

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2431906	Student Name	JANEAL LANGRIN
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<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 loaded at an acceptable speed of two seconds which I would consider quick. It also loaded easily without complications.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains a small number of sub-pages, five in total. The prospective customer will navigate through these pages by clicking on the desired sub-page. They are all located at the top right of the main page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, they cannot. They can contact or request a quote.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Display more necessary information about the company.			
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 was pleasant enough during my experience. There is one noticeable difference when viewing on a mobile device, that is you must click top right-hand icon on main page to access list of sub-pages.			
Question 2b - How does the website use imagery, video and colour?			
Answer: To enhance my experience, to identify itself and to allow me to get an insight of what they do.			
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: It has readily available online chat tools such as; Facebook messenger and wats app messenger. It is somewhat effective; however, a competitor website that has live chat will be deemed more effective. When enquiring about a service these chat because not instant chats will be deemed less time efficient to prospective customers. I would rate it as being standard when making enquiries.

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

Answer: Not very effective. They are a couple social media links on the website. These are Instagram, Facebook and Facebook messenger. Instagram and Facebook are used mainly as a form of gallery. Facebook messenger is only used for correspondent purposes (sending messages). If you classify wats app as a social media link (some people do), it is also for communicating purposes as well (sending messages).

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: They are made clear to the customers as they are shown on the sub-page titled SERVICES. They are listed on this sub-page, along with a brief description of service and also pictures to elaborate.

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

Answer: Customer reviews are made available as comments on pictures posted on social media.

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: Through its advertisement of its service quality. Previous work done that is showed to the public are of very good quality and style.

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: No. Prices are not made clear. For pricing you must contact the company. You can also click 'Request a quote'. I think the company does not include specific pricing because every job will be different and done to custom requirements.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.CAR
	2.WRAPPING
	3. BIRMINGHAM

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

Answer:
Yes it does.

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.

YES I DO.

I feel that websites still have relevance in modern UK businesses. One of main reasons is that everyday people search google or other search engines and will be directed towards matching websites. Websites are used to educate prospective customers about the product or service which is available. Website also offer vital communication tools or the information which is needed to communicate with business/ Company offering product. The website is also important in offering information pertaining to product/ services pricing, availability and location. It is my belief that the website is still the go to place regarding any queries or uncertainty about product/ Services.

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: Pricing.

Pricing should be included on the website as soon as possible. Even though this service price will vary due to different customization, I recommend a minimum pricing be added to website in the format; 'Price Starting at'. This minimum price should be added to each specific service. This will improve to decrease Customers anxiety and inability to budget by first glance if this service will be within there affordability. Pricing in this format will help company to be competitive within marketing and presenting general information to prospective customers.

Reference List

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