

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2423792	Student Name	Isabela Bordeanu
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<u>Evaluation</u>			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Website speed can be defined as the speed at which a website responds to a link click. The Suited Cars website exhibits exceptional speed and efficiency on both desktop and mobile devices. Its lightweight structure, devoid of excessive animations, significantly contributes to rapid loading times. The optimised performance ensures an engaging experience for the user.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
There aren't many subpages on the Suited Cars website. It is comparatively simplified, which makes it easy for potential clients to navigate. The following are the main pages of the customer-friendly website, which may be accessed from the top menu. After landing on the homepage, a prospective customer can quickly locate what they need with just one or two clicks.			
Question 1c - Can a customer make a booking via the webpage?			
Rather of serving as a full-service booking platform, the website primarily generates leads. This indicates that the client initiates communication, and the company manages scheduling by hand after that. A direct online booking method is not available on the Suited Cars website. Alternatively, customers can: - Use a contact form to get a quote - Use WhatsApp to text or call - Send an email via the website's mail link			
Question 1d - What improvements could be made to the usability of the website?			
As previously stated, direct booking is not currently available to clients. A straightforward booking mechanism would lower friction and enhance lead quality. Important actions would also be constantly accessible with the addition of buttons like "Call Now" and "Get a quote." For quick questions, another suggestion would be to include a live chat widget or a WhatsApp integration button.			
Section 2 – Pleasure – Customer Experience			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			

Overall, the website seems nice and professional, however there are a few noticeable visual and functional variations between desktop and mobile versions. The desktop has a neat design, appealing graphics, and a well-organized flow. Even though the website is entirely adaptable and adapts to the screen without breaking on a mobile device, there are still spots where the spacing feels tight. Additionally, some of the gallery's photographs don't crop or scale on mobile devices.
Question 2b - How does the website use imagery, video and colour?
The Suited Cars website makes good use of colour and graphics. First, there are excellent high-quality photographs throughout in the gallery. The gallery area, which displays a range of finishes and vehicle kinds, has the greatest visual impact. At the moment, no video content is utilized. White, black, and grey make up the majority of the site's monochrome colour scheme.
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?
There doesn't seem to be an online chat feature on the Suited Cars website. Since this is a service-based business, adding a chat feature (Live Chat, WhatsApp widget) would be beneficial. Customers will be able to interact in real time and the experience will be highly mobile-friendly with the addition of these features. Ultimately, the leads will increase with this addition. All things considered, will enhance consumer connection and personalize the experience.
Question 2d – How effective are the social media links on the website?
Including links to social media on a website demonstrates that the company operates outside of it. There are two icons on the Suited Cars website that go to social media profiles on Facebook and Instagram, but I don't think they are very efficient. Located in the footer section, these icons are not particularly noticeable and may go unnoticed by most people unless they scroll to the bottom of the page. Furthermore, as an upgrade for the internet presence, I would add a Tik Tok account for videos through the customization process.
Section 3 – Perceived Value
Question 3a - How are the services offered by the company made clear to customers?
The website communicates its offerings in a respectable manner. The several kinds of vinyl wrap that are available are listed on the 'Services' page, in the top menu. The article provides a basic explanation of vehicle wrapping's definition, advantages, and available finishes. The gallery displays finished wrap works that demonstrate the range of services offered. The main service, wrapping vehicles, is very clear, and pictures help people understand the product without having to read long explanations.
Question 3b - How are customer reviews made available? Are these up to date?
Although customer evaluations and testimonials are included on the homepage of the Suited Cars website, they are not positioned to attract the attention of customers and there are only a few visible. Although several of the brief reviews highlight customer satisfaction, it's unclear if they are current or if they were taken from previous projects.

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 general layout of the website displays a sense of pride in Suited Cars' operations, which is consistent with the superior service they provide. The completed vehicle wraps in the gallery of previous projects provide a visual representation of the level of the service, the attention to detail, the final touches, and the variety of wraps that are offered. The service is positioned as a professional solution, the FAQ area has a wealth of information regarding durability and other aspects.	
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?	
Transparency in pricing, particularly for specialized services like car wrapping, it is important for the customer and crucial for the decision they are going to make. Prices are not displayed on the Suited Cars website. Customers are instead advised to contact the business directly or use a form to request a price. Since the services the company provides are customized and can vary depending on the car's size, original condition, wrap type, area covered (full or partial wrap), and any other detail that distinguishes each customer, I think this is the reason the company did not include the prices.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Car
	2. Wrap
	3. Custom
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
The Suited Cars website does not show up in the top ten Google search results when the term "Car Wrap Custom" is entered; instead, other companies do. I think this keyword terms may not be being correctly targeted by their website.	
Section 5 – Reflection and conclusion	
Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.	
In 2025, where social media and mobile devices rule, websites are still important for modern UK businesses. A website, in my opinion, continues to be the centrepiece of a company's internet visibility. Customers in the UK frequently visit it first to check the company's legitimacy, evaluate services, products, prices, reviews, and portfolios, as well as to obtain contact information. My own experience has shown me that UK clients respect authenticity and professionalism; a company or business without a website may come across as unreliable or deficient. A website presence, in my opinion, is crucial for all sectors of the market, including auto sales, auto shipping, auto wrapping, etc. A neat, well-designed website helps you establish your own identity as differentiates you from competition.	

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 think I'll give the website a more personal touch by adding more videos or perhaps more pictures showing the entire process from the beginning till the end, as there aren't enough at the moment. I would also encourage customers to participate by adding more photos in reviews or testimonials to create that connection between the customer, the customization experience and the company that provides the service. Finally, I would provide an online chat facility.

During my investigation for this evaluation report, I discovered that many car wrap companies had identical internet appearances. Therefore, I have suggested the improvements because, in my opinion, if you want to succeed, you must figure out how to stand out from the crowd.

Reference List

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