

Crafting a compelling web presence

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BADM-MBE5

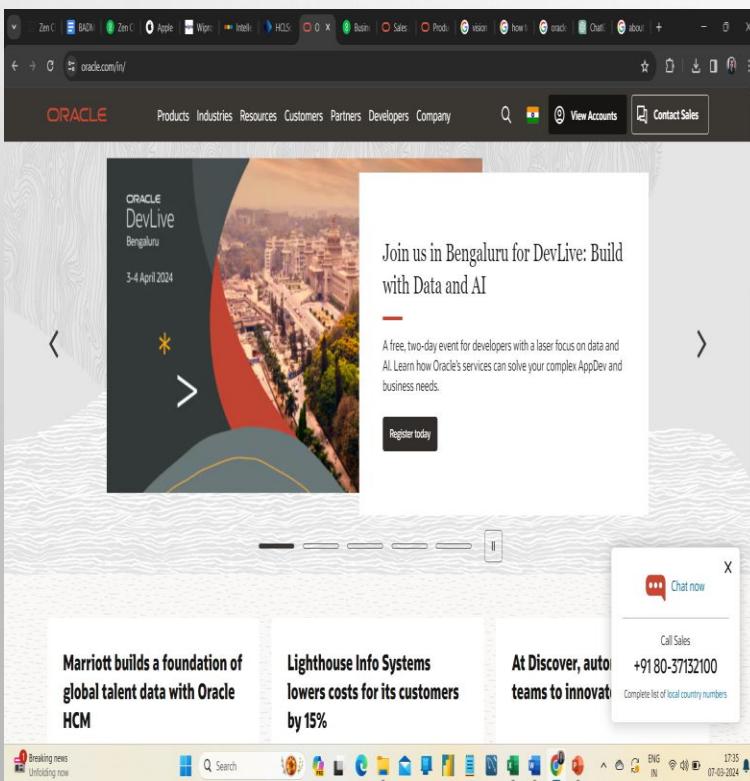
ORACLE

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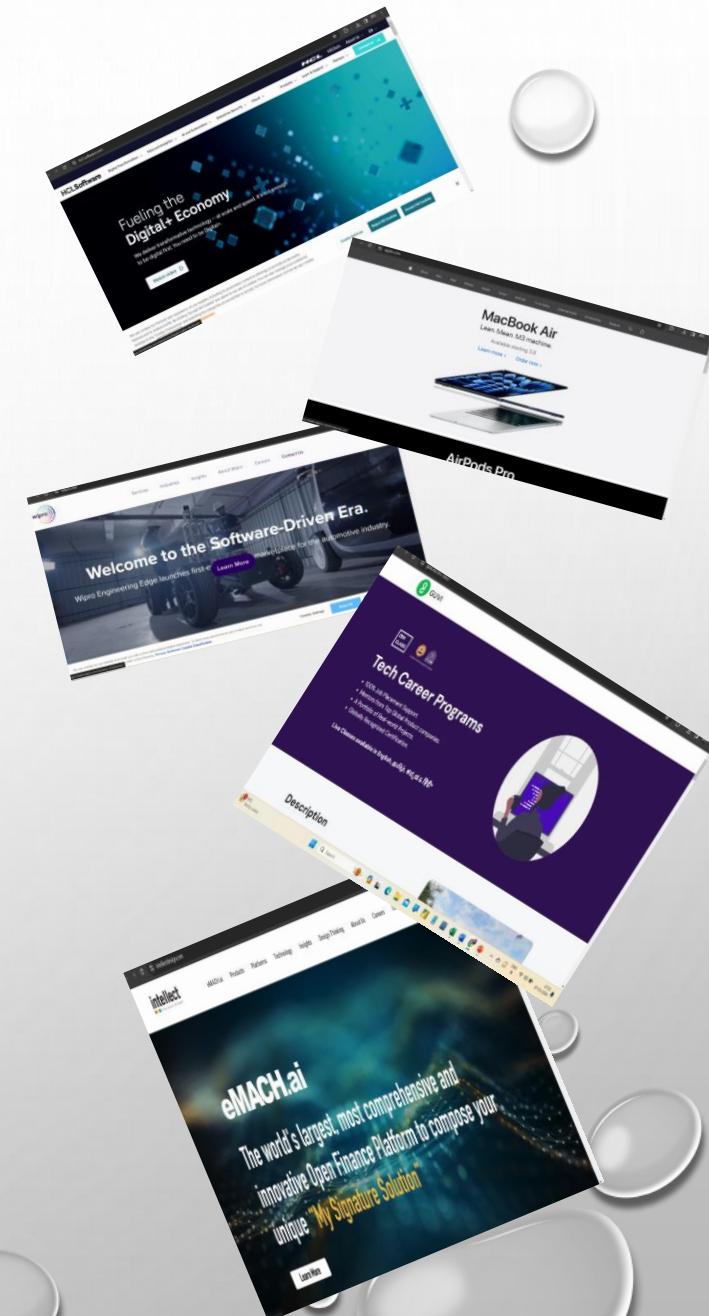
- Introduction
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INTRODUCTION

Web designing is the process of planning, conceptualizing, and implementing the plan for designing the website of a particular firm to make it user-friendly.

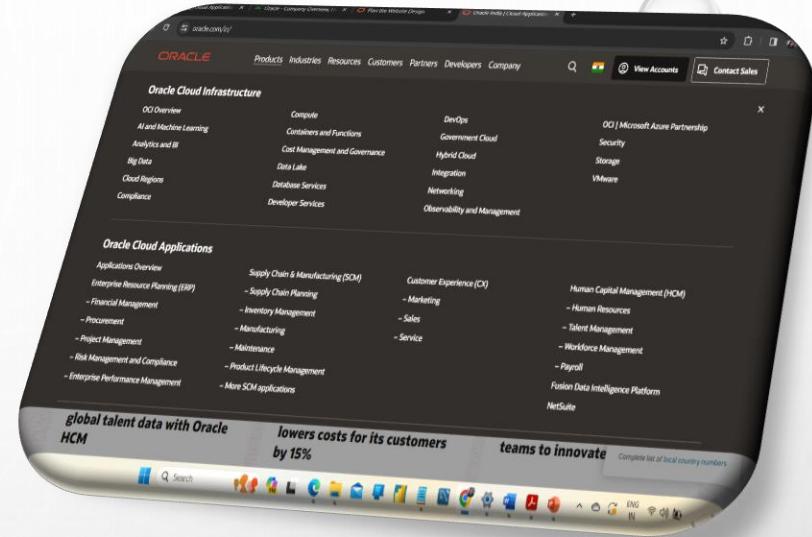


Here, we are going to explore the website of **ORACLE** and craft some of their products/services landing pages by imposing our implementation.



Overview of Oracle and its Products

Oracle is one of the top software companies in the world, as they **design, manage, and sell software**. They provide both software and hardware. Many small-scale sales and database firms rely on **Oracle**.



Oracle designed its website user-friendly for both Windows and mobile users. Here, we are going to explore some of their **products/services** as follows,

- **Oracle cloud file storage**
- **LINUX**
- **JAVA**
- **Retail Learning Subscription**

Oracle cloud file storage

Oracle cloud infrastructure(OCI) is thoroughly managed springy file arrangements, assembled for the cloud, that permit customers to shift their venture workloads to the cloud. File storage handles quantity management, enhancing the software, preservation of disk failure, and unlocking IT Managers to target business & application demands.

LINUX

The organization needs exhaustive, protected IT solutions, not just another LINUX distribution. Oracle provides LINUX with everything appropriate to expand, enhance, and regulate applications on the spot, in the cloud, and at the edge. It is more secure and smoother to manage and it's tuned for ambitious Workloads at cloud scale.

JAVA

Oracle Java is the #1 programming language and development platform. It cuts down costs, compresses the evolution period, initiates modernization, and improves application services. More than a million developers worldwide use Java to run virtual machines. Enterprises and developers prefer Java as development platform.

RETAIL LEARNING SUBSCRIPTION

Enlarge your ability to manage core retail processes of Oracle solutions through automated courses usable anytime, anywhere. For your stable base of mastery in your daily endeavor, you can start your journey with on-demand training.

A screenshot of a web browser displaying the Oracle website (oracle.com/in/). The page features a photograph of four people in a modern office setting. On the left, there's a sidebar with a 'Chat now' button, a 'Call Sales' button, and a phone number '+91 80-37132100'. Below that is a link to 'Complete list of local country numbers'. At the bottom, a footer section includes a link to 'Learn about Oracle's security policies and how Oracle Cloud services protect your data.'

The browser's developer tools are open, specifically the Elements and Styles panels. The Elements panel shows the HTML structure of the page, including scripts for consent management and a chatbot. The Styles panel displays CSS rules from 'redwood-base.css' and 'next.js' files, applying styles like font sizes and scrollbar widths.

ORACLE
WEBSITE HAD
BEEN
DEVELOPED
USING
(JAVASCRIPT)
REACT.JS
HANDLEBARS
NEXT.JS

Oracle Data Integrator Enterprise Edition

Oracle Data Integrator (ODI) loads and transforms data faster into data warehouses by leveraging the power of the target database instead of relying on a conventional ETL server. Pre-built connectors simplify integration by automating manual integration tasks needed to connect databases and big data.

Call Sales +44 207 5626 823

Complete list of local country numbers

Chat now

OCI | Oracle Data Integrator Enterprise Edition

Overview Pricing

Oracle United Kingdom > Integration >

Oracle Data Integrator Enterprise Edition

Oracle Data Integrator (ODI) loads and transforms data faster into data warehouses by leveraging the power of the target database instead of relying on a conventional ETL server. Pre-built connectors simplify integration by automating manual integration tasks needed to connect databases and big data.

Try Oracle Cloud Free Tier

Oracle is a Leader in Gartner Magic Quadrant for Data Integration Tools for 15 consecutive years

Ebook: Enterprise Data Mesh

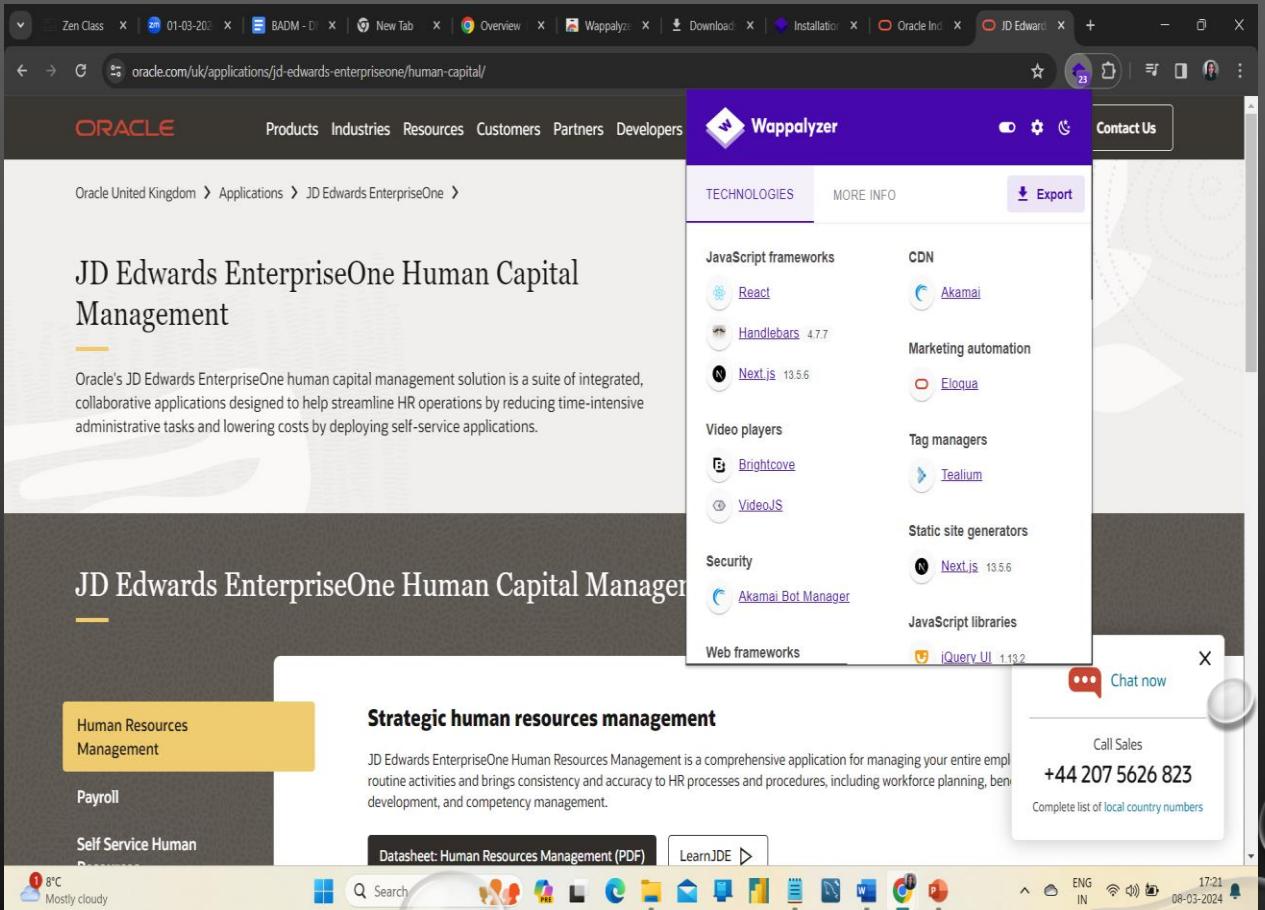
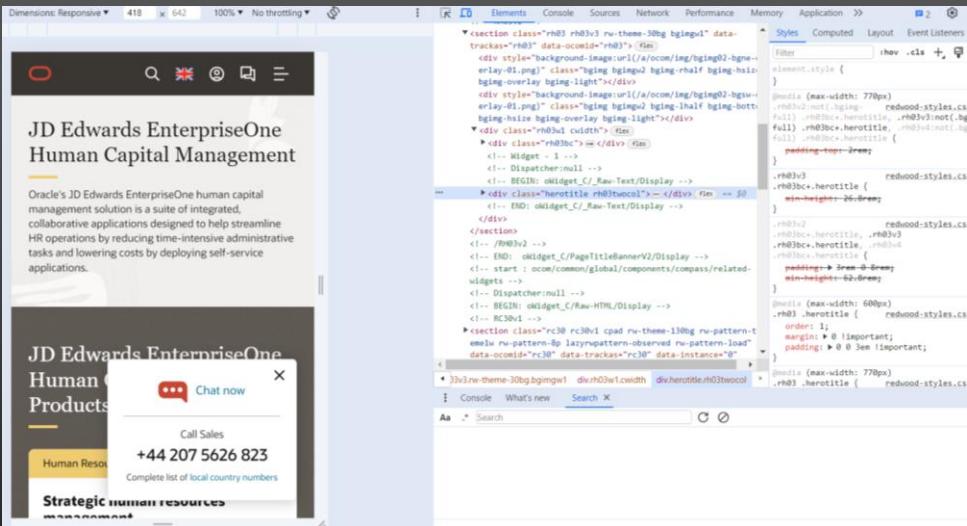
Explore the principles, use cases, and examples of Oracle customers deploying a data mesh

8°C Mostly cloudy

Search

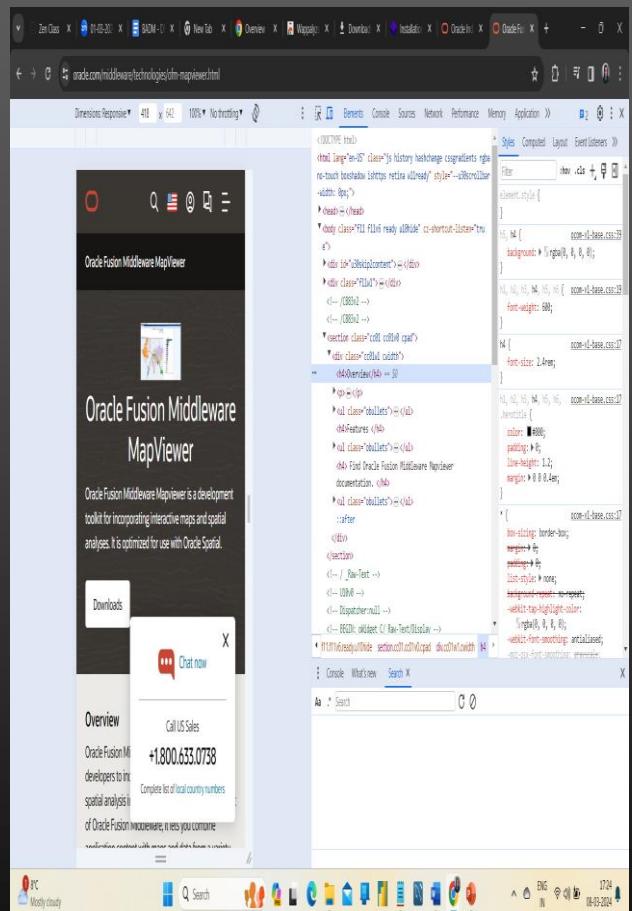
Sign in to Oracle Cloud

8:11 08-03-2024



The screenshot shows the Oracle Analytics homepage with a dark header and a light-colored main content area. A sidebar on the left contains sections like 'Analytics Products' and 'Try...'. A floating chat window in the bottom right corner provides contact information: 'Call Sales +44 207 5626 823' and 'Explore Analytics products'. The developer tools panel is open, showing the DOM tree, CSS styles, and JavaScript scripts for the page. The status bar at the bottom indicates it's 08-03-2024.

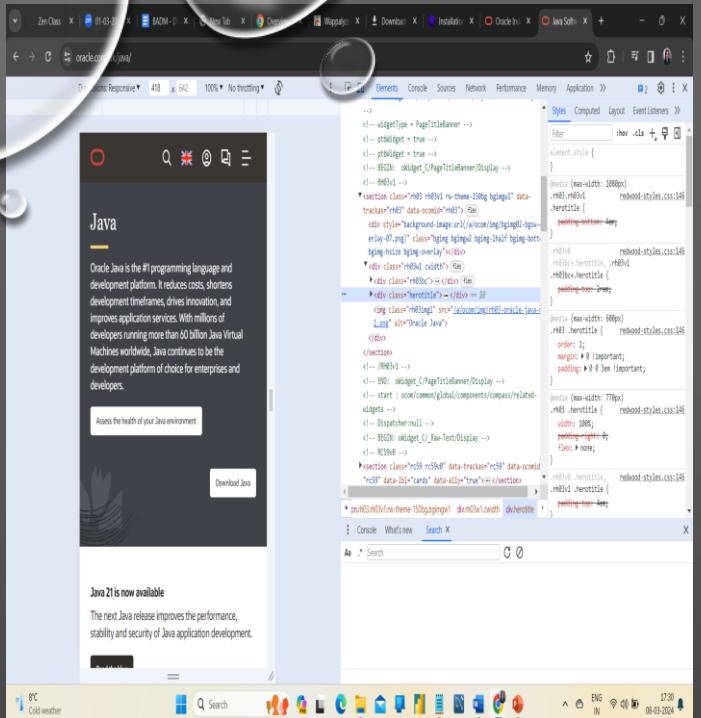
The screenshot shows the Oracle Analytics homepage with a purple Wappalyzer overlay. The overlay lists technologies used in the site, including React, Handlebars, Next.js, Brightcove, VideoJS, Next.js, jQuery UI, Akamai, Eloqua, Tealium, and Akamai Bot Manager. It also features a video player thumbnail and a 'Read the ebook (PDF)' button. The status bar at the bottom indicates it's 08-03-2024.



This screenshot shows the same Oracle Fusion Middleware MapViewer page as above, but with a Wappalyzer overlay. The overlay identifies several technologies used in the page, including:

- JavaScript frameworks:** React, GSAP, Handlebars, Next.js
- Programming languages:** Node.js, Java
- CDN:** Akamai
- Video players:** Brightcove, VideoJS
- Marketing automation:** Eloqua
- Tag managers:** Tealium, Akamai Bot Manager
- Static site generators:** Gatsby

The Wappalyzer interface also includes sections for "TECHNOLOGIES" and "MORE INFO", and a "Contact Sales" button. A "Downloads" button is visible on the original page's content.



A screenshot of the Oracle Java website on a desktop browser. The page features a dark header with the Oracle logo and navigation links. Below the header, there's a "Java" section with a sub-section for "Java 21 is now available". To the right, there's a sidebar titled "Wappalyzer" which lists various technologies used on the site, such as "JavaScript frameworks" (React, Handlebars, Next.js), "Video players" (Brightcove, VideoJS), and "Web frameworks" (GraalVM). The Wappalyzer sidebar also includes a "Contact Us" button and a "Download Java" link. The status bar at the bottom shows weather information (8°C, Mostly cloudy) and system details (ENG IN, 08-03-2024, 17:20).

Some of the online tools use for checking websites while working professionally as follows,

- Tricentis
- Responsinator
- Dynamic yield
- Screenfly
- Cross browser testing.

Suggestions

- ✓ Customer service pop-up had been displaying continuously on the home page even after you closed. The desktop view is better, whereas in the mobile view, it annoys the user.
- ✓ Some of their product landing page lacks detailing.
- ✓ On the homepage, once clicking on headings, it doesn't go to a landing page, just shows us the topics. it will be better if they create a separate landing page for Headings.
- ✓ A single website with more subcategories is a little bit clustered.
- ✓ Even the home page needs some more informative layouts.

Best practices for an appealing website

- *High-Quality images*
- *Create a colour schema*
- *Use typography effectively*
- *Explore plug-ins widely*
- *Mix up the layout*
- *Use clean easy to read fonts*
- *Make the website simple and elegant*
- *Short and clear descriptions of products*
- *Make it clutter-free*
- *Don't make complicated pages*
- *Create pages user-friendly etc.,*

These are some of the practise and there are more things to explore in website designing.

Conclusion

Here I conclude with the Landing Page
for **Oracle Product ADVERTISING.**

<https://www.figma.com/file/OMIEZNqDnzC9wENiEJtgV/IANDING-PAGE?type=design&node-id=0%3A1&mode=design&t=TNBbspsUSuglolBf-1>