

Assignment No. 1: Case Study on Website Evaluation and Planning

1. Introduction

In the modern digital era, websites play a crucial role in communication, business growth, education, and service delivery. A website often acts as the first point of interaction between an organization and its users. Therefore, careful planning before coding a website is essential to ensure usability, accessibility, performance, and user satisfaction. Poor planning may result in confusing navigation, slow loading times, security issues, and an overall negative user experience.

This assignment focuses on the importance of pre-development planning through a case study approach. Before developing any client-based website, it is important to analyze existing websites, understand their strengths and weaknesses, and learn from real-world implementations. By evaluating different websites, students can identify good design practices, common mistakes, and essential features that should be included or avoided during development.

The objective of this assignment is to visit a minimum of five different websites related to various client projects, evaluate them based on specific parameters, and conclude whether they represent good or bad website design. This study helps in building a strong foundation for developing effective, user-friendly, and professional websites using web technologies.

2. Objectives of the Assignment

The main objectives of this case study are as follows:

- To understand the importance of website planning before coding.
- To analyze real-world websites from different domains.
- To identify positive and negative aspects of website design.
- To evaluate websites based on usability, design, content, and performance.
- To learn best practices and common design issues in web development.
- To apply these learnings while developing future web projects.

3.Detailed Website Analysis

3.1 Meesho (www.meesho.com)

Meesho is an online shopping and reselling platform that offers affordable products. It helps small sellers and individuals earn money through reselling.

Things Liked in the Website

- Very low-priced product range
- Simple and easy-to-use interface

Things Disliked in the Website

- Product quality not always consistent
- Delivery delays in some areas

Findings About the Website

- Focuses on social commerce model
- Supports small and local sellers

Business Idea

- Earn through seller commissions
- Promote zero-investment reselling

Founder

- Vedit Aatrej and Sanjeev Barnwal

Advantages

- Low-cost products for customers
- Easy income source for resellers

3.2 Epic Games (www.epicgames.com)

Epic Games is a digital gaming platform where users can buy, download, and play PC games. It is popular for offering free games every week and supporting game developers through Unreal Engine.

Things Liked in the Website

- Free games offered every week
- Clean, modern, user-friendly design

Things Disliked in the Website

- Limited game collection compared competitors
- Launcher slow on low-end systems

Findings About the Website

- Focuses on performance and simplicity
- Uses free games marketing strategy

Business Idea

- Digital game sales and purchases
- Low commission for developers

Founder

- Founded by Tim Sweeney

Advantages

- Free games increase user base
- Developer-friendly revenue sharing model

3.3 IRCTC (www.irctc.co.in)

IRCTC is the official online railway ticket booking website of Indian Railways. It allows passengers to check train schedules, seat availability, and book tickets online.

Things Liked in the Website

- Real-time train seat information
- Multiple secure payment options

Things Disliked in the Website

- Slow loading during peak hours
- Complex interface for new users

Findings About the Website

- Highly useful but poorly optimized
- Handles very heavy daily traffic

Business Idea

- Service charges and tourism services

Organization

- Government of India enterprise

Advantages

- Saves time and travel effort

3.4 Ferrari (www.ferrari.com)

Ferrari is a luxury sports car brand. Its website showcases high-performance cars, brand history, and racing achievements with premium visuals.

Things Liked in the Website

- Stunning premium visual design
- High-quality images and videos

Things Disliked in the Website

- Heavy graphics slow page loading
- Less practical information available

Findings About the Website

- Focus on luxury brand image
- Designed mainly for brand promotion

Business Idea

- Promote luxury cars and merchandise

Founder

- Founded by Enzo Ferrari

Advantages

- Strong premium brand identity
- Attracts global car enthusiasts

3.5 YouTube (www.youtube.com)

YouTube is a video-sharing website used for entertainment, education, and content creation. Users can watch, upload, and share videos globally.

Things Liked in the Website

- Huge variety of video content
- Helpful for learning and tutorials

Things Disliked in the Website

- Too many advertisements displayed
- Highly distracting and time-consuming

Findings About the Website

- Focus on user engagement, Strong creator and viewer ecosystem

Business Idea

- Revenue from ads and subscriptions

Founder

- Steve Chen, Chad Hurley, Jawed Karim

Advantages

- Free access to learning content
- Global reach for creators

3.6 SWAYAM (www.swayam.gov.in)

SWAYAM is an Indian government online education platform. It provides free courses for school, college, and competitive exams.

Things Liked in the Website

- Free courses from top institutions
- Certified courses with academic value

Things Disliked in the Website

- Website interface feels outdated
- Limited interaction with instructors

Findings About the Website

- Focuses on affordable quality education
- Targets students across India

Business Idea

- Free education with paid certification
- Government-supported digital learning platform

Founder

- Initiative by Government of India

Advantages

- Free access to quality education
- Courses from IITs and universities

4. Key Learnings from Website Evaluation

From the above evaluation, the following important points are learned:

- Clear purpose and simple design improve usability.
- Good navigation is critical for user retention.
- Fast loading speed enhances user satisfaction.
- Overloading a website with ads or graphics reduces performance.
- Responsive design is mandatory in modern web development.
- Content quality is more important than visual complexity.

5. Website Evaluation Table

Sr. No.	Website URL	Purpose of Website	Things liked in the website	Things disliked in the website	Overall evaluation of the website (Good/Bad)
1	www.meesho.com	Online shopping platform for affordable products and reselling	Very low prices, simple app/website, good for small sellers and resellers	Product quality may vary, delivery sometimes slow	Good
2	www.epicgames.com	Gaming platform to buy, download, and play PC games	Free games every week, modern design, easy game library	Smaller game collection compared to Steam, launcher can be slow	Good
3	www.irctc.co.in	Online railway ticket booking	Useful for ticket booking, real-time availability	Slow loading, complex interface, frequent login issues	Bad
4	www.ferrari.com	Official website to showcase luxury sports cars and brand information	Stunning design, high-quality images and videos, smooth animations, Collection	-----	Good
5	www.youtube.com	Video sharing platform for entertainment, education, and content creation	Huge variety of videos, useful for learning, easy to access	Too many ads, can be distracting and time-consuming	Good
6	swayam.gov.in	Online education platform for students	Free certified courses, quality content from institutions	courses, quality content from institutions Outdated interface, limited interaction features	Good

6. Conclusion

This case study highlights the importance of planning before coding a website. By evaluating existing websites, students gain practical insights into effective design principles and common mistakes. A well-planned website ensures better usability, performance, and user satisfaction.

Before starting development, developers should clearly define the website's purpose, target audience, content structure, and design strategy. Learning from both good and bad websites helps in building professional, efficient, and user-friendly web applications.

This assignment has helped in understanding real-world website evaluation and will serve as a strong foundation for future web technology projects.

7. References

- Meesho Official Website
- Epic Games Official Website
- IRCTC Official Website
- Official Ferrari Website
- YouTube Website
- Swayam Official Website