

Lab 1 - Development Environment and Web Research

Web research

Visit two Web Site That Interested You

A. Amazon

Q1. What is the purpose of the site?

A. The purpose of Amazon website includes:

- Online shopping
- Provides great offers which are not available in local market.
- People get Freedom of choice and can choose from wide variety of products.
- Gives Doorstep delivery as per the convenience of the customers.
- Saves time.
- Helps to save money hence easy budgeting.

Q2. Who is their intended audience?

A. The targeted audience are:

- The Youth of today
- People who have time constraints
- People who have travel restrictions.
- Elderly people who are dependent.

Q3. Do you believe they reach their audience?

A. Yes, mostly they reach their audience but not always. Some reasons why they are unable to connect to their audience are listed below:

- Everyone does not have internet connectivity.
- For some areas online delivery facility is not available.
- Everyone does not know how to use technology efficiently.

Q4. Was this site useful to you? Why or why not?

A. For me personally the Amazon site has always been useful. Some of the important factors due to which I prefer this site are as follows:

- It saves our time
- Mostly products are Authentic.
- For any issue regarding orders, customer care is available 24/7 to assist us
- In the recent times we can take the example of COVID-19, it allowed us to have freedom for necessary or basic items while sitting at home as per our convenience.

Q5. List one interesting fact or issue that this site addressed.

A. One interesting fact about Amazon is its Prime feature.

People who have availed the prime membership are entitled to the following:

- One day free delivery
- Free returns
- Free cancellation
- Streaming videos and music
- Photo storage facility by amazon cloud
- E-book facility provided by Kindle
- Also, it is available at nominal charges

Q6. Would you encourage others to visit this site?

A. Yes, I would encourage this site for the following reasons:

- Saves time for the working or dependent
- Saves Money by offering exclusive deals
- Secured payment gateway is provided
- Customer service is satisfactory
- Authentic products

Q7. How could this site be improved?

A. Amazon has many amazing features, but it can improve on some:

- AI (artificial intelligence) for visual search so that customers can easily find the stuff they are looking for
- Notify the customers prior to maintenance, if any, for e.g. during sales
- UI can be more user friendly

B. Wikipedia

Q1. What is the purpose of the site?

A. The purpose of Wikipedia includes:

- To create a digital information hub
- Ready to use study material for school students
- Helps in expanding our knowledge
- Make easy to understand content for lay man
- Saves time as all the information is available under one r
- Make information free for everyone's access.

Q2. Who is their intended audience?

A. The targeted audience is:

- Students
- People who want to gain knowledge

Q3. Do you believe they reach their audience?

A. Yes, they do reach their audience:

- Its easily available for everyone
- Free of cost
- Everything at one platform.

Q4. Was this site useful to you? Why or why not?

A. Yes, this site is useful to me

- Get the information at a click with this site.
- Information is mostly reliable
- It has many useful resources from Wikisource(library), Wikidata (knowledge base), Wikivoyage (travel guide), Wikihow etc.

Q5. List one interesting fact or issue that this site addressed.

A. One interesting fact about this site is

- Revokes access in case anyone tries to misuse or vandalize the data

Q6. Would you encourage others to visit this site?

A. Yes, but I would suggest not to rely on this site completely as anyone can edit a wiki page. At times, the information may be incorrect like political news or biography. Though the information gets fixed eventually, it is difficult to monitor due to the large number of edits made simultaneously.

Q7. How could this site be improved?

A. This site has large chunks of data which is not visually attractive for reading. The user interface can be improved by incorporating pictorial representation instead of paragraphs of information.