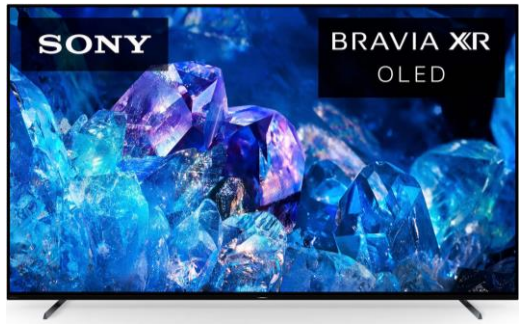
GUVI CAPSTONE PROJECT

Crafting Compelling Web Presences
MBM6

Presented By:
LAKSMI PRIYA M

PRODUCTS TO BE COVERED

Sony TV



Headphones

Interchangeable lens Camera

Wireless Speaker

SONY TV

Description:

- The Television is powered by XR processor to make it as real visual for the Audience.
- XR OLED Intelligent motion processing for smooth, fast-moving action and picture quality is upscaled to 4K.
- XR OLED is adaptive calibrated mode, works based on the show to room lighting conditions.
- Bravia Core calibrated mode including iMAX enchanced and adjustments of title to the picture to experience movie from home.
- Game Features: Screen image simulated, atmospheric sound, Auto HDR tone Mapping, Genre Picture Mode.
- Eco: Optimising brightness and power consumption, eco settings in one place.
- The design is beautiful made durable with less virgin plastic.
- Sound: The sound is from center of the screen perfectly matching the scene rather than beneath the screen like conventional TV.
- Voice Zoom2 detects voice, analyses them and improves the clarity.

SONY TV

- Smart features: Connect to different apps, control the Tv with voice assistant , Cast image , video from phone to Tv easily.
- Added advantage Compatible with Apple AirPlay and Siri to control your TV with the voice assistant.
- Add-ons: Kids profile helps to guide the kids with age appropriate shows , game and other contents.

BRAVIA CAM

- Proximity alert when kids or adults gets closer to the TV, Video call with family and friends when we pair with camera. Attaching and detaching BRAVIA CAM is so easy just with one swipe.

DESIGN

- The stand is stylish , aluminium slim wedged stand with a diamond shaped cross section makes it even thinner.
- The one slate design minimises noise and maximises the experiences
- The metal flush surface makes our eyes to focus on the screen rather than the outer surface.

HEADPHONES

DESCRIPTION:

- Battery life is up to 35 hours. Quick charge for 3 minutes will give extra 60 minutes of charge.
- The integrated Processor V1 provides authentic experience with minimal distortion.
- The Digital Sound Enhancement Engine (DSEE)restores to produce high-quality sound that’s closer to original recording.
- Multipoint connection.
- Buttons located help to play, stop and adjust the volume.
- Hands-free help through voice assistant.
- Effortless Bluetooth pairing.
- Beamforming microphones with precise voice pickup Technology.
- Noise cancelling headphones with newly noise reduction structure.

Interchangeable lens Camera

DESCRIPTION:

- Camera Sensor Type 35mm full frame RS CMOS sensor
- Number of pixels approximately 25.2 megapixels.
- Image sensor is Anti-Dust system.
- Movie functions is slow and quick motion.
- Recording system has 2 slots of memory card.
- Focus system type is Fast Hybrid AF (phase-detection AF / contrast-detection AF).
- FOCUS POINT Still images: Max. 759 points (phase-detection AF), Movies: Max. 627 points (phase-detection AF)
- SHUTTER SPEED Still images: 1/80000 to 30 s, Bulb, Movies: 1/8000 to 1 s and it is an Electronic shutter.

- Image stabilization is there and Image sensor-shift mechanism with five-axis compensation (compensation depends on lens specifications), Advanced optical 5-axis image stabilisation.
- Bluetooth connection and wireless LAN is available.
- USB streaming in video data format MJPEG, YUV420.
- Image processing engine - BIONZ XR

Wireless Speaker

Description:

- High quality sound.
- Battery life is 25 hours and with 10 minutes of quick charge gives 3 hours of playing time.
- Connect Speaker to TV with optical cable.
- A powerful combination of TV sound two rear tweeters and dual X-Balanced Speaker Units will provide you with an upgraded TV sound.
- Connect with up to 100 compatible speakers and sync your music and lights.
- Discoverable for your Android devices as soon as you turn it on.
- USB Play, and charge devices.

Determine the platform on which the website is developed

USED ONLINE TOOL - WAPPALYZER

Technology Stack
Sony.co.in

- CMS- Adobe Experience Manager
- Programming Language – Java
- Video players – Flowplayer

  Youtube
- UI frameworks – Bootstrap
- Web servers – Apache HTTP Server
- JavaScript frameworks – RequireJS

  React
- Widgets – Outbrain
- JavaScript libraries – core-js , crypto-js, jQuery, Hammer.js, Lodash, Modernizr, Swiper

- Tag Managers – Tealium
- Security – HSTS, Akamai Bot Manager
- Reviews – Bazaarvoice Reviews
- Digital asset management – Adobe

  Dynamic

  Media

  Classic
- Customer data platform – Tealium

  Adobe experience platform identity service

  Treasure data
- Cookie compliance – Tealium consent management
- CDN – Akamai
  cdnjs
  Cloudflare
- Analytics – Adobe Analytics , Google Ads Conversion Tracking, Facebook Pixel, Google Analytics
- Miscellaneous – Open Graph, Babel, HTTP/2

Test the website's responsive design and mobile optimization.

TOOLS USED

- **PageSpeed Insights (PSI)** reports on the user experience of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved. PSI provides both lab and field data about a page. Lab data is useful for debugging issues, as it is collected in a controlled environment.
- **Viewport Resizer:**

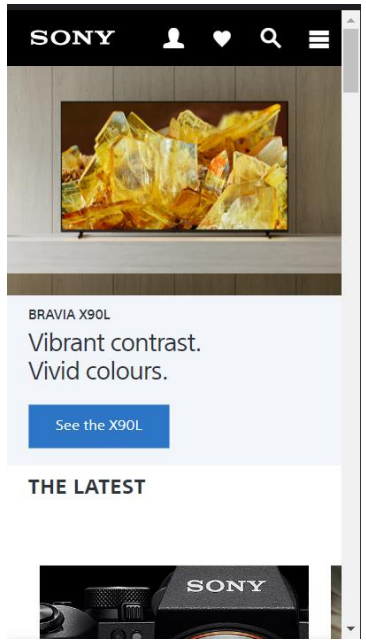
  Responsive Design Testing Google chrome extension.

Pages we are going to Test

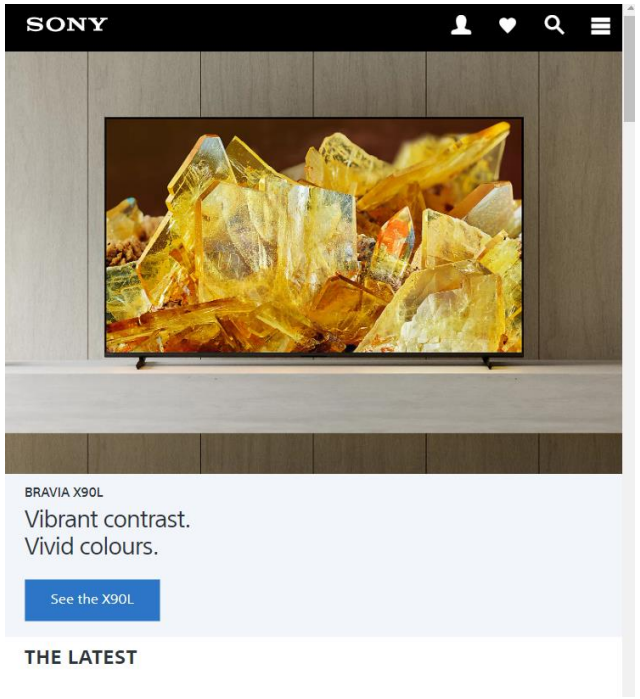
- Home Page
- Product Page
- Shopping Cart
- Register Page

Home Page

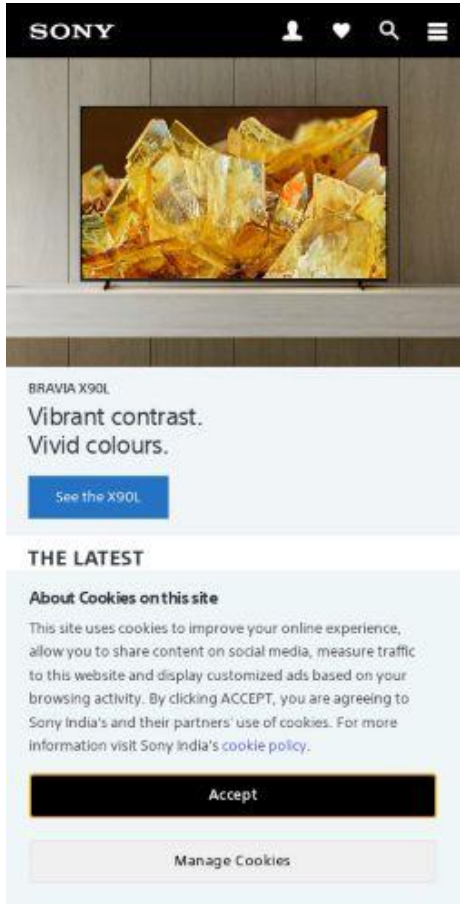
iPhone 5/SE Size: 320x568



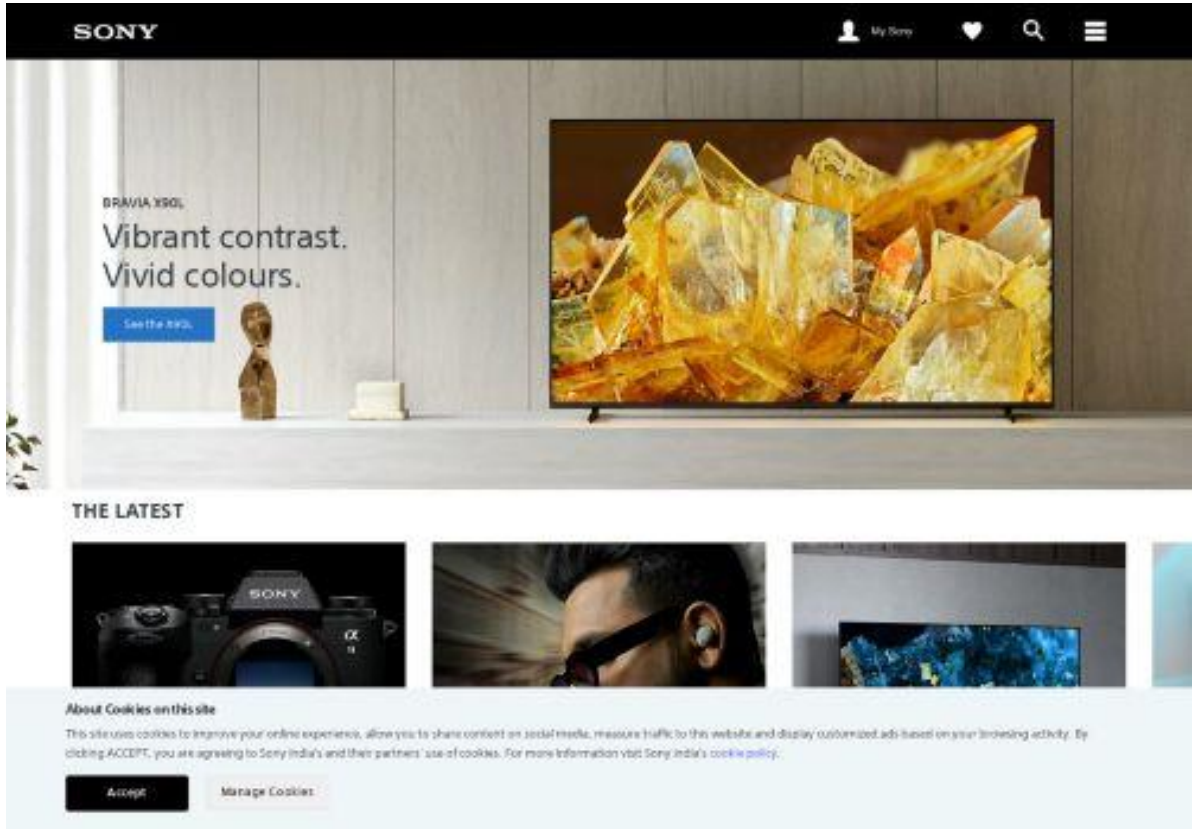
Tablet



Mobile

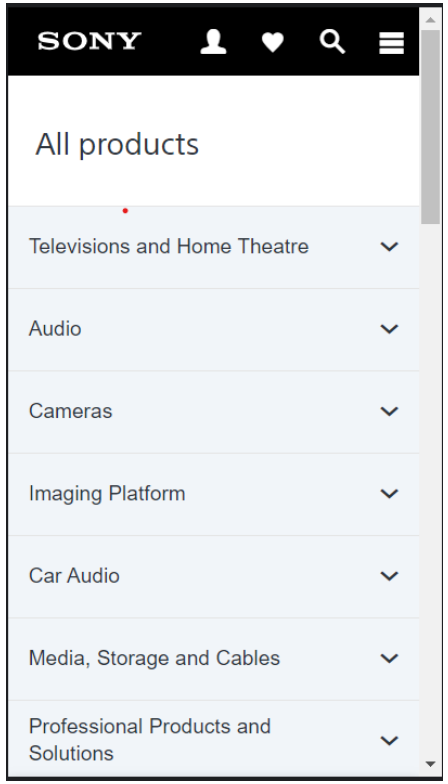


Desktop



PRODUCT PAGE

Iphone



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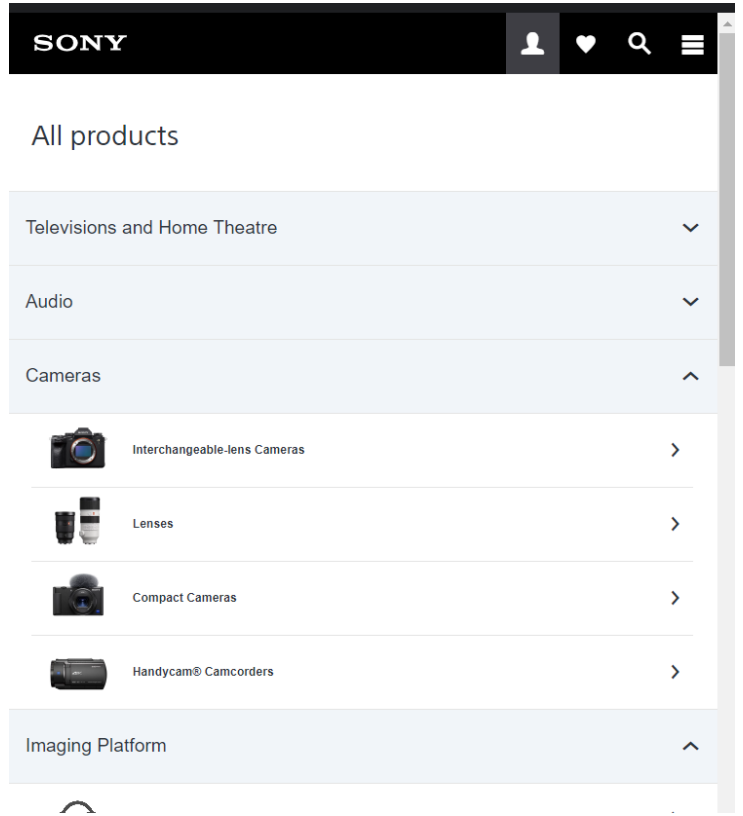
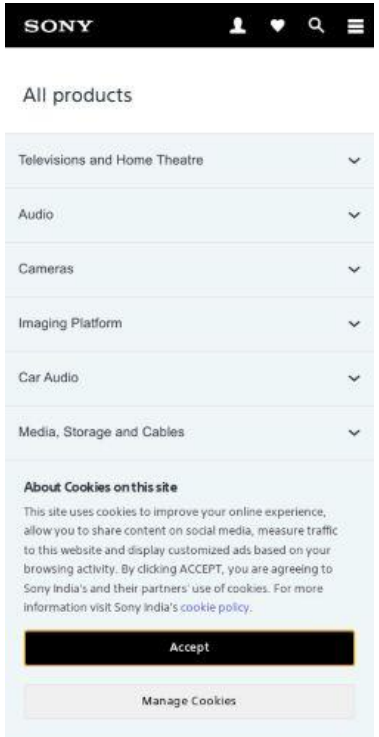


Mobile



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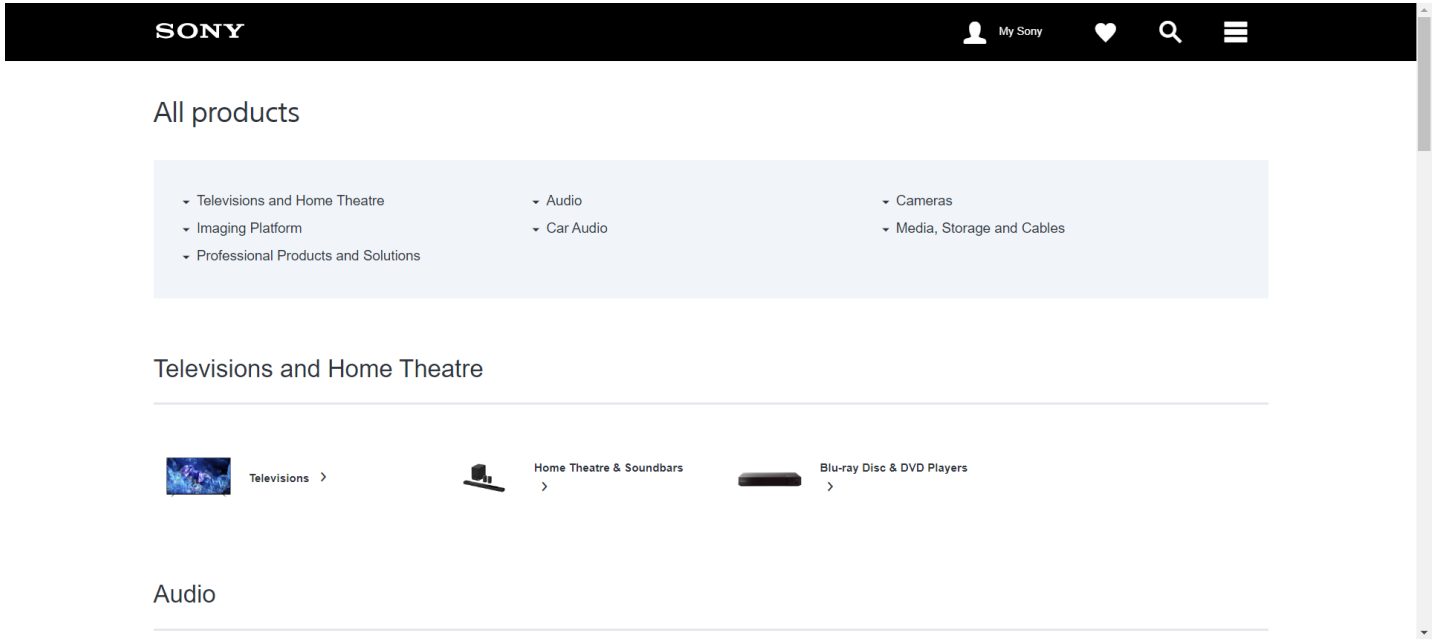
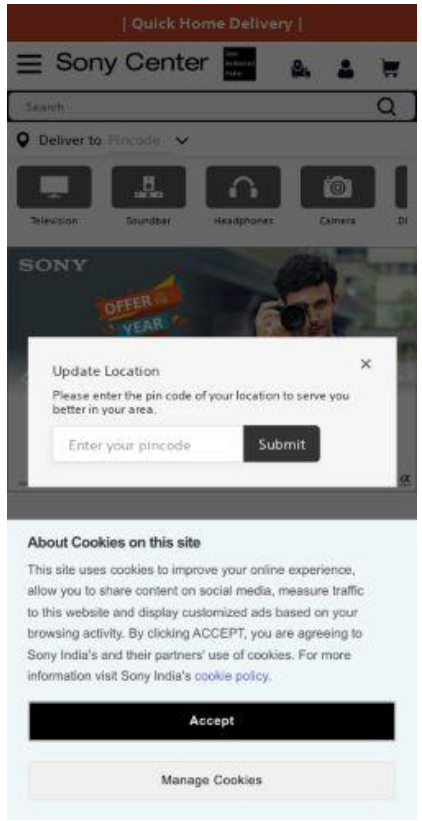


SHOPPING CART

Mobile



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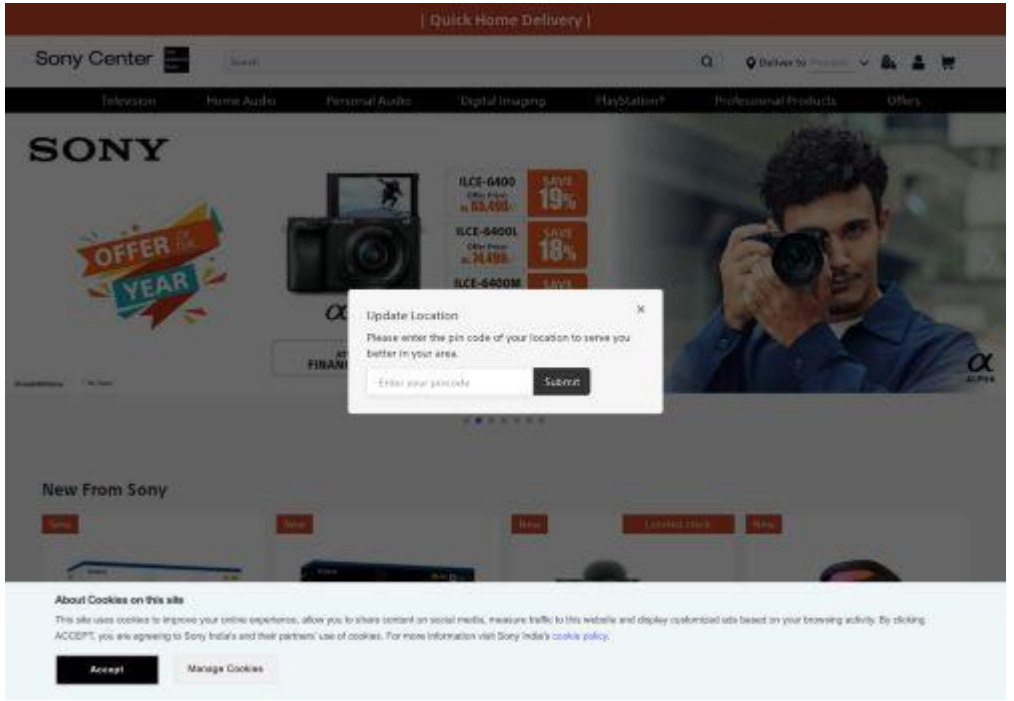
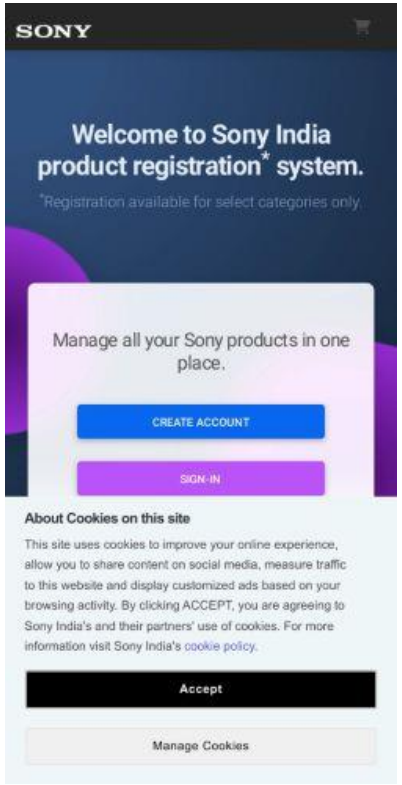
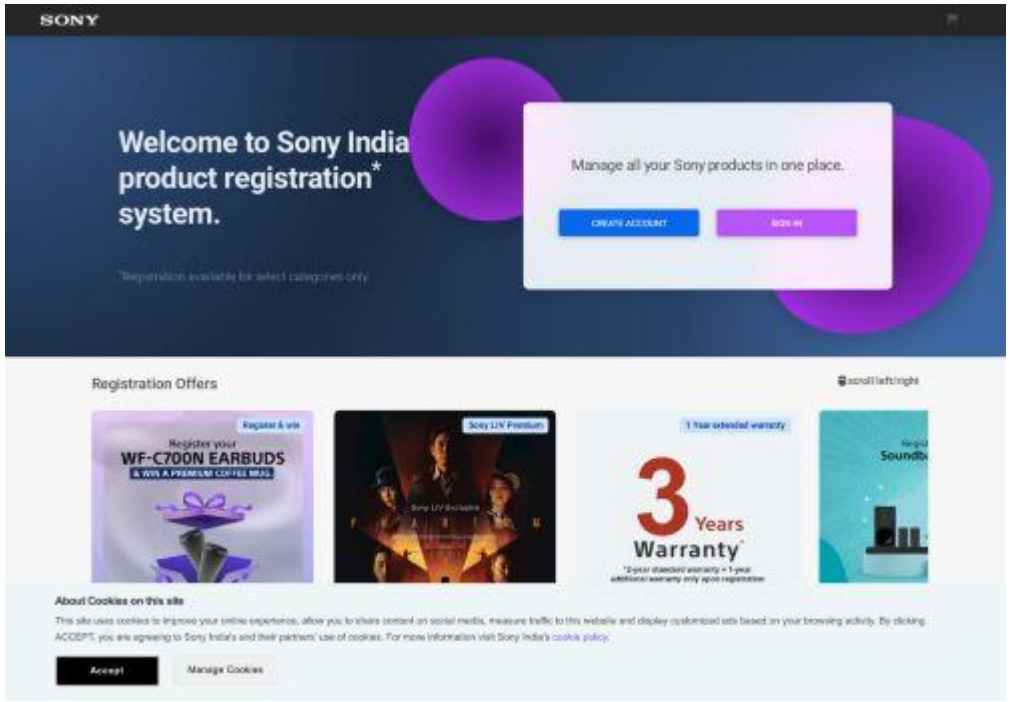


Register Page

Mobile

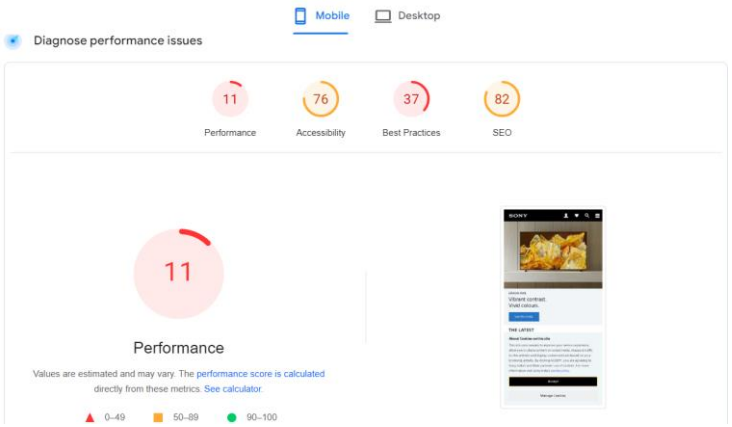


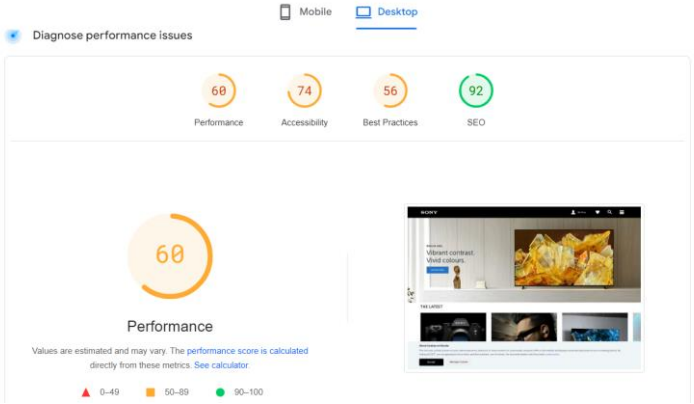
Desktop



Identify common website design mistakes to avoid, such as cluttered layouts and slow loading times(List at least 5 suggestions)

1. Performance Issue





Avoid large layout shifts: The largest layout shifts observed on the page. Each table item represented in a single layout shift, and show the element that shifted the most. Each item metioned would be possible root cause that led to the layout shift. Some of these layout shifts may not be included in the CLS metric value due to windowing.

Solution: Specifying image dimensions by always specifying, both, width and height for your website's image and video elements so that the correct spacing is used for images/videos. Alternatively, you can use CSS aspect ratio boxes to do the same.

2. Minimize main-thread work

- Solution:

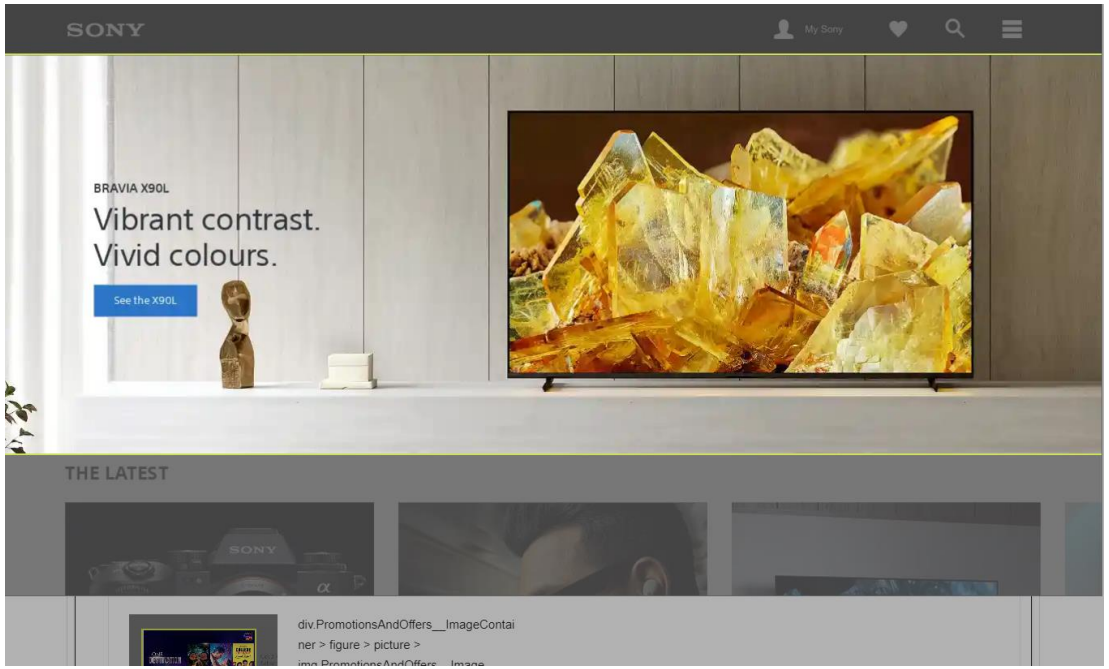
Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

Category	Time Spent
Script Evaluation	5,736 ms
Style & Layout	3,126 ms
Other	1,533 ms
Script Parsing & Compilation	428 ms
Garbage Collection	386 ms
Rendering	345 ms
Parse HTML & CSS	267 ms

3. Properly size images

- Solution:

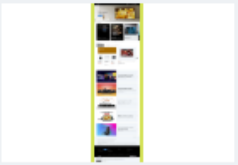
Serve images that are appropriately-sized to save cellular data and improve load time.



4. Avoid an excessive DOM(Document Object Model) size

- Solution:

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

Statistic	Element	Value
Total DOM Elements		1,459
Maximum DOM Depth	li.GlobalHeaderNavi__NavProductItem > a.js-datalayer-action-event > div.GlobalHeaderNavi__NavProductImage > img <img src="https://sony.scene7.com/is/image/sonyglobalsolutions/TV_65_A80K_756x756?$S…">	30
Maximum Child Elements	 body.homepage <body class="homepage page basicpage js-datalayer-page-details" data-version="1.0.0" data-environment="prod" data-language="en_IN" data-page-destinationurl="/content/sony/in/in/en-in/general/homepage.html" data-page-country-region="IN" data-page-language="en" lang="en" data-page-websitesection="glb" data-page-responsecode="200">	10

5. Ensure text remains visible during webfont load

- Solution:

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading

URL	Potential Savings
sony.co.in 1st Party	**30 ms**
…woff2/SonyGwn-S….woff2 (www.sony.co.in)	30 ms

Provide a list of best practices for creating visually appealing and user-friendly websites designs

1. Accessibility:
The aim of the web accessibility is to make a website user-friendly, understandable, operable and robust.

2. Responsivity:
Responsive design means investing in a highly flexible website structure. On a responsive site, content is automatically resized and reshuffled to fit the dimensions of whichever device a visitor happens to be using. This can be accomplished with mobile-friendly HTML templates, or by creating a special mobile site.

3. Navigation:
Navigation is an essential element of a user-friendly website. Use a clear navigation menu that is easy to understand and navigate. Organize the content into categories and ensure that each category is easily accessible from the navigation menu.

4. Fast Load Times:
A website with slow load times can be frustrating for users and can lead to high bounce rates. Ensure that your website has fast load times by optimizing images, compressing files, and minimizing HTTP requests. Test your website’s load times regularly to ensure it is performing at its best.

5. Use high-quality Images:

High-quality images can help make your website more visually appealing and engaging. Use high-quality images that are relevant to your content and help tell your brand’s story. Optimize your images for web use to ensure fast load times.

6. CTAs(Call-To-Action):

There should be multiple CTA’s in different landing page based on their use and guide the user with relevant information.

7. Text minimization:

Large chunks of text in a web page makes unattractive, user would not like to read a lot of words. They just want the minimum information in their search.

8. Place important information at top:

People prefer to know the main crisp of the content as soon as they land in the page. So, it is better to give information quick and efficiently as possible.

Design a landing page for their product or service to generate leads.(Use Mockup or Figma or Any other tools to show the design)

Tool Used

Landing Page

THANK YOU