

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2440636	Student Name	Rayane Cesconetto da Costa
Website Chosen	SuitedCars		
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: The website is very easy to manage and very fast. You just need to double- click, and you will enter it within a few seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The SuitedCar website has several subpages: home, gallery, services, contact.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, you can request a quote directly through the website, or contact them by phone as usual.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The mobile number and the prices should be more visible to clients.			
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 webpage looks very professional and modern. The appearance on the mobile phone and in the computer are the same.			

Question 2b - How does the website use imagery, video and colour?
Answer: The SuitedCars website has a good images of the expensive cars, the colours- white, black and grey- which shows elegance of webpage's design.
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: You can speak with them via messenger on website, which is good for the clients because they can support the clients with their questions before to rent or buy their services.
Question 2d – How effective are the social media links on the website?
Answer: Necessary, because if you can support the clients by social media is very good for their business, because you can save time and delivery a good services.
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: They have the photos about the cars, explained about what they do, they have FAQs that the clients can check if they have any question, they can check in the frequently asked questions.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: In the end of the website they have review from clients about the services.
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: Because of the reviews if the clients, the clear information about the good cars brands, the elegance of the website.
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: No, the client needs to request a quote before, the price is no available in the website.
Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Suited
	2. Cars
	3. Birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, it is the first website- link that appears in the research on Google, very easy to find it and also you can if the Instagram and the Facebook as well.	
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, because so many tourist when came to London wants to rent a car to visit the city and outside, it is very useful because peoples can have informations and options to plan they time in UK.	
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: I would like to recommend about the prices in the websites and invest in more marketing.	

Reference List

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