

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2429671	Student Name	Sabina Dolinska
Website Chosen	SuitedCars		
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: It loads very quickly, takes about 2 seconds to fully open the website and it is very easy as the homepage isn't overloaded and is clear.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website does contain sub-pages such as Service, Booking and Contact and it is very easy to navigate them as they appear on the top menu bar.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes the customer can make a booking via the website by choosing book now.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I believe that the brightness of the homepage could be improved to attract more attention for potential customers, I think the home screen gives a bland appearance and could be improved.			
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: As I have stated in my previous answer, the page itself looks bland however the structure of the page is very helpful for users since it does not confuse the potential customers with multiple sub pages. Both mobile and computer have the same looking website.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website only contains images and no videos. All the imagery we see on the website is relevant to the topic of cars. All the images contain the same undertone of grey blue and dark; it fits in the cool toon color pallet.			

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: You can get contact directly to the websites customer service through messenger whatsapp email and phone number this is very convenient for potential customers since it provides various options for contact.

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

Answer: The social media links are very effective as you can see some of their products and services.

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 services are made clear through a text that you can read on the home page and right besides it there is a link that takes you to their social media instagram, on instagram they have uploaded nermouse of pictures advertising their services which makes it clear for the viewer both visible and verbally about the services they are willing to provide.

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

Answer: The customer reviews are visible on the homepage when scrolled down, however the website itself does not provide a visible date on which the reviews were made. It however does let you access the reviews and their date easily from google with a tap that says more reviews.

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 high quality aspects of this website has many reasons like for example high value cars and reassurance from all the positive reviews and their social media platforms that have a high following which shows the accuracy in this website. I Would recommend it.

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 prices of their services are not visible on the website or social media. The reason for that could be since it varies on the cars and what kind of services the customer want and how much material is gonna be use and labour.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Tinted windows
	2.Car wrapping
	3. Debadging

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

Answer: No the website does not appear in the top ten websites.

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 I do feel that websites have relevance in the modern UK business, reason to that being is that there are multiple websites and services you can access easily through your phone that is connected to the internet which makes it very easy for a lot of people since you can skip the phone calls and unnecessary waiting time over the phone. Having a website that can be easily accessed through wifi is not only a time saver but also gives you more in brief presentations that will help an individual explore better options by viewing images or videos and other visual content.

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 a different theme, something to grab the viewer's attention perhaps brighter colors and maybe special low price offers on the first front page to lure the customer into deeper exploring of the page paragraphs on the second page all social media should be easily accessed through bright visible link and therefore the customer will be drawn to the links and see one of the best services done by the websites company which will attract the viewers attention to further on make a booking via email or even a phone call which both options should always be visible for the viewer throughout the whole page diving.

Reference List

Suited Cars. (n.d). *Suited Cars*. [online] Available at: <https://www.suitedcars.com/> [Accessed 28 Apr. 2025].
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