

Sanjivani Rural Education Society's
SANJIVANI COLLEGE OF ENGINEERING

KOPARGAON - 423 603

(An Autonomous Institute)

Department Information Technology Engineering

PRACTICAL / TERM - WORK REPORT

Subject Web Technology lab

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Class TY-II

Division B

Batch No. B3

Roll No. 135

Name of the Experiment / Title of Term Work Case Study on 5 Websites

Evaluation and Planning.

Experiment / Term - Work No. : 01

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Checked by Prof. S. Muthuraj

(Name of the Teacher)

Remarks

$$4+4+2 = 10$$

Signature

ND
21/2/26

Date 21/2/26

**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.

Roll. No.	PRN	Name
135	UIT23F1135	Vaishnavi Satish Deore

Course Incharge - Prof. S. Muthuraj

Case Study for 5 Websites

1. News Website

Website Selected: Times of India

Website Summary

Times of India is one of India's leading news portals providing updates on national and international news, politics, entertainment, business, sports, and lifestyle. The website emphasizes quick access to latest news, live updates, trending stories.

Purpose of Website

To provide authentic and up-to-date news to readers.

Website Speed

- Moderate to fast loading
- Optimized for mobile and desktop

Theme Alignment

- News-focused layout
- Clean and professional design

Navigation

- Well-structured top menu
- Easy access to categories and trending news

Images & Media

- News images and videos
- Minimal media for fast loading

Content & Data Arrangement

- Article-based with clear headings
- Highlighted trending and breaking news

Colors

• White background

• Occasional use of

Fonts

• Readable font

Technology / Algorithms

• Content management

• Ad and analytics

Likes

- Quick access to news
- Organized layout

Dislikes

- Ads can be intrusive
- Slight delay in loading

Overall Evaluation

Very Good

2. Entertainment Website

Website Overview

Netflix-like streaming platform

documentaries, movies, TV shows

high-quality content

Purpose

To provide entertainment to personal users

Website Features

- White background with black text
- Occasional use of red for alerts

Fonts

- Readable fonts for quick scanning

Technology / Algorithms Used

- Content management system
- Ad and analytics integration

Likes

- Quick access to latest news
- Organized categories

Dislikes

- Ads can distract the reader
- Slightly cluttered on home page

Overall Evaluation

Very Good

2. Entertainment Website

Website Selected: Netflix India

Website Summary

Netflix India is a streaming platform offering movies, web series, and documentaries for subscribers. The platform focuses on personalized content, high-quality streaming, and seamless user interface.

Purpose of Website

To provide subscription-based streaming of entertainment content with personalized recommendations.

Website Speed

- Fast streaming
- Optimized for multiple devices

Theme Alignment

- Dark theme suitable for video consumption

Navigation

- Simple, menu-driven navigation
- Personalized recommendations

Images & Media

- High-resolution thumbnails and video previews

Content & Data Arrangement

- Genre and category-based arrangement
- Personalized content suggestions

Colors

- Dark background with colorful thumbnails

Fonts

- Clean and readable fonts

Technology / Algorithms Used

- Streaming optimization
- Recommendation algorithms

Likes

- Smooth streaming
- Personalized experience

Dislikes

- Requires subscription
- Large content library may overwhelm new users

Overall Evaluation

Excellent

3. E-commerce Website

Website Selected: Nykaa

Website Summary

Nykaa is a leading Indian e-commerce platform for personal care products, offers, and secure online payments.

Purpose of Website

To provide convenient access to products.

Website Speed

- Fast loading times
- Optimized for mobile devices

Theme Alignment

- Modern, clean design

Navigation

- Category-wise navigation
- Advanced search features

Images & Media

- High-quality product images
- Multiple product variations

Content & Data

- Product details and reviews

Colors

- White background with color accents

Fonts

- Stylish sans-serif font

Technology /

- Recommendation engines
- Secure payment gateway integration

Likes

Website Selected: Nykaa

Website Summary

Nykaa is a leading Indian online shopping platform for beauty, wellness, and personal care products. The website emphasizes product variety, reviews, offers, and secure online transactions.

Purpose of Website

To provide convenient online shopping for beauty and lifestyle products.

Website Speed

- Fast loading
- Optimized for mobile

Theme Alignment

- Modern, clean, product-focused layout

Navigation

- Category-wise menu
- Advanced search and filters

Images & Media

- High-quality product images
- Multiple views per product

Content & Data Arrangement

- Product-focused with pricing and offers clearly visible

Colors

- White background with brand accent colors

Fonts

- Stylish and readable fonts

Technology / Algorithms Used

- Recommendation engine
- Secure payment gateway

Likes

- Smooth shopping experience
- Product reviews and recommendations
- Heavy images may slow down loading on slow internet

Dislikes

Overall Evaluation

Very Good

4. Jobs & Education Website

Website Selected: Freelancers

Website Summary

Freelancers is a global platform connecting freelancers with clients for jobs in various domains such as programming, design, content writing, and education related projects.

Purpose of Website

To provide a marketplace for freelancers and clients for jobs and skill development.

Website Speed

- Moderate loading speed

Theme Alignment

- Professional and user-focused

Navigation

- Easy access to job categories and proposals

Images & Media

- Minimal media, focused on listings

Content & Data Arrangement

- Job listings in categories

- Clear profile and portfolio display

Colors

- White and
- Fonts
- Professional
- Technology / AI
- Job matching
- Payment

Likes

- Global reach
- Structure

Dislikes

- Competition
- Some fees

Overall Evaluation

Good

5. Sports Website

Website Selected:

Website Summary

The IPL official website provides information about teams, schedules, fixtures, and player statistics.

Purpose of Website

To keep cricket fans updated.

Website Speed

- Fast loading
- Optimized for mobile

Theme & Design

- Sports-themed colors

- White and blue theme

Fonts

- Professional and readable fonts

Technology / Algorithms Used

- Job matching algorithm
- Payment and milestone system

Likes

- Global exposure for freelancers
- Structured job categories

Dislikes

- Competition can be high
- Some features require subscription

Overall Evaluation

Good

5. Sports Website

Website Selected: IPL Official Website

Website Summary

The IPL official website provides updates on Indian Premier League matches, teams, schedules, player stats, and news. It focuses on delivering timely sports information to fans worldwide.

Purpose of Website

To keep cricket fans informed about IPL events and statistics.

Website Speed

- Fast loading pages
- Optimized for live updates

Theme Alignment

- Sports-focused layout

- Bright and engaging design

Navigation

- Simple, menu-based navigation
- Match schedules and team stats easily accessible

Images & Media

- Player images, match highlights, and banners

Content & Data Arrangement

- Match-wise updates and team information

Colors

- Bright theme with yellow, red, and black accents

Fonts

- Readable fonts with focus on highlights

Technology / Algorithms Used

- Live score updates
- Event notification system

Likes

- Fast updates
- Interactive and engaging

Dislikes

- Some sections have heavy media

Overall Evaluation

Very Good

Sr. No	Website URL	Purpose of Website	Things liked in the website	Things disliked in the website	Overall evaluation of the website
1	https://timesofindia.indiatimes.com	To provide latest national and international news, articles, and updates.	Fast news updates, wide news coverage, organized categories.	Too many ads, homepage looks crowded.	Good
2	https://www.netflix.com/in	To stream movies, web series, and documentaries online.	Smooth streaming, personalized recommendations, clean UI.	Paid subscription required, heavy internet usage.	Good

3	https://www.nykaa.com
4	https://www.freecodecamp.org
5	https://www.ipl10.com

Conclusion

This case study has analyzed the website based on its respective domain and purpose. It has evaluated the user experience, engagement, and overall performance, along with the content and match statistics.

3	https://www.nykaa.com	To sell beauty, wellness, and lifestyle products online.	High-quality product images, reviews, easy checkout.	Heavy images may slow loading on slow internet.	Good
4	https://www.freelancer.com	To connect freelancers with clients for jobs and projects.	Global job opportunities, wide skill categories.	High competition, service fees.	Good
5	https://www.iplt20.com	To provide IPL match updates, schedules, scores, and team info.	Live match updates, engaging design, player statistics.	Media-heavy pages can be slow sometimes.	Good

Conclusion

This case study highlights how websites are designed to meet the needs of their respective domains. News and sports websites prioritize speed and up-to-date content. Entertainment and e-commerce platforms focus on usability, engagement, and personalization. Job/education platforms prioritize structured data and matching algorithms, while technology portals emphasize product information and online sales. A well-balanced combination of usability, performance, and content presentation leads to effective websites.

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