

Sanjivani Rural Education Society's
SANJIVANI COLLEGE OF ENGINEERING
KOPARGAON - 423 603
(An Autonomous Institute)

Department Information Engineering
Technology

PRACTICAL / TERM - WORK REPORT

Subject Kleb Technology Lab

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Class TYIT Division B

Batch No T3B Roll No. 153

Name of the Experiment / Title of Term Work Case study on 5
websites Evaluation & Planning

Experiment / Term - Work No. : 01

Conducted on : 20/1/26

Expected Date of Submission : 30/1/26

Actual Date of Submission : 30/1/26

Checked by Prof. S. Muthuraj

(Name of the Teacher)

Remarks

$$4+4+2 = 10$$

Signature

21/2/26

Date

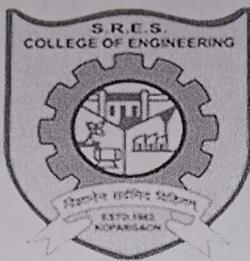
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**SANJIVANI COLLEGE OF ENGINEERING,
KOPARGAON**

(An autonomous Institute affiliated to SPPU Pune)

Department of Information Technology

Academic Year 2025-26 Sem-II



**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 existing websites to understand what works well and what problems users may face. A website is not only about providing information, but also about how effectively that information is presented using proper layout, navigation, colors, fonts, images, speed, and structure.

In this case study, five websites from different domains were selected and analyzed from a user's point of view. These domains include Education, E-Commerce, Government/Telecom, Healthcare, and Travel & Tourism. Each website was evaluated based on website speed, theme / alignment, navigation, images and media usage, content arrangement, color combination, fonts, technology used, and overall usability. The main aim of this study is to identify the strengths and weaknesses of real-world websites so that these points can be considered while designing and developing future websites.

The selected websites are:

1. NPTEL – Educational Website
2. Meesho – E-Commerce Website
3. BSNL – Government / Telecom Website
4. CGHS – Healthcare Website
5. Thomas Cook – Travel & Tourism Website

1) NPTEL (National Programme on Technology Enhanced Learning)

Website: <https://nptel.ac.in/>

Domain: Educational

Purpose of the Website

The NPTEL website is an educational platform created for students and teachers. It provides online courses taught by professors from IITs and IISc. The main purpose of this website is to offer quality education, support higher studies, and provide certificates to learners.

Things Liked

- **Theme Alignment:** Simple and serious theme suitable for education.
- **Navigation:** Clear menu and search option for courses.
- **Content & Data Arrangement:** Courses are properly arranged and easy to understand.
- **Colors:** Blue and white colors give a calm and professional look.

- **Fonts:** Simple and consistent fonts that are easy to read.
- **Technology Used:** Online video streaming and secure data handling.

Things Disliked

- **Website Design:** The interface looks old and less attractive.
- **Mobile View:** Not fully optimized for mobile devices.
- **Speed:** Sometimes slow during exam or peak periods.

Overall Summary

NPTEL is a very useful educational website that focuses more on learning content than visual design. It provides high-quality courses for free, but its design and mobile responsiveness can be improved to enhance user experience.

2) Meesho

Website: <https://www.meesho.com/>

Domain: E-Commerce

Purpose of the Website

Meesho is an online shopping platform that allows users to buy products such as clothes, accessories, and home items at low prices. It also helps small sellers grow their business through online selling.

Things Liked

- **Theme Alignment:** Colorful and attractive shopping-based theme.
- **Navigation:** Easy-to-use categories and search bar.
- **Images & Media:** Clear product images that help in understanding items.
- **Content & Data Arrangement:** Products are well organized with prices and offers.
- **Colors:** Bright colors like pink and white attract users.
- **Fonts:** Bold and readable fonts.
- **Technology Used:** Search, filters, and product recommendation systems.

Things Disliked

- **Advertisements:** Too many ads at times.
- **Product Quality:** Quality depends on individual sellers.
- **Layout:** Sometimes feels crowded.

Overall Summary

Meesho is a user-friendly and popular e-commerce website that supports both buyers and sellers. Although the website performs well in speed and usability, reducing ads and improving quality control can improve user trust.

3) BSNL (Bharat Sanchar Nigam Limited)

Website: <https://www.bsnl.co.in/>

Domain: Government / Telecom

Purpose of the Website

The BSNL website provides information about government telecom services such as mobile, broadband, and internet plans. It is mainly used by BSNL customers.

Things Liked

- Official government website.
- Useful for rural and government telecom users.

Things Disliked

- **Website Speed:** Very slow loading.
- **Navigation:** Confusing layout and broken links.
- **Images & Media:** Poor quality and outdated visuals.
- **Content Arrangement:** Information is repeated and poorly organized.
- **Colors and Fonts:** Dull colors and inconsistent fonts.
- **Technology:** Uses old web technology.

Overall Summary

The BSNL website provides important telecom information but fails in design, speed, and usability. It requires a complete redesign with modern technology and better navigation.

4) CGHS (Central Government Health Scheme)

Website: <https://cghs.gov.in/>

Domain: Healthcare / Government

Purpose of the Website

The CGHS website provides healthcare-related information for government employees and pensioners, including hospital lists, medicines, and scheme details.

Things Liked

- Provides official healthcare information.
- Useful for government employees and pensioners.

Things Disliked

- **Website Speed:** Very slow and unresponsive at times.
- **Navigation:** Difficult to find important information.
- **Images & Media:** Very few and low-quality images.
- **Content Arrangement:** Crowded text and long paragraphs.
- **Fonts:** Small font size, not suitable for elderly users.
- **Technology:** Not mobile friendly and outdated.

Overall Summary

The CGHS website is informative but poorly designed. Improving speed, layout, readability, and mobile responsiveness would make it more user-friendly, especially for senior citizens.

5) Thomas Cook

Website: <https://www.thomascook.in/>

Domain: Travel & Tourism

Purpose of the Website

The Thomas Cook website helps users plan and book holidays, tours, hotels, and travel services. It provides detailed travel packages and offers.

Things Liked

- **Theme Alignment:** Travel-based theme with attractive images.
- **Images & Media:** Colorful and high-quality travel visuals.
- **Brand Trust:** Well-known and reliable travel brand.

Things Disliked

- **Website Speed:** Slow loading due to heavy images.
- **Navigation:** Too many options confuse new users.
- **Content Arrangement:** Too much information on one page.
- **Layout:** Feels crowded and busy.

Overall Summary

~~Thomas Cook~~ is a useful travel website with attractive visuals and many services. However, simplifying navigation and reducing page load time would improve the overall experience.

2. Comparative Analysis of Selected Websites

Website URL	Domain	Purpose of Website	Things liked in the website	Things disliked in the website	Overall evaluation of website
nptel.ac.in	Education	Online courses for students	Free courses, IIT professors, useful videos	Old design, dull colors, slow loading	Good
meesho.com	E-commerce	Online shopping platform	Low prices, easy selling, wide product range	Too many ads, crowded layout, quality issues	Good
bsnl.co.in	Government / Telecom	Telecom services information	Official government site, service details	Very slow, outdated design, poor navigation	Bad
cghs.gov.in	Healthcare / Government	Health services for govt employees	Important health information	Very poor UI, confusing layout, slow speed	Bad
thomascook.in	Travel & Tourism	Tour and travel booking	Trusted brand, many travel packages	Heavy pages, slow loading, complex navigation	Bad

3. Final Conclusion

This case study clearly shows that website performance and user experience depend heavily on design, speed, navigation, and content organization. Educational and e-commerce websites like NPTEL and Meesho perform better because they focus on clarity and usability. On the other hand, government and healthcare websites such as BSNL and CGHS provide important information but lack modern design and smooth navigation. The travel website Thomas Cook is visually attractive but suffers from slow speed and complex layout.

Overall, a good website should balance functionality with clean design, fast performance, and user-friendly navigation to provide a better experience for users.

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