**Case study comparing our IIITN website with websites of other universities**

**• Stanford.edu**

**->**Unified Branding & Design Consistency

Stanford’s website is built around strict design and identity guidelines, ensuring a uniform look and feel across all pages and affiliated sites. Every webpage has a standard design establishing not only its identity but makes the navigation smoother.

**->**Organized and Cataloged

All of the data, images and information are organized and cataloged in a standard way which enables the user to find the data easily and make the website feel less cluttered.

**• Colombia.edu**

->Interactive Features & Digital Integration

Columbia’s site integrates dynamic elements such as interactive event calendars, multimedia galleries, and social media feeds, offering a more engaging and interactive user experience.

->Streamlined Navigation & Content Organization

The Columbia website features a well-organized information architecture with clearly defined sections for academics, research, admissions, events, and news. This layout makes it easy for users to locate information quickly.

**• iitb.ac.in**

->Modern and Tidy Design

The IITB website has a clean and modern aesthetic which is pleasing to eyes and attracts attention of viewers with its eye-catching images while not being too elaborate. This maintains professionalism keeping interest of users.

->Prioritizing important Links

The website prioritizes keeping important links which are often required by users in easy access. This expresses how they value user experience.

**• mit.edu**

->Comprehensive & Well-Organized Content

The MIT website is structured to showcase a vast array of resources, including detailed sections on academics, research, innovation, and campus life. Its well-organized content hierarchy allows users to quickly locate and access the information they need.

->Interactive & Dynamic Features

MIT integrates dynamic elements such as interactive event calendars, multimedia galleries, and real-time updates. These interactive features enhance user engagement and keep the content fresh and relevant.

**• iiitl.ac.in**

->Responsive & Interactive Experience

The IIITL website is optimized for various devices, ensuring a smooth experience whether on a desktop, tablet, or smartphone. Additionally, it often incorporates interactive elements such as dynamic event calendars, news feeds, and social media integration, which keep the content fresh and engaging

->Modern Visual Design & Branding

With a contemporary design approach, the IIITL website utilizes updated graphics, a complimentary color palette, and responsive typography that reinforces its brand identity.

**• iitk.ac.in**

->Dynamic & Interactive Features

IITK’s website incorporates interactive elements like real-time news updates, event calendars, multimedia galleries, and other digital resources.

It also employs eye-catching animations which sets the impression of the website apart in the eyes of the user.

->Well-Structured Navigation & Content Organization

The IITK site is organized into clearly defined sections such as academics, research, campus life, and news. This intuitive structure helps users quickly locate the information they need, enhancing the overall user experience.

**• Princeton.edu**

->High Quality Images and Data

The Princeton website uses high definition and situational photos in its website that the images alone sideline UI. Though the UI is simple the investment in Quality images sets the website apart highlighting the use of such data.

->Emphasizing Hero pages

Princeton Website has many hero attracting users attention to what the user needs to see making sure that the necessary information is put into the users mind.

**•Yale.edu**

->High-Performance Optimization & Responsiveness

Engineered for speed and efficiency, Yale’s website delivers fast load times and smooth performance across devices—even on mobile networks. This technical optimization ensures a consistently robust user experience.

->Seamless Academic & Research Ecosystem Integration

Yale’s site unifies digital libraries, research publications, departmental portals, and academic program details into one coherent platform.

**•iitkgp.ac.in**

->Dynamic Animations and Transitions

The IITKGP website employs animations in the entire page which captivates the user and makes the page unique and elegant.

->**T**ailored Portals for Diverse Users

The IIT Kharagpur website provides dedicated sections for prospective students, current scholars, faculty, researchers, and alumni. This segmented approach delivers personalized content and services ensuring each user group finds precisely what they need, a level of customization not prominently featured on the IIITN site.

**•iitg.ac.in**

->Robust Research & Innovation Portal

With dedicated sections for cutting-edge research projects, research centers, and industry collaborations, the IITG website effectively showcases its academic excellence and innovation.

->Showcases Vibrant Campus Life

IITG website showcases its campus life encompassing clubs, cultural activities etc which attracts the user and find interest in the website and thereby establishing a strong opinion on the institute,

Future Plans :-   
1. Result integration

2. academic calender

3. Onpage edit option for admin

4. Chatbot for Admission process simplification

5. Language Compatiblity