

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen	Cleaner of London		
Insert hyperlink to website	Cleaners of London Professional House Cleaning Services		
<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 loads quickly and effeciently,with minimal waiting time. The load time is quite quick and effective for the website. As per the usability, ideally website should work faster to get the maximum user experience. I have observed different pages of the website and observed that they load very quickly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains several sub-pages, including sections for services, contact details, and additional information. Currently the website have four sub pages. The sub pages are further divided into more option that leads to other subpages, so website have all essential pages as expected in the cleaner website .			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the website allows customers to make bookings directly online. There is a button at the top of website that says 'book a service' which shows that the booking option is available online. It lets customer to check the pricing too so customer can select the most relevant service.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could be improved by simplifying navigation and reducing clutter. Overall it is well structured. I think the color scheme could be further improved for enhanced usability (Saeed et al, 2022). There could be more sub pages for more information and the level of service that can be covered.			
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 has a clean and modern design, with a balanced use of colours and images. The layout is visually appealing and easy to follow. The website overall			

seems to be similar in experience in both devices. Computer version looks more clearer and better in contrast to the mobile version.

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

Answer:

The website used imagery, video and colour effectively to create an engaging user experience. It could be further improved by using the more relevant visuals in order to enhance the customer engagement. Other than that website do have good use of images and videos content.

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:No,,the website does not includes an online chat tool that allows users to ask questions in real time. It would be good to add the chatbot to have better service and using that for better service quality. Website only have basic contact page that is available for email communication.

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

Answer: The social media links on the website are effective as they are clearly visible and easy to access. It includes various links that includes facebook, instagram, twitter, youtube etc. Although, the links are available, I suggest that it could be further more visible on the website so customer can easily locate them.

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 servies are clearly presented through well-organized sections on the website. The website clearly explain the service that is offered to their customers. The service includes the cleaning service that they are specialised on.

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

Answer: Customer reviews are displayed on the website,often in a dedicated section or on service pages. Customer reviews are available that includes the overall rating. It would be better to display the cutomer feedback comment as well to further improve the website.

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 service is presented as high quality through professional design, positive reviews, and detailed descriptions. Overall it gives the good presentation. However it could be further improved by better visuals. I would recommend it to my friends and family as the overall website gives the clarity about the booking and pricing.

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: Price are clearly displayed on the website, making it easy for customers to understand the cost of service. There is a separate page on the pricing that clearly shoes the pricing of the service offered. I can also see the various types of pricing that is available to the different services.

Section 4 – Searchability

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

- 1.Cleaner near me
- 2.Good cleaners
3. Cleaner Booking/service online

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 appears within the top ten 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.

Answer:

Yes, websites remain highly relevant in modern UK business. They provide essential information about services, price and contact details. A professional website builds trust and helps businesses reach a wider audience. The website includes the basic things that is needed for the cleaner business that includes the pricing as well as the booking service. It would be better to have further visuals to enhance the work. However overall if you compare to the other similar websites in the UK, it possesses similar qualities.

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 recommendation would be to improve the website/s navigation by marketing menus clearer and adding a search function. Pricing and offer should be further improved. The customer reviews should be made more clearer. The social media account should be made more visibke for customer to navigate. Overall it is good website that gives the clear information and the service offer.

Reference List

Saad, M., Zia, A., Raza, M., Kundi, M. and Haleem, M., 2022. A comprehensive analysis of healthcare websites usability features, testing techniques and issues. *IEEE access*, 10, pp.97701-97718.