

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2126936	Student Name	Marin Florin Sardaru
Website Chosen	suitedcars Suited Cars		
Insert hyperlink to website	Vinyl Suited Cars		
<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: when I visited the website, it did not take longer than two or three seconds for the page to fully load which is very important according to Bartuskova (2015) loading speed of websites reflects the websites performance. I also used the refresh page to check if it continues to load at the same speed and used a different Wi-Fi on my phone.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains at least 5 sub-pages which are very easy to navigate and not time consuming. They are simple and easy to understand. However, some important details of the website are on a sub-page and left to the page that can be easily ignored as they are not made easy to be seen. This website should provide more written details instead of using big pictures to fill the space.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, the site does not offer a booking online option, it is only offered by calling or using the email option. I believe this to be a poor choice as many users now are looking for easy no time consuming bookings online and having that option would make it easier for both parties. Not having this option could suggest to users that this site is not up to date.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Many improvements could be made to this specific website. A good example would be adding the booking option we discussed earlier and attempt to make the pages of the website shorter as they are too long and takes time to read everything. They might also use pictures in advertising front page of real customers cars and not random online pictures. They could add different pictures on each page because now they are using same pictures on all pages.			
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: It is a beautiful looking website although I find it to be ostentatious. The website appears on the phone the same as on the computer. However, it is much harder to navigate the website on the phone as i pointed out the pages are very long and takes a serious amount of time to read the material. Experimental results suggest that people prefer to use a beautiful design that performs sub-optimally than with a more usable but less appealing website according to **Gitte (2025)**.

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

Answer: It is not pleasant looking and i find it to be quite disturbing because of the images and writing, the font used in the writing it is small and unclear, and the images are rather large which will make it the writing seem even smaller and also disturbing for the reader while they go through the writing material. There is always visual communication on a website according to **Thorlacius (2007)**.

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: They have the Facebook messenger logo which can be used to communicate with them. However, it is not very directly as we must log in to our Facebook account to use the messenger displayed on their website. It is a helpful addition to the website but i believe a simpler one would be more efficient, a different mode of instant communication which do not require the user to log in with any social media as it is time consuming.

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

Answer: The links are very effective and easy to find we just need to scroll down to the bottom of the first website page and click the link of Facebook or Instagram. The links load extremely fast and work very well, however it seems to be some malfunction with their widgets. I believe their social media links to be extremely effective, fast loading and easy to find for any user.

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: We find the services on the front page top right corner once we click, we are directed to a sub-page which explains in a small amount of detail all the services they provide to the public including pictures of customers vehicles for each service they provide. The services are good but i believe more details should be added to the website about each service.

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

Answer: The customers reviews can be found at the bottom page of the website and does not show details of the time of the review, it only shows a first name, and the review made. Also, if we click the review page attempting to read the full review it will redirect us to google page. Some of the comments and review lack details that can suggest to users that it is fake.

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: In my opinion there is not enough detail on the website to be certain if this company offers high quality services. However, some reviews from certain customers does indicate a satisfying quality. I would not recommend mainly because the prices are not displayed. I would not use this company based on their website services and details, i would choose a website with more details on the prices of the services.

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 website does not provide customers with a fixed price on services they do provide a request a quote option which I find to be much less effective than showing fixed prices. I believe to be well known by the public that not displaying prices on any kind of service it can indicate to be a high price. In my opinion not providing a list with prices is a bad advertising mistake.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.wrapping
	2.cars
	3. company

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

Answer: Searching on google with this specific three words this website can be found at top 5 websites for this kind of services. This shows that the website is popular in this market of services. This does suggest that the website receives many visitors, and it is a good sign because it can be found easy by the public and it indicates often visited website.

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: Yes, in my opinion websites are an essential key in modern days to advertise any kind of services including this company. It is well known that most people use online tools and social media now to find the services they need. Most businesses now have their own websites to advertise their services i believe any successful business needs a well-built website as most people search for everything online.

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 suggest using smaller pictures, adding more written details and prices of each service instead of using a request a quote which can suggest hidden high prices. When searching for any kind of services we all expect to see the prices for the service we need provided, however when the price is not displayed publicly it is possible to suggest to customers that prices are not displayed because they are high. I stated before that i will not recommend this website, which is true i would not, but this is mainly because of their choice not to include prices at every service shown.

Reference List

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- Thorlacius, L. (2007) *The role of aesthetics in web design* Nordicom Review 28 (2007) pp,63-76