(Students must submit the soft copy as per following segments within two hours of the practical. The soft copy must be uploaded on the ERP or emailed to the concerned lab in charge faculties at the end of the practical in case the there is no ERP access)

Roll No: A-22	Name: Pritam Nikalaje
Class: BE-A	Batch: A2
Date of Experiment:	Date of Submission:
Grade:	

B.1   Domain selected by student:
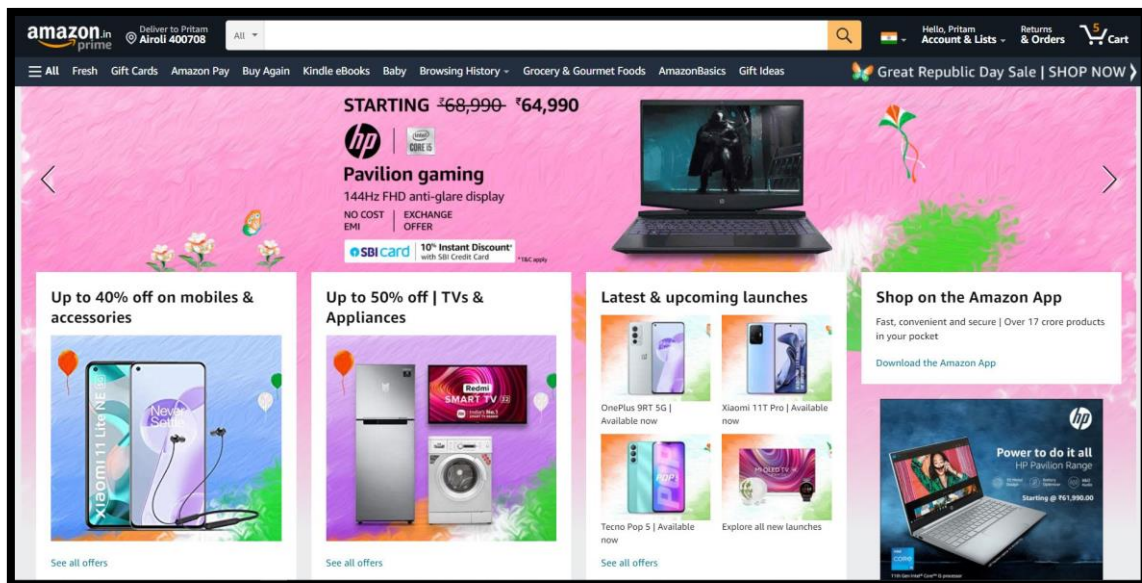
Online Shopping Websites:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

Some of the popular online shopping websites are:

1. Amazon.
2. Flipkart.
3. Myntra.

B.2   Home Page Screen Snapshot:

1. Amazon

2. Flipkart

3. Myntra

B.3   Analysis of website:

Sr.No	Parameters	Amazon	Flipkart	Myntra
1	Accessibility	5	5	5
2	Aesthetically Pleasing	5	3	5
3	Availability	5	4	5
4	Clarity	5	3	4
5	Compatibility	4	3	3
6	Configurability	4	4	3
7	Consistency	5	3	3
8	Control	4	3	4
9	Directness	4	4	3
10	Efficiency	4	3	3
11	Familiarity	4	3	4
12	Flexibility	4	4	4
13	Forgiveness	4	4	3
14	Immersion	4	3	4
15	Obviousness	4	4	3
16	Operability	4	3	3
17	Perceptibility	4	4	4
18	Positive First Impression	4	4	5
19	Predictability	4	3	4
20	Recovery	4	4	3
21	Responsiveness	4	4	4
22	Safety	3	3	3
23	Simplicity	4	4	4
24	Transparency	5	4	4
25	Trade-Offs	3	4	3
26	Visibility	4	4	3

B.4   Conclusion:

Hence we have observed three websites i.e Amazon, Flipkart & Myntra and also we were able to rate them on Design Principles.