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TE 1

31128

PICT, PUNE

WTL - ASSIGNMENT 1

1] TITLE : Case study of websites

2] PROBLEM STATEMENT :
Visit various websites available online for different client projects, identify and note down the evaluation results and note down and learn and conclude different website design issues that should be considered while designing a website.

3] LEARNING OBJECTIVE/AIM :
To do a case study and note down different issues, reviews, improvements that can be made on various websites.

4] THEORY :
There are many design issues that we come accross everyday. Some of them are -

a) Too many textures & colors :
While trying to add interest, it just adds clutter. Limit colors & fonts. Maintain a thematic scheme.

b) Outdated design :
Website should get along with the current trends. Now a days, the best sites break up content into smaller, digestible bits.

c) Overused images & icons :
If visitors see the same images on multiple sites it erodes trust.

d) Your site is not responsive :
Mobiles are overtaking desktop. It is very likely that your visitors use mobile to view. So, website should be responsive.

e) Design for wrong reasons :
Always begin by identifying target audience & customizing design & content. If you haven't checked with what your audience needs & wants, you can fail.

f) Slow page load time :
If your website takes more than a couple of seconds to load, visitors aren't going to stick around.

g) No clear call to action :
If you want to grab the attention of your visitors and help them navigate your website eg—
  - joining your email list
  - receiving coupon or discount
  - signup to receive blog notifications.

Sr. No	Website Url	Purpose of website	Things liked in the website	Things disliked in the website	overall evaluation (Good/Bad)
1	https://pict.edu/	College	User-friendly	Color combination would enhance user experience	Good
2	https://www.redbus.in/	Ticket booking	Informative, neat formatting	Responsiveness could be implemented in a better way	Good
3	https://www.flipkart.com/	Ecommerce	Photo resolution is high, and the user interface is appealing.	Dark mode can be included	Good
4	https://uidai.gov.in/	E-Governance Website	All Indian languages are supported for translation.	Very slow site	Bad
5	https://www.tutorialspoint.com/	Tutorial website	Subject-by-subject arrangement of concepts	On a single page, there are a lot of things to look at.	Good

Conclusion -
1. Pict website
   a. The website might be more user-friendly if the colours were used more effectively.
   b. The colour design should emphasise that this is a Coder's college, making the website more appealing.
2. RedBus Website
   a. When booking a bus, a person should receive a sneak peek of the bus.
   b. So, when a user is looking at bus alternatives, there should be a preview/slideshow of bus photographs to assist the user in making a better decision.
3. Flipkart Website

      a. Most websites provide us the opportunity to choose between dark and bright themes based on user desire.
      b. Such an option may be included by using a simple library of the programming language being used to construct the website.
      c. This would undoubtedly improve user experience.

4. <u>UIDAI Website</u>
      a. The key aspect of a website should be that it opens immediately after being clicked.
      b. That functionality is missing from this website.
      c. Either some backend/server optimization is required, or the server capacity must be increased to accommodate increased demand.
      d. Second, government websites should have a relatively simple user interface because they will be visited by a wide range of individuals from various demographics.

5. <u>Tutorials Point Website</u>
      a. Although the website's information is organised by topic, each page nevertheless includes a lot of clutter.
      b. They can make drop-down navbars and sub-navbars for easier user navigation.

To summarise, the Flipkart website is the finest of the websites examined, while the UIDAI website came in last.