

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2436788	Student Name	Adam Wojciech Kowalik
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: The website loads quickly on both mobile browsers and desktops. It took less than 3 seconds on average. Apart from that, images, texts and navigation menu also quickly appeared without any noticeable delay. There are no large files present on the website that are slowing down the performance of the website. Pages are also effectively optimised to ensure a smooth user experience. The layout is also clean, and all major content is quickly visible.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has multiple sub-pages, such as about, menus, gift vouchers and sign up in the top and bottom navigation bars. These bars remain consistent across all pages, which should be used by a prospective user. Some drop-down menus provide quick access to subcategories such as breakfast and main course. Each of these pages also has clear calls to action and internal links, which makes navigation intuitive.			
Question 1c - Can a customer make a booking via the webpage?			

Answer:

Yes, customers can easily make a reservation through the website. According to Simon (2025), a streamlined booking process is important in the hospitality industry to increase engagement and get more reservations. In this regard, two prominent buttons, such as **book a stay** and **book a table**, are present on the page. A user can just click these buttons and they will be smoothly redirected to the online booking system where they can choose the date, time and number of people.

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

Answer:

The website is already very clean and functional. However, the navigation bar can be locked so that it remains visible even after scrolling down. This can make navigation easier on long pages. Apart from that, the website has the scope of increasing accessibility. Alternative text for all images can be added, along with introducing font-size adjusters to allow visually impaired customers to use the website smoothly. A search bar can also be added so that users can quickly find specific information instead of manual browsing.

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 website of Highfield Town House Hotel (2025), has a very professional and pleasant design, along with a stylish layout that reflects the high-quality services of the restaurant. The colour scheme is warm, complemented by HD photos. There are no visible differences in the appearance of the website on a computer versus a mobile phone. Contents are effectively adjusted to foster smooth navigation on smaller screens. However, users may face difficulties while finding the menu bar as they have to click on the three lines above.

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

Answer:

High-resolution images are used in the website throughout to showcase foods, rooms, interiors and gardens. Through this, the organisation is effectively communicating the quality

and atmosphere of the venue. Apart from that, the colour palette is elegant with optimal use of white that aligns with the aesthetics of the brand. Although no videos were used, the images are still enough to provide an engaging experience to the visitors.

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:

Live chat is necessary to provide instant assistance, along with preventing potential clients from leaving the site (Inkbot Design, 2025). However, a real-time online chat tool is not present on the website. Instead of this, contact numbers and the physical address of the venue have been provided. This might be sufficient for many users, but it lacks the convenience and immediacy that might be preferred by many. This feature can be included to resolve queries about bookings, menu items and even space smoothly.

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

Answer:

At the end of the webpage, clear links to social media pages such as Facebook and Instagram have been provided. This enables visitors to easily find the social media content. The accounts are also active with 7.4k followers on Facebook and 6.1k followers on Instagram (Highfield Town House Hotel, 2025). Through this, customers are regularly updated about upcoming events and offerings to engage with them effectively.

Section 3 – Perceived Value

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

Answer:

On the website, key services have been clearly outlined. This includes private dining and accommodation facilities, which are available at the High Field Town House. All of these sections are organised separately and are easily accessible from the homepage. Moreover, images, descriptions and calls to action are helpful in clarifying each offering. In the menu section, details of food and drinks have been mentioned. Everything is written in a customer-friendly tone for easier navigation.

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

Answer: The website does not include customer reviews directly. However, a person can visit the social media pages of the brand through embedded site links. Through this, they can see feedback and interactions of the company with customers in the comment sections. However, to get more up-to-date reviews, third-party sites have to be used, like Google and TripAdvisor. Testimonials pages can get traffic directly from the search engines (Mailchimp, 2025). Considering this, a dedicated customer review and testimonial page can be included to reinforce trust and transparency.	
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: High-quality service is reflected in the elegant design, polished menus and beautiful images of dishes and interiors. The Association of the organisation with Peach Pubs is also mentioned on the website, which can enhance its premium image. I would definitely recommend it to my friends or family members who want a relaxed atmosphere for casual dinners, group dinners and celebrations. The attention to detail shows that the company provides a premium experience.	
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 for each menu item have been clearly showcased on the website. The prices are reasonable and align effectively with the promised quality. The main courses range from £10-£25, which is justified for a restaurant located in a central location. The transparent pricing strategy is helpful in setting expectations and building trust. Moreover, as fresh ingredients and high-quality presentation are used, it increases the overall value of the services.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Edgbaston
	2. Gastropub
	3. Restaurant

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

Answer:

Yes, if these three keywords are used, the official website of the organisation appears within the top three search results. This ensures strong visibility.

Section 5 – Reflection and conclusion

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

Explain your answer.

Answer:

Yes, I strongly believe that websites are highly relevant for modern UK businesses. Websites are referred to as the primary destination for organic search traffic, which can attract relevant visitors who are actively seeking similar products and services (Hill, 2024). In this regard, well-designed websites like The High Field can be useful for businesses to build credibility while demonstrating their brand identity. It can also improve accessibility for both local customers and international tourists. There is no doubt that social media is a predominant channel to foster engagement. However, a professional website can provide detailed and structured information that is not possible on other platforms. Hence, it can be said that modern businesses should optimise their websites for marketing and communication purposes.

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:

Although the website of the chosen organisation was highly effective, I recommend that the company add a live chat feature to it. It is evident that the company is currently encouraging users to use the contact details to connect with the firm. However, by incorporating a real-time chat tool, quick resolution of queries regarding bookings and availability of services can be ensured (Inkbot Design, 2025). This could improve user satisfaction and conversion rate by reducing booking drop-offs. Apart from that, many modern hospitality websites offer live agents or chatbots to support instant communication. This will benefit the focus

organisation to align its current digital service expectations more effectively. Apart from that, it can also optimise customer experience.

Reference List

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