

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2529421	Student Name	Alessandro Zarafu
Website Chosen	Cleaners of London		
Insert hyperlink to website	Cleaners of London Professional House Cleaning Services		
<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?			
It depends on the time and internet normally the average page load time on desktop is 2.5 sec and on mobile 8.6 sec. there are many other reasons that explains why load time matters User experience, Bounce rate, Conversions rates, Search engine rankings, Wi-Fi, location and device.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has multiple subpages that help you navigate the website and book services of cleaning. Examples of subpages are: Services. Prices. About Us. Contact Us. Book a Service. This makes it easy for costumers to find what they are looking for and have a good experience on the website.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, people can do bookings through website through click on green icon in the right corner of the website, Even they can contact via phone numbers given in they website. And emails. bookings via website are normal in these modern era. The website features clear {BOOK A SERVICE} buttons and links for various offers, indicating a streamlined online booking process where customers can select their preferred dates and type of cleaning.			
Question 1d - What improvements could be made to the usability of the website?			
Answer:			

This website requires no improvements because it provides easy access to its content while maintaining fast performance across all types of devices. The layout is clear and organised, so users can easily find information. The system functions correctly because all links and buttons operate as intended, and the content remains accurate and current. The design presents a clean and visually appealing appearance.

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 is looking very pleasant, and you can find it easy to use both on computer and phone. Yes, there are differences when you access the page thou phone or computer the computer version is a lot better than the phone one.

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

Answer:
The website employs photographs to display pristine areas which demonstrate the outcomes of their cleaning operations. The website displays multiple instances of the colour green which symbolizes both cleanliness and freshness and a healthy environmental state. The professional appearance of the website creates a welcoming atmosphere.

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: This site does not have an online chat tool on the website they say when you want to contact them “No Call Centre, No Bots- just real people to help. I think that an online chat tool is good for website because you don't have go through it to find something you can just ask the bot but at the end of the day i think humans are best to help.

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

Answer: I found the social media links very helpful, because when i pressed the YouTube link it shows me video of how they work and before and after of their cleaning so i got an idea on how they are going to work if i hire them.

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 website shows clearly the location they can work, the prices, the booking system and what they clean.

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

Answer: on their website you can see that they have 4.6 stars rating on Trustpilot and they also have recent positive feedback from costumers when you go to Trustpilot.

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: You can see that they are pros at what they are doing when you see the videos and the picture from the before and after videos and pictures and they also take pictures and videos while they are cleaning, and they have high quality cleaning products and machines.

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 are clear to the costumers on the site, and the prices reflect the quality of their services.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Cleaners
	2. Of
	3. London

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

Answer: Yes, when i type these three words it appears 4th website on goggle.

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: The website is relevant to the modern world in UK business because it provides essential Contact Us and About Us and pricing and photo features which enable customers to understand the service. The platform provides social media connections which enable the business to extend its customer reach while maintaining contact with existing clients. The system provides users with direct access to company information while enabling them to establish contact with the business.

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 recommend them to use an online chat tool because it would be easier for customers and them as a business to not receive a call about every small detail because it wastes time, when a bot can answer simple questions to costumers that have a hard time navigating the website.

Reference List

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