

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2436133	Student Name	Daniel Dean Smith
Website Chosen	<u>Suited cars</u>		
Insert hyperlink to website	https://www.suitedcars.com/		
<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: Pretty much instantly as the website is pretty bare bones of general content so it is smooth to navigate and loads quickly without any noticeable waiting times.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website does not contain sub pages, it operates with 5 tabs on the top right which are home, gallery, services, faqs and contact which renders this a very basic website to use which benefits the company as potential customers can get straight to the point of the services provided.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers can get a quote via the contact page which contains a basic form which is very similar to other website simplistic contact forms on the internet, they can leave their contact details.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website works well with its basic format which benefits the company's potential with customers however I think the website could use more colour as it is quite bland with the same dark colour used on every page which makes it lifeless.			
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 looks like it went with a creative layout that is themed after specific cars such as the ones they have in their photos. I feel it is designed more for a mobile device as when used on a computer it feels stretched out and not optimized properly for a pc.			
Question 2b - How does the website use imagery, video and colour?			
Answer:			

The website tries to go for similar colours as their stocked cars advertised in the photos they use to sell their product however not much imagination has gone into the design as its basic with lack of other colours, especially bright and vibrant ones.

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: it has a messenger link in the bottom right of the website which is not very effective as it's just an icon and goes unnoticed with no indication to what it even is, however they have a contact tool for standard enquiry.

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

Answer:
Not very effective, unless you specifically want to try find more info and photos you can find some social network pages to follow such as Facebook, Instagram and a contact number for whatsapp.

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: A header of the service followed by information of what the service, options includes and a photo. You can also make an enquiry via the contact form.

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

Answer: at the bottom of the home page it shows a few google reviews and has a “read more reviews here” link which will take you to google reviews.

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: They use very expensive cars which can be seen in the photos so their work would have to be top quality and also with the reviews to back it up I would feel confident in using or recommending this service.

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:
Prices are not clear because it is down to a client's car which may contain other factors which may need to be considered for example condition of a clients car or if they want more additional work etc

Section 4 – Searchability

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

- 1.car wrapping
- 2.vehicle restyling
3. vinyl film cars

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

Answer: no

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: Yes, absolutely. For many reasons such as cutting out a middle man (ebay, amazon) so products can be sold cheaper, authenticity/genuine items for peace of mind, access to more products/services (even exclusive items)

iQuestion 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:
More vibrant colours.

Reference List
