

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

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Website Chosen	Eden Spa Harborne
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Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa
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Evaluation

Respond to each question

Section 1 – Usability

(75 words maximum for each answer)

Question 1a - How quickly and easily does the website load?

Answer: Its load time takes 2-3 seconds, which is ideal according to the general experience of the user. The imbalance, however, is seen on a mobile where large photo and embedded videos slow it down. The site does not have excessive elements that could significantly decrease the speed of its work, yet it can be enhanced more with the usage of mobile loading acceleration.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: Yes, there are multiple sub-pages on the site (e.g., Home, Services, Blog, Contact). The menu bar is lucid and arranged in a rather orderly manner, with drop-down menus leading users to the corresponding section with ease. Its intuitiveness is also spotted as a search box found in the upper right corner will help considerably in finding particular queries, so people do not have to make any extra and redundant clicks.

Question 1c - Can a customer make a booking via the webpage?

Answer: Yes, customers can make bookings directly via the website. A big booking button placed in the home page and on different pages (this is one of the most attractive offers here) goes to an already built-in booking form where a user can choose the service they want to use, desirable date, and time.

Question 1d - What improvements could be made to the usability of the website?

Answer: Though the site is comprehensible, it would make the procedure of booking more fluent adding the one with calendar that would automatically update the free ones. It would ease the process of customers having to make any form of booking having to first of all determine availability, making things generally more usable (Nazlan et al., 2018).

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 design of the site is esthetically pleasant considering that it has a sleek color scheme and legible typography. The layout is pretty adjustable on mobile, although some parts (that require more visual elements) shrink to lose some of their visual appeal. Desktop version includes more complete picture of the design, but the mobile users might

represent benefit with smaller images optimized on the performance background (Fink and Papismedov, 2022).

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

Answer: The site employs the use of good quality of images and videos that draw attention to the products and services. There is a relevant image associated with each service and the videos are included successfully (in the section About Us) as a story to communicate the brand. Colors also complement each other and the tones of blue and white make the place welcoming. But the danger lies in having excessive visual material to distract the users who are on mobile devices.

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: Yes, the site has a live chat installed that it can be accessed everywhere. The turnaround time of response is fast and a customer service representative is accessible most of the time during business hours. Chat also will enable your customers to ask particular questions regarding the service and receive direct response to it, which will be very valuable addition to the customer experience.

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

Answer: The social media links are significantly placed in the footer and they connect to functional and updated pages on sites such as Instagram, Facebook, and Twitter. They can drive engagement well, so they have regular updates and reply to inquiries of the customers. The links should however be more useful when they open in new tabs to eliminate inconvenience caused to the user when navigating the site (Kang, 2018).

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 very well structured on the “Services” page, with very brief explanations of each service on offer, what it does cost, what does it have on offer and what are the advantages. Each service also has case studies described in detail and how they appear in the world, and what its outcomes may be, which contributes to customers finding out what they obtain.

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

Answer: Reviews written by customers are placed at the top of every service page as well as in the testimonial section. They are displayed with star ratings and detailed feedback. The reviews are current and the latest ones are at the top. Also, the site works with the ability of other customers to leave their reviews, which guarantees the constant inflow of the feedback (Wen et al., 2020).

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 quality of the service is promoted by the detailed description, professional usage of the brand, and the slogan of the customer satisfaction. High-quality imagery and a user-friendly website reinforce the message. The firm has personal services where the level of customer satisfaction is high and therefore I would be willing to recommend it to others.

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: Yes, the prices for services are clearly displayed. Its charges are market competitive and the nature of the service is premium. Pricing transparency is a factor which strengthens the credibility of the company and assists the customers in making a qualified choice. The clear pricing also supports the company's high-value image.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Service name
	2. Online booking
	3. Customer testimonials
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Indeed, the top 10 results returned by Google cause the company to appear in its top 10 ranked websites in response to queries of such keywords, this means that the company has a good SEO. The address is optimized, obtains appropriate metadata, includes keywords, and a good trace back link.	
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: Websites remain to be very relevant to UK companies where they act as a natural point of linkage in terms of communication, marketing and selling. Although it is very important to reach out to the consumers through social media, the web site will be more informative when it comes to the products and services and will develop trust and credibility. It serves as an online storefront of business where one can generate leads and assist customers. It is more likely that a professionally maintained web site will impress the customer and will show them that the company is credible and can be reached. It also helps with SEO that is why business become searchable in search engines and therefore broadens their scope(Olagoke et al., 2018).

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 recommend the streamlining of the mobile site especially of the images and videos to enhance faster loading. As more people increasingly use their mobile, it is important that the site acts well on their smartphones. Mobile optimization provides a better experience and the bounce rates are also low and thus the visitors are engaged. Through trimming of media content and responsive design, the site has the potential of offering quicker and smoother experience to users, which is critically important in terms of retaining potential customers and the overall performance in the site. Such an update would also enhance conversions via visits using the mobile.

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