

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2423422	Student Name	Bovell Powell
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edehttps://edenspaharborne.wixsite.com/eden-spanspaharborne.wixsite.com/eden-spa		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum f or each answer)			
Question 1a -			
Answer: The speed of a website is essential in any type of business. Statistics show 40% of visitors navigates to other website when a webserver takes longer than 3 seconds to load up. A website that loads up quickly and efficiently attracts and retains visitors.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Eden Spa Harborne website illustrates a warm, inviting atmosphere. The green featured backdrop along with cosy feeling of relaxation seems welcoming and inviting. The website is easy to navigate from the main page to subsections that have been made clear and decisive in bold font. Visitors only need to CLICK ONTO the subpages for an informative description of what is available at Eden Spa including the price ranges.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Eden Spa Harborne offers telephone bookings, or a potential customer may leave their contact details so that Eden Spa can contact them with regards to a booking, Eden Spa does not have online booking on their website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Eden Spa should consider updating their website, so that potential customers are able to book a spa day on their web page. Essentially most online users would prefer booking via the company website for easier and more convenient online booking. Booking a Spa Day can be related to relaxation and pampering, having to book a spa day over the phone at times may dampen the spirit and could potentially be more stressful.			
Section 2 – Pleasure – Customer Experience			
(75 words maximum for each answer)			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer: Eden Spa Harborne website looks warm and welcoming on my laptop device, however when I tried to view their website using my mobile phone, I could only see their contact details and a map for directions to their Spa. Their online website via my laptop has a green backdrop, images of people relaxing and flowers that creates a warm, inviting atmosphere, however when I accessed their website using my mobile device, I could only see their location, phone number and address which was slightly disappointing.			

Question 2b - How does the website use imagery, video and colour?

Answer: A good company website should portray great visuals, graphics and colours to stand out to an audience that they are trying to reach. Eden Spa Harborne uses serene, calming images with soothing colours to sell their brand more effectively.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?

Answer:
Eden Spa Harborne does not have real time chat on their website, however visitors can make enquiries online via Eden Spa's contact inquiry page, they can also contact the Spa via telephone to make inquiries. Eden Spa may want to consider the live online chat tool that allows customers to chat with the business in real time, real time makes it easier for the customer to make inquiries with the business and as a result the customer can chat with customer services back to back conversation using real time tool.

Question 2d – How effective are the social media links on the website?

Answer:
Eden Spa Harborne uses X (formerly twitter) to engage with their audiences, X being a free platform that a business can set up an account and communicate with visitors to their platform. Eden Spa have many images and photos for visitors to look at on their X platform, potential customers can make inquiries about their products that are on show on their X platform and expect a reply from Eden Spa immediately or in due course.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer:/ Eden Spa advertised they have X (formerly twitter) platform at the bottom of their webpage, albeit the Twitter logo is very minuscule, although Twitter has since changed to X, Eden Spa has limited offers available to their audience, they have some offers to their visitors on X (formerly twitter) although the last offer advertised from Eden Spa on X (Twitter) was in January 2018.

Question 3b - How are customer reviews made available? Are these up to date?

Answer:
Eden Spa Harborne has since relocated and changed their name to Eden Hall Spa. The customer reviews are made available on Trustpilot, google and have been given a mixture in terms of feedback (some good reviews and some disappointing reviews) the last review under company name Eden Spa Harborne was seven years ago and was through third party platforms, with a no longer active presence, new customers feedback reviews are unlikely.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?

Answer: Eden Spa promotes a serene surrounding and soothing music, natural scents to entice their customers. I would use Eden Spa for its serene atmosphere, soothing music, relaxation and taking time out for my own self-care.

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Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer

Eden Spa Harborne deliver a clear and precise pricing list for their customers advertised on their website, Eden Spa presents a range of services such as massages, waxing, nail treatments and facials presented in a calming, soothing, relaxing atmosphere. Although some customers have commented on minor discrepancies concerning pricing, the overall value and quality of services provided have exceeded expectations.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1 Tranquillity
	2. Quality
	3. Value

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?

Answer:
Eden Spa Harborne clients have commented that they have delivered a tranquil, quality service and good value for your money. However, Eden Spa Harborne does not appear to be in the top ten Spa's rating in and around Birmingham and the Midlands region, although, these ratings reflect on an overall wider recognised organisation.

Section 5 – Refon and conclusion

(120 words maximum for each answer)

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:
The websites remain highly significant for businesses in 2025. The website provides a central platform for any business. A business can engage with potential clients, share important information and showcase their services and products online via the website.

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer:
Improvements to the Eden Spa Harborne website could enhance the quality of service the company provides and increase the level of profits. Most potential clients for Eden Spa would use a mobile device. Optimizing their website to create a more mobile-friendly usable accessibility could maximise profits and as a result enhance customer satisfaction.

Reference List

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