

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2428978	Student Name	Raihana Islam
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: Users encounter minimal loading delays when they visit the website operated by Highfield Town House Hotel. Applications open on the homepage and internal webpages, rapidly followed by complete loading of visual elements such as images and videos, and written content. Highfield Town House Hotel ensures quick performance for mobile and desktop users, providing them with an effortless browsing experience. Site loading speed plays a vital role because quick page display reduces visitor frustration, thus preventing site abandonment. The fast ability of the system to respond creates higher user satisfaction levels and engages customers better (Kotler et al., 2018).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Numerous well-kept sub-pages appear on the website, starting from "Rooms" through "Dining" to "Events" and "Location" and ending with "Booking." Guests can easily find their way through the website because the menu bar positions all main sections at the top. Each section contains a set of dropdown menus that provide detailed content for painless navigation among prospective customers. Users can easily find particular website details through the search capability, which Jongmans et al. (2022) point out.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The website provides a simple booking system that allows customers to secure their services. Customers can easily reserve rooms directly due to the "Book Now" feature that the website showcases both on the homepage and multiple page locations. The booking system allows users to specify their desired dates, followed by room type selection, until they can complete the process using a few simple clicks. Built-in direct booking options through the platform create a smoother process, which lets customers finish their reservations with no contact required from hotel staff (Kotler et al., 2018).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The site would benefit from a live chat feature that enhances support service alongside user engagement. The user experience improves when customers can instantaneously view			

accurate real-time prices through a linked booking calendar while making reservations (Jongmans et al., 2022).

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:

The site presents a sophisticated visual presentation through its contemporary and neat design. The website displays professional images of the hotel facilities which makes the establishment more attractive to potential visitors. The webpage displays an attractive user-friendly interface which functions equally well on desktop systems and mobile platforms. The website automatically adjusts its layout to provide users with an intuitive interface that serves mobile customers effectively. The design presentation stays true to its aesthetic appeal throughout all screens because minor layout modifications occur to accommodate content display for different screen dimensions (Kotler et al., 2018).

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

Answer:

The website displays attractive accommodations photographs together with service images to highlight everything available at the hotel property. The hotel uses high-quality room photographs alongside dining area photos and facility pictures strategically throughout the website to attract new visitors. The hotel brand maintains its professional identity through the soft blue and neutral colored and sun-bleached cream color scheme which establishes a calming environment. The hotel successfully represents luxury and comfort through images (Kotler et al., 2018) while videos would provide additional dynamic presentation of their services.

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:

Web visitors cannot use an online chat system because the website lacks this functionality. Through deploying a live chat system, customers can receive instant replies regarding their questions while it helps boost their connection with the site (Jongmans et al., 2022).

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

Answer:

The bottom of the webpage displays social media connection options that direct users to Facebook and Instagram platforms. The functional social media links would receive better visibility if they were placed more prominently. The placement of strategic sections on top of the webpage with these links would boost their visibility and boost user engagement (Kotler et al., 2018).

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:

The website organizes its available services in separate divisions named "Rooms," "Dining," and "Special Offers." Customers can easily grasp the broad selection of services through

strategic information organization on the web pages. The hotel presents exact descriptions supported by specific service pricing information (Jongmans et al., 2022).

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

Answer:

Customer review sections exist on the website although they contain few listings that receive infrequent updates. A small selection of customer testimonials provided by the hotel reviews section praises its services without offering substantial insights into current guest experiences. Regularly updated and diverse reviews in the site would give visitors more extensive feedback. Adding TripAdvisor reviews to the hotel website would boost the reliability of customer feedback (Kotler et al., 2018).

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

Answer:

The hotel demonstrates quality services through an elegant website that presents both luxurious accommodations and facilities. The hotel deserves a recommendation because it achieves top-tier service together with first-class facilities and workplace-quality ambiance to serve travelers from both business and leisure sectors (Jongmans et al., 2022).

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer:

The website fails to display price information, possibly due to changing rates that depend on different factors, including room type or seasonal factors, and special deals. This approach to pricing requires unpredictability about the costs from potential customers despite following dynamic price models. The website would benefit from showing a range or indication of prices since this practice would increase transparency and enhance visitor decision-making speed. The price information on the website potentially exists as a deliberate marketing approach to achieve customer contact for potential staff-upsell service opportunities (Kotler et al., 2018).

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. Luxury hotel

2. Hotel booking

3. Birmingham accommodation

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

Answer:

Users can easily find Highfield Town House Hotel in Google's search results after typing "luxury hotel Birmingham" keywords. Search engine optimization of the website is effective so it achieves prominent positions in results for relevant search queries. The hotel depends on its visibility to bring in potential guests who seek premium lodgings in Birmingham (Kotler et al., 2018).

Section 5 – Reflection 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:

A website forms a vital necessity for UK businesses especially those operating within hospitality services. Websites function as the main source to deliver extensive product information in addition to providing service details despite the increased popularity of mobile

applications and social media platforms. The proper structuring and presentation of websites help enhance business reputation and make it more convenient for customers to reach and communicate with the company. The hospitality sector strongly depends on websites which both boost bookings through their internet presence and deliver comprehensive details about available services (Kotler et al., 2018).

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:

To enhance customer contact businesses should implement a live chat function. The live chat feature enables customers to conduct inquiries about accommodations while giving instant feedback which enhances user satisfaction levels and simplifies their communication process. The implementation of an available room display including realtime pricing would create a smooth booking process that enables visitors to finalize quick decisions based on up-to-date information. By implementing this enhancement the user experience would improve together with increased conversion rates (Jongmans et al., 2022).

Reference List

- Demangeot, C., & Broderick, A. J. (2016). "Engaging customers during a website visit: a model of website customer engagement". *International Journal of Retail & Distribution Management*, 44(8), 814–839. <https://doi.org/10.1108/IJRDM-08-2015-0124>
- Jongmans, E., et al. (2022). "Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure". *Journal of Marketing Management*, 38(17–18), 2078–2113.
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing* (17th ed.). Harlow: Pearson.