

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen	Cleaners of London.		
Insert hyperlink to website	https://www.cleanersoflondon.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 webspace demonstrates rapid and efficient loading performance, ensuring a smooth user experience, providing a smoother user experience from the moment it is accessed. Fast loading speed is essential for retaining users, as slow websites often lead to frustration and higher bounce rates. Is a well optimized website that ensures pages open without delays, allowing users to navigate content with fluency. For instance, when accessing the homepage, all key elements such as images, text, and navigation menus appear almost instantly without noticeable lag, even on standard internet house connections. Therefore, the website quick loading time enhances usability and ensures users can interact with the content easily and without interruption.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The contain in the web space several sub-pages that allow participants to access different sections and information easily. Having multiple sub-pages helps organise information clearly, making it easier for prospective customers to find products, services, contact information, and company details without confusion. Good website structure improves user experience and navigation efficiency. For example, a prospective customer can navigate through the website using the main menu at the top of the homepage, where links such as “Home”, “Products”, “About us” and “Contact” lead to different sub-pages. Additionally, some websites include dropdown menus and internal links that help users move between pages quickly.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers can make a booking through the webpages, which makes the service more convenient and accessible.			

Online reservation system enables participants to arrange and set appointments conveniently or services without needing to call or visit in person. This improves customer experience and saves time for both the business and the customer.

For example, adding a clear navigation menu, search bar, and well-organised categories would help users find information more efficiently. Additionally, optimising the website for mobile devices and ensuring fast loading times would improve accessibility for users accessing the site on smartphones or slower internet connections. Therefore, by focusing on better structure, accessibility, and performance, the website would become more user-friendly and provide a more positive experience for visitors.

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

Answer:

The usability of the web site could be improved by enhancing navigation, accessibility, and overall user experience. Currently, users may find it difficult to locate key information quickly if the layout is unclear or if important features are not prominently displayed. Improving usability means making the website more intuitive, faster to use, and easier to understand for all types of users.

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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 pleasant and visually appealing, with a clean layout, balanced green colours and clear images that make it attractive to users. A pleasant webpage design is important because it helps users feel comfortable when browsing and makes it easier for them to find information: good spacing, readable fonts, and organised sections improve the overall user experience.

For example, on a computer screen the webpage appears wider and more organised, with menus displayed across the top and images shown in full size. On the mobile phone, the webpage layout changes to fit a smaller screen, with menu often shown as a drop-down icon and images stacked vertically. This makes the website easier to navigate on a mobile device.

Therefore, although the webpage looks pleasant on both devices, there are some differences in appearance between mobile phones and computers due to screen size and layout adjustments.

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

Answer:

The website effectively uses imagery, and colour to create an engaging and visually appealing experience for users. Images help to capture the user's attention and provide visual information quickly, while colour is used to create a consistent theme and highlight important sections such as buttons or offers. Together, these elements improve both the design and usability of the website.

For example, high-quality images may be used to showcase products or services, making them more attractive to potential customers. Videos can include to explain how a service works or to provide a more interactive experience. Additionally, colours are often used strategically- bright or contrasting colours for call-to-action buttons like 'Book now' or 'buy;') and softer tones for backgrounds to ensure readability.

Therefore, the use of imagery, video and colour enhances the overall look of the website and helps guide users through the content effectively.

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:

The website does not include an online chat tool; instead, it provides alternative communication methods such as email, social media and telephone number. From the information shown customers are directed to contact the business through these channels rather than using instant live chat support on the website.

This approach can still be effective, as email and social media allow customer to send detailed enquires. While phone calls offers direct and immediate interaction. However, the absence of a live chat features may reduce convenience for users who prefer quick, real-time responses without needing to switch between platforms.

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

Answer:

The social media links on the website are effective because they allow users to connect with the business on different platforms and access more information. Social media links helps the business promote their services, share updates, and communicate with customers. They also help build trust because customers can see reviews, photos, and recent activity from the business.

For example, when users click on social media icons such as Facebook, Instagram or Twitter, they are taken directly to the company's social media pages. There, customers can view post, promotions, customer comments, and contact information, which helps them learn more about the product or service.

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 services offered by the company are made clear to customers through organised sections, clear descriptions, and easy navigation on the website. The website therefore presented clearly their product so customers can quickly understand what the company offers. This is usually done through menus, service pages, images, and short descriptions that explain each service. For example, this website has a navigation menu with sections such as 'Services', 'products', or 'what we offer'. Each section includes descriptions, images, and sometimes prices or booking options, which helps customers understand the services available and choose what they need.

Therefore, the services are made clear to customers through well-organised information, clear descriptions, and easy website navigation, which improves the overall user experience.

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

Answer:

Displaying customers regularly updated reviews helps build trust and credibility, as potential customers can see real feedback from previous users. Up to date reviews are especially important because they reflect the current quality of the product or service.

For example, the website may include a 'Reviews' or 'Testimonials' section where the customers share their experiences, often with dates and ratings. In some cases, reviews are linked from external platforms like Google or Trustpilot, showing recent comments. If the reviews include recent dates and consistent updates, they show reliability to new customers prospect and expectations.

Customer services reviews were made through Trustpilot with a rating of 4.5/ over 5 visible sections on the website, for more than 14.000 customers across London.

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:

The service is present as high quality through clear evidence of professionalism and reliability. The website highlights that all cleaners are strictly vetted, insured, and experienced, which builds trust with customers. Cleaner of London also emphasizes features such as identity checks, insurance, and a satisfaction guarantee, reinforcing safety and accountability.

Additionally, the company promotes consistency by offering the same cleaner for regular visits and maintenance on a "standard of clean", regardless of property size. This shows attention to detail and customer care. Customers would likely use or recommend this. The website has reviews of over 5.000 reviews of satisfied customers based in London.

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:

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experienced, which builds trust with customers. Cleaners of London also emphasizes features such as identity check, and satisfaction guarantee, reinforcing safety and accountability.

In addition, the company promotes consistency by offering the same cleaning for regular visitors and maintaining a "one standard of cleaning" regardless of the property size. This shows attention to detail and customer care. Customers would likely use or recommend this service because of its convenience (fast online booking in 1 minute) reliability, and strong reputation with thousands of satisfied customers reviewing.

Section 4 – Searchability

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

1. London cleaning services.

2. House cleaners London.

3. End of tenancy cleaning London.

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

Answer:

To find this type of service, I would use keywords related to cleaning and location. The website offers services such as domestic cleaning, deep cleaning, and end of tenancy cleaning in London. Therefore, relevant search terms should reflect both the service and the area to improve search accuracy.

This helps customers quickly find appropriate services online.

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:

Webpages are highly relevant in the modern business in the UK and around Europe in the present, allow people or new potential customers to have public access to private services, view cost involved with the services and formally place bookings at any time. This increases the convenience and help to build trustworthy environment through professional presentation. Moreover, webpages are essential because they provide the access for improvement and support at 24/7 hours.

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:

One area for improvement would be usefully simplifying access pricing information. Although prices are available, user may have to navigate multiple pages to find them. Adding a pricing calculator or summary section would save time and improve usability, enhancing results for customers experience bases. I do recommend the action of adding it a pricing calculator on the homepage bar to help users quickly estimate private cost and do improvements for easiness at usability.

Adding a clear pricing summary also or a table with cost for example: average prices by property size or services type) onto the homepage improving the usability and enhance customer experience by making key information faster to access and easier to compare, helping customers quickly to understand affordability without extra steps.

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