

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2429940	Student Name	Roxana Calin
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			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: Highfield Town webpage for this hyperlink is opened in 2-3 seconds after accessing the link.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
The website is well-designed, and it is easy to navigate. Contains many sub-pages for visitors to explore menus, events booking options and customer interaction features. (like reviews)			
Question 1c - Can a customer make a booking via the webpage?			
If someone desires to make a booking for table or room on this page, it is possible and easy to access the main page and select option booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Improvement for this website would be adding pictures to each dish in the menu. Adding images can help customers make choices, but visual experience can help customers make more informed choices and become more confident about what they are ordering.			
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 pleasant for this website looks current, which is friendly. But on a mobile phone, some elements could appear a while small or disorderly. Having the design adapt to different screen sizes can greatly enhance the overall look and feel.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses fine pictures and captures to show off products and services effectively. The colour pattern reflects the brand's identity, creating a cohesive visual experience.			
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: This website does not currently have an AI chat tool. Adding chat tools, it's helpful for real-time customer inquiries, providing quick responses and personalized assistance. This can make it easier for customers to get the information.			

Question 2d – How effective are the social media links on the website?	
Answer: The social media links are easy to find and use. They direct users to the company's profiles, encouraging engagement and interaction.	
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 offered by The High Field are clearly charted on the website and given service pages. Descriptive text, images, and videos offer a complete knowing of what the corporation indicates for customers to identify the accessible services.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Reviews are not highly presented on the website. Adding recent reviews might increase credibility and induce good decisions.	
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 presented as high quality through several key elements. The positive customer reviews and professional presentation on their website also give me confidence in their reliability and commitment to customer satisfaction.	
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 clearly listed on website. Clear pricing create confidence and makes it easier for customers to pick. If prices weren't listed, it might be to encourage direct inquiries for personalized quotes.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Gastropub
	2. Edgbaston
	3. Dining
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, the website appears in the top ten Google results for "Gastropub Edgbaston Dining," often within the top five, due to its relevance as a prominent gastropub in Edgbaston offering dining services.	
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 observe websites are relevance for UK businesses. They're offering The High Field a reliable sense, indicate their sense and manage bookings. Social media's excellent for a quickly scroll, then a website's where you go for the real deal.	
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?	
I suggest a live chat, can answer questions about bookings or the menu and get answers quickly, making it effortless and engaging.	

Reference List

1. Jongmans, E. <i>et al.</i> (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', <i>Journal of marketing management</i> , 38(17–18), pp. 2078–2113.
2. Kotler, P., Armstrong, G. and Opresnik, M.O. (2018) <i>Principles of marketing</i> . 17th eds; global edition. Harlow: Pearson.
3. NFI (2021) <i>What Is Social Media? – Everything You Need To Know</i> , Available at: https://www.nfi.edu/what-is-social-media/ (Accessed date: 22 April 2025)