Case Study Report: WEARABLE TECH WEBSITE

PROJECT REPORT: GARMIN INDIA WEBSITE ANALYSIS

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1. WEBSITE DETAILS

Title of the Website: Garmin India E-commerce & Information Portal

Purpose of the Website: The purpose of this website is to serve as a comprehensive e-commerce platform for Garmin's range of GPS-enabled technology. It facilitates product discovery, detailed technical specification viewing, and direct purchasing for Indian consumers across various segments including fitness, marine, aviation, and automotive.

Target Users:

- Athletes and Fitness Enthusiasts
- Professional Pilots and Mariners
- Outdoor Adventurers and Hikers
- Automotive Owners and Truckers

Tools Used:

- **Frontend:** HTML5, CSS3, JavaScript
- **Security:** Google reCAPTCHA
- **Back-end/CMS:** E-commerce Enterprise Solution
- **Communication:** SMTP for Email Support

Key Features:

- **E-commerce Integration:** Full shopping cart functionality and user account management.
- **Dynamic Promotions:** Seasonal banners (e.g., Valentine's Day Sale) with discount tracking.
- **Categorized Navigation:** Deep-nested menus for specific professional niches (Aviation/Marine).
- **Customer Support Portal:** Integrated ticketing, warranty information, and technical support contact points.

2. TAG DEFINITIONS USED IN THE WEBPAGE

2.1 Basic Structure Tags

Tag	Definition
<html>	The root element that defines the entire HTML document.
<head>	Contains meta-information, titles, and links to CSS files.
<body>	Contains all the visible content of the website like text and images.
<title>	Sets the name of the webpage as seen on the browser tab.

2.2 Semantic Tags

Tag	Definition
<header>	Used for the top navigation bar containing the Garmin logo and categories.
<nav>	Contains the primary navigation links for "Smartwatches," "Marine," etc.
<section>	Groups related products, such as the "MARQ Luxury Collection" or "Sale."

<footer>	Contains company info, social media links, and legal compliance text.
<main>	Specifies the unique central content of the page (e.g., the product grid).

2.3 Multimedia & Interactive Tags

Tag	Definition
<img>	Used to display product photos (e.g., fenix 8, Venu 4) and promotional banners.
<a>	Anchor tag used for "Shop Now" buttons and navigation links.
<input>	Used in the Sign-In page for Email and Password fields.
<form>	Wraps the user login and search bar functionalities.
<table>	Used to organize product pricing and specifications in a structured format.

3. SCREENSHOTS

(You should attach the following screenshots here based on the data provided)

1. **Homepage View:** Showing the Valentine's Day banner (42% Discount).
2. **Product Catalog:** The "All Wearables" section showing fenix 8 and Venu 4 pricing.
3. **Category Grid:** The visual tiles for Automotive, Marine, and Aviation.
4. **Support Page:** Showing the contact details for AMIT GPS & Navigation LLP.
5. **User Authentication:** The Sign-In page with the "Remember Me" option.

4. FUTURE SCOPE

While the current website provides a robust shopping experience, the following enhancements could be implemented:

- **AI Chatbots:** Integrating a 24/7 AI assistant for instant technical troubleshooting.
- **AR Product Preview:** Allowing users to "virtually wear" watches using their smartphone camera.
- **Advanced Comparison Tool:** A side-by-side technical spec comparison for the MARQ and fenix series.
- **Localized Content:** Support for multiple Indian regional languages to expand reach.
- **Performance Optimization:** Further reducing image load times for users on mobile networks.