

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     |              |                         |
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| Student Number                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 2430345                             | Student Name | Mohammad Reza Ghalatian |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     |              |                         |
| Website Chosen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                     |              |                         |
| Insert hyperlink to website                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <a href="#">Highfield Edgbaston</a> |              |                         |
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| <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?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |              |                         |
| <p>Performance <u>matters</u> to running an online business successfully. The Internet is only going to get faster, and users will adapt to it and expect the websites to load as quickly as possible. Let's look at some of the essential reasons in detail for having a faster website.</p> <p>Table of contents</p> <ul style="list-style-type: none"> <li>• <u>1. User-experience</u></li> <li>• <u>2. Better Search Engine Ranking</u></li> <li>• <u>3. More Website Conversions</u></li> <li>• <u>4. Customer Retention</u></li> <li>• <u>5. Less Bounce Rate, More Traffic</u></li> <li>• <u>6. Better Usability For Mobile Traffic</u></li> <li>• <u>7. Scalability</u></li> <li>• 8. Credibility</li> </ul> <p>This website in particular loads in a blink of an eye, instantly and swiftly<br/>It's also super easy to navigate around the website pages and find the information required.</p> |                                     |              |                         |
| Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                     |              |                         |
| <p>Basically, any page within a website that is not on the main page (homepage) is known as a Sub-page.<br/>Sub-page organises the content of the website, making navigation much easier, resulting in a better user experience.<br/>In essence, subpages offer a strategic approach to website design that benefits both users and website owners by improving organization, SEO, user experience, and conversion rates. This website, be it a Hotel franchise does need and indeed does contain many sub-pages. Navigating around the website in general is made rather easy and enjoyable with many informative pages to go through and visit.<br/>I found the “Peach Pubs” section rather intriguing as this link takes you to a page with all the pubs listed from all over the country with a picture of their building and some information below them.</p>                                        |                                     |              |                         |

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| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Customers are able to make a booking via a link provided and I actually found a rather interesting function for booking on this website and since the hotel also has a restaurant, there are two buttons to choose from, one “To book your stay” Second “To book a table”</b>                                                                                                                                                                                                                                                                                                             |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>As much as I enjoyed navigating around this website and viewed many interesting/informative pages I believe that there is always room for improvements and that could be to add a “Search functionality” and that would provide a robust search function to allow the users to quickly find a specific content.</b>                                                                                                                                                                                                                                                                       |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>The website designs and functionalities look orderly, nice and neat. Their interface is very attractive to the eyes of potential clients and although the website appearance on a handheld device and a desktop computer or a laptop are exact same But, by using Google it takes your experience to a different level.</b>                                                                                                                                                                                                                                                               |
| <b>Question 2b</b> - How does the website use imagery, video and colour?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>There are a variety of images and videos used on this website and they used the power of “colour” in their advantage in several occasions to make the website feel more welcoming and desirable.</b></p> <p><b>Digital image and video objects record and store colour information in different ways depending on their format and encoding methods. When creating visual digital media content, we usually want to have the best quality image possible, but with the smallest file size possible to allow for fast internet download and rendering by software applications.</b></p> |
| <b>Question 2c</b> – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Although the advantages of using an “Online chat “is not unknown to anyone, this website has decided not to use them.</b></p> <p><b>It is a highly effective tool for product/Service inquiries. It offers many benefits to the customers as well as the business</b></p> <p><b>It provides quick access to support which leads to customer satisfaction</b></p> <p><b>It also acts as a marketing tool for the business and often boost sales.</b></p>                                                                                                                                |
| <b>Question 2d</b> – How effective are the social media links on the website?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>The website has taken advantage of using the social media by creating their page on Facebook and Instagram</b></p> <p><b>They have also added a link of their social media in their webpage which is handy as it allows you to press the link and check them out quickly rather than opening another</b></p>                                                                                                                                                                                                                                                                           |

browser, bring up the social media site up and search for that particular page to be able to check their activities.

### Section 3 – Perceived Value

**(75 words maximum for each answer)**

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

The website is very interactive and they've made a very good use of the buttons on the top and bottom of the page advertising their products such as "Gift vouchers", "Book a table", "Book a stay" So, as I mentioned previously, there are lots of links taking you to the "purchase a product" page which can persuade target audience to finalise their search and buy something.

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

Customer reviews are not available to view particularly on the website, I believe they are relying for this aspect of their website/business to be carried out by Google So having a quick search on Google is required to find up to date customer 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?

The website looks professional and inviting which is a great start if you are looking for a place to stay in a posh area of Birmingham, but it doesn't end there, further searches about their pricing/ availabilities and customer reviews are required before using their services or perhaps recommending a friend or family member to them.

**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?

Their website price list is available to view upon choosing your preferred date to stay at the hotel.

Weighing up their customer feedbacks, room videos/ pictures and the hotel location, I would say that you are expected to pay what they are asking for.

### Section 4 – Searchability

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

1. **Hotels**

2. **Overnight stay**

3. **Accommodation**

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

Since the hotels and accommodations are very popular keywords, there will be numerous websites coming up, therefore by adding a more specific location in this case "Edgbaston Birmingham" you can narrow down the search result rapidly.

For example, I searched "Hotels in Edgbaston Birmingham" and "High Field Edgbaston" came up as second on the search results.

### 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.

**I would argue that NOT having a website for your business would have been a crime on your business going back few years, However, with the growth and enhancements that “Google Business Profile” have achieved in recent years, the value and/or relevance of having a website in modern UK Businesses are increasingly diminishing in my opinion. And although this service is rather creating a “profile” and not a “Website”, It is more Intuitive, interactive and very easy to navigate, It’s also integrated to Google map and super easy to edit the information and update them on a daily basis as oppose to a traditional website in which doing all these are almost impossible for an individual/business owner manager and requires help from web designer.**

**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?

**I would recommend them adding some sort of online chat tool to their website  
It has its advantages to the business such as faster customer support, increased sales and conversions, and valuable customer insights.  
as well as instantaneous Support which will translate to customers satisfaction.**

#### Reference List

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