

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2531927	Student Name	Danielle de Moura Santos
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 Cleaners of London website demonstrates strong usability and optimized performance, reflected in loading efficiency metrics such as a Largest Contentful Paint (LCP) of approximately 1.7 seconds, indicating a well-optimized digital experience. Academic literature highlights that website performance and usability are critical factors influencing user satisfaction, engagement, and task efficiency, particularly in digital service platforms where loading speed directly impacts user experience and retention (Nielsen, 1994; Krug, 2014; ISO 9241-11).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website is composed of several subpages structured in a clear and logical manner, which enhances user understanding. These sections are primarily dedicated to specific services, customer support, and institutional content. The key areas identified include Individual Services, Information and Help, Institutional and Feedback, as well as Blog and Tips. In addition, the platform allows users to book a professional service in under one minute, highlighting the efficiency and ease of navigation of the Cleaners of London website. (Cleaners of London,2026).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The booking system enables users to select, customise, and schedule cleaning services, completing payment after service delivery. The platform also supports rapid reservations, typically within 60 seconds, demonstrating efficiency and ease of use. Academic literature highlights that well-designed online booking systems should prioritise usability, allowing users to achieve tasks effectively, efficiently, and with satisfaction, while reducing interaction complexity and improving overall service experience (Nielsen, 1994; Krug, 2014; ISO 9241-11).			

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

Answer: Website design should focus on usability to minimize user frustration and reduce the likelihood of abandonment, allowing users to complete tasks efficiently by eliminating unnecessary information. Academic literature highlights that effective digital systems should ensure simplicity, clarity, and efficiency in user interaction. Enhancements such as chatbots for real-time assistance and calendar-based booking systems improve user experience and prevent scheduling conflicts. Accessibility improvements are also essential to support users with visual impairments and promote inclusive digital services (Krug, 2014; Nielsen, 1994).

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 official website provides an efficient and user-friendly experience, enabling quick navigation and streamlined processes such as fast booking completion in approximately 60 seconds. It also incorporates features such as online support for immediate assistance and transparency elements like customer reviews. Additionally, the website is designed using responsive principles, ensuring that the mobile version presents a simplified vertical layout, while the desktop version offers a more expanded interface with optimized images and interactive elements for improved usability across devices (Nielsen, 1994; Krug, 2014; ISO 9241-11).

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

Answer: The website presents a professional and visually structured design using strategic visual elements, including images that emphasize service quality and before-and-after transformations. The interface adopts a modern and clean layout, using a balanced colour scheme that enhances readability and reduces visual clutter. Content is clearly organized to improve user navigation. Additionally, the platform includes multimedia content such as YouTube videos demonstrating cleaning results, contributing to transparency and user engagement (Krug, 2014; Nielsen, 1994; ISO 9241-11).

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 Cleaners of London website does not incorporate an online chat system for user inquiries, opting instead for direct communication channels such as telephone support. This approach is justified by the company's preference for human-centered service delivery, aiming to ensure efficiency and faster response times. While some studies suggest that chatbots can enhance digital interaction, research also indicates that poorly implemented automated systems may negatively impact user experience, making direct human communication a more reliable support method in certain contexts (Nielsen, 1994; Krug, 2014; Folstad and Taylor, 2021)

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

Answer: The company utilises social media as a strategic marketing tool to convert online engagement into service bookings and new customer acquisition. Through these platforms, it shares customer testimonials, showcases service outcomes, and provides educational content such as cleaning tips and promotional offers. Research indicates that social media marketing plays a key role in building trust, increasing visibility, and generating leads for service-based businesses by enhancing customer engagement and supporting decision-making processes (Kaplan and Haenlein, 2010; Tuten and Solomon, 2018).

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 communicates its services through multiple channels, including an online booking platform, transparent quotations, direct customer support, and a structured FAQ section. This multi-channel communication approach enhances clarity and improves the customer journey by providing accessible information at different stages of the service process. Research in service management highlights that transparency, clear communication channels, and integrated customer support systems are essential for improving customer satisfaction, trust, and service efficiency in digital environments (Buell et al., 2017; ISO 9241-11; Lemon and Verhoef, 2016).

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

Answer: The company collects and displays customer feedback through both its official website and external review platforms. These reviews are regularly updated across multiple channels to ensure transparency and reliability for potential customers. Research shows that online customer reviews play a crucial role in influencing consumer trust and purchase decisions, as users increasingly rely on peer-generated content when evaluating services and products. Maintaining consistent and accessible review systems across platforms enhances credibility and supports informed decision-making (Cheung and Thadani, 2012; Nielsen, 1994).

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 company's business model is characterised by a strong emphasis on quality service delivery, supported by trained and verified professionals, environmental responsibility, and attention to detail. The use of safe, non-toxic products and the provision of guarantees, such as deposit protection for tenants, further enhance customer trust and

perceived reliability. Research in service management highlights that trust, service quality, and perceived risk reduction are key factors influencing customer satisfaction and loyalty in service-based industries (Parasuraman, Zeithaml and Berry, 1988; Grönroos, 2007)

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: The company clearly communicates its pricing structure on its website, offering fixed rates depending on the type of service provided. This approach reflects price transparency, which is closely associated in academic literature with consumer trust, perceived service quality, and informed decision-making. Studies suggest that transparent pricing can reduce uncertainty and enhance customer confidence, particularly when price is linked to service quality and reliability. Additionally, clear pricing strategies are often used to strengthen trust and improve perceived value in service-based businesses (Kotler and Keller, 2016; Parasuraman, Zeithaml and Berry, 1988).

Section 4 – Searchability

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

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

Answer: The company does not appear within the top search results on Google for relevant keywords such as "cleaner," "London," or "services," nor when these terms are combined. This suggests limited search engine visibility, which research identifies as strongly dependent on factors such as keyword optimisation, content relevance, and domain authority. Academic literature on search engine optimisation highlights that ranking performance is influenced by multiple signals that determine online discoverability and user access to services (Schilhan, Kaier and Lackner, 2021; Saeed et al., 2024).

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: Cleaners of London represents a relevant example within the contemporary UK cleaning industry, which has experienced significant growth as part of the service and employment sectors. The sector has undergone substantial transformation, particularly following the COVID-19 pandemic, with increased emphasis on professionalisation, flexibility, and sustainability. Academic literature highlights that modern service industries increasingly adopt environmentally responsible practices, including the use of biodegradable products and waste reduction strategies. Furthermore, digital reputation management through online reviews plays a crucial role in shaping consumer trust and business credibility. Flexible service models without rigid contractual obligations also

contribute to operational adaptability and client satisfaction in service-based industries (Grönroos, 2007; Kotler and Keller, 2016; Tuten and Solomon, 2018).

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: A recommended improvement for the cleaning company is the implementation of a real-time tracking system that allows clients to monitor service professionals during the cleaning process, enhancing transparency and coordination. Additionally, the inclusion of regular before-and-after visual updates could significantly improve customer trust, manage expectations, and demonstrate service quality. Academic research highlights that transparency and real-time service information increase customer satisfaction and perceived reliability in service industries. Such innovations also reduce unnecessary customer inquiries and improve operational efficiency while strengthening competitive advantage through improved service differentiation and communication (Grönroos, 2007; Kotler and Keller, 2016; Parasuraman, Zeithaml and Berry, 1988).

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