

**SANJIVANI COLLEGE OF ENGINEERING,
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**Department of Information Technology Academic
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Web Technology Laboratory (PCIT311)

**Report on : Case Study on Website Evaluation and
Planning**

Submitted by:
Name: Abhishek Sopan Shelke
Roll No: 122
Class / Year: TY B.Tech

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 Amazon (www.amazon.in)

Purpose:

Amazon is a global e-commerce platform for buying and selling goods.

Positive Aspects:

- Extremely powerful search and filtering functionality.
- Personalized recommendations based on user history.
- Fast loading speed despite massive product catalogs.

Negative Aspects:

- The interface is cluttered and visually dense ("busy").
- Navigation menus can be overwhelming due to too many categories.

Evaluation:

A highly functional, utility-first website that prioritizes sales over visual minimalism.

3.2 Wikipedia (www.wikipedia.org)

Purpose:

A free, open-content online encyclopedia.

Positive Aspects:

- Simple, distraction-free text layout focused on reading.
- Excellent internal linking structure.
- Extremely lightweight and fast on all devices.

Negative Aspects:

- Design looks dated and "old-school."
- Lack of engaging media (videos/animations) compared to modern sites.

Evaluation:

The gold standard for informational websites; proves that content is king.

3.3 Spotify (open.spotify.com)

Purpose:

A digital music, podcast, and video service.

Positive Aspects:

- Sleek, modern "Dark Mode" aesthetic that reduces eye strain.

- Smooth, app-like experience within a web browser.
- Intuitive controls for playback and playlist management.

Negative Aspects:

- Can be heavy on system resources (RAM).
- Free version has intrusive audio ads that disrupt the user experience.

Evaluation:

A brilliant example of a "Web App" that feels like native software.

3.4 Canva (www.canva.com)

Purpose:

A graphic design platform for creating social media graphics and presentations.

Positive Aspects:

- Highly interactive drag-and-drop interface.
- Very colorful, inspiring, and inviting homepage.
- Simplifies complex design tasks for beginners.

Negative Aspects:

- Many best features are locked behind a "Pro" paywall.
- Can become slow/laggy on older computers with complex designs.

Evaluation:

Excellent UI/UX design that makes complex tools feel simple.

3.5 LinkedIn (www.linkedin.com)

Purpose:

A professional networking platform for career development.

Positive Aspects:

- Clean, professional color scheme (Blues/Whites).
- Structured profile sections make information easy to digest.
- Good job search filters.

Negative Aspects:

- Feed algorithm can feel cluttered with irrelevant posts.
- Aggressive prompts to upgrade to "Premium."

Evaluation:

A solid professional platform, though slightly cluttered by social features.

3.6 Stack Overflow (stackoverflow.com)

Purpose:

A question-and-answer website for professional and enthusiast programmers.

Positive Aspects:

- Very clear hierarchy of information (Question vs. Answer).
- Code blocks are formatted beautifully for readability.
- Gamification elements (badges/points) are visible but not distracting.

Negative Aspects:

- Strict community rules can be intimidating for new users.
- Search results can sometimes be outdated.

Evaluation:

A perfectly designed utility site for a technical audience.

4. Key Learnings from Website Evaluation

From the analysis of these websites, the following conclusions were drawn:

- **Context Matters:** An e-commerce site (Amazon) needs different design priorities than a reading site (Wikipedia).
- **Performance is Key:** Even simple designs (Wikipedia) succeed if they load instantly.
- **Simplicity Wins:** Tools like Canva succeed because they simplify complex tasks through good UI.
- **Visual Hierarchy:** Good websites use bold fonts, colors, and spacing to guide the user's eye to the most important information first.
- **Responsive Design:** All successful websites adapt seamlessly to mobile views, which is non-negotiable in modern development.

5. Website Evaluation Table

Sr. No	Website URL	Purpose of Website	Things Liked in the Website	Things Disliked in the Website	Overall Evaluation
1	https://www.amazon.in	E-commerce Marketplace	Fast search, personalized suggestions	Cluttered interface, too many options	Good
2	https://www.wikipedia.org	Online Encyclopedia	Fast loading, distraction-free reading	Outdated design, lacks visual appeal	Good
3	https://open.spotify.com	Music Streaming	Modern UI (Dark mode), smooth UX	High memory usage, intrusive ads	Good

Sr. No	Website URL	Purpose of Website	Things Liked in the Website	Things Disliked in the Website	Overall Evaluation
4	https://www.canva.com	Graphic Design Tool	Easy drag-and-drop, inspiring layout	Key features locked behind paywall	Good
5	https://www.linkedin.com	Professional Networking	Professional look, organized profiles	Aggressive premium pop-ups	Average
6	https://stackoverflow.com	Developer Q&A	Clear code formatting, good structure	Intimidating for beginners	Good

6. Conclusion

This case study reinforces the concept that successful web development starts with successful planning. By analyzing major platforms like Amazon, Spotify, and Wikipedia, we observed that "good design" isn't just about looking pretty—it is about solving the user's problem as quickly and clearly as possible.

Before writing a single line of code, developers must define the site's architecture, target audience, and core functionality. We learned that while visual flair (like Spotify) is important for entertainment, raw speed and simplicity (like Wikipedia) are more important for information. This assignment has provided a practical framework for evaluating web projects, which will serve as a guideline for designing efficient, user-centric websites in our future laboratory work.

7. References

- Amazon India – <https://www.amazon.in>
- Wikipedia – <https://www.wikipedia.org>
- Spotify Web Player – <https://open.spotify.com>
- Canva Design Platform – <https://www.canva.com>
- LinkedIn – <https://www.linkedin.com>
- Stack Overflow – <https://stackoverflow.com>