

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2425466	Student Name	Marian Stanila
Website Chosen	Suited Cars–		
Insert hyperlink to website	https://www.suitedcars.com/		
<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 load with with less then a second, some time take more then that However the internet will running bit slow, overall will run smooth as it should			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website have more sub-pages, the customers can navigate the website with the menu button, can find the information .			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customers can make booking directly from the website, that can be book time and dates.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Can be made some small changes that can be : customers forms more prominent, customer support easy to find on the page			
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 website page look very well organise easy to read wellspaced on a computer, on the phone the website are more compressed, overall can be use with no big issue			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website use high quality images wich give premium vision quality			
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 don't have the online chat, to add one will make more easy for customers to ask question or get help

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

Answer: The social media links are visible at the bottom of the page and the company can be found on Facebook and Instagram

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 service are clearly listed on the home page with simple description for each one

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

Answer: customer reviews are show on the home page . Most are recent and give a positive impression of the service

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 website uses professional images, cleandesign and mentions reliability, i would Recommend it for it's premium look and easy book

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 not listed , have the option for get the quotes

Section 4 – Searchability

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

1. wrap cars

2. change the color of the car

3. Protection car paint

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

Answer: Yes the website appears on the first pages when using the suggested search terms

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, that because people are looking for; new or upgrade

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: As a new in the digital skills i dont have more to change but need top review more websites to improve my visual skills

Reference List