

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2423962	Student Name	Rupa Husnara Begum
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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: The website Eden Spa Harborne is hosted on Wix. It loads quickly and easily due to this in about one or two seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website does include subpages. These subpages include the home page, the spa location, the treatment sections and pricings for them and the contact information. Customers can access these subpages using the navigation menu at the top of the page and choose which one they want to see.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No customers cannot book via the webpage, but they can call to book an appointment, and they can ask questions on the contact subpage.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website should include a subpage where they can book online instead of having to call and then the spa can follow up and confirm their booking.			
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 website layout has a modern style with calming colours which are soft and reflect a spa. The spa should use fonts more consistently throughout the website, some fonts are also hard to read. On the desktop there is a difference in the location of the subpages which are located at the top of the site next to each other, on mobile you have to use the navigation menu to open the subpages.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses one image on each subpage; however, it should use a better range of images like close ups of clients and visuals. The website does not contain any			

video adding short introduction videos could make customers want to book as they know what they would be getting. The colours are soft and calming, it uses greens and whites to help customers feel calmness and cleanliness which is what a spa should be.

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: The website does not have a live chat tool however it does have the contact subpage where you can leave questions, and the spa can give replies through emails.

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

Answer: The website includes links to Facebook and Twitter, but their icons are broken. The Facebook page is not effective as it links to a group that is unavailable. To connect with visitors and customers better they should fix these icons so they are easy to see, and make sure the links go to pages that are accessible.

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 includes what the spa offers as services on its own subpage which customers can access. They can clearly see the prices of each service separated into different kinds of treatments.

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

Answer: Currently the website does not include a reviews feature. This could make visitors feel they do not have access to feedback and experiences others have received before visiting the spa and can also make customers feel silenced if they have not had good experiences.

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: The website's design and colour give customers a calm and inviting feeling showing the high quality. The variety of treatments can satisfy what customers want and the fact all customers are encouraged to book an appointment shows how it is a personalised service. I would recommend this as it shows how the spa values customer service and shows how the spa focuses on relaxation and enjoyment.

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: Yes, the prices are made clear to customers. They are listed and allow customers to see what to expect based on the price before booking. The spa offers a variety of treatments, premium services come with a higher price which show how it is a higher quality experience.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Spa
	2. Self-care
	3. Massages
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No, the company's website does not appear in the top ten searches.	
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: In modern UK businesses, having a website is very important for businesses in the UK. It is like a digital shop where customers can learn about what the business offers without having to go to the store. It is an easier way to shop especially for the elderly who cannot go to the shop physically. When a business has a website, it shows that the company is serious, professional, and trustworthy. People expect businesses to have a website, and if a business does not, it might look old-fashioned or untrustworthy to potential customers.	
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: One improvement I would make is to improve the social media links throughout the website as they are not working properly or link to pages that do not work. Using Facebook can help to build up trust between customers, seeing updates, promotions and customer reviews. Social media can also help to show customers before and after the spa photos which can help visitors choose whether they pick the spa or not. It also helps making it easier to connect with the spa directly by engaging with customers, responding to messages and reviews. I recommend this as it will improve customer engagement and invite more bookings.	

Reference List

Beauty Salon Birmingham, Eden Spa Harborne, https://edenspaharborne.wixsite.com/eden-spa
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