

# Website Case Study Report

## 1. Introduction

Miniso (retail / e-commerce website)

- Global retail brand offering lifestyle, home décor, stationery, and daily-use products
- Website is used to showcase products and promote the brand digitally
- Focuses on attractive visuals and simple navigation
- Helps users explore collections before visiting physical stores
- Reflects affordable pricing and modern brand identity

Spectrum coaching classes (education website)

- Educational platform providing coaching for competitive examinations
- Website provides information about courses, syllabus, faculty, and contact details
- Designed mainly for students and exam aspirants
- Emphasizes clarity, structured content, and easy access to information
- Acts as a guide for students seeking academic support

Phonepe (fintech / digital payment website)

- Digital payment and financial services platform
- Provides information about upi payments, bill payments, recharges, and investments
- Website focuses on trust, security, and simplicity
- Acts as a support platform for the phonepe mobile application
- Helps users understand features and benefits of digital payments

Magnum hospitals (healthcare website)

- Healthcare service provider offering medical treatment and hospital facilities
- Website shares information about departments, doctors, and services
- Designed to be simple and user-friendly for all age groups
- Helps patients contact the hospital and understand available treatments
- Builds trust through clear and transparent information

Makemytrip (travel and tourism website)

- Online travel platform for booking flights, hotels, trains, buses, and holiday packages
- Website helps users plan and manage travel easily
- Provides real-time search, comparison, and booking features
- Includes filters, offers, and multiple payment options
- Designed to enhance convenience and user experience

## 2. Official URL

**1. Miniso (India)** – Official site for products and store info:

<https://www.minisoindia.com/>

**2. Spectrum Coaching** – Official site for the coaching institute (exam prep):

<https://www.spectrumcoaches.com/>

**3. Phonepe** – Official digital payments and financial services platform:

<https://www.phonepe.com/>

**4. Magnum Hospitals** – Official site for the multispeciality hospital:

<https://magnumhospitals.com/>

**5. Makemytrip** – Official travel booking and planning site:

<https://www.makemytrip.com/>

## 3. Domain Classification

Each website selected for this case study belongs to a unique domain, which influences its design, features, and functionality.

- **Miniso** belongs to the Retail / E-commerce domain.
- **Spectrum** comes under the Telecom and IT Services domain.
- **Phonepe** operates in the Financial Technology (fintech) domain.
- **Magnum Hospitals** belongs to the Healthcare domain.
- **Makemytrip** falls under the Travel and Tourism domain.

## 4. Target Audience Analysis

Understanding the target audience is crucial for website design and content strategy.

- **Miniso** targets young adults, families, and budget-conscious customers interested in lifestyle and home products.
- **Spectrum** targets households, working professionals, and businesses looking for internet, TV, and communication services.
- **Phonepe** targets smartphone users, working professionals, students, merchants, and individuals using digital payments.
- **Magnum Hospitals** targets patients, senior citizens, families, and individuals seeking healthcare services.
- **Makemytrip** targets travelers, tourists, business professionals, and students planning trips.

## 5. User Interface (UI) Analysis

User Interface refers to the visual appearance and layout of a website.

- **Miniso** uses attractive colors, large images, and modern fonts to enhance product appeal.
- **Spectrum** maintains a professional layout with structured sections and informative icons.
- **Phonepe** uses a clean and minimal design that builds trust and focuses on clarity.
- **Magnum Hospitals** adopts a simple and calm design suitable for healthcare users.
- **Makemytrip** uses a feature-rich interface with multiple sections, banners, and offers.

## 6. User Experience (UX) Analysis

User Experience focuses on ease of use and user satisfaction.

### Miniso

- Simple and intuitive navigation with clearly labeled product categories
- Clean layout helps users browse products without confusion

- Large images and minimal text improve visual experience
- Easy scrolling and logical page structure enhance usability
- Suitable for first-time users and casual browsers

### **Spectrum Coaching Classes**

- Provides detailed academic and course-related information
- Content is informative but text-heavy in some sections
- Navigation is clear but may feel slightly complex for new users
- Limited interactive elements such as student dashboards or search tools
- Suitable for serious exam aspirants seeking structured information

### **PhonePe**

- Smooth and clean navigation with minimal distractions
- Information is presented in a simple and understandable manner
- Strong focus on trust and security enhances user confidence
- Website interaction is limited as most services are app-based
- Best suited for users looking for service awareness rather than transactions

### **Magnum Hospitals**

- Easy access to essential information such as doctors, departments, and contact details
- Simple design helps elderly and non-technical users
- Clear headings and limited content reduce confusion
- Lack of advanced online features slightly reduces engagement
- Overall UX focuses on clarity rather than visual appeal

### **MakeMyTrip**

- Smooth and guided booking process with step-by-step flow
- Advanced filters and search options improve usability for experienced users
- Displays real-time pricing and availability for better decision-making
- Interface can feel crowded due to ads, pop-ups, and offers

## 7. Functionality and Features

- **Miniso** offers product browsing, brand information, and store discovery.
- **Spectrum** provides plan selection, customer login, and support services.
- **Phonepe** explains UPI payments, bill payments, investments, and insurance services.
- **Magnum Hospitals** provides doctor information, service details, and appointment enquiry options.
- **Makemytrip** offers booking services

## 8. Performance and Accessibility

Performance and accessibility impact user retention.

- Most websites load efficiently on good internet connections.
- **Phonepe** and **makemytrip** are optimized for mobile users.
- **Magnum Hospitals** uses simple content suitable for elderly users.
- Some websites may experience slow loading during high traffic.

## 9. Security and Trust Factors

Security is crucial, especially for finance and healthcare websites.

- **Phonepe** uses secure protocols and emphasizes user trust.
- **Makemytrip** and **Spectrum** ensure secure payment and login systems.
- **Magnum Hospitals** builds trust through transparency and clear information.
- HTTPS encryption and privacy policies improve credibility.

## 10. Table

Sr No	Website URL	Purpose of Website	Things Liked	Things Disliked	Overall Evaluation
1	<a href="https://www.miniso.com">https://www.miniso.com</a>	Showcase and sell lifestyle, home, and consumer products	Attractive design, clear product categories, simple navigation	Some product info missing, slow loading	Good
2	<a href="https://www.spectrumcoaches.com/">https://www.spectrumcoaches.com/</a>	Provide coaching for competitive exams and guidance for students	Clear course info, professional layout, easy contact	Website feels basic, limited interactive content	Good
3	<a href="https://www.phonepe.com">https://www.phonepe.com</a>	Enable digital financial	Clean UI, secure platform, easy navigation	Limited features on desktop	Good
4	<a href="https://www.magnumhospitals.com">https://www.magnumhospitals.com</a>	Provide hospital information and appointment booking	Clear info, easy navigation, contact details visible	Basic UI, lacks advanced online features	Good

Sr No	Website URL	Purpose of Website	Things Liked	Things Disliked	Overall Evaluation
5	<a href="https://www.makemytrip.com">https://www.makemytrip.com</a>	Book flights, hotels, trains, buses, and travel packages	Smooth booking, filters, multiple payment options	Cluttered interface, too many pop-ups	Good

## 11. Conclusion

This case study provided a comprehensive analysis of five websites from different domains. It highlighted how domain requirements influence website design, functionality, and user experience. While all the websites effectively serve their purposes, continuous improvements in usability, performance, and accessibility can further enhance their effectiveness. The study emphasizes the importance of user-centered design and secure digital platforms in today's web-driven world.