

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number

2430201

Student Name

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Website Chosen

Eden Spa Harborne

hyperlink to website

<https://edenspaharborne.wixsite.com/eden-spa>

Evaluation

Section 1 – Usability

Question 1a - How quickly and easily does the website load?

Answer: The website loads fairly quickly on a desktop, with the homepage and images appearing in a few seconds. On a mobile phone, however, some elements take longer to load and don't always display correctly, which may frustrate users.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The website includes a few sub-pages such as "Treatments," "About," and "Contact." Customers navigate using a top menu bar. It works fine on desktop but is harder to find on mobile because it's small and not clearly labelled.

Question 1c - Can a customer make a booking via the webpage?

Answer: No, there is no online booking system on the website. Customers must either email or call using the contact information provided, which may be inconvenient for some.

Question 1d - What improvements could be made to the usability of the website?

Answer: The website could benefit from a clearer mobile layout, a larger and more visible menu, and an online booking form to make it easier for users to take action without needing to leave the website.

Section 2 – Pleasure – Customer Experience

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 soft and calming, using light colours like green that suit a spa theme. On a mobile phone, the layout does not adjust well, and some images and texts overlap,

making it less pleasant to use than on a desktop.

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

Answer: The website uses a few images to show relaxation and treatments, but they are not very high quality. There is no video content. The colours are green and white, which give a clean, gentle feel suitable for a spa.

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 include an online chat tool. This makes it harder for customers to ask quick questions or get help immediately.

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

Answer: The website does not clearly show any social media links. This is a missed opportunity, as active social pages could help customers see reviews, updates, or offers.

Section 3 – Perceived Value

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

Answer: Services are listed under the “Treatments” section. They are described briefly with prices. However, there could be more detail about what each treatment includes and how long it takes.

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

Answer: There are no visible customer reviews on the website. This reduces trust and makes it harder for new customers to feel confident in the service.

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 peaceful design and listed services suggest a calming and professional spa. I would recommend it to someone looking for an affordable local spa, but I’d prefer to see more information and customer reviews first.

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, prices are listed. They seem affordable and match the basic presentation of the services. However, without more information, it’s hard to tell if the value matches the actual quality.

Section 4 – Searchability

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

1. Harborne spa

2. Massage Birmingham

3. Beauty treatments

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

Answer: No, the Eden Spa Harborne website does not show up in the top ten results for these search terms.

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Yes, websites are still very relevant. Many people use Google to find businesses, check prices, read reviews, and book services. A professional website builds trust and can attract more customers. Without a website or if the website is hard to use, businesses may lose out to better competitors.

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: I recommend adding an online booking form. This would make it easier for customers to make appointments quickly. It also shows the business is modern and customer-friendly, which helps increase trust and bookings.

Reference List

Eden Spa Harborne Website: <https://edenspaharborne.wixsite.com/eden-spa>

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