

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2433678	Student Name	Ruta Irina-Florina
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	Good holiday		
<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: This website loading time is quick and effective. I believe the loading time of the website to be faster than most websites as it did not take longer than one second to completely load. And i have also checked the website on a different Wi-Fi network and it loaded at the same speed. Just to be sure of it i asked a friend to visit the website from his computer and he replied to me that the website loads very fast.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the web site contains many sub-pages. Which are well explained and easy to navigate, also each sub-page contains detailed for example, there is a subpage to make a reservation for a room or another page where you can make a reservation for a table at a restaurant, you can see the menu, you can opt to see what is vegan on the menu, and so on.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, when you enter the site, it is very easy for a customer to make a reservation. You can make a reservation at the hotel, but also at the restaurant. To make a hotel reservation is very simple, we enter the web page where we find two links BOOK A STAY and BOOK A TABLE. Click on BOOK A STAY. Once we arrive on this subpage, we choose according to our needs: room type, period.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: In my opinion, the website does not need any further improvement. The website works as it should; it's very easy to navigate. The information provided is clear and well structured. Everything you need from booking a room to booking a restaurant meal or drink is all made available as soon as to click on the links . The website should remain as it is.			
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 website, in my opinion, is very pleasant and practical. The website is also very practical- browsing from your phone or your computer, the experience is the same.			

This experience, which I class as a good experience, connects with the ideas of web design researchers who state that a good website should “be visually pleasing but also meet the customers' needs”. (James et.al 2020).

Question 2b - How does the website use imagery?

Answer: On this page we find very explicit images, we can see what the rooms look like, and we can see what the dishes look like. Visually, the use of vibrant colors makes the website pleasing to the eyes. The meals on the web page keep appearing in sequence and this could unconsciously influence you to book a meal or a stay. You can equally see the relaxation areas and drinks, which are a major factor in making a booking.

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: From my research on the website i could not find any tool for chatting on the website which in my opinion is a mistake. Providing customers with a chat tool might improve business as customers can find out details and whatever they need to know without wasting too much time scouring the website. I believe not having that option can lead to lower traffic because not everyone has the time to read everything looking for details.

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

Answer: The links to social networks on the website are very effective. At the bottom of the website, we can find Facebook and Instagram, where we can find reviews from other people, or we can even provide our reviews. By just clicking one of the links we are redirected to the social media where we can find more details from customers reviews that can help us decide if we book a stay or use their restaurant.

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 company's services are very well explained. You can find all the necessary information on the website. For example, they offer parking, free internet, and the most important thing, in my opinion, is that they accept pets. The website offers in my opinion everything needed from this sort of business and a bonus is adding pets allowed something that not many businesses of the sort accept.

Question 3b – How effective is this to enquire about the product or service?

Answer: In general, it is very important to access information about the services you want. On this web page, you will find all the necessary information. As they do not have a chat tool is not very fast, however they have many other contact details including phone number and email which the public can use to enquire about the services offered.

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 service is very well presented with a lot of information that is of the highest quality about accommodation, restaurants, everything very well organized and yes, I would recommend these services further. Everything is well presented and transparent no hidden fees or extras. I would happy recommend this business to anyone in need of 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: Yes, the prices are displayed both at the restaurant and at the hotel. In my opinion, the prices are very fair if we compare the price to the quality. As a customer, it is very good to see the prices in advance because many of us have a budget, and this helps us calculate and see if we fit into this budget. Also keeping the price lower and maintaining quality service ensures of customer satisfaction.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Gastropub
	2. Hotel
	3. Birmingham

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

Answer: Yes, when I type these three words on Google, the company's website appears in the top ten, it's even the fourth one that appears, so it's very easy to find if you know what services to look for. This is a plus for this website as it can be found very fast and being top ten on google will most likely suggest to the public that it is a good business used by many people.

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 are very important not only in UK businesses, but they are also important in businesses all over the world because nowadays the internet is very used and so we can give our businesses better online visibility, customers having the opportunity to leave reviews and so we have the opportunity to build our credibility. The page offers customers the opportunity to find information 24 hours a day. So, in conclusion, it is very good for a business to have a website because it is very advantageous to businesses. Advertising costs can be lower, you can improve communication with customers, you can improve sales, there are many advantages that a website brings to a business because search engines are in full development.

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 believe that the website is well made only lacking the chat tool which is a key part of websites in these modern days, that can be fixed easily i would suggest that they add this immediately to make their website even more complete, that can be fixed easily i would suggest that they add this immediately to make their website even more complete, a well done website with every tool that help customers will always attract more business.

Reference List

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