

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

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Website Chosen			
Agoda			
Insert hyperlink to website		Https://agoda.co.uk	
<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 is fast paced when entering website. It is also good and fast when clicking at a content such as signing in or looking at different prices as you scroll down. When clicking on prices or making bookings, it goes very smoothly and is quick to process.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: It has four to five subpages so it does have a number of them. A customer can find these at the headings where it includes Hotels and homes, coupons and deals, and airport transfer.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: A customer can make a booking via the webpage.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Improvements can include accessibility. They can add features that disabled people can use such as appropriate colour contrasts and providing alternate text for images.			
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 very engaging and colourful to the user. Not really even when using on different platforms, both seem to have similar colour contrasts and brightness levels.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses imagery of different world locations on subpages for viewers to click on so that they can get drawn into clicking them. These imagery include scenery of Bangkok Thailand, Dubai and China. The colours being used is very simple with bright colours like blue and the use of a scenery image such as a beach to represent the background image to make the viewers engaged and drawn into the website.			

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 website does not feature an online chat tool. The website is very effective when telling viewers about specific prices and the booking methods are quick and easy to do so. Reviews with stars being used as data to see the popularity of a holiday choice and booking choice to give viewers an insight in what they can choose or not choose.

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

Answer: some apps such as YouTube I can do a good job of showing this in adverts in YouTube to draw people into checking out this website with the use of a quick advertisement to see what the website is all about.

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 makes it very clear on the cost, reviews made by customers and booking choices to help customers compare prices, reviews and which flight seems to be in there right choices.

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

Answer: By clicking on one of the destinations, customers can see next to the right hand side Read all reviews and once you click on them, you can see all comments made by customers based on their opinions. Most of them seem to be up to date.

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: Its effective due to its good friendly colour choice to attract customers, its fast paced not slow, clear prices and with good reviews. Its a good website and can be recommended to others.

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 made clear. Prices to reflect the quality of the destinations and flights being shown as it depends on the hospitality of the so called accommodations, reviews of certain areas like dining and hygiene of area will reflect prices due to higher standards and quality of the chosen site.

Section 4 – Searchability

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

1. Hotels

2. Home

3. Website

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

Answer: No, it appears as the 12th.

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: Even though most websites still have relevance today, it really depends on the customers and the amount of them using the platform. Even though social media have been on the rise lately, Websites still remain to be a popular choice when doing research and looking for options, choices and answers. Websites remain a strong foundation for a strong online presence giving business control, credibility and a central system for customer engagement. 'the relevance of the website content depends on the target audience, market share, size of the company, the available layout options, and the scope of information' some things in the website can vary in quality. Most would think that websites can be of relevance because it 'results in content that is highly relevant to the user'.

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: If there was one need for improvement, I would say add this website not only to YouTube but other social media platforms. I suggest this because not everyone is always using YouTube as a social media platform and this website must be diverse in all ranges of social media platforms to get popularity and draw more customers to use the website. Social media such as Instagram and Facebook have gained popularity in the years that we existed as humans so using those two different social platforms can play a crucial role into getting customers to see the advert of the website and draw their attention into choosing to use this website.

Reference List

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Kim, N.Y. and Sundar, S.S. (2012) 'Personal Relevance Versus Contextual Relevance: The Role of Relevant Ads in Personalized Websites', *Journal of media psychology*, 24(3), pp. 89–101. Available at: <https://doi.org/10.1027/1864-1105/a000067>.