

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2430786	Student Name	Ivanna Purtova
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: On broadband, the site loads in around 3–5 seconds; however, images load sequentially, which may create an impression of sluggishness. Usability research indicates that delays exceeding two seconds might diminish user satisfaction and decrease the likelihood of job completion (Ranganathan & Ganapathy 2002; Tsang et al. 2010). Enhancing image compression and using caching would significantly improve perceived speed and efficiency, aligning with optimal performance standards for e-service usability.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has five main sections: Home, Treatments, The Spa, Contact, and More. The parts are arranged using a horizontal navigation bar. The "More" term lacks clarity and may cause confusion among individuals. Research on e-service navigation indicates that clear and informative menu labels significantly enhance user navigation and satisfaction (Ranganathan & Ganapathy 2002; Parasuraman et al. 2005). Enhancing label precision would facilitate information retrieval and reduce cognitive load.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: You must call to secure a reservation. Studies in spa and hotel environments reveal that the absence of online reservation systems reduces perceived satisfaction and responsiveness, critical components of e-service quality (Ighomereho et al. 2022; Permatasari et al. 2023). Incorporating an online booking feature will fulfil contemporary client demands and facilitate their conversion.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Key modifications include the implementation of a responsive online booking system to facilitate customer order fulfilment and prompt responses (Ighomereho et al. 2022), enhancing image loading speeds through compression and lazy loading techniques, and ensuring clarity in navigation labels. HWebSQ study indicates that functionality, reaction speed, and information quality are significant predictors of purchase intention (Yu et al. 2020). Enhancing the usability of these elements would elevate the entire experience.			

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 design is minimalist and aligns with the aesthetic of a spa; nonetheless, it lacks depth and sheen. On mobile devices, elements are responsive; yet the small touch targets and limited space hinder usability. Literature emphasises the aesthetic-usability effect: individuals perceive visually attractive interfaces as easier to use (Kurosu & Kashimura 1995). Enhancing the visual design and mobile layout would augment both usability and brand perception.	
Question 2b - How does the website use imagery, video and colour?	
Answer: The website employs a limited selection of photos and a subdued colour palette, which promotes relaxation but lacks visual impact. No videos are available. The research on e-service quality indicates that visual appeal, including graphics, multimedia, and design, significantly influences users' perceptions of e-service quality and their level of engagement (Garcia et al. 2025; Kaur et al. 2023). Incorporating more comprehensive photographs and maybe video walkthroughs would enhance the experience's value.	
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: Live chat is unavailable. Responsiveness, including the prompt resolution of questions, is crucial in e-service environments. The e-service quality model highlights responsiveness as a critical factor affecting satisfaction and trust (Ighomereho et al. 2022; Permatasari et al. 2023). A live chat widget would provide immediate assistance, therefore reducing friction and aligning the site more closely with consumer expectations for digital services.	
Question 2d – How effective are the social media links on the website?	
Answer: Social media icons are few in number and lack prominence. The research on e-service indicates that social integration fosters trust, promotes involvement, and enhances customer loyalty to a firm (Rodríguez-Fernández et al. 2020; Garcia et al. 2025). To enhance customer engagement and the sense of service integration, it is essential to establish clear, functional links to active social profiles and disseminate messages that motivate participation.	
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 service offers are specified only in broad words, such as "skincare" and "massage." No details are provided on the sorts of therapy or their duration. Parasuraman et al. (2005) and Yu et al. (2020) assert that clear and comprehensive information significantly influences the perceived reliability and satisfaction of a service. Offering comprehensive service breakdowns with characteristics and results enhances transparency and aids decision-making, hence augmenting perceived value.	

Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The website lacks any reviews, and external directories include outdated evaluations. The present e-service research indicates that visible, contemporary customer evaluations enhance trust, perceived quality, and loyalty (Rodríguez-Fernández et al. 2020; Garcia et al. 2025). Incorporating current reviews or case studies will significantly enhance the perceived credibility and trustworthiness of the content.	
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 spa emphasises personalised therapy and a tranquil environment. Quality assertions lack substantiation via evidence such as qualifications, photos, or testimonials. E-service models indicate that individuals see a service as favourable when it has reliable information, effective design, and prompt replies (Ighomereho et al. 2022; Kaur et al. 2023). Incorporating evidence, such as therapist credentials or client testimonials, would enhance the presentation's persuasiveness and demonstrate its excellence.	
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 excluded. Although intentional omission may provoke enquiries, transparency in price enhances perceived fairness and value (Parasuraman et al. 2005; Garcia et al. 2025). Incorporating initial price or range estimates reduces ambiguity and facilitates informed decision-making, which are crucial components of perceived value.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Harborne spa
	2. Skin treatment Birmingham
	3. Harborne massage
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: The official site does not appear in the top 10 results for these search terms. Directories and booking platforms, conversely, have a superior position. To enhance your site's visibility in search engines, it is essential to use SEO strategies such as pertinent keywords, meta descriptions, and local schema. All of these should align with your aims about usability and e-service quality (Rodríguez-Fernández et al. 2020).	
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: Indeed, certainly. Websites serve as fundamental digital interfaces in the contemporary UK corporate landscape, demonstrating professionalism, facilitating transactions, and fostering confidence. Studies in academia and industry consistently show that high e-service quality—defined by usability, fulfilment, visual appeal, information reliability, and responsiveness—improves satisfaction, loyalty, and conversion rates (Ighomereho et al. 2022; Yu et al. 2020; Rodriguez-Fernandez et al. 2020). The digital experience influences consumer perceptions and brand selection, particularly within the health and beauty sectors. In an increasingly digital-centric environment, neglecting	

elements such as online booking or current content may jeopardise your competitive advantage and diminish consumer confidence.

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: The paramount enhancement is the implementation of a mobile-compatible online booking system. E-service models identify fulfilment and responsiveness as critical determinants of quality and customer satisfaction (Ighomereho et al. 2022; Permatasari et al. 2023). The simplicity of booking aligns with customers' demands for prompt service, reduces obstacles, and enhances the likelihood of a sale. Empirical research in the hospitality industry demonstrates that seamless booking correlates with perceived value and client loyalty (Garcia et al. 2025; Yu et al. 2020). This enhancement would make the site more contemporary, user-friendly, and beneficial for both clientele and corporate functions.

Reference List

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