

Sanjivani Rural Education Society's
SANJIVANI COLLEGE OF ENGINEERING
KOPARGAON - 423 603
(An Autonomous Institute)

Department Information Engineering
Technology.

PRACTICAL / TERM - WORK REPORT

Subject Web Technology Lab.

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Class TY Division B

Batch No. T3 Roll No. 152

Name of the Experiment / Title of Term Work case study on website evaluation and planning.

Experiment / Term - Work No. : 01

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Checked by Prof. S. Muthuraj.

(Name of the Teacher)

Remarks

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Signature

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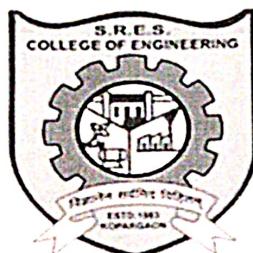
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**SANJIVANI COLLEGE OF ENGINEERING,
KOPARGAON**

(An autonomous Institute affiliated to SPPU Pune)

Department of Information Technology

Academic Year 2025-26 Sem-II



**Web Technology Laboratory
Case Study Report**

Case Study: Before coding of the website, planning is important, students should visit different websites for the different client project/domain and note down the evaluation results for these websites, either good website or bad website.

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1. Introduction:

Before developing any website, proper planning and analysis are essential to understand user expectations, design standards, and technical requirements. Studying existing websites from different domains helps students identify good design practices as well as common usability problems. A website should not only provide correct information but also present it in a clear, attractive, and user-friendly manner using appropriate layout, colors, fonts, navigation structure, and technology.

In this case study, five websites from different domains such as Educational, Healthcare, E-Commerce, Technology/Product, and Entertainment were selected and analyzed. The main objective of this study is to understand the strengths and weaknesses of real-world websites so that these points can be applied while developing future web projects.

The selected websites are:

1. Coursera – Educational
2. Apollo Hospitals – Healthcare
3. Flipkart – E-Commerce
4. Apple – Technology/Product
5. Disney+ Hotstar – Entertainment

1) COURSERA

Website: <https://www.coursera.org>

Domain: Educational

Purpose of the Website

Coursera is an online learning platform designed to provide education and skill-based courses to students, professionals, and lifelong learners. The website offers online courses, professional certificates, and degree programs in collaboration with top universities and global companies. Its main purpose is to make quality education accessible to learners across the world.

Things Liked

- **Theme Alignment:** Professional and academic theme suitable for an educational platform.
- **Navigation:** Well-structured menu with easy course search and filtering options.

- **Content & Data Arrangement:** Courses are organized category-wise with clear learning outcomes.
- **Images & Media:** Course-related images and video previews improve understanding.
- **Colors:** White background with blue accents gives a clean and calm appearance.
- **Fonts:** Simple and readable fonts that enhance clarity.
- **Technology Used:** Learning Management System (LMS) and recommendation algorithms.

Things Disliked

- **Website Speed:** Slight delay on mobile devices due to heavy content.
- **Content Access:** Limited free content; most certifications are paid.
- **Navigation:** Some advanced courses are difficult to find for beginners.
- **Media:** Video previews consume more data on slow networks.

Overall Summary

Coursera is a well-designed educational website that offers high-quality learning resources from trusted institutions. While the platform is informative and user-friendly, limited free content and slower mobile performance reduce accessibility for some users.

2. APOLLO HOSPITALS

Website: <https://www.apollohospitals.com>

Domain: Healthcare

Purpose of the Website

The Apollo Hospitals website represents one of India's largest healthcare networks. It provides information about hospitals, medical services, doctors, specialties, treatments, health articles, and online appointment booking. The website mainly targets patients, caregivers, and medical tourists.

Things Liked

- **Theme Alignment:** Professional medical theme that builds trust.
- **Navigation:** Clear menus and easy doctor search and appointment booking.
- **Content & Data Arrangement:** Services and medical information are well categorized.

- **Images & Media:** Relevant medical and hospital images enhance credibility.
- **Colors:** Blue and white color scheme creates a calm and clinical feel.
- **Fonts:** Simple and professional fonts for readability.
- **Technology Used:** Hospital management systems and search-based content delivery.

Things Disliked

- **Website Speed:** Content-heavy pages load slowly.
- **Navigation:** Some sections feel crowded with too much information.
- **Images & Media:** Large images increase page loading time.
- **Mobile UI:** Average performance on smaller screens.

Overall Summary

Apollo Hospitals website is informative and reliable, providing essential healthcare services online. However, heavy content and average mobile optimization affect the overall user experience.

3) FLIPKART

Website: <https://www.flipkart.com>

Domain: E-Commerce

Purpose of the Website

Flipkart is a popular Indian e-commerce platform that allows users to purchase products such as electronics, fashion items, home appliances, and groceries online. Its main purpose is to provide convenient online shopping with affordable pricing and home delivery.

Things Liked

- **Theme Alignment:** Commercial and customer-focused design suitable for online shopping.
- **Navigation:** Smooth shopping flow with easy product discovery.
- **Images & Media:** Clear product images and promotional banners.
- **Content & Data Arrangement:** Product-focused layout with prices and offers clearly shown.
- **Colors:** Blue and yellow color scheme looks energetic.

- **Fonts:** Functional and readable fonts.
- **Technology Used:** Product recommendation algorithms and secure payment gateways.

Things Disliked

- **Website Speed:** Slower performance on weak internet connections.
- **Navigation:** Too many advertisements on the homepage.
- **Images & Media:** Heavy banners increase data usage.
- **Content Arrangement:** Homepage sometimes feels crowded.

Overall Summary

Flipkart provides a smooth and feature-rich shopping experience with a wide product range. However, excessive ads and heavy media content affect speed and user comfort.

4) APPLE

Website: <https://www.apple.com>

Domain: Technology / Product

Purpose of the Website

Apple's website is designed to showcase its premium products such as iPhone, iPad, Mac, Apple Watch, and digital services. The website focuses on product promotion, innovation, and building a strong brand identity among technology enthusiasts.

Things Liked

Theme Alignment: Minimalistic and premium theme matches Apple's brand image.

Navigation: Simple and elegant layout with clear product categories.

Images & Media: High-quality product visuals and smooth animations.

Content & Data Arrangement: Feature-based storytelling with clean design.

Colors: White and neutral tones give a modern look.

Fonts: Apple San Francisco font enhances readability.

Technology Used: Advanced UI animations and responsive design.

Things Disliked

- **Website Speed:** Pages load slowly on weak internet connections.
- **Content:** Limited product comparison options.
- **Accessibility:** High-end visuals require modern devices.

Overall Summary

Apple's website delivers an excellent visual and brand experience with a premium feel. However, heavy animations and limited comparison features may affect usability for some users.

5) DISNEY+ HOTSTAR

Website: <https://www.hotstar.com>

Domain: Entertainment

Purpose of the Website

Disney+ Hotstar is an online streaming platform that provides movies, TV shows, live sports, and original content. The website targets entertainment lovers of all age groups, especially Indian audiences.

Things Liked

- **Theme Alignment:** Dark entertainment-focused theme suitable for streaming.
- **Navigation:** User-friendly layout with category-based browsing.
- **Images & Media:** Attractive movie posters and trailers.
- **Content & Data Arrangement:** Genre-wise and personalized content organization.
- **Colors:** Dark blue and black give a cinematic feel.
- **Fonts:** Modern and readable fonts.
- **Technology Used:** Streaming technology and recommendation algorithms.

Things Disliked

- **Website Speed:** Requires high-speed internet for smooth streaming.
- **Ads:** Advertisements in the free version disturb viewing.
- **Media:** High data consumption during streaming.

Overall Summary

Disney+ Hotstar offers a rich entertainment experience with diverse content. However, ads and high data usage reduce satisfaction for users with limited internet access.

6) INCOME TAX DEPARTMENT OF INDIA

Website: <https://www.incometax.gov.in>

Domain: Government

Purpose of the Website

The Income Tax Department of India website is an official government portal developed to provide online tax-related services to Indian citizens and organizations. The website allows users to file Income Tax Returns (ITR), check refund status, access tax notices, download forms, and view important tax-related updates. It mainly targets salaried individuals, professionals, businesses, and tax consultants. The website aims to make tax compliance easier, transparent, and paperless through digital services.

Things Liked

- **Theme Alignment:** Formal and professional theme suitable for a government tax portal.
- **Navigation:** Clear sections such as e-File, Services, Taxpayer Services, and Help.
- **Content & Data Arrangement:** Tax forms, notices, and services are logically categorized.
- **Security:** Strong authentication using PAN, Aadhaar, and OTP-based login.
- **Colors:** Blue and white color scheme gives a trustworthy and official look.
- **Fonts:** Simple and readable fonts suitable for long information pages.
- **Technology Used:** Secure government servers, online filing system, and database-driven services.

Things Disliked

- **Website Speed:** Slow loading during peak tax-filing periods.
- **Navigation:** Too many sub-options may confuse first-time users.

- **Images & Media:** Very limited visuals, making the website look dull.
- **Content Arrangement:** Some instructions are lengthy and difficult to understand.
- **Mobile Responsiveness:** Not fully optimized for mobile users.
- **User Experience:** Technical language may be difficult for non-technical users.

Overall Summary

2. Comparative Analysis of Selected Websites

Sr. No.	Website URL	Purpose of Website	Things Liked	Things Disliked	Overall Evaluation
1.	https://www.coursera.org	Online education and skill development	Wide range of courses, trusted universities, flexible learning	Limited free content, paid certifications	Very Good
2.	https://www.apollohospitals.com	Online healthcare services and medical information	Trusted medical services, easy appointment booking	Content-heavy pages, average mobile UI	Good
3.	https://www.flipkart.com	Online product selling and home delivery	Wide product range, good offers, smooth shopping	Too many ads, busy homepage	Very Good
4.	https://www.apple.com	Product promotion and brand building	Premium design, smooth UI, strong brand image	Expensive products, limited comparison options	Excellent
5.	https://www.hotstar.com	Online streaming of movies, shows, and sports	Live sports, rich entertainment content	Ads in free version, high-speed internet required	Very Good
6.	https://www.incometax.gov.in	Online income tax filing and taxpayer services	Secure portal, digital services, structured content	Complex navigation, slow during peak time	Very Good

3. Final Conclusion

This case study analyzed six websites from different domains including Educational, Healthcare, E-Commerce, Technology/Product, Entertainment, and Government. The study clearly shows that each website is designed according to its specific purpose and target audience, but their effectiveness depends largely on usability, performance, and design quality.

Educational and healthcare websites such as Coursera and Apollo Hospitals focus on information accuracy and trust, but they face challenges related to accessibility, mobile optimization, and content overload. E-commerce and entertainment websites like Flipkart and Disney+ Hotstar provide rich user engagement and visual appeal, but excessive advertisements, heavy media content, and high data usage affect performance on slow internet connections. Apple's website stands out for its premium design and smooth user experience, though limited comparison features and high system requirements reduce accessibility.

The Income Tax Department website successfully delivers secure and essential government services online, but its complex navigation and technical language make it difficult for common users. Overall, this study highlights that a successful website should maintain a balance between functionality, speed, simplicity, and user-friendly design. These observations can be effectively applied while developing future web technology projects.

3/1/2024