

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439192	Student Name	Junior oris tankio
Website Chosen	safari		
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 opens instantly within a couple of seconds			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has many sub pages about suited cars brands and models. Navigation is a bit complex as users need to go through several menus to find the information they want			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes because on the site they have put all the necessary information notably their contacts			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could improve usability by adding a search function, an online chat for quick customer support and simplifying navigation.			
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 looks attractive and modern. On a computer it feels more immersive, while on a mobile the design is responsive but a bit more compact.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The site uses clear, high quality images of suited cars. The colour scheme is elegant and consistent .			

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 have an online chat tool. Customers need to use other contact methods, such as email or phone to ask questions about product or service.

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

Answer: The social media links on the website are moderately effective. They provide visitors with easy access to the company's profiles on platforms like Instagram, Facebook, which are useful to follow updates and see products.

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 services are made clear through dedicated sections, short descriptions, and visual elements like images or icons. Contact information is also provided for further details.

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

Answer: Customer reviews have a dedicated section just after the product presentation. There are some feedbacks, but the number of reviews is limited.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer: Prestige image, trust in the brand(It embodies prestige and quality, which reassures when recommending to others), long term value(some cars retain or even increase their value, Comfort and driving pleasure(an unmatched experience behind the wheel), Social status and image

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 because for me, In cars ,prices are not always shown The focus is on experience, Prestige, and Personalization rather than money. These vehicles are therefore for a privileged clientele

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Dechromage
	2. Bespoke
	3. Wrapping

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

Answer: No all the 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: Website is very important for companies like Suitedcars in birmingham their site shows all their high end services like car wrapping dechroming with photos of real work it builds trust proving the company is professional and detail oriented , the website also gives contact information and booking options making it easy for customers to reach them. For me the website is key for credibility, visibility and connecting with customers.

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 would suggest that SuitedCars add starting prices or a price range for their services right now costumers can see the work and services but not the cost. Showing prices would make the website easier to use, build trust and help people decide quickly if the service fits their budget, it's small change that could lead to more inquiries and bookings without affecting the brand's premium image

Reference List

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