

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2533235	Student Name	Mohsin Muhammad Khan
Website Chosen	Cleaners of London		
Insert hyperlink to website	Cleaners of London Professional House Cleaning Services		
<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 loads very quickly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has many sub pages and the customers have to choose the option they need according to their need.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book a service via the website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website can add a live chat option for customers to discuss their need. It can be helpful if IA can answer FAQ.			
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: Website looks ok but can be improved by adding more pictures and graphic. No, there is no difference in website on computer as compare to Mobile.			
Question 2b - How does the website use imagery, video and colour?			
Answer: It just look like a basic website which can fulfil customers basic need, it can be improve by using more colour, images and videos.			
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: No, there is no online chat option for customers to make an enquiry.			

Question 2d – How effective are the social media links on the website?	
Answer: Social media links are available under the Contact Us tab where customer can visit their social media pages to look their work done in past.	
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: All of the services offered by the Cleaners of London can be found under the Services Tab where customers can click and search with their postcode and book accordingly.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: On their own website it is clearly mentioned 1400 happy customers including 4.6/5 from 300+ with 5* rating on Trust Pilot.	
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: Looking at 1400 happy customers including 4.6/5 from 300+ with 5* rating on Trust Pilot I would to trust the company and gave them a chance to provide a best possible service and add me in their bucket.	
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: Price are mentioned very clearly according to each service tab.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cleaners near me
	2. Name of specific service I need (Carpet, Deep clean, office clean)
	3. Cheap Cleaning Services
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No, unfortunately the company name does not appear in Google search.	
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: I don't think that the company have relevance in modern UK business as the first impression of their website looks very basic. They need to show some videos of their equipment and work done to attract more business.	

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: The company need to add more colours, images and videos as it is their first impression to the customers before they contact the company or look for services and price on their website.

Reference List