

Website Evaluation			
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Website Chosen	SuitedCars		
Insert hyperlink to website	https://www.suitedcars.com/		
Evaluation			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: the website that I select have quick load. I have two ways to open it: first using hyperlink to access directly to the website that is so quick, but it will be depending on how effectivity is you connection to Internet because it can influent the time that you take to access to this page. The other way is if you research the website direct using browsers on your device and again the connections and the memory RAM will affect the process of your research.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has different sub-pages that contain different information that help the customers to navigate into the different services that are available. It so essay use this website because have a specific sub-page that describe the services that it brings to the customers.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, they need to call, write then by WhatsApp or Facebook Messenger that they have link in their website that make essay contact them by those apps.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: they can add the option of make the appointment directly from the website, make an approximative of the prices of the basic services that they offer to help the customers have an overview of the final prices that they will pay. Moreover, they can add a chat box to be in contact with the customers.			
Section 2- Customer Experience			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer: the appearance of the website is relative to the services that they bring, is easy to use with an intuitive structure where you can look the services that they bring. There are differences between the computer and mobile phone version, in the computer version the option is on the screen and is quick and essay go into them but in the mobile phone option or sub-pages that they have are on a menu where you can see the option an select the one that you can see.			
Question 2b - How does the website use imagery, video and colour?			
Answer: the colours that they mort use on the website are black and white that apport elegance is accord to theme of the website that is about Cars. The use of Imagens in the gallery as an example of the services that they bring are to specify that make more credibility about the result of the services. They do not use videos on the website.			
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, They will need to implement it because online chat tools can help the customers to request information about the services and the time that they take to make them, also can help the customers to			

make an overview about the different services that they have and the differences between them, making more essay take the decision about the services that they will use.	
Question 2d – How effective are the social media links on the website?	
Answer: It is useful because send you directly to the socials medias that they have, where you can look the previous work that they posted as examples as they work. Moreover, you can contact them send a message by Facebook or Instagram to request information about their services, also you can use the option to contact then by WhatsApp.	
Section 3 – Perceived Value	
Question 3a - How are the services offered by the company made clear to customers?	
Answer: The services that they offer include a description and examples to help the customers have a clear view of their services and if it is what are they looking for. The customer can use the descriptions on the website of each service that the offer to get an example of the services that they will bring you. Also, you use the social media pages that have include in their website to look examples of their previous jobs.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: They have an excellent review from the customer with 4.9 stars making it one of the more recommended for these services. Also, the reviews are up to date because the last one was three months ago.	
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 services that they bring a part of the customers review they include photos as examples of the result using the services of this company. Furthermore, apart of the high quality of their services and truest structure of their website page, I was looking into their different social media pages, and they have many works as an example and promotion of their work that you can use to make a clear decision of use the services and recommend it to your familia and friends.	
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: No, because the prices depend on the services that people are looking for, also the type and brand of the car can influent in the price because the quality and price of the work is affected by the options that the customer want to use in their cars. Finally, prices can variate if the customer want to use more than one services or if they will have more than more car to get services.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Car wrapping Birmingham
	2. Car debadging Birmingham
	3. Car lights tinting Birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When you type Car Wrapping, SuitedCars appear on the top 10 position 5 in Birmingham but the rest of the words you can found similar services but you this company does not appear on the top 10. Moreover, those are the result for Birmingham that is where this company are from but in London you have other results using those words or looking for similar services.	
Section 5 – Reflection and conclusion	
Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.	
Answer: Yes, this type of services is common use for young people and have a large range of potential clients. This website brings services that are using for styling cars are using for many customers and it is completely legal it is considered a modification from the original appearance of a car that is approof by insurances. This type of business has advantages such as flexibility and options to improve, it is a service that you can make from home o you can make a company such as Suitedcars that bring services relative to	

change de appearance of the cars, and disadvantages such as look for good suppliers, it is hard create a truest customers, and the work can be repetitive.

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: Create a Chat Box a directly Book Appointment from the website and include the approximate price for the services, the reason that I considered it is because some time the customers are looking for the services that they bring and for no time to make a call or wait for the quote they go other place, also If they implement those options they customer can have an overview of how much they will pay for the services and how long they need to way for an appointment to get a services with them that will help they make large range of client and can make sure that the bring quality and price in their services avoiding losses and bad reviews from the customers.

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