

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2425149	Student Name	Shakisha Taylor
Website Chosen	Eden Spa Harbone		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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 is very fast and does not give problems with loading up pages.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes the website contains 4 sub pages and the customer can find these on the websites main page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: the customer is not able to make a booking on the website as there is no sub page for that.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the website can be improved by adding more options like making a booking online and they should also be more detailed with the explanations of the services they provide.			
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 webpage looks good but could be a lot better as they only use one colour in the background. The only difference the webpage has on a mobile phone is that they have included a tab that lets you see the 4 different subpages and the tab also lets you hide them.			
Question 2b - How does the website use imagery, video and colour?			
Answer: the website has only used a 3 images with a flower in the background and a human hand holding a flower in one of the sub pages but they have not shown the customers what inside the business looks like so you will not be able to decide based on what the spa building looks like. They did not use any videos. The main colour they used is green.			

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 have a online chat tool and this makes it harder to engage with the business to find out more information.	
Question 2d – How effective are the social media links on the website?	
Answer: the social media links used on thiss website are useful as they give you direct access to their social media pages and this includes facebook and twitter.	
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 that this company offers are made specifically clear on the webpage as they have included a wide range of different service types and they specify the price of each one in a list.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: there are no customer reviews on this 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: I would recommend this spa as a high quality company because they have a lot of different services too choose from and theprices are reasonable for customers.	
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 prices are made clear for customers to see but tthey do not reflect the quality of the sservice shown as they have not shown what their services look like and they also do not have any customer reviews to base your decision on.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.spa
	2.company
	3. birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: the company's website did not come up in the top 10 when I searched the three words.	
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 feel like websites still remain relevant in uk businesses because they give a lot of essential informaation that the customers may need and also its gives the customer a insight of what they offer.

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 they improve the amount of images they have used on the website as this would make it more attracting to the customers and also they should add more subpages to give more information like customer reviews and images of the building.

Reference List

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