SANJIVANI COLLEGE OF ENGINEERING, KOPARGAON

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Department of Information Technology

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Web Technology Laboratory
Case Study Report

Case Study: Before coding of the website, planning is important, students should visit different websites for the different client project/domain and note down the evaluation results for these websites, either good website or bad website.

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1. Introduction

Before developing any website, it is very important to study already existing websites to understand what works well and what creates problems for users. A website is not only about information, but also about how that information is presented using proper layout, colors, fonts, navigation, speed, and structure. In this case study, six websites from different domains such as **Education, Healthcare, E-Commerce, Technology Company, Entertainment, and Government** were visited and analyzed carefully. Each website was tested from a user's point of view by observing its design, usability, speed, visual appeal, and ease of navigation. The main aim of this study is to identify the best features and the major weaknesses of real websites so that these points can be considered while developing our own website projects.

The selected websites are:

1. Sheryians Coding School (Educational)
2. Mayo Clinic (Healthcare)
3. Foxtale (E-Commerce)
4. Sony Official Website (Technology Company)
5. Netflix (Entertainment)
6. National Portal of India (Government)

1) SHERYIANS CODING SCHOOL

Website: http://sheryians.com
Domain: Educational

Purpose of the Website

Sheryians Coding School is an online educational platform designed to teach programming, web development, and software-related skills to students and beginners. It provides career-focused training, coding courses, mentorship programs, and project-based learning. The website helps learners prepare for jobs in the IT industry and builds a community where students can interact and grow together.

Detailed Website Summary

Sheryians Coding School is a modern online learning platform focused on practical programming education and career-oriented technical training. Unlike traditional theory-based education websites, Sheryians emphasizes skill development in areas such as web development, UI/UX design, JavaScript frameworks, and job-ready projects. The platform mainly targets students, beginners, and aspiring software developers who want industry-relevant skills rather than academic certification.

The homepage is designed to attract young learners with bold headlines, strong calls to action like "Start Learning" or "Join Community," and visuals showing students, mentors, and coding environments. The website also promotes peer learning and mentorship, which creates a community-driven learning experience. Course sections, project showcases, and student success stories are used as trust-building elements. Overall, the website is not just informational but motivational, encouraging users to enter the tech industry.

Website Speed

The website uses modern animations, transitions, and large media banners, which slightly increase loading time, especially on slower mobile networks. However, once loaded, page transitions are smooth. The performance indicates use of modern front-end frameworks and scripts that enhance visual appeal but add weight to the site.

Theme Alignment

The theme perfectly matches a coding education platform. Dark backgrounds combined with neon-style highlights create a "developer" environment feel. The visual style resembles modern tech startups and coding communities, which helps connect with the target audience of young programmers.

Navigation

Navigation is structured but scroll-heavy. Important sections like Courses, Community, About, and Contact are clearly placed. However, the homepage contains many stacked sections, requiring long scrolling. For tech-savvy users this is acceptable, but beginners might initially feel overwhelmed.

Images & Media

High-quality visuals, mentor photos, and learning environment images create trust. However, many large images increase page weight. Media is used more for emotional engagement than for pure information.

Content & Data Arrangement

Content is arranged in a storytelling pattern rather than strict academic structure. The flow goes from motivation → courses → success stories → call to action. This is good for marketing but slightly reduces quick access to detailed course curriculum.

Color Scheme

Dark theme with bright accent colors like yellow or green. This gives a modern coding feel but may cause eye strain during long browsing.

Fonts

Bold modern fonts are used to capture attention. Body text remains readable, but headings are very large, which focuses more on design than simplicity.

Technology / Algorithms Used

Likely built using modern web technologies such as JavaScript frameworks, animation libraries, and interactive UI components. Form handling, interactive scrolling, and dynamic design show front-end optimization but not heavy backend personalization.

Things Liked

• **Theme Alignment:** The modern and tech-oriented theme perfectly matches a coding education platform.
• **Navigation:** Course sections and community links are clearly visible.
• **Images & Media:** Real images of instructors and students create trust.
• **Content Arrangement:** Courses are presented in a structured way.
• **Colors:** Dark background with bright highlights gives a professional tech feel.
• **Fonts:** Modern fonts that suit the youth audience.
• **Technology Used:** Learning management system, animations, and interactive design.

Things Disliked

• **Website Speed:** Heavy animations slow down loading on mobile.
• **Navigation:** Some pages require extra scrolling to find information.
• **Images & Media:** Large visuals increase data usage.
• **Content Arrangement:** Homepage can feel slightly crowded.
• **Colors:** Dark theme may strain eyes during long use.
• **Fonts:** Some bold headings feel oversized.
• **Technology:** Heavy scripts reduce performance on low-end devices.

Overall Summary

Sheryians is an engaging and career-focused learning platform with strong visual appeal and modern design. However, heavy animations and crowded layout slightly reduce performance and comfort.

2) MAYO CLINIC

Website: https://www.mayoclinic.org
Domain: Healthcare

Purpose of the Website

Mayo Clinic is a globally recognized healthcare website that provides reliable medical information about diseases, symptoms, treatments, tests, and healthy living. It serves patients, caregivers, and healthcare professionals by offering research-based and expert-reviewed medical knowledge. The website focuses on education and awareness rather than selling products.

Detailed Website Summary

Mayo Clinic's website is designed to act as a trusted digital health library. It provides in-depth information on thousands of medical conditions, procedures, and medications. The platform emphasizes clarity, credibility, and patient education. The homepage highlights health topics, symptom checkers, and wellness advice. Navigation is structured in categories such as Diseases & Conditions, Tests & Procedures, Drugs & Supplements, and Patient Care. The website avoids heavy marketing visuals and focuses mainly on text-based medical content. Its structure reflects professionalism and reliability.

Website Speed

The website loads at a moderate speed. Pages with long medical articles may take slightly longer to load because of extensive content and references. Performance remains stable but is not optimized for visual speed.

Theme Alignment

The theme is professional, calm, and medical-focused. The white background with blue accents builds trust and reflects a hospital or healthcare environment.

Navigation

Navigation is well-structured with clearly labeled menus. Users can search symptoms, diseases, or treatments easily. However, the large amount of information can feel overwhelming.

Images & Media

Minimal medical illustrations are used. Media is limited and supports information rather than decoration.

Content & Data Arrangement

Content is very detailed and divided into headings, symptoms, causes, diagnosis, and treatment. Information hierarchy is strong but text-heavy.

Color Scheme

White, blue, and gray tones create a calm and trustworthy feel.

Fonts

Simple, readable fonts suitable for long reading sessions.

Technology / Algorithms Used

Content management system, search-based information delivery, structured medical database.

Things Liked

• Theme Alignment: Professional and trustworthy medical theme.
• Navigation: Easy access to diseases and treatments.
• Content Arrangement: Well-structured medical data.
• Colors: Calm healthcare palette.
• Fonts: Highly readable.
• Technology Used: Strong content management and search system.

Things Disliked

• Website Speed: Content-heavy pages load slowly.
• Navigation: Too many links can confuse users.
• Images & Media: Limited visuals make pages dense.
• Content Arrangement: Long articles may overwhelm readers.
• Colors: Plain design may look less engaging.
• Fonts: Small medical references text.
• Technology: No interactive tools.

Overall Summary

Mayo Clinic is extremely strong in medical content and trustworthiness but less modern in visual engagement. It prioritizes accuracy over design appeal.

3) FOXTALE

Website: https://foxtale.in
Domain: E-Commerce

Purpose of the Website

Foxtale is an online skincare shopping platform that sells beauty and skincare products such as face cleansers, serums, moisturizers, and sunscreens. It focuses on brand building and product promotion.

Detailed Website Summary

Foxtale's website is visually attractive and brand-focused. It uses lifestyle imagery, product storytelling, and modern design elements. Sections like Shop, Skin Concerns, Ingredients, Reviews, and About Brand guide users through the buying journey. Product benefits and usage instructions are clearly displayed.

Website Speed

Moderate speed, but heavy product images slow loading.

Theme Alignment

Matches beauty and skincare branding.

Navigation

Smooth browsing with filters and product categories.

Images & Media

High-quality visuals essential for product trust.

Content & Data Arrangement

Product-based layout with benefits and ingredients.

Color Scheme

Soft pastel tones.

Fonts

Stylish and modern.

Technology / Algorithms Used

Recommendation system, cart system, payment integration.

Things Liked

• Attractive brand design
• Easy shopping flow
• Clear product benefits

Things Disliked

• Heavy images slow speed
• Pop-ups distract users
• Homepage feels crowded

Overall Summary
Strong in design and branding, slightly weak in performance.

4) SONY OFFICIAL WEBSITE

Website: https://www.sony.co.in
Domain: Technology Product

Purpose of the Website

Sony's official website is designed to showcase and promote a wide range of consumer electronics and technology products such as televisions, cameras, headphones, audio systems, PlayStation consoles, and professional equipment. It provides product details, specifications, support services, and brand information. The platform helps customers explore products, compare features, and connect with authorized sellers or service centers.

Detailed Website Summary

Sony's website represents a premium technology brand and focuses strongly on product presentation and innovation. The homepage highlights featured products, new launches, and promotional campaigns with large banners and high-quality visuals. The layout is clean but media-heavy, designed to create a high-end brand impression. Navigation menus are categorized under sections like Electronics, PlayStation, Support, and Services, allowing users to explore different product segments.

The website balances product marketing and informational content. Each product page includes detailed technical specifications, features, images, and support resources. The design style is modern and professional, reflecting Sony's global brand identity. However, the heavy use of visuals and animations increases page size and can slow loading on low-speed networks.

Website Speed

The website performs fast on high-speed internet but slightly slower on mobile networks due to large images and animations. Media-heavy banners increase loading time.

Theme Alignment

The premium and professional theme perfectly matches a global electronics brand. Dark and minimal color schemes reflect innovation and technology.

Navigation

Navigation is well-structured with product categories clearly separated. However, the large number of products can make it overwhelming for first-time users.

Images & Media

High-quality product visuals enhance the premium feel. Large images and videos increase engagement but also increase data usage.

Content & Data Arrangement

Product pages are organized with specifications, features, and support sections. Information hierarchy is strong and product-focused.

Color Scheme

Black, white, and dark gray tones create a sleek and professional technology look.

Fonts

Clean sans-serif fonts provide a professional and modern appearance. Some specification text is small.

Technology / Algorithms Used

Modern UI animations, product comparison tools, dynamic content loading, support systems.

Things Liked

• Theme Alignment: Premium design matches technology brand.
• Navigation: Clear product categories.
• Images & Media: High-quality visuals.
• Content Arrangement: Detailed product specifications.
• Colors: Professional and sleek theme.

• Fonts: Modern and clean.
• Technology Used: Advanced UI and comparison tools.

Things Disliked

• Website Speed: Heavy media slows loading on slow internet.
• Navigation: Too many options for new users.
• Images & Media: Large visuals increase data consumption.
• Content Arrangement: Homepage crowded with promotions.
• Colors: Dark areas may look dull on some screens.
• Fonts: Small text in technical specs.
• Technology: Heavy scripts affect low-end devices.

Overall Summary

Sony's website successfully delivers a premium brand experience with strong product presentation and professional design. However, heavy visuals and complex structure may affect speed and usability for users with slower internet connections.

5) NETFLIX

Website: https://www.netflix.com
Domain: Entertainment

Purpose of the Website

Netflix is an online streaming platform that provides movies, web series, documentaries, and original entertainment content. The website allows users to browse, stream, and manage their watchlist based on a subscription plan. Its goal is to deliver a personalized entertainment experience across devices such as mobiles, laptops, smart TVs, and tablets.

Detailed Website Summary

Netflix's website is designed to maximize user engagement and viewing time. The homepage dynamically shows trending content, personalized recommendations, and new releases. The layout is visually rich, using movie thumbnails, trailers, and preview animations to attract users. Content is categorized into sections like TV Shows, Movies, New & Popular, and My List.

The platform uses intelligent recommendation systems that suggest content based on user history and preferences. The dark-themed interface creates a cinematic feel and reduces eye strain during night viewing. Navigation is highly intuitive, allowing users to quickly switch between genres and categories. However, the website is heavily media-based and requires good internet speed to function smoothly.

Website Speed

The website loads fast initially but uses heavy media such as thumbnails and preview videos. Streaming performance is optimized but requires stable high-speed internet.

Theme Alignment

The dark cinematic theme perfectly matches an entertainment streaming platform. Red highlights represent Netflix's brand identity.

Navigation

Very intuitive and user-friendly. Personalized home screen makes browsing easy. However, too many content choices may overwhelm new users.

Images & Media

Extensive use of thumbnails, trailers, and previews. Visuals are the core element of engagement but consume high data.

Content & Data Arrangement

Content is arranged category-wise and personalized for each user. Smart organization based on genres and viewing history.

Color Scheme

Black background with red accents gives a cinematic and premium feel.

Fonts

Clean, modern fonts that are easy to read. Menu fonts are simple but effective.

Technology / Algorithms Used

Advanced recommendation algorithms, streaming optimization technology, user behavior tracking for personalization.

Things Liked

• Theme Alignment: Perfect cinematic theme.
• Navigation: Personalized and easy browsing.
• Images & Media: Highly engaging visuals.
• Content Arrangement: Smart categorization.
• Colors: Strong brand identity.

• Fonts: Clear and modern.
• Technology Used: Powerful recommendation system.

Things Disliked

• Website Speed: Heavy data usage.
• Navigation: Too many options can confuse beginners.
• Images & Media: Auto previews consume data.
• Content Arrangement: Some content hidden behind subscription.
• Colors: Dark theme may not suit everyone.
• Fonts: Small text in certain menus.
• Technology: Requires high-speed internet.

Overall Summary

Netflix delivers an outstanding entertainment experience through personalization, visual design, and advanced technology. However, its heavy media usage and dependency on fast internet can limit accessibility for some users.

6) NATIONAL PORTAL OF INDIA

Website: https://www.india.gov.in
Domain: Government

Purpose of the Website

The National Portal of India is the official government website that provides information about government services, schemes, ministries, departments, and public resources. Its purpose is to serve as a centralized platform where citizens can access authentic and official government data, policies, and online services.

Detailed Website Summary

The National Portal of India is designed primarily as an informational and service-based website rather than a visually engaging platform. The homepage provides links to government schemes, public services, documents, and notifications. The structure reflects a formal and administrative style, prioritizing information accuracy over design aesthetics.

Navigation is menu-heavy with multiple categories and subcategories. The site includes information related to education, health, employment, agriculture, and other citizen services. The layout is simple and text-focused, which ensures clarity but reduces visual appeal. The website serves an important role in transparency and public communication, though its design feels outdated compared to modern websites.

Website Speed

Loading speed is moderate. Pages are mostly text-based, but older infrastructure and large document files may slow performance.

Theme Alignment

The formal and simple theme suits a government website. It focuses on information delivery rather than visual design.

Navigation

All major services and scheme links are available, but navigation is complex due to many menu layers. First-time users may struggle to locate specific services quickly.

Images & Media

Very limited use of images. Visuals are mostly official logos and banners.

Content & Data Arrangement

Information is official, authentic, and regularly updated. However, pages are text-heavy and not visually structured.

Color Scheme

Light background with dark text ensures readability. Government-style colors like blue and green are used.

Fonts

Simple and standard fonts that match formal government style.

Technology / Algorithms Used

Government content management system (CMS), document publishing systems, and basic search functionality.

Things Liked

• Theme Alignment: Suitable formal style.
• Navigation: Wide range of government services.
• Content Arrangement: Authentic and official data.
• Colors: Simple and readable.

• Fonts: Clear and basic.
• Technology Used: Secure government system.

Things Disliked

• Website Speed: Moderate performance.
• Navigation: Menu-heavy and confusing.
• Images & Media: Very few visuals.
• Content Arrangement: Text-heavy layout.
• Colors: Outdated appearance.
• Fonts: Basic and less modern.
• Technology: No personalization features.

Overall Summary

The National Portal of India is highly reliable for official information and citizen services, but its outdated design and complex navigation reduce overall user experience. Modern UI improvements and simplified structure could significantly enhance usability.

2. Comparative Analysis of Selected Websites

Sr. No	Website URL	Purpose of website	Things liked in the website	Things disliked in the website	Overall evaluation of website
1	https://mahasec.maharashtra.gov.in/	To provide coding education, mentorship, and career training (Educational)	Modern tech design, engaging layout, strong course focus, trust-building visuals	Heavy animations, slow on mobile, too much scrolling	Very Good
2	https://www.iplt20.com/	To provide medical information and healthcare guidance (Healthcare)	Trusted content, professional theme, structured medical data, readable fonts	Text-heavy pages, less visual engagement, slower article loading	Outstanding
3	https://www.wipro.com/	To sell skincare and beauty products online (E-Commerce)	Attractive branding, high-quality product visuals, easy shopping flow	Heavy images, pop-ups, slower on weak internet	Very Good
4	https://www.nykaa.com/	To sell beauty and fashion products online (E-Commerce)	Premium design, detailed product specs	Media-heavy pages, complex navigation for new users	Good

5	https://www.pw.live/	To stream movies and entertainment content (Entertainment)	Personalized recommendations, cinematic theme, smooth navigation	High data usage, requires fast internet.	Outstanding
6	https://www.primevideo.com/	To provide official government information and services (Government)	Authentic data, wide service access, formal structure	Outdated design, menu-heavy navigation, text-heavy pages	Outstanding

2.Final Conclusion

This case study of six websites from different domains shows that a successful website depends not only on the information it provides, but also on how effectively that information is presented to users. Elements such as theme, layout, navigation, content organization, color combination, fonts, images, and website speed play a major role in shaping the user experience. Websites like **Sony and Netflix** perform exceptionally well because they focus on visual appeal, smooth navigation, strong branding, and modern technology. **Sheryians Coding School** effectively attracts learners through a modern educational theme, while **Foxtale** uses strong branding and product visuals to enhance online shopping. **Mayo Clinic** stands out for its trustworthy and well-structured medical content, though it is more text-focused. On the other hand, the **National Portal of India** is strong in providing authentic government information but weaker in design, layout, and user-friendly navigation.

The study also highlights that each type of website faces different challenges based on its purpose and audience. Government websites need modernization in design and simplified navigation, educational platforms should balance visual appeal with performance, healthcare websites must maintain clarity while improving engagement, and e-commerce and entertainment websites must manage heavy media content without affecting speed. Overall, this analysis proves that balancing functionality, performance, and user-friendly design is essential for developing effective and successful websites in the future.