

SANJIVANI COLLEGE OF ENGINEERING, KOPARGAON
(An autonomous Institute affiliated to SPPU Pune)

Department of Information Technology

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Web Technology Laboratory (PCIT311)

Report on : Case Study on Website Evaluation and Planning

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Assignment No – 1

Case Study on Website Evaluation and Planning

Introduction :

In the digital era, websites are essential for communication and services, and proper planning is crucial to ensure good usability and performance. This assignment uses a case study approach to analyze existing websites, identify their strengths and weaknesses, and evaluate their design quality. The objective is to study multiple websites from different domains to understand good design practices and common issues in website development.

Objectives :

- To understand the importance of proper website planning before development.
- To analyze real-world websites from different domains.
- To identify the strengths and weaknesses of website design.
- To evaluate websites based on usability, design, content, and performance.
- To understand best practices and common issues in web development.
- To apply these learnings while developing future web projects.

1. Skill India Digital Hub (SIDH)

Website URL: <https://www.skillindiadigital.gov.in/home>

Purpose of the Website

Skill India Digital Hub (SIDH) is a Government of India initiative designed to provide a unified digital platform for skilling, reskilling, and upskilling individuals. It integrates portals such as Udyam, e-Shram, NCS, and ASEEM to connect job seekers, employers, and training institutions.

Things Liked in the Website

- Navigation across pages is simple and easy to understand
- The website theme is user-friendly and suitable for a government platform
- Provides a good overall user experience
- Centralized access to multiple government skill-related services

Things Disliked in the Website

- Website responsiveness is inconsistent on smaller devices
- Pages sometimes take longer to load
- Occasionally, form submissions fail due to GET/POST request issues

Lighthouse Evaluation

- Performance – 21
- Accessibility – 96
- Best Practices – 69
- SEO – 92

Overall Evaluation

Overall, the website serves its purpose effectively but needs improvement in performance optimization and responsiveness.

2. Lenskart

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

Purpose of the Website

Lenskart is an e-commerce platform used to purchase eyeglasses, sunglasses, and contact lenses. It also provides features like virtual try-on, eye power check, eye test booking, and home delivery.

Things Liked in the Website

- Simple and clean color theme using black, dark blue, and white
- Attractive images and promotional banners
- Good overall performance during browsing and checkout

Things Disliked in the Website

- Mobile user experience can feel inconsistent
- Navigation across categories can be confusing for new users
- Product card designs are very basic and lack visual engagement

Lighthouse Evaluation

- Performance – 58
- Accessibility – 93
- Best Practices – 46
- SEO – 85

Overall Evaluation

The website is functional and reliable but could improve UI design and navigation clarity to enhance user experience.

3. Times of India

Website URL: <https://timesofindia.indiatimes.com/>

Purpose of the Website

The Times of India website provides national and international news, including sports, business, entertainment, education, and opinion articles.

Things Liked in the Website

- Professional and simple color theme
- Latest important news updates are displayed prominently at the top
- Content loads within acceptable time
- Language-based content filtering improves user experience

Things Disliked in the Website

- Navigation is complex and may confuse new users
- Icons and text sizes are small by default
- Mobile user experience needs improvement
- Some resources fail to load properly

Lighthouse Evaluation

- Performance – 58

- Accessibility – 83
- Best Practices – 54
- SEO – 85

Overall Evaluation

The website is content-rich and informative but requires UI and performance improvements, especially for mobile users.

4. UPSC Website

Website URL: <https://upsc.gov.in/index.php>

Purpose of the Website

The UPSC website is used to manage and conduct civil services and other government examinations, providing notifications, applications, admit cards, results, and official notices.

Things Liked in the Website

- Simple and easy-to-understand layout
- Live updates displayed on the homepage using a scrolling banner
- All major navigation links are available on the main page

Things Disliked in the Website

- Scrolling banner uses small font size
- Dark background of the banner reduces readability
- Overall UI feels outdated

Lighthouse Evaluation

- Performance – 91
- Accessibility – 86
- Best Practices – 88
- SEO – Not Defined

Overall Evaluation

The website is reliable and informative but needs improvements in design, accessibility, and visual clarity.

5. Cisco Networking Academy

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

Purpose of the Website

Cisco Networking Academy is an online learning platform that offers IT, networking, cybersecurity, and programming courses, along with hands-on labs and certification preparation.

Things Liked in the Website

- Comprehensive IT curriculum with practical labs like Packet Tracer
- Supports self-paced and instructor-led learning
- Available in multiple languages
- Strong global reach and industry recognition

Things Disliked in the Website

- Enrollment process can be confusing for independent learners
- Platform occasionally faces performance and loading issues
- Some learners find the content dry without instructor guidance

Lighthouse Evaluation

- Performance – 81
- Accessibility – 100
- Best Practices – 54
- SEO – 100

Overall Evaluation

An excellent learning platform for IT skills with minor usability and navigation challenges.

6. Incredible India

Website URL: <https://www.incredibleindia.org>

Purpose of the Website

Incredible India is the official tourism website of India, promoting tourist destinations, culture, heritage, festivals, and travel experiences.

Things Liked in the Website

- Visually attractive design with high-quality images and videos
- Rich information about Indian culture and states
- Useful for tourism awareness and trip planning

Things Disliked in the Website

- Slow loading due to heavy multimedia content
- Navigation can be complex for first-time users
- Limited direct booking features

Lighthouse Evaluation

- Performance – 51
- Accessibility – 80
- Best Practices – 54
- SEO – 77

Overall Evaluation

A visually appealing and informative website with scope for performance optimization.

7. National Geographic

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

Purpose of the Website

National Geographic provides educational and entertainment content related to nature, wildlife, science, geography, history, and documentaries.

Things Liked in the Website

- High-quality articles, images, and videos
- Trusted and educational content
- Excellent photography and storytelling

Things Disliked in the Website

- Many articles require a paid subscription
- Content-heavy pages may affect loading speed
- Limited free access

Lighthouse Evaluation

- Performance – 61
- Accessibility – 66
- SEO – 54
- Best Practices – 85

Overall Evaluation

A high-quality educational website with restricted access to premium content.

8. BookMyShow

Website URL: <https://in.bookmyshow.com/>

Purpose of the Website

BookMyShow is an online ticket booking platform for movies, events, concerts, sports, and live shows.

Things Liked in the Website

- Fast and easy ticket booking process
- User-friendly interface
- Multiple payment options
- Seat layout and reviews enhance decision-making

Things Disliked in the Website

- Additional convenience fees increase ticket cost
- Strict refund and cancellation policies

- Frequent notifications may disturb users

Lighthouse Evaluation

- Performance – 54
- Accessibility – 80
- SEO – 54
- Best Practices – 92

Overall Evaluation

A reliable and efficient entertainment booking platform with minor pricing and notification concerns.

Overall Summary :

Sr. No .	Website URL	Purpose of Website	Things liked in the website	Things disliked in the website	Overall evaluation of the website
1	https://www.skillindiadigital.gov.in/home	Government platform for skilling, reskilling, and upskilling; integrates Udyam, e-Shram, NCS, and ASEEM	Easy navigation, user-friendly theme, good overall user experience.	Not fully responsive, slow loading, occasional GET/POST request failures.	Good
2	https://www.lenskart.com/	Online platform to buy eyewear, book eye tests, and try frames virtually.	Simple color theme, attractive banners, good performance.	Navigation is confusing for new users, mobile UX needs improvement, basic card design.	Good
3	https://timesofindia.indiatimes.com/	News portal providing national and international news, sports, business, and entertainment.	Professional design, latest news shown on top, language-based content filtering.	Complex navigation, small icons, mobile UX issues, resource loading failures.	Average
4	https://upsc.gov.in/index.php	Official website for UPSC exams, notifications, admit cards, and results.	Simple layout, live updates on homepage, clear navigation links.	Small font size in scrolling banner, dark background	Good

				affects readability, outdated UI.	
5	https://www.netacad.com	Online learning platform for IT, networking, cybersecurity, and certifications.	Industry-aligned courses, hands-on labs, global reach, multi-language support.	Enrollment confusion, occasional performance issues, content may feel dry.	Good
6	https://www.incredibleindia.org	Official tourism website promoting Indian culture, heritage, and destinations.	Attractive visuals, rich cultural information, useful for travel planning.	Slow loading due to heavy media, complex navigation, limited booking features.	Good
7	https://www.nationalgeographic.com/	Educational and entertainment content on nature, science, and geography.	High-quality content, excellent photography, trusted educational source.	Paid subscription for many articles, content-heavy pages, limited free access.	Good
8	https://in.bookmyshow.com/	Online ticket booking for movies, events, sports, and shows.	Fast booking, user-friendly UI, multiple payment options, seat layout view.	High convenience fees, strict refund policy, excessive notifications.	Average

Conclusion :

This case study highlights the importance of proper planning and analysis before developing a website. By evaluating real-world websites from different domains, it becomes clear that good usability, clear navigation, responsive design, and optimized performance are essential for a positive user experience. The study also reveals common design and performance issues that can negatively affect users if not addressed early. Overall, this analysis provides valuable insights into best practices and common mistakes in web development, which can be applied to build more effective, user-friendly, and professional websites in the future.