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Web Technology Laboratory (PCIT311)

Report on: Case Study on Website Evaluation and Planning

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Case Study on Website Evaluation and Planning

Introduction:

In the modern digital era, the success of a software project is rarely determined solely by the cleanliness of its code. Rather, it is the pre-coding phase—planning, designing, and evaluating—that dictates the final user experience. Novice developers often fall into the trap of 'coding first', diving immediately into HTML and CSS without a clear visual hierarchy. This report documents the findings of a comprehensive case study of five distinct websites to understand design issues before development begins.

The primary objective was to visit at least five different client projects, ranging from e-commerce platforms to educational portals, and evaluate them based on specific criteria: purpose, aesthetics, functionality, and user friction points.

Website Evaluation Details:

1. Shopsy:

Website Link: <https://www.shopsy.in/>

About the Website:

Shopsy is an Indian online shopping platform and e-commerce website owned by Flipkart. It offers a wide range of products including fashion, electronics, home and kitchen items, beauty and wellness products, accessories, toys, and daily essentials. Shopsy is mainly designed to provide **budget-friendly shopping** and is especially popular in **small towns and rural areas**. The platform supports both website and mobile app usage, making online shopping accessible to a larger audience with a simple and lightweight interface.

Things Liked

- **Wide Product Variety:**

Shopsy offers millions of products across multiple categories such as clothing, footwear, mobile accessories, electronics, home décor, and personal care items. This wide selection helps users find products according to their needs and budget in one place.

- **Affordable Prices and Discounts:**

Many products are available at lower prices compared to other platforms. Frequent discounts, deals, and offers attract price-conscious customers.

- **User-Friendly Interface:**

The website and mobile app are easy to navigate, with clear categories, simple search

options, and minimal complexity. Even first-time users can browse and shop comfortably.

- **Flipkart Backing:**

Being owned by Flipkart increases trust among users and ensures better logistics support and payment security.

- **Multiple Payment Options:**

Shopsy supports various payment methods such as Cash on Delivery (COD), UPI, debit/credit cards, and net banking, providing convenience to different users.

Things Disliked

- **Mixed User Reviews:**

User feedback on social media and forums shows mixed satisfaction levels. Some customers report issues such as delayed deliveries, incorrect products received, or difficulties during the return process.

- **Product Quality Variations:**

Since Shopsy hosts many third-party sellers, product quality may vary, and some items may not always meet customer expectations.

- **Limited Customer Support Experience:**

A few users have reported slow responses or delays in resolving complaints related to refunds or returns.

Overall Evaluation

Shopsy is a simple and affordable online shopping platform that offers a wide range of products for budget-focused customers. It is easy to use and suitable for users who want basic shopping features at lower prices. However, customers should carefully check product ratings and seller reviews before purchasing. Overall, Shopsy is a good option for economical online shopping in India.

2. Instagram:

Website Link: <https://www.instagram.com/>

About the Website:

Instagram is a popular social media platform owned by Meta (formerly Facebook). It allows users to share photos, videos, reels, and stories with their followers. Instagram is widely used for personal communication, entertainment, digital marketing, brand promotion, and influencer activities. The platform supports both mobile and web versions and plays a major role in modern social networking and online branding.

Things Liked

- **Visual-Centric Platform:**

Instagram focuses on high-quality photos, videos, reels, and stories, making content visually attractive and engaging for users.

- **Easy Interaction:**

Features such as likes, comments, shares, saves, direct messages, and story replies help users interact and stay connected with friends, creators, and brands.

- **Business & Influencer Support:**

Instagram provides tools like business profiles, ads, insights, shopping features, and creator tools, which help businesses and influencers grow their audience and reach potential customers.

- **Content Discovery:**

The Explore page and hashtag system allow users to discover new content, trends, and creators based on their interests.

- **Live Streaming Feature:**

Instagram Live enables real-time interaction between creators and followers through live videos and comments.

Things Disliked

- **Privacy Concerns:**

Users have raised concerns regarding data collection, account security, and privacy policies.

- **Addictive Nature:**

Continuous scrolling, reels, and algorithm-based recommendations can lead to excessive screen time and reduced productivity.

- **Algorithm Issues:**
Changes in the algorithm may limit post visibility, causing some content not to reach all followers.
- **Mental Health Impact:**
Comparison culture and pressure for likes and followers may affect users' mental well-being.

Overall Evaluation

Instagram is a powerful and engaging social media platform that is widely used for communication, entertainment, and digital marketing. It offers excellent tools for creators and businesses, but users should remain mindful of privacy concerns, screen time, and content consumption habits. Overall, Instagram remains one of the most influential social media platforms globally.

3. PW Live (Physics Wallah Live):

Website Link: <https://www.pw.live/>

About the Website/App:

PW Live is an online educational platform by Physics Wallah that provides live classes, recorded lectures, test series, and study materials for students preparing for competitive exams like JEE, NEET, and board exams.

Things Liked:

- **Affordable Education:** Courses are available at low cost compared to other coaching platforms.
- **Quality Teaching:** Experienced educators explain concepts in a simple and clear manner.
- **Live & Recorded Classes:** Students can attend live sessions or watch recorded lectures anytime.

Things Disliked:

- **Technical Issues:** Users sometimes face app crashes or buffering during live classes.
- **Limited Personal Interaction:** Large class sizes reduce one-on-one doubt-solving opportunities.

Overall Evaluation:

PW Live is a cost-effective and reliable online learning platform for competitive exam preparation, especially beneficial for students from diverse backgrounds.

4. AirConsole:

Website/App: <https://www.airconsole.com/>

About the Website/App:

AirConsole is an online gaming platform that allows users to play multiplayer games using smartphones as controllers and a web browser or smart TV as the screen. No extra hardware is required.

Things Liked:

- **No Console Required:** Users can play games without buying expensive gaming consoles.
- **Multiplayer Experience:** Supports local multiplayer gaming, making it fun for friends and families.
- **Easy Setup:** Simple connection using QR codes or browser access.

Things Disliked:

- **Limited Free Games:** Many premium games require a paid subscription.
- **Internet Dependency:** Requires a stable internet connection for smooth gameplay.

Overall Evaluation:

AirConsole is an innovative and fun gaming platform for casual gamers, ideal for group entertainment without additional equipment.

5. YoMovies:

Website: <https://yomovies.gripe/>

About the Website:

YoMovies is an online movie streaming and downloading website that offers a wide range of movies and TV shows, including Bollywood, Hollywood, South Indian, and web series content.

Things Liked:

- Wide Content Library:** Offers movies and series in multiple languages and genres.
- Free Access:** Users can watch or download content without subscription fees.

Things Disliked:

- Illegal Content:** The website provides pirated content, which is against copyright laws.
- Security Risks:** Pop-up ads and malware risks can harm user devices.
- Unstable Availability:** The site is often blocked or taken down by authorities.

Overall Evaluation:

YoMovies provides free entertainment but is unsafe and illegal to use. Legal streaming platforms are recommended for better quality and security.

Comparative Evaluation Table

Sr No	Website URL	Purpose	Liked	Disliked	Evaluation
1	https://www.shopsy.in/	E-Commerce	Wide product variety, user-friendly interface	Product quality concerns	Good
2	https://www.instagram.com/	Social Media	Engaging visual content Easy interaction	Privacy issues, addictive	Very-Good
3	https://www.pw.live/	Education	Affordable courses,	Technical issues	Average
4	https://www.airconsole.com/	Online Gaming	No console required, multiplayer fun, easy setup	Paid games, needs internet	Good
5	https://yomovies.gripe/	Entertainment (Movie Streaming)	Free access, wide content library	Illegal, unsafe	Average

Conclusion:

In conclusion, this website evaluation study highlights the importance of user-centered design, functionality, and trust in determining the effectiveness of a website. Platforms like Shopsy, Instagram, PW Live, and AirConsole demonstrate how clear navigation, useful features, and accessibility can create positive user experiences. At the same time, the analysis of YoMovies shows that offering free content alone is not enough, especially when legal, ethical, and security issues are involved.

Overall, a successful website is not defined only by the amount of content or features it provides, but by how safely, efficiently, and responsibly it serves its users. Factors such as usability, performance, transparency, and compliance with laws play a crucial role in building user trust and long-term value.

References:

1.  Shopsy – <https://www.shopsy.in/>
2. Instagram – <https://www.instagram.com/>
3. Physics Wallah (PW Live) – <https://www.pw.live/>
4. AirConsole – <https://www.airconsole.com/>
5. YoMovies – <https://yomovies.gripe/>