

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	24282512	Student Name	Md Jamal Hossain
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/		
<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 user-friendly and loads rather rapidly but sometimes is loading because of machine speed is getting slow. Otherwise within a few seconds, the majority of the content appears. Everything loads smoothly, and the pages don't jump around. It functions great on PCs and phones. Although it may be even faster with a few small changes, overall the experience is positive and easy to use.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Actually, there are a number of subpages on the website. These consist of areas such as Gallery, Contact, Private Dining, Book a Table, and Menus. When scrolling, the top navigation bar remains at the top, making it easy for customers to find these pages. It's easy to navigate through and find what you need because the layout is straightforward and the links are properly labelled. All things considered, the website is easy to use and well-structured for anyone wishing to browse or book.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, clients are able to use the website to make direct reservations. The "Book a Table" button is prominently displayed at the top of the website and is simple to locate. The user can select the date, time, number of guests, and other data on an online booking form that appears when they click on it. The procedure is simple and easy to utilise.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Although it is simple to use, the website might be improved in a few ways: Improved loading speed: Large photos can cause lag. Smaller picture files would be beneficial. Better on phones: The website functions well on mobile devices, although certain text and buttons could be simpler to tap and view. Clearer buttons: Key words like "Book a Table" should be more prominent so that users can see them more easily.			

More accessible: People with visual needs might benefit from the addition of elements like image descriptions and improved text contrast.

All users would have a better experience with these little adjustments.

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 appears neat, fashionable, and easy to use. It makes use of clear pictures, warm hues, and a contemporary style that blends in with the atmosphere of the space. The language is easy to read, and the arrangement is tidy.

The layout and graphics are large and balanced on a PC. The website seems okay on a smartphone or tablet, although some text and image portions feel a little more condensed. On mobile devices, the menu is concealed behind a button that functions well but could be a little more obvious.

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

Answer: The website makes extensive use of crisp, high-quality photos to showcase the food, beverages, and restaurant interior. This gives clients a clear picture of what to anticipate. Although there aren't any movies, the atmosphere is effectively created by the pictures.

Soft tones like cream, green, and grey make up the website's pleasant, soothing colour scheme. These hues complement the restaurant's design by creating a calm and inviting atmosphere.

All things considered, the colours and pictures complement one another to produce a lovely, polished effect.

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: There is no online chat feature on the website. Customers cannot ask questions in real time with the live chat feature.

Customers can instead use the restaurant's contact form, phone number, or email address to get in touch. Although these choices are effective, a live chat tool might speed up and simplify enquiries about reservations, menu information, or special events.

Including a chat feature could enhance customer support and increase the website's usefulness.

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

Answer: Links to the website's Facebook, Instagram, and Twitter sites are included at the bottom of each page. Users may easily locate these links, which lead to their official profiles.

There are frequent posts about meals, events, and news on the well-kept and active social media pages. This keeps clients informed and fosters a relationship with them.

The social network connections work well overall, but they could be even more effective if they were positioned higher on the page or displayed as header icons for more visibility.

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 company's offerings are spelt out on the website. Customers may easily comprehend the services offered by using the main menu's distinct parts, such as Food & Drink, Private Dining, and Book a Table.

Every page provides useful information. For instance, the private dining website describes how to reserve a place for events, and the food menu displays many selections. Customers can easily arrange their visit by using the website's contact details and operating hours.

All things considered, the services are clear and simple to locate.

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

Answer: Customer reviews are not directly shown on any of the website's pages. Customers can, however, access reviews on third-party websites such as Google, Facebook, and TripAdvisor, which are connected by the company's search results or social media accounts.

The majority of these evaluations are current and updated frequently, indicating that the restaurant is open and still gets input. Building trust and providing prospective clients with a clearer understanding of what to expect could be achieved by displaying some of these reviews immediately on 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 website's excellent photographs, simple layout, and easy-to-read content convey the service's high calibre. The pictures of the location, food, and beverages appear tasteful and carefully planned. The website also emphasises features that enhance the upscale atmosphere, such as special events, seasonal cuisine, and private dining.

Since it seems like a wonderful location for a special lunch, celebration, or laid-back day out, I would suggest this restaurant to a friend or relative. The food appears to be wonderful, the setting appears chic and inviting, and making a reservation is easy. It makes a positive first impression and demonstrates the team's pride in their work.

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: Yes, the prices for the food and drink menus are displayed on the website. By selecting the menu area, customers can view these. Each item's pricing is prominently displayed next to it so that customers are aware of what to anticipate before coming.

The costs appear to be in line with the level of service and environment that the website portrays. The rates seem reasonable for the quality of the food, presentation, and overall design, which all point to a fine dining experience.

Section 4 – Searchability

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

1. Restaurant in Edgbaston
2. Reserve a table.
3. Dining in private table.

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

Answer: Indeed, The High Field's website is among the top search results when searching Google for "Edgbaston restaurant," "Book a table," or "Private dining Edgbaston." This prominence suggests that the company's search engine optimisation (SEO) is working well, making it easy for potential clients to find and use the business's services online.

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, websites are still crucial for firms in the UK. They provide clients with a single location to find contact information, check rates, make reservations, and learn more about services. A well-designed website increases credibility and makes a company stand out on the internet. Despite the popularity of social media, a website offers greater control over branding and content. Additionally, it increases Google prominence, which draws in new clients. It is easier for customers to browse menus, reserve tables and get a sense of the establishment before visiting restaurants like The High Field when they have a well-designed website. To put it briefly, websites continue to be an essential component of a company's internet presence.

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: Adding a live chat function to the website is one suggestion. Customers would no longer need to phone or email to enquire about reservations, menu choices, allergies, or private events thanks to this. Especially for those that browse on their phones, it would speed up and simplify the customer care process. Quick, real-time responses are preferred by many users, and a chat facility can help the company answer questions more effectively. This minor addition might increase client satisfaction and encourage more reservations.

Reference List

List Edgbaston, The High Field, n.d. The High Field: Rooms & Pub in Edgbaston. taken from <https://www.highfieldedgbaston.co.uk> on April 6, 2025.

Google, 2025. Google

"Edgbaston restaurant," "Reserve a table," and "Edgbaston private dining" are the search results. taken from <https://www.google.com> on April 6, 2025. GTmetrix (2025).

Performance evaluation of the <https://www.highfieldedgbaston.co.uk> website. taken from <https://www.gtmetrix.com> on April 6, 2025.