

# Web Development Assignment

**\*\*Objective\*\*:** Analyze Zenith Ring's website ([www.zenithring.com](http://www.zenithring.com)), including the homepage and product page. Compare these with competitor sites such as Oura Ring ([www.ouraring.com](http://www.ouraring.com)), Ultrahuman ([www.ultrahuman.com](http://www.ultrahuman.com)), and Circular ([www.circular.xyz](http://www.circular.xyz)). Identify enhancements to improve dynamics, user experience, and conversions, focusing on features you would be capable of implementing if hired as a website developer.

**\*\*Assignment Details\*\*:**

1. **\*\*Site Review\*\*:** Examine the design, functionality, and content of [www.zenithring.com](http://www.zenithring.com). Identify areas for improvement.
2. **\*\*Competitor Analysis\*\*:** Analyze the websites of Oura Ring, Ultrahuman, and Circular, focusing on their user engagement and conversion strategies.
3. **\*\*Feature Suggestions\*\*:** Suggest realistic features and tools you could implement to enhance user interaction and site functionality at [zenithring.com](http://zenithring.com).
4. **\*\*Innovative Additions\*\*:**
  - Propose new, actionable features inspired by technology products like smartwatches.
  - Outline strategies to increase conversion rates, including specific marketing tools and layout adjustments.
5. **\*\*Report\*\*:** Your findings and recommendations should be compiled into a structured report, complete with supporting visuals.

**\*\*Deliverables\*\*:** A comprehensive report detailing your analysis and practical recommendations, demonstrating your ability to enhance [zenithring.com](http://zenithring.com) as a future web developer.

---

