

oLCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2512950	Student Name	Michelle Mamonong
Website Chosen	Cleaners of London		
Insert hyperlink to website	The Cleaners of London		
<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 quick and you can access the site easily. When you open the site, you can see all the details and as you click on the subpages, everything was clear. Visitors prefer the websites which downloads quickly. Google (2010) said if a website loads more than five seconds, Google will not rank it.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains sub-pages but they were all useful pages. Prospective customers will find it easy to navigate on this website. The sub-pages will take you to what specific service the customer needs. You just must click on Services and all kinds of services will pop-up. Then if they want to know the price, click onto Prices and you will see all the detailed prices on different services.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customer can make a booking via webpage. It is highlighted in green on the right upper part of the home page saying Book a Service. Fill up the booking form, choose the service you want and you can pay via credit card or cash. Credit card payment will be charged when the service was completed.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website's design was simple, probably it needs to improve the visual design to make it more attractive to customers. No videos that are shown on any of the pages of the website. It will attract customers if the visual design is colourful and lively. For me, it was pale, mainly all you can see are words and description of the product they are selling. Probably they can enhance the visual design by adding videos on it.			
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 does not look attractive enough. Visual design was lacking on the webpage. If you open the webpage, I think you will not be attracted going on to every sub-page because it looks so dull.
No, there are no differences in appearance on a mobile and from a computer, they are exactly the same.

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

Answer:
Imagery, video, and colour was not that specific in this website. It has a pale visual design with no video was shown on the website. Colour was dull and not it has very simple imagery.

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 was no online chat tool on the website. You can only book a service or call customer's service. Online chat tool on the website is an effective tool to engage with customers efficiently. They can easily have the information they wanted to know in case they have some query about a certain product, rather than just reading the frequently asked questions.

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

Answer:
Social media links can effectively boost customers to engage in the website and it can build trust to the proposed customers. An average increase of 13% in time spent on the website, makes them more attractive and viscous. Austin (2024). Social media linked to your website can boost your online visibility and this practice can make you more credible.

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 services offered was made clear to customers because services are given in detail. As you scroll down the page, you can see all services offered with corresponding prices. Visual photos of the services available, as well as the step-by-step procedure on how to book their service.

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

Answer:
They are using Trustpilot reviews and you can see the ratings in the homepage. They are rated excellent and it is up to date, with 27th of October being the latest review.

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:
I can reiterate that the service they are offering was on high standard. They have got the best cleaners; it is a family run business and with 15 years of experience, which means the company is doing a tremendous job and something to rely on. I would surely recommend the company's service to a friend or family member.

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:

The prices that are stated in every service starts with a minimum amount ranging from; it was not made clear to customers. I think the company has chosen not to specify the prices because the amount will vary on the sizes and quantity. You can request a quote to know the exact price of the service they will render.

Section 4 – Searchability

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

1.Cleaners of London

2.Professional cleaners London

3. Cleaning services London

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

Answer:

Yes, the company's website appears in the top ten websites when you type these three words.

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 are still relevant in modern UK business. Report from OFCOM was saying that 93% of UK adults use internet daily while 81% of consumers search the product or service in the internet even if they end up buying in store. If your website is visually attractive and secure, that means it is legit business. Brits are vigilant when they are shopping online, they will ensure the existence of the website.

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:

Website contents should be updated regularly to avoid consumers disappointment. Call to action must be highlighted for the consumers to easily know what is the next step. Ensure to add videos or images to break the never-ending text to be more attractive to the visitors.

Reference List

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