

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number		Student Name	Iulian Adrian Pitu
Website Chosen	www.booking.com		
Insert hyperlink to website	www.booking.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 loads at the fraction of a second giving the user a amazing experience.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Booking.com has a lot of sub-pages for different services and a range of destinations that the user can select. This makes the website be easy to use.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can easily book a trip from the webpage.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I've seen that the mobile experience isn't really developed compared to the desktop experience.			
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: Booking.com webpage looks clean and professional, but on mobile everything its more simplified and scroll-based while the desktop version shows more content.			
Question 2b - How does the website use imagery, video and colour?			
Answer: Booking.com uses high quality images that give the user a showcase of properties, colour schemes and a trustworthy feel.			
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, booking.com offers an online chat tool called the Booking Assistant, which uses AI to handle customers and making sure their trip is ready to be enjoyed.			

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

Answer: Booking.com engages a lot of Facebook and TikTok, this makes the ADs be seen by millions of people making them interested in a holiday in the future.

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: Booking.com clearly present the customers everything that he needs to know and also makes it easy for the customer to adjust his holiday as he prefers.

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

Answer: Booking.com provides customer reviews and are accessible and regularly updated from actuals customers who booked a holiday from their website.

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: Booking.com presents its service as high quality though a large section of properties, competitive pricing and user-friendly features.

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: Prices are clearly displayed on Booking.com and typically its alongside property details and available discounts.

Section 4 – Searchability

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

1. Holiday
2. Family Trip
3. Booking

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

Answer: Yes it does.

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, websites remain highly relevant in modern UK business. For platforms like Booking.com, they offer a central hub for customer interaction, bookings, and information. Despite mobile apps' popularity, websites still provide a comprehensive, user-friendly experience, especially for research, comparisons, and detailed service options.

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 simplifying the homepage layout to reduce visual clutter. This would improve user experience by making it easier for customers to navigate and find what they're looking for without feeling overwhelmed by too much information at once.

Reference List