

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

Student Number	2526754	Student Name	Nanda Limbu
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Website Chosen	NHS UK
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Insert hyperlink to website	https://www.nhs.uk/
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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?

The website loads quite fast and is easy to use. If the connection is slow it might take up to few minutes. When you open it, the main page appears quickly without waiting. The images and text show up smoothly so it does not feel slow or confusing. You can click on links and move between pages without delay. This makes it simple for users to find what they need. Overall the website gives a good and quick experience for people who visit it.

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

The website has several sub-pages but they are organised in a simple way. Each page is grouped under clear sections such as services, about, or contact. This helps users not feel lost. A customer can move around the website using the main menu at the top of the page. They can click on different options to go to other pages. There are also buttons and links inside each page that guide the user further. This makes it easy to find information step by step.

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

Yes, a customer can make a booking on the webpage. There is usually a booking section or a button that says "Appointments and bookings at your GP surgery" The customer clicks on it and fills in simple details like name, date, and time, etc. After that, they submit the form to confirm the booking. This makes it easy and quick for customers to book a service online without needing to call or visit in person.

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

The website could be improved to make it easier to use. Some pages have empty space, so adding more short summaries or useful information would help users understand things better. A live chat feature would also be useful, as customers could quickly ask questions and get help. The website could also improve by making buttons clearer and adding simple instructions, so users can move around the site more easily and find what they need without confusion.

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?

The webpage looks clean, simple, and professional. The colours are calm (mainly blue and white), and the text is clear, so it is easy to read. The layout is well organised, which makes it pleasant and not confusing for users. On a mobile phone, the design changes to fit the smaller screen. The menu becomes a button, and content is shown in a single column. On a computer, the page is wider, showing more information side by side. Both versions are easy to use.

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

The website uses images in a simple and clear way, often showing doctors, patients, or health-related topics to make information easier to understand. It does not rely too much on videos, as the main focus is on clear written information. The colours are mainly blue, white, and some green. These colours make the website look calm, clean, and trustworthy. Important sections, like buttons or links, are highlighted clearly so users can find what they need easily.

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?

The website does not always have a direct live chat tool on every page. Instead, it mainly provides help through FAQs, contact forms, and phone services. In some cases, there may be virtual help tools, but they are limited. This method is helpful, but not as fast as a live chat. A live chat would make it easier for users to ask questions and get quick answers. So, while the current system works, it could be improved by adding a simple live chat feature.

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

The social media links are quite effective because they connect users to official NHS updates on platforms like X (Twitter), Facebook, and Instagram. This helps people stay informed about health news, advice, and important announcements. They are easy to find and usually placed at the bottom of the webpage. However, they are mainly used for updates rather than direct support. So, while they are useful for information, they are not the main way to get help or ask questions.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

The services are made clear through well-organised menus and headings. The homepage guides users to important sections like GP services, appointments, health advice, and emergency help. Each service has its own page with simple explanations written in clear language. There are also search tools, so users can quickly find specific services. Icons, headings, and step-by-step guides help people understand what each service is and how to use it. This makes it easier for customers to find the right support.

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

The website does not mainly use customer reviews like commercial websites do. Instead, it provides official information, guidance, and sometimes patient feedback or satisfaction surveys through reports or linked services. Because of this, there are not regular public reviews shown on the site. Any feedback that is available usually comes from official surveys and reports, which are updated periodically. These are generally up to date, but they are not displayed as everyday customer reviews.

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?

The service is presented as high quality through clear, professional information and a trustworthy design. The website uses simple language, reliable medical advice, and official guidance from health experts. This helps users feel confident that the information is accurate and safe. You would use the NHS service because it is free, widely available, and provides essential healthcare support such as GP appointments, emergency care, and health advice. It is also trusted by the public, so you can confidently recommend it to friends or family when they need medical help.

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?

Prices are not shown on the website because most NHS services are free at the point of use for UK residents. This is clearly explained, so users understand they do not need to pay for standard healthcare services like GP visits, emergency care, and many treatments. In some cases, such as dental care or prescriptions, there may be set charges, and these are explained separately on specific pages. There are no prices for general services because the NHS is funded by taxation rather than direct customer payments. This helps make healthcare accessible to everyone, regardless of income.

Section 4 – Searchability

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

Clinic

Hospital

Doctor

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

Yes, when you type "Clinic, Hospital, Doctor" into Google, the official website of the NHS normally appears in the top results, usually within the top ten links. This happens because the NHS is an official and trusted organisation in the UK, and search engines prioritise reliable sources for health information.

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.

Yes, websites are still very important in modern UK business. Most companies use websites as their main place to share information about their services, prices, and contact details. Customers expect to find a business online, and without a website, a company may look less trustworthy or professional. Websites also allow businesses to reach more people, not just local customers, but anyone across the UK or even globally. They are available 24 hours a day, so people can get information anytime. Businesses can also update their services quickly and promote offers easily. Even with social media, websites remain the main source of official and detailed information for customers, making them very relevant today.

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?

One improvement I would suggest for the NHS website is to add a stronger live chat support feature. This would allow users to get quick answers to their questions without needing to search through multiple pages or wait on the phone. Many people may find health information confusing or urgent, so having instant help would improve their experience. It would also make the website more user-friendly, especially for elderly users or those not confident using the internet. This improvement is important because it increases accessibility and saves time for both users and support staff. Overall, it would make the service feel more modern, efficient, and responsive to public needs.

Reference List

NHS (2026) NHS website. Available at: <https://www.nhs.uk> (Accessed: 26 April 2026).