

Website Case Study

1. Simply Recipes

Website URL: <https://www.simplyrecipes.com/>

Simply Recipes is a popular cooking and food website that helps people learn how to cook different dishes easily. The website provides a wide variety of recipes, cooking tips, meal ideas, and step-by-step instructions. It is mainly designed for home cooks, beginners, and families who want simple and reliable recipes.

From a website developer's point of view, Simply Recipes has a clear purpose. As soon as a user opens the website, it is easy to understand that the site is about food and cooking. The homepage shows recipe categories, featured dishes, and search options, which helps users quickly find what they are looking for. This clear structure is very important for a content-based website.

The overall design of the website is simple and friendly. The color combination is soft and pleasant, which matches the food theme. Light background colors with dark text make the content easy to read. This is especially helpful because recipes usually contain long instructions and ingredient lists. The font style is clean and readable, and the text size is comfortable for users of all age groups.

The layout of the website is well organized. Recipes are displayed in card format with images, titles, and short descriptions. This helps users quickly scan through the content and select a recipe they like. The navigation menu is easy to use and includes categories such as breakfast, lunch, dinner, desserts, and cooking tips. This improves the overall user experience.

Images play an important role on Simply Recipes. The website uses high-quality food images that make the dishes look attractive and appealing. These images encourage users to click on recipes and try them at home. From a development perspective, the images are well placed and support the content nicely. However, having many images on a single page can sometimes slow down loading speed.

One major issue with the website is the presence of many advertisements. Ads appear while scrolling and between content sections, which can distract users while reading recipes. Sometimes, ads push the content down or distract users from the main instructions. From a developer's point of view, reducing the number of ads or placing them more carefully would greatly improve the user experience.

The website performance is generally good. Pages load at a reasonable speed, but on slower internet connections, ads and images can increase loading time. Optimizing images and reducing unnecessary scripts would help improve performance. Faster loading is important because users may leave the website if pages take too long to open.

Simply Recipes is also mobile-friendly. The website adjusts well to different screen sizes such as mobile phones and tablets. Recipes are easy to scroll, and buttons are large enough to tap on mobile devices. This is important because many users search for recipes on their phones while cooking in the kitchen.

Another positive aspect is that the website content is easy to understand. Instructions are written in simple language, and steps are clearly mentioned. This helps beginners feel confident while cooking. From a developer's viewpoint, clear content presentation improves user satisfaction and keeps visitors on the website for a longer time.

In terms of accessibility, the website uses readable fonts, proper headings, and clear images, which makes it usable for most users. However, reducing visual clutter and improving spacing between sections would make the website more comfortable to use.

Overall, Simply Recipes is a good example of a content-focused website. It successfully provides useful cooking information in a simple and friendly manner. From a website developer's perspective, the website works well but can be improved by reducing advertisements, simplifying the homepage layout, optimizing images, and improving performance. With these small improvements, Simply Recipes can offer an even better experience to its users.

2. IBM

Website URL: <https://www.ibm.com/in-en>

IBM (International Business Machines) is a well-known global technology company. The IBM website is mainly designed to provide information about its products, services, research work, and digital solutions such as cloud computing, artificial intelligence, cybersecurity, and enterprise software. The website is targeted toward businesses, students, professionals, and organizations looking for advanced technology solutions.

From a website developer's point of view, the IBM website has a very professional and corporate appearance. The overall design reflects the brand image of IBM as a trusted and innovative technology company. The homepage uses a clean layout with high-quality banners, professional images, and clear text. The color combination is mostly blue, white, and black, which gives the website a serious and professional look.

One positive feature of the IBM website is its clear navigation structure. The main menu includes categories such as Products, Consulting, Support, and Resources. This helps users understand what type of information is available on the website. The website also includes a chatbot feature, which allows users to ask questions and quickly find relevant information. This improves user interaction and saves time.

The fonts used on the website are simple and easy to read. Headings, subheadings, and body text are clearly differentiated, which helps users scan the content easily. Buttons and links are visible and placed properly, making it easier for users to explore different sections of the website. The website also uses icons and illustrations to explain technical concepts, which is helpful for beginners.

However, the IBM website also has some drawbacks from a developer's perspective. The homepage contains a lot of information, which can feel overwhelming for first-time users. Many sections are displayed one after another, making the page look long and crowded. A simpler layout with fewer sections on the homepage would make it more user-friendly.

Another issue is that some content-heavy pages take time to load, especially on slower internet connections. Since the website includes large images, videos, and detailed text,

performance optimization could be improved. Compressing images and reducing unnecessary animations would help improve loading speed.

The website is responsive and works well on mobile devices, but some sections appear small and require extra scrolling. Buttons and menus could be made more touch-friendly for mobile users. Improving spacing between elements would also enhance the mobile experience.

From a user experience point of view, the IBM website is informative but can be confusing for users who are not familiar with technical terms. The website could include more beginner-friendly explanations and simpler language in some sections. Adding tool-tips or short descriptions for complex topics would help users understand the content better.

In terms of security and privacy, the website appears safe and trustworthy. Registration and contact forms ask for necessary information only, which is good for user privacy. Developers should always ensure that user data is protected and not misused.

Overall, the IBM website is well-designed, professional, and rich in information. It successfully represents IBM as a global technology leader. However, improvements in content organization, page layout, loading speed, and beginner-friendly navigation would make the website easier to use. With better spacing, simplified pages, and improved performance, the IBM website could offer an even better user experience.

3. W3Schools

Website URL: <https://www.w3schools.com/>

W3Schools is one of the most popular online learning websites for students and beginners who want to learn web development and programming. It provides tutorials on many technologies such as HTML, CSS, JavaScript, Python, Java, SQL, and other programming languages. The main aim of the website is to make learning coding simple, clear, and practical for everyone.

From a student's point of view, W3Schools is very easy to understand. The homepage clearly shows different programming languages and topics. Users can select any topic from the menu and start learning immediately without creating an account. This makes the website very useful for beginners who want quick learning without any complications.

The website design is simple and clean. The sidebar menu helps users move from one topic to another easily. Each topic is divided into small sections, which makes learning step-by-step and less confusing. Important points are explained using examples, and this helps users understand concepts faster.

One of the best features of W3Schools is the "Try it Yourself" editor. This feature allows users to write and test code directly on the website. Beginners can change the code and instantly see the output, which improves practical knowledge. This hands-on learning approach makes the website more effective than reading only theory.

The text on the website is clear and readable. The font size is suitable for long reading sessions, and code examples are displayed in separate boxes, which makes them easy to identify. The use of colors in code examples helps users understand different parts of the code, such as tags, attributes, and values.

W3Schools also provides quizzes and exercises at the end of many topics. These quizzes help students test their understanding and improve their confidence. Some certificates are also available for users who want proof of their learning, which can be useful for resumes and job applications.

However, the website also has some disadvantages. Advertisements appear on many pages, which can distract users while learning. Sometimes, ads take up space on the screen, especially on smaller devices like mobile phones. Another drawback is that the visual design looks a bit outdated compared to modern learning platforms.

The website works well on desktops and laptops, but on mobile devices, the screen can feel crowded because of menus and ads. Improving mobile responsiveness and reducing ads would make the learning experience better.

Overall, W3Schools is a very helpful website for learning programming and web development. It is especially useful for beginners because of its simple explanations, practical examples, and easy navigation. With some improvements in design and ad management, W3Schools could become even better as an online learning platform.

4. Smart Blogger (Social Media Sites Article)

Website URL: <https://smartblogger.com/social-media-sites/>

Smart Blogger is an educational website mainly focused on blogging, digital marketing, and social media growth. The “Social Media Sites” article helps users understand different social media platforms and how they can be used for marketing, personal branding, and content promotion. The website is designed mainly for bloggers, students, content creators, and digital marketers.

From a website developer’s point of view, Smart Blogger follows a simple and clean design approach. The layout is well-structured, which makes the content easy to read and understand. The homepage and articles are not overcrowded, and the spacing between headings, paragraphs, and sections is proper. This helps users focus on the content without feeling confused or tired while reading.

The website uses a white background with dark text, which improves readability. The color combination is minimal but effective. Important elements such as headings, links, and buttons stand out clearly. The fonts used on the website are consistent throughout the page, making the design look professional and uniform. The font size is comfortable for reading long articles, even for beginners.

One good feature of Smart Blogger is its clear navigation. Users can easily scroll through the article and find different sections using headings and subheadings. The article is written in a step-by-step manner, which helps readers understand information easily. From a developer’s perspective, this shows good content hierarchy and proper use of HTML elements like headings and lists.

The call-to-action buttons, such as newsletter sign-ups or course promotions, are placed correctly without disturbing the reading experience. These buttons are noticeable but not distracting. This balance between content and promotion is important for user engagement.

The website loads quickly, which shows good performance optimization. There are very few images and animations, which helps reduce loading time. From a technical point of view, this

is helpful for users with slow internet connections. The website also works well on mobile devices, tablets, and desktops, making it responsive and user-friendly.

However, the website relies heavily on text. Some sections contain long paragraphs, which may feel boring to some users. Adding more images, icons, or simple illustrations could make the content more attractive and engaging. Visual elements can also help explain concepts better, especially for new learners.

Another improvement could be adding interactive elements such as infographics or comparison tables. These features can make the learning experience more interesting. The website does not use many animations, which keeps it fast, but small hover effects or highlighted sections could improve user interaction.

Overall, Smart Blogger is a well-designed educational website that focuses on simplicity, readability, and performance. From a developer's point of view, the website successfully delivers content in a clean and organized manner. Although it could improve by adding more visuals and interactive elements, it still provides a smooth and effective user experience. Overall, Smart Blogger is a good example of a content-focused website with strong usability and performance.

5. India.gov.in

Website URL: <https://www.india.gov.in/>

India.gov.in is the official national portal of the Government of India that provides citizens with access to government information, schemes, services, and public resources through a single platform. It covers key areas such as education, health, employment, agriculture, finance, transport, and social welfare.

Users can easily find details about government schemes, eligibility criteria, application procedures, and official updates, making the website useful for students, job seekers, farmers, and the general public. The portal also supports multiple Indian languages, which improves accessibility for people across different regions of the country.

From a developer's perspective, the website focuses more on information delivery than modern design. The homepage appears crowded with many links and text sections, which can be confusing for new users.

Navigation includes multiple menus and sub-menus, reducing ease of use. While the color scheme and fonts are formal and readable, the lack of spacing, visuals, and mobile optimization makes the site feel outdated. Although the website performs well and loads quickly, improvements in layout, navigation, visual elements, and mobile responsiveness would greatly enhance the user experience while maintaining its official and trustworthy nature.

Overall, India.gov.in is a reliable and important platform for citizens. With improvements in layout, navigation, mobile design, and visual presentation, the website could offer a much better user experience while maintaining its official and trustworthy nature.

Conclusion:-

Sr. No	Website URL	Purpose of Website	Things Liked	Things Disliked	Overall Evaluation
1	https://www.simplyrecipes.com/	To provide a trusted resource of tested recipes, meal plans and cooking expert advice .	Good Colour Combination and easy-to-read text.	Too many ads that pop up while Scrolling, and a messy layout with too many cards.	Good
2	https://www.ibm.com/in-en	The core purpose of IBM is to act as a catalyst that makes the world work better.	They introduce there chat-bot on the Website.	Too much information is provided in messy form	Not Bad
3	https://www.w3schools.com/	Online Learning Platform for web development.	Simple layout, live code editor, easy navigation	Advertisements, basic visual design.	Good
4	https://smartblogger.com/social-media-sites/	Educational content on blogging and social media.	Clean layout, good readability, fast loading	Long text sections, limited visuals	Good
5	https://www.india.gov.in/	Government information and citizen services	Rich information, wide coverage of services	Out dated design, much information displayed at once	Not Good