issues

- **Names and Labels:** `<frame>` or `<iframe>` elements do not have a title. Screen reader users rely on frame titles to describe the contents of frames.
- **Links do not have a noticeable name.** Link text is the text you select for a link that describing what happens when a user activates it.
- Avoid an **excessive DOM size** as a large DOM will increase memory usage.
- **Contrast: Background and foreground colors do not have a sufficient contrast ratio.** Low-contrast text is difficult or impossible for many users to read.



## Page 3: Contacts Page <https://www.gofrugal.com/contact.html>

Device: Mobile

**Largest Contentful Paint (LCP):**

Status: **Fail**

Time taken: 10.1s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 156ms

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.067

**First Contentful Paint (FCP):**

Status: **Fail**

Time taken: 4.5s

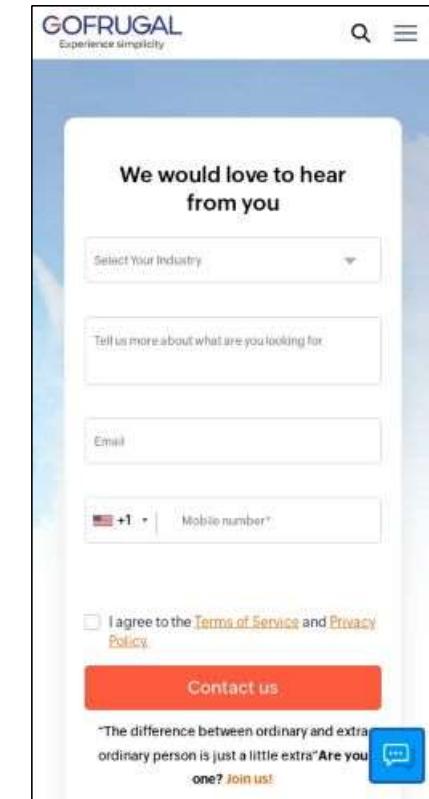
**Speed Index (SI):**

Status: **Fail**

Time taken: 2.3s

### Recommendations:

- **Optimize images:** Reduce the size of images without affecting quality.
- **Eliminate render-blocking resources:** JavaScript and CSS are common render-blocking resources that can slow down loading speed.



## Page 3: Contacts Page <https://www.gofrugal.com/contact.html>

Device: DeskTop

**Largest Contentful Paint (LCP):**

Status: **Fail**

Time taken: 2.3s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 63ms

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.054

**First Contentful Paint (FCP):**

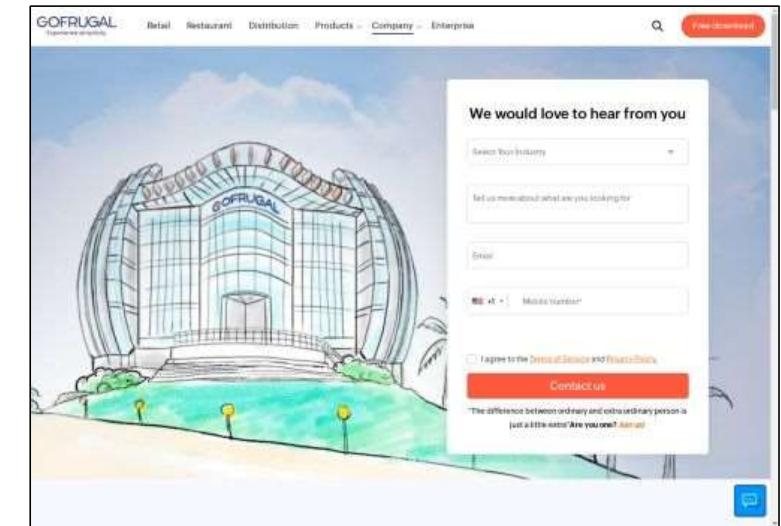
Status: **Pass**

Time taken: 0.6s

**Speed Index (SI):**

Status: **Pass**

Time taken: 1.7s



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## **Page 3: Contacts Page <https://www.gofrugal.com/contact.html>**

### **STRENGTHS:**

- All text remains **visible during webfont loads**
- Image elements have **explicit width and height**

### **AREAS TO IMPROVEMENT: Accessibility Issues**

- **Names and Labels:** `<frame>` or `<iframe>` elements do not have a title. Screen reader users rely on frame titles to describe the contents of frames.
- **Form elements do not have associated labels.**
- **Reduce unused CSS**
- **Preload Largest Contentful Paint image**
- **Does not use passive listeners** to improve scrolling performance
- Avoid an **excessive DOM size** as a large DOM will increase memory usage.

## Page 4: Blog Page <https://www.gofrugal.com/blog/>

Device: Mobile

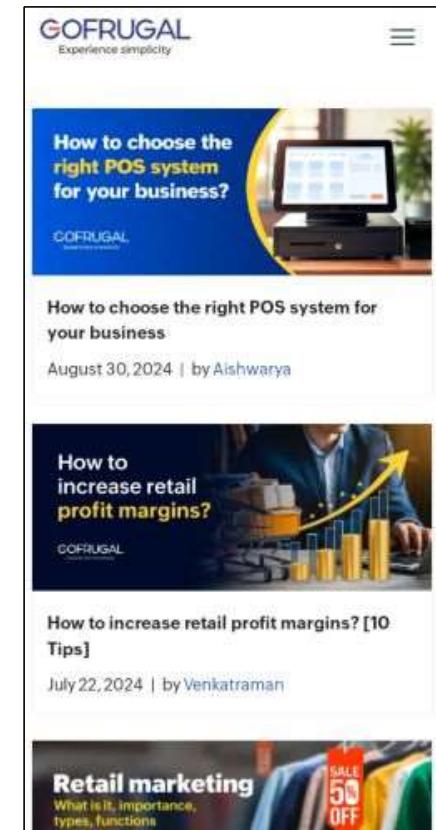
**Largest Contentful Paint (LCP):**  
Status: **Fail**  
Time taken: 4.6s

**Interaction to Next Paint (INP):**  
Status: **Pass**  
Time taken: 120ms

**Cumulative Layout Shift (CLS):**  
Status: **Fail**  
Score: 0.412

**First Contentful Paint (FCP):**  
Status: **Fail**  
Time taken: 2.4s

**Speed Index (SI):**  
Status: **Fail**  
Time taken: 1.7s



### Recommendations:

- **Optimize images:** Reduce the size of images without affecting quality.
- **Eliminate render-blocking resources:** JavaScript and CSS are common render-blocking resources that can slow down loading speed.

## Page 4: Blog Page <https://www.gofrugal.com/blog/>

Device: Desktop

### Largest Contentful Paint (LCP):

Status: **Fail**

Time taken: 1.2s

### Interaction to Next Paint (INP):

Status: **Pass**

Time taken: 60ms

### Cumulative Layout Shift (CLS):

Status: **Fail**

Score: 0.354

### First Contentful Paint (FCP):

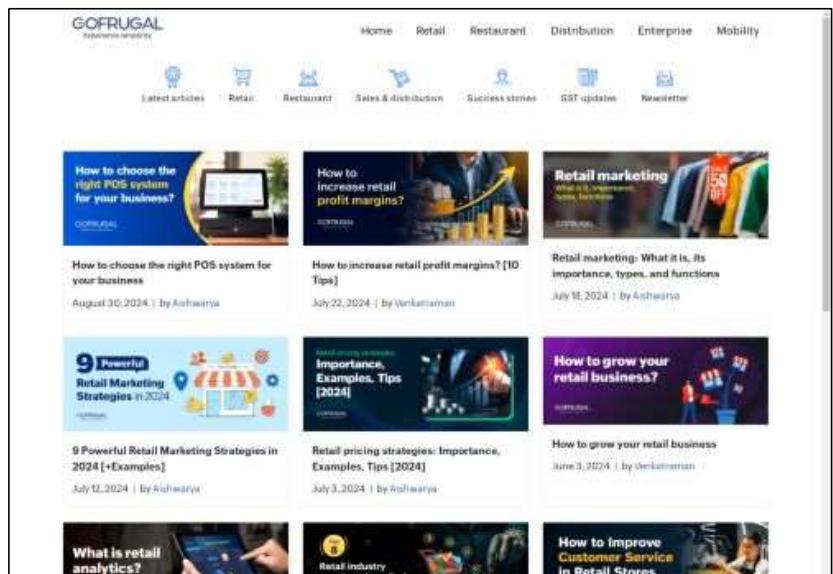
Status: **Pass**

Time taken: 0.8s

### Speed Index (SI):

Status: **Pass**

Time taken: 1.3s



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## Page 4: Blog Page <https://www.gofrugal.com/blog/>

Device: Desktop

### Largest Contentful Paint (LCP):

Status: **Fail**

Time taken: 1.2s

### Interaction to Next Paint (INP):

Status: **Pass**

Time taken: 60ms

### Cumulative Layout Shift (CLS):

Status: **Fail**

Score: 0.354

### First Contentful Paint (FCP):

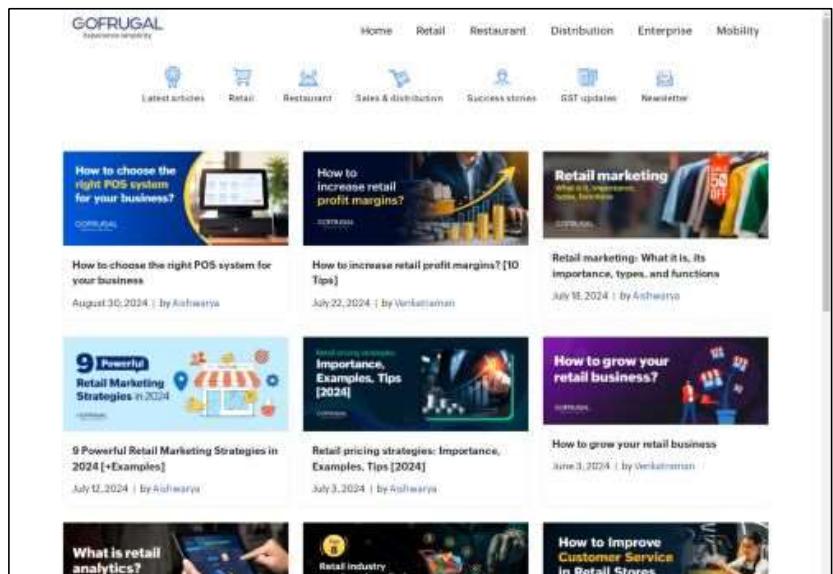
Status: **Pass**

Time taken: 0.8s

### Speed Index (SI):

Status: **Pass**

Time taken: 1.3s



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## Page 4: Blog Page <https://www.gofrugal.com/blog/>

### STRENGTHS:

- All **text remains visible** during webfont loads
- Uses **HTTPS**
- Displays **images with correct aspect ratio**
- **Allows users to paste into input fields.** Preventing input pasting is a bad practice for the UX, and weakens security by blocking password managers.
- **Avoids requesting the geolocation permission on page load**

### AREAS TO IMPROVEMENT: Accessibility Issues

- Avoid **large layout shifts**
- **Largest Contentful Paint image was lazily loaded**
- **Properly size images**
- Image elements **do not have explicit width and height**
- Uses **third-party cookies** 1 cookie found
- Serves images with **low resolution**

## Page 5: Downloads Page <https://www.gofrugal.com/downloads.html>

Device: Mobile

**Largest Contentful Paint (LCP):**  
Status: **Fail**  
Time taken: 4.9s

**Interaction to Next Paint (INP):**  
Status: **NA**

**Cumulative Layout Shift (CLS):**  
Status: **Pass**  
Score: 0.067

**First Contentful Paint (FCP):**  
Status: **Fail**  
Time taken: 2.2s

**Speed Index (SI):**  
Status: **Pass**  
Time taken: 2.5s

Status: **NA**  
(If you're testing a static page with limited user engagement, pagespeed might not track these metrics as they wouldn't be representative of your website's overall user experience.)



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## Page 5: Downloads Page <https://www.gofrugal.com/downloads.html>

Device: Desktop

**Largest Contentful Paint (LCP):**

Status: **Pass**

Time taken: 0.9s

**Interaction to Next Paint (INP):**

Status: **Pass**

Time taken: 24ms

**Cumulative Layout Shift (CLS):**

Status: **Pass**

Score: 0.054

**First Contentful Paint (FCP):**

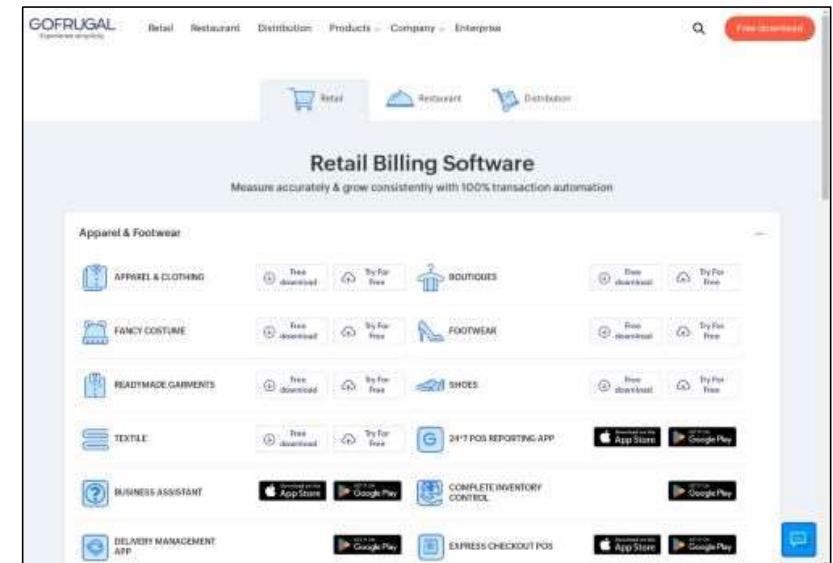
Status: **Pass**

Time taken: 0.5s

**Speed Index (SI):**

Status: **Pass**

Time taken: 1.1s



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## **Page 5: Downloads Page** <https://www.gofrugal.com/downloads.html>

### **STRENGTHS:**

- Page has the **HTML doctype**
- Uses **HTTPS**
- Allows **users to paste into input fields**
- Properly **defines charset**
- **Touch targets have sufficient size and spacing.**
- Input buttons have **discernible text**.

### **AREAS TO IMPROVEMENT: Accessibility Issues**

- Uses **third-party cookies** - 1 cookie found
- **<frame> or <iframe> elements do not have a title**
- Reduce **unused JavaScript**
- Avoid an **excessive DOM size**

## TASK 5

# Website Mistakes Identification

Analyzed GoFrugal's website to identify **design pitfalls** like **cluttered layouts** and **slow loading times**.

Provided actionable suggestions to enhance user experience and performance.



## Analysis:

- Broken links - Some pages contain **links that don't work**.
- **HTML form control has no accessible name.**

A label linked to the control allows the screen readers to voice the label correctly when reading the control.

- **Links must have an accessible name.**

A link name allows screen readers to voice what the links does. If there is no link content, or the link content is hidden by CSS, screen readers have nothing to read. Also, generic link labels like 'Click here' or 'Read more' doesn't explain any link purpose.

Change the link text so the link makes sense when screen readers access it.

- **Ensure that text and background colours have enough contrast.**

Some users find it hard to read light grey text on a white background, dark grey text on a black background and white text on a red background.

## Suggestions:

- **Radio buttons are easier to use than drop-downs** when there are 6 choices or fewer.
- **Use at least a 12-point font** on all web pages for better readability.

This below table shows pages that exhibit browser-specific behaviour.

Browser Version	Edge 127	Firefox 128	Safari 17	Opera 111	Chrome 127	iOS ≤ 16	iOS 17	Android 120
Critical Issues	●	●	●	●	●	●	●	●
Major Issues	●	●	●	●	●	●	●	●
Minor Issues	●	●	●	●	●	●	●	●

### Key

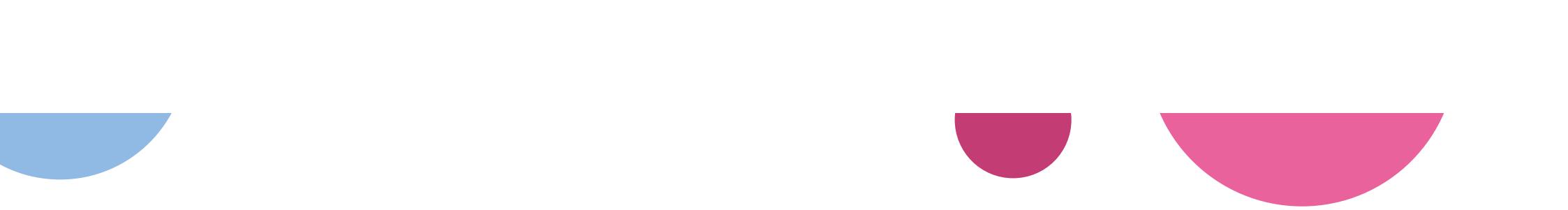
- Missing content or functionality
- Major layout or performance problems
- Minor layout or performance problems

## TASK 6

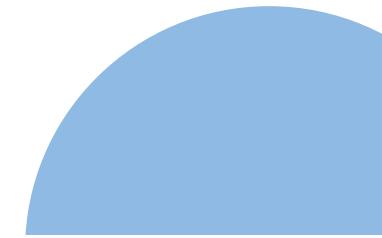
# Best Practices List for Website creation

Compiled a comprehensive list of best practices to craft visually appealing and user-friendly website designs. Focuses on enhancing aesthetics, usability, and overall user experience.





Best Practices for creating visually appealing and user-friendly Web designs:

- **Responsive Design:** Ensure the site works well on all devices, including mobile and desktop.
  - **Simple Navigation:** Use an intuitive menu to help users find what they need quickly.
  - **Fast Loading:** Optimize images and reduce heavy code for faster page speeds.
  - **Clear CTAs:** Place prominent and compelling call-to-action buttons like "Sign Up" or "Get Started."
  - **Consistent Branding:** Maintain uniform colors, fonts and logos to reflect your brand identity.
  - **SEO Optimization:** Use proper headings, metadata, and a logical structure to improve visibility.
  - **Accessibility:** Include alt-text for images, readable fonts, and keyboard-friendly navigation.
- 

## TASK 7

# Landing Page Design

I have created and designed a home page for GoFrugal website using Wix software with an imaginary product called "**On CUE**," inspired by Gofrugal's real product called "ServQuick".

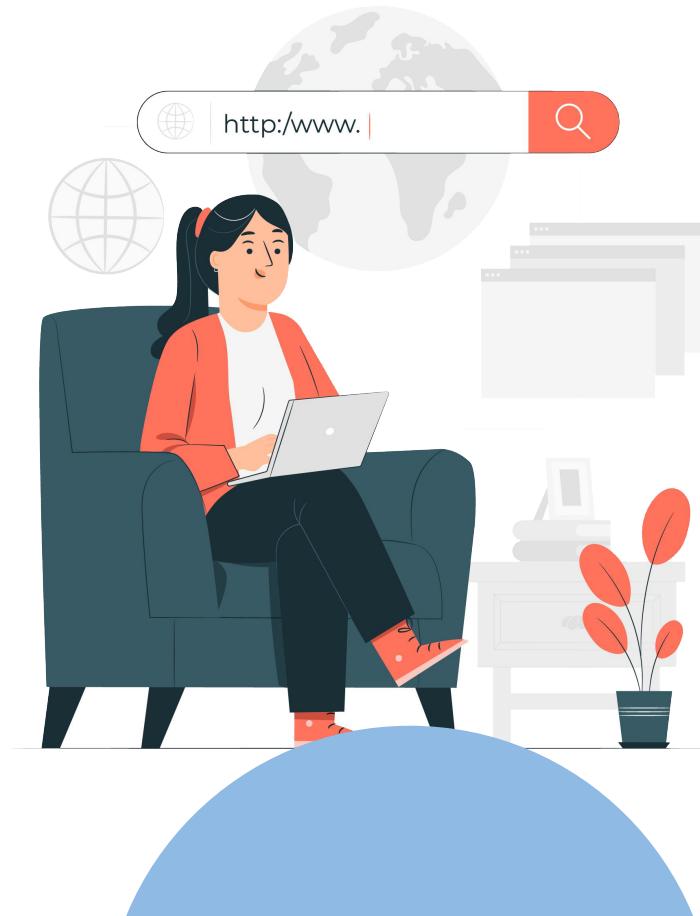
The design highlights the product's features, aims to increase brand awareness, and encourages potential customers to take action, such as exploring more or getting in touch.



Please **Ctrl + Click** the below link:

<https://kanimozhims05.wixsite.com/gofrugal-3>

# Thanks for your attention.!



*"A great website doesn't just build traffic; it builds trust."* – Anonymous