

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2424528	Student Name	Larissa Kellyn Silva Neves
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: The website loads information quickly, and there were no screen freezes during navigation and exploration. All options/subpages clicked on were loaded at a satisfactory speed.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This is a website for an establishment that offers restaurant services (with table reservations and themed/seasonal dining experiences), as well as accommodation services with rooms or studios for holding parties/events. The website has two intuitive and well-described subpages, making it easier for the customer to choose the service according to their needs at the time. Regarding the hotel service, the images of the rooms state: "Pictures for illustration purposes - not the actual room you are booking*", it would be more coherent to display real images of the rooms.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: It is possible to book tables at the restaurant and a room for accommodation, with immediate response regarding prices and availability. When trying to make a book for an event space, it is necessary to make an inquiry via email or telephone for more information.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: There is no option to return to the website's home page where the "THE HIGH FIELD" business's presentation is show, it would be good to insert a "home page" option. Some subpages open in a new tab instead of redirecting directly from the page where they are opened, It would be better if it didn't open in a new tab but directly on the same page (tab).			
Section 2 – Pleasure – 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 website looks nice and the images presented are attractive. The way the website is displayed on a computer and on a mobile phone are similar.			

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

Answer: The website uses a pleasant shade of green, which conveys the idea of the countryside, the place where it is located. The subpages display images of dishes from the menu in relation to restaurant bookings and illustrative images of the rooms for accommodation.

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 does not have an online chat tool on the website, offering only telephone and email as contact options. Although there is a link at the end of the page to access the social networks Facebook and Instagram, these do not appear directly as a way of quick contact.

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

Answer: The social media links are not positioned in a good place on the website page, they are not very intuitive, they could have used the symbol/logo of each social media referenced to make them more evident. However, at the end of the website page there are the words Facebook and Instagram and when clicking on these words we are quickly redirected to the respective social media.

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer: The company offers three distinct services (restaurant, hotel and party/event space). Services are offered clearly, on separate subpages. There is clarity and details about each type of service offered.

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

Answer: On The High Field's own website there is the possibility and option to encourage customers to write their reviews and by leaving a review, the customer participates in a prize draw for consumption value. However, the company's own website does not display comments from previous customers. It is possible to view some reviews only after searching on Google or TripAdvisor.

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 Pub is shown to be part of Peach considered a collection of truly excellent pubs. The website also states that the Restaurant was awarded in 2022 and 2024 for the quality of its food. In terms of hospitality, High Field Town House is presented as a stylish boutique hotel, apparently of great quality. I would use the services offered by the company, since there is a menu that meets all requests throughout the day (breakfast, lunch, snack and dinner), with a very attractive variety. The way the hotel service is presented is also very pleasant. And as for the event space, this seems to be offered satisfactorily, because in addition to offering the space, they also take care of the details of decoration, food and drinks for the event.

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: For restaurant and hotel services prices are displayed clearly, the values are compatible with the quality that the company promises and competitive with companies of a similar level. Regarding event space, prices are not displayed, probably because each event has its own individualities, not referring to the type of decoration, food, drinks and number of people.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Restaurant and hotel in Edgbaston
	2. Event space with catering in Edgbaston
	3. Pub in Edgbaston

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

Answer: Yes, by searching in the three ways mentioned, it is possible to find the company's website among the top ten on the list.

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: In today's modern digital environment, websites are still relevant for UK businesses, as they provide concentrated, credible and reliable information about the company. Social media also plays a significant role, and complements the information provided on the website. In today's globalized world, websites are an essential tool for businesses of all sizes, as they complement the work of social media, providing a stable and customizable platform to interact with potential customers and help the company achieve business goals.

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 website's home page lacks information and does not explain all the services offered by the company. Therefore, the presentation of the home page could be improved by including links to other services offered by the company. Furthermore, after starting to browse the website, there is no option to return to the home page. I believe it would be important to have an option to return to the home page.

Reference List

Cite them right : the essential referencing guide. Publisher: Bloomsbury Academic. [Cite Them Right - What if I can't find all the information I need?](#) (Accessed 13 April 2025).

Highfield Town House Hotel - <https://www.highfieldedgbaston.co.uk/> (Accessed 13 April 2025).